

Fraser Valley

Milk Break

1970



Floyd Cusack contacts . . .

Staff Inventors

New Yogurt Filler

Yogurt is a product which is really on the move! Tremendously increased popularity over the past few years was great for business but one huge headache for the production department. The problem? A filling machine was required — big, fast and efficient enough to adequately handle the volume of yogurt now being produced and sold.

Larry Shaw, Supervisor of Maintenance Operations, tackled the tricky assignment of designing and building a new filler to meet these increased demands. The old machine, quite past its prime at 25 years of age and not designed to fill a fluid product in the first place, was scrapped. So Larry had, more or less, to start from scratch. He began by purchas-

ing a used Cemac glass bottle filler which he obtained at a bargain price, since glass bottles are now on the decline.

Then began the job of converting it to a yogurt filler. Under Larry's supervision, the building project was turned over to journeyman machinist Barry Crane. The first step was to modify the 28 filling valves to fit the 8 and 16 ounce size of yogurt cups. Next, the cup dispenser was designed and built. The cups are synchronised to arrive at the filler valves at precisely the right time by a very accurate timing mechanism. A timing cam wheel actuates micro-valves which control the air cylinder and, in turn, dispense the cups. The cups are then filled with yogurt by the fast vacuum method. A bulk

2-Way Radios Installed

Calling All Tankers!

Farm tankers are now tuning in to better communications with 2-way radios. It was decided to test the increased efficiency provided to farm pick-up by instant radio communication between tankers. The radios were installed in the Abbotsford and Sardis based tankers on a temporary basis over the winter.

Unfortunately, this past mild winter gave little opportunity for the radios to show what they could really do in an emergency situation. The raging winter blizzards of '63, '64 and '69 caused enormous difficulty and confusion to tanker drivers struggling through snow-bound areas to pick up the milk with no communication. Aside from

the lack of co-ordination between trucks, further complications arose through misinformation relating to road conditions.

Aside from winter weather, other awkward situations occur that further the cause for considering 2-way radio operation on a permanent basis. For instance, in the case of a tanker break-down, 2-way radios can enable other tankers to service the area, thus reducing time loss and annoying disruptions of milking schedules. The driver can then summon assistance without walking miles to a telephone and mechanics with necessary repair equipment can arrive at the trouble spot speed-

ily. By radio, tankers can co-ordinate their trips to farms during periods of high or fluctuating milk production. As a result, many extra runs have been eliminated, saving time and mileage.

During the three month trial period, Matsqui, Chilliwack and Kent municipalities are sharing their radio frequencies and base stations with us. This co-operation has eliminated considerable costs that would have been necessary for duplication of base station equipment. At the end of the trial period, costs will be compared with the increased efficiency brought about by the radios, and the decision made whether to keep them.

syrup dispenser was then fitted on, so that a regulated amount of fruit syrup could be injected into each cup. The stream is controlled by electric eye. An air operated embossing coder which records the date was the final attachment to complete the machine. Parts for this coder and its toggle linkage system were made by machinist and tool maker Fred Gardham.

This yogurt filler is certainly no "inventor's nightmare". It is a polished, streamlined, stainless steel machine with workmanship equal to its factory-made counterparts. The original Cemac filler was completely re-conditioned and all modifications were designed in keeping with the basic machine. One especially interesting feature is the cup dispenser. Often, cups tend to stick together when dispensed by gravity only. For our machine, Larry and Barry developed a pneumatic drop off system which prevents the hang up of cups. The idea is brand new and not previously seen on this type of equipment.

The money saved in building our own yogurt filler on the premises was about 2/3 the cost of buying an Italian yogurt filler of the same style for \$30,000.

The yogurt filler has one extremely practical aspect. All the working parts are run by a pneumatic mechanism instead of an electrical one. The only exception is the electric eye, which is removable. Consequently, the entire machine can be thoroughly washed without doing damage to the system. This would not be possible had electrical controls been used.

The prospect of an expanding yogurt market is no longer greeted with dismay by our production staff. We now have the equipment to package up this excellent product with speed and efficiency.

Recent Appointments



Ron Brown

Ron Brown has been appointed to the position of Plant Superintendent at Kitimat. Assuming his new responsibilities January 1, 1970, Ron is now in charge of production and administration at the Kitimat Plant. He is also responsible for the quality of the milk shipped from the Smithers area, occasionally having to double as a field man.



Doug Hoy

Doug Hoy, formerly Kitimat Branch Manager, has been appointed branch manager of our new Valley Branch in Surrey, located at 15437 Fraser Highway. This branch which was the old Jersey Farms depot, will be responsible for all retail deliveries south of the Fraser River, including Surrey, White Rock and Delta.

Appointments Con'd P. 4



BARRY CRANE and LARRY SHAW inspect new yogurt filler. The machine is filling 60 cups per minute now and the speed could be increased for future demands to 180-190 cups per minute. The entire cost of the filler was \$11,000, including labour.



. . . George Swan by 2-way radio.



Speaking on

Safety

By DICK GRAHAME
Manager of Personnel, Industrial Relations

This month I want to tell you about the work of some dedicated people in our organization who serve the interests of their fellow employees. I refer to the members of your safety committee.

These people know that, unless someone shows concern, safety is often ignored. And when safety is ignored, accidents that could have been prevented do happen. . . . Someone suffers. Because of this your safety committee has dedicated itself to the task of preventing accidents.

How serious is the problem of accidents in our organization? Is the problem serious enough that anyone should really get concerned about it?

I can assure you it is. Present experience indicates that we are averaging over 220 accidents each year that are serious enough to require referral to a doctor. Many of these result in time lost from work. Last year our people lost 2,800 days as a result of work injuries. To this must be added the pain and suffering involved which alone is an important argument for accident prevention.

An important part of the work of your Safety Committee is to spot hazardous conditions around the plant or with the equipment. The committee brings such hazards to the attention of management so that such unsafe conditions can be corrected. F.V.M.P.A. plants and equipment meet a high standard so far as safety is concerned.

But accidents continue in spite of this. Few people seem to realize that accidents don't happen . . . THEY ARE CAUSED. They are caused by people who don't think about safety, by people who are careless, and by people who disregard the good work habits which will prevent accidents and the injuries which result from them.

How then are we to cause fewer accidents? The answer is obvious. We must think about safety as we go about our jobs and we must adopt safe working practices. A change in our attitudes may be necessary if we are to reduce our accident frequency experience.

The Safety Committee hopes that you will examine your attitude in respect to safety. Can the Committee count on you? If each of us could be counted upon to do his part a substantial reduction could be made in the number of injuries suffered by our people.

John G. 'Jack' Parkin

It is with deep regret we report the death on February 21 of John G. "Jack" Parkin, the Vancouver Island District Manager for Dairyland.

For fourteen years Jack managed the Comox Valley Co-operative Creamery Association, headquartered in Courtenay. He commenced his career with the Comox Co-op when he was sixteen years of age. Following the merger of the Association with the FVMPA just over a year ago, he assumed the responsibility for the combined operation on Vancouver Island.



Jack Parkin

Jack was a native son of the area, born in the Comox Hospital fifty years ago. He died in the Nanaimo General Hospital after an illness of one week.

An energetic community worker, he was active in many

organizations. These included Hiram Lodge No. 14, A.F. and A.M., Courtenay; the Courtenay Rotary Club; the City Planning Advisory Committee; the Canadian Legion and the Courtenay Credit Union. He was an associate member of the Officers Club, Canadian Forces Base, Comox.

He is survived by his widow, Avril; four sons; Garry, 24; Danny, 23; Brian, 19; and Ronald, 11; and two grandsons, Stephen and Darryl. He also leaves eight brothers and two sisters to mourn his loss.

Funeral services were held on February 26, with the Reverend J. Millard Alexander of Courtenay United Church officiating. Before the church service, a memorial service took place in the Hiram Lodge Masonic Temple.

Members of Hiram Lodge served as pall-bearers. Representatives of several organizations were present including a group from the FVMPA head office. Ronald Mottershead from the Courtenay staff officially represented the company.

Interment was in Courtenay Civic Cemetery where graveside services were conducted by Hiram Lodge.

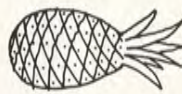
We join with the Board of Directors, the membership, management and staff in extending heart-felt sympathy to his wife and family on their great loss.

Jack will be missed by all of us.

Health Food?

The Truth About Yogurt

Yogurt may be fairly new to you, but it's actually over 3000 years old. At Dairyland, we have been selling yogurt for about 30 years, but until the early 60's, it was appreciated only by the occasional special dieter or health faddist. A few yogurt enthusiasts liked the tart, acid flavour but they were in the minority. In the past few years, however, the image of yogurt has changed drastically. Departing from the original idea that yogurt was a "health food", advertising and promotions are now aimed at selling yogurt as a fun food—for dessert, snacks and a gourmet touch at meal time. Mounting sales have shown that yogurt is now being enjoyed by everyone with a sophisticated palate.



This tart and tangy milk "custard" that we call yogurt has a fascinating and somewhat mysterious past. Originating in the countries of the Middle East, it was enjoyed by Egyptian pyramid builder and Arab sheep-herder alike. For the nomad wandering the parched deserts of the Holy Lands, the naturally ripened yogurt he carried in a goat skin provided a most nutritious meal. His experience had shown him that this cultured milk was safe to drink even after several days in the hot sun. Yogurt was also considered a delicacy in ancient China, according to Marco Polo, who wrote of eating yogurt on his travels to the Orient.

During the middle ages, yogurt was prescribed as a remedy for sundry digestive disorders. One such treatment was administered to King Francis I, of France, who suffered from a persistent intestinal complaint for which there seemed no cure. The summoning of a famous Jewish doctor from Constantinople resulted in a cure for the king, but his successful medicine (a special preparation of milk curds) remained a dark secret.

Bowlers On Top

The Dairyland bowling team playing in the Kingcrest Commercial Men's League has topped the first half of the league with a 31-17 win-loss record. Making up the winning team are: Captain, **Trevor Brown, Tom Kennedy, Morrison Forbes, Clem Vanstone, Gordon Earle and Roy Davidson.** Tom Kennedy was instrumental in forming this Dairyland sponsored league 22 years ago and is the only original team member still bowling. It is interesting to note that the team's total years of service with Dairyland represent 138 years.

The theory that regular consumption of yogurt guaranteed long life was extended by Metchnikoff, the Russian biologist who made studies of the longevity of the Bulgarian peoples. This theory, while viewed nowadays with a pinch of salt, has some authenticity in the statistic that there are more hardy and vigorous old people in the Balkans who live for more than 100 years than anywhere else in the world.

Flavoured yogurt, usually vanilla and occasionally straw-

formed its image from an unexciting health preparation to a popular gourmet food.

While advanced technology has greatly altered the original method of making yogurt, the final product is probably quite like the yogurt enjoyed by our ancient predecessors. At Dairyland, we begin with fresh, whole milk from Fraser Valley farms. To the pasteurized milk are added concentrated milk solids and two types of lactic acid bacteria. Fruit syrups (a variety of eight types) are included and the mixture is packaged. Two hours incubation at a carefully controlled temperature and humidity transforms the milk into a new, highly digestible and nutritious product. The yogurt is cooled and then ready for marketing.

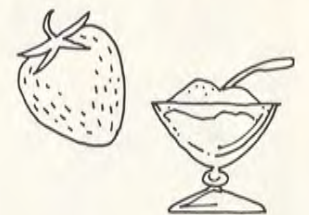


Yogurt

berry, was made in France prior to World War Two and served at sidewalk cafes as a morning aperitif with sour dough rolls or slices of bread. During the German occupation, yogurt disappeared because milk went into cheese or butter, which was easier to hide from the conquering army, continually on the prowl for proteins and wine.

When yogurt was introduced to North America in the late 1930's, the culture was made in a Trappist monastery near Montreal. The strains were carefully balanced by the monks in their laboratory that welcomed no visitors and few questions. It was not until the 1950's that dairy plants began to add sweeteners and flavours to yogurt which finally trans-

Since milk is the most nearly perfect food, yogurt, a concentrated form of milk, naturally supplies essential nutrients in abundance. It contributes over one third more protein, calcium, phosphorus and water soluble vitamins than milk, yet contains no more fat. Thanks to the lactic acid culture with its pre-digesting action on milk proteins, yogurt is very easy for the body to digest and utilise. Many people who cannot tolerate milk are able to eat yogurt. The medical profession often find cultured milk foods, such as yogurt, helpful in re-introducing valuable bacteria into the digestive system after large doses of antibiotics. High in good food value, plain yogurt contains no "wasted" calories, containing only 145 calories per eight ounces.



The physical characteristics of yogurt are quite distinct from any other food. Yogurt has an unusually delicate nut-like, mildly acid flavour; a fine firm texture much like custard, and a milk-fruit aroma which defies comparison. Persons who

Milk break

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PACIFIC

have cultivated a genuine taste for yogurt usually prefer to eat it plain without any flavour distraction. Others enjoy yogurt topped with brown sugar, spices, honey or nuts. Particularly inviting is the selection of delicately flavoured fruit yogurts, especially for those who are tasting yogurt for the first time.

To class yogurt simply as a "health food" would be doing it a great injustice. Highly nutritious, to be sure, yogurt is fabulous by itself and a wonderful mixer with other foods. Its fresh and lively flavour will give distinction and a certain intrigue to any course in a meal.

Dairyland Yogurt is exciting enough to serve in your best crystal for dessert and tasty enough to eat right from the carton for lunch. Its versatility offers an endless variety of ways to add fresh sparkle to other foods. Here are some suggestions:

- An original appetizer: Spoon *plain* yogurt over pickled beets. Spice lightly with a dash of cinnamon.
- A different version of an old favourite: make a nippy salad dressing from plain yogurt with crumbled Bleu or Roquefort cheese. For an interesting dip, take *plain* yogurt, add some sour cream, chopped watercress and crumbled bacon.
- On baked apples, try a swirl of *spiced apple* yogurt.

- Try a refreshing spoonful of *peach* yogurt to wake up your regular breakfast cereals.
- Give a European touch to your next home-made beet borscht by adding a heaping spoonful of *plain* yogurt to each bowl just before serving.
- Serve thin French pancakes with a generous topping of *boysenberry* yogurt and a sprinkling of powdered sugar.
- Spoon *plain* yogurt over cucumbers in oil and vinegar—excellent with shish-kebabs.
- Top your favourite cheese-cake with *strawberry* yogurt and thawed frozen strawberries.



- Cut a canteloupe in half, remove seeds and zig-zag the edges. Fill with a salad of bite sized fruits. Top with your favourite flavour yogurt and frosted green grapes.
- Baste a roast with *plain* yogurt just before the end of the cooking period for an unusual and delicious flavour.
- Top fruit jellies, puddings or cake trifles with a spoonful of fruit flavoured yogurt. Or make a rainbow parfait with different flavours of yogurt; alternate with whipped cream and top with a cherry.

Tips On Yogurt

1. Dairyland Yogurt comes in eight different flavours: vanilla, prune, strawberry, peach, boysenberry, orange, pineapple, spiced apple, and of course plain. The flavoured yogurts contain a pure fruit puree at the bottom of the carton. You can either mix it in with a spoon or simply invert the carton into a bowl and have the fruit spill over as a sauce.
2. Weight watchers will be interested to know that plain yogurt contains 145 calories per eight ounces and fruit flavoured yogurt has 244 in the same amount.
3. Yogurt lends itself very well to most recipes which call for sour cream or mayonnaise. Aside from being lower in calories, the final product made

- from yogurt will be lighter and slightly more tart. When substituting yogurt for sour cream, use one 8 ounce carton of yogurt in exchange for ½ pint sour cream.
4. Yogurt should not be frozen in the carton, then thawed. Although it will not affect the nutritive value or considerably alter the flavour, thawing of frozen yogurt definitely spoils its set and appearance.
5. When cooking with yogurt, spare the heat. Low temperatures and short heating periods are best. If possible, add yogurt at the end of the cooking period and bring the heat gradually back to serving temperature. Yogurt mixtures can be stabilized by the addition of a little flour.



Christmas Celebrations At Sardis



Pacific Meet

"The Professionals" was the theme of a unique, four day sales meeting held in November for Pacific Milk sales people. It was attended by all the sales force for Pacific in Western Canada.

The meeting was unique in that it was a conference-style sales meeting which called for group participation.

Prior to the gathering, each salesman had to prepare two sales presentations. He also had to come to the meetings fully prepared to discuss fifteen other salesmen's assignments.

