Fraser Valley

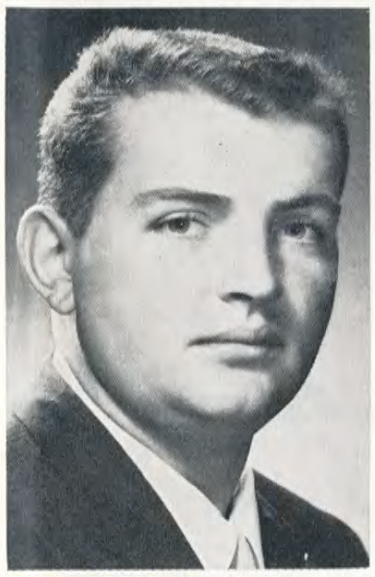
Milk Break

1966

Fraser Valley **Milk Break**

Published bi-monthly for the employees of the Fraser Valley Milk Producers' Association

VOLUME 5, NUMBER 1 — JANUARY-FEBRUARY, 1966



JAN CREIGHTON, Burnaby assistant plant superintendent, is one of four B.C. men who has been selected to make a two-month visit to Sweden starting April 17. The men will participate in a group study exchange program sponsored and financed by the Rotary Foundation.

Roof Walkers Fixing Leaks

Those stomping feet on the roof of the Burnaby plant belong to Campbell and Grill workmen who are making roof repairs.

FVMPA engineer **Don Mc-Queen** says a change in design of the flashings had to be made to compensate for the contractions and expansions of the roof.

"In other words, we're eliminating the leaks," says Don.

About 1,000 lineal feet of the new flashings will be placed when the job is completed.

Blizzards Slam Valley

Tough Winter Storms Strain Dairy Operations

An exceptionally heavy fall of snow combined with gale-force winds strained FVMPA operations during the Christmas-New Year holiday period.

Many oldtimers in the dairy business considered the storm conditions in the Valley the worst they had experienced in decades. Roads in some cases became impassable. There were times when municipal plows couldn't keep up with the drifting snow and had to be pulled off the job until the wind eased.

Retail and wholesale drivers had problems getting their dairy products to the customers. One fellow didn't get back to the plant from Surrey until 8:30 p.m. He normally would have been in at 2:30 p.m.

All available trucks on the retail, wholesale and farm pick-up units were on routes during the storm period.

MILK GOT THROUGH

Despite these conditions, inside and outside the plants, the milk did get through.

The major problem was in the country where the wind blew snow across municipal roads and driveways into farms. This prevented some tankers getting into the farms on schedule.

Traffic manager **Wally Kendall,** spending Christmas on Vancouver Island, was marooned there for two days. Production Manager **Norm Tupper** took over the traffic routing. At one pont, he had two of the Sardis-bound semi-trailer drivers in Abbotsford return with their loaded trucks to Burnaby because road conditions between Sardis and Delair were extremely treacherous. So drivers **Bud Thompson** and **Chris Schmidt** spent the night in Vancouver.

COULDN'T GET HOME

Another night, three of the Sardis-based tanker drivers spent the night at Abbotsford because they were unable to get over the roads home.

At the Abbotsford Pacific Milk Plant, evaporating was discontinued for one shift in case the FVMPA fluid division in Burnaby required additional milk. **Frank Forrest,** at Abbotsford, said the latest a tanker arrived at the plant was about 9 p.m. It usually gets in about 4:30 p.m.

Garage crews were kept on call 24 hours a day. Much of the time was taken up with towing stuck trucks, general service calls and starting vehicles with dead batteries. Cross links for the chains had to be taken out to many of the trucks on the routes.

POWER FAILURES

A series of 10 power failures interrupted production at the Burnaby plant Dec. 23. However, the situation was straightened out and power was completely restored by noon.

One of the drivers out of Sardis found two long handled shovels came in pretty handy when the wind and snow restricted his vision. He stuck the shovels into the snow on either side of the road and drove to them. The process was repeated during one particularly bad area in the blizzard.

STUCK 48 HOURS

One of the farm tankers was stuck for 48 hours on No. 5 Road, Sumas. **Sheldon Forsyth** of Sardis, driving on Sumas Prairie Road, became completely drifted in. The municipal road plows had been called off the roads because of the high winds and drifting. Sheldon got to a telephone and called for another vehicle to pick him up. Two days later, the plows cleared the road and the truck was freed.



FARM AND HIGHWAY tank truck drivers had their problems getting vehicles over the slippery roads during "the big snow." Garage crews also were kept busy looking after the FVMPA's huge truck fleet.



RETAIL MILK DRIVER Dave Jones thanks customer **Sidney Spetch,** 6886 Winch St. for shovelling out his walk. Snow was waist-level in some parts of Vancouver's highlands in early January and it was tough going for milkmen.

Staff, Welfare Fund Purchases Respirator

The FVMPA Employees Staff and Welfare Fund has donated $3,500 to Vancouver General Hospital so it can buy a special type of respirator.

A cheque was presented to the hospital authorities Jan. 25 by fund chairman **Ralph Ruddy** and secretary-treasurer **Jim Watson.** The staff and welfare fund donation covers the major portion of funds required to purchase an Engstrom Respirator. The rest of the money comes from the government.

Ralph said that a donation of this type marks the first time it has been done in the group's history. The FVMPA Staff and Welfare Fund is about 12 years old.

Last year the executive was told to investigate ways of spending the surplus in money.

In addition to the donation to the hospital, the Staff and Welfare fund donated about $7,000 to charitable organizations.



W. J. "JACK" AIRD joined the sales department of the Pacific Milk division, FVMPA on Jan. 12. He formerly was a member of a business consulting firm.

Tanker Driver Ill So Swamper Takes Run

An FVMPA farm tank driver who acted as a swamper on his regular day off ended up taking the driver to hospital.

It was relief driver **Earl Carter's** day off but he had dropped down to the Burnaby plant to see somebody in the garage. **Hank Reger** was preparing for his run up the valley without a swamper, however, he persuaded Earl to go along for the ride anyway.

The two men left in the tanker about 7 a.m. There was a lot of snow around and the going was a little tough in spots. The truck was making pick-ups in the Johnson Townline road areas down toward the border.

Then Hank began to feel ill. He stopped the truck and got his friend to drive.

Acting quickly, Earl took Hank to Langley Memorial Hospital and got a doctor before leaving.

Afterwards the swamper-for-a-day slid behind the steering wheel and completed Hank's regular run. He returned to the Burnaby plant, 16 hours after he had started.

Earl also had a busy time of it during the recent snow. Along with swamper **Lee Tupper,** our production manager's son, it was his tanker that was stuck in drifts for more than 24 hours in the Matsqui area.

Noise Stopped By Driver

One of Dairyland's retail milk drivers broke a cross link in his chains during the storm period in the Vancouver area last month. The cross link banged against the side of the truck and made a terrible racket. Most drivers might have removed the crosslink and had it repaired when he returned to the plant. Not this driver! He stopped at a drugstore and bought himself a pair of earplugs . . . No more noise.

From the Manager's Desk

By L. A. Atkinson
FVMPA General Manager

THE SECOND STRIKE

There is an old saying that lightning never strikes twice in the same place. The same thing cannot be said for snow storms.

During the winter of 1964-65, we had a period of storms, the depth and length of which had not been experienced for more than 10 years. Everyone hoped that we would not have a repeat for another 10 years or more, but no such luck. Down it came again!



While the duration was somewhat shorter than last year, in many ways the problem was worse. In the country, particularly from Abbotsford east, there was more and deeper drifting and the job of clearing roads and picking up milk from farms presented a bigger problem.

The similarity between this year and last was the dedication and effort with which the job was attacked by all concerned, to see that the milk kept coming through and deliveries were made.

From the men on the farms, the municipal snow ploughs, the tank and can pick-up drivers, the garage crews who fitted chains and repaired breakdowns, through to the retail and wholesale drivers who drove through choked streets and lanes, and carried cases of milk over snow-piled sidewalks, everyone worked with a determination which was heartwarming to behold. Plant and office people too had their problems of getting to and from the various plants.

Everyone along the whole route from producer to consumer maintained the tradition that the milk must be delivered.

To everyone, I would like on behalf of the Board and Management to say a very sincere "well done and thank you."

ERNIE MADDOCK has become president of the FVMPA Rod and Gun Club for 1966.

He was elected at the annual meeting held Jan. 18. Also on this year's executive is vice-president **Barry Craine,** secretary-treasurer **Lloyd Kinchen.**

Bob to Take Course In Ice Cream Making

BOB SCHARFT of Dairyland's ice cream division has been chosen to take a B.C. department of Agriculture course on ice cream making.

The course combines a nine-lesson correspondence course with a week at the University of B.C.

Assistant Production Manager **Grant Larkin** said that Bob was selected so that "he can qualify to meet government standards and to upgrade his own dairy knowledge."

Bob previously completed the pasteurizer operators' course.

Last year was the first time the course was offered by the dairy branch in conjunction with the Faculty of Agriculture and the Department of Extension of UBC.

MORE KNOWLEDGE

Course sponsors note that the purpose of the course is to bring to the ice cream makers as much knowledge about the subject as possible, within the limits of the time available.

Dairy Inspector **R. N. Hitchman** says: "We sincerely believe that greater sales and greater manufacturing efficiency are brought about by a more complete knowledge of the product. More sales and efficiency bring larger profits and consequently a healthier dairy industry. There are goals which we are all interested in, and which the Dairy Branch strives to promote."

Mr. Hitchman said that it is unlikely that this course will again be repeated for several years.

The correspondence section of the course began Jan. 17.



BOB SCHARFT



WALT MORAN, Margaret Travers, Dan and Nan Fleming, Jim and Sheila Defries made up the hard-working committee which organized the fifth annual service department's pre-Christmas dinner-dance party.

Dairyland Turns Out New Frozen Product

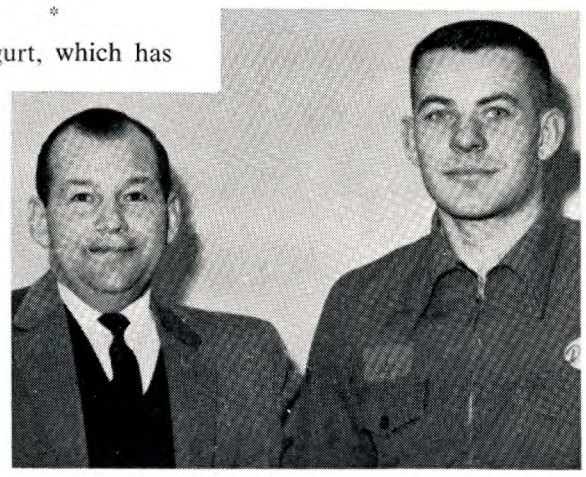
Dairyland ice cream has a new sister product. It's called Angel Fare, a frozen dairy desert.

Sales manager **Bill Ramsell** says the feature of Angel Fare is that it contains less than one-half of one per cent butterfat. Bill says vanilla and three or four different flavors of Angel Fare will be on sale in early February.

* * *

Dairyland yogurt, which has been marketed in plain, prune and strawberry flavors, is branching out with new palate-pleasing tastes.

The sales department and the laboratory, have produced yogurts flavored with pineapple, peach, raspberry and banana. Plain, prune and one of the new flavors will be marketed with one of the new flavors rotated for sale each month.



RALPH RUDDY AND STU JONES

Interviewed on Radio

Milkmen are Busy Fellows

Snow and ice aside, the retail milkman is a busy man. CKNW's disc jockey NORM GROHMAN discovered this when he talked recently with two Dairyland milkmen.

Norm interviewed supervisor **Ralph Ruddy** and retail driver **Stu Jones** to find out what being a milkman involves and how the men who do this important job like their work. Often, the milkman's rounds are taken for granted by the consumer.

"Our day starts about 5:30 a.m.," said Ralph, a milkman with 21 years experience in the business. "Then we're on the route by 7 a.m. with more than 20 products to distribute to our customers."

LARGE ROUTES

Today's milk route includes up to 280 houses. In the apartment areas, however, as many as 600 units may be covered in a day by a milkman.

What is a milkman? According to these fellows who are the ones who know their business, a milkman is a bookkeeper, diplomat, salesman and accountant.

Said Stu: "Our carrier full of products is our showcase and it is a means to building up our business."

HELPS CUSTOMERS

Stu said his wife often writes out recipes for customers on his route who are looking for something particular to cook. Dairyland also distributes recipe booklets to householders throughout the year and these are taken around by the milkmen.

The work of the milk truck driver today is somewhat different from that in earlier times when the milk wagon was pulled by a horse.

"In those days the route covered 170 to 220 homes," said Ralph. "If you happened to stop to talk to one of the customers, you might find your horse and wagon moving way down the street. The horse just kept jogging along."

START EARLY

Milk truck drivers generally don't see too many people along the route early in the morning. Wives are busy getting their husbands and children off to work and school. Later in the day, however, they are able to spend more time with the customer and tell them about new products.

"Some drivers have been on the same route for more than 14 years," said Ralph. "We've had some drivers who have seen the original children grow up—serve the mother, children and sometimes even the grandchildren."

'EXTRA' TASKS

Then there are the many "extra" tasks a milkman sometimes is asked to perform. Milkmen have, for instance, been asked to ring the doorbell to awaken the family so the husband will get to work on time. They have been asked to put the milk in the refrigerator when the customers were away. Some even have watered the plants while the customer was on a vacation.

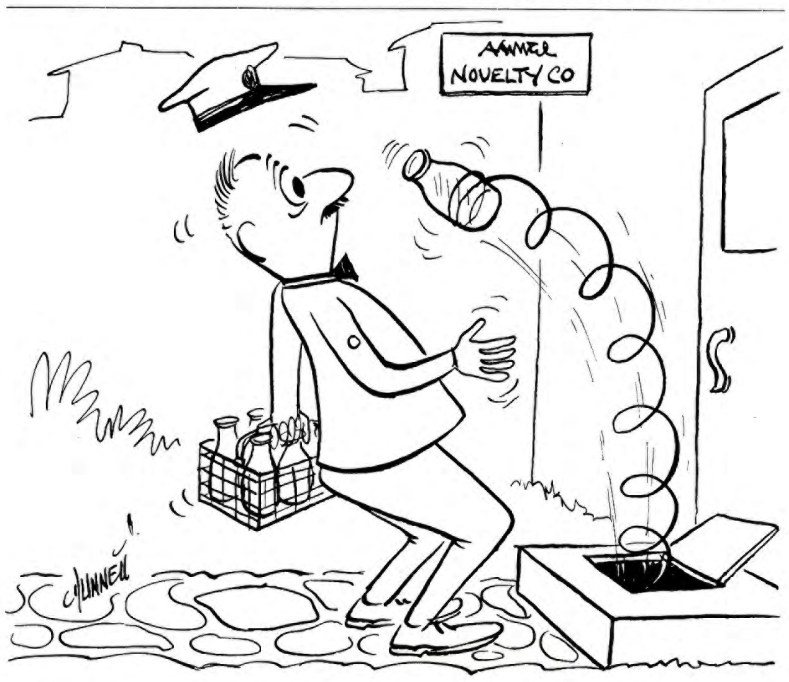
One particular bugbear to milkmen at this time of the year is when a customer drops coins and bills down the neck of the glass milk bottles.

WATER IN BOTTLES

As Stu pointed out: "It's really bad when they do this, especially when there is water in the bottom of the bottle."

Rod & Gun Club Memberships Due

Memberships for the FVMPA Rod and Gun Club are due Feb. 1. A spokesman for the club says there will be a big push for new members this year. Meetings are held regularly at the Dairyland plant and the programs usually include interesting films on the outdoors.



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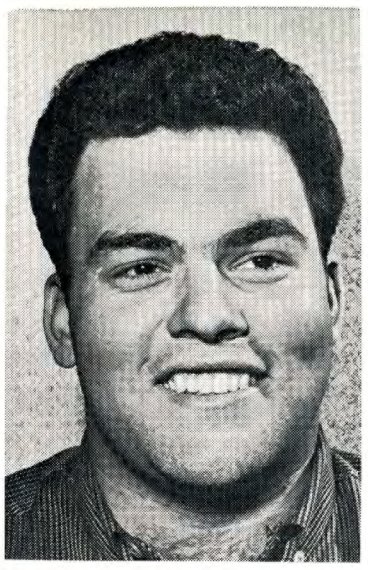
J. L. GRAY, Public Relations Manager
JACK JAMIESON, Editor

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 Adems** 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.



MIKE WEBSTER

Mike Webster Signs With Lions for 1966

Charlie Webster, branch manager of Dairyland's Haney depot, has something pretty big to be proud about. It's his son, **Mike,** a 255-pound defensive tackle who this month signed with the B.C. Lions football team for the coming year.

Mike is 21 years old and is now completing his final year at Notre Dame University.

The husky six-foot two-inch tackle won a scholarship to the South Bend, Ind. college in 1962. He has been playing football ever since.

Old Waxed Containers — *Soon Fading Out*

Cartons to Be Plastic Coated

Dairyland's waxed Pure-Pak dairy cartons become a thing of the past this spring when the equipment at the Burnaby plant is changed to handle the new plastic coated Pure-Pak container.

The advantages in this conversion are in customer appeal, freedom from leakers through wax fracture, elimination of wax, decreased machine scrap and increased machine efficiency.

INITIAL PLANS

The original plans called for introduction in Canada of this type of package early in 1963. This corresponded with the completion of the switch-over from wax to plastic in the United States.

At one time it was even suggested that the change in Canada might be made to correspond with Dairyland's move to Burnaby. For a variety of reasons, the Canadian dairy industry postponed the conversion so it could further assess the situation with regard to new packaging developments which were taking place.

TO GO AHEAD

Early in 1965, the dairy industry decided the time had come to make the change. Dairies across the country had to decide how they wanted to make the changeover. Dairyland chose to convert its machines in the field.

The carton manufacturers came into the picture. The mills which produce the board stock also were involved. Very tight scheduling was required to allow the people to convert and install the new equipment.

Since there is a two to three-month lead time required between the dairy, the carton manufacturer and the mill, it is imperative that the schedule must be kept once it is agreed upon.

The conversion here starts Feb. 18 at which time two of the senior machines will be changed over. This conversion is expected to be completed in three days.

BY THE WEEKEND

On the following weekend the remaining senior machine and one half gallon machine will be converted, with the final conversion of the remaining half gallon machine taking place on March 4.

The man who has had the biggest headache so far over this change is **Jim Watson.** He has had to estimate four months in advance what carton usage would be so that Dairyland would not run out of any brand of carton before the change took place, or have too many on hand to scrap after it took place. His job has been made doubly hard by the recent price changes which have altered the carton usage considerably.

A MAJOR JOB

Converting of the machines from wax to plastic is a major job. Basically it consists of altering the front end of the machine from a glue type seal to a heat seal. In order to accomplish this practically the whole front end must be replaced.

Then, since there will be no wax, the waxing unit and the wax cooler can be eliminated. On the Senior model F machines, this involves cutting through the main frame of the machine and shortening the machine by some six feet.

Hoy Appointed Ass't Foreman

Norman Hoy has been appointed assistant foreman in the milk and ice cream department at the Burnaby plant.

