Fraser Valley

Milk Break

1971

Milk break

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

VOLUME 10, NUMBER 1 — 29 — JANUARY-FEBRUARY, 1971

PACIFIC MILK GOES OVERSEAS

On January 24th, 1971, the Hawaii sailed out of Vancouver harbour for the long crossing to the port of Inchon, Korea carrying a belated Christmas gift from the Fraser Valley Milk Producers Association. Instead of sending greetings to its customers, the Association donated 10,000 lbs. of skim milk powder to the Unitarian Service Committee. Under the supervision of the USC's Korean director, Mr. Cho Ki Dong, the milk will be distributed to tubercular patients in hospitals, to USC sponsored Homes and to reception centres for abandoned babies. It will also be served as a hot drink to youngsters under 12 who work in factories or as shoeshine boys during the day and attend night classes run by the Unitarian Service Committee at Inchon and at Mokpo, a port on the Yellow Sea.

The Unitarian Service Committee has a total of over 100 projects in 8 countries. It began a quarter of a century ago in a tiny room in an old house in Ottawa. The year was 1945. The armies of the Allies were greeted with flowers and kisses as their tanks rolled through liberated Europe, while in Canada, a young Czechoslovak immigrant, **Lotta Hitschmanova** had just made her first attempt to help the most pathetic victims of war, Europe's starving children, orphaned, frightened and ill.

At one of the USC's earliest homes in Olesovice, Czechoslovakia, sunlight and flowers and love brought a new kind of reality to children whose only memories were of pain and brutality. In the lovely grounds of Villpatour, near Paris, orphaned and mutilated boys and girls found a new haven. There was a desperate need for artificial limbs, and through the Unitarian Service Committee many Canadians helped to rehabilitate these children. Sometimes a whole prairie town would raise the money to buy a child a new leg or a new arm. They matched courage with dollars.

In Greece hundreds of villages had been destroyed by nine years of war and refuge families returned to find nothing but rubble and thistles. In 1951 a complete crop failure struck the struggling villagers along the northern frontier, and mothers were boiling leaves and grass to feed their children when the USC began its historic "Bread for Greece Crusade".

At the invitation of the United Nations the USC entered Korea in 1952, at the height of the war. The Armistice left a million civilians dead and thousands were homeless and out of work. Over 50,000 homeless, terrified children were roaming the streets begging and scavenging to keep alive. There were few textbooks and Canadian children sent thousands of pencils and scribblers to Korea and the USC began granting scholarships to hundreds of the neediest pupils. In the first "Pullover Parade" the busy fingers of Canadian women knitted 24,000 sweaters for Korean children. Today Korea has made tremendous economic advances, but desperate need continues to exist among the poorest.

Built by the USC and the Norwegian-Korean Association in 1962, the Mokpo TB children's hospital was handed over to the local authorities in April, 1970. The first free sanitorium in the country, it was a symbol of hope for thousands of small patients. A very special place is the Sam Yook Rehabilitation Centre, the only one of its kind in Korea and first sponsored by the USC in 1953 for victims of war. Now all kinds of handicapped children are treated. Here they grow in health and courage. They are cured of some of their infirmities and taught to live with others. The USC employs only indigenous staff and its 19 social workers are all Korean. They administer the USC's four social service centres and its many projects.

But what of Dr. Lotta herself? Who is this odd combination of Pied Piper, Joan of Arc and shrewd international observer? Her public meetings have an almost evangelical ring —we are guilty, we are all guilty of not doing enough. We are full while others are empty, our children live while others die. We must balance the scales of justice. It's a voice that carries a story of desperation but not doom. For Lotta there is hope. Because we can't save everyone doesn't mean we can't save one, or half a dozen, or one thousand. A green folder she brings up to date every year is a blue print of practical aid. Trousers

continued page 2

KOREAN MOTHERS *receive Pacific milk from the Canadian government through the Unitarian Service Committee overseas aid program. A later shipment of 10,000 pounds of Pacific skim milk powder was a Christmas gift of the FVMPA to South Korean U.S.C. agencies.*

Kennedy Honoured

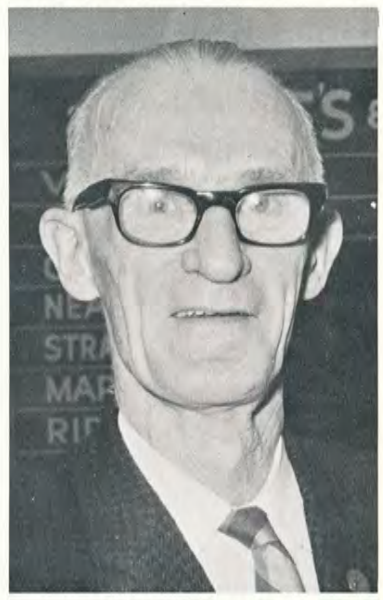
Joins Hall of Fame

The Greater Vancouver Ten Pin Association has appointed Tom Kennedy to its newly formed Bowling Hall of Fame for his many years of service to bowling. He shares the honour of being a charter member with five others.

Tommy has particpated in bowling activities for 40 years. He has served as president of the Ten Pin association and has held the post of secretary of three bowlng leagues for 30 years. He is also a director of the North West International Bowling Congress.

The awards will be made on March 27 at a banquet held in the PNE's Dogwood Room. B.C. Sports Hall of Fame members Fred (Cyclone) Taylor and Bll Dickinson will be special guests at the presentaton.

Tommy still enjoys bowling and manages to spend three evenings a week keeping his arm in shape. He commented about the award, "I was really thrilled when they told me about it."



Tom Kennedy

200 Tons of Milk on End

SILO STORAGE TANK *arrives at Sardis Plant on rail car. It is lifted by two cranes onto low bed truck for hauling to tank foundation. The 200 ton capacity tank will be used for receiving and storing raw milk. The inner shell of the tank is stainless steel; the outer shell is mild steel coated with an epoxy resin, with a three inch insulation in between.*

TRICKY JOB *of upending tank is accomplished with two cranes which work together to place the tank on previously constructed concrete foundation. Job Foreman rides down on lifting boom after unhooking steel hoisting cables. The tank stands about 70 feet high on its foundation and can be seen from the freeway on a clear day.*

Pacific Milk
—continued

are needed, cotton dresses are not. 3,500 layettes have been promised to the Middle East, patterns are available for quilts.

In a world buffeted by the complexities of modern living and conflicting opinions, she provides starkly simple answers. But Dr. Lotta is not a naive idealist. She understands the arithmetic of economics, of trade imbalances, and the enormity of misplaced priorities. But she believes that a voluntary agency can spearhead answers to problems that government aid, heavy with bureaucracy, cannot reach.

DR. LOTTA HITSCHMANOVA, *Executive Director of the U.S.C., officially receives notification of the F.V.M.P.A.'s donation of milk powder from President,* H. S. BERRY.

Sales Appointment

Ray Hurry

Ray Hurry has been recently appointed to the position of Assistant Sales Manager, Dairyland Division. In this new capacity, Ray will assist and be responsible to **Bill Ramsell,** Sales Manager, Dairyland Division. Ray formerly held the position of Wholesale Accounts Manager.

The recent Pacific Annual Sales Conference held at the Burnaby plant brought representatives from across Western Canada. Also in attendance were H. S. BERRY, FVMPA President, TOM KERSHAW, Pacific Sales Manager and NEIL GRAY, Asst. General Manager.

At Burnaby
Sales Conference for Pacific Reps

An intensive four day conference was held the week of January 20 for all Pacific sales representatives across Canada. Because of its success last year, this unique type of meeting, which stresses open discussion and group participation, has become an annual event.

Each man came prepared to give a talk on his own territory, work out special sales presentations and discuss the assignments of the other salesmen. Attending the meeting were: **Gordon Horton** and **Ron Russell** from Winnipeg, **Lawrence Schmidt** from Saskatoon, **Roy Aspelieter** from Regina, **Al Wesley** from Edmonton, **Al Knight** from Calgary, **Gordon Alefounder** from Prince George, **Jim Snell** from Penticton, **Cec Shingles** from Victoria, **Ted Harford, Lee Alberts, Fred Clayton** and **Norm Kelly** from Vancouver, **Ernie Emmett,** Prairie Supervisor, **Les Taylor,** B.C. Supervisor, **Tom Kershaw,** Pacific Sales Manager, **Neil Gray,** Asst. General Manager.

Displaying their prizes are co-winners of the Pacific Annual Sales Award trophy, RON RUSSELL, left and GORDON HORTON, right. In addition to the trophy, both men received a silver tray as a permanent memento of the award. Making the presentation were NEIL GRAY and TOM KERSHAW.

At the conclusion of the conference, a "wind-up" dinner was held and a trophy presented to the top salesmen in the group. This year the award was won jointly by Ron Russell and Gordon Horton who met the greatest percentage of their sales quotas for 1970.

In reviewing the meeting, Tom Kershaw commented on the improvement in his sales force over last year. He said, "This type of sales meeting gives our people much more awareness of how to deal with their customers' needs and plan their own selling approach. They learn how to make maximum use of their selling time and the sales information available to them. This self motivation is achieved through the benefit of group experience."

Parrot Partial to Milkman

We know drivers are a pretty nice bunch of guys but sometimes their popularity can reach extraordinary limits. An elderly lady called the dairy to report that her parrot had taken a strong fancy to her retail driver. This is the way the girl in the office wrote it up:

PARROT IN LOVE WITH DRIVER.

9 A.M. EVERY MORNING—WHISTLES AND SINGS.

DOES DRIVER KNOW?

Gray Accepts Award

JOHN D. SIMPSON, president of the Milk Industry Foundation, presents Advertising Award certificate to F.V.M.P.A. Assistant General Manager NEIL GRAY at the Foundation's annual convention in Houston, Texas last November. First place was awarded to Dairyland newspaper advertising which was judged in competition with 650 dairy processors in the United States and Canada.