Under the direction of **Tom Kershaw**, Pacific Milk Division Sales Manager the sessions emphasized awareness of and communication with the customer.

Reviewing the program, he said, "This type of sales meeting is not new. It becomes very effective with the introduction of some sensitivity training combined with group participation. Our sales people are able to communicate more effectively with our customers. The end result is they can sell more of our products."

It was an intense and stimulating four days, offering a maximum of experience for each man. Noting the enthusiasm generated, the conference must be considered a successful event, declared Kershaw.



Participating in the Pacific Milk sales meeting were: Back row, left to right: RON RUSSELL, CEC SHINGLES, FED CLAYTON, GIL WILSON, AL KNIGHT, LAWRENCE SCHMIDT, BILL ROBERTSON, JIM SNELL, LEE ALBERTS, TED

HARFORD, NORM KELLY, GORDON HORTON. Front row, left to right: ERNIE EMMETT, N. T. GRAY, TOM KERSHAW, LES TAYLOR, AL WESLEY.

Retail Service Expanded

Purchase by the Fraser Valley Milk Producers' Association of the Jersey Farms home delivery business on the Lower Mainland was announced January 30th.

Equipment and facilities involved in the sale include 92 trucks and the Surrey depot which has been re-named the Dairyland Valley Division.

Jersey Farms, second only to Dairyland in distribution has been serving over 30,000 customers in their home service department. They are continuing to process and distribute to the wholesale market.

For a short period of time, the Broadway plant of Jersey Farms will be utilized in the Dairyland retail distribution system. Within three months, all the additional routes will be

working out of either the Burnaby plant or the Surrey Valley Division depot.

Approximately 130 home service employees of Jersey Farms have become part of the Dairyland organization.

Withdrawing from the retail market means that Jersey Farms will require less volume of milk at their Vancouver operation, and consequently less shippers to supply their milk needs.

Commenting on the sale, **F.V.M.P.A. General Manager George Okulitch** said:

"We strongly believe home service has a good, sound future. Many people want door-to-door service. It is a convenience they know will be available to them, no matter what the weather or road conditions, throughout the year. Large families especially find it a necessity. Today many folks do not have ready access to a car or public transportation. The regular visits of the milkman are appreciated."

Mr. Okulitch remarked that the new routes would be quickly integrated into the Dairyland home distribution system, with elimination of route duplication to make a single, efficient delivery system.

Greetings By Telex

Season's greetings were sent to the staff at Burnaby from our "outpost" branches in the form of poems, relayed in true 70's style over the telex. The originality and good cheer of the messages far outweigh any humorous slips in spelling. Read CRT as Courtenay; PGEO as Prince George; KIT as Kitimat; VRC as Vancouver; X after a word means omit.

Thanks, Branches, for the warm wishes.

FVMPA VCR
DEC 31 1969 2:30
STAFF AND PLANT
SONG OF THE 70'S
AT THE END OF 70 MAY WE LOOK BACK WITH PLEASURE
SALES UP 20 PER SENT, A REMARKABLE MEASURE
THE QUALITY'S IMPROVED, PRODUCTION HAS CROWED
NOW WE CAN USE A 20 DAY CODE
THE FLEET SUPER WILL LOOK UP AND PROMPTLY STARE
HEAVEN'S TO BETSY WE'VE 10 TRUCKS TO SPARE
THE OFFICE IN WONDER THEIR HEADS WILL SHAKE,
THE OUTPOSTS NOW NEVER MAKE A MISTAKE
TO ALL OF YOU THERE FROM US OVER HERE
MAY 1970 BE A WONDERFUL YEAR
STAFF AND PLANT
FVMPA CRT

* * *

FVMPA PGEO
FVMPA VCR
DEC 31
TODAY IS THE LAST OF '69—AN UDDER YEAR IS THRU
AND WITH THE SEVENTIES ON THEIR WAY HERES WHAT WE WISH
FOR YOU:
MAY YOU HAVE NO OUT-CODE PRODUCT
MAY NO COMPLAINTS FROM ACCOUNTS YOU HEAR
MAY YOUR TRUCKS ARRIVE AS SCHEDULED
MAY YOU ENJOY A HAPPY YEAR
BBY STAFF + PLANT
FVMPA VCR

* * *

FVMPA KIT
DEC 24
OUR PRODUCT IS GONE AND SO ITX IS THE SNOW
THE STAFF IS HAPPY ANXX HAPPY AND ALL AGLOW
CUSE TOMOXX CAUSE TOMORROW IS XMAS AND WE DONT HAVE
TO GO
TO RUPERT TERRACE OR SMITHERS SO
WE WISH U DOWN SX DOWN BELOW THE SEASONS GREETINGS FORM
THE LAND OF NO SNOW
STAFF OF THE NORTERN AREA
WILL PRACTISE TYPING OVER HOLIDAYS

Welcome Dairy Workers

The recent purchase of the Jersey Farms home delivery business by the Fraser Valley Milk Producers' Association has brought two groups into a close relationship with the FVMPA . . . namely, several Lower Mainland dairy farmers who have been Jersey Farms shippers; and over one hundred employees who have staffed their home service department.

On behalf of our membership, employees, management and the Board of Directors, I extend a warm welcome and sincere greetings to these fellow workers in the dairy industry.

We are proud of the organization we have built in over 53 years of doing business in Western Canada. We believe you will come to share that pride with us.

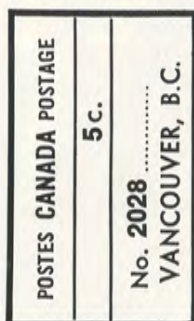
If you have questions about the operation and organization of the FVMPA, please ask us. We will endeavour to give you complete and accurate answers.

Sincerely,

H. S. BERRY,
President.

Milk break

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Colin Kelsey

Colin Kelsey has recently received the appointment of Assistant Supervisor, Industrial Relations Department. In this newly created position, Colin will work closely with **Omer Tupper** in the operation of our fleet safety program. One major responsibility will be to assist department managers and supervisors in their job of im-

proving the skills of their driving personnel. Colin assumed his new duties on February 16 of this year.



George Gordon

George Gordon was appointed January 26, 1970 to the position of Assistant Supervisor, Wholesale Service Department. George will be responsible to the supervisor, **Roy Davidson** and will assist him in carrying out his duties.



Len Hobson

Leonard Hobson, of Prince Rupert, has replaced Doug Hoy as District Sales Manager, Northern District. Len will be responsible for sales in the Smithers, Terrace, Kitimat and Prince Rupert branches, with headquarters in Prince Rupert and will report directly to **Bill Hawes**.

Recent Appointments, continued

Dairyland Credit Union Hold-Up

Big Al Strikes Again

Burnaby's most notorious credit union bandit, **Big Al Hughes**, has defied law and order once again. On the afternoon of Friday, May 8, he burst his way into the Dairyland Credit Union office and held staff and customers alike paralysed with fright. Waving his famous high-compression death-ray space gun, he demanded, "Your money or else . . . please."

Unknown to Big Al, however, the credit union had been held up earlier that morning by two armed men who had taken every available dollar. When informed that he was too late, Al became upset and despondent, but cheered up remarkably when informed that if he became a member of the credit union he would be eligible for the group charter to Hawaii.

Here is what really happened.

Friday, May 8 was a day that **Gordie Aason, Gwen Stevenson** and **Harvey Spiess** will never forget. At exactly 9:20 on that memorable morning, two masked men of frightening appearance burst through the Credit Union doors and demanded all the cash. They were dressed in dark coats, had stocking masks over their heads, wore gloves and carried a 22 automatic rifle and a handgun. The dialogue went like the stereotype of a gangster movie: "Get back against the wall!" and "Don't move or I'll blow that broad's head off!" Needless to say, the three horrified victims froze.

One gunman leaned on the counter and held the three at rifle point while the other emp-



Under the masked but watchful eye of AL HUGHES are GWEN STEVENSON, GEORGE McCARTNEY, WILF GRAHAM and HARVEY SPIESS.

tied the till, hurriedly stuffing the bills into his pockets.

With a haul of \$3500, the bandits fled to their car, left running on Greenwood. Unfortunately for them, a successful getaway was marred by an unforeseen detour into the Pitpar parking lot, made necessary by road digging. In their haste and confusion, they collided with a parked truck and were forced to abandon the car and take cover in the bush surrounding Burnaby Lake. Some of the money was dropped during the mad scramble.

By this time, the RCMP were in hot pursuit, as the saying goes. Extra police and tracking dogs from the Vancouver police force were called in to com-

plete the search party. An exchange of gunfire took place, with the result that one of the robbers was shot in the shoulder. At this point, the two gave themselves up and were taken into custody.

The stolen money will be used as evidence at the trial but the credit union will be reimbursed by the insurance company. It was an experience that the staff would be loathe to repeat. Gordie commented, "That gun looked bigger and bigger every second it was pointed at us."

Our thanks to the "Strawberry Mountain Amateur Theatre" group for their re-enactment of the crime.

Staff and Welfare Annual Meeting

Contributions to charity by Dairyland employees totalled a creditable \$8,725.00 last year. This figure was given by **Ralph Ruddy**, president of the Staff and Welfare Fund at their annual meeting held April 3. Ralph also noted that the membership has now risen to 543 members.

Social activities throughout the year included a bowling party and a fall dance. The executive have now set up a com-

mittee which will promote the social side of the organization.

The following is a resume of the various welfare disbursements.

Red Feather—	
Vancouver	\$5,000
Salvation Army—	
Harbour Light	200
Cancer Society	350
Children's Hospital	100
Retarded Children's Assn.	150
United Good Neighbour—	
New Westminster	300
Polio Foundation	75
B.C.T.B. Society	200
Central City Mission	225
Queen Alexandria	
Solarium	50
V.O.N.—Richmond	25
Muscular Dystrophy	50
Heart Foundation	200

For 1970, our commitment to the Red Feather has been increased to \$6,000.00.

Elections were held and the following people were elected to the executive for 2 years. **Dan Fleming**, representing the Maintenance department, **Jim Miller**, representing Ice Cream Shipping and Accounts and **Ralph Ruddy**, representing Retail Sales. An invitation was extended to all former employees to join the organization and we look forward to seeing them at future staff and welfare activities.

Wholesale Accounts Manager

Ray Hurry has recently joined the Association as Wholesale Accounts Manager. In this capacity, Ray is primarily responsible for directing the activities of the sales staff and for maintaining contact with supermarket chain managers. He works under the direction of Bill Ramsell.

Born in Vancouver, Ray attended Brandon College in Manitoba for 2 years and has since completed courses in Marketing and Business Management at U.B.C. and Advanced Marketing and Corporation Finance at the University of Toronto.

Ray lives in Vancouver with his wife, Marlene, daughter, Michele and son, Gary.

Ray brings to his new job a wide background in the sales



Ray Hurry

and marketing field throughout Canada. Two positions which gave him much experience were National Sales Manager with the Mennen Company and Canadian Assistant Sales Manager with Max Factor.

Parking

New parking regulations have recently been announced by Personnel Supervisor, **Omer Tupper**:

The recent acquisition of the home delivery division of Silverwood Dairy (Jersey Farms) has increased our parking requirements to the point that it has become necessary to completely reorganize our entire parking procedure.

So that we may take advantage of all available parking space the various parking lots will be numbered for identification and corresponding numbered windshield decals will be issued. This system is designed to permit parking only in the lot indicated by the number displayed on the windshield decal which is not interchangeable.

It will be necessary for cars using reserved parking spaces to display corresponding numbered decals.

Sales representatives' cars will continue to display "B" stickers and park in the retail bunker area prior to 1:00 P.M.

Staff owned cars that have not been allocated reserved parking space will be issued numbered decals indicating authorized parking lots and will continue to operate on a first come first served basis.



Speaking on

Our Home Delivery Service

By **DICK GRAHAME**
Manager of Personnel, Industrial Relations

During the past twenty-five years dairies throughout North America have experienced a steady decline in the volume of milk deliveries made directly to the consumer.

Prior to World War II the most common method used by consumers in purchasing milk was by means of delivery directly to their home. The "Milkman" was an important person in the lives of many people in those days.

After the War the development of the paper carton for milk, coupled with the development of the modern supermarket, made milk a grocery store item. Costs of distribution by this method proved to be lower and, as these savings were passed on to the consumers, most people changed to this method of purchasing their milk supply.

But the Milkman performed a service and many customers preferred to pay the small extra cost for the convenience of delivery to their homes. Our Dairyland home service department has been most successful in providing the kind of quality products and service which meets with consumer acceptance. Last year, although home delivery sales for dairies in other parts of the country continued to decline, Dairyland sales showed an increase. Achieving such a success was not easy and the entire staff of our home service department is to be congratulated for the job done.

Some skeptics have forecasted the complete demise of home delivery. We are not that pessimistic for we believe that there will always be a segment of the consuming public which appreciates and is willing to pay a small extra amount for the convenience of quality products delivered to their doorstep.

Our commitment to this belief has recently been demonstrated by our acquisition of the home delivery routes formerly operated by Jersey Farms. This has added considerably to the size of our operation and will enable us to make economies which should provide home service at a reasonable cost for many years into the future.

We think that the Dairyland Milkmen will continue to be important persons in our community for a long time.

Machine Shop Helps

A Little Boy with a Big Problem

Eric Hobbs, four year old son of retail route foreman, **Don Hobbs**, is a little boy with a big problem. Just about a month ago he was discovered to have Perthe's disease, a rather rare illness which reduces the blood supply to the hip bones. In order to keep the blood which is essential for normal growth flowing into the area, his feet must now be held constantly at an angle of 90 degrees for two years.

Eric was immediately put into complete leg casts connected by a heavy metal brace. Even his doctor admitted that this most essential treatment was cumbersome and far from satisfactory in terms of a growing boy's activities, but could suggest no better device on the market. Eric's parents, however, were determined to find a more convenient and comfortable means of bracing the feet. As a start, Mrs. Hobbs spoke on Jack Webster's program to see if anyone else had solved a similar problem. Luckily, a man from Surrey had a young daughter with the identical disease and had devised a set of blueprints for a light and manageable brace which would fulfill the same requirements as the cast.

Next came the problem of having it constructed. Don spoke to our personnel director, **Dick Grahame**, who arranged

to have the outfit made to order in our own workshop under the supervision of **Larry Shaw**. The project was turned over to machinist, **Fred Gardham**, who studied the blueprints and worked out a light stainless steel brace which replaces the heavy and restricting casts. This first brace was later replaced by another which will allow for

adjustments in growth. The Hobbs' have made many trips to the workshop, even at night, when the night staff helped in fittings and minor alterations. The new brace now gives Eric maximum freedom and comfort in this trying handicap for a young boy and Mr. and Mrs. Hobbs wish to express their thanks to all.



ERIC HOBBS cheerfully wears the leg brace made in our shop by his new pal **FRED GARDHAM**. Eric wears a heavier brace at night and this light one during the day.

Kelowna Tops Eggnog Sales

The winning branch was Kelowna, and branches finished in the following order:—

1. Kelowna
2. Kamloops
3. Quesnel
4. Penticton
5. Victoria
6. Port Alberni
7. Prince George
8. Nanaimo
9. Williams Lake
10. Prince Rupert
11. Cache Creek
12. Courtenay
13. Princeton
14. Powell River
15. Campbell River
16. Terrace
17. Smithers
18. Kitimat
19. Burns Lake

Congratulations to **Jack Godfrey** and his staff at the Kelowna Branch. The two top positions were Okanagan Branches, for which Jack is also responsible.

Sincere thanks to all personnel involved at all branches for the results they have produced. The overall outcome proved a great deal of effort was extended by a great number of people.

Here's a neat tip from **Jim Thom**, of the Smithers Branch: Jim's wife uses Dairyland Lemonade in her lemon pie instead of water. It really brings out that full lemony flavour.

Vancouver Island Beauty

Winner of the Most Photogenic Child of the Year award for 1969 was **Tracy Shingles**, daughter of Vancouver Island Pacific Sales Representative, **Cec. Shingles**.

The contest was run by Svendsen Studios in Victoria and a different child was se-

lected each month. Photos of the twelve winners were published in the newspapers and readers were asked to vote for their choice as the most photogenic child of the year.

As the winner, Tracy received the grand prize of \$100.00.



TRACY SHINGLES displays her prize-winning portrait. Seen with her are MRS. SHINGLES and JORGEN SVENDSEN, noted child photographer.



MAUREEN NEVILLE celebrated her last day of work at a coffee party given by her friends in the customer service department. After five years with Dairyland, Maureen plans to return to England sometime this summer. Wishing her success are L to R: JEAN BOUEY, JESSIE STRICKER, ED TROUNCE, FLORENCE BAY, ROY DAVIDSON and TOMMY KENNEDY.