Formerly a pasteurizer, Norm's new job became effective on Jan. 16.

Norm worked for the FVMPA for nine years. He is married and has two children.

CREDIT UNION ANNUAL MEET

The Dairyland Credit Union annual meeting will be held Feb. 25 at 8 p.m. at the Canadian Legion Hall, 4356 East Hastings.

Staff, Welfare Fund Meeting

The annual meeting of the FVMPA Staff and Welfare Fund will be held March 11 at the Canadian Legion Hall, 4356 East Hastings. President **Ralph Ruddy** urges all persons to get tickets early from anybody on the committee. There is a limited supply of tickets and they must be picked up by March 1.

Included on the agenda for the evening will be a short busines meeting starting at 8 p.m. followed by supper and dance.

Committee members are **Jim Watson, Art Holmes, Jim Defries, Ruth Schafer, Gordie Hamilton, Ralph Ruddy** and **Jim Miller.**

250 Persons Attend — *Fifth Annual Party*

Annual Christmas Dance: Smash Hit





What makes a Christmas dance a success? People having fun.

Such was the case at the fifth annual service department's dance held this year at the Royal Canadian Legion hall at 49th and Fraser.

More than 250 persons turned out for the party. Everything was organized to a "T" including the dancing to the George Smail orchestra and the delicious supper served by the committee of six persons (listed elsewhere in Milk Break).

Committee chairman WALT MORAN said the event was the most successful of any that has been held and more people turned out than ever before.

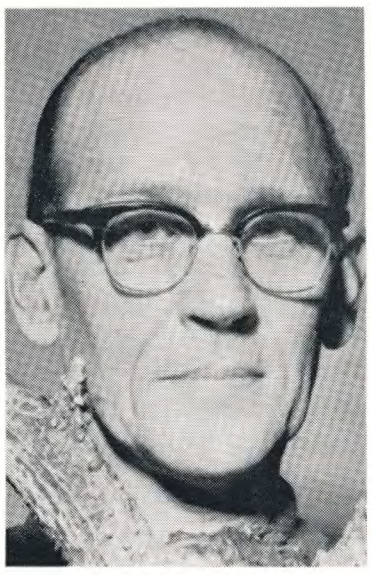






Lloyd Helps Rescue Air Crash Survivors

LLOYD KINCHEN, who works on the Burnaby plant shipping platform, was shooting ducks on Fraser Marsh on the morning of Jan. 2 when a B.C. Air Lines Grumman Goose crashed, killing three persons.



LLOYD KINCHEN

Lloyd said: "I was out shooting on the marsh about 9:45 when I saw the airplane flying toward the airport. As I watched it, it banked to come in. It never came out of the bank.

SAW IT HIT

'When I saw it reach about 60 degrees I began to run toward it, but hadn't gone more than a few yards when it reached about 80 degrees and nosed into the marsh. It hit about a quarter of a mile from me, but the impact was so hard I felt the ground shake.

"As I ran I saw a man get out of the broken tail section and stagger a few yards. When I reached him I saw his face was all bloody, and he was almost incoherent. "Get a phone," he said. "Get the rescue squad!"

Lloyd said that he drove to a nearby house and notified the airport. For the next couple of hours, a dramatic scene unfolded in which Lloyd and about 10 other persons played an important part in the rescue of the crash survivors.

COLD AND WET

It was cold and snowing. Llyod only had a pair of hunting boots on his feet.

"We got the injured people out one by one and took them to the dike on stretchers where the ambulances were waiting," he said.

'They were all pretty banged up. Most of them were conscious, but pretty incoherent. We found out there was a little boy aboard but we could not find him anywhere. We thought he must have been thrown into the muddy water. (He was found later in the water.) Then we got the dead man out. There wasn't a chance of freeing the pilot's body from the cockpit.

"By this time I was soaked to the waist, and pretty cold—the tide was up to our waists at the plane."

"By then," said Lloyd, "there was not anything more I could do."

Fraser Valley Milk Break

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JIM MAXWELL, left, was given a surprise birthday party by some of the fellows on the ice cream delivery routes Dec. 16. He cut the cake in the Burnaby plant cafeteria after work. At the party were Harry Rowley, Jack Nash, Archie Cathers, Harold Maddison, Tyke Kanelles and Shorty Coltman (not in photo). Jim and his wife have 12 youngsters so the boys figured they had better cut the cake at the plant to be sure Jim got a piece of it.

Steelhead Derby

Can You Catch One?

Dec. 1 was starting date for the annual FVMPA Steelhead Derby.

Information concerning the derby is posted on bulletin boards at Abbotsford, Burnaby and Sardis plants.

Fred Franks of Sardis, one of the hard-working members of the derby committee, says six prizes are being offered this year. Weigh-ins for steelhead over five pounds can be done at any plant providing it is witnessed according to derby rules.

Two secretaries were discussing a recently purchased office machine.

"I know it does the work of three men," one said, "But I'd rather have the men."



BARBARA HANNAH, daughter of Frank Hannah, Sardis plant, has just completed her term as Honored Queen in the International Order of Job's Daughters, Bethel No. 21, Chilliwack.

Dairyland Division Wins In Advertising Contest

The Dairyland division of FVMPA has won another award for its advertising. This time it is an honorable mention for a newspaper advertisement announcing the three quart plastic coated milk carton during 1965.

Sales Manager **Bill Ramsell** said the advertisement was created by Goodwin-Ellis Advertising Agency of Vancouver. This firm has prepared advertisements for FVMPA for many years and won similar awards for the last four or five years.

This year's honorable mention was awarded for outstanding advertising entered in the Milk Industry Foundation's annual contest. Dairy advertising from all parts of Canada and the United States is entered in the competition.

Policeman — "Didn't you hear me call you to stop?"

Driver — "I didn't know it was you. I thought it was someone I'd run over."



MRS. FRANK BIRD, one of the busy women in the cafeteria, has won a $100 bonus certificate found in 25-pound bag of nationally-known flour. She is employed by Industrial Caterers Ltd., the company that handles the Burnaby plant cafeteria.

Newest idea in Milk Cartons



DAIRYLAND
3 QUART PLASTIC COATED MILK CARTON

❀ saves money ❀ saves time ❀ saves space

3 QUARTS
69¢
HOMOGENIZED

DAIRYLAND'S NEW 3 QUART CARTON SOLVES BIG FAMILY MILK PROBLEMS 3 WAYS:

- It's more economical
- Makes more space in your refrigerator
- Cuts down on trips to the store

And you'll like the modern, plastic coating on Dairyland's new 3 Quart Carton. Enjoy fresh and delicious Dairyland milk the family size way . . . Pick up Dairyland's 3 Quart Carton at your store today!

Dairyland

DIVISION OF THE FRASER VALLEY MILK PRODUCERS' ASSOCIATION

Fraser Valley Milk Break

Published bi-monthly for the employees of the Fraser Valley Milk Producers' Association

VOLUME 5, NUMBER 2 — 29 — MARCH-APRIL, 1966

'Sally' Joins FVMPA

She Changes Clothes Using Automation

A computer system nick-named "Sally" has joined the Fraser Valley Milk Producers' Association.

Push a couple of buttons in the Burroughs B263 computer system and Sally bounds onto a roll of paper. First clad in a form-fitting sweater and leotard set, Sally slips into a more revealing bikini and then sheds this outfit to emerge behind a piece of card.

As Sally says: "You can do everything with a B200."

The Burroughs equipment, which includes two readers, a punch, printer and console, was installed at the Burnaby plant earlier this year and it replaces other smaller data processing equipment. For several months, Sally and her component parts were located in the storage room where the refrigeration equipment is kept. Engineers from Burroughs and FVMPA technicians tested Sally before beginning the long process of feeding her the many programs used by the Association.

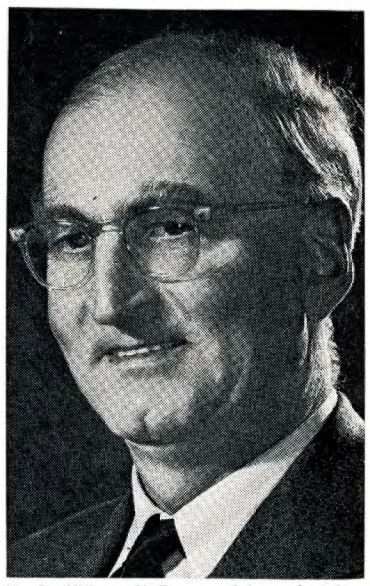
During the first weekend in February, the big move was made. Equipment was shuttled out of the "brain room" and replaced with the Burroughs machinery.

Among some of the things Sally can do is calculate pay cheques, determine the milk cheques to shippers or find out how many employees are covered by medical insurance. Hundreds of various types of information can be fed into the machines. This work will be a major task of the tab room staff for the next several months.

As for Sally, well she's always around and ready to take on more work for the FVMPA.



"Sally" a programmed doll on the new Burroughs B200 gets a going over by Theresa Hanna and Howie Stevenson. Sally proves that even a machine is capable of being "a little human." She is made out of a series of small stars.



H. S. "Harry" Berry of Langley has become the new president of Fraser Valley Milk Producers' Association. He previously was vice-president and he has been a member of the board for the last 22 years. He was re-elected to the Board of Directors for a two year term earlier this year.

Al Was Holding Wrong Ticket

Al Lightbody lost his chances on a door prize because he was holding the wrong ticket.

Several door prizes were given away at the annual meeting of the FVMPA employee's staff and welfare fund. When one of the numbers was read out, nobody claimed the prize. However, Al noted that his number was "away out."

Checking later, he discovered he had been looking at his coat check ticket. The winning ticket for the door prize was in his pocket.

Mechanic Aids Crash Victims

Assisting two persons involved in a two-car crash has been followed up by special thanks to **Dean Taylor,** mechanic at the Burnaby plant garage.

D. W. Berry and son, 8464 Fifteenth Ave., Burnaby, were the two in the accident. Dean arrived at the accident scene and went out of his way in taking the two persons to hospital.

The Berrys, grateful for Dean's help, telephoned the FVMPA offices to be sure that people here were aware of the good deed.



R. E. "Bob" Mitchell has been elected to the FVMPA Board of Directors. Mr. Mitchell operates a modern dairy farm in the Sardis area. Eight shippers entered the election for the four seats open this year. It is Mr. Mitchell's first term on the Board.

Dairyland Credit Union Shows Steady Growth

Dairyland Employees Credit Union continued a steady growth during 1965 by receiving nine new members a month.

The annual CU meeting was held Feb. 25 at which time Manager **Cy Jones** noted that personal loans to members increased by $53,000, compared to 1964, but shares dropped $22,000.

"The latter (was) caused in large part by retiring members withdrawing their share capital, in many cases because our present location made it difficult for them to continue to conduct their financial transactions," Cy said.

Building Sold

He reported that the CU building at 423 West Broadway was sold last year and full market price was obtained in the sale.

Assets of $876,638 were listed in the CU report to members, a slight drop from the previous year.

"During 1965 income increased by $2,900 despite a loss of dividend from CUNA of $2,074 compared to 1964," Cy said. "CUNA is the agency insuring members' shares and loans and dividends paid are based on claims experience. The death claims from our credit union were up sharply, causing the drop in dividend but proving the worth of the coverage. The income increase was largely offset by an increase in expenses of $1,600 reflecting the additional costs of the new premises."

New Officers

New officers elected at the meeting are **Ralph Ruddy,** president; **Dan Fleming,** vice-president; directors **Mel Hand, Sig Braathen, Dave Lomas** and **Mrs. Ruth Morrison.**

Staff, Welfare Fund Has Donated $7,710

The FVMPA Employee's Welfare Fund donated $7,710 to charitable organizations, community welfare groups and hospitals during 1965.

All money for these causes came from employee contributions.

Speaking at the annual meeting of the group President **Ralph Ruddy** said there are 520 employees today who have contributions deducted from their cheques every month. Looking back to 1956, Ralph said that about $2,000 was donated that year compared to nearly $8,000 this year.

Government Job

He said the biggest objection by persons not belonging to the staff and welfare fund is that the government should be looking after welfare.

"This would put government costs up," said Ralph. "Our committee works for no cost. As the community increases, so do the needs for service. We can contribute."

Candy, Smokes Paid for Party

Candy eaters and cigaret smokers footed the bill for the dance and smorgasbord following the annual meeting of the FVMPA Employee's Staff and Welfare Fund.

Profits from the cigaret and chocolate bar vending machines located in the Burnaby plant totalled $623 during 1965. These profits went toward the party held recently at the Royal Canadian Legion Hall on East Hastings St.

It is possible that yet another party will be held during 1966, again compliments of the vending machines.

Long-Time CU Members Resign from Executive

Two long-time members of the Dairyland Employees Credit Union resigned from the Board of Directors at the annual meeting Feb. 25, much to the regret of the membership.

Reg Cockle, president for the past several years, said he was stepping down to allow younger persons a chance to serve on the CU executive.

Mrs. Elizabeth Hope, one-time hostess in the FVMPA hospitality room, also tendered her resignation.

Former Employee Buys the Coffee

Danny Halak, a former FVMPA employee on the bottle washers, dropped in to see his friends at the plant this winter and picked up the coffee tab in the cafeteria Jan. 31. Danny now is in the flying business and last word is that he is working in New York state.



Credit Union President Reg Cocyle delivers his report at the Dairyland CU's annual meeting held this spring. Also at the head table are, from the left, secretary **Mel Hand,** manager **Cy Jones** and vice-president **Ralph Ruddy.**

Money in Milk Bottles

Practically every week, a milkman reports that money has been stolen out of empty milk bottles.

Retail milk drivers have reported making deliveries where a $5 bill is stuck into the neck of the bottle. It can be seen from the roadway. This is an open invitation for somebody to steal the money. Perhaps it is somebody walking down the street at night. It could be somebody delivering handbills who sees the money and temptation gets the better of him.

One Dairyland retail driver recently put it this way: "We don't like to see these bills shining in the bottle. We prefer customers to use the tokens or make some other arrangements for collection with the driver."

All efforts should be made by drivers to reduce thefts from their milk routes. Urge customers to refrain from leaving large bills in milk bottles. Have them leave a cheque or have the money put in a safe hiding place. Do anything to prevent a theft yet eliminate the need for a "call back" for the driver.

The Light You Save

IF the office boy suddenly reminds you to turn out the lights as you leave work, don't be surprised.

He's probably practising an attitude that can lead to a success in business, according to an article in The B. F. Goodrich Citizen.

A well-known businessman recently was asked what was the key to his success.

"I'll tell you," he said. "No matter where I've worked, I've pretended I owned the place—lock, stock and barrel."

Today he—and many others like him—either do own the business or have moved upward. And it was this philosophy that led to their advancement.

When an employee acts as though the business is his own, his attitudes are bound to change—and improve. The business prospers and the employee gains for his concern about his job adds to his qualifications.

If you did own the business, wouldn't customers become increasingly important? Wouldn't you really try to get ahead of competition? Wouldn't you want quality to be top-notch? Wouldn't safety be an important factor? And wouldn't you try to reduce waste—and make sure that those unused lights aren't left burning all night?

—from C-I-L Contact

Fraser Valley **Milk Break**

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J. L. GRAY, Public Relations Manager
JACK JAMIESON, Editor

CORRESPONDENTS

Bill Amos, western district retail; **Wilf Graham,** eastern district retail; **John Dance,** 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 Adems** 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.

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From the Manager's Desk

By L. A. Atkinson
FVMPA General Manager

You will have undoubtedly read in the press some reports of the recent Annual Meeting of the Association held at Mission City on March 24 and 25. It has occurred to me that many members of our staff may not be familiar with the manner in which the operations of the Association are reported to the producer members and how their meetings in turn affect the operations.

Perhaps I should begin by saying that FVMPA is a milk



producers co-operative association, with all shares being owned by the farmer members. The members elect a Board of seven directors to carry on the business and this Board appoints the management. Four members of the Board come up for election each year, the three obtaining the highest number of votes receiving a two year term and the low man a one year term.

At the recent Annual Meeting, eight members were nominated for four seats. The election was held on March 30 with polling booths at each Local in the Valley and the successful candidates were Messrs. Berry, Park, Rundle and Mitchell. Continuing members of the Board are Messrs. Brannick, Cherry and Friesen.

At the Annual Meeting a full report on the year's business is given to the membership by means of a Financial Statement and charts giving the net returns from each commodity and unit costs both compared to those for the previous year's business.

A total of slightly over $34,000,000 gross value of goods were sold and while all costs were met there was no corporate profit for year end distribution to members as additional costs during the year offset all increases in price. This was not a very happy situation for all concerned.

To finish on a happier note, I would like to congratulate the officers of the FVMPA Employees Welfare Association on their gift of the Engstrom Respirator to the Vancouver General Hospital. This was a generous and happy thought and much appreciated, judging by the publicity given in the press and on radio and television.

The Glee Club

Dairyland Glee Club and Concert Party, a group of singers who sing for the fun of it, will have attended 14 functions by the time this season ends in May.

The group has put on programs at eight church groups, two senior citizens functions as well as performances at PTAs, hospitals and lodges.



"I wonder what George could be sending me. He knows I never want to see him again."

V.O.N. to Visit Homes If Employees are Sick

A free home call referral service by the Victorian Order of Nurses will be provided for staff members living in several districts of the Lower Mainland.

In brief, when an employee is ill, his supervisor will make arrangements through a central desk to request a home call be made by the Burnaby V.O.N. The nurse will give whatever assistance is required by the patient. If the illness is beyond the scope of her training, the ill person will be referred to a doctor.

The Burnaby V.O.N. office will handle all requests for the following districts: Burnaby, Vancouver, North and West Vancouver, Surrey, Richmond and New Westminster.

This service, utilized by several firms in the area, has proved to be a popular and appreciated program. All costs are borne by the Association.

625 CU Loans Taken in 1965

A total of 625 loans were granted to members of the Dairyland Employees Credit Union during 1965.

Jack Pollard, chairman of the Credit Committee, said the loans amounted to $311,115. This represents a slight decrease from 1964.

A breakdown of how the loans were used shows that 236 were taken to consolidate debts, 123 for automobile purchase and repair, 116 secured by shares, 39 for holidays, 32 for property purchase, 25 for household effects and 15 for house repairs.

The Credit Committee met two to three times each week to deal with loan applications.