Logic Quiz

1. If you went to bed at 8:00 at night and set the alarm clock to get up at 9:00 in the morning, how many hours of sleep would you get?
2. Do they have a 4th of July in England?
3. Why can't a man living in Toronto, Ontario be buried west of the Rockies?
4. How many birthdays does the average man have?
5. If you have one match and entered a room in which there was a kerosene lamp, an oil burner heater and a wood stove, which would you light first?
6. Some months have 30 days, some have 31. How many have 28?
7. If a doctor gave you 3 pills and told you to take one every half hour, how long would they last?
8. A man builds a house with four sides on it and it is rectangular in shape. Each side has a southern exposure. A big bear comes by the house. What colour is the bear?
9. How far can a dog run into the woods?

Ally & Shirley Muglich

Anita & Gordon Bremner

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J. L. GRAY, Public Relations and Advertising Manager

THOMAS W. LOW
Supervisor, Publications and Member Relations

VERLIE F. ABRAMS, Editor
Member of B.C. Industrial Editors' Association

Dairyland PACIFIC

Ferry Mishap

Hauling Truck Meets Watery End

Driver **John Janzen** will probably board all ferries warily for a long time to come. On the morning of December 12, John, who drives our hauling truck for Boris Reefer Service, was making his regular trip to Powell River from the Comox Ferry Terminal. As he drove his unit onto the Comox Queen, the loading ramp suddenly gave way, dropping both the ramp and trailer unit into 20 feet of water. The tractor was completely submerged and the front portion of the trailer was also flooded. Luckily, the air brakes on the trailer locked in place, preventing it from following the tractor to a watery grave.

Relying on emergency acrobatic talents, John used the window for his escape route and clambered out, grasping the exhaust stack as a support. He was out of the sunken cab in seconds. John's succinct comment on the quay-side catastrophe was, "This is no place for a non-swimmer." John was recently presented with a gold pin from the National Aquatic Club in New York City

Salt water damage to the tractor totalled $14,000, making it far too expensive to salvage. The trailer was operable with a few minor repairs.

Low tide in Comox harbour reveals the cab of the sunken Boris Reefer truck which went down in a ferry boarding accident. Driver, JOHN JANZEN managed to abandon ship just in time.

Staff Promotions

The following appointments have been announced within the Burnaby production department. **Bill Schober,** has been appointed Assistant Foreman of milk checking, while **Ken Leslie** has been appointed Charge Hand of the same department. Recently appointed Charge Hand of butter packaging is **Joe Taphorn.**

Speaking on

Questions and Answers

By DICK GRAHAME
Manager of Personnel, Industrial Relations

Questions such as "why are they doing this" or "why doesn't the company do that" or "wouldn't it be a good idea to . . ." are typically heard every day from people as they discuss aspects of their employment.

In a business one of the important jobs of management and supervisory personnel is to keep people informed. They should be receptive too to receiving suggestions from people actually at work on a job as to how work methods might be improved. Our supervisory people have been chosen because they are competent in organizing the various aspects of a work process. This doesn't preclude, however, that other persons, particularly ones directly involved with the work, might not have some good suggestions for the improvement of our operations.

In past years, when communication between supervisors and the people working for them was not as good as today, many firms installed suggestion boxes. The results from these have been disappointing and they are used in few firms today. Instead it is felt best to develop good verbal communications between supervisors and their people. Our supervisors are always ready to discuss ideas and to answer questions which our people might have.

Studies have shown, however, that in most business firms there are some inadequacies in the communication process. We would be naive to think that this isn't also true in the F.V.M.P.A.

Should you have any questions regarding your employment, pay roll benefits to which you are entitled or the policies which are pursued you should get them answered.

The usual channel for such communications is through your supervisor or plant superintendent. Sometimes, however, this route might not have proved to be entirely satisfactory to you and you may still be left with questions. If this is so you can correspond directly with me. If I can't answer readily I will make the necessary enquiries to provide you with an answer.

In controversial moments,
My perception's rather fine.
I always see both points of view,
The one that's wrong and mine.

Sardis Xmas Party

Carol & Larry Muirhead

Reba & Sheldon Forsyth

Marg Purych Gordon Craig

Anne & Nick Schmidt

Abe Neufeld Doug & Lois Miller

Olive & Gerry O'Hara

Art Patterson

Dennis Toop Bob & Bev Toop

Corina & Don Cassell

Don Traschel Fred & Else Reich

June & Dennis Haner

Ice Cream Promotion Pays off in Prizes

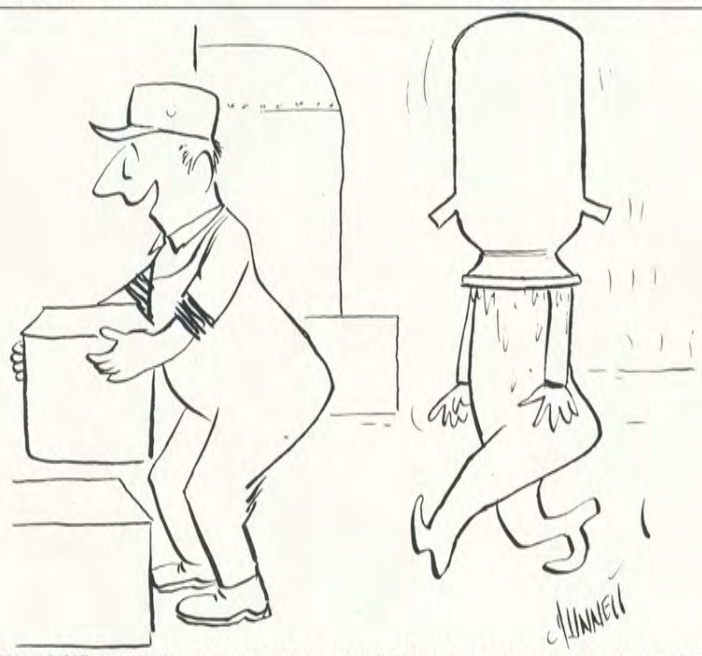
Sig Braathen, Burnaby ice cream salesman, earned the highest total of points in last summer's Adver-chek, contest, sponsored by the Joe Lowe Corporation. For his outstanding efforts, he was awarded the first prize of a Kodak Instamatic 134 camera.

Joe Lowe Corporation is the international company that holds the franchise for the vast array of stick novelties sold by major dairies. Joe Lowe supplies the name, formula, ingredients and point of sale materials for dairies which make up the novelties such as popsicles, revels, fudgsicles and many other varieties.

The Adver-chek contest was an incentive program to promote the sale of such new treats as Verry Cherry, Crispy Crunch and Cool Cow. Each salesman was required to sell his regular accounts on the idea of placing advertising banners in their stores and for each banner placed, the salesman received a coupon worth points toward prize awards.

For the F.V.M.P.A. there were 20 Adver-chek winners from all over the province. A similar program for this year will commence in April.

Looking forward to trying out his new camera is SIG BRAATHEN, left, who won first prize in the Joe Lowe Adver-chek contest. Making the presentation is ANDY McNAUGHTON, Sales Manager Ice Cream Division for Joe Lowe Corporation, Toronto.



"Well? What did he say when you told him the company needed a few changes?"

Milk break

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This picture could cause one to ponder the question—IS THE ENGINEERING DEPT. REALLY ALWAYS RIGHT?

Supervisors Compete for Most Accident-free Days

With a fleet of trucks as large as that run by the FVMPA, the accident rate can reach a staggering figure. The challenge of reducing this number of daily accidents has been given to each of the supervisors in charge of driving personnel at the Burnaby plant. The supervisors work with their own group of drivers to encourage better driving habits and attitude. The Defensive Driving course, under Colin Kelsey, is also continuously available to the men.

To show progress and to provide some competition among the supervisors, a score board has been installed in the hallway at the bottom of the cafeteria stairs. The board shows the number of days each supervisory group has driven without a preventable accident on the part of any driver in the group. This scoring will be continued throughout the year to determine the winner for the year.

The contest has already created a great deal of interest and drivers are working hard to make their group the winner.

COLIN KELSEY, head of the Defensive Driving program, keeps the Fleet Safety Contest scoreboard up to date. The board shows the group number of accident-free days attained by our drivers.

Tires Must Match

The Canada Safety Council warns motorists of the danger of mixing different types of automobile tires. The danger of intermixing has increased sharply because of the large number of different new tire types and sizes.

The tires should not be mixed because they differ greatly in performance when supporting similar loads, in their side slippage and even in braking. Because of these differences, the vehicle's handling characteristics may be seriously affected by intermixing the tires.

Tests show the most common effect of intermixing tires is a fishtailing, weaving condition.

Car owners who insist on taking a chance by intermixing tires should at least ensure that tires of the same type are mounted on wheels on the same axle.

Jim Cunningham

Jim Cunningham was appointed head of the Butter Packaging operation at the beginning of the year. He assumes these new responsibilities along with his present Ice Cream Shipping and Checking duties.

Answers to Logic Quiz — page 2

1. One. The clock can't tell a.m. from p.m.
2. July 4th comes up every year in every country.
3. Because he's not dead.
4. One; the rest are anniversaries of his birth.
5. The match.
6. All months have 28 days.
7. One hour; you take one at the beginning of each half hour period.
8. White. A house with 4 southern exposures can only be on the North Pole.
9. Halfway; beyond that he's running out of the woods.

Improved Service for Milk Cabinet

A questionnaire was recently distributed among Burnaby employees to find out why they were not taking full advantage of the milk cabinet in the cafeteria. The cabinet was originally installed so that staff could conveniently pick up their dairy products at work instead of stopping off at the nearest store. There was a very good response to the questionnaire. Results showed the main reasons for not using the cabinet as:

1) Have home delivery
2) Too inconvenient
3) Prices too high
4) Cabinet closes too early.