Milk break

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

J. L. GRAY, Public Relations and Advertising Manager

THOMAS W. LOW, Editor

VERLIE F. ABRAMS, Assistant Editor

Member of B.C. Industrial Editors' Association



PACIFIC



Back row, left to right: H. Buck, B. Phillips, J. Scott, G. McKillop, B. Thomson, D. Cross, W. Cunningham, B. Etson, D. Beaton, J. Sutton, P. Peterson, B. Thompson, G. Smith, J. Logan, A. Allen.
Middle row, left to right: G. Johnston, J. Cross, E. Ritchie, L. Harris, D. McLellan, S. Wilson, A. Hughes, J. Gray, S. Noga, W. King, H. Froese, M. Jones, D. Green, M. Thrane.
Front row, left to right: S. Bagot, B. Woollett, C. Milner, D. Bagley, B. Wendland, P. Stevens, C. Kroeker, P. Sapinsky, G. Lepinski, C. Monk.

56 Drivers Honoured

Safe Driving Awards

Fifty four drivers were honoured at the safe driver award dinner held April 22 in the W. J. Park Room. This dinner is an annual event held to recognize the skill and effort of those personnel who have driven 10 or more years without a preventable accident.

This is no small accomplishment. Last year alone our drivers drove a total of 5,644,336 miles. Much of this was done in heavy metropolitan traffic where the accident risk is very high. In spite of the increase in miles driven, there was an encouraging reduction in accidents from 196 in 1968 to 167 in 1969.

Assistant Manager, Neil Gray, was master of ceremonies at the dinner and Fleet Safety Supervisor, Omer Tupper, announced the awards. Included in the presentations were 12 people who joined us at the time of the purchase of the Jersey Farms home service department earlier this year.

Stan Bagot and Cec. Milner received special recognition for their achievement of 19 years of driving without a preventable accident.

Attending as special guests were Mr. H. S. Berry, President of F.V.M.P.A., Mr. George Okulitch, General Manager, Mr. By Bailey, a director and former star of the B.C. Lions football team and Mr. Jackie Parker, present coach of the of the team.

After the presentation of awards, Jackie Parker gave a very interesting talk to the group. He outlined some of the plans for the Lions, answered questions about the new turf

at Empire Stadium and showed a film which highlighted famous plays at B.C. Lions games.

Those drivers honoured for their records of accident-free driving are as follows:

19 Years

C. Milner
S. Bagot

16 Years

V. C. Scott
A. Sawatsky

15 Years

A. W. Allen

14 Years

F. R. Bush
C. Kroeker
J. McClatchey
G. Johnston
W. M. Woollet

13 Years

A. R. Hughes
G. G. Lepinski
G. C. Phillips
P. Sapinsky
W. Thomson
P. C. Stevens
M. Vinter
R. P. Elvin

12 Years

W. J. King
D. V. Green
C. Monk
M. Thrane
S. H. Wilson
G. Ross
D. Cross
B. H. Anderson
G. Penner
T. M. Thompson

Unable to Attend:

G. Bartels
E. Demerse
S. Forsyth

11 Years

H. J. Buck
W. Cunningham
W. J. Harnett
L. Harris

G. H. McKillop
D. W. McLellan
M. Jones
L. Etson
S. Noga
J. Sutton
W. Wendland

Unable to Attend:

L. Clark
W. R. Olleck

10 Years

D. Bagley
J. H. Gray
J. Logan
O. Pederson
J. Scott
G. Smith
D. Beaton
H. Froese

Unable to Attend:

C. Gale
W. Hodgins
M. Hayton

5 Pin Results

Dairyland's New Westminster five pin league ended a successful season with a banquet held at the Roma Hall on May 2.

Jack Fosti was elected president, taking over the office from Stan Abernethy who has presided for three years. Ruby Lewendon will serve a second term as secretary.

Winning the A Trophy were the "Spoilers," consisting of Dick Davidson, Pat and Don Cameron and Flo and Jack Fosti.

The B Trophy was captured by the "Happy Gang" of Nelle and Dick Fetherstonhaugh, Jack Pottinger, Gwen Goodman, Beryl Abernethy and Walt Fudge.

Staff Appointments



Geoff Maddison

Geoff Maddison will continue as Office Manager and is responsible for the co-ordination of all office procedures at Courtenay and on Vancouver Island. He reports directly to Moffat Goepel, Comptroller, FVMPA.



Doug Hoy

Doug Hoy has taken over the responsibility for the operation of all routes, wholesale, retail and ice cream, in the Sardis-Hope area. He will continue to maintain headquarters at the Valley Branch on the Fraser Highway, but either personally or through delegation of responsibility to supervisors,

will supervise, schedule and be fully responsible for all route operations in the Sardis-Hope area.



Bill Gullett

Bill Gullett has been appointed Plant Superintendent and is responsible for the operation of all plant facilities at Courtenay and the Island. He will report directly to Norm Tupper, Operations Manager, FVMPA.



Ron Mottershead

Ron Mottershead has been appointed District Sales Manager, Vancouver Island and is responsible for the distribution and sale of all Dairyland products on Vancouver Island, including Powell River.



SEATED at the head table at the Safe Driving Awards dinner were, left to right: G. J. OKULITCH, JACKIE PARKER, Coach, B.C. Lions, CEC MILNER, N. T. GRAY, STAN BAGOT, BY BAILEY, former Lions star and H. S. BERRY.



FRED GLOVER holds Dairyland curling trophy appropriately called the "Udder Briar." Adorning the trophy are names of winning rinks and some poetic inspirations by receptionist ALISON GOOD.

Second Win

The Udder Trophy

When it comes to enthusiasm, curlers are a special breed of sportsmen. Dairyland employees were certainly no exception in their recent bonspiel competing for the coveted Udder Briar trophy.

The trophy this season was won for the second consecutive time by skip Fred Glover and his team mates, wife Theo and Hazel Price. Stiff competition was given by Bud Thompson and his rink of Dennis and June Haner. Some dazzling shots by Dennis took Fred's team right down to the wire to end the competition with an exciting finale.

In an earlier match, Bud Mason and his rink nearly upset the Thompson team when

Bud made both of his shots to highlight the end of the match.

Veteran curlers would like to extend special thanks to the rookies who helped to make the 'spiel a success. Iris Empey and Lois Stewart made a fine showing, even though they appeared to limp for several days afterward. Joe Jessup demonstrated a very unique style of rock throwing which was quite effective despite its consistent follow-through of seating Joe heavily upon the ice each time.

The occasional bruise notwithstanding, all the curlers had fun and are looking forward to next year's activities.

Executive Position

The Canadian Milk Powder Manufacturers Association has announced their 1970 executive. Mr. W. J. Aird, FVMPA's Manager of Sales and Market Research has been elected as Vice-President for the ensuing year.

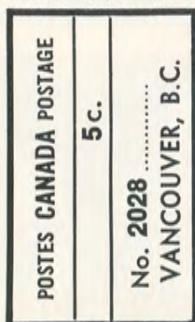
David S. Griffin, 25, of the Sardis plant, was killed recently in an auto accident on the 401 highway. Alf Griffin, his father, also works at the utility plant. David is survived by his wife and three children.



IT'S MILK!

Milk break

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Milk Break is Authorized as third class mail by the Post Office Department, Ottawa, and for payment of postage in cash.

A Case for Hard Hats

Production floor staff can now be seen sporting a unique type of headgear—the "Bump Cap". Since some type of head covering has proved more sanitary, protective and may be compulsory in the near future, this particular hat was chosen as an experiment in our processing area.

Although it looks like a real hard hat, it is a much lighter plastic version, suitable to the degree of hazard found on our production floor. It has already saved many a head from painful encounters with pipes and machinery. One particular hat displays a deep scratch which would have done quite a bit of damage to the head underneath.

The hats also save employees money in shampoo. Especially in the processing of ice cream mix and chocolate milk, a great amount of powder flies through the air. Added to droplets of water from the pipes, it meant

that, without the hats, some men had to wash their hair almost every night.

The cost is split between the company and the employees. Each person pays \$1.40 for his own cap, which will last indefinitely. Compared to the cost of the one-wearing paper cap at 35¢ apiece, this plastic hat is very reasonable. The men say they are a lot cooler too.



Roy Osgarby



Tom Dearden



Luigi Bastone



Jean Rickarby



Gene Stephanson



Bill Hawes



Ben Hyde



Jim Tearse

Sardis Studies

Roy Luty and Frank Hannah, both of the Sardis plant, are enthusiastic supporters of continuing education. The two Chilliwack residents have just recently completed a four part

series of courses which have earned them Diplomas of Business Management.

Roy and Frank have been involved in the program since the Fall of 1968, during which



FRANK HANNAH, assistant to Sardis plant superintendent, and ROY LUTY, lab technician at Sardis, proudly display their hard earned diplomas.

time each has completed 130 hours in the classroom. The course was divided into four parts: Effective Supervision, Human Relations, Personnel and Management Accounting.

The format followed the study of case histories of specific problems in industry. Each problem was analysed by small groups which presented their findings to the class for discussion. The friendly and spirited discussions were, in themselves, examples of teamwork in problem solving and the active participation by all class members developed a fine "esprit de corps" throughout the study.

Roy and Frank came away with the chief impression that, like everything else, labour-management relations are undergoing changes in attitude. Traditional methods of problem solving are giving way to considerations based on the balance of human, practical and economic needs.

A Little History

Reach for the Top

What English King signed the Magna Carta? Who cut the Gordian Knot? Name Canada's first Governor-General. What is the Einstein Theory of Relativity? Who was the inventor of radar?—and a hundred other such questions are aired each week as bright young students from British Columbia high schools compete in the outstanding and popular TV show "Reach for the Top".

Now entering its tenth year, and co-sponsored by Dairyland, Pacific Milk and The B.C. telephone Company, the show is watched by 325,000 viewers. Besides the Lower Mainland and Vancouver Island, the show is seen in the Okanagan, the Kootenays, Central B.C., from Prince George through to Prince Rupert and Kitimat. This Fall it will be viewed by Northern B.C. residents as it is beamed out of Dawson Creek.

How It Started

How did it all start? Interestingly enough, the first broadcast took place in Vancouver in 1961. By 1963, it was being produced in Edmonton and Winnipeg. Today it originates from seventeen CBC owned and affiliated stations from Victoria to Newfoundland.

The idea for "Reach" was developed jointly by the Canadian Broadcasting Corporation and Richard St. John. Academic quiz contests were developed between grade 12 students of high schools throughout Vancouver and the Lower B.C. Mainland.

Purpose of the program was to present a fast-paced competition of the general and academic knowledge of the school students, and to encourage a broader recognition of the academic aspects of B.C.'s educational system.

Questions Prepared

A panel of school teachers, each of whom specialized in one area, prepared the questions. subjects included Current Events, Social Studies, History, Literature, Mathematics and Science, Geography and I.Q. Today the C.B.C. draws on a national bank of questions, with each province adding additional questions.

All awards have been presented to winning schools rather than to individual students. The program is planned to give a minimum of interference with school hours and students' time.

C.B.C. officials say 100,000 people watched the 1961 telecast in Vancouver. This year, more than one and a half million people coast-to-coast tune

in each week for "Reach-for-the-Top".

After a 13-week series nine years ago, a full series was scheduled. The original "Reach" format consisted of five zones in the Greater Vancouver area. Eight schools or teams competed in seven shows for the top position in each zone. At the end of the series, the five zone finalists competed in the B.C. "Finals".

The basic five-zone 35 week program format has remained as a feature, but the expansion of the show required a geographical reorganization of the five zones.

In 1969-70, teams from the Lower Mainland, Vancouver Island, the Okanagan, the Kootenays, and Central B.C. met in the zone final. During 1970-71, the program will embrace all of B.C. with the Peace River district joining the network. It is now telecast in full color.

First sponsor of the program was Home Oil Ltd. In the summer of 1965, the Fraser Valley Milk Producers' Association became a co-sponsor. The 1965-66 schedule was culminated with the first national Finals held in Winnipeg. At the start of the 1966-67 series, Home Oil's participation in the program was dropped. B.C. Telephone joined the F.V.M.P.A. Dairyland Division was a co-sponsor. Out-of-town tapings were made in Chilliwack and Victoria. Seven provincial teams competed in the second National Finals, staged at Expo '67 in Montreal.

Since its inception, nine years ago, Terry Garner has been the 'Quiz Master'. Experts and audiences agree he is without an equal in this position.

Realizing the potential of "Reach for the Top", the CBC opened negotiations with Mr. St. John, and eventually purchased full international rights to the show.

Sponsors of the show contribute worthwhile incentives in the form of scholarships for the winning teams. The winning team from each of B.C.'s five zones receives a \$400 scholarship grant to be distributed at the discretion of the school. The five zone finalists compete in the B.C. finals with the winning team taking home \$1,000.00 and the runner-up \$500.00, also allocated at the discretion of the winning teams' schools.

A team that wins the National Finals is awarded \$3,000 by the C.B.C. Individual members of the team win an all-expense paid trip to some distant part of the world. The school placing second receives \$1,500 from the C.B.C.

Kind of Student

Paul Zubick, Principal of the Penticton High School, who advised a "Reach for the Top" team in the school he was at before coming to Penticton, said that the basic requirement for a good team-member was being a "voracious reader".

"He, or she, doesn't necessarily have to be a top-notch student," said Mr. Zubick, "but he should be a specialist in some area: science, math or literature, for example."



INDISPUTABLY THE TOP quizmaster of Canada's number one youth program, TERRY GARNER conducts these weekly shows with professional skill. He is able, through his finesse in asking questions, to put the students as much at ease as possible.



A SPELLBOUND STUDIO AUDIENCE watches two school teams compete in a Reach for the Top game. Several programs are recorded at one session and tickets are available free to people who would like to attend. In one evening, they can see two or three tapings.



THE LORD TWEEDSMUIR, Surrey, team of BILL RUTLEDGE, DAVID RIFE, MIKE GIDORA and STUART ROGERS were the 1970 winners of the Reach for the Top finals in Vancouver.



WINNERS of the \$1000 prize for placing first in the Reach for the Top finals in 1969 was Alberni Secondary school. The team consisted of scholars, ED CEPKA, BILL CAVERS, B. FERGUSON and MIKE RUTTAN.

"Reach" Audience 1970

CBUT & 7 Satellites
161,100
CHBC & CFCR
(Okanagan-Kamloops)
67,200
CKPG
(Prince George)
26,400
CFTK-TV
(Terrace)
34,700

Reaching for the Top

(Reprinted from the Penticton Herald)

If anything were needed to offset whatever adverse influence is created by a minority of trouble-making students, the television program Reach for the Top, could well be held up as an example of proficiency in the school system.

Feature Recipe



Summertime and strawberries just seem to go together. Take plump, home-grown strawberries, rich, creamy Baker's Cheese and capture the two in a crisp pie shell and you'll have a dessert that tastes as delectable as it looks. It can be made in the cool of the morning and stored in the refrigerator, ready to serve at a moment's notice.

If you're a regular contributor to the church social, or even if your strawberry social takes place right in your own back yard, feast on Strawberry Baker's Cheese Pie. It's sure to be a winner.

Strawberry Baker's Cheese Pie

- 1 cup Dairyland Baker's Cheese
- 2 Tbsp. Dairyland Creamo
- 4 cups fresh strawberries
- $\frac{3}{4}$ cup sugar
- $2\frac{1}{2}$ Tbsp. cornstarch
- $\frac{1}{3}$ cup water
- Red food colouring (optional)
- 1 baked 9" pie shell

Soften baker's cheese and beat with cream until light and fluffy. Spread on the bottom of the baked, cooled pie shell.

Wash and hull strawberries. Place half (cut in two or left whole) in the pie. Cut the other half into smaller pieces and place in a saucepan. Mix together the sugar and cornstarch and stir into strawberries. Add water.

Bring the mixture to a boil and cook over moderate heat, stirring constantly until thick and clear. If the berries are not overly ripe, add a few drops of red food colouring. Allow to cool slightly.

Pour into prepared pie shell and chill several hours or until set. Just before serving, decorate with sweetened whipped cream.



WEARY but determined, these "Miles for Millions" walkers slake their thirsts on Dairyland drinks. So far this year we have participated in "Miles for Millions" ventures by providing refreshments for five walk-a-thons and by sponsoring about 25 walkers throughout the Lower Mainland. Wholesale driver, AL HUGHES is seen dispensing the treats. The huge sign on his truck said, "Welcome walkers! Have an orange drink, courtesy, Dairyland."