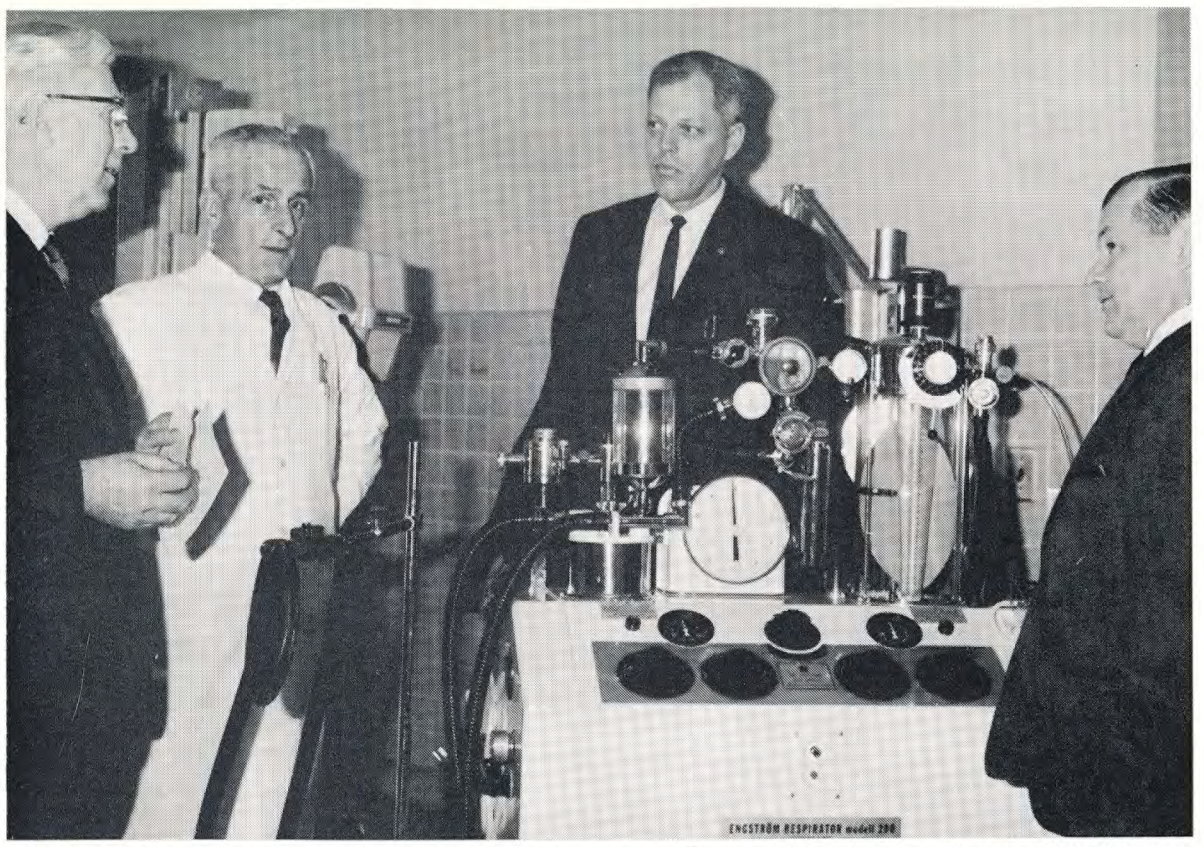
A. D. "Arthur" Rundle has become vice-president of the FVMPA. He was re-elected to the Board of Directors last month. Previously he was the executive member of the Board. He operates a dairy farm in the Chilliwack area.

ROD, GUN CLUB MEMBERSHIPS DUE

FVMPA Rod and Gun Club memberships cost $5 a year. For this you get a subscription to the Northwest Sportsman, a special insurance policy and an opportunity to share companionship with others interested in the outdoors.



Cherry blossoms adorned Mae Phillips' telephone reception desk during March. The fragrant floral display were brought in compliments of General Manager L. A. Atkinson.



The Engstrom Respirator was unveiled at Vancouver General Hospital in March. FVMPA Employees donated the machine through the staff and welfare fund. At left Dr. George Saxton, head of the department of chest surgery, describes the mechanics of the machine to staff and welfare fund treasurer Jim Watson, centre, and president Ralph Ruddy. Tom Fishwick, in the white jacket, is the oxygen technician in charge of the new equipment.

Cuts Down Storage

New Conveyor for Boxes

A new conveyor system for shipping boxes has been installed in the Burnaby plant's stockroom. It was built by the plant's maintenance department.

The conveyor permits boxes to be built in the stockroom and sent to the loading area on the production floor. It eliminates storage problems on the production floor opposite the Pure-Pak lines.

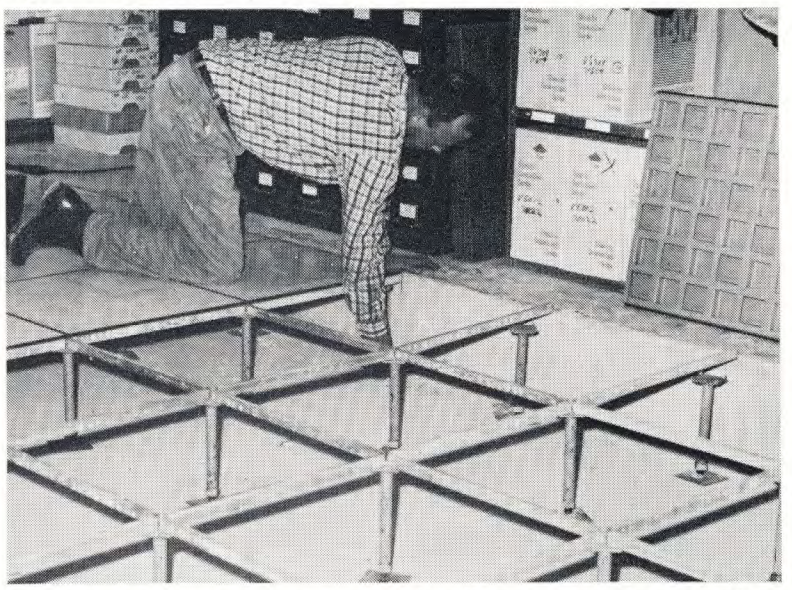
Production Manager **Norm Tupper** says the move gives operators more room to work.

Previously empty shipping boxes were stacked in the production room which created a handling problem. Now the boxes are assembled in the stockroom, belt lifted over the top of the stockroom wall and rolled down twin 160-foot conveyors into the production room. Because of the gravity fed wheel conveyors, the system becomes a magazine for ready-to-fill shipping boxes.

These boxes are filled with milk then shipped outside of the Lower Mainland area.

The construction of the system was done earlier this year.

Delair's **Elmer Storey** was on the curling team at the Abbotsford bonspiel that placed second in the B event. Watches were the prizes.



Special jacks were placed into the floor under the new Burroughs equipment. One of the contractors is caught making an adjustment to one of the jacks before the floor covering is put down.

Steelhead Derby Won by Griffin

Jim Griffin of Sardis has won the FVMPA annual Steelhead Derby. He weighed in an 8-pound 9 ounce steelhead, one of two fish entered in this year's derby.

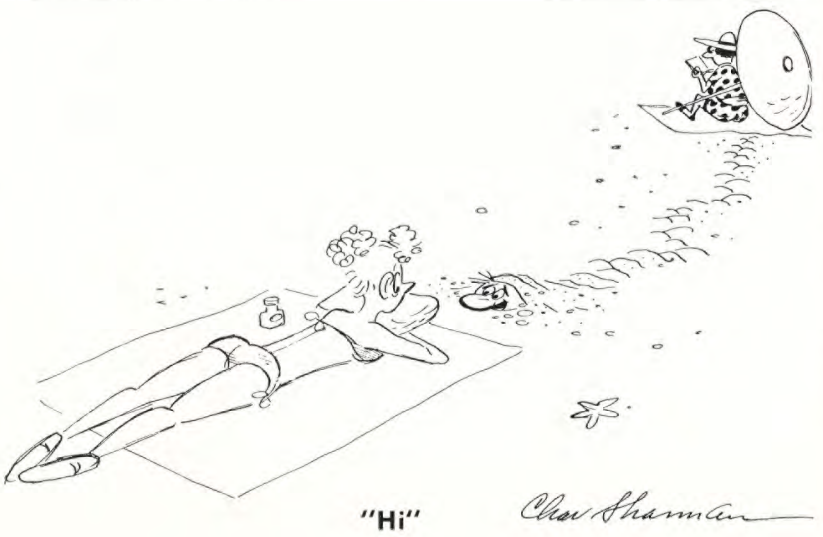
The other steel head, a 7-pound 1 ounce fish, was caught by **Fred Franks,** also of Sardis.

A spokesman for the derby says that the money for the third and fourth heaviest steelhead caught will be awarded in a straight draw from those entered in the derby.

This year proved to be the slowest in a long time for FVMPA steelheaders.



G. W. "Gordon" Park was elected last month to the FVMPA Board of Directors. A Pitt Meadows farmer, Mr. Park also continues as secretary of the Board.



Pure-Pak Containers Get Plastic Coating

The long-awaited change in paper milk cartons to plastic-coated from wax-coated has been completed at the FVMPA's Burnaby plant.

This year the wax carton became a package of the past. Customers no longer complain about the occasional "blob" of wax floating in the milk. The problem of leaking containers has all but been eliminated and customers report pleasure in the new "clean-looking" container.

The conversion of the Pure-Pak productions lines was accomplished over a series of three weekends. This is the time of the week when the least amount of milk is processed in the plant.



Paul Prokochuk checks the level in the filler bowl on one of the Pure-Pak machines situated on the production floor.

Valley Skiers In Slalom Race

Seventy-eight Lower Mainland junior skiers participated in the Dairyland Junior Slalom held March 20 on Grouse Mountain.

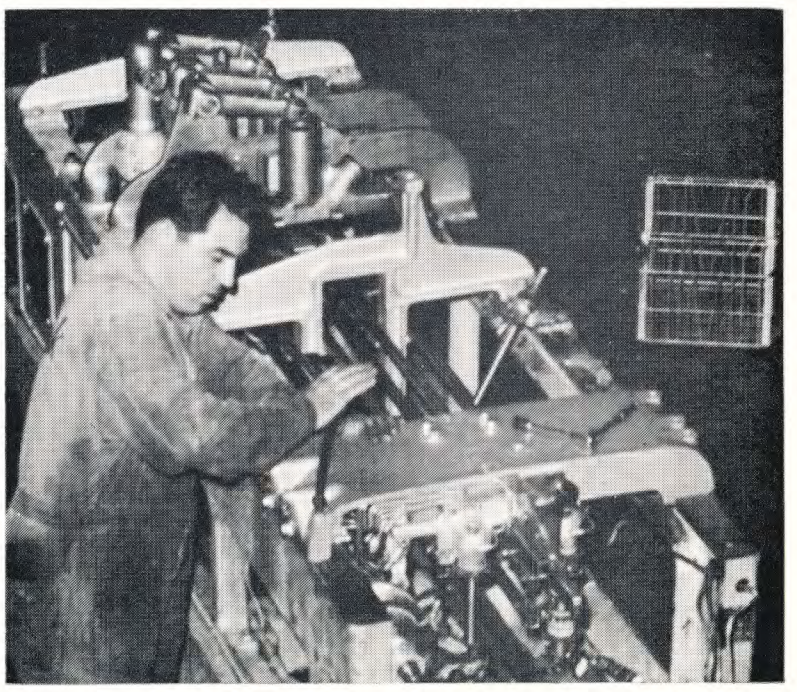
The 25 degree F. temperature plus the snow and fog on the mountain didn't dampen the enthusiasm of the junior and juvenile skiers.

Dairyland sponsored the event and much of the organization from this end was done by sale representative **Art Davies.** The Parents, Auxiliary to the Junior Ski Racers looked after the races on the mountain.

Art says the skiers enjoyed the day. The winners were presented with small trophies as a momento of the event.



The new rear bridge on a Pure-Pak machine is hoisted into place, above, by two of the mechanics who installed the equipment here. Many adjustments and changes had to be made in the Burnaby plant's fluid production line during the switch-over this spring.



Dairyland Employees Plan Special Banquet

Oct. 8 has been reserved for a Dairyland banquet which is being organized by the Labor-Management Committee.

John Dance, who is handling the publicity for the banquet, says the event will be held at the Lamplighter Supper Club in Burnaby.

"Employees of the FVMPA at Sardis, Delair and Burnaby as well as all of the depots are included in this open invitation," John says. "That includes retired persons too."

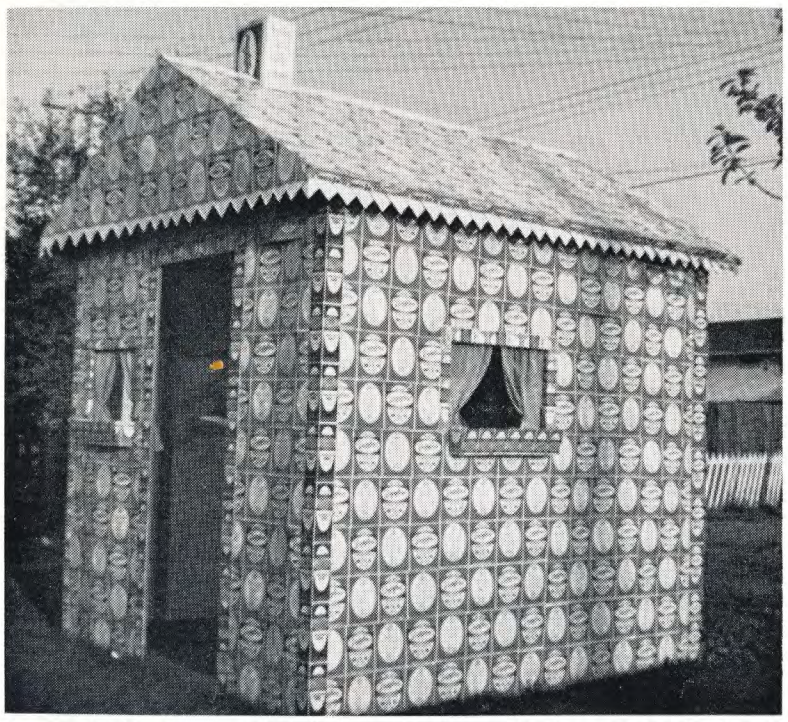
Tickets at $4 a head are expected to go on sale Sept. 1 from members of the wholesale and retail employees - management committee. A list of these persons will appear in an upcoming issue of Milk Break.

Wallet Spotted Containing $173

Retail milk salesman **Norman E. Hives** of Port Coquitlam was on his route when he spotted a wallet. In it he found the address of wallet's owner so he contacted the man and promptly returned it. As well as the valuable personal identification, the wallet contained $173. The man had just cashed his pay cheque.

New Correspondent

John Dance has been appointed Milk Break correspondent for the Dairyland eastern district retail drivers. John is a retail route foreman.



Larry Hoffman and his family built a playhouse in the back yard of their property. To make it a little bit different than other playhouses, they used a variety of Dairyland milk cartons. Trim for the building was done by using other dairy containers.

Dairy Containers Used To Build a Playhouse

It takes 728 quarts of Dairyland milk, 10 quarts of Dairyland buttermilk and 14 pints of Creamo to build a children's playhouse.

That's what **Larry Hoffman** found out when he decided to build a house in the back yard for his 10 youngsters. Hr. Hoffman is store manager of Skidmore's Shop Easy at 3745 Rupert St.

"We had to stop building the house part way through because we ran out of cartons," recollected Mr. Hoffman. "So we had to drink some more milk."

The play house represents about 80 days' supply of milk for the Hoffman family. The milk cartons were taken apart and used for the sheeting around a light wooden frame. Buttermilk and Creamo cartons were used for the trim to the building. The chimney was made out of an eight-quart milk carton.

"I see you are lost, little boy. Why didn't you hang on to your mother's skirt?"

"I couldn't reach it."

Fraser Valley Milk Break

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— Pest Control —

I hope all employees are aware that pest control is a vital part of any food processing operation. Various pests such as rats, mice, cockroaches, silverfish, beetles, flies, etc., love our products as much as any other consumer. If we could only get them to quit free-loading!

The Production Department of each of our plants, in co-operation with the laboratory staff, is always on the alert to see that these pests do not gain entrance to our plants. It would be appreciated if **any** employee on seeing **any** pest or signs of same, would report this to the laboratory (human pests are not to be included).

Should you encounter a bait box in strolling around the plant premises, you will note that it bears a warning label so govern yourself accordingly.

As at this writing we have virtually no pest problem. Let's all do our part in keeping it that way!

"A free-loading pest doth make me feel blue
Why don't he pay, like the rest of us do.
He will crawl, walk or fly on his way to the feast,
Then multiply gaily like some budding yeast.
It might even bite a few curvy legs
Or crawl in a corner to hatch lots of eggs.
Some hide in the dark, some bask in the light,
To be left all alone is their greatest delight.
So keep a sharp eye, you'll find it will pay
In pride in your job with FVMPA."

Dr. K. A. Devlin,
Director of Laboratories.



Per Nielsen puts the finishing touches on a level control tank he constructed in the workshop. This tank keeps a constant flow on the flow meter when milk is pumped into the holding tanks from tank trucks.

After you've heard two eyewitness accounts of a highway accident, you begin to worry about history.

Total: 163 Years

Long Service for Dairy Employees

A total of 163 years in the dairy business was tallied up by five men who retired recently from the FVMPA. The men are **George Ball** with 42 years service, **George D. Duncan** with 39 years, **Geoffrey D. Hogben** with 35 years, **Lyle N. Menagh** with 27 years and **W. C. Smith** with 20 years.

Mr. Ball probably is best known for deft speed while on the retail milk routes. He could outpace almost anybody making milk deliveries. For years he and his horse-drawn milk wagon carried the largest load of dairy products pulling out of the Kitsilano depot.

Born in England, he came to B.C. in 1919. He joined Valley Dairy in 1924 and remained there until he went to work for Associated Dairies in 1931. Outside of his work, George always has been a sports enthusiast and he particularly enjoys watching good soccer.

Mr. Duncan first started in the business when he joined Associated Dairies in 1927. When the company was bought out by the FVMPA, George continued with Association. In addition to his duties as plant foreman, he was interested in fishing and is a great soccer fan. These two interests he continues to pursue.



On June 1, 1926, Mr. Hogben started work with the City Dairy in the retail sales side of the business. When the dairy was one of the many dairy operations in the Vancouver area to be merged with the FVMPA, Geof continued in his field working in the New Westminster branch until 1956. He left his supervisory job to work with land development but returned to the FVMPA in November, 1960. Aside from his keen interest in his work, Geof likes to fish and hunt.

Single Whopper

Four fishermen from the Burnaby plant, **Jim Cunningham, John Gatto, Lloyd Kinchen** and **Ernie Maddock,** spent a weekend this winter ice fishing on Hefley Lake in the North Thompson area. They caught one fish but later learned that a nearby lake was producing fine catches.



Mr. Menagh, with 27 years in the dairy business, first started in 1939 with the Blue Ribbon and Diamond Dairies in the Mission area. He continued in the retail sales end of the business when the valley dairies were taken over by the FVMPA in 1958.

Aside from his work, Lyle was active in the lodge. He is Past Exalted Ruler BPOE at Mission. He was a member of the Mission Board of Trade, the Lions Club, the Legion of Frontiersman and a member of the Mission and District Auxiliary Police. His hobbies include camping, fishing, bowling and growing dahlias.

He was presented with fishing equipment by the Haney depot staff before he retired and moved to Kamloops.

Chief operating engineer at the Burnaby plant Bill Smith served the Association for 20 years at the time of his retirement. He joined the FVMPA in 1946. His duties both at the old Eighth Ave. plant and the Burnaby plant as stationary engineer made him responsible for the operation of the boiler room and refrigerator equipment.