In order to improve this staff service, certain changes have been made. Prices have been lowered. For instance, a half gallon of milk will cost 64c and a pound of butter 72c, a little lower than store prices. The hours of sale will now be extended to 5:20 p.m. and a further improvement will be more variety in the products available.

There is no wholly satisfactory substitute for brains, but silence does pretty well.

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VOLUME 10, NUMBER 2 — 29 — MARCH-APRIL, 1971

PATIENCE AND A STRONG RIGHT ARM *were two requirements for making butter in the days of the pioneers. Investigating bygone crafts are these school girls who are participating in the "Frontier 1860" program at the Centennial Museum. The equipment was borrowed from Dairyland's antique collection on display at the Burnaby Plant. Dairyland also provided whipping cream for the butter making.*

Frontier 1860

A Taste of Pioneering

Robert Charles Coutts could have been your grandfather or great-grandfather. His is not a famous name in history — in fact, he is a myth. However, he has become an old friend to the volunteers and staff who teach the "Frontier 1860" program at the Centennial Museum in Vancouver. They know his height, his weight and his wife's maiden name.

"Frontier 1860" began with the idea of letting school students re-create history by participating in the actual day-to-day activities of the early settlers of B.C. The major project is the construction of a log cabin, exactly as the pioneers would have built it. Other activities include the many historic crafts involved in creating a home on the frontier—making furniture and braiding rugs, quilting, carding and spinning wool, baking bannock and churning butter. The students come with their classes to the museum. They see a slide presentation introducing the time and location, then set to work at each of the various crafts. This program gives them a real taste of pioneer life.

A tremendous amount of research and planning was necessary to get the project underway. Volunteers with the Department of Education undertook the task of unearthing these ancient handicrafts and the materials, tools and skills needed to make them.

Mrs. Shirley Cuthbertson, Supervisor of the Junior Museum, was given the assignment of finding out how butter used to be made in the old fashioned churns, so she came to the Burnaby plant for information. Using the butter churns, pressing bowls and paddles out of Dairyland's antique collection, Laboratory Director, **Dennis Haner** showed her how ordinary heavy cream could be transformed to butter. Mrs. Cuthbertson, in between churnings, explained that to make the pioneer experience all the more valid to the students, the story of an individual family had been contoured to the project of setting up a frontier household. Created by Museum Historian, **James Stanton,** the history of Robert Charles Coutts is based on true accounts of the people who came West with the second party of "Overlanders."

Coutts is a young blacksmith who comes from Carleton Place, Canada West, with his wife, Susan and two small children. News of gold in the far-off colony of British Columbia prompted Coutts to answer an advertisement in the Toronto Globe for men willing to join a party of Canadian going overland to the gold fields. On reaching the Yellowhead Pass, the group split up and it was here the Coutts family decided to forsake the hardships of the Cariboo for a farm near Fort Kamloops. It was decided to leave the family there so that the students would have reason to build furniture. If they had been brought to Vancouver to settle, they could have bought household furnishings. However, because the miners and traders of the interior depended

continued, page 2

Association Drivers Earn Safety Awards

The annual Safe Driver Award dinner held March 22 in the W. J. Park Room, honoured sixty three Association drivers who have accumulated at least ten years of driving without a preventable accident.

In 1970, our drivers covered 6,468,382 miles with an accident frequency of 34 for every million miles driven. Thanks to the driving skills of people such as those singled out for recognition at the dinner, the overall performance is improving year by year, in spite of the increase in miles driven.

Attending the dinner as special guests were **Mr. H. S. Berry,** FVMPA President, **Mr. George Okulitch,** General Manager, **Mr. Neil Gray,** Assistant Manager and Master of Ceremonies for the evening and guest speaker, **Babe Pratt,** Assistant to the General Manager of the Vancouver Canucks Hockey Club.

After dinner, Mr. Pratt, a former NHL star and well known sports personality, gave an entertaining talk on behind the scenes activities of the Canucks.

The occasion marked the first time a driver reached twenty years of accident-free driving service. He is **Stan Bagot,** Retail Route Salesman. To recognize his achievement, he was presented with a gold signet ring by Mr. Berry.

Dick Grahame, Personnel and Industrial Relations Manager, explained a new contest in which route supervisors compete to see which can operate for the longest period without a preventable accident within his group of drivers. For 1970, Ice Cream Route Supervisor, **Wilf Graham** captured the honour with 129 consecutive accident-free days. Mr. Okulitch has put up a trophy which will be awarded each year to the supervisor of the best group.

A draw for door prizes was held at the close of the evening. Portable radios were won by **Harry Dexter** and **Jack Fosti. Don Green** was the winner of two tickets to a Canucks hockey game.

In his closing remarks, Mr. Gray commented on the outstanding job being done by Fleet Safety Supervisor, **Omer Tupper** in administering the accident prevention program and the training work being conducted by his assistant, **Colin Kelsey** in Defensive Driving courses.

M.S.A. Extends Benefits

The Medical Services Association has announced that the deductible amount on claims has been reduced from $50 to $25 for family members. This means that any expenses subject to reimbursement under the E.H.B. plan can be submitted once they exceed $25 whether coverage is on a single or family basis. For most families the major type of covered expense is for prescriptions. In addition there is coverage for treatment by chiropracters, physiotherapists, private nurses or the extra costs of private room accommodation in hospitals. Should you have additional questions please contact the personnel department.

FVMPA Board Elections

H. S. Berry, re-elected

J. Hoogendoorn, leaves FVMPA

B. A. Peterson, new director

Four directors have been re-elected to the FVMPA Board. The officers returned to executive positions were: **H. S. Berry** of Langley, President; **A. D. Rundle** of Chilliwack, Vice President; **G. W. Park** of Pitt Meadows, Secretary; and **J. C. Cherry** of Mt.Lehman, executive member. Other directors presently serving terms of office are **P. J. Friesen** of Peardonville and **R. E. Mitchell** of Chilliwack. Popular director, **J. Hoogendoorn** has left dairy farming in Agassiz for cattle ranching in the Lumby region of the Okanagan. Newly elected director, **B. A. Peterson** of Agassiz has been a long time member of the FVMPA and has served as officer of many agricultural groups.

Pioneering, continued

entirely on mules and horses for transport, most household items were very expensive. Freightage was $1.00 a pound until the Cariboo Wagon Road was built in 1864. The Hudson's Bay Company ran over seven hundred head of horses at Fort Kamloops in 1862. This must have looked like a blacksmith's goldmine to Robert Coutts.

Since his father had been a cabinet maker, Robert has an excellent background for a settler. Susan has had experience as a teacher, but has lived in a rural community, so she should adapt readily to her new environment. Since the family had to have food, shelter and warm clothing before the cabin was finished and winter set in, Susan Coutts' household tasks are a large part of the program. The boys in the classes learn these too. After all, most of B.C.'s first settlers were bachelors.

The home the Coutts constructed would naturally show influences of both the Ottawa Valley and Georgian Bay, with adaptations to B.C.'s climate and forests. The cabin would be adequate for four people, until Robert had time to add to the structure or build a frame house. The inside dimensions are 12 by 14 feet. Every detail was researched as far as possible and is accurate, given the time, location and background of the Coutts family. The cabin is presently six logs up on the sides and more than 1,000 students have taken part in the building, minor cuts and blisters notwithstanding.

Expert on cabin building is **Earl Carter,** tanker driver for the FVMPA, who is also a volunteer worker and collector for the museum. He donated much of his spare time to the student's cabin. He is now building a replica of a Hudson's Bay trading post in another gallery.

The response of the students to "Frontier 1860" has been overwhelming. Their personal participation in the project gave history a new meaning and reality, clearly demonstrating that the basis and context of historic events can be found in the lives of ordinary people.

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VERLIE F. ABRAMS, Editor
Member of B.C. Industrial Editors' Association

Dairyland PACIFIC

Kelsey Honoured By Band

Colin Kelsey, Assistant Fleet Safety Supervisor, has been honoured by the New Westminster and District Concert Band. He was presented with an honorary life membership on March 9, in recognition of his efforts on behalf of the band over the past fourteen years.

Prince Rupert Staff to

Dairyland employees in Prince Rupert helped to avert a situation which could have been disastrous for the local Shop Easy store.

On the morning of February 25, **Peter Stubbert,** Branch Supervisor at Prince Rupert, was notified that a serious fire had broken out and was rapidly heading down the block towards the Shop Easy. To prevent the damage of hundreds of dollars worth of stock, help was needed in a hurry. By 6:30 a.m., Peter had contacted his staff who then rushed over to remove the perishables before they were either burned or ruined by smoke and water. The goods were brought back to the plant for storage.

Although six businesses in the block were completely destroyed, the fire was brought under control before it reached the store and the only damage was water from the fire hoses. A concrete wall between Shop Easy and Cunningham Drugs kept the flames from spreading further.

Fire in Prince Rupert which destroyed almo assistance from Dairyland employees.

These same men gave up their own time to return products to the store and help restock the shelves: **Peter Stubert**—Plant Supervisor, **Bob Grass**—Wholesale Fluid Driver-Salesman, **Al Smith**—Ice Cream Driver-Sales-

Safe Drivers Receive Awards at An

STAN BAGOT, *above left, receives congratulations and a gold signet ring from FVMPA President* H. S. BERRY *in recognition of his outstanding driving performance of twenty years without an accident.*

FOURTEEN YEAR AWARDS: *from left,* RITCHIE ELVIN, MARSHALL CURRIE, BILL THOMSON, PHIL STEVENS, GEORGE PHILLIPS, AL HUGHES. *Unable to attend:* GERRY LEPINSKI.

Awards for fifteen years of accident-free driving went to BILL WOOLLET, GORDON JOHNSTON *and* CON KROEKER. RAY BUSH *was unable to attend the presentation.*

WILF GRAHAM, *below left, proudly receives the annual Dairyland Safe Driving Trophy for a record of 129 days of accident-free driving within his supervisory group. Making the presentation is General Manager,* G. J. OKULITCH.