Jewel Theft

Employee Car Part of Theft

How significant is a '65 jade green Chev? Not very, unless it happens to belong to retail driver, George Miller and contains \$55,000 worth of precious gems.

George's car was stolen on a Thursday evening in May. His son, who had borrowed the car for the evening, parked it on Buchanan Street in Burnaby and discovered the theft about 10:30 that night.

Little did they realize the role that the family car would play in a sensational jewel robbery.

On Saturday morning, George received a call from the attendant at CPR ferries saying,

"Come and get your car!" He contacted the police, who uncovered the following evidence: The thieves had jimmied the no-draft window, then slashed the ignition lock with a can opener so that any key would start the car. Otherwise, there was no apparent damage. Inside the abandoned car were two sets of coveralls with pockets full of shotgun shells, two Balaclava hoods and a pair of boots. One boot had an expensive ring in the toe of it. No fingerprints or clues to the identity of the thieves were found.

It was obvious that George's car had been used as a transport vehicle in the Jacoby jewel robbery. The police filled George in with details of the crime. Jacoby's wholesale jewellery store on Hastings Street was invaded by two masked gunmen on the Friday afternoon. Holding the staff at bay with shotguns, they emptied the store of jewels valued at \$55,000 and escaped in a running get-away car. To confuse would-be identifiers of the vehicle, they cleverly



George Miller

erly changed the licence plates so that back and front were different. From this car, they switched to George's Chev, waiting at a strategic location. A bag full of diamonds worth \$15,000 was dropped in haste on a downtown street. Still, the thieves managed to spirit away a small fortune in gems without a trace. According to police, the jewels are identifiable only by their settings, so the only way the men will be caught is by selling the "hot goods" as is.

F.V.M.P.A.
Staff Picnic
Aug. 30
Maple Grove
Park
Vancouver

*See notice board
for
further information*

Recent Deaths

Dewi Davies

It is with deep regret that we report the recent death of **Dewi Davies**, a sales employee at the Burnaby plant.

Dewi began working for the Association in 1956 as a driver salesman at the 8th Ave. Plant. He was always a favourite with customers and fellow workers alike. His selling ability and cheery disposition contributed greatly to the success he enjoyed when he was promoted to a position in the New Customer section.

The struggle he waged against his illness was a real inspiration to his many friends and their presence in such large numbers at the service at Collingwood United Church attribute to his memory.

C. R. Kerr

Many staff people will be saddened to hear **Mr. C. R. Kerr**, for many years an accountant with the Association, passed away in White Rock a few weeks ago after a long illness. He will be remembered for his kindness, unselfishness and courtesy. During his career with the F.V.M.P.A., he was a frequent contributor to "Butterfat". Over a long life time he had maintained a close interest in writing and had several articles published in newspapers and magazines.

Speaking on

Bigness and Our Ability to Compete

By **DICK GRAHAME**
Manager of Personnel, Industrial Relations



Another big increase has taken place in the size of our organization. The acquisition of the home delivery department of Jersey Farms has considerably increased our sales volume and has resulted in an increase in our payroll to almost 1,300 persons.

Although we are a big organization, however, we are by no means a monopoly—nor do we want to be. We are faced with lots of competition, both from other firms in our industry and from foods which compete with dairy products. It is important to remember that neither size, resources, prestige or past success can protect our jobs in the rough-and-tumble field of competition. Every product we process must measure up in quality, delivery, service—and price.

Your personal competitor is someone like yourself in one of our competitive firms. He is doing much the same job as you—and trying to do it better. You'll probably never meet your personal competitor face to face. You won't be there to compete with him in a store or on a route. Your product, and your product's reputation and price has to speak for you whether your job is in the plant, in delivery servicing or in the office.

No matter what your job is, you can play a role in helping to meet competition. The overall job of providing our customers with high quality products and service at reasonable prices is nothing more than the collective efforts of each of us. When someone doesn't do his best our competitive position is weakened.

A strong competitive position will provide the long-run rewards of steady work and good pay for our people. This is a basic interest of each of us.

Bigness itself will not insure our competitive position. The best way to meet such competition is to work smarter than our competitors.

Can you do your part?

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PACIFIC



Photo of Interest

WILD GEESSE nest in the shadow of Vancouver's skyline. This appealing photo was taken on Discovery Island, off Stanley Park. Mother goose apparently fancied a large family since she had collected goslings from other nests beside her own, making up a gaggle of over fifteen. The interesting aspect of the photo is that this peaceful nature scene could exist in the downtown area of a bustling city.

photo—G. J. Okulitch

Staff Participation

Rodeo for Trucks

Bucking broncos, steer roping and Brahma bulls? Not at the rodeo held recently by the Canadian Association of Fleet Supervisors! At this competition, drivers pitted their skills and their trucks against a difficult obstacle course set up at Oakridge parking lot.

The annual Truck Rodeo was established many years ago as a challenge to the abilities of professional truck drivers. The contestants are required to smoothly negotiate awkward situations which could occur in every day driving. The competition includes backing into a

confined area, parallel parking, driving around areas of tight corners and restricted clearance and other tests of driving skills.

The types of trucks competing in four different categories are: the straight truck, the walk-in van, the single axle tractor with tandem axle trailer and the tandem axle tractor with tandem axle trailer.

Only those drivers who have a year's accident-free record may enter the rodeo. Dairyland was well represented by **George Driediger**, wholesale driver, **Doug Wilson**, ice cream driver and **Maurice Brown**, retail driver. Maurice drove to a second place in his walk-in van and George captured a third in the straight truck class. More than 100 drivers were involved in the day's competition.

Wilf Graham was on hand with free ice cream for the crowd of 2000 people who watched the drivers manoeuvre the tricky course. Providing appropriate entertainment was the Port Moody Quick Draw Gun Club.



Maurice Brown



George Driediger



Doug Wilson

Supervisor: "Your reports should be couched in terms the most ignorant can understand."

Clerk: "What part is it you don't understand?"

Defensive Driving

Defensive driving has gained much recognition in the eyes of the driving public over the past few years. Dairyland sponsored courses last year produced 120 graduates who completed 8 hours of instruction in driving defensively.

Colin Kelsey, fleet safety supervisor, has now taken over the instruction of the classes and, under his supervision, 20 more drivers have graduated this year. Since the start of defensive driving training, the number of accidents involving company vehicles has been reduced considerably. According to Colin, the most impressive result of the course is the remarkable change in the attitude of the driver.

Defensive driving is really not a new concept. The drivers who attended the Safe Driving Awards dinner on April 22 have a 10 year safe driving record whether they call it defensive driving or not.



A COMPLETE BLACK-OUT in the Dairyland plant occurred because B.C. Hydro had to replace the transformers on the plant's power distribution system. To facilitate these repairs, the plant was shut down completely for 4 hours. (The Customer Service department was kept open by an emergency power generator). Here, flashlights and a kerosene lamp enable ALISON GOOD to keep business as close as possible to usual.

Exciting Flavours

Ice Cream Turns On

A rainbow assortment of Dairyland ice cream novelties will lend zip to store freezers this summer. Their colourful names alone are inviting, but added to the eye-catching advertising and fabulous flavour combinations, the ice creams should certainly be top sellers.

All of these exciting new specialties are prepared on our existing freezing equipment with slight variations on the method and ingredients.

Quick Thinking Driver

A catastrophe caused by a runaway truck was narrowly avoided by the quick thinking of wholesale driver, Ford Burrows.

Ford and wholesale supervisor, Ian Miles were making a regular delivery on the exceptionally steep Oak Street hill just below Broadway. Nearing the top of the hill they noticed a loud clicking sound and immediately lost power to the rear wheels. Using the foot brake Ford backed the truck into the curb.

When Ian Miles left to call for assistance Ford jumped into the rear of the truck to rearrange some cases. With the weight shifting the truck rolled over the curb and backed in a semi-circle out into the middle of the road and then headed down hill on its own. Ford was knocked from the bouncing truck as it backed onto the street but managed to jump into the cab as it started down hill.

Carefully steering the coasting truck he was able to turn onto 8th Avenue. With the help of a construction worker, who threw a large pipe under the wheels, the truck was stopped.

Ford, acting mainly by instinct was unaware that he had broken his wrist during the event.

Ian, who watched the amazing scene from the top of the hill, said, "If not for Ford's quick action, the truck could have caused a real disaster."

Here is the formula for each frozen treat under its own advertising symbol.



Rich vanilla ice cream is combined with tiny fruit jelly flavour buds as real tasting as the fruit itself. The jellies come in flavours of blueberry, orange and raspberry and are added to the ice cream just after freezing and before packaging. Gems ice cream is sold in 3 pint cartons.



This striped ice cream combines the colours and flavours of licorice and orange. It is made in three separate freezers (two of orange and one of licorice) and the flavours are swirled together out of the freezers and into a sand pail.



Also available in sandpails, this vanilla flavoured ice cream is tinted three lively shades of blue, pink and green. It is swirled together by the same method as Wild Tiger.



Tropical Treat is the variety revel for the month of June. Made on the vitaline, it ripples vanilla ice cream with orange syrup, then coats it with lime. Incidentally, this vitaline machine, which makes all sorts of revels, can turn out 800 dozen bars in an hour.



Available for the month of July, this revel also starts with vanilla ice cream and stripes it with raspberry syrup. Then the bar is dipped into a blue raspberry coating.



August's revel of the month is Cool Cow—a delicious blend of chocolate ice cream with marshmallow ripple. The bar is then covered in a coat of taffy.

Quick Key to Hidden Dangers

There once was a time when the general public fell helpless prey to disreputable manufacturers of countless household goods ranging from the ineffective to the highly lethal. The consumer was often the potential victim of misleading or downright false advertising, rock-bottom quality, absence of proper directions and many unheralded dangers in the use of a vast assortment of products on the market. One has only to look at the advertisements in a 1910 copy of the Sears and Roebuck catalogue (reprinted for collectors) to see the wondrous array of such curious products as miracle elixirs, removers, growth potions and cleaning compounds guaranteed to cure, cleanse, transform and purify.

Today's household products, with their wide use of aerosol spray cans and much more potent chemicals and corrosive agents, could be far more dangerous than those of 60 years ago if not for the government legislation aimed at protecting the consumers. One of the most important consumer laws in many years was the Hazardous Products Act, passed in June, 1969. This law makes it illegal to import, advertise or sell:

1. Children's furniture, toys and other articles which are coated with paints containing harmful amounts of lead. This is intended to reduce the incidence of infant poisoning.

2. Varnishes and paints which are highly flammable. This will remove from the market paints with dangerously low flashpoints.

3. Jequirity beans and any toys or jewellery made with these highly poisonous beans. Used occasionally as doll's eyes or for necklaces, these small beans are characterized by a shiny red surface marked by a black cap. It has not been possible to outlaw their importation or sale until now.

The scope of the act also extends to any product or substance that is poisonous, toxic, flammable, explosive or corrosive or likely to endanger the

health and safety of the public. Regulations include such things as the clear labelling of the hazard and proper use, printing of first aid information and, when developed, child-proof closures. Some of the government's primary targets are chemical products such as household bleaches, cleansers, polishers, sanitizers and glues. Regulation of hobbycraft glue helps to prevent certain harmful solvents from finding their way easily into the hands of those likely to abuse their use. (And we all know what that means.)

A new facet of the Hazardous Products Act was announced recently by Consumer and Corporate Affairs Minister, Ron Basford. Under the new requirements:

1. A uniform set of symbols will show the type and degree of hazard.

2. Warning statements and basic first aid information will also appear on the labels in both official languages.

"Mounting evidence in poison control centres and hospital emergency wards across the country demonstrates the need for this measure," Mr. Basford said. "Thousands upon thousands of deaths, injuries and poisoning can be avoided by helping people know the dangers of products found in every household."

The symbols developed by the Consumer Affairs Bureau represent four hazards. A skull and cross bones mean poison. A flame means flammable. An exploding ball means explosive. A hand inserted into a container of liquid means corrosive. Each of these symbols is placed inside an outline which shows the degree of severity of the hazard. An octagon, like a traffic stop sign, means danger. A diamond, like a traffic warning sign, means warning. A triangle, like a traffic yield sign, represents caution. There are 12 symbols in the full series which may be used in various combinations. (See examples)

The new set of symbols has been pre-tested in Ottawa area schools where a high percent-

age of children have grasped their meaning instinctively.

Here is an example of the new regulations which come into effect June 1, 1971:

A tube of glue for plastic or polystyrene would be labelled with two symbols: a flame in a diamond and a skull and cross bones in a triangle. Directly below these symbols the words "warning, vapour harmful, flammable" must appear. The warning statement, "Use under well ventilated conditions," must also appear on the tube with the recommended first aid treatment: "Contains toluene and acetone. If swallowed, do not induce vomiting. If overcome by fumes, give patient air. Call physician immediately." All wording required must be in both English and French. The rules apply to all regulated products whether manufactured in Canada or imported.

Mr. Basford stressed that while many such products are hazardous, they are also necessary and useful. The purpose of the regulations is to assure that consumers are warned of the hazards so they can take the proper precautions in handling the product, especially where small children are concerned.



LEE ALBERTS and TED HARFORD, Vancouver Pacific sales representatives, have recently completed a three months diploma sales training course. Sponsored by Sales and Marketing Executives, the course comprised all phases of selling and customer relations. Both men found the course stimulating and helpful in their jobs.

If you want to keep heated milk from scorching, rinse the pan with hot water before using it.

HAZARDOUS PRODUCT SYMBOLS



Roy Luty Leaves Sardis

Roy Luty, of the Sardis lab left the F.V.M.P.A. last month to move to the Okanagan. He has taken a position there with the Workmen's Compensation Board.

Roy's new job will be to teach first aid to instructors and to supervise and test their classes.

An authority on the subject of first aid, Roy has been a regular contributor to both Butter-Fat and Milk Break in his years with the Association. Those of us who know Roy want to wish him every success in this new venture.



Roy Luty

A National Threat

Inflation

Inflation is one of Canada's greatest threats. It applies pressure to everyone: companies, their shareholders, the wage earner, and most of all, those in the low income bracket and on fixed incomes.

The following is a pertinent excerpt from the Address to the Annual Meeting of Shareholders by R. G. Rogers, president of Crown Zellerbach Canada Ltd.

"I don't wish to sound like a merchant of doom, but I believe we must look ahead at what inflation can do if it is not treated as a matter of extreme national urgency requiring immediate solutions.

Many people seem to have forgotten that Canada's prosperity is largely dependent on its ability to sell its products from forests, farms and mines to world markets. Our population of slightly more than 21 million is far too small to absorb all the goods we produce, so we have to export to the world market place. In fact, Canada is twice as dependent on exports as Great Britain, and four times as dependent as the U.S.

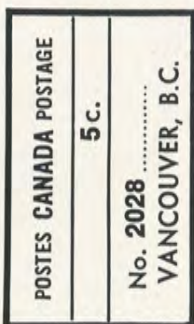
World markets, however, are far from dependent on Canada. They will buy our goods only as long as they are competitively priced. If we let inflation continue unchecked, we Canadians are going to price ourselves out of world markets. The consequences then are quite clear: our plants will be idle, our standard of living will drop, there will be mass unemployment, and Canada truly will be a land of discontent.

The federal government is trying to cool the inflation psychology. Our company readily endorsed the principles set out by the Prices and Incomes Commission as a first step towards curbing inflation.

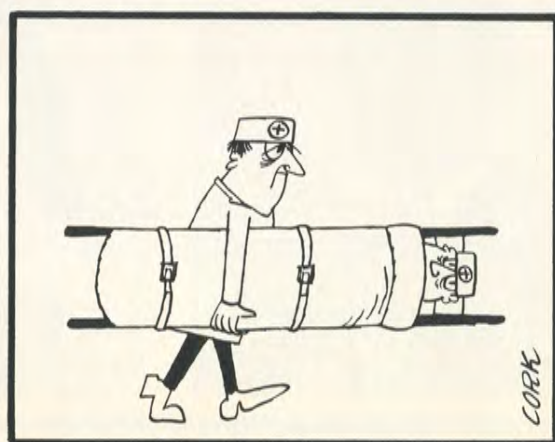
But, I am afraid that the efforts of Canada's businessmen to hold down prices—as I am certain they intend to do—may be purely academic in the inflation fight, unless all Canadians close ranks to make a similar effort."

Milk break

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Wearing an original corsage made of rolled up face-cloths and assorted "dummies" and safety pins, GEORGE VERNON makes a double wish as he cuts into his twins' birthday cakes.