Outside of his job, Bill is very interested in photography and many know him for the beautiful cats he has raised.

TRY TRAP SHOOTING WITH LLOYD KINCHEN

How would you like to try trap shooting?

LLOYD KINCHEN, secretary-treasurer of the FVMPA Rod and Gun Club, says he'd be glad to take anybody shooting that is interested.

"I've even taken several people from the plant and let them try trap shooting," says Lloyd. "Our club has a standing invitation from a rod and gun club in this area to use their grounds for this. I've got a hand trap that also can be used there too."

Here's a chance to smash a few pigeons, the clay ones.

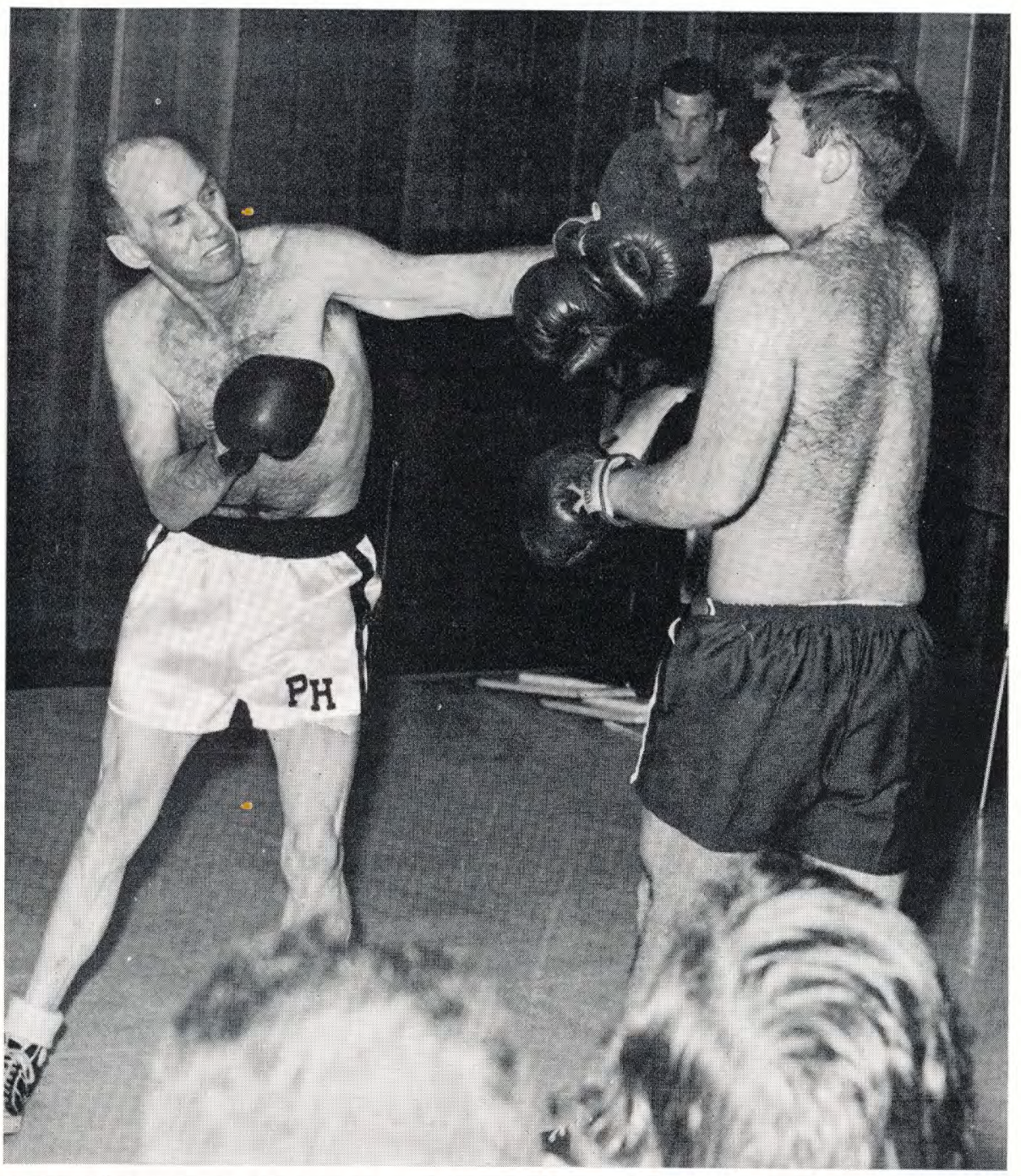
The prosecutor whirled on the defendant: "Madame," he shouted, trying to prove a vital point. "While you were taking your dog for a walk did you stop any place?"

"Sir," she said quietly, "did you ever take a dog for a walk?"

Fraser Valley **Milk Break**

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VOLUME 5, NUMBER 3 — 29 — MAY-JUNE, 1966



Phil and Bob Hamelin exchange blows during the demonstration of boxing in the plant cafeteria. Phil once boxed professionally on the Canadian Prairies.

Four Rounds

Men Exchange Blows In Company Cafeteria

When the ring bell clangs, PHIL HAMELIN can imagine what the two fighters think when they strike their first blows. he knows what the build-up before the fight means to a boxer.

Phil, who is a checker in the retail bunkers at the Burnaby plant, has fought 37 bouts as a main event or semi-main event fighter.

Barrage of Blows

Although his fighting career took place a few years ago on the Prairies, Phil still can pop in a barrage of mean blows on an opponent.

Phil's record of fights starts Nov. 16, 1928 when he came up against J. Harrison. Phil won the fight with a KO in the third round. That started a successful series of bouts. His last fight was May 24, 1935. The score: 25 victories, five draws and seven defeats. And Phil points out that in addition to these 37 bouts, (as semi-finals and main event bouts) he fought in 28 preliminary bouts.

On May 4 Phil fought again, this time against his son **Bob,** and it took place in the Burnaby plant's cafeteria. A section of the room was roped off so that the 70 spectators got a ringside seat.

Injures Shoulder

By first going through a rope skipping demonstration, Phil warmed up and then sparred with his son for four rounds. In the fourth, however, he injured his shoulder and "fight night in Vancouver" drew to a close.

Boxing fans had a good evening's entertainment.

First woman, reaching for a second helping of dessert: "You know, I've just got to watch my waistline."

Second woman: "How lucky you are to have it right out there where you can."

Carl Cops Top Awards

The **Carl Daum** rink walked off with top awards at the annual Dairyland Curling League annual banquet last month.

The team was presented with the **Hankin** and **Dairyland** trophies, for top team in the league's season and during the playoffs.

More than 100 persons attended the smorgasbord and dance.

Bill Masson continues another year as president of the league and **Betty Lefevre** maintains her duties as secretary-treasurer.

Roy and Frank Pass the Test

Roy Luty, Sardis bacteriologist, has gone about as far as he can when it comes to achievement in the St. Johns industrial first aid examinations.

Roy recently obtained his double A certificate which means that he holds a top certificate for a four year term.

Frank Peters, also at the Sardis plant, got his C certificate after writing his exams.

Dairyland Starts New Sales Course

Work Smarter, Not Harder —Key to New Course

A full-scale sales training course started May 30 for Dairyland's driver salesmen.

The four-day course, under the wing of OMER TUPPER, Supervisory of Sales Training and Recruitment, was initiated to provide driver salesmen with a better understanding of the dairy business. Emphasis is being placed on sales and how salesmen can improve themselves in the business.

Top Co-operation

Omer says: "All departments have given me wonderful co-operation in preparing this program so that all phases of Dairyland operations can be presented to the men."

The first group taking the course (there will be about 10 men in a course) were supervisory personnel in the retail division. Next come route foremen and retail drivers. The program will carry on to include wholesaler driver salesmen.

Putting retail delivery on a six day every-other-day basis May 22 created a slight surplus of drivers. These men were absorbed by the training program.

Course Outline

In content, the course touches on company history, information about the departments that make up the Fraser Valley Milk Producers' Association, trips to Association plants near Abbotsford and Sardis, tour of a dairy farm, information about Dairyland products, methods of effective salesmanship and driving.

Ralph Ruddy is sitting in on the course so that he can take over any portion of the sessions when regular instructors are unavailable.

Omer says the last time a full course was given to driver salesmen was in the mid-fifties.



Omer Tupper recently was appointed Supervisor of Sales Training and Recruitmen. He heads up the sales course.

Pacific Team Tops League

The Pacific Milk bowling team has won this year's 5-pin Mixed Bowling "A" League.

Delair plant superintendent **Frank Forrest,** his wife **Connie, Fred** and **Ilene Baker, Norm** and **Jean Miller** are the members of the top team.

Individual trophies were presented to the team at the annual banquet and the challenge trophy is appropriately displayed in Frank's office.



A temporary loading dock at the west end of the retail bunkers nears completion. Large wholesale trucks will load here while additions are made to the wholesale loading dock early this summer.



"We can't go on meeting like this, Muriel. You're starting to drink your share faster than I am."

Top Co-operation

"Effective May 22, there will be no home delivery of milk on Sundays in the Greater Vancouver area."

That's the way the advertisement read in Vancouver daily newspapers several days before the plan went into operation. It explained that home delivery customers will be receiving milk three times a week but never on Sunday. The announcement pointed out that the new system will provide greater distribution efficiency, avoid householder confusion about when milk deliveries will be made, and that the driver-salesmen will be assured of Sunday as a holiday.

But the big story about this plan that may never appear in the daily newspapers is the fine example of labor-management co-operation. Here is a case where dairy companies (the management) and union representatives (labor) sat around a negotiating table and arranged a satisfactory settlement, agreeable to both parties.

Paying Attention

As in all age categories, the highway accident claims the lives of more children in Canada than any other type of accident. In 1964, 829 boys and girls up to age 14 were killed in road traffic. Next in the "killer of children" line came suffocation, then drowning, fire and explosion, burns, falls, firearms, poisoning and machinery.

Pay attention to the problem of preventing child accidents. Alert parents, teachers and all adults to their responsibilities in child safety and in making safety a lifelong habit in children.

It pays off.

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Cherry Always Had Ambition To Be Farmer

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

JOHN CLARKE CHERRY always wanted to farm.

Born in Ottawa, the son of a civil servant, Mr. Cherry's first taste of the West came in 1928 when he rode to Regina on one of the harvest excursion trains.

"I guess it was one of the last trains to bring men from the East to help on the harvest," recollects Mr. Cherry, with a twinkle in his eyes.

But when the harvest was over, Mr. Cherry didn't return East. He remained in the Regina area and went to work on a wheat farm. After a couple



J. C. CHERRY

of poor crops in the mid-thirties, he moved to British Columbia where he went to work for the Ashloo gold mine at Squamish. He worked there for several years to raise more capital before returning to farming.

He bought a 40-acre dairy farm in the Mt. Lehman area, the same farm the Cherrys occupy today although the farm now includes 75 acres and 30 milking cows.

Shortly after going into the dairy business, Mr. Cherry became an FVMPA member and for several years he was secretary of the Mt. Lehman-Bradner members' local. In 1960 this quiet-mannered man was elected to the Board of Directors, an office he continues to hold.

As a director Mr. Cherry represents the Association on the B.C. Co-op Union. He is a past president of the Matsqui Grassland Club and Matsqui DHIA.

In the community, he is an Elder of the Dunn Memorial Presbyterian Church and is on its Board of Management. Mr. Cherry also is a director of the Mt. Lehman Credit Union. For five years he was a member of District 34 (Abbotsford) School Board.

The Cherrys have two children. Daryl now works with his father on the farm and Diane enters nurses' training at Vancouevr General Hospital this September.



Jim Griffin of Sardis is the FVMPA's Steelhead Derby king. Holding his trophies, he is congratulated by second place winner **Fred Franks,** also of Sardis. **John Spenst** in the Sardis cottage cheese section and **Frank Forrest**, Delair plant superintendent, were the lucky fellows whose names were drawn out of a hat to share in the prize money. The draw was made by Sardis plant superintendent **Murray Osten.**

Jim Resting in Hospital After Brush With Death

TO JIM CALHOUN, 12 weeks in hospital isn't so long, especially when the alternative might have been death.

Jim was involved in a head-on car crash near Chilliwack May 12. The other driver died in his blazing car.

Jim is Dairyland branch manager with his offices at the Sardis plant. He was on his way to choir practice when a car, out of control, plunged into the path of Jim's car on Highway 401. The other car burst into flames, still containing the driver. Jim escaped with broken bones in his legs and multiple lacerations.

As he says, he's happy to be alive.

The Woes Of It All

Getting out a journal is no picnic.

If we print jokes, people say we are silly.

If we don't, they say we are too serious.

If we stay close to the office, we ought to be out hustling material.

If we go out, we ought to be on the job in the office.

If we don't print contributions, we don't appreciate genius.

If we do, we are too lazy to write our own stuff.

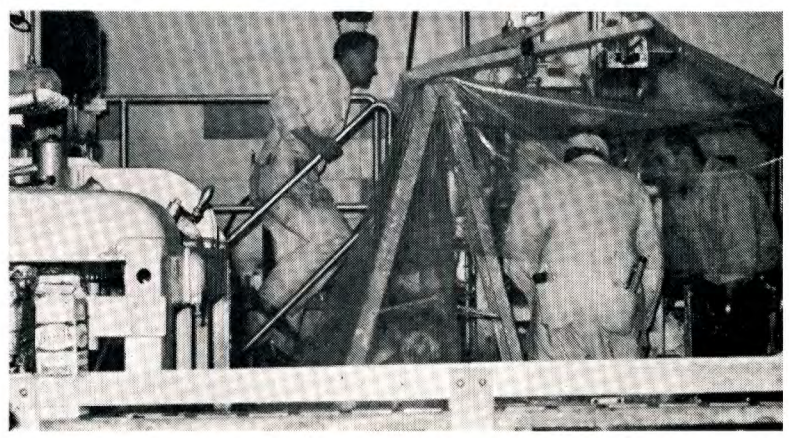
Now, like as not, some guy will say we swiped this from some other publication.

We did!

Trout Landed Without Tackle

Fishin' is great in the Nicola Valley, testify two Burnaby plant employees **Ernie Maddock** and **George Pinchbeck.**

Several weeks ago, the fellows were on a lake when a 14-inch trout jumped into their boat. Another "Believe It Or Not!"



A transparent tent envelopes workmen who make adjustments to the Pure-Pak equipment that packages milk in plastic-coated cartons. **Walt Moran,** on the ladder, looks down on the job to see where he can help out.



The Clem Vanstone team won the Dairyland bowling league playoffs for the second consecutive year. Dairyland Sales Manager **Bill Ramsell,** centre, congratulates the team.

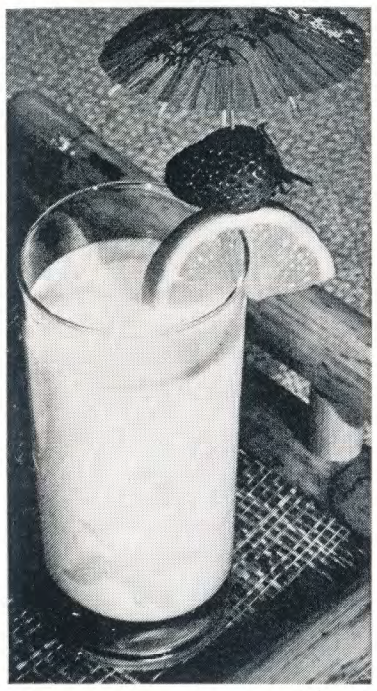
Annual Banquet

Chip Dips Top the List Of Dairyland's Bowlers

A bowling team called the Chip Dips has captured the Dairyland 1965-1966 Ten Pin League championship.

Team captain **Clem Vanstone** accepted the Dairyland trophy for the second consecutive year during a banquet held May 14. The presentation of the trophy was made by Dairyland Sales Manager **Bill Ramsell.**

Before awarding individual prizes to the Vanstone team members, Mr. Ramsell kidded them by hesitating to make any presentations to persons who came to a banquet without tickets. (Apparently several on the Vanstone team accidentally had put their tickets through the washing machine.)



The Vanstone team was comprised of Clem's wife **Lil,** sons **Jim** and **Al,** as well as daughter **Joanne** and daughter-in-law **Elaine.** These are the same persons who were on the 1964-1965 winning team in the 16-team league.

Runners up in the league results were the Whips, Buttermilk and Thrifty.

High average: men, **Walter Leesen,** 177; women, Marj. **Kennedy,** 160. High single: men, **Elwin Reimer,** 289; ladies, **Mary Crodie,** 231. High three: men, **Ted Hutton,** 620; ladies, **Eileen Edwards,** 540. Most Improved: men, **Lloyd Kinchen,** 11 pins, 155 to 166; ladies, **Pam West,** 19 pins, 86 to 105.



These two people, Walter Leesen and **Marj. Kennedy,** won the high average bowling awards at the end of this year's competitions.

Storage Building Opens At Pacific Milk Plant

A new storage building, connected by conveyors to the main Pacific Milk Plant at Delair, went into operation in May.

The cement block building is part of an overall change in handling cases of Pacific Evaporated Milk from the time it leaves the plant until it reaches store shelves.

Up to 1,700 cases of evaporated milk can be stored in the new building. The cases will flow off the end conveyor on the production floor, down a power lowerator which then shoots by gravity under the railway trucks into the basement of the new building. At this point, the cases are raised along a 28-foot power elevator through a tunnel into the building.

"In the building, we can hand load the cases onto pallets ready for distribution," says plant superintendent **Frank Forrest.**

A hydraulic hoist is installed at the loading dock so that all deck heights of trucks can be accommodated.

Still another benefit is seen in completion of this building.

A thousand yards away is the new Vedder Transport warehouse. Arrangements have been made to store Pacific Evaporated Milk in the warehouse. Cases will be piled 18 high.

It now has been established without any doubt that the average man or woman has two feet and two hands.

Bob Battles Bush Blaze

Special fluid sales representative **Bob Hassard,** who spent the recent long weekend in the Penticton area, has attained the title of Smokey Bear II.

Bob and a friend noticed smoke twisting out of the bush, up the hill from their cabin. Since Bob is a member of the Point Roberts Volunteer Fire Department; he grabbed a shovel and rushed to the fire where he and his friend tried to contain it.

Moments later the B.C. Forest Service arrived with help. The fire was quelled. The forester-in-charge then turned to the two holidayers and gave them cheques worth $2.50 each for their assistance.

Funerals Held For Two Men

Dairyland employees recently were saddened by the deaths of two well-known company employees, **J. J. Makepeace** and **W. M. Makweis.**

Mr. Makepeace died March 27. He served the FVMPA from 1920 to 1960. In the early days of the Association, Mr. Makepeace was the chief clerk and ranked as one of the key personnel in the bookkeeping side of the business. For many years he was an Elder in the Presbyterian Church at 10th and Manitoba.

Mr. Makweis worked for the FVMPA for nearly 13 years. He joined the Association in a newly-created position to organize safety and driver training. His earlier years also were spent in the transportation business, from the time he sailed in the Arctic Ocean as a youth, to being a bus driver for Pacific Stage Lines. He died mid-April.