Guest speaker, BABE PRATT, *left, is pleased to present lucky* DON GREEN *with a door prize of two tickets to a Canucks hockey game.*

the Rescue

a whole block of stores prompted emergency

man, and **Don Offut**—Retail Driver-Salesman.

A newspaper announcement from Shop Easy appeared the following day, thanking the men for their assistance.

Popular Member of Lab Staff Dies

It is with deep regret that we report the sudden death on April 9 of James A. "Jimmy" Stouse, a well known member of the laboratory staff at the Burnaby Plant.

Jimmy began working for the Association in 1936 at the 8th Ave. Plant where he was employed as a butter fat tester. He served in the Canadian Army overseas during the war years, then returned to his job.

In addition to his regular duties of testing milk samples and assisting in quality control procedures for the lab, Jimmy was head of the First Aid service at the plant. He also presided over the Employees' Safety Committee and represented the plant as Chairman of the Burnaby Safety Council.

In his spare time he enjoyed hunting and was an excellent shot. He was an avid fisherman and also kept up a large garden at his home in North Surrey.

Funeral services were held April 13 at Our Lady of Good Counsel Church in Surrey. Jimmy is survived by his wife,

Jimmy Stouse

Madeleine and his son, Alan.

A member of the Association's Quarter Century Club, Jimmy made many friends over the years. He will be most remembered for his friendliness, kindness and good humor. Jimmy will be greatly missed by all his friends and co-workers.

Speaking on

Pacific Milk

By DICK GRAHAME
Manager of Personnel, Industrial Relations

In our work activities so many of us are identified with Dairyland that we often forget that the Fraser Valley Milk Producers' Association means something more. It means also Pacific Milk—the senior marketing division of the Association.

Fifty years ago there was one form of milk that was completely reliable. This was canned evaporated milk. And of the various brands available Pacific became by far the favorite amongst consumers in Western Canada. In the more remote areas it was often the only form of milk available. For over half a century it has been a staple item in the cook houses of mining camps, logging operations and construction projects.

When the F.V.M.P.A. started the manufacture of instant skim milk powder about 20 years ago the job of marketing it was given to the Pacific division. With this product too, the sales people in that Division have repeated that achieved with evaporated milk—Pacific Instant Skim Powder is the largest selling brand of instant powder in Western Canada.

How does such success come about? The answer to this was revealed to me when **Tom Kershaw,** the Pacific Division Sales Manager, invited me to the annual conference held at Burnaby for Pacific salesmen a few weeks ago.

Considering that their job is to sell Pacific Products throughout the four Provinces of Western Canada, the group is not large. Only 16 sales people are involved. What they lack in numbers though, they make up in enthusiasm and dedication to the job. In spite of the fact that some of their competitors are international in scope, and have more resources, they do a very creditable job as statistics of market shares show. It was a pleasure for me to attend some of their meetings and to see the professional way they handle the various sales situations which must be met in today's competitive market.

nual Dinner

Seventeen years of accident-free driving is the accomplishment of VERN SCOTT, *right, pictured here with Fleet Safety Supervisor,* OMER TUPPER. *Also eligible for the award, but unable to attend were* AL SAWATSKY *and* GEORGE SWAN.

ART ALLEN, *left, is commended by General Manager,* G. J. OKULITCH *on his achievement of sixteen years of accident-freedriving.*

THIRTEEN YEAR AWARDS: *from left,* STAN WILSON, DON CROSS, DON GREEN, HARRY SMALL, WALLY KING, MOE THRANE, ED DEMERSE, GEORGE PENNER, *with Sales Manager,* BILL RAMSELL. *Unable to attend:* BERT BURROWS, GEORGE BARTELS, SHELDON FORSYTH.

TWELVE YEAR AWARDS: *from left,* STAN NOGA, BUD ETSON, HERB BUCK, BILL CUNNINKHAM, LIN HARRIS, GEORGE McKILLOP, DOUG McLELLAN, BOB SPENCE, JOHN SUTTON, WALTER OLLECK, BILL WENDLAND. *Unable to attend:* LIONEL CLARK, GORDON SCHLUTER.

ELEVEN YEAR AWARDS: *from left,* JACK SCOTT, PAT MANGON, DENNY BAGLEY, JOE GRAY, FORD BURROWS, OWEN PEDERSON, GEORGE SMITH, JOHN GIESBRECHT, JERRY LOGAN, HARRY FROESE. *Unable to attend:* MALCOLM HAYTON, BILL HODGINS, DUKE BEATON.

TEN YEAR AWARDS: *from left,* HARRY DEXTER, RON BEADLE, RON FLASH, JACK FOSTI, GEORGE MILLER, REG PECKOVER, DAN BRAYFIELD, DOUG WILSON, DOUG MILLER. *Unable to attend:* JIM HARRISON, FLOYD CUSAK.

HENRY RICHARD, *left and team-mate,* TED SALMON *sweep furiously to assist the rock on its way in the house.*

Intense concentration is displayed on BUD THOMPSON'S *face as he throws a winning rock. His rink finally captured the Udder Briar Trophy.*

HOWIE STEVENSON, *left, and opponent,* LEE ALBERTS *wait anxiously to see whether oncoming rock will keep sliding or remain in the house.*

Steelhead Derby

The FVMPA Steelhead Derby was underway during the months of December through March. Here are the results.

Winner of the Kingfish Trophy for the heaviest fish was **Dave Mair,** Sardis mechanic, whose fish weighed in at 16 lbs, 5½ oz. Dave won the trophy for the third year running. He also received a merchandize prize.

The second biggest fish was caught by **Don MacKay,** Sardis tanker driver. It weighed 13 lbs, 14 oz.

Larry Muirhead, Sardis freight driver came third, with a 12 lbs, 10½ oz. fish.

Wally Armitage, Sardis cheese foreman, caught the fourth heaviest fish weighing 12 lbs, 6½ oz. Wally was also closest to the average weight, with an 11 lbs, 1 oz. fish.

Dairyland Interplant Bonspiel

A home-town rink distinguished itself by winning the Dairyland Interplant Bonspiel, played at the Chilliwack Curling Club, March 20.

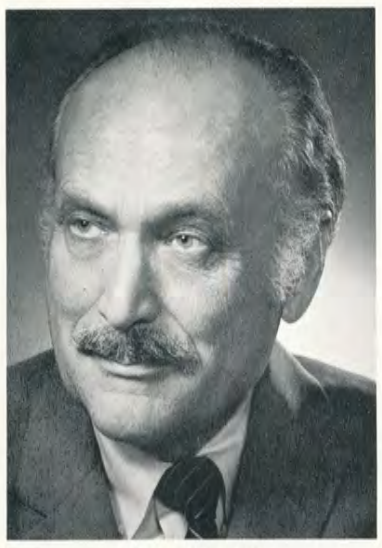
The famous "Udder Briar" trophy was won by skip, **Bud Thompson** from Chilliwack and his team mates, **Renee Parker, Reg Cockle** and **Stan Lyon.** Stiff competition was given by the rinks of **Dick Price** of Burnaby, **Gordon Craig** of Chilliwack and **Hamish MacIntosh** of Abbotsford, who placed second, third and fourth, consecutively. The **Fred Glover** rink, winners of the Udder Briar last year, threw a scare into Bud Thompson when they almost scored in the last end.

"Rookie of the Year" award went to **Norm Hoy,** who set a bruising record for most falls on the ice with five spills. Also notable were the curious assortment of hats worn, from sensible tuques and jaunty tam-o'-shanters to **Lee Alberts'** bowler and **Jimmy Cunningham's** World War II Scottish Regiment cap.

The Spiel day mixed serious curling with just enough entertainment to make an enjoyable outing for those participating in the tournament. After two 4-end games in the afternoon, a buffet dinner was served, followed by two more games. The evening's curling ended with music and dancing until midnight. Elections were held for next year's committee, which will include **Fred Glover, Lee Alberts, Larry Muirhead** and **Gordon Craig.**

WINNERS OF THE DAIRYLAND CHALLENGE TROPHY *at the 5th Port Coquitlam Cubs and Scouts' annual talent night were, from left* ALLAN SAWCHENKO, STEVEN SWEENEY, STEPHEN GAMBLE *and* BRUCE POLLOCK. *The boys make up a rock band called Set Theory. Emcee for the evening was* BOB HIND, *driver-salesman at the Valley Branch.*

Fogel Elected President



Sam Fogel

Sam R. Fogel, Advertising Coordinator, has been elected President of the Provincial Board of Big Brothers of B.C.

Sam has been a member of the organization for four years. As president, one of his major responsibilities will be to recruit new big brothers from men who are willing to spend two to three hours a week as an active companion to a fatherless young boy. The main purpose of Big Brothers is to provide a father-son relationship where one is missing in the family. It is essential that personalities and interests be matched between the men and their boys.

Sam will also be in charge of raising funds and of making the community aware of Big Brother activities.

At present, the demand for big brothers far exceeds the supply. Although there are eleven chapters in B.C. there is now a waiting list of over 500 boys who have been referred by social agencies.

From his experiences as a big brother, Sam has found that the relationship is as personally rewarding to the man as it is to the boy.

Staff and Welfare

The annual Dairyland Employees Charitable Donation Fund meeting was held on April 3 at the Gizeh Temple Hall in Burnaby. A social evening was held following the meeting.

Six new members were elected to make up a total of eleven staff representatives and an election of officers was also held. The officers are: President, **Jim Defries,** production; Vice-president, **Roy Davidson,** wholesale; and Secretary-treasurer, **Joe Jessup,** receiving. Representing other plant departments are: **Pat Tarling** and **Gail Sutherland,** office; **Dan Flemming,** workshop; **Ralph Ruddy,** retail; **Mac McKie,** garage; **Jim Miller,** ice cream; **Lyman Burton,** checking and **Rod Neil,** Valley Branch.