It's Twins!

George Vernon, Assistant Manager, Branch Distribution, is now the proud—and amazed—father of twin boys. The babies, tentatively named **Stephen** and **Bradley**, were born on August 27, at Surrey Memorial Hospital and weighed in at 5 lbs., 5 oz. and 5 lbs., 8 oz. Since this was to be the first child for George and his wife, **Joan**, the birth of the twins came as quite a surprise.

On Monday, George found his office gaily decked out with crepe paper, balloons and various baby trimmings. A huge sign on the door offered 25 suggestions for a "Name the Twins" contest. The Vernons were presented with a laundry basket full of gifts from George's many friends at the plant. According to George, the boys are already members of the Dairyland Credit Union.

Burnaby-New West. Wins Bid for Canada Games

Friday, August 21 was a day of triumph and excitement for Burnaby, New Westminster and **Bill Ramsell**, Dairyland Sales Manager. It was the day that the Burnaby-New Westminster area was chosen as the site for the 1973 Canada Summer Games. Mr. Ramsell, as Chairman of the Games Committee, hosted a press reception in our W. J. Park Room following the announcement. In attendance were the mayor of New Westminster, **Muni Evers**, the mayor of Burnaby, **Robert Prittie** and M.P., **Ray Perrault**.

The first Canada Games were held in 1969 in Halifax-Dartmouth, Nova Scotia. Since this time, 23 communities throughout Canada have been vying for the chance to host the 1973 games. Last November, Mr. Ramsell was appointed chairman of the committee and, over the past six months, he has spent many hours of organizing our district's bid for the games. He was chosen by both mayors to head the committee through his association with the Burnaby Chamber of Commerce, of which he is a director.

The Canada Games will bring a great improvement to the area's athletic facilities. It will mean the development of Burnaby Lake into an interna-

tional rowing course and the construction of an indoor Olympic-size swimming pool in New Westminster.

A detailed engineering study has been done on the lake and plans are underway to make the 2,000 metre rowing and canoeing course one of the finest in North America. Subject to provincial government approval, dredging of certain areas of the lake will take place to extend its floor depth. Since plant life is unable to grow in more than five feet of water, this scheme would keep rowing channels free from reeds and rushes.

Also planned are docking facilities, storage locations for the rowing shells and temporary stands which could be placed in competition areas. In 1964, Glen Mervyn, coach of the Vancouver Rowing Club — UBC crews commented, "People don't

the Central Valley Sports Complex, it will be used in the games for field hockey and tennis.

Athletes will be housed in the Totem Park residences at UBC where outstanding training and practice facilities are available on the campus. The Villa and Royal Towers hotels are working with the committee to provide accommodations for Games officials and press communications. Prime television coverage of the games will be transmitted right across Canada.

A federal grant of \$1.2 million will cover operating expenses and the remainder of the \$1.5 million total cost of the Games will be provided by provincial and municipal governments.

Our area's existing athletic facilities plus the proposed new developments can readily handle the vast activities revolving around the Canada Games. Add to this our mild weather, easy access to the area and between competition sites, excellent accommodations and local sports enthusiasm by the general population and we find a perfect choice for this momentous event. The Games will bring about 3500 people to the area in competitors and officials alone. With the addition of visitors from all parts of Canada, this 15 day tournament should bring recognition to our province and form a significant part of our community's history.

Mr. Ramsell ended his official letter bidding for the games by saying, "New Westminster-Burnaby is proud of her sports heritage and just asks for the chance to meet the challenge of bringing the nation together in a bond of friendship through athletics, the basic concept of the Canadian Summer Games."



Bill Ramsell

realise the possibilities of the lake. It's a jewel right in the middle of the lower mainland. It's potential is fantastic."

The new 50 metre swimming pool in New Westminster will be built on property adjacent to the N.W. Secondary School. Diving classes and water polo matches will also be staged. Upon completion, the pool will be shared equally by residents of Burnaby and New Westminster.

Swangard stadium will hold the opening and closing ceremonies, track and field events and soccer. An eight lane official all weather track is planned to replace the present cinder track.

Other activities will include: baseball and lacrosse at Queen's Park, lawn bowling and softball at Moody Park, cycling races on special local road sites and rifle shooting at Coastmarksmen Range, off Barnett Highway. The boggy land around Still Creek, near the Burnaby Plant, is being converted to a community recreation area. Named

Production News

Butter Gets Culture

Cultured butter is now on the market. This long-awaited specialty product is modelled after the type of butter enjoyed by Europeans for so many years. Cultured butter is unsalted and has a lively, distinctive flavour. As in sour cream and buttermilk, a special culture is used to produce its characteristic qualities.

All butter is made at the FVMPA Sardis plant from sweet cream. The cream, containing from 40-50% butterfat, is churned to butter and the natural buttermilk is drained off. Salt is added. The butter is then shaped into large blocks which are brought to the Burnaby plant for wrapping.

Cultured butter is made by much the same method except for the bacterial culture which is added directly to the cream. The mixture is incubated for 12-16 hours to thicken it and to develop the flavour, then it is put into the churns.

Like regular butter, cultured butter has a shelf life of three to four weeks under normal re-

frigeration and it is wrapped in a heavy foil to preserve its delicate flavour. This more substantial wrapping is also used on regular butter. The foil is much heavier than the first introductory replacement for the original waxed paper. The reason for the change in the first place was that foil has proved much better in protecting the butter from the bright lights in supermarkets and also in keeping out foreign flavours from other foods.

Previously, all our butter was labelled "Fraser Valley", since this brand name has enjoyed a high reputation for quality for

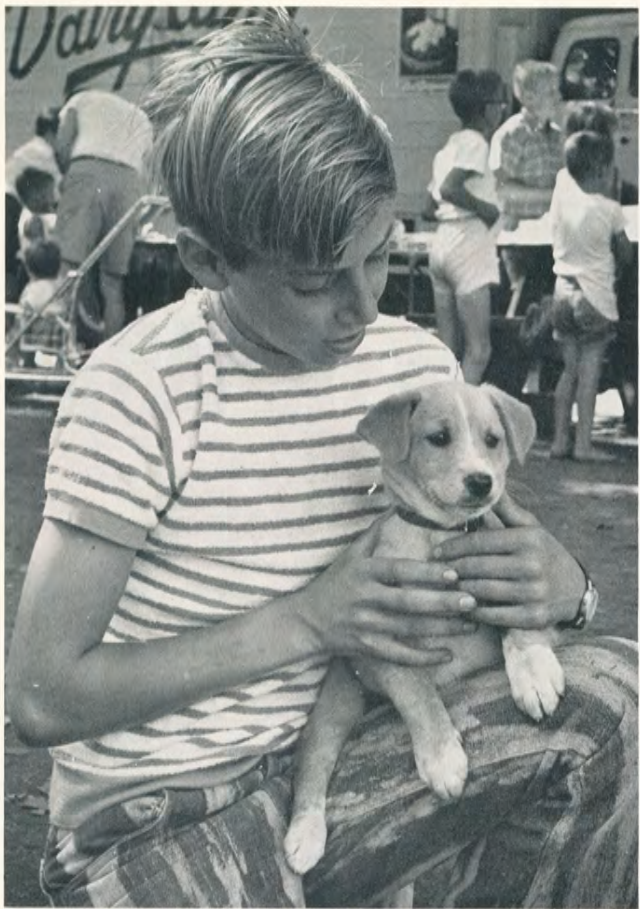


many years. A change has now taken place in order to streamline packaging and distribution. "Dairyland" brand butter will replace Fraser Valley on our retail routes and the new cul-

tured butter is also sold under the Dairyland name.

The sale of cultured butter will be aimed mainly at people of European extraction, since they will be the most familiar with its unsalted and cultured flavour. All restaurants and delicatessens in ethnic areas will be stocked with cultured butter and advertisements are appearing in local Dutch, German, Swedish, Jewish and French newspapers. An imported version of cultured butter, "Lactantia", is sold in some stores for \$1.09 a pound. At around 90¢ a pound, our new butter will be a little easier on the budget and satisfy the demand for a European style butter.

While the average Canadian will prefer ordinary butter for most uses, cultured butter can be used in many different ways: with rye bread, baked potatoes, on vegetables and in various kinds of butter sauces. It should provide a delightful change and a gourmet touch for special occasions.





F.V.M.P.A. Staff Picnic 1970



Milk break

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

J. L. GRAY, Public Relations and Advertising Manager

THOMAS W. LOW, Editor

VERLIE F. ABRAMS, Assistant Editor

Member of B.C. Industrial Editors' Association



PACIFIC



Speaking on

The Smile on Your Face

By **DICK GRAHAME**
Manager of Personnel, Industrial Relations

Do you "dig" your fellow employees?

The hip generation people have a lot to say about "loving everybody" and they point out that the generation gap isn't too surprising if we "establishment cats" can't even get along with each other. Sure, we don't always get along, but when you consider how many of us are packed together on this planet, with all our likes, dislikes, temperaments, and moods, it is surprising how often we do.

Since so much of our day is spent on the job, it is doubly important for us to get along with our co-workers. And that isn't always as easy as it sounds. Picture a complex individual, burdened with problems of health, family matters, financial considerations and internal conflicts of the kind we all face. Then multiply that image by the number of different individuals with whom you work. The job of getting along with everybody can be challenging indeed.

It's not easy, but it can be done, and you can spot those who are successful a mile away by how others react to them. "Everybody likes him," we hear, or "she gets along with everybody." The truth is that these people work at being pleasant. It just seems so natural and sincere that most of them don't seem to be aware they're making any particular effort. If you asked them, they'd probably tell you "I just like people."

These people are usually tactful, diplomatic, and above all, sensitive to the feelings of others. They put their own problems aside and don't let them influence their outlook on life. They listen when people talk to them, and their attitude seems to say, "You're quite a person. I like you, and I'm glad I work with you."

Not only are people like these a pleasure to work with, but you find that others respond to their influence and everybody tries to be more pleasant. You make the job more enjoyable for your fellow workers, and it becomes more enjoyable for you too.

Getting along with others may take a little effort, but it's well worth it.

Gas Thieves Beware

Bob Hayward, pure-pak operator, helped to uphold law and order in the Dairyland parking lot on the night of August 3.

After working the late shift, Bob was just about to get into his car when he noticed some suspicious activity near tanker driver, **Ron Beadle's** car. Upon closer inspection, the activity proved to be two boys who were engaged in the siphoning of gas from Ron's car into theirs.

Caught in the act, the boys tried to escape, but Bob prevented their hasty departure by blocking them in with his car. He then seized their keys and called the Pinkerton guard, who, in turn, summoned an RCMP officer. The boys were arrested.

Gas siphoning has been a frequent problem to the night shift for years and Bob's prompt action was certainly appreciated by his co-workers.



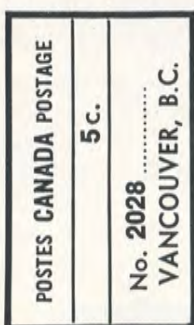
Bob Hayward

KITCHEN TIP

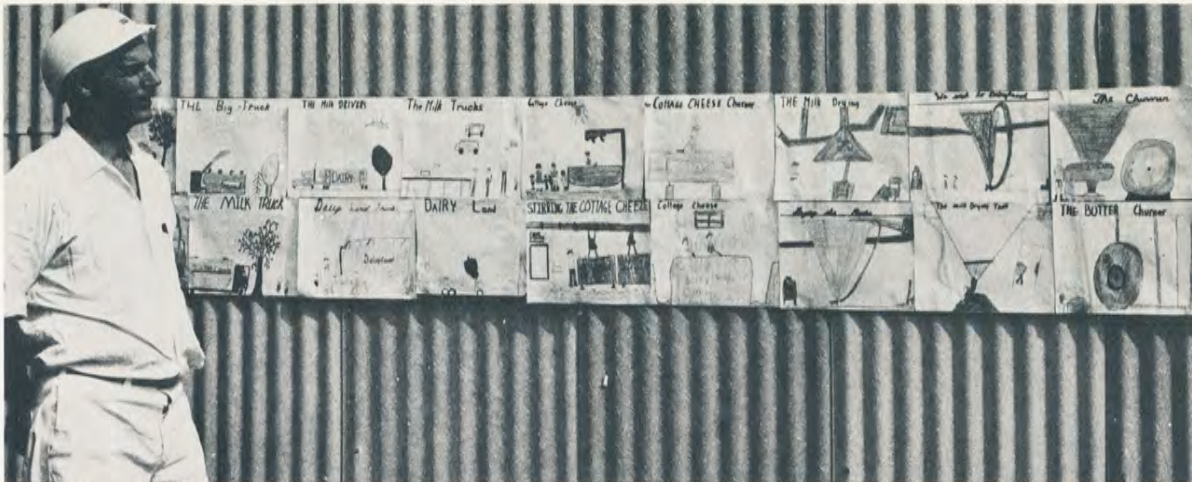
Making candy? Butter the sides of your saucepan before adding the other ingredients. This will allow the sugar crystals to slide down into the syrup instead of clinging to the pan. A smoother, creamier candy will result.

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VISITING a big dairy plant to see mounds of creamy butter coming fresh from the churns and huge vats full of cottage cheese can be a memorable experience for a little child. After touring our plant late last year, this Sardis school class sent its thanks in the form of original drawings. Each child had been asked to draw a picture of the aspect of the dairy which impressed him the most. **CLIFF COPE** studies a display of their artistic, if not quite to scale, remembrances.

Dairyland Staff & Welfare Fall Dance October 3

- ★ Buffet supper
- ★ Good band
- ★ \$5.00 per couple

Get your tickets early

Students Sing in Europe

Lorna Millard, daughter of **Bob Millard**, field man and head of the Sardis lab, recently arrived home from an intensive tour of Europe. She was involved in the Chilliwack School Band and Choir which was invited to tour eight European countries during the month of July. On the same trip was **Joan Reger**, daughter of Delair farm pick-up tanker driver, **Bill Reger** and a classmate of Lorna's.

The group gave performances in Holland, Belgium, France, Switzerland, Italy, Austria, Germany and England. Their concert schedule, while tight enough to cover many cities, did allow for plenty of sight-seeing and enabled the school group to tour such legendary cities as Paris, Milan, Vienna, Bonn and London.

Road facts

No Place for Thrills

In one year, our company vehicles cover the astounding figure of about 5½ million miles of city streets and highways. Driving a truck or car is a demanding job with no room for relaxation. Everyone is in favour of highway safety, of course, but how often do we really think about it? To jog our memory, the Motor Vehicle Branch issues a few pertinent thoughts on road safety.

"The driver who bends rules

'just a little'—who usually gets by with poor driving—or is too busy to be bothered with safety, is the one we are concerned about. No doubt he will be the loudest complainer about traffic conditions and his accidents will always be the other person's fault.

Complaining is, probably, the second oldest hobby of mankind. Personal troubles are dwarfed by the problems we have when involved in a serious or fatal motor vehicle accident. In less than two seconds, such an accident could completely change the course of our life. Here is the timetable of a typical collision course:

½ second—frantic reaction and violent brake application.

¼ second—panic, driver and passengers.

¼ second—impact of vehicles.

½ second—destruction of vehicles and violent motion of driver and passengers.

Too many motorists think the highway is a road to adventure and that their vehicle is a means of self-expression. They think that sitting behind the wheel of an over-powered vehicle with ersatz 'racing options' makes them gentlemen Grand Prix drivers.

If we are ever to reduce the shocking toll of highway accidents, we must kill the idea that an automobile is anything but a very prosaic means of transportation. We must destroy the illusion that there is anything glamorous about reckless driving.

Only by changing society's basic view of the automobile can we change its driving habits. The present romantic view of the car as a piece of sporting equipment has deep roots. It will be hard to change."

Engineer's Son Now PhD

Donald James McQueen, son of Engineering Manager, **Don McQueen**, received his PhD recently from the University of British Columbia. Donald took his degree in the field of Ecology and has accepted a position on the faculty of York University in the Ecology Department. A national research grant enabled him to carry out research in ecology at U.B.C. and his courses were partly financed through N.R.C. scholarships.

Donald has a wife, **Vinnie** and a young daughter, **Tanja**.



Donald James McQueen



Courtenay Plant Face Lift

The Courtenay plant will be closed down for a period of about one month in order to complete a major remodelling project. The work will involve building and re-arrangement of production equipment in a manner which will improve efficiency and provide a more modern processing flow.

