Fraser Valley

Milk Break

1968

Fraser Valley **Milk Break**

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

VOLUME 7, NUMBER 1 — 29 — JANUARY-FEBRUARY, 1968

Anniversary Meeting For Credit Union

The 25th Annual Meeting of the Dairyland Employees' Credit Union will be held on February 24 at 8 p.m.

The meeting, to be held at the Canadian Legion Hall at 4356 East Hastings, promises to be an interesting one. The B.C. Credit Union League and the **CUNA** Mutual Insurance Society each has a presentation to be made celebrating the credit union's 25 years of service to the employees of the FVMPA.

Also on the agenda are the reports from the executive and the auditors, says CU Manager **Gordon Aason.**

Following the business portion of the meeting refreshments will be served and the floor cleared for dancing.

All members and their wives or husbands are invited to attend the meeting.

Gordon Aason

Staff Welfare To Meet On March 29

Set March 29 aside to attend the annual meeting of the Dairyland Employees Staff and Welfare Fund.

President **Ralph Ruddy** said this week that the meeting will be held upstairs in the Burnaby Canadian Legion hall, 4356 East Hastings St. Previous annual meetings have been held there.

The annual meeting will start at 8 p.m. This will be followed by a social and dance including a fancy smorgasbord. A dollar a head charge is being made to cover the cost of the social and dance.

A limited number of tickets will soon go on sale through the various department representatives throughout the Burnaby plant.

Notices will be placed on bulletin boards within the next few days listing the representatives.

Steelhead Derby Going Well

The FVMPA's 1967-68 Annual Steelhead Derby is on and running. The contest runs from Dec. 1 to March 31.

Fees and inquiries are being handled by **Fred Franks** and **Gordie Penner** at the Sardis plant.

Fred says fees are $1 to enter and all FVMPA employees are eligible.

Half Season Pin Results

Results of the Dairyland Ten Pin League's first half of the season have been released by secretary **Roy Davidson.**

Roy says the Standards and Chip Dips are the winners of the first half.

The high average bowlers are: **Lil Vanstone** for the ladies with 155 and **Bill Whyte** for the men with 172.

In the Christmas Turkey Shoot, winners were: high three, **Jane Blockberger** and **George Munro;** high single, **Lil Vanstone** and **Pete Park.** Hidden scores were rolled by **Patricia McKay, Maureen McCready, Mary Leeson** and **Chuck Gates.**

Goat in a Milk Truck Upsets Haney Driver

The zany even happens to the boys at Haney.

Retail driver **Dick Johnson** last month was out servicing accounts. When he got back to the truck, a goat had climbed aboard and eaten two pages of his route book.

"It's a good thing I got back when I did or the goat might have eaten the entire book," Dick told his fellow workers at the Haney depot. "And this customer has three goats."

Some of the staff at Dairyland's Kitimat operation brave the chilly weather for a photo. Standing, left to right, are **Doug Hoy, George Thom, Bill Ingles, Antero Santos, Pat Laderoute, Gordon Pennell,** (in truck) **Fred Wallace** and **Liz Kondratiuk.**

FVMPA Buys 4th Plant

Kitimat Dairy Serves Bulkley Valley to Coast

The Lakelse Dairy at Kitimat has been sold to the Fraser Valley Milk Producers' Association. The operation, including distribution facilities in Kitimat, Prince Rupert, Terrace and Smithers, officially were taken over on Jan. 8.

The purchase of Lakelse Dairy is the first milk processing plant to be owned and operated by the FVMPA outside the Lower Mainland in its 50-year history.

FVMPA General Manager **George Okulitch** made the announcement at the end of December, 1967 and said that **Doug Hoy** was being sent to Kitimat as manager of the plant operation and distribution organization. Mr. Hoy is well-known around the Coast dairy industry. He was Plant Superintendent of Arctic Ice Cream plant and Shannon Dairies when they were operated by the FVMPA.

Thirteen at Kitimat

The staff at the Kitimat plant included seven inside plant employees, three route drivers, a bulk tank hauling driver and one person in the office. Altogether this makes 23 FVMPA employees in a region from Smithers to Prince Rupert.

Operations Combined

Lakelse distribution operations have been combined with Dairyland operations in Terrace, Prince Ruper,t and Smithers.

Most of the milk supplying the dairy will come from the 22 dairy farmers in the Bulkley Valley area who have been shipping milk to Kitimat. The supply will be augmented by manufactured dairy products and fluid (when requirements demand it) from the Lower Mainland.

Since the FVMPA has taken over the operation, a larger homogenizer and additional cooling equipment has been installed at Kitimat. A new filler is on order.

Doug Hoy

Tom Kenendy in customer service was given a surprise birthday party by the staff in late January. Tom retires this year but will be on the job for a few more weeks while other staff members catch up on their holidays.

Important Details

Remember the old saying "for want of a nail, the shoe was lost; for want of a shoe, the horse was lost, and for want of a horse, the battle was lost."

What was the author thinking about when he wrote those lines?

His message is fairly obvious and summing up he might have expressed himself in another way: "Attention to detail is important." Even though at times something may appear insignificant, it can indeed cause the "battle to be lost."

What does this have to do with us at Dairyland and Pacific plants and depots?

Just as important as getting the order for products we manufacture and distribute is the ensuring that we put our best workmanship into building the product and that we do our work right the first time.

In the last analysis, it is the customer who passes final inspection on our products. He alone decides whether she is pleased with our design, materials, workmanship and delivery, and whether she will continue to place additional business with us.

Recently a specialist in dairy sales told Dairyland sales representatives that only one out of 10 customers with a complaint ever tell the dairy of their complaint. The others just never buy our product again.

Quality, then, is the business of all of us.

Birds of a . . . ?

Beware of the C.B. Birds because there is little of the flighty species in each of us.

They are Communications Barrier Birds. They can wreck a team, a family or a company with equal ease. They cripple the free exchange of ideas and information.

There is a type of C.B. Bird in all of us. Care to pick out your own species?

Indecisive: Basically afraid to say what's on his mind. Hesitant to express an opinion either way in case the view may be contrary and offend. Usually quite vocal when responsible people are out of earshot. Because you never know what this type thinks, or what doubts he has, there is never an opportunity to help. This bird usually winds up frustrated and is his own worst enemy.

Defiant: The frightening expression, or manner of this bird almost precludes telling him anything. Sometimes uses a know-it-all act to cover up the fact that others refuse to communicate with him. (e.g. "I suppose you know about the new production schedule?" This C.B. Bird replies with an affirmative growl, then desperately tries to find out what it's all about through other means.)

Egocentric: Very easily identified, but one of the most difficult birds with which to live. Everyone is out of step except him. He is firm; you are stubborn. When he sinks a 25-foot putt, it's skill; when you do it, it's luck. Economy is fine in your department, but not his. Don't ask this bird to adjust his routine to help others—he'll tell you others should make the adjustment first. This bird is a real stopper.

Technical Tom: Very difficult to understand. Whenever possible, which is most of the time, he uses technical language, initials and tricky trade-names to display his 'obviously' superior knowledge. His limited vocabulary is confusing and others have no interest in trying to understand him.

Conclusion jumper: Reacts quickly—far too quickly for his own good. Cannot wait for the whole story and, therefore, commits himself too quickly and often to his own disadvantage. Example—the boss says, 'Jim, I'm going to ask you to shorten your lunch period by 15 minutes . . .'

Before he can complete the sentence, Jim has blown his top. His rantings and ravings have sabotaged the chances of the thought becoming workable. Had this C.B. Bird waited, the end of the sentence would have come out, '. . . but you can come to work half an hour later and leave half an hour earlier.'

Blunderbird: This one can see only one way and usually it's the way it's been done for a number of years. This bird lacks vision, as well as initiative. To him, there is no such thing as a new solution to an old problem.

There are a few other C.B. Birds with characteristics too small to classify—like the one who issues confusing orders, the worrywart or the one with the limited vocabulary who uses restricted phrases like 'thingamajig,' 'watchamalcallit' and 'whosis.'

There's a species of the C.B. Bird in all of us. Those who refuse to admit it make the job of communicating impossible.

—B.C. Telephone Co.

A poster program featuring the jingle "Satisfied Customers Are Our Best Security" currently is appearing in the FVMPA's four plants. Looking at the one in the Burnaby plant cafeteria are, left to right, **Lee Williams, Frank Novakowski, Bill Reid** and **Bill Mehlen.**

Posters

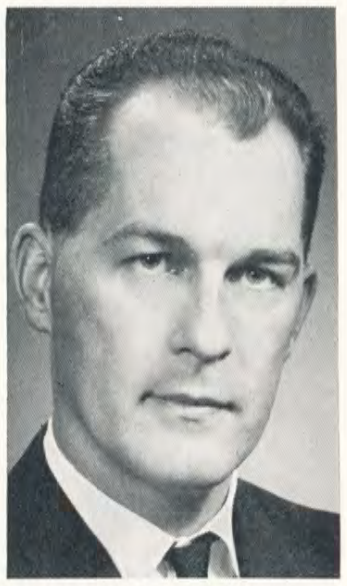
Plant Walls Brightened

A communications program conducted through colorful posters has been instituted in all four FVMPA plants.

Shortly before Christmas, arrangements were made to have the program started. One a week, a new poster emphasizing the truism that satisfied customers are our best security goes up on the wall of the plants at Burnaby, Abbotsford, Sardis and Kitimat. And every fifth week, a message from General Manager **George Okulitch** appears behind the special frames.

Dairyland branches throughout the province also will benefit from the educational program because the posters will be sent there after they have been in the plants for a week.

There are no repeats in the communications program. That is, each week will see a different poster with a different approach to the basic theme which stresses customer satisfaction.



Dennis Haner has been appointed Director of Laboratoris for the FVMPA. His offices are in the Burnaby plant. Previously Dennis was Assistant Plant Superintendent at Sardis.

Instant Chocolate, Our New Product

Have you tried Pacific's newest products—Instant Chocolate? It comes in two pound plastic bags. Mixes instantly in hot or cold milk.

The instant chocolate was introduced to consumers last fall.

"Milk, eh! Insurance is my line! C'mon in, glad to meet you! Happen to have a day off, but maybe I can interest you in a small policy . . ."

the Manager Comments

by G. J. Okulitch
FVMPA General Manager

We're into a new year and I would like to make a belated greeting and best wishes to you for 1968. The editor went to press for the Christmas issue of Milk Break without the General Manager's traditional Christmas message.

Past Business Year

Looking back on 1967, however, proves to be an interesting period for the Fraser Valley Milk Producers' Association. We continued our growth for milk sales throughout the Lower Mainland and also extended our Dairyland division's service into other areas of the province.

For instance an office was opened in Kelowna where a team now services wholesale accounts in the central Okanagan Valley. Our operations in Central B.C. were streamlined to better cover the region from Prince George to Prince Rupert, also the area south to Kamloops.

Operation Changes

Extending and increasing service obviously requires changes in operations. I'm pleased to say that this has been done with the co-operation of all our personnel.

During the past year, we purchased the assets and business of a small Lower Mainland company — Medo-land Farm Dairies Ltd. — which now operates as part of our Dairyland family.

Kitimat Operation

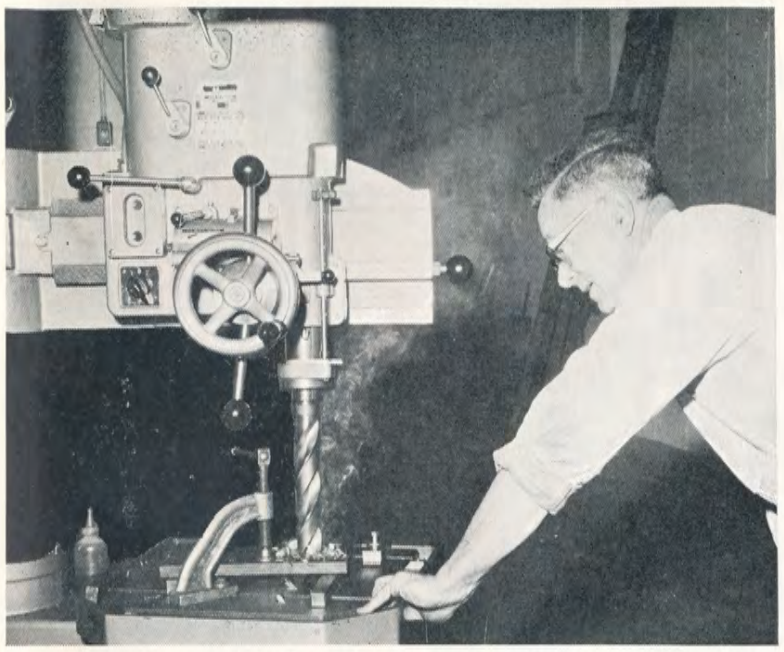
Late in December, sale of the Lakelse Dairy at Kitimat to the FVMPA was announced. On Jan. 8, the FVMPA assumed operations of the dairy and its distribution facilities in Kitimat, Prince Rupert, Terrace and Smithers.

Constantly Changing

A company as large as ours is bound to face continual change, throughout all phases of operations. It is my belief that together we can maintain our excellent development and attain even greater co-operative rewards in 1968. And I say this with confidence because the history of our Association — now more than 50 years old — is a record of a strong spirit of working together that establishes a good precedence for us to follow.

Editor's Note: Ye scribe apologizes to the "GM" for not including this column in the last issue of Milk Break.

"If you can keep your head, my boy, when all others about you are losing theirs—you are probably completely unaware of the situation."



Fred Gardham of the Burnaby plant shop makes a trial run on a new $2,000 radial drill. The new Swedish drill replaces a 1908 model widely used by body builders and blacksmiths during the past 60 years.

Pat's Retirement Plans Include Several Trips

Jan. 13, 1968 was the magic date for H.I. "Pat" Cameron who retired after 10 years with the FVMPA.

Pat came to B.C. from Prince Edward Island in 1922 and worked on a number of farms throughout the province including the W. J. Park farm in Pitt Meadows. Mr. Park was the FVMPA's first Secretary. The Burnaby plant's hospitality room is named after him.

Pat Cameron

At Diamond Dairy

In 1955 Pat went to work for Diamond Dairy which operated in the Mission City area until the takeover by the FVMPA in 1958. He has worked in both wholesale and retail routes and finished his employment as checker in the Haney branch.

Travel Plans

Pat's plans for retirement are somewhat indefinite except for a trip to California to visit his mother and a return visit to P.E.I.

At a farewell party, Pat was presented with luggage by his fellow employees.

Population

You've heard the story that half the population of Canada is under 25 years of age. Surveys recently completed show that by 1970 half the population will be under 27.6 years from which it is expected to rise steadily to 30.4 years by 1990. Remember you saw it in Milk Break.

Dairyland Earns AdvertisingAward

Dairyland has been awarded an honorable mention by the Milk Industry Foundation. Sales Manager **Bill Ramsell** says the award is a result of promotional materials that were distributed to customers on home delivery routes during 1967.

The competition is open to all dairies throughout the United States and Canada.

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

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

Everybody Had Fun

Sardis Christmas Party

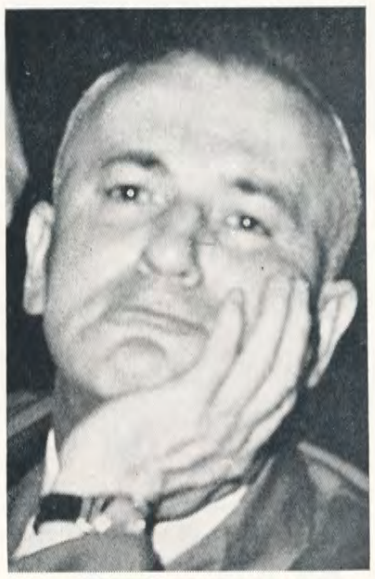
Sardis plant employees threw themselves a Christmas party this year that appears to have set the stage for an annual event.