Ruth Schafer has left the committee after representing the office staff for a good many years.

In 1970, Dairyland employees contributed over $8,000 to various local charities. On the social side, a fall dance and skating and bowling parties were held during the year.

Information concerning disbursement of funds and revised rules and bylaws are posted on the main notice board.

Byres Earns Degree

Jim Byres of the Burnaby Engineering Department, recently hung on his wall a certificate symbolizing ten years of effort. The certificate recognizes him as a new member of the Association of Professional Engineers.

Jim began his career with the FVMPA as a draughtsman in 1959. After two years with the company, he decided to improve his academic status by registering as an engineering student. His course of studies involved night school, correspondence courses and an abundance of private reading to prepare for the twelve required examinations. Successful completion of the exams plus the pre-requisite eight years practical experience finally qualified him for acceptance as a professional engineer. Jim commented, "I used to study at least 10 to 15 hours a week from October through March."

Jim Byres

During this time, he and his wife, **Rene,** led all the normal activities of a family of seven. Jim also managed to involve himself in scouts, minor hockey and the Credit Union board of directors.

For Jim, the personal satisfaction of attaining a long term goal was well worth all the time and effort.

Milk break

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Milk break

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VOLUME 10, NUMBER 3 — 29 — MAY-JUNE, 1971

Burrows Receives Pasteur Award

Ford Burrows, Wholesale Route Foreman, has received a Pasteur Award Honourable Mention from the Milk Industry Foundation. Each year the M.I.F. presents awards to employees who, while working in the dairy industry, perform an act of heroism or distinguished public service.

This is the fourth time a Dairyland employee has been so honoured. Ford won his award by his quick thinking in preventing a possible catastrophe caused by a runaway truck.

The incident occurred on the exceptionally steep Oak Street hill just below Broadway. A snapped drive shaft had forced Ford to park the truck against the curb. While Ford was rearranging some cases in the back, the truck jumped the curb, swung round in a semi-circle and headed down the hill on its own. Ford was thrown into the road, but quickly jumped back into the cab and steered, without brakes, round a corner.

Acting mainly by instinct, Ford was unaware that he had broken his wrist in the fall. If not for Ford's quick action, the truck could have caused a real disaster.

FORD BURROWS *receives his Pasteur Award Honourable Mention Certificate and congratulations from General Manager,* G. J. OKULITCH.

Cache Creek staff "ham it up" with old cedar barrel churn in front of the new Dairyland Branch building in this fast-growing community. From left, PAUL PIGEON; BRYON STAPLES; DOUG THOMPSON; *Branch Head* HAROLD JOHNSON; *and* LARRY EYJOLFSON.

At Cache Creek
New Branch Expands Market

A new Dairyland branch opened in Cache Creek May 21 to keep pace with a steadily growing market in the Cariboo. Previously, the FVMPA had operated a "portable depot" in the form of a huge refrigerated trailer, but due to growth in the area and the tremendous mining development in the Highland Valley just east of Ashcroft, the need was felt for larger facilities.

Cache Creek was the obvious choice for placing a depot since it forms the hub of the whole Cariboo area, covering south to Boston Bar, north to the border of 100 Mile House, west to Savona and east to Lilloett. The trucks will be travelling over not only the largest area, but also the worst driving conditions in B.C. Severe weather conditions and black ice are a constant hazard in winter.

The building in Cache Creek consists of: office, refrigeration room, stores and a warehouse. Special refrigeration facilities will provide for extremes of temperature. The depot operates three dual - temperature trucks which can be plugged in at the building. The product, which comes from Burnaby via Boris Reefer haulers on the way to Prince George, includes ice cream, all fluid products and a variety of frozen foods.

In charge of the branch is **Harold Johnston,** who previously operated his own distributing business for Dairyland products. He has a staff of four.

Truck Rodeo Competition Keen

Dairyland drivers competed against some of the best professional drivers in the lower Mainland in the Fleet Supervisors Annual Truck Rodeo held June 6.

Only those drivers who have a year's accident-free record both in personal and company driving may enter the rodeo. Dairyland was well represented by **Maurice Brown** in the Walk-in class and **George Driediger** and **Roger Parnell** in the Straight Truck class.

Maurice placed third in his class of 32 entries and took home a trophy as well as a transistor radio.

Both Roger and George made a very favourable showing with their driving but did not place in the top three. Over 100 drivers competed in the events.

Dairyland provide three of the new Ice Cream trucks for the Straight Truck class and received many compliments on their condition and style. These trucks are three of the many that service our wholesale routes throughout Vancouver.

In September of this year, Vancouver will be hosting the National Truck Rodeo Finals, where the top drivers from each province will compete for the Champion Driver of Canada Award. This driver will then enter the U.S. finals.

Omer Tupper, Fleet Safety Supervisor, praised the efforts of the men who represented Dairyland, "Just to enter an event like this is commendable in itself, considering the competition our men were up against. I am extremely proud of them. I hope we have some entries in the tractor-trailer category next year."

Drivers ROGER PARNELL, MAURICE BROWN *and* GEORGE DRIEDIGER *relax after completing their classes in the Fleet Supervisors Truck Rodeo.*

First Employee Dies

It is with deep regret we report the death of **John Hillas** on June 15th in his 91st year. Mr. Hillas, who retired as Comptroller of the Association in 1952 after 34 years service, was the first employee of the Fraser Valley Milk Producers' Assocation.

It was he who set up and opened the books of the Fraser Valley Milk Producers' Association in 1917 at Chilliwack. During his years of directing the recording of the business activity of the company, the gross sales figure rose from $1.5 millions the first year to over $17 millions in his final year.

John Hillas

In a tribute at the time he retired, Butter-fat magazine said, "The greatest asset that a co-operative association can have is a capable, loyal and honest employee. These qualifications are fully exemplified in John's many years of faithful service . . . his friendly, sympathetic and understanding manner in dealing with our individual and collective problems will be missed."

On April 30th, 1964, John Hillas represented the staff at the official ribbon cutting and opening of the Burnaby Plant.

Our sympathy is extended to his family on their loss; two daughters, Mrs. J. Allan Jones of Ottawa, and Mrs. Hugh J. Hodgins, of Vancouver; four grandchildren and three great grandchildren.

DON HANSON, *right, who is in charge of the Williams Lake Branch, accepts the Annual Branch Trophy for highest sales in Xmas specialty items. The presentation was made by Asst. General Manager,* NEIL GRAY *and Branch Distribution Manager,* BILL HAWES *at the Annual Branch Managers Sales Meeting held at Burnaby April 19 to 21.*

Eli Reaches Milestone

Eli Muratoff, of the Burnaby Production Department, retires at the end of June after 18 years with the FVMPA.

Eli was born in Russia before the 1918 Revolution. He attended the Leningrad University where, in 1928, he graduated as a Geologist. His work with the government took him on many scientific defence and mining expeditions to the Arctic Circle and other countries.

Then the war intervened and, as an officer in the Russian Army, he was wounded, captured and found himself a prisoner in a German concentration camp. After many terrible experiences he managed to escape.

In 1951, Eli immigrated to Canada with his wife and children. He reminisces, "I couldn't speak a word of English and arrived here with only the clothes I was wearing." Due to the language problem, it was impossible for him to find work in his own profession.

After much job-hunting, Eli was employed by the FVMPA and started work in the Arctic Ice Cream plant, then moved to the production department at the Burnaby Plant. He has enjoyed his life in Canada and his work very much. "Canada is a land of hidden treasure and great beauty. Thanks to this country, I have been able to give my children a university education, buy my own car and own a lovely home."

Eli regrets leaving his job and all the friendly associations he has made over the years. He wishes to thank FVMPA management and all his co-workers for their assistance and friendship. When he retires, Eli isn't likely to be bored. Though geology continues to be his greatest interest, he also sings in the Russian Orthodox Church and does a lot of reading.

Eli Muratoff

Butter for Britannia

Fraser Valley Butter was on the ship's table when Her Majesty's Ship Britannia sailed in B.C. waters during the recent Royal Tour. On instructions to buy "the best foods available," the Navy Supply Officer selected 850 pounds of our Sardis-made FVMPA butter.

Cafeteria Menu Serves Varied Fare

In order to add new interest to jaded appetites, the Burnaby Plant cafeteria is offering a new menu. A fresh series of entrees, developed by the Industrial Catering Services and served in their White Spot restaurants, features a wide variety of special dishes. Here is a sample of what to look for: Pork Polynesian; Seafood Newberg; Steak & Kidney Pie; Curried Veal; Spaghetti; Beef Stroganoff and many other delicious sounding dinner items.

All of the new entrees will be prepared ahead in the White Spot Commissary on S.E. Marine Drive and delivered frozen to the individual cafeterias. According to I.C.S. representative, **Ted Lynden,** this method of freezing special dishes was impossible until recently, when a superior type of thickening agent became available. Ted explained, "We couldn't use ordinary flour for thickening the sauces because freezing and rethawing would cause them to separate when they were reheated. These new starches give a perfect consistency to the finished product."

The recipes were developed by leading Consultant Chef, **Bob Kreis,** of Brown Derby Resturant fame, in Hollywood. Mr. Kreis pooled his knowledge with food specialists at I.C.S. in planning the recipes and freezing method.

The main features of this new menu is that it will be easy to handle in the cafeterias and provide as much variety as possible with foods of different ethnic origins. The sauces are really authentic. Where the recipe calls for sherry or sauterne, the wine concentrates will be used.

Manageress at Dairyland, **Rose Savage,** is looking forward to serving her new meals. She added, "It will give a real interest to our menu with the simplest of preparation methods."

To make the removal of the shell of a hard boiled egg easier, add salt to the cooking water.

Speaking on

Our Reputation

By DICK GRAHAME
Manager of Personnel, Industrial Relations

Our customers do business with us because they like the products we turn out and the service we give. Customers know we'll give them their money's worth. That's what makes our business good and our jobs steady.