Frank Hannah at the Sardis Utility Plant has been elected vice-president of the Chilliwack Chamber of Commerce.

Using Dairy Products

Drinks for Hot Weather

Looking for a cool drink to wet parched throats on a warm summer day? Dairyland dietitian **Verlie Abrams** looked into this matter and she has come up with several refreshing beverages.

Root Beer Sparkle

For each serving, mix ½ cup chilled root bear with 1 tbsp. of Dairyland milk. Add a big scoop of Dairyland vanilla or chocolate ice cream. Fill glass with root beer.

Iced Coffee Soda

Combine 1½ tbsp. instant coffee, ½ cup sugar and 2 cups water. Boil 5 minutes. Chill thoroughly. In 4 tall glasses, place big scoops of Dairyland coffee or vanilla ice cream. Pour on coffee syrup. Fill each glass with chilled sparkling water.

Peachy Milkshake

Two cups of Dairyland milk, 1 cup pureed peaches, ½ cup Dairyland Creamo, a few grains of salt and sugar to taste. Pour the milk into a freezing tray. Freeze until about half frozen then turn it into a chilled bowl. Add the other ingredients and beat until blended. Sprinkle with nutmeg. Makes 4 servings.

Verlie suggests that these drinks can be fancied up using sprigs of mint, fresh orange or lemon twists, cherries on a stem, banana or pineapple spears and topped with a dollop of whipped cream.

Pieces of fruits and berries can be frozen into ice too.



Harry and Carol Dexter drop their tickets in the cartons on their way into a recent Staff and Welfare Fund party. **Ruth Schaffer** looked after the door and handed out the programs.

Ice Cream Bar Invented in '08

The ice cream bar was invented in Bellingham, Wash. in 1908.

Credited with the invention is William C. Morgan who died last month in his ninety-first year. Little did he know, back in 1908, how popular and diversified his development in individual ice cream packaging would become.

For example Dairyland manufactures Revellos, Creamsicles and Fudgsicles are all varieties of ice cream bars. The products are made under license from the Joe Lowe Corporation.

Sailors Swig Pints of Milk

Nelson and Drake would have turned in their graves — British sailors turning down their daily tot of rum and knocking back pints of milk instead.

But at Chatham Naval Base, sailors have foresaken their rum ration—a British Navy custom since the 18th Century—and turned to the milk-vending machines for their liquid refreshment.

The sailors' preference for the produce of the cow has earned the title "The Milk Sops" at the Army barrack at Maidstone, 10 miles away.

So disgusted are the soldiers at their naval colleague's lust for milk that they have challenged them to a drinking contest—beer versus milk.

Rules of the contest are that six soldiers will each drink four pints of beer and the sailors four pints of milk. The first team to empty their mugs and run a mile will win.

Suggested prizes for the winners are a barrel of beer for the soldiers and four gallons of milk for the sailors.

Fraser Valley Milk Break

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Bill Hawes has been appointed Operational Manager of the Dairyland Wholesale operations. His office is located adjacent to the retail-wholesale drivers room.



Howard Morton has been appointed Supervisor of Retail Credit for Dairyland operations. His office is located off the lobby on the main floor of the Burnaby plant.



Percy Condon has been appointed Operational Manager of Dairyland Retail operations. His office is located adjacent to the retail-wholesale drivers room.

A BUSY SALESMAN

Mike Tops Tumbler Competition

Mike Rees, Dairyland's busy little retail driver salesman, has topped the company's eight-week tumbler promotion.

He averaged more than 100 sets of tumblers to his customers. Hustling Dairyland products and promotions seems natural to Mike. During the mixing bowl promotion earlier this year, he again won the competition among drivers by selling an average of 200 bowl sets.

Wayne Morrison was second in the competition (77 sets) and third spot went to **Willis McPherson** (75 sets).

Elect Executive For Coming Year

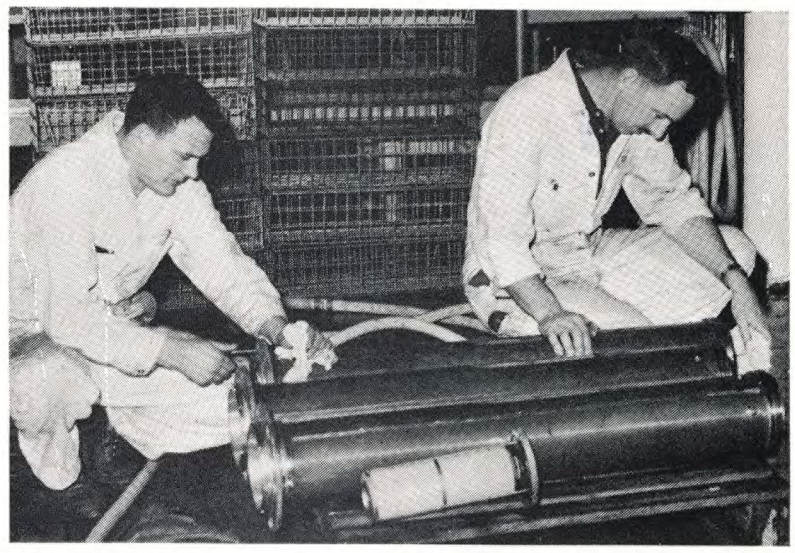
Executive officers for the Dairyland Staff and Welfare Fund have been elected. They are president, **Ralph Ruddy;** vice-president, **Jim Defries;** secretary-treasurer, **Jim Watson.**

Ralph says consideration is being given to a social evening early in the fall, similar to the successful event held this spring.

Complete Course

Ten Dairyland retail foremen and supervisors have completed a course in Effective Supervision held at Vancouver City College. The course is designed to help the men handle their jobs more effectively.

The men were: **Rod Neil, Bill Hagan, Bill Mehlen, John Dance, Harold Hughes, Bob Kosterman, Gerald Bennison, Dan Brand, Mike Vinter** and **George Miller.**



Max Shepherd, left, and **Don Land** made a complete overhaul of the Vogt ice cream freezer before the busy summer season got underway.

Jan Busy On Jaunt In Europe

JAN CREIGHTON, Burnaby plant's assistant plant superintendent — come world traveller, has passed the half-way point in his trip through the Scandanavian countries.

On a post card to the boys at the plant, Jan says he "visited a large butter making operation where eight people make eight million pounds of butter a year. The tour has been very interesting but very busy."

Jan is one of several young men from Canada and the U.S. who are visiting areas in Europe. The tour is arranged and financed by the Rotary Foundation.

One side trip took Jan into West Berlin through East Germany. "That was an education." The tour ends mid-June.

ROAD JOCKEYS

CHEATING DEATH

It's 'Us' Drivers That Cause Accidents

People cause accidents. More than 80 per cent of all road crashes are directly attributable to driver error.

There is no place in today's traffic movement for the selfish driver. He who cuts into busy traffic lanes, refuses to signal his turns, drives in reduced light with no lights or with parking lights only, refuses to give way to other motorists caught in restricting situations, straddles two traffic lanes, cheats on signals or signs, fails to allow others to pass or will not lower his headlight beam to accommodate approaching drivers, must be eliminated or avoided.

Conflict Producers

There are a dozen attitudes most likely to produce conflict on the highways:

1. Selfishness: the "me first" attitude.
2. Self-Importance: or "I'm too big for the rules."
3. Over-Confidence: "I'm good. I don't have to be careful."
4. Chance-Taking: "Live dangerously. It can't happen to me."
5. Fatalist: "Here today, gone tomorrow."
6. Hostility: Anger, aggression, towards other drivers.
7. Inferiority: "You can't push me around."
8. Competition: Beat everybody: "I must be first."
9. Self-Destruction: the need to injure oneself.
10. Exhibitionism: The show-off.
11. Pleasure In Destruction: Maladjustment taking pleasure in destruction.
12. Transfer Of Guilt: Blame others and relieve your own feeling of guilt.

Every motorist will recognize these nuts at the wheel.

Self Appraisal

But will he recognize these traits in himself?

The Canadian Highway Safety Council advises: every driver stand back and take a long, sincere look at himself.

If he, in all honesty, finds even one of those traits in himself, he must take steps to eliminate it. If he is guilty of any adverse, dangerous, accident-threatening attitude, he must honestly try to correct it.

In Hands of Driver

Don't blame it on the car, the road, the weather, the other driver. The car cannot drive itself. The road is there, even with faults. The weather—well, no one can do much about it.

Hank: "Were you excited on your wedding day?"

Jack: 'Excited? Say, I gave my bride $10 and kissed the minister."



"I'm taking from another milk company now, Edith! You know, the one that calls themselves the friendly milk company!"

Bob Was There

Bob Craig, assistant superintendent at the Pacific Milk plant near Abbotsford was among B.C. School Trustees at the annual convention at Vancouver last fall.

Two cows were grazing alongside a highway when a tank-truck of milk passed by. The sign on the side of the truck read, "pasteurized, homogenized, standardized, vitamin D added."

One cow then remarked to the other, "Makes ya feel sort of inadequate, doesn't it?"

Fraser Valley **Milk Break**

Published bi-monthly for the employees of the Fraser Valley Milk Producers' Association

VOLUME 5, NUMBER 4 — 29 — JULY-AUGUST, 1966

Russian Acclaims FVMPA Plant



Quality control is important to the success of the Fraser Valley Milk Producers' Association, **Mr. Okulitch** told **Mr. Polyansky.** The Russian delegation were impressed with the work conducted by **Lillian Harwood** and **Beverly Church,** right. The Russians spent two hours at the Burnaby plant before going on a conducted tour of the Fraser Valley.

'Finest in the World' States Polyansky

Dmitri Polyansky, first deputy premier of the USSR's Council of Ministers, claimed that the Fraser Valley Milk Producers' Association Burnaby plant is "the finest dairy plant in the world."

Visiting the $5 million plant, Mr. Polyansky said he wants similar plants built in Leningrad and Moscow.

The quick striding, friendly, rapid-fire talking Soviet leader met with plant key management men and peppered them with questions about the dairy industry.

Impressed by Work

He was impressed with the emphasis placed on quality control.

"This is good management and it is all based on the best return to the producer," he passed on to his delegation of Parliamentarians. "We too must get the greatest return for our farmers."

So far as Mr. Polyansky was concerned, the visit to the FVMPA plant alone was worth his trip to Canada.

Tight Security

The Burnaby plant buzzed with plainclothes RCMP members an hour before the 22 person Russian delegation including 11 Parliamentarians arrived at the plant. Building entrances were checked and the route in which the delegation would follow through the plant was carefully "walked out."

Mr. Polyansky is the highest ranking government official of any nation ever to visit the FVMPA's two-year-old plant. Many political observers rate Mr. Polyansky as No. 3 man in the USSR. He is a graduate of the Kharkov Agricultural Institute.

Visit Extended

At 10 a.m. the party arrived for their 60-minute visit which (at Polyansky's wishes) extended to nearly two hours.

The Canadian tour was arranged through co-operation of the Soviet and Canadian Parliaments. In the West senior federal agricultural representatives **Hector Ford** and **George Bancroft** handled the major planning of the tour.

Other Stops

In addition to the Burnaby plant visit, Mr. Polyansky's group of top government experts in agriculture and industry visited briefly at the Surrey Co-operative feed and mill store, **Matt Kennedy's** vegetable farm, **D. S. Dyck's** poultry farm, Glacier Cold Storage plant at Clearbrook and the **H. S. Berry and Sons** dairy farm at Langley.

Lucien Lamoureaux, Speaker of the House of Commons, sent thanks to FVMPA personnel following the Russian delegation's visit to the Burnaby plant.

"I know from conversations with the members of the delegation how much they enjoyed the visit to your plant and how much they appreciated it."

An advertising agency, studying shopping habits, has found that the average woman spends 27 minutes on each supermarket shopping trip.

Scratch the Bean Wrinkle the Brow Out with the Pencil DO IT NOW!

That's what "ADL", one of the early employee pubications of the FVMPA said. The thought behind the verse still holds. Got a story that might interest us? Then give Ye Ed a shout.



General Manager L. A. Atkinson, centre, greeted **Mr. Polyansky** on the steps of the Burnaby plant. Surrounding the men are Russian delegates, interpreters, policemen, Assistant General Manager **George Okulitch** and Northern Affairs Minister **Art Laing.**

'We Hate War'

Polyansky Meets the Berrys

Dmitri Polyansky stood beside the FVMPA President **H. S. Berry** and his family of Langley assembled on the family's front lawn. He marvelled at the size of the happy group.

But he was thinking back to his youth, the Second World War and the fact that he came from a family of nine children.

"If there hadn't been the war, we could have had a happy family like this," he said quietly.

Turning to FVMPA Assistant General Manager **George Okulitch** and Canadian Northern Affairs Minister **Art Laing,** Mr. Polyansky spoke of his youth.

When the Germans invaded Russia during the Second World War, the six brothers and three sisters in the Polyansky family were of army age and joined the services.

"Before joining the units, we agreed that anyone coming back alive would look after the families of those who didn't return. I lost five brothers and a sister. One sister that returned was severely wounded—an invalid."

Mr. and Mrs. Polyansky, who had three of their own children, took 14 nephews and nieces into their home and raised them.

We Hate War

He looked back at the Berry family, tears in the corners of his eyes, "This was my experience. This is why we hate war."



The girls on the popsicle making machine intrigued **Mr. Polyansky.** He watched **Sharon Love** and **Gail Kidd,** right, package the novelties while Assistant General Manager **George Okulitch** describes the process. Mr. Polyansky said the girls worked so hard they deserved a raise.

Self Power: Key to Success

Dr. Henry Wong, president of Cosmos Bottling Co., Philippines, recently toured our Burnaby plant. He is one of many persons from dozens of countries who visit FVMPA operations each month. The following comments were written by Dr. Wong in his company's newspaper, The Cosmos Bulletin.

Mr. Webster defined power as the possession of sway or controlling influence over others. Indeed, the possession of personal power is one of the top and foremost wants of human beings. Some people seek and never yield until they have found it, others failed to obtain it in spite of the efforts exerted and still some didn't even bother to look for it.

When you have personal power, people will seek your companionship. They will be willing to perform services at your command. With these people around you who are enthusiastic to work at your leadership, nothing will be impossible.

Building personal power takes gradual steps. And the first step is to expose yourself to more people, since it is only through people by which you can exercise your power. Impress them through your good qualities. Let them respect you and be happy to bond with you because of your commendable manners. The first thing that will be noticed by anybody who will come in contact with you is the way you conduct yourself. To emphasize more clearly, politeness must be shown to elevate yourself in a respectful way.

It is also a part of the preliminary step in building your personal power to make people conscious of you. You must possess a certain individuality that will set you apart from the crowd. Such individuality must be distinctive enough to be noticed at once. Said peculiarity can be expressed forcefully by exerting a strong attitude for self power.

Put people to warm responsiveness everytime you meet them. Arouse their interest when you talk to them. And above all, let them be aware that you are understanding and easy to approach. This will heightened their interest to be associated with you.

Touching on conversation, it is one way of influencing people. Your manner of talking is also one factor in swaying people to your corner. Always cultivate a persuasive voice, enunciate each word correctly and phrase every sentence to be fully understood. And also to increase their faith in you, limit your talk to the subjects you know best. It is regretful to know that the reputation you build up for years will completely forgotten in a matter of minutes for making a fool out of yourself for discussing things which you have limited or no knowledge at all.

The most important aim in exerting your power to other people is to get their wholehearted participation anytime you need it. To win their co-operation, the people must be treated as partisan. When you give an order, it must be phrased in such a way that it will not sound a command or it should be worded to make the order a joint interest.

However, the desire for collective action may be honest or dishonest. They might be willing to co-operate with you because of an ulterior motive. The leader must be able to recognize what motivates his co-operation and determine whether his like to bond with you is sincere and lasting. And you must be ready to reject his offer if found to be a counterfeit.

In your struggle for power, you will meet people who wanted to exercise their own self power on you. You must always be ready to check it instantly, because once he has tested that you are that weak to bear down his weight, he will repeat it everytime he meets you. But once he found that you are a man who can not be easily bragged about, he will hesitate to put pressure on you, if not totally avoid you.

Self power is a basic key to success and how much you can benefit from it greatly depends upon you. The degree of power you will obtain lies entirely on your drive, your effort and your desire to emerge as a capable leader.

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, eastern district retail; **Wilf Graham**, wholesale relief; **John Dance**, Dairyland retail eastern district; **Jimmy Cunningham**, ice cream shipping and sales; **Kurt Wiersing**, ice cream production; **Jim Watson**, production stores; **Doug Wills**, workshop; **Lloyd Kinchen**, Dairyland shipping; **Howie Stevenson**, tab room; **Marcey Adems** 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.



Visitors from the Philippines toured the Burnaby plant this month. Signing the register is **Dr. Henry Wong,** president of Cosmos Bottling Co. and Associate Professor of Management at the University of the East whose comments appear at the left, **Mr.** and **Mrs. Yenling Li** and Vancouver host **Tom Ho.**

60 Members Join This Year

Sixty new members have joined the Dairyland Employees Credit Union since the beginning of the year, reports Manager **Cy Jones.**

"That makes 98 since we moved to the Burnaby location," he says.

Cy has every right to feel pleased with the increase in new members. Figures for the first six months of 1966 indicate that the credit union is showing a steady financial growth.

"We have a $4,600 surplus," he says. "We received a $2,600 dividend from the Credit Union Insurance Society plus we have an increased income of $2,000."

Mrs. Perry Leaves Pacific Milk Co.

Mrs. Clara Perry left the Pacific Milk division at the end of June after many years work here.

Mrs. Perry was the sales representative and demonstrator who kept the medical profession up to date on Pacific's many products and their uses.

She worked out of the Burnaby offices. Mrs. Perry also attended the staff luncheon for Mr. McDonald and is shown in the photograph in this issue of Milk Break.



Flavor squares ice cream has become a popular addition to the Dairyland family this summer. Twelve individual tubes feed ice cream in a checkerboard pattern into the carton. Seen working on the operation are, from the left, **Emily Potter, Syble Norris, Larry Flynn** and **Lorraine Vinette.**

D. A. McDonald

Pacific Sales Manager Retires

D. A. "Dougald" McDonald retired as Sales Manager of Pacific Milk in June after having served the company for 28 years.

Before leaving, he was the guest of his B.C. region staff at a surprise luncheon and a farewell banquet by the FVMPA Board of Directors, department heads and their wives.

Mr. McDonald started with Pacific as a salesman. That was in 1938 when three salesmen covered Western Canada for the company. Sixteen years ago, Mr. McDonald became sales manager. Under his direction, the Pacific Milk Concentrated Division has shown a steady and substantial gain in the Western Canadian market.

From 1938, the staff has grown to 19 persons. The territory served now extends to the head of the Great Lakes.

Previous to his association with Pacific, Mr. McDonald was a salesman and meat buyer for Swift and Co. and Burns and Co. for a total of 20 years.

He is founder of the Hollyburn 135 AF and AM Lodge and is one of its Past Masters.

At the luncheon attended by his B. C. staff, Mr. McDonald assured them he was merely taking a 25-year leave of absence.

"Each of you is a part of me," he said.