The evening included a turkey banquet, "live" entertainment and dancing.

Planning for the party was capably handled by a committee composed of **Art Patterson, Roy Luty, Faye Saar, Dot** and **Stan Lyon, Steve List, Cliff Cope, Ray Nelmes, Don Trachsel, Benny Wiens, John Enns, Gordon Craig, Adam Koczapski.**

There seems little doubt that a second annual Christmas party will be held in 1968.

Door prizes were won by **Mrs. Ernie Enns** and **Mrs. Ed Demerse.**



"The music's divine"

"Not the way Grandma danced but it's sure fun."

"Are there three hams in the crowd?"

Sardis belly dancer.

"Yes, we're having a wonderful time. Who isn't?"

The Fascinating Hobby of Collecting

Looking for an old bottle, one with a double seam? How about a Chinese liquor flask or possibly a 1913 license plate? Well, not too many people are, but now and then such rare items as these can be useful and people like **Roy Stark** of the Sardis laboratory, gain many hours of pleasure filling the bill.

Roy is a collector. You name it and if he hasn't got it he'll have a good idea where he can find it.

Coins were Roy's first fascination starting back in 1957. Since then his interests have broadened and today he handles everything from old cars to guns. In fact he owns a 1928 Dodge coupe in almost mint condition.

The main purpose of collecting antiques is to buy cheaply from an undisclosed source at a low price, and then sell at a profit. But such success is enjoyed by only a few people—the professionals, so to speak. For the amateur collector or antique hound, only now and then does he come across a valuable item, and many times unexpectedly.

Roy acquired an old ship's lantern, one of many items taken in a purchase. Thinking it was of little value, he tried to give it away with no success. In desperation, it went to the auction and surprised him by bringing $34.

Until recently Roy was the owner of a complete set of five cent pieces, from 1858 to 1964. The set today—about 100 coins in all—is worth close to $2,500.

Early licence plates for a vehicle operating in British Columbia are in **Roy Stark's** diversified collection of antiques. Note the interesting variety of bottles and jars on the shelf behind Roy.

Of all his acquisitions, and they have been many, Roy holds a 1921 Belgium 10 gauge shot gun as his best. It's in beautiful condition with balance second to none.

Roy's main interests today are coins, bottles, license plates and guns. Any other items he gathers up are usually for a specific market or person. Roy has succeeded in locating many old pieces of dairy equipment, cans and documents for the FVMPA.

Roy never has kept track of his dealings to determine if he is ahead or behind financially.

But as he says: "This is not my purpose. I gain more pleasure meeting people in the business and finding articles with fascinating histories."

Eight Complete Pasteurizers Short Course

A successful completion to a one week short course at the University of B.C. has earned eight FVMPA employees pasteurizer operator's certificates.

The course, attended by **Gerry Bourassa, Bill Quail, Don Mitchell, Art Skinner, Delbert Featherling** and **Eric Vandermolen,** all of the Burnaby plant, **Jim Brown** of Sardis, and **Bob Day** of Kitimat, provided the students specialized information about milk production, pasteurization, quality tests for milk, milk plant practices, plant maintenance, dairy bacteriology and chemistry and testing of dairy products and regulations.

Most of the course was taken by correspondence. However, it culminated with a week of lectures at UBC.

The average Canadian dairy cow produces about 2,500 quarts of milk a year, according to figures obtained from the **Dairy Farmers of Canada.**

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David Nye

David Wins Scholarship

David J. Nye, son of **Eric Nye** in general accounting at the Burnaby plant, has been awarded a $500 scholarship offered by the Westminster County Real Estate Board.

Th scholarship, administered by the University of British Columbia on behalf of the Real Estate Board, is offered to students in commerce and business administration taking a real estate program.

While at university, studying for his bachelors degree in commerce, David worked summers for the FVMPA in the ice cream department. He has spent two years in business since graduation in 1965 and last fall returned to UBC to obtain a master of business administration degree.

Steve in Vietnam

A Dairyland driver has gone to Vietnam to entertain the allied military forces there.

Steve Krochak left before Christmas. In a Canadian band, their first stop in the Far East was Hong Kong.

Teamsters Business Agent **Pete Wilson** says Steve has sent a post card telling of his arrival.

Martin Kept Time With Milk Customer

It was just expected that Mr. Lawrence would be at the door to greet **Martin Monaghan** as he made his deliveries. In fact the greeting, "How's the time Martin." was equally expected.

Martin Monaghan

For Mr. Lawrence, Martin's visit to bring his one quart of milk was something he looked forward to. Time meant very little to Mr. Lawrence as he lived by himself, late in his years, in a small cottage in Surrey. To see a cheerful and familiar face every other day helped to break the loneliness and make the time fly.

Time Factor

Time — something Mr. Lawrence had so much of and Martin so little — became their common subject and like a ritual they compared the hour, the minute and the second.

Corrected Watches

As Martin said: "There was always a difference but we seemed to take turns in adjusting our watches."

Last month Mr. Lawrence was taken to the hospital where he died. But the watch — it's still keeping the exact time for he left it to Martin, a friend who took the time to pass the time.

Powder Vice Pres.

Jack Aird, Sales Manager of Pacific Concentrated Division, has been elected vice-president of the Canadian Milk Powder Manufacturers' Association. The annual meeting was held recently at Ottawa.

Bragged a recent bride: "I have my husband eating out of my hand."

"Saves dishwashing, doesn't it?" said another bride.

Three Jacks and a John serve Dairyland customers out of Kelowna. From the left are **Jack Sheldon, Jack Tait,** District Manager **Jack Godfrey** and **John Wilson.**

Glenn Lay, hotshot milk promotor from California, spent two days at the Burnaby plant talking to Dairyland sales representatives. Sessions were interrupted each day with milk breaks.

44 Years Spent With the Dairies

Cecil J. Pearson, a man who was connected with the dairy business in the Vancouver area for 44 years, died Sept. 11 after a long illness.

Starting with the old Purity Dairy in 1920, he became associated with Dairyland during the long string of dairy mergers in the twenties and thirties. During his career, he was manager at both the North Vancouver and Vancouver Heights branches. He then came into the central offices until his retirement in 1964.

Mr. Pearson also was a strong supporter of the credit union movement. He became a member of the credit committee in 1949 and then became a member of the Board of Directors in 1951, a post he held until his retirement. He was a past president of the Dairyland Credit Union.

Mr. Pearson also was well-known for his participation in Kiwanis and he was a past president of the North Burnaby Kiwanis Club. Many of the community activities sponsored by the club saw "Cece" in the middle of the volunteer work groups.

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VOLUME 7, NUMBER 2 29 MARCH-APRIL, 1968

Drivers Become Members Of National Safety Council

Drivers for the Fraser Valley Milk Producers' Association have been signed up under the National Safety Council's Safe Driver Award Program.

Fleet Safety Supervisor **Omer Tupper,** who co-ordinates the program for the FVMPA, says a major factor in working with the National Safety Council is recognizing good and preventative driving by company drivers on a scale equal to the top drivers throughout Canada.

Drivers Total 366

The Association has 366 professional drivers working out of four plants and many branches throughout B.C.

Continuing Program

Mr. Tupper says the safety award program previously operated by the FVMPA will be discontinued but the number of years' safe driving that individual drivers have accumulated will be credited in coming into the National Safety Council program.

Accident-Free Records

In safety awards rolls now being prepared, Mr. Tupper reports that 33 drivers have 10 years or more safe driving award records. Four men have 14 years of accident-free driving to their credit, one has 13 years, six have 12 years and eight have 11 years.

In a letter to all drivers, General Manager **G. J. Okulitch** said: "Let me congratulate you for your high calibre of driving in the past years. I'm sure your safety records will continue to be impressive."

Booklets dealing with the Council's Safe Driver Award program are being issued to all drivers. Under the program, recognition for safe driving is made to drivers each full accident-free year they work for the FVMPA.

The company pays for the enrollment costs of drivers, based on the number of drivers in the program.

STAFF FUND DONATIONS BUYS NEW DEFIBRILLATOR

Dairyland Employees' Charitable Organization has donated $2,400 to the Royal Columbian Hospital. The money is directed towards the purchase of a defibrillator.

This piece of equipment is used in cardiac arrest cases and is in great demand at the hospital.

The apparatus itself costs about $1,900 and the balance of the donation will be spent on assessories such as drainage pumps and throat suctions.

This is the second time the organization has donated vital equipment to a hospital on the Lower Mainland.

A MILK BREAK *with a 100-pound tiger is something out of the ordinary for Canadian Pacific Airlines ground hostess Helene Walker. The tiger cub stopped recently in Vancouver on a 10,000-mile trip to Lima, Peru from Tokyo, Japan.* —photo courtesy CPA

Dairyland Employees Donate to Charities

A total of $7,875 was given to charitable organizations by Dairyland employees during 1967.

Figures released at the Dairyland Employee's Charitable Organization annual meeting showed that the money was allocated to 14 agencies with the greater amount of it going to the United Appeal fund drive in Vancouver, said president **Ralph Ruddy.**

Employees voluntarily contribute money to the fund on a payroll deduction scheme. The amount contributed last year was about $100 less than donated in 1966.

Local Requirements

Another $3,881 was spent last year for sick cheer, retirements, weddings, picnics, dances, theatre parties and supplies. This money was raised through employee contributions and profits made from vending machines located in the Burnaby plant.

Officers Elected

The elections of this years' Staff and Welfare Fund saw **Jim Miller** of the ice cream department, **Dan Fleming,** shops, **Art Holmes,** garage, and **Ralph Ruddy,** retail, placed on the executive for two years. **Joe Jessup** of the stock room was elected for one year to finish the term of office vacated by **Jim Watson.**

Ralph Ruddy was returned as president of the organization with **Jim Defries** as vice-president and **Joe Jessup,** secretary.

For official correspondence and income tax purposes as recognized by the federal government, the Fraser Valley Employees' Staff and Welfare Fund is now called Dairyland Employees' Charitable Organization.

The annual FVMPA picnic for staff and their families has been set for Aug. 11 at Maple Grove Park, Vancouver.

Eight Members a Month Join Staff Credit Union

Almost half a million dollars in loans were taken out by members of the Dairyland Employees' Credit Union during 1967. The $447,579 was borrowed in 664 loans.

President **Ralph Ruddy** told members at the annual meeting that: "Your Credit Union continued to be healthy and grow in 1967. Membership is increasing at the rate of approximately eight new members a month and our assets now exceed $1 million."

He said if the credit union is to maintain this steady progress, "we must all bear in mind that it is essential that we encourage greater savings by our members and your directors and staff must continue to provide information and service."

Total assets last year amounted to $1,010,973, an increase of more than $104,000 from 1966.

GORDY AASEN, *manager of the credit union, and* HOWARD MORTON, *retail credit, look at a plaque presented to the Dairyland Employees' Credit Union for 25 years' service. The B.C. Credit Union League also honored the CU for its service with the presentation of a plaque.*

CREDIT UNION ELECTS BOARD

The 1968 Board of Directors for the Dairyland Employees' Credit Union is composed of the following persons:

President **Dan Fleming,** Vice-President **Jim Byres,** Recording Secretary **Mel Hand,** Directors **Sig Braathen, Frank Hannah, Dave Lomas, Ruth Morrison, Jack Pollard, Ralph Ruddy, Jim Watson** and **Pete Wilson.**

Dan assumed presidency when Ralph Ruddy stepped down after serving two years at the post.

THERE IS A CAT *in England that recently became famous because it eats with its paws in a cat food television commercial. Vancouver has its own paw-eating cat.*

LADY TOBIAS CHURCHILL *has eaten with her paws for many years. Pacific Evaporated milk has been her main diet since she was a kitten. In fact, she won't touch anything else.*

FVMPA General Manager Reports

A Strong Case for Natural Milk Products

By GEORGE OKULITCH

All of you have heard talk about imitation milks. Practically every magazine you read has an article on filled and synthetic dairy products. I would like to explain fully what these drinks are and what our Board of Directors has set down in a policy statement in relation to this.

We often hear people talking about synthetic and filled products interchangeably. There is a difference.

SYNTHETIC products are complete non-dairy products which can be sold to compete with the natural products on the market. There is no law in Canada preventing the sale of these products providing they are properly labelled. The benefits of synthetic milk products, so far as health is concerned, is extremely doubtful. The fact that it is usually sold at a lower price than natural milk will assist in its sales.

Difficulty Competing

No doubt you have seen some of these products on store shelves but we feel confident that synthetics will have difficulty competing with natural milk for flavor and nutritional qualities.

The FILLED milk product, on the other hand, is a mixture of skim milk powder or fresh skimmed milk with butterfat replaced by one or more vegetable oils.

Coconut Oil Base

One of the common oils added to the skim milk powder is from coconuts. The appearance and flavor of this product is similar to natural milk.

Canada Bans Sales

Because of the lower price of oils compared to butterfat, filled milk products are offered to the consumer at a lower price than natural milk. However, filled milk can not be sold legally in British Columbia (or anywhere else in Canada).

The strongest argument against the sale of filled milk, as far as the dairy industry is concerned, is the effect it would have on the pricing system for milk to the dairy farmers which is based largely on the butterfat content of their milk.

What Would Happen

Filled milk products, therefore, would create a tremendous surplus of butterfat on the market. This, in turn, would lead to a decrease in the price of all milk products in Canada and the destruction of the dairy industry as we know it.

Our Board of Directors set out a policy for the Association last year. The Board feels that FILLED dairy products should be prohibited throughout Canada. SYNTHETIC dairy products should be subject to legislative requirement specifically for the protection of the consumer. This program should be co-ordinated across Canada. And the overall program of promotion and advertising in the Dairy Industry should be directed toward the proven advantages and benefits of natural milk products.

Imitation Competition

Competing with imitation milk products isn't faced alone by the FVMPA. The promotion of imitations started several years ago in the United States and has now entered the Canadian market.

We are concerned that consumers get the whole story about imitations before they rush out and buy "so-called milk at bargain prices."

For instance Dr. M. F. Brink, Director of the Nutrition Research of the U.S. National Dairy Council recently reported that in the opinion of leading nutrition authorities, imitation milks as formulated today are unsuitable for infants and children up to at least 12 years of age.

Nutritional Points

Nutritionists also felt that these products are potentially harmful for other vulnerable age groups such as pregnant women and mothers nursing. The nutritionists judged the imitations as lacking the nutritional value of milk because of their low content of protein, essential amino acids and minerals and, also, because of the coconut oil used.

Soy Bean Protein

Many synthetic milks on the market contain amounts of soy protein ranging from less than one per cent up to three per cent and the quality of soy protein used often is only about 50 per cent of the nutritional value of milk protein.

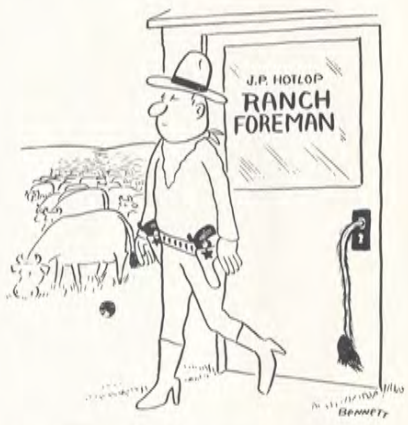
Support of Natural Milk

R. A. Chapman, Director-General of the Food & Drugs division of the Department of National Health and Welfare in Ottawa supports natural milk by saying:

"Under the Food and Drug Regulations, milk is recognized as an excellent dietary source of protein, calcium, Vitamin A and riboflavin and a good dietary source of thiamine and ascorbic acid. In addition, it contains other nutrients and may have Vitamin D added. Milk is used often as the sole diet for infants and as significant portion of the diet for children, adolescents and pregnant and lactating women. Unless a food used as a replacement or substitute for milk supplies equivalent amounts of these nutrients, serious nutritional deficiencies may be encountered."