A company doesn't build up this reputation overnight. It is built over many years by you and every member of the organization.

If you stop to think how a good reputation comes about you will realize that there is just one way to build it. It is: TO GIVE CUSTOMERS THE BEST PRODUCT AND SERVICE AT A FAIR PRICE.

In most instances a given employee does only a small part of the work needed to produce a product and service it to a customer. Perhaps he doesn't realize that how he does his work affects the finished product—satisfying the customer. If he turns out shoddy or costly work, the dissatisfied customer won't blame him; he will blame the company and injure its reputation.

Because the price we charge for our products is an important factor in satisfying our customers, each employee has an important responsibility toward keeping costs as low as possible. If he doesn't do this, these extra costs must be included in the prices we charge. To keep costs low, each employee must work as efficiently as possible. This doesn't mean that people are being asked to work harder or faster—but it does mean that people should work smarter. One's job efforts should be analyzed so that wasted effort or time is eliminated. A person who pursues this objective will build a good reputation for himself and for his employer. This is something that cannot be bought. It must be earned.

Your job is a valuable possession, your greatest economic asset. No matter where you work—in the plant, or office or on the routes—do your job in the best way you know how.

The job security of all of us depends upon the reputation which we develop. Each of us helps to shape this.

Glee Club Still in Fine Voice

The Dairyland Male Voice Glee Club and Variety Entertainers completed a busy season of entertainment at their annual banquet held at Hoyer's Hall, May 17.

After dinner, the club members provided a pleasant variety program. Representing Dairyland were **Bill Ramsell,** Sales Manager and **G. W. Park,** FVMPA Secretary.

Performing steadily since 1933, the Glee Club is in great demand by clubs and groups wishing entertainment. The following letter is representative of a great many sent during the year to General Manager **G. J. Okulitch:**

"We had the great privilege recently of having 'The Dairyland Glee Club' at our Church and had a very enjoyable and delightful evening of music and song.

I know I speak on behalf of every person at St. Paul's who was present that no greater pleasure could have been ours. The group was superb, their repertoire well chosen, as was the soloist and instrumentalist.

May we say thank you to your Company for sponsoring such a talented group and sharing it with us and so many others."

Anyone who is interested in singing and would like to join the Glee Club, contact **Ken Wolfe at** 522-4322 or **Glynn Owen at** 874-9524, or meet them at the Burnaby Plant.

Enjoying the wind-up banquet for the Dairyland Glee Club are FVMPA Secretary, G. W. PARK, *Glee Club President,* KEN WOLFE, DORIS WOLFE, *Dairyland Sales Manager,* G. W. RAMSELL, ALMA PARK *and* PAULA RAMSELL.

Milk break

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

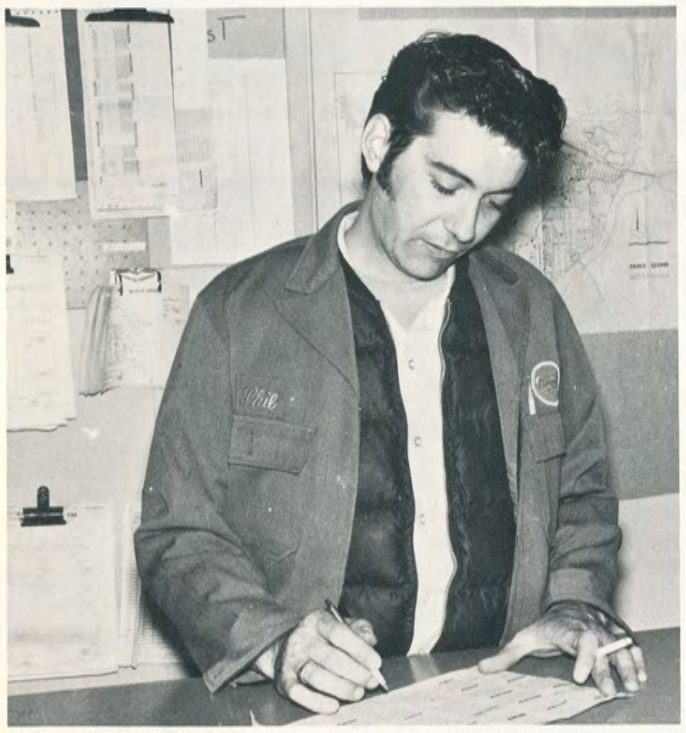
J. L. GRAY, Public Relations and Advertising Manager
THOMAS W. LOW
Supervisor, Publications and Member Relations
VERLIE F. ABRAMS, Editor
Member of B.C. Industrial Editors' Association

Dairyland PACIFIC

Northern Branch District Manager, LEN HOBSON, *in his Prince George office for a brief stop during a work schedule that includes thousands of miles of travel to direct and supervise Dairyland business in the northern areas of the province.*

Our Northern Branches

Prince George



PHIL SULLIVAN *checks out orders at Prince George*

Prince George staffer, BRENT FORRESTER, *helps to keep milk flowing to Central B.C. customers.*

Modern building houses Prince George Branch.

MURRAY SWANSON, *right, Branch Manager at Prince George, with* BILL ARP, *one of the* BORIS TRUCK LINE *drivers responsible for getting Dairyland products to our northern branches.*

Lines of communication are kept open on the Telex by office girl MARY LEE.

Counting out that important commodity, money, is Prince George's girl Friday, ADA MANNS.

Shipper CHARLIE LEE *caught by camera at a busy moment.*

MURRAY FRIESEN *admires a northern native—the Moose, guarding the cold storage room door.*

GERRY DEORKSEN *looks over situation at the end of day.*

PETE STUBBERT, *in charge of the Dairyland Prince Rupert Branch—a busy fellow.*

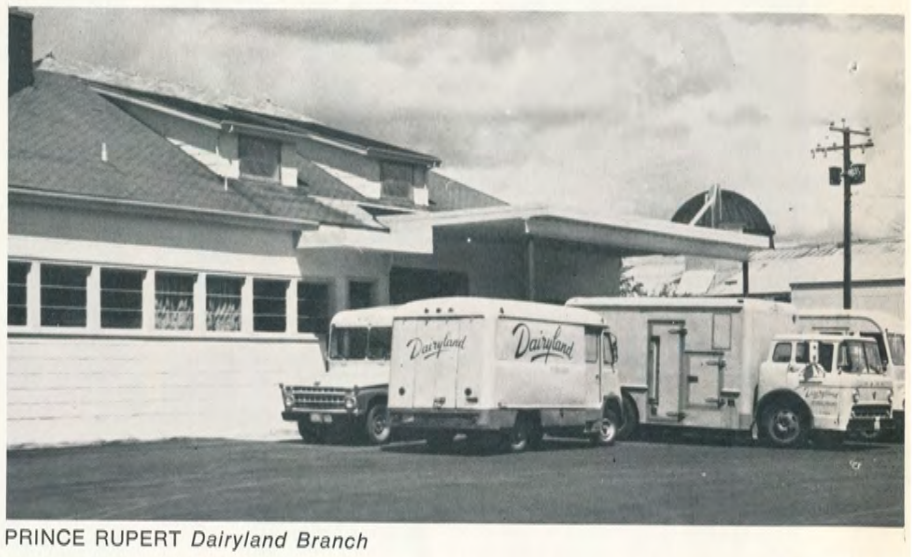
ARNOLD HADLAND *looks over dairy foods posters.*

JENO POTORNY *on loading platform.*

Prince Rupert

DON OFFUTT *gets early morning photo.*

JOHN KUIRK *ready to roll with early morning load.*



PRINCE RUPERT *Dairyland Branch*

ERIC GRASS, *Rupert sales, almost got away from the photographer.*

BOB GROVER, *shipper/receiver, points out colorful display of cards and photos at Rupert Branch.*

DON HANSON, *in charge of the Williams Lake Dairyland Branch, checks the day's sales beside his "Egg Nog Mobile".*

JIM HILL, *down from Prince George for holiday relief, winds up a day at the "Lake".*

Williams Lake

You can't miss the WILLIAMS LAKE BRANCH *on Highway 97.*

Burns Lake

We nearly missed RON MOULE *from Burns Lake, busily engaged in making a store delivery at Fraser Lake.*

ED NOVAKOWSKI, *(right) at the Burns Lake depot, was explaining the branch operation to new man* CLIFF FINCH *when we called. Ed has since been transferred to the Quesnel Branch.*

JACK KENDRICK *repres*

ALAN O'COFFEY, *"stock car" driver alias Dairyland sales.*

NORMAN BROWNE, *in charge of the Smithers Branch and* MIKE BANDSTRA, *Dairyland retail jobber smile at coloring book.*

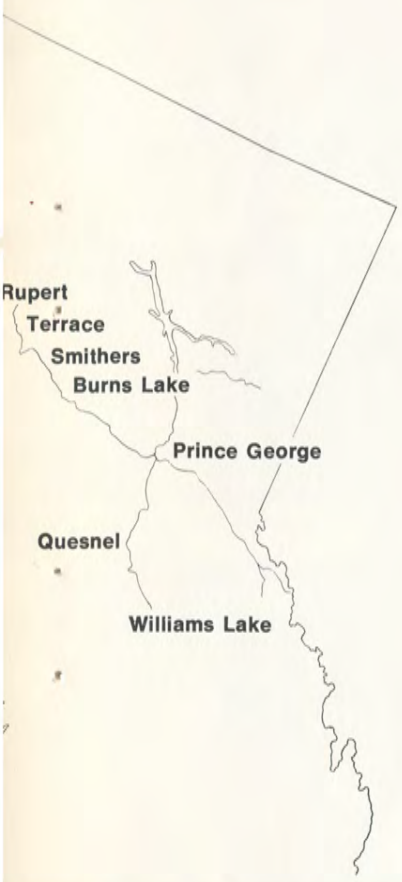
SMITHERS BRANCH

BILL CROMER, *Smithers driver-salesman.*

Smithers

JIM THOM *moves the familiar Dairyland ice cream tub from cold storage.*

Branch head NORMAN BROWNE *talks with customer.*



Corner view of the neat, modern TERRACE BRANCH. *(rain there too).*

Driver Salesman, DICK GUNTON, *prepares to make a store delivery.*

Smiling MEL FLEWIN *behind the wheel as he completed a call in Terrace.*

KEN DIX *totals the orders of the day at the Terrace Branch.*

Terrace

Quesnel

nts Dairyland in the fast-growing Quesnel area.