Jack Aird, who now has become sales manager following Mr. McDonald's retirement, read telegrams from Pacific Milk representatives in other parts of Canada.



Pacific Milk staff from the B.C. region threw a surprise party for their boss **Dougald McDonald** before he retired at the end of June. Standing are, left to right, **Ray Gorman, Lee Alberts, Cec Shingles, Jim Snell, Fred Clayton, Agnes McKnight, Norm Kelly, Lorill Brown, Les Taylor, Jack Aird** and **Gerry Campbell.** Mr. McDonald is seated between **Trudy Newman** and **Clara Perry.**



Lee Alberts is Pacific Milk's sales representative in the Central B.C. area. Lee joined the FVMPA concentrated division earlier this year after having been a salesman for a confectionery company. His home is Prince George.



Gerry Campbell also joined the Pacific Milk staff this year. His area covers part of the Vancouver area and along the Coast to Powell River. Gerry surprised his father when he walked into the Sardis plant recently and told him they now worked for the same company. **Harry Campbell** is Sardis office manager.

THREE WINNERS IN CLUB DRAW

Three winners of the FVMPA Rod and Gun Club draw have been announced by club president **Lloyd Kinchen.**

First prize of $100 was won by **Bill Dixon, Ann Ramsey** (manager of the cafeteria) won the $50 second prize and **Al Stickney** took the $25 third prize.

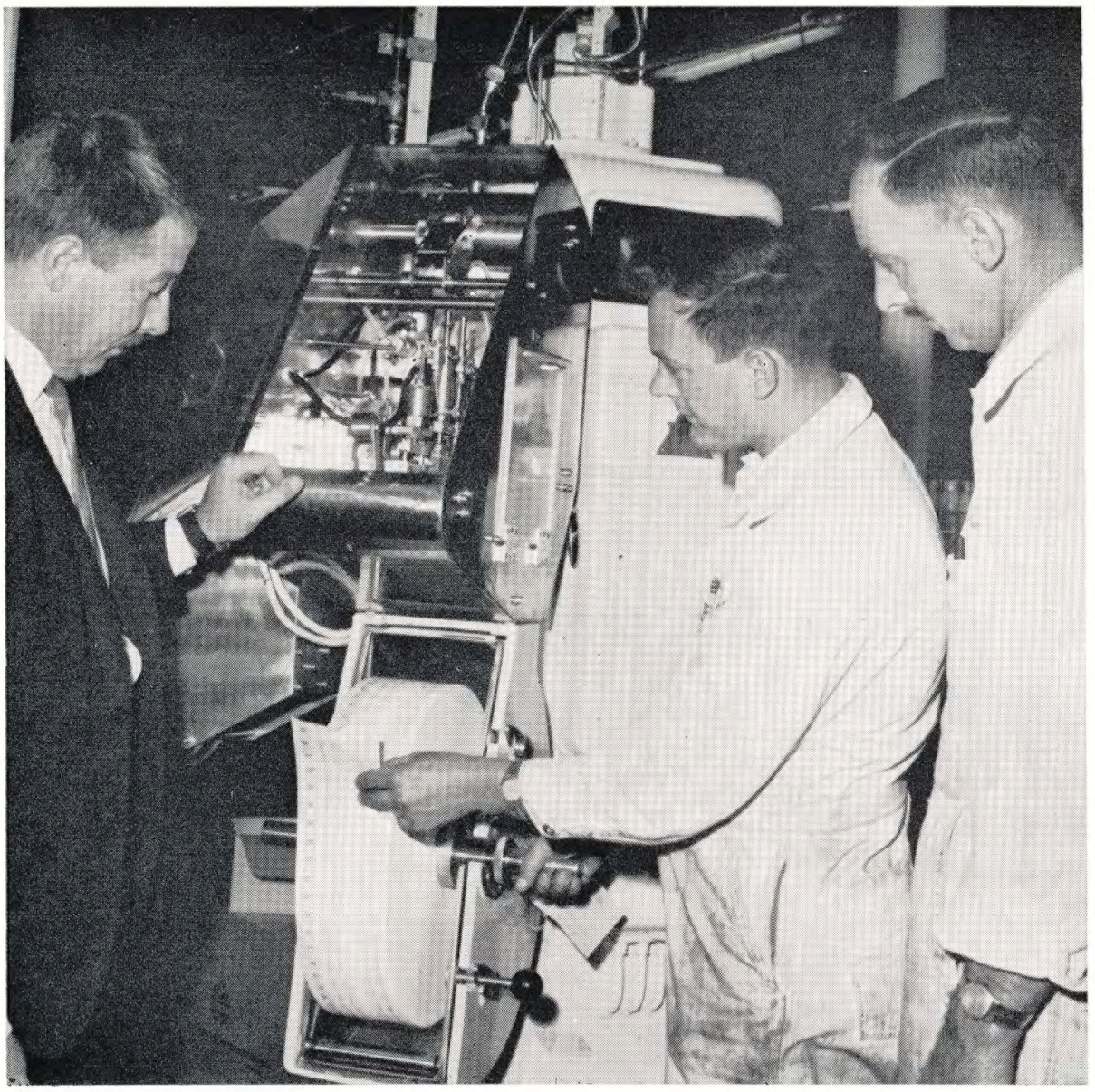
Lloyd said that the small amount of money left over after the prizes will go toward some Rod and Gun Club function later this year.

Two Deaths This Spring

Two FVMPA employees who worked for the Pacific Milk division died this spring.

Sales representative **Len Fox,** 41, of High River died May 24. He is survived by his wife and five children. Mr. Fox had worked out of the Calgary office for the past five years.

Stationary engineer **August J. Plitt** officially retired Oct. 31, 1965 after working at the Abbotsford evaporating plant for 13 years. This spring he returned to work to assist in the holiday relief. He died July 3.



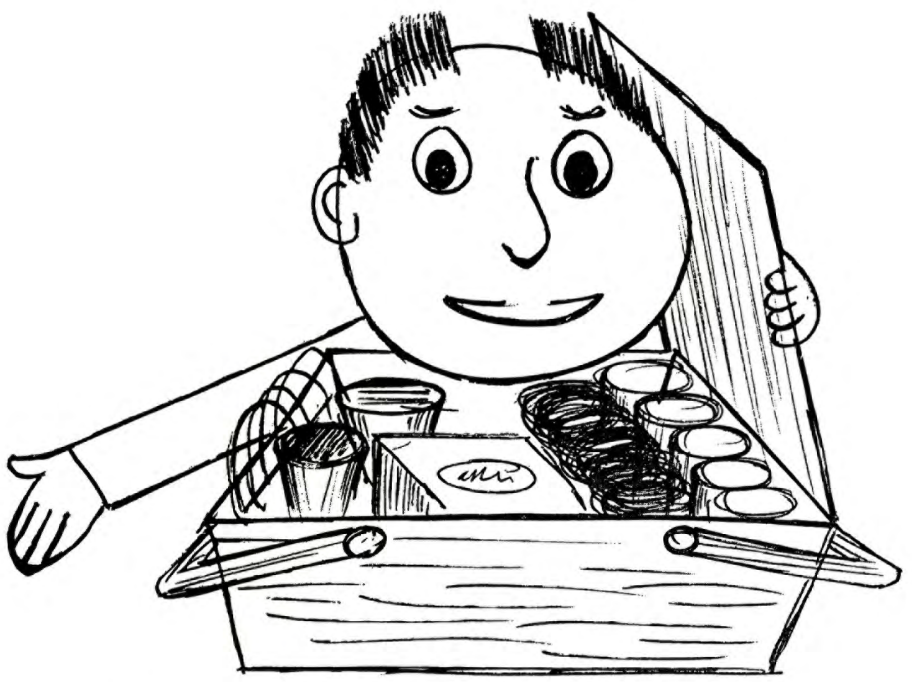
Service Manager for Tetra Pak **Sven Strom** shows **Max Shepherd** and **Don Land** where the ribbon of specially treated paper winds into the equipment recently installed in the Burnaby plant. Tetra Pak is being used for cream containers. It is the triangular package, sealed with heat and opened by pulling off the blue tape tab.

Annual FVMPA Staff Picnic

FREE
Hot Dogs
for the kids
from 12 noon
to 1 p.m.

And FREE
Ice Cream
and Milk

Tea and Coffee
FREE but
bring your
own mug



Get your raffle tickets now
in the plant. You may win an
electric carving knife, a sun cot,
a hammock (3 all together) one of 4
barbeques or one of many food hampers.

Register Your Child NOW

—Attendance prizes for youngsters 12 years and under.

—Fill in the slips located in the plant BEFORE AUG. 10.

—Remember, youngsters must be present to win a prize (maybe a Swimming Pool).

—1:30 p.m.—RACES START

Sunday August 14 — Maple Grove Park

(Starts at 10 a.m.) **(52nd and Marine Drive)**

Smokeless, Chubby and Happy!

It's Worry That'll Get You, Buddy

Persons who refuse to give up smoking for fear of getting fat would be healthier if they were chubby and smokeless, according to two experts on obesity. Smoking, they report, is much harder on a person than being slightly overweight.

Dr. E. S. Gordon, professor of medicine at the University of Wisconsin, and Dr. Jean Mayer, professor of nutrition at Harvard University, told a symposium on obesity at Los Angeles that the problem of excessive fat is largely hereditary anyway.

"Everybody has a weight that's normal for him, but there is no positive way of being sure just what it is," Dr. Gordon said.

"This so-called normal weight doesn't necessarily correspond with the actuarial tables of the insurance companies," he added. "They said that smoking a pack of cigarets a day is about as bad for a person as being 90 pounds overweight, and that persons who refuse to give up smoking, hoping to remain slim, are making a serious tactical error in the battle to live longer."

Dr. Gordon also said the common assumption that overweight shortens life has, strictly speaking, never been proved.

"What has been done," he said, "is to compare the death rates of say, 1,000 fat men and 1,000 thin men, or men of normal weight."



Dick Grahame

Tardi New Governor Manitoba Toastmasters

Toastmasters Club training plays an instrumental part for Pacific Milk salesmen in the Winnipeg office.



Jerry Tardi

This month Prairie region salesman **Jerry Tardi** of Winnipeg became District Governor of District 64 Toastmasters International. His district for Toastmasters covers Manitoba and the north-western region of Ontario.

Large Membership

"We have 600 members in our District and indications are that another 100 or more will join in the coming year," Jerry says. "I have tried to apply my Toastmasters training in my work, in my home, church and community."

Worthwhile Effort

Judging from his active life, the seven years of club training has paid off. Jerry is a director of his local Credit Union, Cubmaster in his community and president of his church social club. "I still find time to coach a Little League ball team," he says.

Solid Background

The other Pacific salesmen in the Winnipeg office also have been Toastmasters Club members.

Toastmasters International, which is not a service club, is a non-profit educational organization designed to help men improve their self-expression.

During the first week of August, Jerry attends the 35th annual convention of Toastmasters International in San Diego, Calif.



Boys of three fathers who work at the Sardis Utility Plant played for the Chilliwack Juvenile Hockey Team that made it all the way to the provincial finals last season. The boys are **Ken Roberts** (front row left) **Jim Whitlam** (front row centre) and **Doug Thompson** (middle row, second from right). The boys are holding a 500-name telegram that wished them well at the finals in Trail this spring.

Fraser Valley Players Tough it to the Finish

Hockey news in July, you say? Well, puck season is just around the corner and it's a good time to reflect on some of the achievements last year.

Four boys from the Chilliwack area, whose dads work for the FVMPA, attained fame on the ice in the hockey finals.

Ken Roberts, Jim Whitlam and **Doug Thompson** were on the Chilliwack team that swept through the Pacific Coast and Okanagan championships before being stopped in the finals in Trail by losing two games straight. Out of 34 games all season—most of them in the Junior B class—they lost only three times.

Fathers of the boys are **Johnny Roberts, Harry Whitlam** and **Bud Thompson.**

In the Pee Wee league, 12-year-old defenceman **Lorne Cope** was on the Chilliwack team that won the B.C. Mainland championships. Lorne's dad is **Cliff Cope** who works in the cottage cheese room. Last year the same team got into the finals before being defeated.

Dick Brings Background Of Dairying

There's a new fellow on staff who always seems to have a cheery smile and pleasant comment for everyone. He's apt to turn up in any nook and cranny of FVMPA operations.

Dick Grahame, as of mid-May, became FVMPA's manager of Sales and Market Research. He moved to Vancouver from Portland after spending 14 years there with Carnation Milk Co. He was Office Manager before leaving there.

Father in Business

Dick's association with the dairy business goes back a long way. His father owned and operated the Royal Dairy in Vernon years ago.

After graduating in agriculture from University of B.C. in 1942 and returning after the war to obtain his Commerce degree in 1946, Dick carried on to gain his Masters in Agricultural Economics in 1948.

The topic for his Master's thesis, appropriately enough, dealt with dairy farming in the Fraser Valley. He used material he had obtained while working on a joint survey conducted by UBC, the FVMPA and the B.C. government on dairying.

Before going to Portland, Dick also worked for Jersey Farms in Vancouver and the Union Milk Co. in Alberta.

Dick says he is pleased to return to Canada. He is married and has two youngsters.

Cheques Cashed At Credit Union

FVMPA payroll cheques are cashed at the Dairyland Employees Credit Union.

"Many of our newer employees don't realize this," explains CU Manager **Cy Jones.** "It's part of our service."

Special arrangements are made so that adequate funds are available on pay days twice each month.

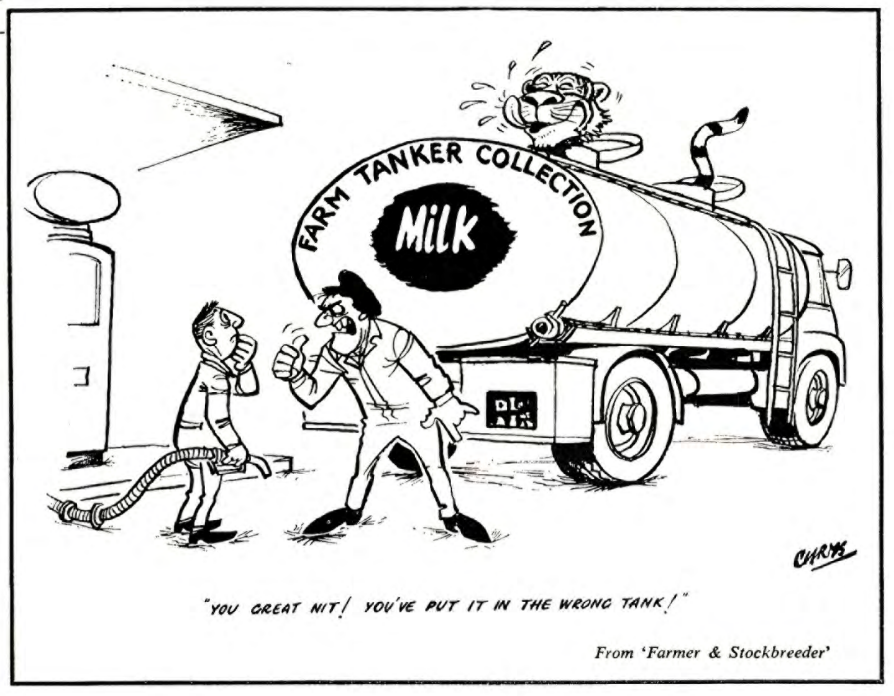
"Of course, we encourage employees to become Credit Union members and take advantage of the financial facilities we offer."

Earn $25 In Contest

The Dairyland Employees Credit Union is giving away money.

Cy Jones has announced a $25 prize for an essay entitled "How the Credit Union has benefitted me."

Cy says that the only rule is that you must be a member of the credit union. So sit down and write a short essay on this topic. You may be the winner.



BOY CONFOUNDS BOB WITH HONEST ANSWER

"Is your Mommy home?" Dairyland retail driver **Bob Hind** of Haney asked the little boy.

"Yep," came the reply of the lad who stood near the front of the house. So Bob continued to knock on the door.

"You're sure your Mommy's home?" persisted Bob, a little exasperated.

"Sure," came the confident reply. "We live next door."

Square Dancers on TV

The **Roy Lutys** and **Lyle Stewards** were seen on CHAN 8 TV recently on the "Allemande Left" square dance show. Roy also achieved fame not long ago when he performed his Stanley Holloway monologues at the Queen Elizabeth Theatre. He opened the Vancouver chapter's Society for the Preservation and Encouragement of Barbershop Quartette Singing in America show.

Gals Challenged the Guys

The Dairyland-sponsored girls softball team challenged the men at the plant to a regulation ball game at a Vancouver park. The men surprised the girls, and themselves a bit too, by keeping the total score close. Exact score could not be tabulated because of a few "non-regulation" antics by the players.



Safe on third base. Jim Miller lunges for the sack before **Nancy Jack** snags the ball. Jim later made a successful dash for home "to keep the score even" between teams.



Set to slam a homer, Burnaby plant superintendent **Grant Larkin** gets the word from **Bob Simpson** who is in the background.



Team strategy turns out to be an important factor for the men's team. Here they discuss, with their loyal supporters, how to turn tables against the Dairyland girls team. (Some of the fellows were thunderstruck by their strong opponents.)



Tab room's George Richards reaches forward and drives the ball into right field. Just at the tip of his bat stands fearless **Bob Simpson,** chief coach for the men. Umpire for game was **Jim Stouse.**



"I just got my allowance. Let's go hoist a few."

Summer Precautions

Have a Happy, Safe Holiday

by Roy Luty

Moist summer weather notwithstanding the Annual FVMPA Staff Picnic will be held as usual on Aug. 14. The usual warm sunny day has been requisitioned in advance and a record turnout is confidently expected.

Children will be there by the hundreds and a few timely precautions will add to their safety and prevent events like this from being marred by unnecessary accidents.

Watch the Water

Water safety is first on the list. Many drowning accidents in Canada are due to small children being left unsupervised and many more occur in the adventurous years of 12 years and up, particularly among boys.

Supervision a Must

Ensure that toddlers don't wander off along the wharves alone and, if supervised, that the supervisor can swim. Impress on the young swimmers that it is just as pleasant and far more sensible to swim along the shore rather than out from it. Keep within their own depth unless they are strong swimmers. Teach them to under-estimate, not over-estimate their prowess and stamina.

And do brush up on artificial respiration. You do not have time to look it up when you really need it.

Keep in mind that this is the age of the disposable glass bottle and there are far too many not disposed of carefully enough into garbage cans.

Check for Glass

With barefooted youngsters running around, it is sensible and possible to reduce the chances of a gashed and lacerated foot by every adult being alert for and disposing of any broken glass they see. A few hundred pairs of eyes on the lookout for such material might not only save a childs foot, it would be an act of good neighborliness. Wearing old canvas shoes in the shallow water and ashore would also protect small feet.

Care Around Swings

Keep unsupervised small fry away from the swings. A blow from a 10-foot long pendulum with a 100 pound weight could rapidly ruin some childs day. The lightweight disposable plastic drinking cups that are used so commonly are very brittle and are not softened by moisture. An infant would be very happy chewing one of them to pieces until a small piece became lodged in his throat. They also make an unsightly mess of any public beauty spot.