The "Perfect Food"

In the coming months, I'm certain you will be hearing more on imitation dairy products. But remember, natural milk has been known as a "perfect food" for thousands of years. Because of this fact, I believe that consumers will consider the merits of natural dairy products and not jeopardize raising their families on anything but nutritionally sound products.



AIRD C.O. OF B.C. REGIMENT

Pacific Concentrated Division's Sales Manager **Jack Aird** has become commanding officer of the British Columbia Regiment.

The B.C. Regiment (the Duke of Connaught's Own) has headquarters on Beatty St. in Vancouver. Lt.-Col. Aird succeeded Lt.-Col. W. T. Lane when the change of command took place Feb. 27, 1968.

Lt.-Col. Aird's second in command is FVMPA Production Manager (Major) **Grant Larkin.**

The B.C. Regiment is the one in which General Manager **George Okulitch** began his military career.

Fraser Valley Milk Break

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J. L. GRAY, Public Relations Manager
JACK JAMIESON, Editor
TOM LOW, Assistant Editor

Member of B.C. Industrial Editors' Association

CORRESPONDENTS

Bill Ammos, 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,** productions 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; **Ron Fleming,** 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.

WINNERS OF THE SHELLBY CUP *of the Vancouver Wednesday Football League for the season of 1924-25. 1st row: "COLLY" COLLINS, ..., JOCK SMITH, ERNIE HATCH, ALEX MURRAY, "SONNY" HUGHES, ..., JOCK CAMERON. 2nd row: ....., ..., BILLY MILLS, ... HUGHES, ..., HAROLD DERICOTT. 3rd row: GEORGE PERRY, TOMMY RUTHERFORD, ..., FRED METCALFE, HARRY PRICE, MANNY WOODS. The blanks indicate some of the team members aren't identified. You can help by filling in the blanks and sending them to Milk Break, Box 9100, Vancouver 3, B.C.*

AS YOU CAN IMAGINE, *"pawing it in is a slow process. When "Toby" is really hungry, manners and etiquette are pushed aside and the old fashioned tongue takes over.*

TOBY IS THE HOUSE PET *of Mrs. John Gillies of 1175 West 16th Ave., Vancouver. At 17 years of age, Toby enjoys the privilege of a nap after dinner.*

FVMPA Membership Re-elects Four to Board

Four Fraser Valley Milk Producers' Association members have been re-elected to the seven-man Board of Directors.

Re-elected by acclamation are President **H. S. Berry** of Langley, Vice-President **A. D. Rundle** of Chilliwack, Secretary **G. W. Park** of Pitt Meadows, and Director **Jake Hoogendoorn** of Agassiz.

At the annual meeting held March 28-29 at Mission City, the FVMPA members learned that their Association had a gross sales of $40.57 million. About $21.3 million of this gross figure was paid to shippers for their milk.

General Manager **George Okulitch** told the meeting that nearly 386 million pounds of milk were received by Association plants during 1967. At the Burnaby plant, as much as 748,266 pounds of milk were processed in one day indicating a steady increase in sales throughout B.C. of Dairyland products.

Country Plants

Turning to the other two Association plants in the Lower Mainland, Mr. Okulitch told the dairymen that their Sardis Utility Plant increased production of instant skim milk powder "mainly due to the introduction of a new poly-ethylene package." He said production at the evaporated milk plant at Abbotsford showed a slight decrease over 1966 but this could be accounted for by more persons in remote areas now able to get fresh milk.

Comprehensive Report

Further reports on the annual meeting will appear in the next issue of Butter-Fat magazine which is available throughout FVMPA plants.

Other directors on the FVMPA Board include Executive Member **J. C. Cherry** of Mt. Lehman, **P. J. Friesen** of Aldergrove and **R. E. Mitchell** of Sardis.

TOP QUALITY APPRECIATED

It's always very pleasant and rewarding when a customer compliments us on our products and services. Such was the case recently when **Mrs. Gordon Groff** of White Rock told Dairyland driver **Lockie Miles** that she and her family never really appreciated the pureness and the freshness of the dairy products delivered to their door before making a trip to the Caribbean.

On a recent trip to the Island of Antigua in the West Indies the Groffs found that fresh milk was not easy to come by. At every stop on their trip, powdered milk could only be offered. It was a treat to find that the hotel at which they were staying for a few days served fresh milk. Breakfast for the next few days seemed more like home with milk on the table.

When leaving the hotel and waiting for a taxi to arrive, the Groffs watched as the hotel's garbage was collected. One of the main commodities leaving the hotel were rum bottles. These were thrown on the heap with the rest of the refuse. From the front of the truck a similar assortment of bottles was carried into the hotel — each bottle filled with milk.

Moonlighting as it may appear, the garbage men provide the most obvious means of milk delivery — Island style. They make stops at all the major hotels and cafes which offer both a source of bottles and a market.

The bottles come in a variety of colors, sizes and shapes with lids fashioned from four inch sticks tapered to fit into the neck of the bottle.

JIM DEFRIES *of the production staff at Burnaby plant, shows operating procedures of Pure-Pak machine to KEN GAUTHIER, student training on the Work-Education program.*

Boys Work in Production

Business and Studies Combined

Industry, in co-operation with school authorities has undertaken a program to provide students with a chance to learn a business while continuing their studies. The training scheme known as the "Work-Education" program, is placing greater than normal emphasis on practical training.

One Each Week

This year Dairyland, in co-operation with the Teamsters Union Local 464, employed two teen-aged students for a period of one week each. This gave the two senior students an opportunity to take their place as workers in the business world.

Any firm accepting such a student becomes his 'employer' for most purposes except pay and the teen-ager agrees to co-operate in every way as a reliable employee.

Vocation Training Aid

Purpose of the program is to use the combined resources of industry and school to round out the student's vocational training by:

- Increasing his understanding of the working world.
- Introduce him to some of the social adjustments required on the job.
- Building self confidence and morale.
- Generally developing a mature attitude toward the relationships between himself, his school and his role as a potential employee and citizen.

This is first year for the program and the results so far are quite satisfactory as both young men were quite competent in their work.

DIRECTORS RE-ELECTED *to the FVMPA Board of Directors are, from the left, Vice-President A. D. RUNDLE, President H. S. BERRY, Secretary G. W. PARK and Director JAKE HOOGENDOORN.*

Promotions Made To Three Men

Reg Clarkson has been appointed an Acting Supervisor of ice cream routes at the Burnaby Plant. In making the announcement, Dairyland Sales Manager **Bill Ramsell** said that the appointment became effective Jan. 14.

Dan Brand has been appointed an Acting Supervisor in the Dairyland retail division. The appointment was made mid-February by Retail Operational Manager **Percy Condon.**

Frank Hannah, Assistant to the Superintendent of the Sardis Utility Plant, has been elected president of the Chilliwack Chamber of Commerce. He recently became assistant to the superintendent.

Safety Tips For Spring

By Jim Stouse
Chairman Accident Prevention Committee for FVMPA

1. Avoid inhalation or skin contact when handling, mixing or applying sprays or powders.
2. Keep materials in plainly labelled containers and store out of the reach of children or pets.
   DO NOT store in soft drink or beer bottles.
3. Work in well ventilated area to avoid inhalation of fumes.
4. If skin or clothing become contaminated, stop work, change clothing and wash skin thoroughly.
5. Avoid the fire hazard occasioned by smoking, defective wiring and open flames when mixing inflammable chemicals.
6. DO NOT spray into the wind. Choose a calm day to do your spraying.
7. Wear insecticide resistant protective clothing when spraying with dieldrin, aldrin, and organic phosphates.
8. Wear neoprine (plastic dipped) gloves to protect hands.
9. Wear respirators when spraying or dusting with organic phosphates.
10. Dispose of empty containers so that they pose no hazard to humans, animals or plants.

DAIRYLAND VICTORIA BRANCH's *HARRY BEERLING, left, checks out a delivery with driver RICK BARNSWELL. They are standing in front of the branch office at the start of the day.*

BRANCH MANAGER *WALTER UDY plans his day's calls. Office girl Mrs. MYRNA ROTH before making a few calls in the Victoria area. The Dairyland branch is located on Pandora St. in that city.*

George Wins Trophy For Large Steelhead

The fish have been weighed, the results are in and never was half an ounce so important.

The king fish, winner of the 1968 FVMPA employees steelhead derby, was caught by **George Penner** of Sardis who has won the derby for the second year running. It weighed in at 13 lb. 6.5 oz.—half an ounce ahead of **Jack Parker's** fish.

Third place went to **Dave Mair** also of Sardis for a 9 lb. 14 oz. fish. The last prize money went to **Alf Griffin** of Sardis for his 7 lb. 6 oz. steelhead.

The average weight prize of the 15 fish entered by 22 contestants was won by **George Penner.**

DAIRYLAND DRIVERS *STAN FIELD and JACK FROST put up an educational sign in the Victoria branch office.*

236 Years for Dairies

Six Fellows Retire

Six FVMPA employees who together total more than 236 years of service to the dairy industry in British Columbia retired in the last few months.

Alex Barber retired last year after 40 years with the Association. He worked on the shipping docks at the Burnaby plant.

George Shawyer has spent the last 47 years associated with the delivery end of the milk business. From a one horse beginning George has seen many changes in the retail handling of milk. He is planning a trip to England but with one regret —the horse racing season will be finished when he returns.

Cy Bunyan, after 40 years service, plans to spend all his time relaxing as much as possible. Bowling, golf and viewing British Columbia's scenery should fill any extra time.

Jack Overstall of the Burnaby garage has packed up lock, stock and household and has moved to Langley to help his son-in-law on his farm. Mr. and Mrs. Overstall have settled in a mobile home complete with metal lathe and piano.

Harry Campbell of the Sardis plant retired last January after 37 years service. The Campbell's just returned from three weeks in Idaho with no plans for any extended trips. Harry is fixing up a trailer for a few short fishing trips.

More than 41 years ago **Phil Bergh** delivered his first bottle of milk and last July 8 he delivered his last. Phil was born in Wetaskiwin, Alta., educated in Calgary then moved to B.C. He and his wife live at 151 West 11th Ave. Over the years Phil was collected coins and stampless covers, a popular branch of stamp collecting.

DOOR PRIZE WINNERS LIST

Eight persons won door prizes at the annual meeting of the Dairyland Staff & Welfare Fund earlier this spring.

The winners were: **Mrs. Jim Miller, Mrs. Bill Hawes, Mrs. Bill Quayle, Mrs. Ralph Ruddy, Roy Davidson, Art Sheard, Harold Gilbert** and **Bert Johannson.**

JIM JONES *has taken over direction of the stockroom following Jim Watson's move to a full-time position with the Union. Jim Jones worked for more than six years with Pacific Bolt. ARTHUR PEARCE, another recent addition to the stockroom staff, assists Jim in the stockroom duties.*

Southern Holiday

Marilyn Visits Grand Cayman

Blue sets the stage. Azure waters blend softly yet distinctly with the light blue sky dotted only by white fleeting clouds. A gentle breeze whisping through the shading palms overhead and a white surf washing rhythmically over the shore provide a symphony of music.

Marilyn Gasler of the FVMPA's accounting department at the Burnaby plant found such a spot on Grand Cayman Island in the Caribbean Sea. It's a small island inhabited by friendly people and boasts beautiful beaches that extend mile upon mile.

The attraction for Marilyn came in a number of ways. She arrived with friends in the off season just before Christmas and they had the beaches to themselves. This meant undisturbed hours of sunbathing and surfing.

Through the hospitality of the local people, Marilyn and her friends visited many areas of the Island not generally seen by tourists.

Would she return? "Without a doubt. In fact, I'm thinking of going again this year."

ROY A. MOORE *joined the FVMPA staff on Feb. 1, as internal auditor. He will be reviewing accounting systems with an eye for improvement and updating. He will provide assistance to the external auditors as the occasion arises and take on any special accounting projects. Roy is a graduate of UBC. He spent eight years with Clarkson, Gordon and Co. and the last three years as comptroller with Vanham Investments Ltd.*

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VOLUME 7, NUMBER 3 — 29 — MAY-JUNE, 1968

350 Years Without an Accident

PICTURED ABOVE ARE: *BILL BEAGLES, AL SAWATSKY, LORNE SCOTT, VERN SCOTT, ART ALLEN, RAY RUSH, CON KROEKER, GERRY LEPINSKI, JIM McCLATCHEY, MARSHALL CURRIE, BILL WOOLETT, BERT BURROWS, BILL LEMP, GEORGE PHILLIPS, PAUL SAPINSKY, GORDON SHULTER, HARRY SMALL, MIKE VINTER, RICHIE ELVIN, BOB BLACKWELL, WILF GRAHAM, DON GREEN, WALLY KING, COURTNY MONK, BOB SPENCE, MOE THRANE, BERNIE ANDERSON, GEORGE BARTELLS, SHELDON FORSYTH, GEORGE PENNER, BUD THOMPSON, H. S. BERRY and G. J. OKULITCH.*

Long-time Customer

Nice Milkmen for 49 Years

Since 1919 Mrs. E. M. Oastler of 3235 Queens Ave., Vancouver has been a steady customer of Dairyland. In fact, Mrs. Oastler is one of the Association's original customers.

Retail Trade

In May of 1919, four months before Mr. and Mrs. Oastler arrived in Vancouver from Scotland, the FVMPA moved into the retail milk trade with the purchase of the Standard Milk Dairy Co. Until this time the Association's milk was sold by independent dairies.

Pleasant Drivers

Dairyland today is the descendent of this and other dairy company purchases and mergers.

Since those early days, quite a few drivers served the Oastler family but as Mrs. Oastler said: "In all the 49 years that we have taken Dairyland milk, I have not found one unpleasant driver."

Early Life

Mrs. Oastler, still living in the same block, can recall quite vividly what life was like in those early days. Very few homes were built in the area because most of the land was in small farms. The sidewalks were made of wood and walkers had to keep close to the center of the path or a loose plank might snap up and smack them in the face. During the summer, weeds and grass would grow up through the boards forcing pedestrians onto the road.

House work and maintaining an international correspondence with friends and acquaintances keeps Mrs. Oastler quite active. She still corresponds regularly with former pupils that she taught in Scotland before she was married.

WADE SCHANTZ, *retail salesman, is the current driver on a long list that has served MRS. E. M. OASTLER over the past 49 years. Mrs. Oastler is one of Dairyland's original customers.*

Staff Picnic - Aug. 11

Annual staff picnic for all FVMPA employees and their families is all set to go ahead Aug. 11 at Maple Grove Park.

Picnic committeemen **Walt Nielsen, Doug Lockwood** and **Colin Kelsey** report that everything is well in hand.

Registration

Within the next few weeks, registration forms for the youngsters will be available at Association plants. Sons and daughters of staff must register by Aug. 3 to be eligible to win attendance draws. A new feature this year will be a family attendance draw.

Raffle tickets also will be sold at the plants as well as at the park. A top selection of raffle prizes has been purchased. They go on display at the picnic.

The program gets underway at 10:30 a.m. Coffee, tea, sugar and cream will be provided.

FVMPA's Drivers Honored by Company

How many of us can say we have never had a preventable car accident in ten years—twelve years or fourteen years of driving? Not many of us, we will wager.

But that's the record of thirty-three FVMPA professional drivers. This month they were honored in a dinner tendered by the company in the W. J. Park Room. Here they heard Jim Plaskett, Manager, Vancouver Traffic and Safety Council praise their efforts. During the evening FVMPA executives and Mr. Plaskett presented the men with the National Safety Council Driver Safety Awards.

The Safety Council head said there are 200 drivers in this area under the National Safety plan. He emphasized that the "buying of a good program of safety paid off for many companies. If a firm is not accident-free it cannot compete in business—it must realize the value of the program and support it. It is no means a trick to gain a safety award," said Mr. Plaskett, "the driver must recognize himself as a professional."

George Okulitch, Association General Manager, observed that the good driver must be both alert and have a competent knowledge of his machine. "Your records are good examples of excellent citizens," he declared. "We are fortunate in having these types of people in our employ."