For the project, all equipment will be removed from the plant. The floor will be broken out and replaced by a new concrete floor with an underfloor drainage system to prevent an accumulation of water from corroding its surface. Ceilings, walls, stairs, plumbing and a new air-water-steam-gas service piping will also be included in the renovations. Improved lighting and electrical distribution systems will complete the transformation.

Some new production equipment will be installed to increase the plant's capacity and the layout will be re-arranged to provide a smoother running operation. All process piping will be welded in place and installed so that the entire system can be "cleaned in place".

During the shut-down, raw milk will be brought to Burnaby by ferry by Vedder Transport

(the firm which also delivers our apple juice from the Okanagan). Finished products will be returned to the Island by Ray Boris trucking firm. At Courtenay, they are then loaded directly from the hauling trucks to the delivery trucks.

Most of the staff at Courtenay are either carrying on the distribution of milk or are working at jobs connected with the renovations. Many production personnel are dismantling equipment or working with the contractors on building and remodelling jobs.



The fires are out on the old cordwood boiler at the Courtenay Plant.



DAIRYLAND'S STORY BOOK FARM at the PNE drew over half a million people to set a new record for attendance. One of the most popular attractions on the grounds for both children and adults alike, the mammoth tent was a regular "port-of-call" for fair visitors. More than 115,000 young children took home a happy memento in the Dairyland colouring book. This year a new location near the Outdoor Theatre and the Logging Show centred the exhibit of farm birds and animals and "performing chickens" in a very high traffic flow area.

Ads Win Top Honour

Four Dairyland corporate newspaper advertisements produced earlier this year have been awarded first place in the 36th Annual Advertising Contest conducted by the Milk Industry Foundation, Washington, D.C.

The Foundation is made up of 650 dairy processors and manufacturers in Canada and the United States and the Dairyland advertisements were judged in competition with newspaper advertisements submitted by dairies in both countries.

Each of the ads had its own theme and message. Ad #1 ("Vanishing Canadians") featured the Dairyland home delivery service. Ad #2 ("It's nice to know your neighbours") played up the farmers in the Fraser Valley who ship their milk to Dairyland. Ad #3 ("Look Alikes Don't Taste Alike") made a special point of the differences between Dairyland products and those of the competition. Ad #4 ("The two

most important words in our dairy") explained the importance of Dairyland's quality control methods.

At the bottom of each advertisement, the phrase "for over 50 years, the finest quality British Columbia milk and milk foods" set the basic message and purpose of the advertisements.

The advertisements were planned and written by **Sam R. Fogel**, Advertising Coordinator. "Over the years, Dairyland has received many Milk Industry Foundation awards," said Jack L. Gray, Manager, Public Relations and Advertising. "This, however, is the first time for the top award for newspaper advertising."



Vanishing Canadians

The Ice Man. The Bread Man. The Coal and Wood Man. All are slowly vanishing from the home delivery scene.

And while many people buy milk and dairy foods at stores and supermarkets, others prefer to have the milkman deliver to their doors. It's a dairy industry custom that started in the horse-and-wagon days.

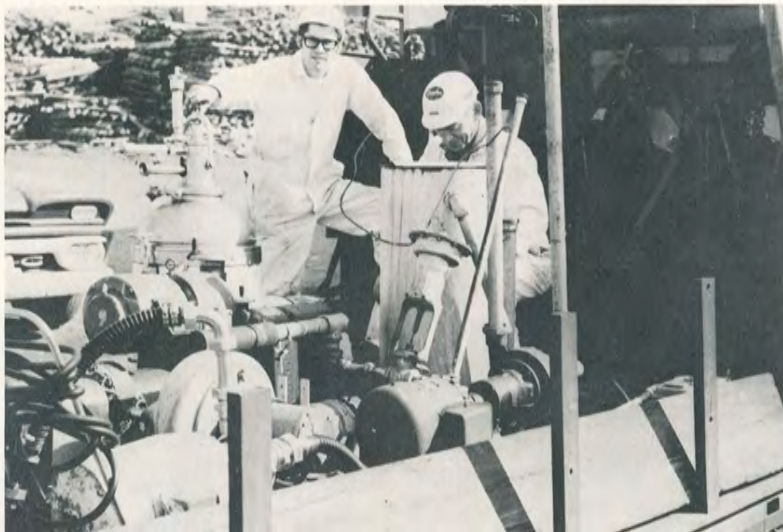
Dairyland has been delivering to doorsteps for over 50 years. We deliver to a lot of stores and supermarkets, too. But if home delivery ever vanished completely, all in the name of progress, dairying would never be the same.

Our Home Delivery Milkman is more than a Dairyland Symbol. He is living proof of Service to our customers.

Do without the Milkman? We might as well do without Cows!



for over 50 years, the finest
quality British Columbia
milk and milk foods



Production staff, GARY PARKIN and PAT MURPHY assist in transporting equipment to nearby warehouse for storage during the shut-down.



All production equipment is disconnected prior to removal from the building. On the job is A&A plumber, WAYNE GRAFTON.



Business goes on as usual for Courtenay Plant Supervisor, BILL GULLET, who is responsible for keeping the sales operation running smoothly.



Speaking on

Your Public Relations Job

By DICK GRAHAME
Manager of Personnel, Industrial Relations

Maybe you've never given much thought to the importance of your role in your company's public relations. You should, because you are much more important in molding opinion than you may think. In fact, employees can contribute tremendously in building the company image.

The public's image of a company depends largely on what its employees say about it. When employees speak well of it, a favorable image will generally develop among customers, friends and neighbours of these employees. But when, on the other hand, employees always "knock" their employer, there can be quite a gap between how the company would like to appear and how others think of it. If such a gap exists, even the best public relations program won't be too successful in bridging it.

The way the public thinks of a firm is important to its employees for it largely determines the number of jobs that will be available. With a large new competitor entering our market in the next few weeks continued public support will be necessary in order to sustain this sales volume.

Our firm has a wide contact with the public. Because of this there is an important and continuing public relations job that must be done. It is true that we have a public relations manager and a separate department involved in this activity but our best job will be done only when each and every employee gets involved as well. Can we count on you?

Plant Progress

At Burnaby

- Ten new refrigerated whole-sale trucks have been ordered for use out of the Burnaby plant. They will be equipped with the Hydra Freeze system which was designed and patented by **Larry Shaw**, Supervisor of Maintenance Operations. Hydra Freeze is a brand new concept whereby the refrigeration unit is hydraulically powered. It is virtually maintenance-free.
- The plant has purchased two new vat pasteurizers to replace two buttermilk vats which will be sent to Sardis for use in making cottage cheese starters.
- The old can room will now be used for Steri-pak processing equipment. Larger equipment will be installed to allow for the operation of two Tetra-pak machines instead of only one.

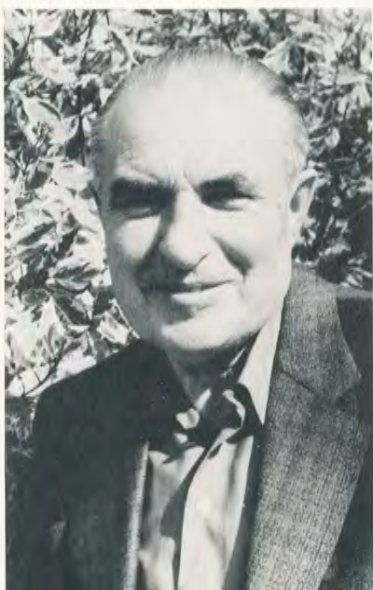
At Sardis

- The Sardis plant has on order a huge silo storage tank which will be used to keep raw milk until it is collected by tanker and delivered to Burnaby. It will be 70 feet high and 12 feet in diameter and hold 40,000 gallons. Previously, adequate storage facilities were not available.
- New equipment has arrived to "heat-seal" plastic bags of powdered milk before they go into the boxes. This sealing will

prevent tampering by customers in supermarkets and has been requested by the store managers.

At Delair

- A radio antenna is being installed at the Pacific plant to accommodate the tanker trucks' 2-Way radio system. Previously trucks tuned in to municipal radio frequencies and we have just recently been granted our own frequency by the Canadian Department of Communications.



ERNIE GROAT, milk checker at Burnaby, retired at the end of August after 14 years with the company. Ernie lives in Richmond and plans to fill his spare time with another job closer to home.

Milk break

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

J. L. GRAY, Public Relations and Advertising Manager

THOMAS W. LOW, Editor

VERLIE F. ABRAMS, Assistant Editor

Member of B.C. Industrial Editors' Association



PACIFIC



DAVE LUND (at left), Branch Manager at Kamloops, sent in this newspaper photo of their Dairyland senior women's softball team. The team won the playoff championships, taking an 8-1 victory from local opponents in the second game of a best of three series.

Larkin Locked In

The "bunk-in" at the Beatty Street Armories stimulated opinions ranging from the sympathetic to the strongly opposed depending mainly on one's personal shade of the political colour spectrum. It has been, in essence, a conflict of ideas, rather than the seemingly simple problem of transient housing. At extremes, the argument has been a crossfire of leftist clichés battling old bromides.

Personally involved in the hassle in a much more practical way was Burnaby Production Manager, **Grant Larkin**, who holds the rank of Lieutenant Colonel, commanding officer of the B.C. Regt. and is responsible for the armories building. According to Grant, the idea of a hostel for male travellers proved quite successful in the beginning. From July 6 to September 7 the building housed some 300 people daily in relative comfort and order. It was run by a house committee of young men who were responsible to Grant for the security and cleanliness of the quarters. Everyone was to have moved out by Labour day.

Just before the holiday weekend a new radical element raised its voice among the hostellers. Grant had a feeling

something was about to happen, so he spent most of the weekend in discussion with the group, trying to dissuade them from staging a sit-in. On Sunday, he realised they meant business. The original co-ordinators of the project had lost control and the building was virtually in the hands of the revolutionary group.

Tuesday morning, Grant did not appear at work. He had gone to the armories in the morning to find the doors barricaded. He managed to slip in, past the haphazard guard posted at the door, to find that the Canadian flag had been covered by the clenched fist symbol and the men had no intention of vacating the building. Once in, Grant had no choice but to stay to prevent damage to the upstairs offices and to keep Army Headquarters informed of the situation. Meanwhile, army trucks were headed toward the armories to remove the beds. In order to avoid a violent confrontation, Grant had the trucks diverted to the Jericho base. By this time the hostel group had dwindled to about 100 people consisting of a few hard-core agitators and others just waiting around for the action to happen.

It all ended peacefully. The final outcome was that Ottawa permitted the hostel to remain open until other accommodations could be found. To Grant, it was a case of acting not as an army officer, but as an ordinary citizen trying to prevent damage to public property. He also feels that the army is putting the building to a more legitimate purpose in training its Militia, where young men are taught leadership, discipline and many useful courses such as map reading, gun handling and wireless operation.

Harry Whitlam

It is with regret that we report the recent death of **Harry Whitlam**, who was drowned October 9th in the Vedder River. Harry was employed at the Sardis Plant where he worked as Farm Pick-up Supervisor. He was well known in the area for his interest in sports and his particular participation with minor hockey.

Funeral services were held in the Chilliwack United Church where a large congregation of over 300 people was present. Harry is survived by his wife, two sons and a daughter.

Wipe your bathrom windows with a little glycerine and then buff them with a soft cloth. This will keep them from steaming.

Things Couldn't Go Worse — or Could They?

Ever think you've had a bad day, that things couldn't go worse? Then clip out this letter and keep it in a convenient place, and when one of these days rolls around, take it out and read it. Somehow, we feel you'll think your day wasn't so bad after all.

The letter was apparently written by a bricklayer in the Barbados to the management of the firm he worked for.

Respected Sir:

When I got to the building, I found that the hurricane had knocked some bricks off the top. So I rigged up a beam with a pulley at the top of the building and hoisted up a couple of barrels full of bricks. When I had fixed the building, there was a lot of bricks left over. I hoisted the barrel back up again and secured the line at the bottom, and then went up and filled the barrel with extra bricks.

Then I went to the bottom and cast off the line. Unfortunately, the barrel of bricks was heavier than I was, and before I knew what was happening the barrel started down, jerking me off the ground. I decided to hang on and half way up I met the barrel coming down and received a severe blow on the shoulder. I then continued to the top banging my head against the beam and getting my fingers jammed in the pulley. When the barrel hit the ground it burst its bottom allowing all the bricks to spill out.

I was now heavier than the barrel and so started down again at high speed. Half way down I met the barrel coming up and received severe injuries to my shins. When I hit the ground I landed on the bricks, getting several painful cuts from the sharp edges.

At this point I must have lost my presence of mind, because I let go the line. The barrel then came down giving me another blow on the head and putting me in hospital. I respectfully request sick leave.

An outsider's view

Tour of the North

At 8:00 o'clock in the morning this past May 21st, a Pacific Western DC-6B with 92 passengers aboard took off from Vancouver International Airport on a charter flight that none of the people on it had thought of ever making in their lifetimes.

It was the "Tour of the North" flight organized by the Men's Canadian Club of Vancouver. The previous Thursday had seen a similar plane load make the five-day trip, so successful had been the demand for seats. As one of the original committee that planned this tour as far back as last Christmas, **Sam Fogel**, F.V.M.P.A. Advertising Coordinator, was one of the lucky 92 aboard. Sam was asked to share his impressions of the trip.

"The purpose of the trip was simple—to see for ourselves how our fellow Canadians live and work in the "high" North, as the area above 66°30' is called. And the sights we saw will stay with us for a long time, yet be difficult to describe to others.

How, for instance, can you translate the complete and utter stillness of the Arctic landscape? How can you make others understand brilliant sunshine at 4:00 in the morning? How can you get across the thoughts in your mind in Resolute Bay, knowing you're closer to Moscow than you are to Montreal?

Our itinerary of 4800 miles—with 28 air hours in five days—was Whitehorse, Y.T. then to Inuvik, the tiny Eskimo community on the Mackenzie River delta where the river flows into the Beaufort Sea. Then on to Resolute Bay, with a 300-mile detour over Melville Island in the Arctic Ocean, where



FRANK HANNAH, Assistant to Plant Superintendent at Sardis, displays the style which has won him a top place in the many golf competitions. Frank came first in the Cuna Mutual Tournament, first in the 3-year Sardis Utility Plant Tournament, and sixth in the Dairyland Tournament at Tsawwassen.

Kitchen Tip

To preserve the original colour of vegetables during cooking, add a bit of lemon juice, a pinch of cream of tartar or white vinegar to the cooking water. Never add baking soda for it destroys any vitamin C present.



Little Eskimo girl emerges from her modern "igloo" on the shore of frozen Cambridge Bay, North West Territories.

oil companies are probing 15,000 feet beneath the frozen sea.

Resolute, an Arctic distribution centre for supplies to oil companies and the government, as well as a weather station, flies both the American and Canadian flags. From there, we flew on to Cambridge Bay, the DEW line station on Victoria Island. Then south to Hay River on the Great Slave Lake (across miles and miles and millions of landlocked lakes on the Pre-Cambrian Shield), to Pin Point by bus to witness Cominco's vast surface mining operation, then home to Vancouver.

It was a hurried trip. We covered hundreds of miles in a few days but we were left with many impressions.

It costs \$1.85 to land a quart of fluid milk in Resolute. It comes from Montreal and you can have all you can drink in the commissary. The commissary is the only accommodation available to visitors in Resolute. For \$25.00 you can get a bunk, in a room with four or eight others, and your meals.

Every Eskimo youngster seems to have a "runny" nose. It is difficult to know why but it probably lies with the dramatic change in living habits of these people. Instead of living in remote areas eating the native game of whale, seal, elk, they now eat the foods that we know. This seems to have an adverse effect on their health. Food caches left by explorers up to 100 years ago are still edible.

The airmen have a great respect for "whiteouts"—when particles of moisture hang suspended in the air and diffuse the light, so that, even in brilliant sunshine, you can't see shadows. That's why they say they prefer to fly in Arctic winters than Arctic summers. In the winter-time it's dark twenty-four hours a day.

Seeing the ribs of Amundsen's ship sticking up through the ice in Cambridge Bay was a memorable experience. The ship went down the early part of the century, during the summer thaw that lasts but three weeks.

The fact that it takes ten years for a tree to add one inch to its circumference in the cold country amazed us.

You need a pneumatic drill to dig into the permafrost. And it will take you a day to dig a trench a foot deep, five feet wide. Dynamite just dents the surface.

We saw Eskimo kids eating popsicles on the main street (it has no name) in Inuvik. They get them at the Hudson's Bay grocery department.

The most lasting impression was the size of the country. It seemed to run for miles upon miles of nothing, of emptiness, of barren snow and ice. Yet, people live in this country and have done so for many years. The country also supports a tremendous and varied wildlife population.