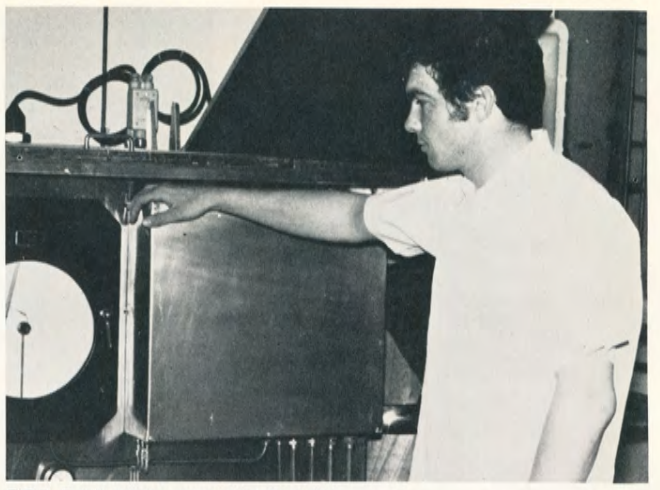
Driver Salesman, ROY OLIARNY, *says he's Irish, but we think he kissed the Blarney Stone.*

Dairyland shipper, JOHN HILL, *starts an active day at the Terrace Branch.*

Terrace Branch Manager, BILL INGLES, *looks happy as he takes a customer call in his office.*

MICHAEL BRONSDON — *Kitimat Sales.*

Production man GEORGE SANTOS.



BOB DAY *looks over C-I-P unit.*

Branch Manager RON BROWN *heads busy Branch.*

JIM THOM *doubles in sales and production.*

FRED WALLACE — *Kitimat Sales.*

ANTERO DU SANTOS *works in packaging area.*

Kitimat

DICK JOHNSON *loads out truck.*

Front view of Kitimat plant.

Rear view of Kitimat plant.

RANDY GRANT *moves product to cold storage.*

Plant Superintendent GEORGE THOM.

EILEEN MORPHET *keeps the office wheels turning.*

JOE RORKE *checks HTST at Kitimat Plant.*

Retail from Delair

The Pacific Plant at Delair has recently become the base for five home delivery trucks serving the Abbotsford - Clearbrook and Mission areas. The routes were previously served from the Valley Branch. The change-over was made to Delair in order to cut down on travelling costs and delivery time. Presently there are 1800 retail customers in the area, and the routes are expected to grow.

All products for this new retail service are received from the Burnaby Plant by daily truck. The old can receiving platform, closed down March 1970, has been converted to a large cooler for storage. The orders are checked into the trucks and stock replaced daily. As in regular retail routes, drivers are responsible for their own products and bookkeeping. At Delair they start a bit earlier, though. The first drivers begin their day at 4:45 because of the distance between customers.

Frank Forrest, Plant Superintendent at Delair, mentioned that the new retail business will be handled by the same staff working at Delair, with the exception of the drivers. However, much re-organizing will be necessary to get it down to a system. Frank commented, "One main problem is that we are not familiar with all the products. For years, it's just been Pacific."

Cool Sandwiches

Picnics and sandwiches go hand in hand all through the warm weather. Unfortunately, sandwiches do not travel well in warm weather unless they are kept well chilled. Special care must be taken with sandwiches made with meat, poultry, fish and eggs as these fillings may cause food poisoning if they are not kept properly chilled. Picnic coolers and ice are the two best ways to keep food cool on warm days. For those who do not have a good picnic cooler here are two ways to keep sandwiches cool and safe.

Sandwiches will keep well chilled when they are made with frozen sliced bread. This has several advantages besides keeping the sandwich filling safe; butter is easier to spread because the bread doesn't crumble and tear, the chill in the bread keeps even lettuce crisp and cool, and the bread retains the characteristic texture of fresh bread when it thaws.

Freezing unopened cans of fruit juice is another way to keep picnic sandwiches cold. This has the added benefit of providing a very cold refreshing picnic beverage when thawed.

Dairyland Serves the Queen

Dairyland products were used exclusively in a banquet held in Penticton to honour Her Majesty, Queen Elizabeth, Prince Philip and Princess Anne. Catering to the royal dinner was **Dieter Grabenhof,** who owns and operates three restaurants serviced by Dairyland — The Chalet, Dieter's Steak House and S.S. Sicamous.

Dieter is a young German, trained in the European tradition of catering, who has lived in Canada for the past 10 years. With the help of his wife, **Josette,** and a staff of 45 people, he organized the entire banquet, from planning the menu and buying the food to seeing the head table set with a special maple leaf patterned damask table cloth.

Following a sumptuous meal including B.C. smoked salmon, Filet Wellington and six different wines, the dessert was Dieter's own specialty—Peach City Surprise—a meringue topped with peaches, whipped cream and maraschino cherries sprinkled with peach brandy.

Penticton Branch Manager, **Jack Sheldon** made particular arrangements to have the whipping cream, butter, milk and creamo sent fresh from the Burnaby Plant on the day it was needed.

Did you know that cut flowers will last much longer is you set them in leftover tea?

Line-up for the 1971 Dairyland Softball team is: Back Row, L-R; IRV PENNER *(Stats),* EAMON MacPHERSON, JOHN JOHNSTONE *(Coach),* GORD WELBOURNE, MAX STELLMACHER, JOHN PURVES *(Capt),* ROY *(Birdy)* JAMIESON, TOM SHERBUCK. *Front Row, L-R;* BRIAN FENNINGS, RIC RESTIAUX, FRANK CHAMBERS, BARRY SMITH, DAN PAXTON. *Missing from Picture:* PAUL HIPWELL, RICK SLATER ROGER KOPF, *and* RON DROZDIAK. *League games started the beginning of May and will end in play-offs at the middle of August. All games are played at Adanac Park in Burnaby.*

TOM SHERBUCK *on third base*

Driver Takes to the Air

Warren Pratt, Retail Route Salesman at the Valley Branch, has distinguished himself recently by obtaining his commercial flying licence.

The idea of flying a plane had intrigued Warren for a long time, so in 1967, he registered with Skyways training centre in Langley for lessons. In two months he had obtained his private licence, but much more air training and hours of ground work were necessary for the commercial qualifications.

According to Warren, flying has become a popular hobby in recent years and small planes must follow the same air traffic regulations as the larger airlines. They can also receive the same direction and assistance in emergencies from the radio control tower.

The only difficulty Warren has experienced was a rocky flight due to carburetor icing. Contrary to a layman's expectations, he doesn't even carry a parachute. He says, "With a small, light plane, it's much easier and safer to find an open area and glide down."

Warren hopes to someday own a seaplane.

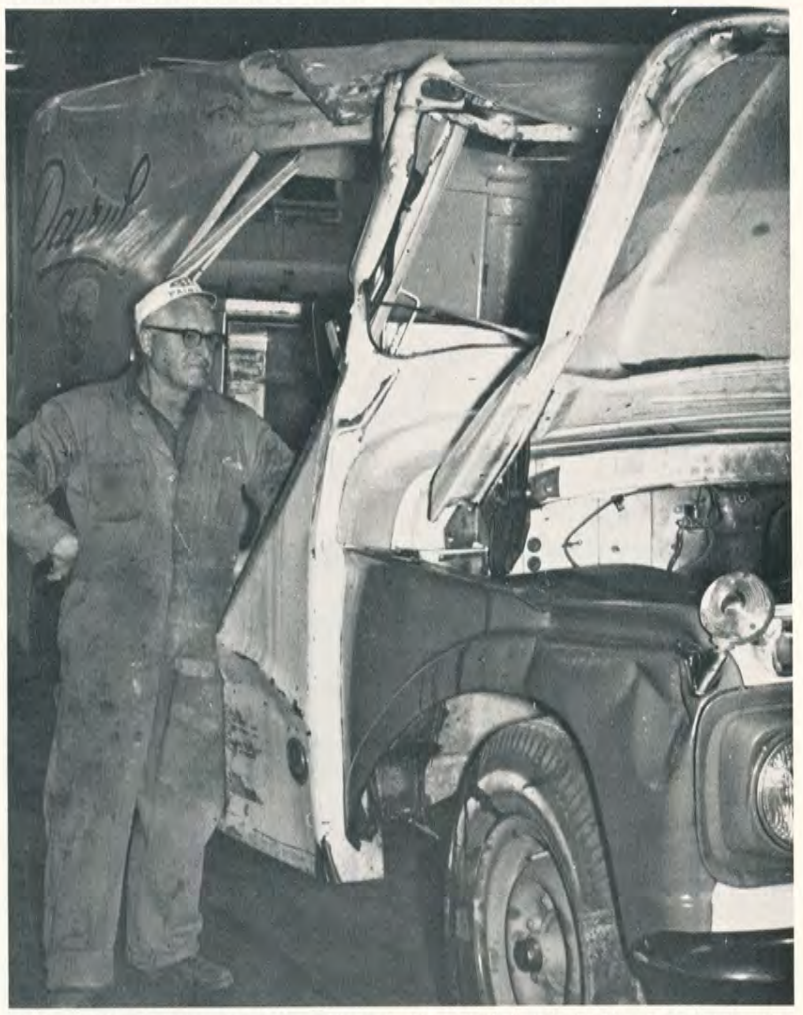
New Safety Group

The Burnaby Plant Safety Committee has been re-organized to provide better representation from all departments. In the past, the committee has been comprised mainly of plant staff. Inasmuch as over half of all work injuries for Burnaby employees are amongst route personnel, it is important that these people be represented on the safety committee.