During the evening, awards were presented by Mr. Plaskett, **Mr. H. S. Berry,** FVMPA President, and Mr. Okulitch. Operations Manager **Norman Tupper** and Staff Personnel and Training supervisor **Omer Tupper** also spoke to the group.

Chairman **Neil Gray** drew attention to the pioneer work in safety done by the late Bill MaKwies, beginning in 1953. In 1952, the company had 263 vehicles on the road, and they covered 2,066,845 miles. In 1967, 383 vehicles accumulated 5,020,986 miles. Prior to this year, the company operated its own plan, but today, it is now using the National Safety Council program.

The evening ended with a well-received film "50 Years of National Hockey" presented by Mr. Landells of Molson's Brewery Ltd.

Award Winners

Fourteen-year awards: (Burnaby); **Bill Beagle;** (Sardis) **Al Sawatsky, Lorne Scott, Vern Scott.**

Thirteen-year award: (Burnaby) **Art Allen.**

Twelve-year awards: (Burnaby) **Ray Rush, Con Kroeker, Gerry Lepinski, Jim McClatchey;** (Sardis) **Marshall Currie, Bill Woolett.**

Eleven-year awards: (Burnaby) **Bert Burrows, Bill Lemp, George Phillips, Paul Sapinsky, Gordon Schulter, Harry Small, Mike Vinter;** (Sardis) **Richie Elvin.**

Ten-year awards: (Burnaby) **Bob Blackwell, Wilf Graham, Don Green, Wally King, Courtney Monk, Bob Spence, Moe Thrane;** (Sardis) **Bernie Anderson, George Bartels, Sheldon Forsyth, George Penner, Bud Thompson.**

Changes in Sales Staff – Dairyland, Pacific

GERRY CAMPBELL, *Sales Representative Dairyland. Gerry is now responsible to Hugh Robin, having moved from the Pacific Concentrated Division.*

BOB CURSON, *Branch manager, Victoria. Bob will be responsible to Hugh Robin for the operation of the Victoria branch and the sales of both milk and ice cream products in the Greater Victoria area.*

BILL HAWES, *Dairyland Wholesale Distribution Manager. With Bill's appointment, he takes on added responsibilities for the overall wholesale distribution throughout the province.*

GEORGE RULE, *Wholesale Distribution Supervisor, George has assumed responsibility of this new position and will be working under the direction of Bill Hawes.*

WALTER UDY, *Sales Promotion Representative, Burnaby Plant. Wally has moved to Vancouver from Victoria and will undertake this new assignment under Walter Macpherson.*

GEORGE VERNON, *Sales Representative, Dairyland. George now is working under the direction of Tom Kershaw.*

RALPH RUDDY, *left, president of the Employees' Charitable Donation Fund, has the operation of the defibrillator explained to him. From the hospital left to right are,* R. B. THOMSON, *secretary of the Board of Directors;* MISS V. ANDRIATZ, *RN, head nurse, emergency and* DR. R. G. FAULKES, *Medical Director.*

$3,600 of Equipment

Hospital Accepts Defibrillator

Dairyland Employees' Charitable Donation Fund has made a second donation to an area hospital to help buy equipment.

Cheque Presented

On June 3, the Fund president **Ralph Ruddy** presented $2,400 to the Royal Columbian Hospital to go toward purchase of a defibrillator, scope and accessories.

Heart Attack

A defibrillator is used in cardiac arrest procedures to assist in keeping the heart beating at a regular rate. The accessories include thermatic pumps and throat suctions. Hospital officials said the equipment is needed on the average of once a week but it stands ready for action at all times.

Second Presentation

Two years ago, the Fund presented a special type of respirator to Vancouver General Hospital.

Special Grants

President Ruddy said the Fund will endeavour to consider special grants to hospitals. "Naturally the executive would come back to the membership to ratify our recommendations," he said.

The provincial government has a policy by which it pays a third of the total cost of new equipment purchased by a hospital. On this basis Dairyland employees' donation paved the way for the Royal Columbian Hospital to buy $3,600 worth of new and vitally needed equipment for its emergency ward.

Funds for this purpose are made available through payroll deductions by FVMPA employees who donate money to charitable causes.

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Credit Union To Produce Info Booklet

A special booklet designed to acquaint FVMPA employees with the benefits offered by Dairyland Employees Credit Union soon will be issued.

Credit Union Manager **Gordon Aasen** says the pocket-sized booklet has been developed by the education committee. Contained in it will be the various services of the credit union including information about savings, loans, interest rates and other ways in which the CU can help members.

About 1,100 Dairyland employees belong to the credit union and more than 100 new members join annually.

The booklet is the first attempt by the credit union to list and explain all their services to existing and new members.

Harvey Spiess Joins CU Staff

Harvey Spiess has joined the staff of the Dairyland Employees Credit Union.

After completing an accounting course at King Edward High School in Vancouver, Mr. Spiess joined the CU on May 16. He will be assisting Manager **Gordon Aasen** with his duties.

ESTHER TOTH, *BSc microbiology and PETER TATTO, BSAg food science were graduates from University of B.C. this spring and now are employed in the FVMPA's Burnaby plant laboratories. The two of them are grading milk samples that have come to the lab from dairy farm shipments.*

New Skim Product

During the week (June 16-22, 1968) a new product known as Dairyland Modified Skim Milk was introduced to the market. This product will replace our present type of skim milk.

Modified skim milk is regular skim milk that has been enriched through the addition of extra skim milk solids and vitamins A. & D. It is a much improved product nutritionally as compared to regular skim and the added solids improve the taste of the product.

We are making this improved product available to our customers at no increase in price as compared to our present skim.

It will appear in a new carton which has been designed for the product. It is also available in ½ pint and ½ gallon sizes.

The new product sells for 25c a quart in the store and 27c on home delivery. The ½ pints sell at 9c and ½ gallon at 49c in the store and 53c on home delivery.

A vacuum baked whole milk biscuit has been developed by the New Zealand Dairy Board as a supplement for children in underdeveloped countries.

'Havva Glassa Milk' bumper stickers are appearing all over California, as the American Dairy Association has started a state wide dairy promotion campaign. Lapel buttons in blue and white are also being used in the program.

FVMPA

STAFF PICNIC

Sunday, August 11, 1968

Maple Grove Park

HARRY METCALFE LOOKS *at the Creamo soccer team picture and a medal won by his brother, Fred, who was secretary treasurer of the team. Harry worked for the FVMPA for 44 years and retired in 1963. He started work as a delivery man with horse and wagon in 1919. He remembers the days when milk was delivered at night, ladled from a can on the wagon into any kind of container left on the door step.*

Creamos

Early Soccer Team Recalled by Fred

For most people, the name "Creamo" means a Dairyland product of 10 per cent butterfat. For those who worked for the FVMPA in the twenties, "Creamo" meant the fun and excitement of football.

Back in the days when the bus depot downtown was a football field and Wednesday was a holiday for almost everyone in town, there was a football league made up of employees from commercial firms. Some of the companies involved were the old 4X Bakery, CNR, Chinese Athletics and the Standard Milk Dairy Company.

Team's Sponsor

Standard Dairy was the proud sponsor of the Creamos, a very exciting and successful soccer team. The sport drew large crowds and created a great deal of interest throughout the community.

Up to the Depression

The team played for five or six years leading up to the Depression. The late **Fred Metcalfe** was plant superintendent at the Eighth Ave. plant as well as treasurer of the team.

Harry Metcalfe, Fred's brother, also worked for the dairy. Several weeks ago, he donated one of the old team photographs to the FVMPA. He also presented a medal won by his brother for the team's effort in 1924-26. Today Harry lives at 1543 East Fifth Ave., Vancouver.

The Late Con Jones

A well-known name in sports circles back then—**Con Jones**—is found on the team medal of the Vancouver Wednesday Football League. Con Jones owned and operated a tobacco shop (half a block east of Eaton's) that was well known for its sports minded patrons. Con was very active in most sports of the day, particularly soccer. In fact, today's Callister Park was originally called Con Jones Park.

TEAMMATES IDENTIFIED

Thanks to several staff members now retired, the 1924 Creamo soccer team members have been identified. A photograph appeared of the team in the last issue of Milk Break.

Charlie Deacon helped us with four of the names. **Jock Smith** added six names, correcting some of the positions we had named in the original cutline.

Henry Moves to Foremost

Dairyland's yogurt and sour cream specialty maker has moved to Los Angeles and Foremost Dairies.

Henry Rose left earlier this spring to take up his new duties. He had been with Dairyland, and earlier Shannon, for the past 12 years.

Henry graduated from one of Germany's Dairy Vocational Institutes in 1952. After working in various cities in Germany, he moved here. In addition to his specialized knowledge in yogurt and sour creams, he also was a buttermaker and cheesemaker.

Taking over the vacancy is **Cal Pedersen** who previously was one of the operators of the production floor's control panel.

Truck Competition

Dairyland Drivers in Roadeo

Five Dairyland drivers completed the annual truck roadeo at Richmond June 2 but none of them finished in the top three prizes.

Second Attempt

It was Dairyland's second attempt in the roadeo which is sponsored annually by the Association of Fleet Supervisors.

Good Showing

Driver Training Supervisor **Omer Tupper** indicated that the men had done well even though they weren't winners.

"Remember these men were competing against top drivers around here and most of them have been participating in roadeos for many years," he said.

Vern Logan, Isaac Reddecopp and **Sam Cymbaluk** drove straight trucks in the competitions, **Doug Wilson** went into the tractor-tandem axle semi class and **Colin Kelsey** entered the one ton walk-in class.

John Gable also entered the one ton walk-in class but was disqualified because he has been involved in an accident within the previous 12-month period. (Drivers must have an accident-free record for one year leading up to the roadeo.) The circumstances were ironic because John had been legally absolved of fault in the accident which occurred while he was driving home from work.

Mr. Tupper said plans are being discussed to set up a special practice course at the Burnaby plant one month ahead of the 1969 roadeo so all Dairyland drivers can see how they could do in the event.

OMER TUPPER, LEFT, *fleet safety supervisor, chats with rodeo contestants* with ribbons VERN LOGAN left and COLLIN KELSEY right. REG CLARKSON between the drivers was on hand to supply ice cream to the spectators.

HIRINGS and RETIRING

Starting this issue, Milk Break plans to come out with a listing of new faces around our plants and depots throughout our operations. We also hope to let you know of retirements and departures of persons to other jobs. If you know of somebody who recently joined the FVMPA, got a promotion, transfer, etc., drop us a note c/o Milk Break or drop in and leave the name at the Public Relations office.

Students

Many of the persons hired during the last two months are students working for the FVMPA during the summer.

April-May New Faces

W. G. Singer (Sardis production), **H. J. Peters** (Burnaby retail), **L. G. Sagert** (Sardis plant), **B. F. Wilson** (Burnaby retail), **Jennifer Penson** (customer service), **R. A. Lidde** (Burnaby paint shop), **H. L. Perry** (assistant supervisor of customer service), **J. Van Der Weide** (Sardis maintenace), **G. R. Dunne** (Burnaby garage), **J. R. Sheard** (Prince Rupert sales), **F. J. Payment** (Burnaby retail), **J. T. Kukkola** (Terrace driver salesman), **J. R. Hill** (Prince George driver salesman), **D. J. Patterson** (Sardis plant), **A. L. Bott** (Sardis plant), **R. C. Gear** (Sardis plant).

J. G. Harrison (Burnaby retail), **D. J. Masters** (Burnaby stockroom), **R. E. Phillips** (Burnaby production), **D. B. White** (Burnaby production), **J. Vonarburg** (Sardis plant), **J. H. Baynton** (Burnaby garage), **E. M. Wilson** (Burnaby cashier), **Val Cuthbert** (Burnaby office), **G. M. Sarkozy** (Burnaby office).

Faces Leaving Us (April-May)

(Years' service is listed after the name.)

April: **M. "Rita" Crump,** '59 (Burnaby cashier), **Evelyn Lavigne,** '66 (Burnaby office), **James Neil,** '59 (Sardis shift engineer), **Ken Fetterly,** '46 (Sardis foreman), **A. J. Payne,** '66, **H. L. Rose,** '56 (Burnaby specialty products maker), **Jan Gusto,** '59 (Burnaby retail).

May: **W. Wiedman,** '58 (Burnaby shipping dock), **R. Gellatly,** '65 (Princeton depot), **W. L. Morrison,** '65 (Burnaby wholesale), **Al Kois,** '65 (Burnaby workshop), **P. P. Weins,** '65 (Sardis tank truck driver), **W. L. Halverson,** '55 (Burnaby wholesale), **G. N. Gentile,** '65 (Burnaby boiler room), **H. A. Myton,** (Kitimat plant), **M. J. Kelly,** '65 (Burnaby retail).

THOUSANDS OF CUPS *of Dairyland Orange Drink were handed out to the walkers in Vancouver's recent Miles for Millions walk. Driver ROY DAVIDSON is standing inside the truck handing down a pitcher of the drink to volunteer assistants. Both in Vancouver and a recent walk at Chilliwack, some FVMPA employees took part in the actual walk.*

Co-ordinating Committee Helps Out Clubs

The FVMPA staff co-ordinating committee has been expanded giving it more complete representation throughout the Association.

A greater number of new staff members now will be able to identify themselves with the various groups under the Dairyland and Fraser Valley banner.

The committee was formed originally to co-ordinate the activities of Dairyland clubs and groups. It assists these clubs in performing their functions and in obtaining financial support.

Annual Budget

Each year all groups are required to submit a budget to the co-ordinating committee. The budgets are considered by the committee and as a unit presented to the General Manager for approval. Any clubs, made up of FVMPA staff members, which require financial assistance must apply for this through the co-ordinating committee.

Active Clubs

The following are the most active clubs operating under the committee: Dairyland curling club, golf club, the Fraser Valley steelhead derby, the Dairyland bowling team and the bowling league, and softball teams for men and women.

The committee is made up of: chairman **Dan Fleming,** shops; secretary **Bob Simpson,** purchasing; **Roy Davidson,** wholesale; **Reg Clarkson,** supervisor ice cream; and **Ralph Ruddy,** supervisor retail; **Jim Defries,** production; **Jim Miller,** ice cream; **Gordy McLeod,** garage; **Howie Stevenson,** data processing; and **Joe Jessup,** stockroom.

Happy Holiday But Safety First

By Jim Stouse
Chairman Accident Prevention Committee for FVMPA

It's holiday time once again. This year let's make it a safe and happy one. Remember a few simple rules and avoid a mishap.

1. Always swim with at least two other people, never alone.
2. Wait two hours before going into the water after a meal.
3. Never swim after dark.
4. Non-swimmers should wear life jackets when playing in or around the water.
5. When using a gas camp store, make certain that the valve does not leak. Be safe and remove the tank from the stove when it is not being used.
6. Learn the proper method of mouth - to - mouth artificial respiration as well as basic first aid.
7. Don't wander into the woods without telling someone where you are going and when you will return.
8. Learn to use a compass and map and carry them with you on a hike.
9. Carry a small axe or strong, sharp knife and a long rope.
10. Carry waterproof matches, emergency food, and a mirror on hikes.
11. Have a happy and safe holiday.

14,000 VISITORS

Nearly 14,000 visitors drop into the Burnaby plant each year on pre-arranged schedules. However, a recent group used the plant tour as an opportunity to raise a little money.

Dairyland driver **Sid Halliday** said a tour by Orangemen from the King George VI lodge dropped $30 into a hat following a visit. The money was turned over to a special building fund the lodge has to build a home for old age pensioners in Vancouver.

Southern Trip Enjoyed by Two

April in Tahiti. **Betty Lowry** and **Ferne Neilson** took their holidays this year there in the city of Papeete.

The girls, who work in the Burnaby office, stayed in a resort community called Club Mediterranee which had grass huts or "fare." They said they had plenty of time to relax and enjoy themselves.