We think of Canada as a big country, 5,000 miles from the Atlantic to the Pacific. Most of our twenty million people live along the 9th parallel within 100 miles of the border. But we seldom give thought to our country being 3,000 miles tall, most of it still unseen and uninhabited. Today the north is being explored for minerals and oil but the explorers are ahead of themselves. The experts do not yet agree on how to move these vast resources to market economically. Does one use super tankers, submarines, or pipelines? It seems simple enough until you consider the risk of running a pipeline across ice that can break up or through permafrost that would melt with this heat or setting it on the surface and possibly interrupting migrations of the native elk. These problems are the challenge for the generations of Canadians who are still to come."

the NEW LOOK

Can a midi-dress cause a maxi-reaction in a rather conservative business office? Or, can the "new look" live in peace and harmony among fashion moderates and mini-fans?

The midi length is probably the most controversial innovation to happen to women's clothing for many years. To its supporters, the midi represents a graceful and refreshing change, much more suited to the "costume" or period look of today's fashions. Many women, however, consider it dowdy or just plain ugly and insist that they will stick to the mini, no matter what. Most men see the midi as a threat to the happy days of mini-watching.

Is anyone buying? Despite the fact that the midi is featured almost exclusively in fashion magazines and the more avant garde clothing shops and is even being introduced into local department stores, purchases are still limited pretty well to the fringe crowd—women who will wear anything just to be different or who want to be the first in something new.

To test the response on the local scene, I decided to wear one to the office. The opinion poll resulted in a predictable wave of NO's, the masculine section of the chorus being particularly audible. If the critics' choice remains constant, the midi skirt appears to be doomed at Dairyland. Here are some of the comments:

To a Mini

*Legs to the right of us
Legs to the left of us
Legs in front of us
How they display them.
On they go trippingly
Dainty and skippingly
Frost that bites nippingly
Does not dismay them.*

*Straight legs and bandy ones
Poor legs and dandy ones
Awkward and handy ones
Flirt with the breezes.
Round legs and flatter ones
Thin legs and fatter ones
Especially the latter ones
Showing their knees.*

*Knock-kneed and bony ones
Real legs and phony ones
Silk-covered tony ones
Second to none.
Straight and distorted ones
Mates and ill-sorted ones
Home and important ones
Ain't we got fun!*

Reprinted from the
Gastown Gazette



the midi look

Ian Strang — "I thought you women would never succumb to that."

Moffat Goepel—"O no!"

Jimmy Stouse—"That's sabotage! I'll bring my scissors right up."

Don Steele — "Is that what we've got to look forward to? Don't do it. It's repulsive."

Joe Jessup — "It looks ludicrous."

Jack Aird—"What happened, Verlie, did you leave your nightgown on?"

Sam Fogel—"I like it. It adds mystery."

Roy Davidson — "We should take up a petition that the midi must go!"

Mary Miller — "She deserves credit for wearing something like that."

George Vernon—"I like your legs better than your dress."

Art Pierce—"Looks like a real woman."

Tommy Kennedy—"I just don't like it."

Fred Duck — "What are you trying to do, confuse the troops?"

Nancee Friesen—"I like the new styles."

Reg Cockle—"You look like one of the pioneers."

Joe Robinson—"Oh no! It's unflattering. I like legs!"

Bill Ramsell—"Hi Grandma!"

Lee Alberts—"I think they're terrible."

Tom Kershaw—"No way!"

Don Winton—"I don't think so—at least I hope not!"

Colin Kelsey — "I'll say one thing for you—you've got a lot of nerve."

The return to a normal short skirt the next day was greeted by a round of congratulations and sighs of relief. I'm wondering who will be next?

Quarter Century Club

The Quarter Century Club will meet for the sixth Annual Reception and Dinner on Monday, November 16 at the Airport Inn. Members will receive a mailed notice of the gathering in the next few weeks. Again this year the more than 140 members will enjoy a program highlighted by special entertainment and a chance to win a door prize of two return-trip tickets to San Francisco via CP Air. Membership lists are ever-changing and mistakes can be made. If readers know of anyone eligible for membership who does not receive a notice, please call the Public Relations & Advertising Department.



Fall Dinner Dance

The F.V.M.P.A. Staff and Welfare held their annual Fall dance on October 3 and it was reported to be one of the best ever. 243 people filled the new Gizeh Temple on Welbourne Ave. and danced to the music of the versatile "Squires." A perfect location for the party, this new hall boasts a spring dance floor, air conditioning and individually controlled lighting.

An excellent hot and cold buffet dinner was served and an added treat was dinner wine on each table.

The ladies' door prizes were won by Mrs. Harold Gilbert, Mrs. Lin Harris and Mrs. Bill Barnes. George McCartney, Bill Hawes and Mr. R. MacAdam were the lucky men's door prize winners. The raffles were won by Reg Clarkson and Joe Kirkove.

Photos were taken by Ralph Ruddy and Bob Bellinger.

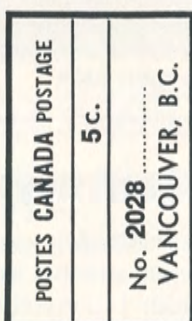
Those who enjoyed themselves at this social will be pleased to hear that another dance, this one sponsored by the company, is coming up on November 28, Grey Cup night. Same time, same place.



Milk break

Published bi-monthly by the Fraser Valley Milk Producers' Association, 6800 Lougheed Highway, Burnaby, B.C. for the information of employees of the Association.

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ON HER CHAN. 8 MORNING SHOW, JEAN CANNEM assists MONA in cooking up delectable dishes featuring dairy products. Mona represents Dairyland on the show for special promotions such as 'June is Dairy Month' and Christmas.

A Profile

Mona Brun—A Real Demonstrator

The lights are on. The television cameras move in for a close-up. The carton of Dairyland Chip Dip is to be opened. At this moment of anticipation, the lid sticks fast and refuses to be pried off. The demonstrator struggles with it for a few minutes, then brightly remarks, "Well, this is why Dairyland Chip Dip is so nice and fresh!" The demonstrator is Mona Brun, displaying the sense of showmanship which has made her not only a popular television personality, but also a valued advertiser of Dairyland products for many years.

Mona is a local person. Born in Abbotsford, she began her demonstrating career on a Christmas job with B.C. Electric, demonstrating electrical appliances. Her interest in food began at home, where her mother taught her to cook. She also had a great fascination for theatre, as a youngster playing child parts with the British Guild Players. Her speaking ability won her an oratorical award while still in high school.

Marriage came next and Mona and her husband, Paul, lived for a time in the Yukon where Paul worked as a meteorologist with the Department of Transport. Mona's sense of humour and resourcefulness overcame any difficulties encountered living in the North. Mona says, "I used to bake all my own bread in large quantities and, because we didn't need a deep freeze, I wrapped all the loaves in a large sheet and hung it outside on the clothesline. We used to have dogs for miles around standing under my make-shift freezer."

It was Mona's French mother-in-law who really developed her flair for gourmet food and taught her many new techniques, in addition to what she learned in extension courses. Incidentally, the name, Brun, means "Brown" in French. Mona's name is often mispronounced. She jokes, "I don't mind how people pronounce my name as long as they don't say BRUIN. It always reminds me of a mother bear lumbering into the woods with her cubs trundling after."

Mona's long association with Dairyland started in the 50's. Beginning with food demonstrations in stores, she later graduated to television commercials. Around this time, she was also

doing a CBC radio show called "Food Facts". In 1961 she appeared in CBC's "Cuisine 30" and a new show on Chan. 8 called "Ladies First".

In 1962, Woodward's hired her to do their cooking show, "Culinary Capers" which was sponsored by Dairyland and the Gas Service League. The show, thanks to Mona, is still enjoying great success. Mona worked at Woodward's for a number of years in their specialty food section which involved recipe development and customer relations. Now free-lancing, she still finds time to write her monthly column in the Oakridge News and the Guilford Town Crier. One annual job which Mona

Cont'd Page 4



MONA PRESENTS an exotic display of food for Woodward's Culinary Capers seen weekly on Channels 6 and 8.

The Legend of Santa Claus

In the early days of December, when Holland's marine climate is at its foggy, drizzling worst, the Dutchman will look out his window and happily announce, "It's real St. Nicholas weather." Thus, he welcomes a delightful annual event which has been celebrated for centuries by the Dutch—the Feast of Sinterklaas. Now closely associated with Christmas the world over, the spirit of Santa Claus, like Scrooge's ghosts, hovers somewhere between the past, present and future.

The original Santa Claus was St. Nicholas, who lived in Turkey between the years 271-342 A.D. Born of a wealthy family, Nicholas was brought up as a devout Christian. When his parents died in an epidemic, he distributed his fortune among the poor and entered the priesthood. Later he became the Archbishop of Myra, a town not far from his home, and it is from here that the fame of his good deeds and saintly ways began to spread across the Mediterranean. He must have been an extraordinary man! For no sooner had he been buried than the line between fact and fantasy blurred and a fabulous series of legends and miracles sprang into being. The Good Bishop of Myra becalmed the stormy seas when desperate sailors invoked his name; prison walls crumbled as soon as victims of persecution prayed to him and he was said to have saved small children from the butcher's knife.

According to legend, St. Nicholas secretly tossed bags of gold into the homes of three dowry-less maidens when they reached marriageable age. On one of these missions, the gold fell into a stocking hung near the chimney to dry. And so began the custom of hanging up stockings on Christmas Eve.

In due course, Saint Nicholas became the patron saint of sailors and merchants and especially of children in many lands, including Holland, Russia, Greece and Belgium. As his fame spread throughout Europe, our friend also acquired several colourful new names and myths. He's called "Julenissen" in Denmark, "Pere Noel" in France and the "Abbott of Unreason" in Scotland, but in Italy, he is a SHE. Italian children place their trust in "Befana," an old woman on a broomstick, who brings gifts to good children and ashes to the bad ones.

In Holland, the "Sinterklaas" legend came to include his Moorish servant Piet (Pete), a grinning fellow with a birch rod, whose sack full of goodies, when

emptied, is large enough to carry away any naughty children. While Sinterklaas listens through the chimneys to check the children's behaviour, Piet sees to it that the hay or carrot left in each little shoe by the fireplace for his horse, is exchanged for a small gift or some candy.

In the snowy countries of Scandinavia, Santa was first known to use his sleigh and



reindeer while delivering presents on Christmas Eve. And Santa's rosy cheeks, white beard and portly frame came from the pen of Dr. Clement Moore of New York, who immortalized him in his 1922 poem, "A Visit from Saint Nicholas". All of you will recognize this famous line: "T'was the night before Christmas and all through the house, not a creature was stirring, not even a mouse! . . . A VERY MERRY CHRISTMAS TO ALL!"

Just at Christmas

✳ According to a Norse legend, trimming the Christmas tree was started by the spiders. The story goes that the spiders spun their web on the first Christmas tree and the Christ-child turned the web into shining strands of silver.

✳ Tradition in Switzerland says that animals are given the power of speech at midnight on Christmas Eve. Few humans have ever heard them because the animals know better than to reveal their innermost thoughts to men.

✳ "A hare, a pheasant, two partridges, two pigeons and two 'conies' (rabbits), spiced and cooked, then made craftily into the likeness of a bird, with the meat stuffed into a pastry shell and the feathers arranged over all." This was the recipe used in 1486 for "Mynce Pyes."



Frank Hannah

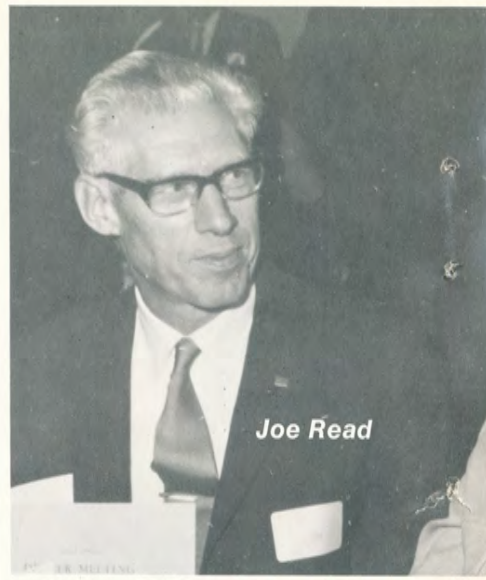
Mel Hand

Tom Wilson

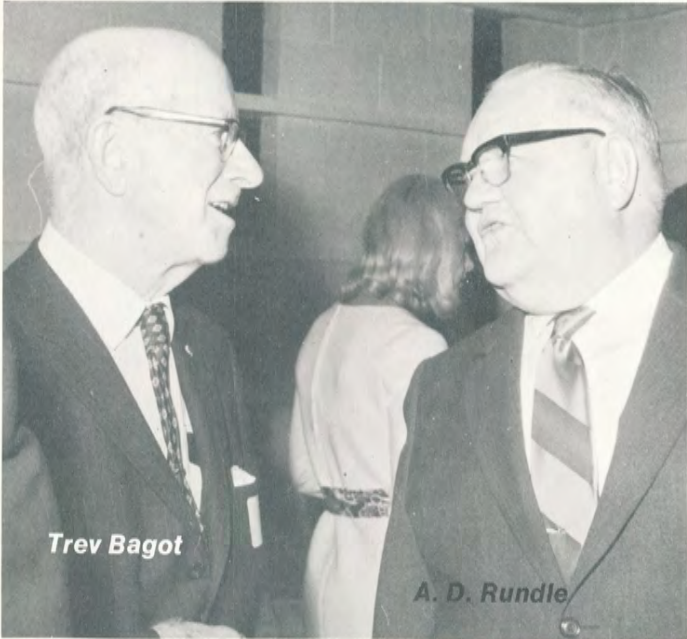


Mrs. Hoffman

Tommy Hoffman



Joe Read

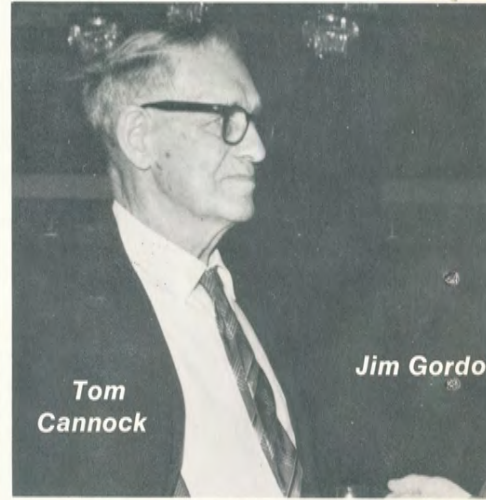


Trev Bagot

A. D. Rundle



Bill Chambers



Tom Cannock

Jim Gordon



Howard Morton



Ernie Mantell

Bill Ramsell



Jack Alexander

Charlie Deacon

Jimmy Carson



John Kroeker

Mrs. Kroeker



Bill Hilton

Jim Girvin



Mrs. Green

Don Green



Reg Cockle



Mrs. Read

Jimmy Tearse



Jack Overstall

Mel Sparrow



Myrl Jones

Harry Small



Murray McLeod



Mrs. McLeod



Ruth Schafer

Ida Bond

G. J. Okulitch

Mrs. Cockle

Ann Cyr

L. A. Atkinson



H. S. Berry



G. J. Okulitch

Tony Brown



"Big" Miller



Bill Ellis

Willie Dreidger

Pete Dyck

Quarter Century Club 1970



Ivy Anthony

Freddy Washington

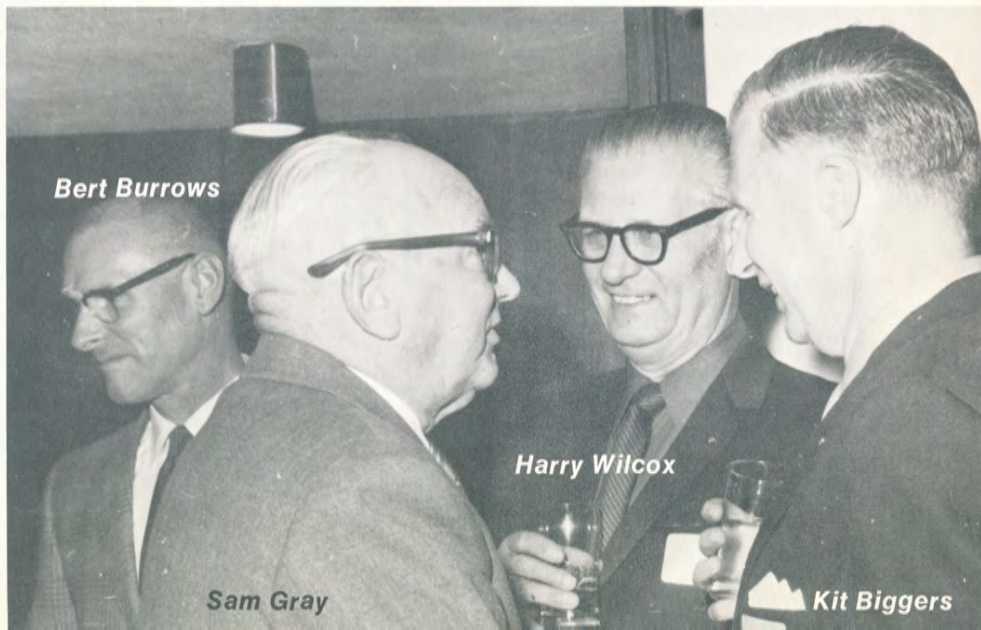
Lil Scott

Ivy Leatherdale



Percy Condon

George Shawyer



Bert Burrows

Sam Gray

Harry Wilcox

Kit Biggers

On behalf of the Board of Directors and management, I extend good wishes to our staff and their families for an enjoyable festive season followed by a happy New Year:

G. J. Okulitch

G. J. Okulitch,
General Manager.



Quarter Century Club

Eight New Members

Eight new members were welcomed into the Quarter Century Club at the 6th Annual Reception and Dinner held November 16 at the Airport Inn. Receiving their diamond-studded F.V. pins were: **John Kroeker**, milk tester at Delair; **Tommy Hoffman**, of the Delair lab; **Murray McLeod**, garage mechanic at Burnaby; **Joe Read**, maintenance mechanic at Burnaby; and **Don Green**, tanker driver. Unable to attend were new members, **Jack Sedgwick**, shipper at Delair; **Art Allen**, wholesale driver at Burnaby; and **Joe Blanchard**, of the Burnaby production department.