About the Sun

The sun, of course, will be shining brightly (?). Small children and older ones too can rapidly become over exposed to it and suffer the inevitable aftermath. After a short period in the sun, they will be quite comfortable if wearing very light clothing and they avoid the risk of sunburn.

Golf Tourney Set in Langley

As Milk Break goes to press, the annual FVMPA Golf Tournament is being held at the Newland Golf Course near Langley.

Results will be carried in the next issue.

I gave up smoking until I conquered my will power.



Reach for the Top grand winners for British Columbia this year came from the Burnaby South Senior Secondary School. Standing with television program host **Terry Garner** are team members **Mareen Berrige, Alan Grierson** (captain), **Anita Oliver** and **Greg Marshall.** The team took part in the national finals at Winnipeg in July.

Freak TV Reception

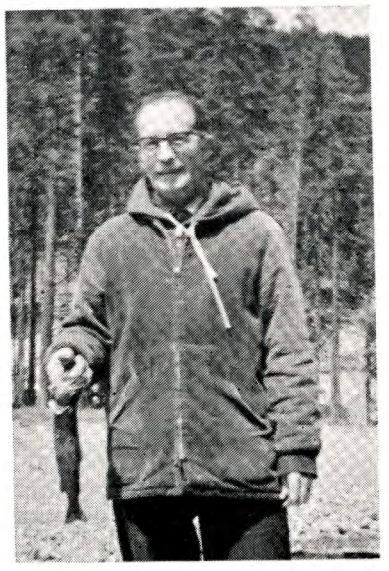
A "June is Dairy Month" television program on **KVOS** offered recipes to persons who called into the station.

The TV program, sponsored by Dairyland, drew response from hundreds of callers. One person was so enthused by the recipes that she called the television station from **Salt Lake City, Utah.** The caller was receiving KVOS by freak reception.

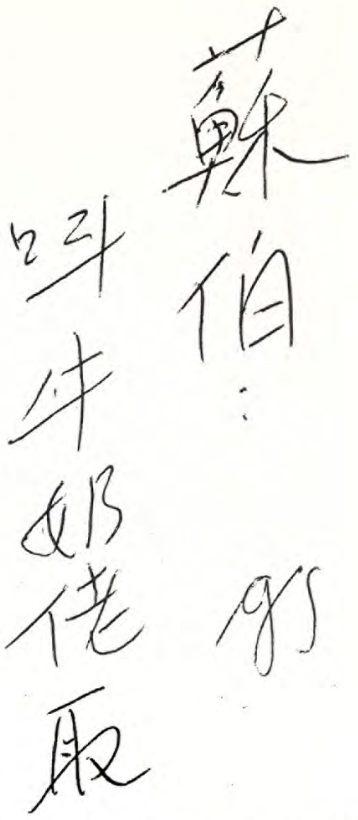
Carpenter: "You hammer like lightning."

Helper: "You mean I'm fast?"

Carpenter: "No, I mean you seldom strike the same place twice."



Jim Miller holds up the denizen of the deep he caught on a recent fishing trip into Manning Park. It is alleged to be one of the first fish ever caught by Jim. It's one big one that didn't get away.



Confusing? This is a note written in Chinese for one of Dairyland's retail drivers. Translated quite literally the note says: "Ask the cow milk man to get . . ." Now we're wondering just what our customer wanted.

To Aid Dairy Plants

Okulitch Gets Invite To Come to Russia

George Okulitch, FVMPA Assistant General Manager, has been invited to visit the USSR as a personal guest of **Dmitri Polyansky** as well as the Soviet Government.

Mr. Polyansky asked Mr. Okulitch to come to the USSR and help in designing a plant similar to the FVMPA one at Burnaby. The invitation was confirmed by several aides and officials in the party who asked that Mr. Okulitch come for "any period of time you can spare."

Helped Art Laing

At the request of Northern Affairs Minister **Art Laing,** Mr. Okulitch accompanied Mr. Polyansky during the two-day B.C. portion of the Canadian visit. Russian born himself, Mr. Okulitch served a period of time in Moscow during the war as Canadian military attache. He speaks fluent Russian.

"My impressions of the man was that he was a dynamo of energy," said our Assistant General Manager. "He knows what he wants and he doesn't have the slightest patience in things that hold no interest for him. He was not interested in receptions and social functions. He was here to see Canada and our industries."

Big Order At the Door

The milkman pulled a note from the bottle on the porch. "Please leave 54 quarts," the note read.

"Fifty-four quarts?" he thought. "This must be a prank or a mistake." So he knocked on the door.

The lady of the house opened the door, saw his doubtful look, and said: "That's right. My doctor told me to take a milk bath and I figure I need 54 quarts."

"Pasteurized?" he asked.

"No," she replied. "Just up to my chin."

Soft Ice Cream On Charlottes

Dairyland has installed the first soft ice cream freezer on the Queen Charlotte Islands.

Refrigeration expert **Dave Smith** flew to Massett, a community of about 500 persons, early in June to complete the installation. The ice cream is located in the Dragon Bowling Alley, which is owned by **Jim Seto.**

Soft ice cream mix is shipped each Thursday on Northern Navigation to Massett.

And then there was the sad case of the taxidermist's assistant who was fired when his boss caught him stuffing his pockets.

Do Killers Lurk

In Your Own Yard?

Watch Out for Poisonous Vegetation

Be prepared for anything! That's the motto that stands for safety awareness, especially during the summer when fresh green plants find their way into youngsters' mouths.

Plant safety committee chairman **Jim Stouse** says it's better to have a prior knowledge about potentially poisonous plants rather than finding yourself faced with a youngster with severe stomach cramps from eating "something in the yard."

Within the last month, several youngsters in the Vancouver area ate something that tasted like "sweet peas" which turned out to be poisonous laburnum tree pods, grown in many gardens.

According to a special brochure printed by the B.C. Telephone Co., "The pretty mountain laurel plant was used by the Delaware Indians to make a suicide potion. Rhododendron contains a poison that has shown up in the honey made by bees that visited the plant.

"It's easy to be deceived by plants. Peach tree leaves contain hydrocyanic acid, one of the most dangerous poisons known. Five children became ill recently after drinking "tea" brewed with hot water and peach leaves."

Because so many of our garden plants can cause varying degrees of poisoning, Jim suggests you become familiar with the items in the accompanying list.

HOUSE PLANTS		
Rosary pea, Castor bean	Seeds	Fatal. A single rosary pea seed has caused death. One or two castor bean seeds are near the lethal dose for adults.
FLOWER GARDEN PLANTS		
Larkspur	Young plant Seeds	Digestive upset, nervous excitement, depression. May be fatal.
Lily-of-the Valley	Leaves, Flowers	Irregular heart beat and pulse, usually accompanied by digestive upset and mental confusion.
Iris	Underground stems	Severe, but not usually serious, digestive upset.
VEGETABLE GARDEN PLANTS		
Rhubarb	Leaf blade	Fatal. Large amounts of raw or cooked leaves can cause convulsions coma, followed by death.
ORNAMENTAL PLANTS		
Laurels Rhododendron Azaleas	All parts	Fatal. Produces nausea and vomiting, depression, difficult breathing, prostration and coma.
Jessamine	Berries	Fatal. Digestive disturbance and nervous symptoms.
TREES and SHRUBS		
Wild and cultivated cherries	Twigs, Foliage	Fatal. Contains a compound that releases cyanide when eaten. Gasping, excitement, and prostration are common symptoms that often appear within minutes.
Oaks	Foliage, Acorns	Affects kidneys gradually. Symptoms appear only after several days or weeks. Takes a large amount for poisoning. Children should not be allowed to chew on acorns.
PLANTS IN FIELDS		
Buttercups	All parts	Irritant juices may severely injure the digestive system.
Nightshade	All parts, especially the unripe berry	Fatal. Intense digestive disturbances and nervous symptoms.
Poison Hemlock	All parts	Abnormal thirst, distorted sight, delirium, incoherence and coma. Common cause of poisoning. Has proved fatal.

Fraser Valley **Milk Beat**

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Fraser Valley **Milk Break**

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FVMPA Golf Champion Bob Eadie gets his annual flu shot from Dr. R. A. Farquharson. The preventative shots were administered at the Burnaby plant in September free to employees.

25-Year Club Meets Nov. 1

Annual Event Honors Long-Time Employees

The second annual dinner of the FVMPA Quarter Century Club will be held Tuesday, Nov. 1, in the Hotel Georgia.

A reception will begin at 6 p.m., followed by dinner at 6:30 p.m. in the Regal Ballroom.

Last Year Too

The first dinner to honor staff members, retired, or active, with 25 years service, was held Nov. 2 last year and was a great success. At that time 25-year pins were awarded to each member of the Club; and a watch was presented to each employee retiring during the year and eligible for club membership.

More Recognized

At this years' gathering, new members will receive their pins, and employees retiring in 1966 with 25 years with the company will receive watches.

A short program will include an entertainment feature.

To Send Invitations

Invitations will be going out during October to each member of the club. If there are any prospective members who do not receive an invitation, we would appreciate hearing from you. Call Public Relations, 298-1373, Local 207-8-9.

More than 100 current and retired employees will be attending the function.

Companion In the Bag

Sportsman **Lloyd Kinchen,** who works on the Burnaby plant's shipping dock, is still shaking his head over this one.

While on a fishing trip at Pinaus Lake with fellow workers **John Gatto, Ernie Maddock** and **Jim Cunningham,** Lloyd turned in early in preparation for a long day's fishing. But he soon jumped out of his sleeping bag in a hurry. The boys had slipped a small rabbit into the bag.

Doctor: "Have your eyes ever been checked?"
Lady Patient: "No, they've always been blue."

Two Tumbles Cause Injuries

You'll be seeing two fellows at the Burnaby plant wearing casts as a result of accidents.

Joe Jessup who looks after the stock room on the main floor fell from a swing while with his family at a park. He broke a bone in his heel last August.

In September, carpenter **Jack Phillips** was replacing several slats in the butter room when he fell backwards on a ladder. He broke a bone in his wrist.

FVMPA Staff Picnic Attracts 800 People

An estimated 800 employees and their families took in the annual FVMPA staff picnic Aug. 14, making it one of the biggest and best events ever.

Picnic committee chairman **Ralph Ruddy** said he was pleased with the outcome.

Picnic tables at Maple Grove Park filled up early in the morning while many other families spread blankets around on the grass.

Races Were Fun

The races were supervised by **Walter Nielsen,** however, plenty of voluntary assistance was on hand to run races, hand out the food and see to it that the picnic ran smoothly.

Raffle Winners

Winners of the raffle were: **Tony Brown,** electric carving knife; **Marion Monks,** padded lounge; **Bill Morton,** hammock; **J. Pfeifer,** barbecue. Hampers went to **W. Williams, Annie Morton, J. Neil, Miss W. G. Smith, F. Smith, Terry Hannah, Dave McGladder, M. Lajoio, P. McKenzie** and **E. L. Bell.**

Children's attendance prizes went to: **Shelley Hagan,** camera; **Lisa Gray,** stuffed dog; **Mitchel Bennison,** wagon; **Craig Lochead,** car racing set.

Vanstone Family Top Horseshoers

The **Vanstones!** Just about unbeatable in bowling, the Vanstone family took over the winners' circle at the FVMPA annual staff picnic's horseshoe pitching contest.

Mary-Lou Vanstone and **Bonnie Fraser** won the ladies' event. Bonnie is **Lil Vanstone's** brother's daughter. For the men, the team of **Mike** and **Jim Vanstone** took the honors.

Dairyland Men Hit the Jackpots

Retail salesman **Les Jordan** and wholesale salesman **Rus Binnie** struck the jackpot this summer and became travelling men.

Les was winner of a 13-foot six-inch trailer, a top prize at the Richmond agricultural show in August.

And Rus was the lucky winner of a 10-day trip to Las Vegas sponsored by a cereal firm.

Helpful Note to Driver Just a Bit Confusin'

Milk truck drivers get the darndest notes left for them. This one was left for Haney retail driver **Tony Swain.**

"Dear Milkman:

You may think we want five quarts of milk, but we really only want one please. We owe you for two quarts so here's the last two tickets and we'll owe you for today's milk and be square with you for the others. We'll buy some more tickets on Thursday when Mom comes home from Saskatoon.

If you're not completely confused by now, I admire you 'cause I am. Thank you."

Blood Donors Needed From Plant in Burnaby

Needed: at least 75 blood donors from the employees at FVMPA's Burnaby plant. The date: Oct. 17.

The Canadian Red Cross Transfusion Service has made arrangements to establish a mobile clinic in the W. J. Park room.

A nurse, four aides and two drivers will arrive at the plant early in the morning

Blood will be accepted from 10 to 12 noon and again from 1:30 p.m. to 4:30 p.m.

Honorary President

Paula Ramsell, wife of Dairyland Sales Manager **Bill Ramsell,** recently was named honorary president of the Canadian Dietetic Association.

Mehlon Helps United Appeal

Fraser Valley Milk Producers' Association is actively participating in the 1966 United Appeal campaign.

Dairyland retail route supervisor, **Bill Mehlon,** has been loaned to the United Appeal.



Back from a holiday in Hawaii are **Mrs. Rita Crump, Sylvia McTaggert, Doris Moggeridge, Trudy Newman** and **Mary Miller.** They admire two floral leis they brought back with them.

1966 Annual Staff Picnic



Stan Abernathy, wholesale driver, demonstrates the finer points in carving a turkey.



Look out! Here come the young runners at the annual picnic.



Ralph Ruddy, key man behind this year's staff picnic, helps distribute milk and ice cream to the youngsters.



"You've got to wait for the rest in this race," **Walter Nielsen** tells one of the eager contestants.



Grant Larkin signs up for the horseshoe competition while **Cece Brown,** right, and **Wayne Morrison,** left, look on.



Dick English, Bill
stopped for a phot



Mrs. Florence Willi
coffee. Fires were s



John Quiring passes out dairy food goodies to the youngsters before the races get under way.



All set? Well, some of the runners were ready and then some of the



do they run!



, **George Pinchbeck** and **George Duncan** are ph.



and daughters **Joan** and **Louise** pour cups of ed by **Ralph Ruddy** at 7 a.m.



Dairyland's Story Book Farm was a feature attraction at the staff picnic. Youngsters — adults too — enjoy seeing the farm animals.



This little fellow, who said his name is **Randy,** has a lot of fun playing around the water fountain.



Wham! And **Wayne Morrison** slams the softball out to the fielders during the warm up for a ball game.



eren't. **Marlene Graham,** right, isn't in this race. She's coaching.



Murray Swan, Colin Kelsey and **Ted Moore** show how horseshoes are thrown during the picnic competition.

Mobile Photographer To Aid Driver Training

A driver training service will be introduced in October as part of the present sales training program.

Omer Tupper, Supervisor — Sales Training and Recruitment, in making the announcement, says the service is offered by Trans-Continental Fleet Supervision Ltd. It provides photographs of either good or bad driving practices involving company vehicles.

Cameras in Cars

The pictures are taken from cars with cameras mounted on the cars. Engineers operate the equipment, photographing a series of photos at regular intervals.

Aided by a tape recorder, the engineers also record all facts related to the unit's operation, as well as any visible defects, driving conditions, time of day and dates.

Unbiased Assessment

The pictures and reports are assessed in an unbiased, factual way by another group of engineers.

The service is widely used by many firms in Canada and the United States. Several B.C. companies utilize the system in their driving programs. Introduction of the safety procedure has greatly reduced the number of accidents and accident costs in fleet operations.

Training Program

The use of the service by the FVMPA is as a part of the driver and sales training program, and not as a surveillance system.

Results of the program will be reported to the staff in the coming months.

Dairyland Division Lists Promotions

Four promotions in the Dairyland division have been announced by District Retail Operational Manager **P. R. Condon.**

Harold Hughes and **Art Martin** have been appointed supervisors from route foremen.

Don Hobbs and **Bill Amos** have been promoted to route foremen from salesmen.



Pete Conolly and **Roy Staples** of the Oakalla farm staff looked after the Dairyland milk wagon which appeared in this year's PNE parade. The horse is called Heather. She is lead horse in the famous Oakalla six-horse team.

BIG EATERS

Was the FVMPA annual picnic a success? Try it in these terms:

Picnickers consumed 45 gallons of coffee, 2,200 half pints of milk, 300 half pints of Creamo, 150 half pints of buttermilk, 750 hot dogs and buns, and 4,600 ice cream bars and dixies.

Bob Eadie Top Golfer In Annual Tournament

Forty-eight golfers entered the annual FVMPA Golf Tournament this year at the Newlands Golf Course near Langley.

Officials rate the tourney one of the best ever held and now golfers are looking for next year's event. Plans are going ahead to hold the tournament on a Sunday so that driver salesmen who work Saturdays can enter.

Bob Eadie of the payroll department turned in the low gross for the day. Co-worker in that department, **Dave Lomas,** had the low net for the day.

Other major winners included: **Norm Tupper,** second low gross; **Pete Wilson, Bob Muter** and **Andy Pollack** tied for third low gross; **Jim Defries,** second low net.

The man across the way has found a way to make his wife drive more carefully. He told her that if she had an accident, the newspapers would print her age.



"... and on your next time around I'll take a half pint of cream."

Visit to Homeland

Hanne Comments on Denmark

Denmark is a beautiful country for young people to visit but not to live says **Hanne Jorgensen** who recently returned from a six-week holiday to her homeland.

"My parents and I came to Canada 10 years ago. When we went back to our home town in Denmark, nothing had changed," she said.

Hanne is one of the key punch operators in the data processing section at the Burnaby plant.

Special Trip

Hanne, her husband **Svend** and her folks made the trip home this year for a double celebration. It was the diamond anniversary of her grandparents and the silver anniversary of her dad and mother.

When in Nyborg, where Hanne was born, she spoke mostly Danish with the young people "although most understand English."



Hanne Jorgensen

Income tax is high, compared to Canada reflected Hanne.

"You pay the income tax twice a year," she says, "so you hear so many people worrying about how they are going to pay the tax."

It seems that one method of getting around the high income tax is to get married and raise a family. This also helps in getting some place to live.

Wait for Suite

Usually both young married people work. They apply for an apartment and have to wait about two years to get a suite.

"In the meantime, they live with in-laws," she says. "Now if you have children, you get the apartment right away."

To further complicate the apartment issue, a deposit of 6,000 kroner ($1,000) must be put down by the future tenants. They never get this back, and conversely, people seldom move because the deposit would again have to be made. Rent for a one-bedroom apartment is about $125 a month. Houses cost more — if you can get them.

Know Canada

Danish people generally know much about Canadians. Through their government-operated television network, many Canadian National Film Board shows are presented. And most people in Denmark have TV. The stations operate from 7 p.m. until 10 or 11 p.m. daily. They have no advertising and use the network for educational-type shows.

"But I wouldn't live there again," says Hanne. "Denmark is such a beautiful country. But, well we like Canada better."

Lost Rotundity

Professor: "I say there, you in the automobile, your tubular air container has lost its rotundity."

Motorist: "What?"