In that part of the world, water sports takes up most of the tourist's time. The island is ringed by a coral reef which insures crystal clear water for swimming, skiing and scuba diving.

ROY TEMPLE, *right and ERNIE GREEN of Sardis check the rolling stock of Roy's HO gauge layout. Both men are active members of a Chilliwack Model Railroad Club.*

Model Railroading

Whistles in their Basements

Model railroading, a spare room hobby, is gaining in popularity every year. Attics, garages, basements and even livingrooms are being turned into miniature rail yards.

Many doubters, thinking trains are for kids have caught the bug after only an evening working on a friend's railway layout.

Roy Temple, Ernie Green and **Chris Schmidt,** all of the Sardis plant, are active members of a railway club in Chilliwack. They meet regularly to discuss new equipment and ideas and to work on each others' track layout. When a new member joins the group the occasion is marked with a "work-in" to help the new member become established.

Local Clubs

There are many local clubs throughout B.C. linked with national and international organizations. Numerous magazines on railroading give enthusiasts a chance to swap ideas.

If anyone is interested in talking shop or has a layout or ideas of interest to model railroaders, drop a line to **Milk Break.**

IN TUNE WITH *the times, these birds have built a mobile home. The trailer under which they built their nest is used for occasional trips to Mission City. It sat idle in the yard for a couple of days—just long enough for the swallows to set up housekeeping. MURRAY McLEOD of the Burnaby Garage, checks the nest.*

Forrest's Bowlers Win Third Titles

For the third year running the Pacific bowling team at Abbotsford has won the championship. The Nelson and Harvey trophy for the mixed "A" league championship stands proudly on display in Frank Forrest's Abbotsford office. Interestingly enough it has been the same team over the past three years that has helped Frank win the trophy. They are his wife Connie; Ilene and Fred Baker; Jean and Norm Miller and Norm Knox.

Whips Win Dairyland League Bowling

The Whips have won top honors in the past season's Dairyland Bowling League.

Final Standings

Final standings were officially released at the League's banquet earlier this spring. Whips' team members were **Phyl Sobotin, Mary Leeson, Roy Sobotin, Mike Baratta** and **Walter Leeson.**

The teams Standards, Chip Dips and Buttermilk finished respectively in the league standings.

Individually

In the individual areas, however, **Lil Vanstone** and **Stan Dahl** bowled the high averages for men and women. **Mary Leeson** and **John Heath** got the high three. For high singles, honors went to **Theresa Hanna** and **Bob Moore.**

Most improved players during the season were **Sandra McNeill** and **Roy Davidson.**

A total of 105 bowlers were listed this year in the seasonal averages.

Take things as they come, if you can handle them that fast.

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DAIRYLAND EMPLOYEES CREDIT UNION *has published its handbook explaining the many services it provides. RALPH RUDDY of the CU's education committee looks at one of the first booklets to come from the printers!*

Sales Staffs Changed

Dairyland, Pacific Divisions Involved in Moves

A shift in several sales and marketing positions within Dairyland and Pacific has been made in the two divisions of the Fraser Valley Milk Producers' Association.

The announcements were made in late August and posted on all bulletin boards throughout the various Association plants and branches. They became immediately effective.

Among the persons involved are **G. W. Ramsell, W. J. Aird, Tom Kershaw, Walter Macpherson** and **R. W. Grahame.**

The changes had been under consideration for many months by senior management and are a result of careful planning for future marketing and sales.

To Make Study

Assistant General Manager **Neil Gray** said that Mr. Ramsell, Dairyland Sales Manager, would be undertaking a special assignment for the FVMPA in areas dealing with the sale and distribution of both Dairyland and Pacific products.

"This study will require his full time and attention for the next several months," said Mr. Gray.

Sales, Market Research

Mr. Aird, formerly Sales Manager of the Pacific Milk division, was appointed Manager, Sales and Market Research for the Association. In addition, he assumed the responsibilities of the Dairyland Sales Manager during Mr. Ramsell's absence.

Mr. Kershaw, formerly one of the two Dairyland Assistant Sales Managers, took over Mr. Aird's responsibilities as Sales Manager of Pacific.

Mr. Macpherson became Assistant Sales Manager (Wholesale)—the post previously occupied by Mr. Kershaw—and now shares the duties with **Hugh Robin,** the other Assistant Sales Manager (Wholesale).

Just previous to these announcements, General Manager **G. J. Okulitch** announced the creation of an Industrial Relations Department to be headed by Mr. Grahame. Known officially as the Personnel and Industrial Relations Department, Mr. Grahame is being assisted in his duties by **Omer Tupper.**

George Vernon, previously a Dairyland sales representative, was moved to a new position of Assistant Manager of Sales and Marketing Research. He will be responsible to Mr. Aird.

As a result of the changes, a relocation of several offices in the Burnaby plant were necessary to streamline communication in the management area. This also means that telephone local numbers have been changed. Please check with the switchboard when you call any of these persons and make a note of the local number for future reference.

Personnel, Industrial Relations

The Personnel and Industrial Relations offices eventually will be located below the stairs at the Burnaby plant in the office now used by Mr. Tupper and the one adjacent to it. In the original planning for the plant, this area was designed to meet this need.

Supervisors for Dairyland will be located in new offices being constructed just off the drivers' room.

Bill Hawes, Dairyland Wholesale Operations Manager, has been moved upstairs next to the Wholesale Managers' offices. His assistant, **George Rule,** will remain in an office off the drivers' room.

New MSA Benefits

Greatly increased benefits for employees' medical coverage are the result of the new federal government medicare program plus an additional plan which recently went into effect.

The Extended Health Benefits Plan to FVMPA employees became effective on Aug. 1. Chief item among the "extras" in the agreement with Medical Services Association (MSA) is in the prescribed drugs or medicines area.

ENB Plan

MSA will reimburse 80 per cent of all eligible expenses in excess of the $25 deductible per person each calendar year. Combined expenses of a family will be subject to a maximum deductible of $50 each year. After $1,000 has been paid out for an individual in a calendar year, future expenses within that year will be fully paid by MSA.

Continued on Page 4

25-Year Club To Meet Nov. 5

The FVMPA Quarter Century Club—for members who have worked for the Association for 25 years—will be held this year Nov. 5.

The meeting will be in the Hotel Vancouver.

Invitations to persons qualified to attend the meeting—those with long service to the company—will be sent out in October. Members are asked to contact the Public Relations Department at Burnaby (Telephone: 298-1373) indicating if they can attend.

GOOSE BITES WORSE THAN THOSE OF A DOG

The bites of ganders can be worse than dogs says *Gerry Gulliford,* driver at the Dairyland Haney branch. He can vouch for this after a recent incident on his route north of Haney.

Jerry was delivering milk to a customer. A goose was waiting for him on the porch. The goose craned his neck, caught Jerry on the knee and bit him.

According to *Bob Hind,* also at the Haney branch, the geese quite often become better guards of houses than dogs.

G. W. RAMSELL
. . . special assignment

W. J. AIRD
. . . marketing and Dairyland

TOM KERSHAW
. . . Pacific sales manager

WALTER MACPHERSON
. . . to Dairyland

R. W. GRAHAME
. . . industrial relations

Donna Kelsey and her dog Nanook

My Day at the FVMPA Staff Picnic

(Our nine-year-old reporter is the daughter of Mr. and Mrs. Colin Kelsey)

I left home on Sunday morning about 8 o'clock with my dad and brothers and sister for the Dairyland picnic at Maple Grove Park. We had to be there early because dad was helping with the picnic. I helped set up tables and latter peeled weiners. By this time other Dairyland employes and their families started to arrive at the picnic.

The children had their hand stamps so they would be able to get all the goodies. I had a hotdog and some chocolate milk for lunch and then the races started. I ran in the girls 8 and 9 year old race and then watched the races. I realy liked watching the novelty races, especially when someone got hit with a broken egg.

There was lots of free ice-cream milk and hotdogs. I really liked it all and most of all the ice-cream.

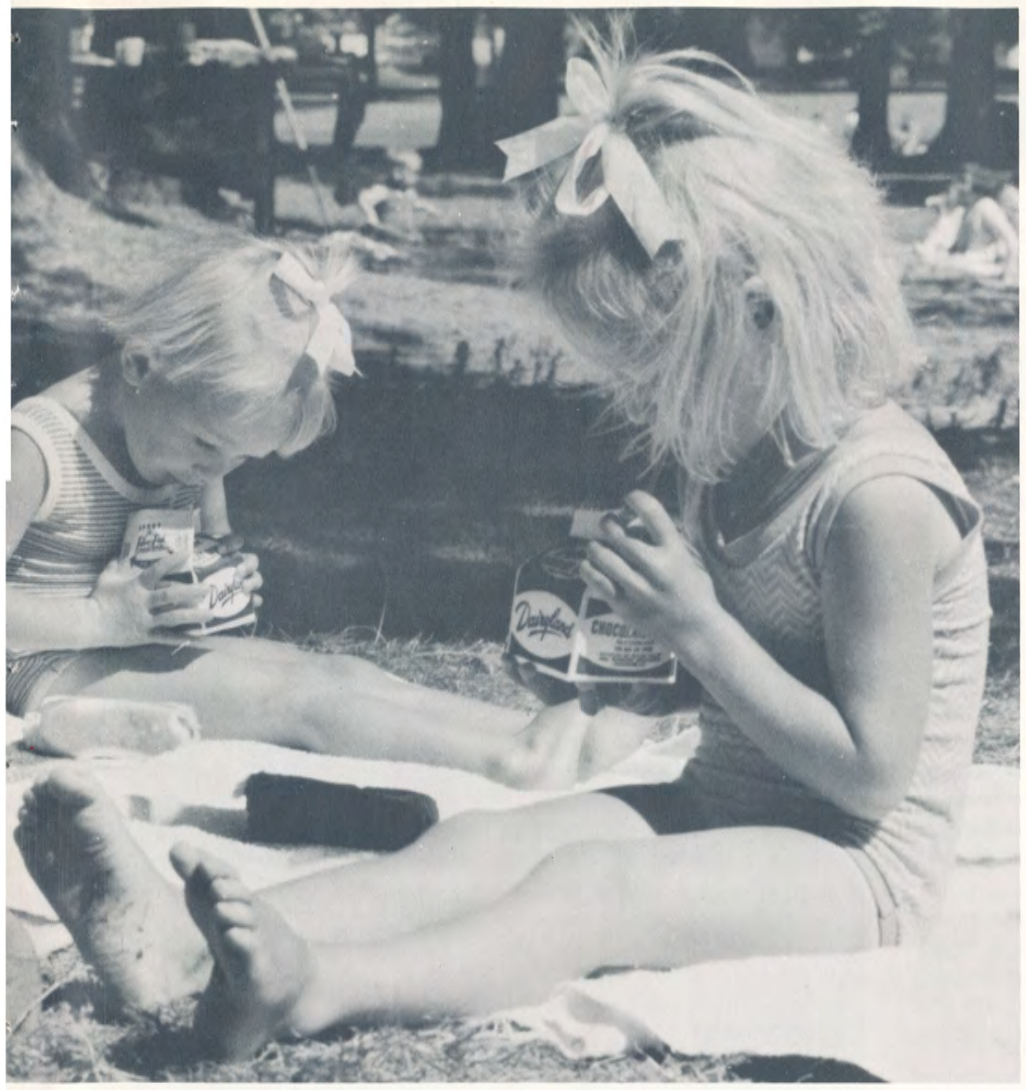
There were lots of real nice attendance prizes for the kids up to 12 years of age and some for adults. I was really hoping I would win one of the cameras, but know such luck this time, maybe more luck next year.

After supper I watched my sister play baseball.

I think the whole day was real neat.

...and it was

About 700 staff and their fa
tended the picnic this year
hundreds of hot dogs, con
milk and ice cream were
during the day-long event.



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J. L. GRAY, Public Relations Manager
JACK JAMIESON, Editor
TOM LOW, Assistant Editor

Member of B.C. Industrial Editors' Association

CORRESPONDENTS

Bill Ammos, 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,** productions 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; **Ron Fleming,** 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.

BILL LEACH, *a long time Dairyland milkman now retired, recently brought us his carbide lamp. These used to be clipped onto the drivers cap when he made early morning milk deliveries in the horse and wagon days. Bill says he could read his route book and see into the back of the wagon with his lamp. Deliveries, in those days, started about 1:30 a.m. each day and continued until mid-morning.*

RUSSELL BRAATHEN, *son of Sig. Braathen in the Burnaby plant's ice cream department, was presented his wings this summer by Col. D. N. Deane-Freeman, Pacific Region Commander RCAF. Russ is a Flight Sergeant in the #111 Air Cadets Squadron in Vancouver.*

Joe Elected ATA Director

Joe Robinson has been elected director and chairman of the private carrier division of the Automotive Transport Association of British Columbia. The FVMPA belongs to this association.

Prize Winners At the Picnic

Winners of prizes at the FVMPA Staff Picnic were: **Mike Sawatsky,** 11, radio; **Kathleen McLellan,** 8, radio; **Isabell Parker,** 11, camera; **Michael Monaghan,** 7, camera; **Douglas Graham, 5,** bike; **Laurie Morton,** 12 months, wagon.

Attendance prize: **J. McGregor.**

Raffle: 1st, **Reg Bald,** wall clock; 2nd, **J. Ashley,** picnic table; 3rd, **Derrick Hill,** TV tables; 4th **Dick English,** deep fryer.

Dairyland CU Formed in '43

Dairyland Employees' Credit Union was formed in 1943 when 12 men chipped in a total of $20. From then until today, it has shown a steady and healthy growth.

Bill Ramsell was first president of the CU and **Ripley Robinson** was the CU's first treasurer. Others forming the original 12 were **George Hensley** (deceased), **Evan Roberts** (now with Peters Ice Cream), **Dave McLellan, George Duncan, Jack Withers** (deceased), **Howard Morton, Bill Ellis, Cy Jones, Jack Marsden** and **Cecil Pearson** (deceased).

Con't from p. 1

MSA's Extended Benefits Plan

Other benefits now included in the extended benefits plan between MSA and the FVMPA for its employees are:

- Chiropractic and naturopathic treatment (maximum of $100 a person or $200 a family a year).
- Physiotherapy (maximum of $100 a person or $200 a family a year).
- Podiatry (foot treatment).
- Registered nurses.
- Prosthetic appliances, artificial limbs, eyes, crutches, splints, trusses, braces, wheel chairs, hospital type beds, iron lungs.
- Ambulance service by land, sea or air.
- Dental treatment as a result of an accident to natural teeth provided treatment is rendered within 52 weeks of the accident.
- Reasonable charges for physicians' service in an emergency while travelling outside of B.C., over and above the amount allowed by the basic MSA contract.
- In an emergency while travelling outside of B.C. reasonable charges made by the approved hospital for services and medical supplies NOT INCLUDING ROOM AND BOARD over and above the amount allowed by the basic MSA contract.

MSA was one of seven medical insurance companies in the province that was accepted into the federal medicare scheme.

One requirement of the new federal Medical Services Act was that all residents in B.C. must have a medical plan. FVMPA employees' coverage was continued under MSA. The company contributes a similar amount to that paid by the employee in belonging to the medical plan.

Plant Nominated For Landscaping

The FVMPA's Burnaby plant was honored recently by receiving a Certificate of Merit for being recommended in a plant beautification competition in the Lower Mainland.

The plant site was drawn to the attention of the judges by the **Municipality of Burnaby** and public relations department secretary **Barbra Meadows.**

The competition was established by Park and Tilford Distilleries Ltd. to encourage industrial beautification.

IAN STRANG *recently was elected president of the B.C. Central Credit Union. Ian is one of our accountants at the FVMPA. He has been active in the Central Credit Union's activities for the past 10 years.*

FVMPA Employees

Recent New Faces and Departures

The following is a list of the new faces at the FVMPA's four plants and numerous branches throughout the province. Also contained is a list of some of the retirements and persons departing to other jobs.