President **H. S. Berry** presented gold watches to retiring members, **Tony Brown**, who has seen 43 years of sending butter

on its way to the customers; **Bill Chambers**, who has weighed millions of pounds of milk coming in to the Pacific plant; **Reg Cockle**, who spent many years as purchasing agent and who now works in an advisory capacity as well as carrying out special assignments; and **Howard Morton**, who served as Branch Manager and Burnaby District Manager and is presently Retail Credit Supervisor for Dairyland.

Entertainment was provided by the trio of "Big" **Miller**, a former singer and musician with the Duke Ellington and Count Basie bands.

The evening, which began with Grace by **Jim Calhoun** and ended with a response by **Frank Hannah** was a very enjoyable evening for all who attended.

Notice

A special general meeting of the Dairyland Employees' Credit Union was held on October 28 at which time the following Extraordinary Resolutions were passed:

1. RESOLVED that the Common Bond of Dairyland Employees Credit Union be amended to read as follows—

"The Common Bond of the credit union shall consist of employees, employers and other persons engaged in the dairy and related industries and the spouses and children of members."

2. RESOLVED that the name of Dairyland Employees Credit Union be changed to Dairy Industry Credit Union.

3. RESOLVED that the Rule of Dairyland Employees Credit Union with respect to quorums at meetings of the credit union be amended so as to provide as follows:

"At the annual or other general meeting of the credit union forty (40) members shall constitute a quorum."

Milk break

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THOMAS W. LOW

Supervisor, Publications and Member Relations

VERLIE F. ABRAMS, Editor

Member of B.C. Industrial Editors' Association



PACIFIC

Colourful Ceremony Marks B.C. Regiment Change in Command

A colourful military ceremony, held October 6, marked the change in command of the B.C. Regiment D.C.O. from L.Col. W. J. Aird to L.Col. G. B. Larkin.

A co-incidental touch was that both commanding officers are F.V.M.P.A. employees, Jack Aird as Sales and Market Research Manager and Grant Larkin as Production Manager. Both men have served more than 20 years in the regiment, coming up through the ranks to command B.C.'s oldest and most decorated military unit.

A Vice-Regal salute was given upon the arrival of His Honour Col. The Honourable John Nicholson, Lieut. Governor of the Province. The traditional transfer of the Commanding Officer's Sword, the march past of the Regiment with their Guidon (regimental colours), the advance in review order, the General Salute, all to the music of the regimental band, provided a stirring spectacle for the many guests.

In elaborating on his new duties, Grant said, "Today's Militia is made up mainly of boys of high school and university age and the training they receive is of real value to their personal development. They learn such useful subjects as truck driving, map reading, radio communications, rifle shooting and drill at the Beatty Street Armories."

He also stressed that new recruits are always welcome and should report to the armories on Tuesday evenings or Saturday mornings for more information.

A tour of command lasts for three years. Grant now contemplates a busy future co-ordinating milk production with army activities during his term of duty.



THE LIEUTENANT GOVERNOR, JOHN NICHOLSON, centre, with L.COL. GRANT LARKIN left, and L.COL. JACK AIRD, right, admire the impressive Worthington Trophy which was presented to the B.C. Regiment as the best Armoured Corps Regiment in Canada. This exact-to-scale model of a Centurion tank, made from highly polished stainless steel, is competed for annually by 19 armoured regiments from coast to coast.



Speaking on

Our Challenge for '71

By **DICK GRAHAME**
Manager of Personnel, Industrial Relations

As a result of the entry of a new competitor in our market area there has been a severe reduction in the volume of products processed, packaged and delivered to customers. From the standpoint of those of us in the personnel department this has already had its consequences in that we have had to make our first lay offs—other than for seasonal help—that have been necessary for several years.

During the past few years we have been most fortunate to have enjoyed a continued growth in the sales volume of our packaged fluid and ice cream products. Along with this there has been a steady increase in the number of jobs at the Burnaby plant and at Dairyland distribution locations. This happy situation has now ended. While there has been a saving in personnel it is not possible to reduce staff proportional to the loss of processed and delivered volume. Many other costs that are fixed in nature also can't be reduced. The result is that these costs will of necessity become part of the cost of processing, packaging and delivering the remaining volume.

As I see it the big challenge which we will all have in 1971 will be to keep costs minimal. And if we are to keep customers happy this will have to be done while maintaining a high quality for our products and service—not an easy job!

I believe it can be attained, however, if each of us accepts and pursues a personal responsibility for this objective.

We have a lot going for us. Our employer has provided us with plant, equipment and delivery vehicles which are the best used by the industry anywhere in Canada. It is my belief too, that we have a highly competent work force paid at wage and benefit rates higher than is generally prevalent in Canada. There should be no reason why we can't do a top-notch job.

To do it each of us has to examine the way he works. Perhaps improvement necessary to attain this objective will involve working harder. But this isn't the only answer. To keep costs low each person must work as efficiently as possible. He should analyze his time to make certain it is utilized to provide the best results. Wasted effort should be eliminated. This will require that we work smarter.

It may seem that the saving that anyone of us might make would be so small that it wouldn't be of consequence. This is not true. A small improvement in the work effectiveness of each of us, when multiplied by the over 1,200 employed by the Association, can represent a significant improvement in the total operating results.

If each of us will apply himself to this objective we will help assure ourselves of continued employment at good wages and working conditions.

My best wishes to you and your family for a happy holiday. May the New Year be one in which your success and personal fulfillment reaches your highest expectations.



"DEAD-EYE" ON THE HORSESHOE PITCH IS MEL KVISLE, checker at the Courtenay Plant, who displays his recently won trophies. The event was held in Duncan for the Vancouver Island Horseshoe Pitching Championship. To qualify, Mel had to toss 120 points out of a possible 300, using 2½ pound shoes thrown a distance of 40 feet. He played nine games and lost only one.

When frosty weather comes, don't forget our friends, the birds. Winter stragglers love any stale bread or cake put out in a safe, dry place.

Mona, cont'd

really enjoys is acting as MC for the "Breakfast with Santa" mornings held at Oakridge. They have about 300 people to a pancake breakfast for children, which includes singing, visiting with Santa and seeing his reindeer.

Mona has worked with such famous gourmet cooks as New York's James Beard, whom she assisted in preparing network television shows and Muriel Downes, from the Cordon Bleu school of cooking in London.

As well as providing the food displays for product commercials, Mona also represents Dairyland in guest appearances on a variety of women's television programs. Her popularity is due to many facets: a flair with food, knowledge of her subject, a sparkling personality and a keen wit. She has the ability to smooth over an awkward situation with a smile and a humorous remark. Most of all, viewers can relate to her and she is just the type of person one would like to know.

Not the typical "career woman", Mona's home and family are of uppermost importance to her. She and her husband have four children (two married) and many outside interests. Mona loves to entertain and to treat her friends to her gourmet cooking. She is fascinated by antiques and decorating and lives in a house full of collector's items.

Plans for the future? Mona says, "One wish I have always had is to live on a farm—not a large one, just a hobby farm with a vegetable garden and lots of animals around."

Mona feels she is a lucky person indeed. She comments, "It's a wonderful feeling to like what you do and the people you associate with."



ELAINE HORN looks on with delight as MONA puts together a whipped cream dessert for Elaine's morning show on KVOS-TV.

Jessup Attends Convention

Joe Jessup attended the convention of the B.C. Federation of Labour, held the week of November 2 at the Bayshore Inn. Joe, who holds office as president of his local of the International Association of Machinists, was elected by the membership to attend.



SEAFOOD SUPREME, invitingly served in a chafing dish, makes your Christmas buffet table all the more festive. The food can be cooked at the table right in front of your guests or simply served in the chafing dish for an elegant effect.

Christmas Entertaining Take a Chafing Dish

For glamorous entertaining this holiday season, try a chafing dish. Its bright glowing flame and gleaming metal surface will add sparkle to your buffet and enhance your reputation as a polished hostess.

Whether you are an accomplished chafing dish cook who likes to show her skill at the table or use it simply to keep things hot and bubbly, there's no doubt about it, that dish will have extra appeal for your guests. Remember, though, to use a good source of heat like alcohol or canned heat for your cooking—a candle won't do!

However, if you don't own one of these "queens of the cooking utensils," the recipes have been written for simple saucepans too. Simply serve them piping hot in your prettiest serving dishes.

SEAFOOD SUPREME

Seafood supreme is an elegant combination of crab, shrimps and lobsters in a smooth cream sauce. It's just right for serving over hot parsleyed rice for that special holiday dinner. Along with a big salad, your main course is complete. If making it in front of your guests, have all the ingredients right at hand and allow about 10 minutes for the sauce to thicken.

3 Tbsp. butter	1/4 cup diced pimento
1/2 cup sliced mushrooms	1/2 tsp. salt
1/4 cup chopped celery	1/4 tsp. black pepper
3 Tbsp. flour	1/2 tsp. basil leaves
2 cups milk	1 tsp. paprika
1 large tin shrimps (4 1/4 oz.)	1 egg
1 large tin crab (5 1/2 oz.)	2 Tbsp. sherry
1 small tin lobster (2 1/2 oz.)	

Melt butter in chafing dish or double boiler over medium heat. Saute mushrooms and celery until almost tender. Blend in flour. Remove from heat and stir in milk. Cook, stirring constantly, until smoothly thickened. Turn heat to low. Add drained seafoods and next five ingredients. Beat egg with a fork; gradually stir in a little of the hot mixture, then transfer gradually into the hot mixture. Carefully stir in sherry. Top with sliced olives.

ORANGE-CHERRY JUBILEE

Particularly nice for a Christmas buffet is this bubbling hot Orange-Cherry Jubilee. It is a delicious blending of Bing cherries and Mandarin oranges in a spicy currant sauce, a festive topping for creamy, rich ice cream.

3/4 cup red currant jelly	1/4 cup dry sherry
1 (10 oz.) tin Mandarin orange sections	1 quart vanilla ice cream
1 (14 oz.) tin Bing cherries, pitted	
few grains nutmeg	

In a saucepan or chafing dish, melt currant jelly, stirring occasionally. Drain oranges and cherries. Stir fruits into currant jelly, along with nutmeg and sherry. Heat gently. Spoon hot fruit mixture over servings of ice cream.

Note: For a flaming Jubilee, substitute 1/2 cup brandy for the sherry. Pour into the centre of hot orange-cherry mixture; do not stir. Heat gently, then just before serving, touch a match to the brandy.

F.V.M.P.A. Appointments

George Vernon has joined the Dairyland sales force in the capacity of Special Representative, reporting to Ray Hurry. George is primarily responsible for liaison with all of the Drive-in chains, both at Head Office level and for the local outlets throughout the province.



George Vernon

James Kerr has been appointed Assistant Manager, Branch Distribution. In this capacity, he reports to Bill Hawes and his major area of responsibility is in the sales and distribution of frozen foods throughout the branch organizations and in assisting Mr. Hawes in other branch matters which may be delegated to him.



Jim Kerr



Murray Swanson

Murray Swanson has been appointed Branch Manager at Prince George and in this position, reports to the District Manager, Northern Branches, Len Hobson. Murray's duties will cover all aspects of the Prince George branch and the depots at Quesnel, Burns Lake and Williams Lake.



Gerry Adams

Gerry Adams was recently appointed to the post of Foreman of Inter Plant Hauling and Farm Pick-up. Gerry is based at the Sardis plant and his duties involve the co-ordination of milk hauling and pick-up services.

Bathtub Yogurt

—a brain wave

Ken Hollinshead, Branch Supervisor at Squamish, has launched a great idea for promoting yogurt by displaying it in a most original way.

He found an old fashioned bathtub on legs, fitted in a false bottom and filled it up with cracked ice. He then loaded it with a cargo of varied flavours of yogurt. The tub was moored in the main aisle of the Overwaitea store in Squamish for three days. The result? a tidal wave of sales, up 15 times over the normal.

Ken feels that this eye-catching way of presenting yogurt to the public made shoppers more aware of it and therefore eager



to try it if they were not already regular customers.

The display was so successful that Ken has plans to float the idea again and perhaps tie it in with the bathtub race in Nanaimo next summer. He says he might even enter it in the race.



PETE VAN REEUWYK takes special pride in the new Campbell River Depot's spring loaded ramp which enables trucks of varying heights to unload into the cold storage room.

New Facilities for Campbell River Depot

The dairy business is growing in leaps and bounds to keep pace with the increase in a milk-drinking population. Vancouver Island is no exception. Within the past month, a new Dairyland depot has been opened, replacing the previous building which proved too small for the volume of sales.

This brand new building is leased to the F.V.M.P.A. by the contracting firm which built the depot to a layout designed by our engineering department.

The depot consists of five rooms: a refrigerated bunker for fluid milk, a low temperature storage for ice cream, an empty case platform, a refrigeration compressor room and complete office facilities. Special features include a spring loaded ramp which will adjust to varying truck heights and a gas pump in the yard. The floor level is elevated for ease of loading and unloading trucks.

The depot handles a complete line of milk, ice cream and other dairy products in addition to frozen foods and it has a staff of eight people. It serves an area reaching north Kelsey Bay and west to Gold River with five trucks to cover the distance.

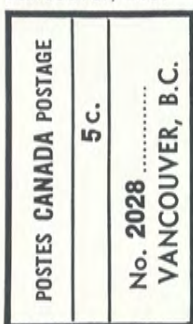
Manager of the Campbell River depot is **Peter van Reeuwijk**, a well known figure in the local community. Until last year, Pete was operating his own business as part of the Courtenay-Comox Cooperative. When Fraser Valley bought the cooperative, Pete continued on as manager of the depot.

Pete was born in Holland and has lived in Canada for about fifteen years. He is married and the father of two daughters and one son who is Route Foreman at the branch. A member of the Campbell River Rotary club, Pete holds the office of president this year. His favourite pastime is fishing.



Milk break

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Burnaby Christmas Celebrations

A company-sponsored Christmas dance was held at the Gizeh Temple hall on November 28. Everyone who attended seemed to have an exceptionally nice evening. There were door prizes and spot dances, a really good dinner with wine, stimulating music and a snack of sausage rolls and sandwiches served midway through the night. With a congenial group in fine spirits, it all added up to a great party.



Pat Kerr, Jim Kerr, George and Peggy McCartney



Margaret and George Niven



Justine and Bill Osborne



Shirley and Jim Harrison, Barbara Snyder



Bill Thompson, Helen and Ken Howatt



Jack and Ann Aird



Alan and Mary Hughes



Peter Tatto and Roseann Battistel



Ruth and Lloyd Morrison



Anna Johansson, Walt and Margaret Moran, Harold Gilbert