Professor: "The cylindrical apparatus which supports your vehicle is no longer symmetrical."

Motorist: "Who?"

Professor: "The elastic fabric surrounding the circular frame whose revolutions bear you onward in space has not retained its pristine rotundity."

Motorist: "Which?"

Passing boy: "Mister, you've got a flat tire!"

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J. L. GRAY, Public Relations Manager
JACK JAMIESON, Editor

CORRESPONDENTS

Bill Amos, eastern district retail; **Wilf Graham,** wholesale relief; Dairyland retail eastern district; **Jimmy Cunningham,** ice cream shipping and sales; **Kurt Wiersing,** ice cream production; **Jim Watson,** production stores; **Doug Wills,** workshop; **Lloyd Kinchen,** Dairyland shipping; **Howie Stevenson,** tab room; **Marcey Adems** 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.

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A Merry Christmas and Happy New Year

To all employees whose service we value so much.

From the Board of Directors of Fraser Valley Milk Producers' Association

Fraser Valley **Milk Break**

Published bi-monthly for the employees of the Fraser Valley Milk Producers' Association

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25-Year Club Expands

Bonus Program Topped by Bob

Wholesale driver **Bob Sibley** has topped the Dairyland Joe Lowe bonus program.

This program was set up this year as an incentive for the wholesale drivers to icrease their sales of ice cream novelties over the previous year. Included in the competition are all novelties frozen on sticks.

Others exceeding quotas in order of competition standing are: **Stan Field** (Victoria), **Harold Maddison, Harry Rowley, Bill Thompson, Jim Maxwell, Dave McGladdery** and **P. Riishede** (Nanaimo).

Tight Lines

It's here again—the annual FVPA Steelhead Derby.

Committee members **Fred Franks** and **Jim Griffin** of Sardis announced rules this month. They are posted on plant bulletin boards.

The derby, which is open to all employees, runs from Dec. 1 to March 31 next year.



Luiz and **Carlos** seranade Quarter Century Club member **Anne Cyr** at the second annual dinner. The Mexican entertainers were an added feature at this year's event.

Eleven New Members Join the Ranks

Eleven men were welcomed into the exclusive ranks of the Fraser Valley Milk Producers' Association's Quarter Century Club on Nov. 1.

Meeting in the Georgia Hotel, General Manager **L. A. Atkinson** was master of ceremonies to the gathering numbering more than 100 persons.

The new members who received service pins this year are: **F. A. Burrows, T. H. Cannock, Jim Carson, L. D. Harris, F. G. Horney, Ernest McConnell, J. D. McKay, Ernest Mantell, G. L. Mullberry, George Rule** and **C. A. Vanstone.**

This dinner has become an annual occasion to honor and express appreciation to employees who have completed 25 or more years of service with the FVMPA.

The Qualifications

Only employees who have logged 25 years' service qualify for the club. There are no honorary memberships.

Three members of the Club who retired during the past year also were recognized with the presentation of wristwatches by FVMPA President **H. S. Berry.** The recipients were **G. D. Duncan, G. D. Hogden** and **D. A. McDonald.** (Mr. McDonald is holidaying in eastern Canada and therefore unable to attend the presentation).

Service Appreciated

In making the presentation, Mr. Berry said: "We, as farmers, are most appreciative to those of you who have made this the dairy business your life's work."

Also Attending

Members of the Board of Directors and several department managers also attended the dinner.

The death of three members of the Club—**Frank B. Durrant, J. J. Makepeace, G. J. Russell** — was observed by a minute's silent remembrance.

A huge ice carving of a cow was featured in front of the head table this year. It was carved by one of the chefs at the hotel.

Top Entertainment

Two Mexican milkmen, **Carlos** and **Luiz,** provided lively music including greetings to **Howard Morton** and **Norman Haslett** who were celebrating their birthdays. The three women Club members at the meeting also received special musical treatment by the entertainers.

Drawing the meeting to a close, **W. H. Hilton** thanked the Association on behalf of all the Quarter Century Club members.

Rod and Gun Members

Club Future Questioned

The future of the FVMPA Employees' Rod and Gun Club is worrying its executive. Should the club continue or shut down?

Vice-president **Barrie Craine** says: "If we don't get turnouts to our meetings, we may have to fold."

He made this statement following a recent meeting at which only five members turned out. There are 33 paid up members of the club.

Many Benefits

"The executive would hate to see this happen," he said. "There are many ardent sportsmen, not only in the club, in the FVMPA plants who would miss club benefits if we folded."

Secretary - Treasurer **Lloyd Kinchen** said the matter will be discussed Dec. 20 when the club meets in the W. J. Park Room in the Burnaby plant. Two films on sports fishing also will be shown.

Influential Force

The executive feels that the Rod and Gun Club, in addition to providing members with an outdoors magazine and liability insurance, can aid in conservation and preservation of B.C.'s wildlife and natural resources.

Activities this year have included trap shoots, fish derbies, a crow shoot, sponsorship of a club draw and films and having speakers at the monthly meetings. The club also sent a representative to the Lower Mainland Wildlife Federation meeting.

Barrier Gates Close at Night

The black and yellow barrier gates at the Burnaby plant are being closed each night from 7 p.m. to 4:30 a.m. and all day Sunday.

Pinkerton guards have been instructed to do this to improve security at the plant.

Clinic Collects 57 Pints Blood

Fifty-seven pints of blood were collected at the Red Cross blood donor clinic at the Burnaby plant Oct. 17.

Mrs. Stella Howatt, chairman of the volunteers who set up the clinic, said that 61 registered to donate blood but four persons were rejected for various reasons.

Mrs. Howatt said the Red Cross was pleased with the response and consideration will be given to holding the clinic here next year.

Customer Thanks Driver For Return of Purse

Wholesale driver **John Paul** has been commended for returning a lost purse to its rightful owner.

Mrs. J. Lee, 2652 Parker St., wrote: "I dropped my purse in front of a grocery store on Renfrew Oct. 18. The Dairyland driver who delivers the milk to the store found the purse. He got my name and address from my identification and returned the purse to me. You are indeed fortunate to have such a man in your employ."

Mrs. Lee added that she would "forever more praise Dairyland, it's men and products to all and sundry."



John Paul

Container Sales Won by Mike

Mike Rees, Dairyland retail driver salesman, has won the thermo food server pitcher and caddy sales competition. He sold 239 units.

Second and third place standings in sales went to **Doug Lockwood** and **Gordon Hodgetts.**

Earlier in the year Mike was top salesman in the tumbler competition as well as a mixing bowl sets promotion.




F.V.M.P.A.
Quarter Century Club



























Quarter Century Club—Nov. 1966

—Williams Bros. photo

J. J. Alexander
S. M. Andersen
D. Anderson
Miss I. E. Anthony
W. E. Armitage
P. S. Atkins
L. A. Atkinson
T. H. Bagot
R. W. Bailey
G. Ball
A. Barber
C. Beadle
P. L. Bergh
W. K. Biggers
G. H. Bird
Miss I Bond
M. S. Boyd
A. W. Brown
F. C. Brown
E. C. Bunyan
F. A. Burrows

J. H. T. Calhoun
H. J. F. Campbell
T. Cannock
J. Carson
W. C. Chambers
S. E. Chapman
R. C. Cockle
P. R. Condon
Miss A. Cyr
Miss H. C. Day
C. Deacon
J. Downing
A. H. Drew
G. D. Duncan
H. Eades
W. Ellis
R. English
E. Enwistle
E. R. Evans
R. E. Evans
R. J. Fetherstonhaugh

J. Fish
F. G. Forrest
S. Funston
L. C. Germyn
H. A. Gillberg
J. Girvin
L. G. Golman
J. Gordon
S. L. Gray
A. Griffin
M. R. Hand
F. M. Hannah
L. D. Harris
N. Haslett
C. G. Hensley
W. J. Hewitt
J. Hillas
W. H. Hilton
G. D. Hogben
Miss M. I. Holmes
H. Hopwood

F. G. Horney
A. C. Hoskins
J. W. Kelday
G. W. Kendall
T. Kennedy
C. R. Kerr
W. L. Leitch
B. K. Lesley
Miss K. F. Long
J. Mahood
F. R. Mander
E. Mantell
R. Marchant
P. G. Marriott
H. W. Mason
H. Metcalfe
W. J. Mills
H. H. Morton
G. L. Mullberry
H. B. Mutch
S. McCartney

H. McConnell
D. A. McDonald
J. D. McIvor
J. D. McKay
D. J. Nellist
Mrs. G. A. Newman
B. Noble
G. J. Okulitch
J. Overstall
C. J. Pearson
A. Pollock
R. T. Pyvis
W. Ramsell
S. A. Rashbrook
H. F. Robin
G. Rule
T. Rutherford
L. W. Salter
Mrs. L. M. Scott
W. R. Setter
D. Sexton

A. W. Shawyer
G. H. Shawyer
A. Sheard
F. F. Sherring
M. Slipec
A. E. Smith
F. H. Smith
G. T. Smith
J. C. Smith
T. M. Sparrow
H. G. Stevenson
J. A. Stouse
D. F. Thompson
A. Turley
C. A. Vanstone
C. G. Walker
F. J. Washington
A. W. Webber
B. Wells
P. Whyte
H. B. Willcox
T. Wilson





Everybody had fun at the Labor-Management Committee's dinner and dance held recently at the Lamplighter Supper Club. Here some of the people stop for cameraman **Reg Clarkson** who graciously covered the event for Milk Break.

Local Union's President Dies

A man who spent 28 years as president of Teamster Union locals died Nov. 16. He was **George Waithe,** a well-known Dairyland wholesale driver.

He joined the FVMPA in 1951 and by 1955 became president of Teamsters local 464. Previous to this he was president of Teamsters local 514 in Edmonton for 17 years.

Fall Frolic

The Fall Frolic held Nov. 12 was a romping success, according to Staff and Welfare Fund president **Ralph Ruddy.**

He said 180 persons turned out for the event. The next social and dance will combine with the annual meeting next spring.

Just One Bad Day

It was one of those days for Dairyland wholesale driver **Peter Prins.**

Working in the Boundary Bay area, Peter noticed that the cooling system on the truck wasn't working properly. He telephoned the Burnaby plant for a mechanic and a replacement truck which were then sent to help. The truck's thermostat was faulty so Peter transferred his load of dairy products to number two truck.

After driving down the highway about a mile and a half, the replacement truck's front tire blew out. A retail truck from the depot in the area was rushed to the scene, the load was exchanged again and Peter finally completed his day's work.

Father to Son

Head Cheese Maker Retires

Fraser Valley Milk Producers' Association's head cheese maker retires at the end of this year after more than 33 years' service.

But Walter Armitage won't be far from the Sardis plant. He has purchased a half-acre plot of land and house within the whistle's distance of the plant.

Passed to Son

And his son, **Walt Jr.** on Jan. 1, 1967 steps into his father's shoes as head cheese man for the FVMPA.

"I started work on the platform at the Eighth Ave. plant, on an hourly rate, in 1932," says Walter Sr. "Then in 1937 I was taken into the cheese room under the late **Fred Stocker.** He taught me much of what I know today about the cheese business."

Early Start

The FVMPA's cottage cheese operation in those days included two vats. In the first year of production, a quarter of a million pounds of cottage cheese was made and this was sold primarily in the Vancouver market.

"It seems pretty small when you compare that to about four and one-quarter million pounds we'll produce this year," he says.

According to Walter, the first cottage cheese room might be "compared to a coal bin in a basement." Today stainless steel vats, absolute sanitation, and quality control help in producing a premium product.

"And I think you might add a little patience in there too," Walter chuckled.

Move to Sardis

In 1944 the entire cottage cheese production was moved from the Eighth Ave. plant to Sardis. Walter moved out there about the same time and when Mr. Stocker died, Walter took over as head cheese man.

"We used two vats at Sardis which had been used in the manufacture of cheddar—we weren't making it by the time I started with the FVMPA—and we've gone forward from there," he said.

The build-up of cottage cheese came fast as the Fraser Valley brand became a well-known product on grocery shelves. Soon additional cheese vats were installed at Sardis to the point where a substantial part of the Sardis operation is devoted to this product.

"When I was young, I was following the trade of my father who was a carpenter," said Walter. "With retirement coming up—and I've got a little place of my own—I'll have a little more time to fix things up. I'll even do a little more fishing, hunting and gardening."

Close to Plant

However, Walter will always remain up to date on the cottage cheese operation. When the whistle blows, chances are he'll often amble over to the plant to check on the boys and see how things are coming along.



Father and son cheesemen — the Armitages



David George Miller has won the $200 Dairyland Credit Union scholarship this year. He is son of Dairyland driver salesman George Miller, 5720 Curtis Street, Burnaby. The young student entered Simon Fraser University this fall.

Promote Mangan Route Foreman

Pat Mangan has been promoted to Dairyland route foreman. District Manager Percy Condon, in making the announcement, said Pat will be responsible for routes 341 to 350 inclusively.

12 Accident-Free Years

Dairyland Drivers Praised

Six FVMPA drivers have been awarded certificates after driving 12 accident-free years each.

Omer Tupper, Supervisor of Driver Training, said: company vehicles will have traveled about 4,500,000 miles this year. Because our accident exposure is greater due to the nature of our stop-start driving in congested areas, anyone who receives a safety award for a number of years most certainly deserves credit for being a top-notch professional driver."

Twelve-year certificates went to **Arthur W. Allan, William Beagle, Allan Sawatsky, Lawrence S. Scott, Vernon C. Scott** and **Phillip L. Bergh.**

Safe driving awards are earned by conforming to all rules and regulations stipulated by the National Safety Council. It is recognized as the nation's highest professional safe driving.

Many other FVMPA drivers received awards for fewer than 12 years of safe driving.

Williams Wins Essay Contest

An essay contest sponsored by Dairyland Employees' Credit Union has been won by **Bob Williams.** He wins $25.

Bob works in the Burnaby plant's garage and he wrote on how the Credit Union has benefitted him.

Honorable mention in the contest went to **George Richards** in the data processing department.



New staff members to the FVMPA lab at Burnaby inspect a bacteria culture. **Dorothy Breeze,** a University of B.C. grad this year is working in the lab while **Rick Nichols** is working as a fieldman out of the main plant.

Men's Softball Team Wins Championship

The Dairyland Men's Softball team won the Vancouver Marine League this year.

Team manager **Tom Sherbuck said:** "The team was hampered during the season with key players away on holidays but we still came through to the playoffs."

"We lost the opening game of the semi-finals by a score of 10-9, came back and took the remaining two games 8-4 and 10-1 by beating the Waldorf Hotel," he said.

Quick Wins

In the finals against Malkin and Pinton, Dairyland won the cup in two straight games.

"There are many employees who are good enough to play on the team," Tom says. "Watch the bulletin board next spring for practice notices and come out."

Team members were: **Jim White,** Asst. Coach; **Tom Sherbuck, Mgr.; Andy Erhsman, Eamo n McPherson, Trev Brown, Duncan Goguillot, Bob Verner, Ken Purves, Ron Drozdiak, Mike Hughes, Paul Hipwell, John Purves,** "Capt."; **Ben Huth,** "Co-Capt;" **Harry Dexter,** Coach; **Barry Sherwood, Ray Engllland, Malcolm Snyder, Bob Richardson, Dave Friesen, Randy Sherbuck,** bat boy.

Individual Awards

The FVMPA trophy for top batting average was won by **Bob Robertson** and the Association trophy for the most valuable player was awarded to **Eamon McPherson.**

"The players thank Dairyland for the tremendous support we've had," said Manager Tom.

Jan Creighton Returns

Swedish Well Off But Dislike Taxes

Swedish people are taken care of from the cradle to the grave, says Jan Creighton who recently returned from there on a nine-week tour.

Jan, our Burnaby plant assistant plant superintendent, was sent to Sweden on an exchange tour sponsored by Rotary International.

"Of course they think their taxes are high. And compared with the Canadian taxation, I guess they are," he said.

Jan noted that he didn't see a beggar or a bum at any time during his stay in the Scandinavian country.

Generally the city areas of Sweden are not unlike Canadian cities. He said huge apartment complexes are being built.

"It's almost a way of life with them," he said. "A lot of young people wait for an apartment to get married. Of course, there is a housing shortage, particularly in the southern part of country."

There are about the same number of cars per capita in Sweden as Canada but gasoline costs about $.80 a gallon. However, people mostly ride bicycles to work.

In addition to his Swedish visit, Jan spent short periods in London, Berlin, Copenhagen and Paris where he watched the 24-hour Le Mans car race.

Christmas Dance Set for Dec. 17

The service department's seventh annual Christmas Dance will be held Dec. 17 at the No. 148 Canadian Legion Hall on Hastings St.

Jim Defries, Dan Fleming and **Walt Morin,** members of the committee that are organizing the party, report that the dance will go from 9 a.m. until 1 a.m. The $5 a couple covers door prizes, the dance, smorgasbord, spot dance prizes and soda pop.

Tickets can be obtained from the committee.



A surpise bridal shower at coffee break was held in the Burnaby plant cafeteria for **Sharon Love** (ribbons on her head). At the party were, standing, **Iona Whyte, Janet Billings, Mildred Russel** and **Emily Potter.** Seated were **Ivy Leatherdale, Lilly Scott, Syble Norris, Anna Mitchell, Elma Kear, Sharon, Gail Kidd, Susan Shirley, Lorraine Vinett, Anna Johannson** and **Eileen Harrison.**

From the Manager's Desk

By L. A. Atkinson
FVMPA General Manager

As the end of the year draws near, it is perhaps a natural impulse to look back at some of the happenings which have taken place and to ask ourselves a few questions. Has it been a satisfactory year? Have we accomplished our objectives? Are we going ahead or slipping back?

Answers to these questions are not simple or are they capable of a direct yes or no, but must be subject to qualifications.

Generally speaking there have been increases in the sale of all products and prices have improved or remained firm. There were no price increases in fluid milk items and no improvement in the distortions which took place in 1965 and which prevented us from realizing full benefits from those changes which took place in that year. Small upward price improvements took place in ice cream, butter and skim powder. Whatever improvements did take place were considerably offset by increases in costs, mainly in the areas of wages and raw product.



During the year we acquired a depot in Prince George which contributed to the overall increase in shipping business. Because shipping is now becoming such an important section of our business, improvements in loading docks have been planned which will be constructed early in the coming year.

On Nov. 1 we held a very successful reunion dinner of members of our Quarter Century Club and while we were saddened by the deaths, during the year, of some of our members, we were happy to note that the membership of this group has now grown to 127.

While we did not achieve all of the things we set out to do, I believe we can say that 1966 has been a reasonably satisfactory year. To all of those who have helped to bring this about, I must express my appreciation and that of the Board and to wish everyone and their families a happy Yuletide season and may the coming year bring health, happiness and as many of the good things of life as we deserve.

Rod, Gun Club President Dies

President of the FVMPA Employees' Rod and Gun Club, **Ernie Maddock,** died Oct. 22 while on a hunting trip in the Pineaus Lake area.

Mr. Maddock began his service with the FVMPA by joining the Arctic Ice Cream division in 1952 as route salesman. It later changed to Dairyland.

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