If we have missed your name or you know of somebody who should appear on this list, please drop the name into the Public Relations Department at the Burnaby plant.

June-July New Faces

J. Masson (Abbotsford plant), **N. Schmidt** and **D. G. MacDonald** (Sardis tanker drivers), **W. J. Connor** (Burnaby tanker driver), **J. A. Carter, H. E. Armishaw, W. B. Berezan** (Burnaby garage), **H. D. Hext, J. Meise** and **J. G. Carrol** (Burnaby workshop), **M. Bearpark** (Burnaby janitor), **W. B. Smart, T. H. Farrell** and **G. V. McCann** (Burnaby production).

J. D. Fredricksen (Burnaby checker), **E. E. Andrews, M. L. Murphy, G. F. Davis, C. J. Making, J. L. Kostiuk** (Burnaby retail drivers, Dairyland), **R. C. Youwe** (Burnaby ice cream driver), **G. B. Mayne** and **D. J. Esau** (Burnaby shipping).

D. W. Williams, N. D. Coleman, A. Newton, S. M. Caverly (Kelowna branch), **G. Doerksen** (Prince George branch), **E. J. Morphet, G. D. Thom** (Kitimat plant), **A. W. Fenske, T. Jepson** (Prince Rupert branch), **S. C. Stewart** (Sardis office), **A. J. Woodean** (Burnaby data processing), **P. A. Kenecan** (Burnaby route accounting), **J. D. Kirby** (Burnaby office).

D. G. Winton (Pacific sales), **K. W. Kerr** (Prince George branch), **W. D. Hamilton** (Kamloops branch), **W. L. English** (Nanaimo branch), **N. R. Perry** and **H. T. Morgan** (Victoria branch), **L. R. Deschennes** Burnaby shipping), **W. B. Johannes** (Burnaby ice cream driver).

R. W. Sutherland, E. F. Young, R. C. Coleman, J. G. Irwin, E. J. Kramer (Dairyland retail salesmen, Burnaby), **A. G. Zubick** (Dairyland wholesale, Burnaby), **D. J. Rannells** (Burnaby checker), **R. W. Williams, T. J. Isherwood, T. G. Laturnus** (Burnaby production), **H. Muye** (Burnaby engineers), **A. M. Chadsey** (Sardis tanker driver), **E. B. Gunnarson, B. Lampart, D. A. McKinnon** (Sardis production).

Leaving Us

Years after the name indicate the starting date with the FVMPA.

June—**S. Wittman,** '54 (Abbotsford dairy worker), **A. L. Enstron,** '67 (Sardis production),**P. N. Collin,** '58 (Burnaby tanker driver), **P. H. Wilson,** '47 (Burnaby stockroom), **G. K. Sterner,** '58 (Burnaby production), **Tom Kennedy,** '31 (Dairyland customer service).

July—**A. I. Karr,** '67 (Sardis production), **P. S. Wilkes,** '66 (Burnaby production), **J. M. Lyothier,** '67 (Burnaby checker) **R. J. McGuire,** '67 and **L. N. Doolittle,** '66 (Dairyland retail drivers), **P. M. Moorman,** '67 Prince George branch), **Milton Baxter,** '67 (Burnaby mail room).

August—**S. R. McTaggart,** '62 (Burnaby office), **L. Szabon,** '54 (Abbotsford plant), **M. O. Edwards,** '64 (Burnaby office), **D. M. Lyon,** '64 (Sardis production), **M. L. Roth,** '66 (Burnaby office), **G. Sorenson,** '67 (Burnaby garage).

Summer Students

Eighteen university students left the employ of the FVMPA in late August to return to their classes this fall. Altogether, about a score of students worked at the Association's Lower Mainland plants during the summer, assisting various departments and allowing summer vacation periods for many of the permanent staff members.

"Daddy, if you give me a dime I'll tell you what the milkman said to Mama."

"O.K., here's your dime."

"He said: 'Any milk today, lady?' "

An old gentleman who had reached the venerable age of 100 was being interviewed on TV.

"Mr. Jones," the announcer began, "how do you account for your longevity? How have you managed to live so long?"

"Toadstools," was the laconic reply.

"Toadstools! Really?"

"Yup," said Mr. Jones, "Never ate them."

PROUDLY DISPLAYING *the Silver Anniversary plaque commemorating Dairyland Credit Union's 25th anniversary as a continuous policyowner of* CUNA Mutual Insurance Society are, left to right, Manager GORDIE AASEN, *CUNA Mutual Representative BILL EDWARDS, League DIRECTOR STAN STONIER, President RALPH RUDDY and past manager CY JONES. Presentation of the plaque was made at the CU's annual meeting.*

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ART DREW *was winner of the Quarter Century Club's free tickets for two to San Francisco via Canadian Pacific Airlines. FVMPA Director GORDON PARK congratulates Art, left, and presents him with the official certificate for the win.*

Art Drew Wins 'Frisco Tickets

Retired Dairyland employee ART DREW has won two tickets to San Francisco via Canadian Pacific Airlines, the door prize at the fourth annual meeting of the FVMPA Quarter Century Club for employees on Nov. 5.

"It was quite a surprise," said Art. "I was talking to FVMPA Director **J. C. Cherry** at my table when I heard number seven called. It clicked right away. It was my ticket stub!"

Art retired last year after having been in the dairy business for many years. He started with the old Royal Dairies and then into Associated Dairies in 1939. He was a relief man, a route foreman and then in 1962 he made special deliveries out of the Eighth Ave. plant and later Burnaby.

Making Plans

He said he and his wife wouldn't be using the tickets immediately. They want to make some plans for the trip first.

The Drews previously visited San Francisco in 1953. They have friends who live near the city who used to live in Vancouver.

"When I got home, my wife didn't believe it," said Art. "But when I showed her the CPA travel bags and certificate, she was just as tickled as I was."

General Manager **George Okulitch** chaired the meeting and gave a brief background to the forming and progress of the elite club and its membership.

Purposes of Club

He said the club had several purposes. "It offers a meeting place for employees, past, pres-

Con't. on p. 2

Drink Cartons Win Top Awards

Dairyland's grape and orange drink cartons have won a top award in a national packaging competition.

The 1968 Silver Award (First Prize) of the Packaging Association of Canada for beverage-family group, surface design, was one of the major awards of the 1968 Folding and Set-Up Paper Box Competition.

Graphics on the half-gallon cartons were created by MacMillan Bloedel Ltd.'s designer **Jack Campbell.**

Grape and orange drink is sold throughout the summer months on retail routes and in stores handling Dairyland products.

Unnerving Experience

Leonard Spots Strange UFO

Unidentified flying objects (UFOs) sightings have been reported in the Matsqui-Abbotsford area for the past year or so. To date, as with most of these finds, there has been little or no explanation of why these UFOs are being spotted.

LEONARD TRIVISANO

One of the Abbotsford plant's wash up men, **Leonard Trivisano,** was one of the UFO observers and this is how he describes the event.

"I left the plant about 2 a.m.," he recollects. "I remember quite well because it was the night that the late Senator Robert Kennedy was killed."

"I must admit that I was a bit on edge because we had been talking about the assassination all evening. Usually I drive home with one of the other fellows but that night I was alone.'

"As I turned up King Road, I saw a large bright light sitting just above the road. At first, I thought it was an awfully bright moon but as I drove, it dropped closer to the road.'

"I could see by this time that it was something unusual," he says. "I could almost distinguish a dark center as if there was something inside it."

"By this time I was quite nervous and I looked to see if another car was coming. But I was alone.'

"As it (the OFO) dropped lower, I slowed down and stayed about 300 feet from it until it disappeared over the next hill," he said.

Leonard says he had never believed in flying saucers.

"I didn't until then," he says. "But now I just don't know."

Lyle Rowed His Way to Olympics at Mexico City

Up and pulling on oars from 5:30 to 7 a.m., breakfast, work for eight hours, another workout at night and into bed by 9:30 p.m. Every day a rigid schedule like this. For weeks on end. It's all part of life for a Canadian heading to the Olympic Games as a member of the pairs event rowing team.

To **Lyle Gatley,** 23, a routine of hard work, lots of food and plenty of rest was put into effect for nearly a year leading up to the Olympics held last month at Mexico City. Lyle is son of **Earl Gatley** in Dairyland's Burnaby plant customer service department. And like his father, Lyle has that same winning grin that makes him so popular.

With partner **Jack Ulinder** in the rowing pairs, Lyle finished six seconds behind the third place team putting them out of the semi-final events.

Jack and Lyle also were spare members of the St. Catherines eights.

School Teacher

Lyle is a school teacher specializing in industrial education. After teaching for two years at Prince George, he now is an instructor at Vancouver Technical School. He was given a special leave of absence to train and attend the Olympics as a competitor.

Lyle became interested in rowing about a year ago when friends of his said they were looking for tall fellows who wanted to train for rowing competitions.

"I was looking for something to keep me in shape so I decided to try out rowing," said Lyle.

He and partner Jack went to St. Catherines by the UBC Rowing Committee for the eliminations for Canadian rowing competitors training for the Olympics. They spent six weeks in the East training with the St. Catherines boys and then the Vancouver fellows moved to Shawnigan Lake where they worked, slept and trained during May, June and July.

Training in Mexico

Then on to Mexico City.

"We were there training for four weeks leading up to the opening of the Olympic Games,"

LYLE GATLEY

said Lyle. "But the altitude at Mexico City was pretty tough on long distance runners and rowers. The air at the high altitudes is much less dense."

He said many of the rowers simply "blacked out" toward the end of the races and had to be given oxygen by special medical crews.

"I don't think they'll ever race at those altitudes again," he said.

Back in Vancouver, Lyle is busy at the vocational school teaching. Future rowing plans?

"I think I'll lay off for a month or so and then go back to the weight training," he said. "You know, once the rowing bug gets ahold of you, it's hard to shake."

the Manager Comments

By G. J. OKULITCH
FVMPA General Manager

The National Dairy Council met in Vancouver this fall and many of its speakers touched on subjects that will interest you with your careers in the dairy business.

Dr. Blythe Eagles, Dean Emeritus in Agriculture at the University of B.C. is an old friend of the FVMPA. Looking into future world food demands, Dr. Eagles said he was confident that man can meet the food needs—"if only he has the will."

He went on to explore what part milk has in the food market. He suggested that some scientists are suggesting that dairies manufacture milk in forms uncommon to us today. He called it "the taking apart of milk and reassembling it in new forms as recombined dairy products or with other foods and that we change our approach to the compositional quality of milk."

Theories Disclaimed

He said recent studies are showing that we have much to learn in the field of milk fats. German scientists have demonstrated that dietary experiments with arteriosclerotic persons showed that butter given alone as nutrient fat significantly **lowers** the total lipids in the serum, maintained the level of linoleic acid and doesn't significantly increase the cholesterol.

The same scientists proved that consumption of high quantities of milk in a well balanced diet cannot be responsible for the development of atherasclerosis and heart disease.

Blood Pressure

Another scientist from the Banting Institute of Medical Sciences in Toronto has stated that diet has not been proved a factor in cases of high blood pressure or hardening of the arteries.

Further on the positive side of the picture, Dr. Eagles said: "In the average North American dietary, milk in its various forms is by far the most important contributor or riboflavin supplying one-half the total. Dairy products provide about two-thirds of the dietary calcium requirement and those dairy products containing milk fat are prominent sources of vitamin A."

Despite all these positive points, B.C. Minister of Agriculture Cyril Shelford told the NDC delegates that the dairy industry must do more promoting of their products.

Mr. Shelford expressed his concern about imitation dairy products "destined to be the farmers' greatest adversary. It's right around the corner and don't you ever think it isn't!"

We also heard the consumer's point of view at the convention. President of the Consumers' Association of Canada—Mrs. Glenora Slimmon—said the consumer generally has held the dairy industry in high trust. "But consumer confidence is a perishable a commodity as are your dairy products."

She said the CAC did not object to filled-milk and synthetic products being sold providing they are 'clearly labelled as such and are displayed separately from dairy foods."

Madame Benoit, well-known cooking teacher, told the dairy people it was about time they started calling "sour cream" by another name, something nicer and even romantic. She said we had better be doing a better job in the marketing and merchandising business. Get out and promote our products!

Profits are Low

And the president of the NDC, Marc Leclerc didn't waste time telling us (and we already know) that the profits in milk aren't in any better position today than they were in 1949. And 1949 wasn't a very bright year for the dairy business.

Mr. Leclerc spent a lot of time talking about the dairy substitutes that we see around more and more. In many cases, in addition to be nutritionally not as good as our own natural dairy products, he suggested that the substitutes often sell for lower price.

Apart from flavor—which definitely is on our side—you and I must continue to produce our dairy products more efficiently, do a better-than-ever job of selling and continue to maintain the confidence in dairy products held by our consumers.

Sardis Staff Party Planned

The Sardis Employees' Social Club has been formed by the Sardis plant staff.

Roy Luty, elected its president last month, said the club was set up primarily to prepare for the second annual Christmas dinner party and dance. The event will be held Dec. 14 in the Canadian Legion Hall, Chilliwack.

Others elected to the executive of the club are **Art Patterson,** vice-president and **Betty Penner,** treasurer.

THE DAIRYLAND BOOTH *at the Canadian Restaurant Association convention at Vancouver this fall was well received by people in the food service industry. Sales representatives WALTER UDY, GERRY CAMPBELL, and BOB COOPER assisted delegates sample our dairy products.*

Fairyland Opens On November 23

B.C. Telephone and Dairyland have gone together with a booth at The Sun's Chirstmas Fairyland which opens a 30-day run at the PNE grounds on Nov. 23.

The B.C. Tel-Dairyland booth will feature free train rides for children with a stop at Santa's workshop. All together, more than 30 attractions aimed at the youngsters will be presented. Show times will be from noon to 10 p.m. weekdays and from 10 a.m. to 10 p.m. weekends. General admission will be $1.25 for adults and 25 cents for children under 12.

Order Form Wins Advertising Award

Dairyland's Christmas Order Form (1967) has received the Milk Industry Foundation's first place award in its annual advertising contest.

The order form was entered in the promotional items category. It was used on Dairyland retail routes leading up to Christmas last year to assist milkmen in ensuring complete delivery by Dec. 23 to home delivery customers.

Bill Ramsell, Dairyland senior sales executive, was in Chicago last month to receive the award.

NANCY REID *has won the Dairyland Credit Union's $250 scholarship. Nancy entered UBC this fall in her first year of science. She is daughter of the DAVE REIDS of Richmond and niece to BILL REID, Dairyland dispatch office.*

Don and Percy Cheese Makers

Don Trachsel and **Percy Roberts,** both of Sardis, have obtained the designation cheese maker. By completing the cheese makers course offered by the Association Percy and Don are qualified under the Milk Industry Act as licensed cheese makers.

Correction

Bill Leitch's name was incorrectly spelled in a photo caption in the last issue of Milk Break. We apologize to Mr. Leitch for the mistake. We also thank him for contributing his carbide lamp to the FVMPA's collection of historic dairy items.

GORDON HORTON, *Pacific Milk sales representative at Winnipeg, inspects an old butter printer and bowl which are part of the FVMPA's historic dairy equipment collection. Gordon covers southern Manitoba and northwestern Ontario for Pacific and he is on the lookout for other early dairy equipment to add to the collection.*

Long Service

Con't from p. 1

ent, with long service, to renew old acquaintances and pass along news of themselves and former colleagues," said Mr. Okulitch. "Senior officials and management are given the opportunity and privilege to meet and entertain a group of people who, through their dedication, have contributed and helped in a great measure to build the FVMPA organization."

And further, Mr. Okulitch said the club's existence has become a vehicle to emphasize the meaning, effect and importance of the Association in the careers of "all of us here tonight."

The Quarter Century Club has 134 members.

Members brought into the club this year were **Ruth Schafer,** a member of the Burnaby office staff; **Harry Small,** a Dairyland driver salesman; and **Jack Marsden,** now retired Dairyland driver salesman who has completed 47 years in the dairy business.

The Club is limited to members of the FVMPA staff who have worked for 25 years. There have been no honorary membership made.

Members of the Club who have retired in the past year were especially honored and received tokens of appreciation from the Association. They were **Henry Johnson, George Shawyer, Cyril Bunyan, Tom Kennedy** and **Jim Kelday.**

FVMPA President **H. S. Berry** told Club members that the Board of Directors was pleased to have the special meeting each year for long service employees.

He went on to mention the importance of creating a good public image of the FVMPA. He complimented the many members of the Club who have done so much in this area.

Mr. Berry added that the FVMPA members (owners) also have a Quarter Century Club and he expressed an interest in sometime getting the members and staff Quarter Century Club membership together.

Entertainment for the evening was highlighted by **Mandrake** the **Magician.**

EMPLOYEE PERFORMANCE EVALUATION

Name of Employee .....

Company Name .....

Plus Points Earned ..... Minus Points Earned ..... Total Points Earned .....

Points	*+2*	*+1*	*0*	*—1*	*—2*
PERFORMANCE FACTORS	**FAR EXCEEDS JOB REQUIREMENTS**	**EXCEEDS JOB REQUIREMENTS**	**MEETS JOB REQUIREMENTS**	**NEEDS SOME IMPROVEMENT**	**DOES NOT MEET MIN. REQUIREMENTS**
QUALITY	Leaps tall buildings with a single bound.	Must take running start to leap over building.	Can leap over short building only.	Crashes into buildings when attempting to jump over them.	Cannot recognize buildings at all.
TIMELINESS	Is faster than a speeding bullet.	Is as fast as a speeding bullet.	Not quite as fast as a speeding bullet.	Would you believe a slow bullet.	Wounds self with bullets when attempting to shoot.
INITIATIVE	Is stronger than a locomotive.	Is stronger than a bull elephant.	Is stronger than a bull.	Shoots the bull.	Smells like a bull.
ADAPTABILITY	Walks on water consistently.	Walks on water in emergencies.	Washes with water.	Drinks water.	Passes water in emergencies.
COMMUNICATION	Talks with God.	Talks with the angels.	Talks to himself.	Argues with himself.	Loses these arguments.
ACTIVITIES	Fishes with dry flies exclusively.	Uses wet flies also on occasion.	Has been known to use single-hook spoon.	Used treble-hook lure one time.	Uses worms.

IMPORTANT: Read to right to make evaluation

(A tongue-in-cheek chart from the P.R. Department)

Hobby Horses Win at Fairs

Jim Thom's hobby is horses. In fact, the whole Thom family at Smithers appear to share the exciting interest. Jim is a driver salesman at the Dairyland Smithers branch.

Anybody who has good horses wants to find out how they stack up with other animals. So the Thoms entered several of their horses in competitions at the Smithers and Prince George fairs.

"This is the first year we have had and shown our horses," says Jim. "I guess when I'm not working for Dairyland, most of my time is spent with my family and our horses. It is a very pleasant hobby."

How do their horses do at the fairs? They walked off with fistfulls of ribbons ranging from firsts to fourths. The horses were entered in Arab gelding, English pleasure, English horsemanship, Western pleasure, Reining class.

HORSEMAN JIM THOM *sits astride one of his prize animals. Jim and his family live at Smithers where he is a Dairyland driver salesman.*

Burnaby Ladies To Hold Supper

The gals who work at the Burnaby plant are throwing a Christmas party — for themselves. Arrangements have been made for a special dinner at the Lulu-Belle restaurant on Broadway for Dec. 12 starting at 7 p.m. Contact **Marian Rahn** or **Marilyn Gasler** in the route accounting offices for more information.

Special Christmas Dance For All FVMPA Staff

A company-wide Christmas dance—the first one in many years—has been planned for Dec. 21 by the FVMPA staff co-ordinating committee.

A spokesman for the group that comprises all departments of the Association said that the dance will be held upstairs at the Canadian Legion at Fraser St. and 49th Ave. starting at 8:30 p.m.

"We have a good many, prizes, lots of food," said Bob Simpson. "We're hoping to have between 200 and 300 there."

Tickets at $3.25 each can be obtained from the following co-ordinating committee members: **Dan Fleming, Bob Simpson, Reg Clarkson, Roy Davidson, Joe Jessup, Jim Miller, Gordon McLeod, Jim Defries, Al Lightbody, Howie Stevenson, Barrie Craine** and **Ralph Ruddy.**

New Yogurt

Dairyland yogurt in six delicious flavors plus vanilla and regular has been introduced in a new package this fall. Some of the packages are shown in the above photo.

The flavors — boysenberry, strawberry, pineapple, orange, prune and peach—are proving to be popular with yogurt eaters . . . and persons who never before have tried this dairy product.

MARLENE HOSKIN *is one of the newer faces at the Burnaby plant lab. She is a graduate of B.C. Institute of Technology in food technology.*

FVMPA Employees

Comings and Goings

The following is a list of the new faces at the FVMPA's four plants and numerous branches throughout the province. Also contained is a list of some of the retirements and persons departing to other jobs.

August

J. E. Snell, D. T. Thompson, A. P. Ford (Sardis Production), **R. E. Manners, B. E. Davidson, G. H. Marshall, W. C. MacGillivray** (Burnaby retail).

M. S. Hoskin (Lab and test room), **H. J. Ricard** (Burnaby workshop), **P. J. Shannon** (Burnaby general office), **D. A. Barton** (Burnaby general office) **J. W. Fleming** (Burnaby shipping) **B. G. Perry** (Burnaby general office).

September

K. G. Gamble, M. A. James, O. G. Hanson, J. F. McCrabb, J. M. Clark (Burnaby retail); **A. B. Mitchell** (Nanaimo), **F. E. Saunders, D. R. Palmer, J. F. Fawcett, G. J. Watts** (Sardis production). **B. A. Willan, J. D. Caul** (Burnaby general office). **A. C. Grahn** (Sardis lab); **P. B. Hynes** (Prince Rupert).

F. W. Dean (Burnaby garage); **C. M. Steward** (Burnaby production); **R. A. Elliott** (Burnaby wholesale, fluid).

G. F. Adams (Sardis tanker driver); **H. R. Johnson, D. H. Johnson** (Sardis sales).

Leaving Us

September — **Bob Gordon** (Burnaby general office boy, summer help); **Tony Kostyshin,** '60 (Burnaby wholesale); **Albert W. Coltman,** '59 (Burnaby ice cream); **Bob Hassard,** '65, **Garry Crowe,** '58 (Dairyland sales representatives).

Fraser Valley **Milk Break**

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Speaking on

Employee Benefits

By DICK GRAHAME
Manager of Personnel, Industrial Relations

In its last edition, the "Milk Break" announced the creation of an Industrial Relations Department. This department will be responsible for co-ordinating the many activities relating to personnel in our organization. One of the most important of these is that of employee relations and in this capacity our department will be concerned with keeping you informed of all those relationships that arise out of your employment with Fraser Valley Milk Producers' Association.

Leader in Dairying

The FVMPA is one of the leaders in the dairy industry of Canada. It's Dairyland plant in Burnaby is undoubtedly the finest dairy plant in Canada and one of the noted dairy plants of the world. Since its opening in 1964 dairy industry people from many foreign countries have visited the plant and studied its operations.

However, without capable and dedicated people — producers and employees working together — our organization would never have attained the outstanding position it now has in the dairy inudstry. Everyone in our organization can be justly proud of the job done by people — those who worked in the past years and those here now — in building our organization. It is very satisfying to be part of such a team.

Improvements Possible

Although we might agree that a great deal has been accomplished in building our present organization we should not feel that many improvements cannot still be made. To this end our new department of Industiral Relations is dedicating itself to making our firm a better place to work.

Just as our firm has been the leader in technical innovations in the industry in Canada so it is also a leader in benefits provided for its employees. Through social legislation our government is now providing medical and pension coverage for all Canadians. Our firm however, had its own plans long before government plans became operative.

Pioneer in Benefits

This fall the FVMPA became a pioneer in providing a new type of benefit for its people. Effective Oct. 1 all employees are now protected for income continuance in cases of long term disability. Should any employee with over 90 days service, be unable to work as a result of a disability — other than a job injury which is covered by Workman's Compensation — then his income will be continued at the rate of 60% of his base earnings as of the time of disability. This income benefit is tax-free so it will more closely approach the take home pay for regular employment.

The plan is being insured through the Empire Life Insurance Co. wihch will handle the payment of benefits. A monthly premium will be paid to Empire for each employee. The cost of this premium is split between the employer and employee is accordance with a cost-sharing agreement worked out between the Fraser Valley Milk Producers' Association and the various unions involved. This arrangement is incorporated in the new contracts negotiated this year.

Accidents Not Planned

Perhaps all of us know the tragedy that has befallen a family when the bread winner has been disabled by a serious illness, stroke, accident or heart attack. Perhaps, too, we have been haunted by the thought that such a thing might happen to us. While such thoughts are not pleasant it is comforting to know that a regular income will continue.

Few firms provide such protection to the people in their employ. But FVMPA employees are enjoying a security not yet available to most workers in our community.

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VOLUME 7, NUMBER 6 — 29 — NOVEMBER-DECEMBER, 1968

Dairyland Festive Packs on the Shelves

SHARON PETTIGREW, *of the Pacific Milk Division, looks over the great variety of Dairyland festive products being prepared for the Christmas season.*

Delicious Treats For Christmas

Dairyland's festive packs are on the shelves and selling well, according to the sales department representatives. Some of the items are new to customers.

Dairyland old fashioned egg nog was the last of the specialties to go out for sale and that was in early December.

Chip Dips

Among the new items featured this year are in the chip dip line. The dips are being produced in four delicious flavors: cheddar with bacon, French onion, garlic cocktail and Mexican fiesta. Each dip comes in a six ounce carton.

In the ice cream line, log rolls, pies, peppermint candy, festive fruit and English butter-rum toffee are on the shelves. The ice cream comes in three-pint containers.

Egg Nog Cartons

For the first time this year, Dairyland is featuring egg nog in pints, quarts and half-gallon containers.

Of course, Dairyland sour cream always is a good item this time of the year. It is used particularly by persons who want to make up their own chip dips.

Make it a point to try these festive packs. They're good.

FVMPA Steelhead Derby Underway

The FVMPA annual Steelhead Derby is away and running according to **Fred Franks,** one of the organizers at the Sardis plant.

Fred says the derby started Dec. 1 and continues through to March 31. For $1, any employee of the FVMPA can enter the derby. Inquiries are being made to see if employees working at branches from Kamloops north as well as the Kitimat plant want to establish a similar derby.

Steelhead are to be checked in at the scales at either the Sardis, Abbotsford or Burnaby plants.

"Remember, fish may be caught anywhere in the Lower Mainland area," says Fred, an ardent Steelheader.

There are prizes for 1. average weight of all fish weighed in; 2. heaviest fish; 3. second heaviest; 4. third heaviest; 5. fourth heaviest; 6. a special hidden prize for Kingfish.

"He's not in just now—Whom shall I say called?"

LARRY FLYNN *directs the nozzle filled with ice cream into one of the strawberry and ice cream pies, a popular dairy treat.*

Term Deposits Raised to 7%

Dairyland Credit Union has raised its five-year term deposit account interest to 7%, says Manager **Gord Aasen.**

He said the new rate was set by the CU's Board of Directors who last met Nov. 18. The purpose in raising the interest rate is to compete with savings plans offered by other companies.

"Right now, more than $67,400 has been deposited in these term accounts since we started the plan last year," says Gord.

In non-chequing accounts, nearly $46,000 has been deposited by credit union members. Under this plan, 6% interest is paid monthly. This plan has been in operation for about four months.

Coach April Wins Dairyland Cup

The Dairyland cup for softball in Haney and Maple Ridge district has been won by a team coached by **April Robertson.**

April's father used to be a Dairyland employee and her grandfather, **Charles Porter,** also used to be a truck driver for the FVMPA.

Fairyland Show Drawing Crowds

You can take a train ride to Santa's Workshop on the B.C. Tel-Dairyland Express at the Sun's Christmas Fairyland.

The show containing more than 30 rides and games for children opened Nov. 23 and runs daily until Dec. 23, the final day.

A specially-built locomotive and passenger cars were designed around the B.C. Tel-Dairyland section of the Fairyland show. The train chugs through a tunnel into a snow-capped mountain which is the headquarters for Santa's workshop.

CHRISTMAS FAIRYLAND *currently featured at the PNE grounds in Vancouver is attracting thousands of persons of all ages. Dairyland and B.C. Telephone constructed a free "Expres's' train ride to Santa's Workshop. The show closes Dec. 23. Former PR Dept. man* LES GOLMAN *is at the engine's controls.*

As we near the end of a busy year, let us look to 1969 with hope, optimism and enthusiasm. May I wish all of you . . . and your families . . . a very happy Christmas and a pleasant New Year.

G. J. Okulitch
General Manager
Fraser Valley Milk Producers' Association

DAIRYLAND BRANCHES *in the central area of B.C. were photographed recently by Retail Operations Manager* PERCY CONDON. *At left is the Prince George premises. To the right is the Prince Rupert headquarters for Dairyland. Both areas are served with milk from the Fraser Valley.*

On Dec. 21

Company Dance Close

Tickets for the company-wide Christmas dinner dance planned for Dec. 21 (Saturday) now are on sale.

The party is being held upstairs at the Canadian Legion Hall at Fraser St. and 49th Ave. starting at 7 p.m. A special smorgasbord will be served from 7:30-8:30 p.m. Centre tables then will be cleared and dancing starts at 9 p.m. A snack bar with coffee will be set up at about 10:30 p.m. in the corner of the hall.

Number at the party is limited to 250 persons so get your tickets now.

Tickets are available for members of the FVMPA staff coordinating committee members **Dan Fleming, Bob Simpson, Reg Clarkson, Roy Davidson, Joe Jessup, Jim Miller, Gordon McLeod, Jim Defries, Al Lightbody, Howie Stevenson, Barrie Craine** and **Ralph Ruddy.** Cost is $3.25 a person.

One farmer met another on the road and said to him: "Hey, Jed, got a mule with distemper. What'd you give that'n of yourn when he had it?"

"Gave him turpentine," Jed said.

A week later they met again and the first farmer shouted, "Say, Jed, I gave my mule some turpentine like you said, and it killed him."

"Killed mine, too," said Jed.

Dairyland Glee Club Thanked

Dear Sir:

On behalf of the Dogwood Group of Central Presbyterian Church, I would like to express our appreciation for the wonderful evening of entertainment given us by the Dairyland Glee Club on Friday.

The concert was thoroughly enjoyed by all. It must be gratifying to you that your club is giving such pleasure to so many people.

We hope that in the future we will have the privilege of hearing them again.

Yours truly,
Daisy Agned,
President,
Dogwood Group.

CHANGE–*How do you meet it?*

Do you prefer to stick to the old way of doing something?

Do you retain the same opinions and ideas you have always had?

Do you feel that as long as everything remains the same you know where you stand?

Do you become upset when you hear discussion and rumors about a change?

Do you have an unconscious desire not to cooperate when methods or routine are changed?

Does change build up tension inside you?

Don't hesitate to admit to these feelings. You are not alone. It is human to resist change.

You fear change because it undermines your feeling of security. You have made a place for yourself and you know where you stand. You don't want anything changed. You have learned your job; you know how to pace yourself and how to meet special situations. You know what to expect from your bosses and your associates.

It is natural that you don't want to lose these "landmarks."

However, it is a fast changing world. You might as well face it, you must meet the challenge of change.

Actually this challenge is not new. You have been meeting change throughout your life. Remember when you first started school...started your first job, or switched jobs...got married... became a parent. . . or invested in that home?

Those were big changes in your life and you met the challenges they presented.

Change creates fears about the future in which there are no certainties. Therefore change is difficult to accept. No matter what position he may hold, everyone reacts to change as you do. Even though a fellow employee may look calm, he, too, is bothered by change. He has just had more practice. He has the same anxieties and tensions inside that you have.

However, don't let the tension build up inside of you. Work it off at your job . . . on the golf course or with a brisk walk ... or by talking it out with someone in whom you have confidence.

If you let it build up, it can become harmful. Resistance to change may show up physically. If you worry too much and become over-concerned, you can become irritable, lose your appetite and be unable to sleep.

What can you do to meet a change which affects your job?

First, remember it is normal to resist change — to be concerned about something which affects you and your family. You have already taken a step forward when you admit to yourself that you are reluctant to accept change.

Second, don't keep all of your worries and feelings to yourself, or you will soon be running up and down blind alleys.

Find an understanding listener—your wife, husband, a close friend. It is very possible you should talk to your supervisor. He has a good understanding of work situations and your fears, and will try to eliminate some of your concern.

After a talk, your troubles will become less difficult to carry. The situation will look brighter.

Third, take time to consider the past and review some of the personal challenges you have met and overcome. Change is a normal and necessary part of your life.

Four, don't be a pessimist and convince yourself in advance that a change won't work. If you don't look at the positive aspects, you prepare to defeat yourself because your fear and your anxiety have prevented you from seeing the positive side of change.

You can do yourself more harm by resisting change than by accepting it. Give change a chance.

From "Spotlight"—
Connecticut Light and Power Company, Limited

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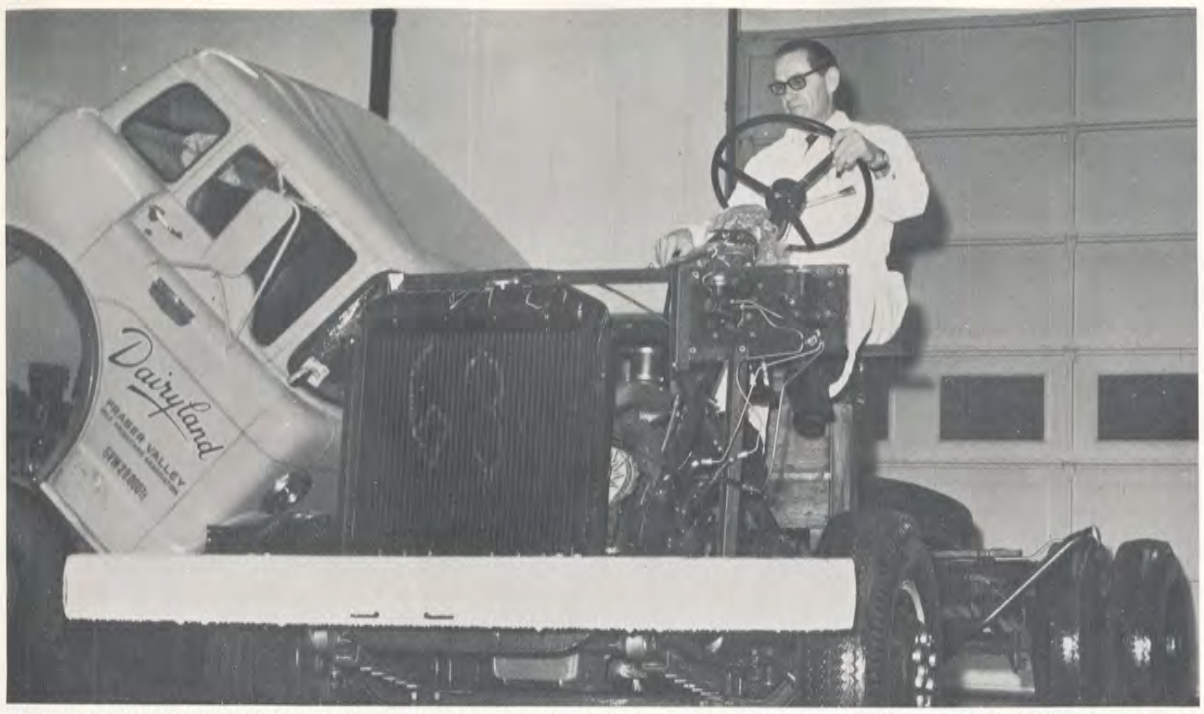
Nonheart-attack Person

You have all read about attempts to predict what kind of man will get a heart attack. Doctors say he is the hard-driving, cigarette-smoking extrovert. But what about a profile of the man least likely to become a coronary infarction victim? Dr. Irvine H. Page, of the Cleveland Clinic, a world authority on heart disease, gives this picture of the nonheart-attack individual:

"He is an effeminate municipal worker or embalmer, completely lacking in physical and mental alertness, without drive, ambition or competitive spirit, who has never attempted to meet a deadline of any kind. A man with poor appetite, subsisting on fruits and vegetables laced with corn and whale oil, detesting tobacco and spurning ownership of radio, television or motor car. He has a full head of hair and is scrawny and unathletic in appearance yet he is constantly straining his puny muscles by exercise. He is low in income, blood pressure, blood sugar, uric acid, and cholesterol. He has been on nicotinic acid, pridoxine and long-term anticoagulants ever since his prophylactic castration."

—Financial Post, March 23



SHOP FOREMAN GEORGE BIRD *sits on one of the new truck chassis which will be built for Dairyland retail routes. A total of 12 new diesel units will soon go onto the routes. Special courses in diesel maintenance are underway for charge hands.*

FVMPA to Have 40 Diesel Units

Cliff Bolderson was the first of the Burnaby plant's charge hands in the garage to take a special three-week course on diesel engines at Cummins Engine Sales B.C. Ltd. He started the course Nov. 25.

Others to participate in the program are charge hands **Hamish McIntosh, Gordon McLeod** and apprentice **Herb Armishaw**.

The training program was arranged with the diesel engine company after the FVMPA decided to put more diesel engined trucks into service.

Fleet Supervisor **Joe Robinson** said: "When the 12 retail trucks now being built go into service, we will have a total of 40 diesel engines in our fleet."

The training will take place in Cummins Engine Sales shops and the course will cover engine tear down, rebuilding unit components, engine reassembly, fuel pump and injector service, trouble shooting, tune up and dynamometer testing.

When the four men have completed their course, Garage Foreman **George Bird** will spend one week in shop training on all types of fuel injectors and fuel distributor pumps at Fred Holmes Fuel and Injector Service.

Mr. Robinson said that other members of the mechanical staff will participate in diesel training when it is convenient.

Speaking on

Your Goals

By DICK GRAHAME
Manager of Personnel, Industrial Relations

Some years ago it was the custom for people—adults and children alike—to prepare lists of New Year's Resolutions. These were usually little objectives such as cutting down on smoking, saving money, losing weight or doing the hundred-odd things they thought they should be doing. Unfortunately most people did not have the determination to follow-through and such lists soon became an enumeration of good intentions. The only resolves which developed was perhaps to do better next year.

The approach should not be-littled, however, because the idea of goal-setting is very important. The dawn of a New Year is an excellent time to take stock of our situation and to establish new goals which will help to make life more purposeful, exciting and interesting.

For most of us, our time is devoted to three main areas of interest — our family, our job and our community. Our contribution to each of these areas should be analyzed to determine in what way it might be improved.

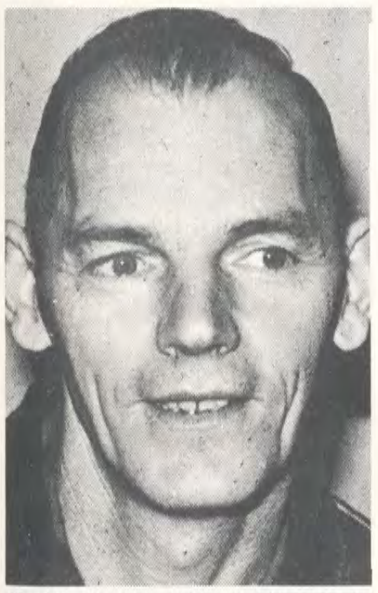
Your Constant Goal

Improvement should be a constant goal. If there is one quality that most successful people have in common it is their striving for constant improvement. Such a goal represents a real challenge but challenge is often necessary to bring forth our best efforts and to improve our success in any venture.

The challenge of a New Year is now before us. Will we drift through it or will we set goals which will help to make life more purposeful and rewarding?

From the Personnel Department, our best wishes for the holiday season and a 1969 that will be full of meaning and satisfaction to you.

"There is a very real relationship between what you contribute and what you get out of this world"
—Oscar Hammerstein



CLIFF COPE, *who works at the Sardis plant's cheese room, has been featured in The Chilliwack Progress as a "hockey coach of the week." Cliff coaches the Canadians in the midget division and it is his third year coaching in the Chilliwack Minor Hockey Association.*

Milk Break List Tied With Payroll

The mailing list for Milk Break is the same one used by the payroll department. Because of this, when you leave the company and cease to be on the payroll, you also don't get Milk Break. If you wish to continue to get Milk Break—and we sincerely hope you do—please phone or drop us a note and we'll add your name to a special list of subscribers.

"Do you have anything that doesn't shoot, maim, stab, cut, blow up, or kill?"

A Few Precautions Make Christmas Safe

By Jim Stouse
Chairman Accident Prevention Committee for FVMPA

You will soon be decorating your Xmas tree and putting up those lights outside on your front porch or shrubs. Please remember the following safety tips when you do it.

1. Do not purchase a tree that has dried out. Check this by testing the needles and twigs. If dry they will not be flexible.
2. Store tree outdoors until ready for use, keep but immersed in water.
3. Before erecting tree, recut butt diagonally about one inch above old cut and keep immersed in water for duration of tree's use.
4. Do not use inflammable decorations.
5. Make certain that tree lights are C.S.A. approved and are in very good condition.
6. Extension cords and plugs should be checked to ensure that they are serviceable.
7. Do not overload any electric circuit.
8. Do not use electrical decorations or lights on metal trees.
9. Do not leave inflammable material around base of tree (i.e. tissue wrapped parcels).
10. Do not install outdoor lights on metal porch or stair railings.
11. Make certain that all outdoor lights are C.S.A. approved, and are weatherproof.

Play it safe and enjoy a Happy Christmas Holiday.

Two Men Share Golfing Honors

Doug McLellan and **Wayne Rogers** tied for top place in the FVMPA staff golf tournament this fall. Both men tallied up 64s during the day. They are Dairyland driver salesmen working out of the Burnaby plant.

Golfers Totalled 43

The tournament brought out 43 golfers on a wet Sunday morning in late September.

Second prize went to **Gord Aasen,** manager of the Dairyland Credit Union, with a score of 67. Third spot was split three ways by **Bob Eadie,** payroll; **Andy Pollack,** wholesale driver; and **Pete Wilson,** dairy workers business agent for the Teamsters Union. The low net for the day was turned in by **Howie Stevenson,** data processing with 56 points.

FVMPA Employees

Comings and Goings

The following is the list of persons who have joined the ranks of the Fraser Valley Milk Producers' Association staff during October. We welcome them to the fold and hope all of them enjoy their work with the Association's divisions.

G. A. Calderoni, Steve Zeswick, G. T. Delair, Karl Boerner, Elma Kerr, Burnaby fluid and ice cream production department; **R. S. Barre, V. L. Kirkman, N. J. Walker, D. E. Capel,** Burnaby fluid and ice cream checkers.

John Van deKamp, Sardis maintenance department; **G. A. Barrett, Margaret Czirfusz,** Sardis production department; **G. O. Lundy,** Sardis sales.

W. T. Moore, L. L. Flatt, J. G. Wolf, M. H. Stephens, E. J. Mason, P. J. Penner, Burnaby retail driver salesmen.

Jim Passenger, Sardis tank truck driver.

John Chuhaniuk, Burnaby garage; **K. W. Marwood,** Burnaby shipping department. **J. H. Roth, Victoria** branch.

Leaving Us

L. W. Oesch, '65, Burnaby fluid and ice cream checker; **Leunis dePriester,** Jan. '68; **Walter Rendell,** Nov. '67, Burnaby retail driver salesmen.

*The year after the name incates when these persons started work for the FVMPA.

Going back to August, **Pat Shannon** joined the Victoria branch office staff.

The astronaut was poised in his capsule, ready to be launched. A reporter asked: "How do you feel?"

"How would you feel," the astronaut replied, "if you were sitting on the top of 150,000 parts—each supplied by the lowest bidder?"

Six winners of the door prizes (names listed below).

"But how do you eat the ice?"

200 Attended Dinner-Dance

A party of about 200 persons attended the Christmas dinner dance of the Staff Welfare Fund held this fall. The staff groups held several functions during the year.

The pictures on this page show some of the persons at the party.

Which one is he going to ask to dance?

A smorgasbord fit for kings was prepared by this staff.

152 Years Service Sat at a Table

Seven men who were sitting around one table at a recent staff party have worked for the FVMPA for a total of 152 years. Their starting dates are listed after their names in brackets.

They are tanker drivers **Don Green** (1946), **Al Germyn** (1947), **Lin Harris** (1941), **Bill Sedar** (1946), butter department's **Joe Taphorn** (1949), **Roy Lajoie** (1951), and shipping dock's **Merle Jones** (1944).

Government Appointment

BILL MUSSELL, *30, has been appointed special assistant to Indian Affairs Minister Jean Chretien. Bill worked at the FVMPA's Sardis plant summers when he attended the University of B.C. a few years ago. Bill is chief of the Skwah (Wellington) Indian Reserve near Chilliwack. He has degrees in education and social work as well as his bachelor of arts degree.*

Then there was the fisherman — fined $10 for catching 15 more trout than the law allowed.

"Do you have anything more to say?" the magistrate asked before dismissing the offender.

"One request, your honor," the fisherman smiled. "May I have six copies of the court record—to show my friends?"

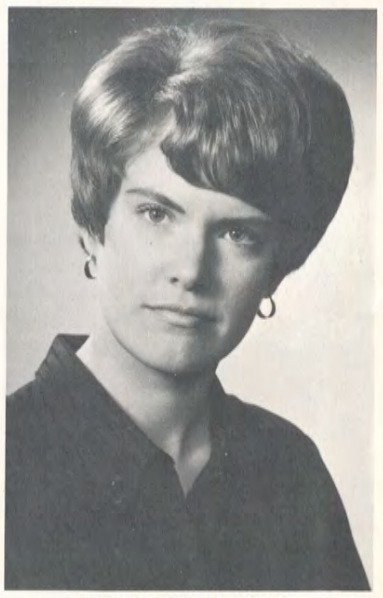
Door Prizes Won by Six

Winners of the door prizes drawn at the Christmas dinner-dance of the Staff and Welfare Fund were: **Glen Clarke,** tin shop; **Norman McClelland,** painter; **Jack Phillips,** carpenter; **Mrs. Jan Bender** (her husband is a janitor at the Burnaby plant); **Mrs. Al Murphy** (her husband is a Dairyland wholesale driver); and **Mrs. Bill Birchmore** (her husband is a Dairyland retail driver).

FVMPA Bursary Winners

JO WATSON

ROY GAVELIN



CLAUDIA BEECH

The Fraser Valley Milk Producers' Association is pleased to announce that three bursaries have been awarded to students at the University of British Columbia and the British Columbia Institute of Technology. **JO WATSON,** 20, has received a $150 bursary. She is attending BCIT taking the food processing course. Daughter of Mrs. J. K. Watson, Jo attended senior secondary school at Vernon before entering the institute. **ROY GAVELIN,** 19, is the recipient of the $300 FVMPA entrance bursary for a student entering agriculture at UBC. Son of Mr. and Mrs. Gavelin, Roy attended schools at Quesnel and Merritt before coming to Vancouver. **CLAUDIA BEECH,** 21, received a $500 FVMPA bursary and is in her third year of food science in the Faculty of Agriculture at UBC. She is the daughter of Mr. and Mrs. Claude William Beech of Nanaimo.

Fraser Valley **Milk Break**

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