Employee representatives will now come from the following departments; retail distribution, wholesale distribution, checking, plant and engineering (workshop and garage). Management will be represented from retail distribution, wholesale distribution, plant, engineering and industrial relations.

Under the B.C. Accident Prevention Regulations, a Safety Committee must be in operation for any place of employment having a staff of over 50 persons.

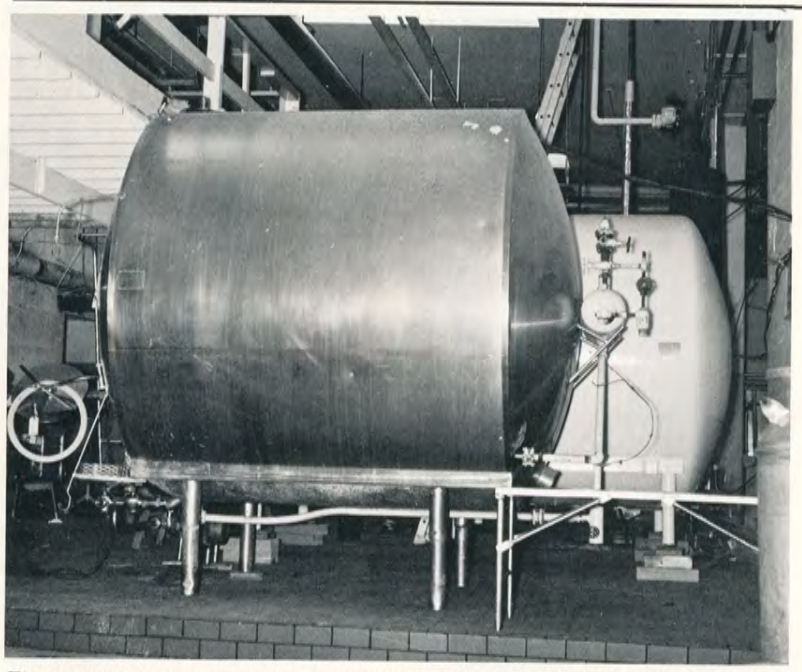
A meeting of the new committee was held June 17. **Dean Mayfield** was elected chairman. Also attending were **Norm Hoy** and **Colin Kelsey** representing First Aid Services. Since the untimely death of Jimmy Stouse, Norm has assumed responsibility for the plant's first aid program. Colin, who recently qualified for his certificate, is now his assistant.



An unusual traffic accident reduced this retail truck to the wreckage pictured. The accident occurred in a North Vancouver intersection when a woman driving a Cougar hit the truck broadside and tipped it right upside down. Amazingly, driver RALPH MILLUM, *managed to hang onto the wheel and remain inside the truck even though the panel door was open at the time. He suffered only cuts and bruises, but the truck was deemed a total write-off by garage staff. Examining the damage is body repairman* HUGH MURDOCK.

TERRACE BRANCH MANAGER, BILL INGLES, *right, represents his Rotary Club in presenting a $100 cheque to* GORDON RICKIE, *bandmaster of Terrace schools. The money was part of the proceeds from the recently held Rotary Mardi Gras and will be used to send the high school band on a concert trip to Victoria this summer. An active Rotarian, Bill served as chairman for the Mardi Gras and has recently been elected to the club's Board of Directors.*

Does she look familiar? Model for the billboard advertising "June is Dairy Month" is Public Relations and Advertising Secretary, PAT TARLING. *Sponsored by the Dairy Farmers of B.C., the 84 billboards will be located all over B.C. throughout the months of July-August. In connection with the "milk shape" image, Dairyland is promoting a "Shapely Foods Contest," featuring low fat products such as 2% Cottage Cheese, yogurt and sherbet. The prizes are twenty Iverson 10-speed bikes. These prizes couldn't have been more appropriately chosen considering the recent resurgence of bike riding as a popular sport and to prove it, entries have been flooding in.*



The first stage in a complete re-modelling of the Sardis Utility Plant involves ripping up the old concrete floor and laying new quarry tiles. Further renovations will include a new drainage system, re-wiring and re-arranging the processing equipment. The work is done in small sections to keep production operating as usual.

Milk break

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Appointment

The appointment of **Mr. Grant Lewis** to the position of foreman in the Production Department has been announced recently. Grant will primarily be responsible for the night shift milk checking area but will also supervise and assist where possible all personnel employed throughout the Burnaby plant on the night shift.

Grant came to Dairyland one year ago with prior supervisory and production experience. He has worked in the milk checking area since his commencement of employment.

On the Grill

Chicken pieces or chicken halves are tender and versatile, cooked over the coals of a barbecue. Young fryers or broilers weighing 2¼ to 3 pounds, quartered or halved, are best suited for grill cooking.

Before starting to barbecue, be sure the coals are covered with a white, powdery ash and the grill is 6 to 12 inches above the coals to give a medium heat. Brush the chicken with melted fat.

Place the pieces on the greased grill, skin side up. The skin side scorches easily and should be kept down no more than 3 minutes at a time. Turn the pieces every 3 to 5 minutes with long-handled tongs and baste frequently. Total cooking time will be 40 to 60 minutes.

There are a wide variety of sauces and marinades that complement the flavor of chicken. Suggested basting sauces include: melted butter combined with crushed garlic, or lemon and honey, or herbs such as; thyme, oregano, rosemary, marjoram, savory, tarragon or bay leaf. Barbecue sauces, sweet and sour sauce, or even French or Italian salad dressing, will create special chicken flavor favorites.

WANTED DAIRY ANTIQUES

Please Contact:
Public Relations & Advertising Department

Remember When?

The history of the English language is that of a living, evolving organism and certainly every age has had its own slang, much of which over the years has come to be accepted as proper usage.

But has there ever been a time when the language has been shaken up in the way that it has these past few years? It has its amusing side and we are indebted to some unknown grammatical purist for the following witty contribution, in rhyme:

Remember when "hippie" meant big in the hips,
And a "trip" involved travel in cars, planes and ships?
When "pot" was a vessel for cooking things in,
And "hooked" was what grandmother's rug may have been?
When "acid" etched metal, instead of man's mind,
And "grass" was a ground cover—normally green?
When "groovy" meant furrowed with channels and hollows,
And "birds" were winged creatures like robins and swallows?

Winning team of the 1971 Reach for the Top finals was Penticton Secondary School. Here, the boys receive their trophy and congratulations from co-sponsors, Dairyland and B.C. Telephone. Top row, l-r, Coach, PAUL ZUBICK, CORRIE ARCHER, RICHARD CANNINGS, WALTER MAROZOFF. *Bottom row, l-r, B.C. Tel Public Relations Director,* JIM McINNES, *Dairyland Sales Manager,* BILL RAMSELL, DONALD McLEOD, SYDNEY CANNINGS *and Quizmaster* TERRY GARNER.

Milk break

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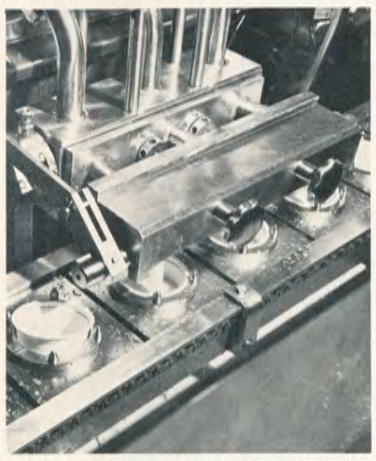
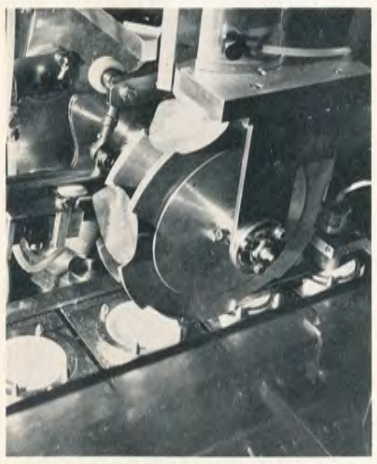
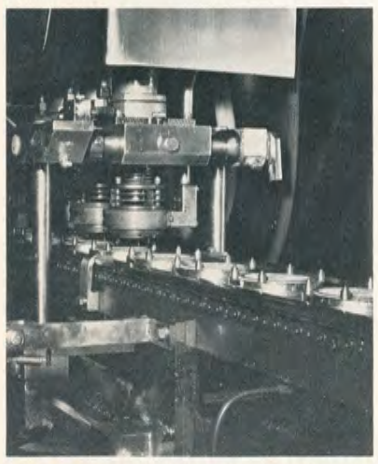
Latest in Packaging



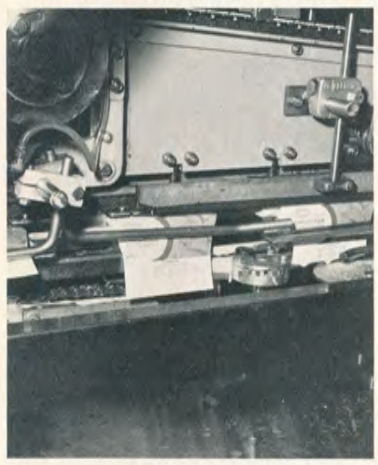
Plastic cups are filled with product, three at a time.



Rotating wheel places foil lid on each cup.



Lids are sealed by heat and conveyed to wrapping equipment.



Timing device permits two cups to be overwrapped in single package.

Mildred Russell and Jennifer McGregor take twin-packs off line.

A new single portion packaging machine which has been recently installed at the Burnaby plant could open up a whole new field in the marketing of dairy products. The concept of the portion pack was brought back from Europe by General Manager, G. J. Okulitch, who along with the heads of other Canadian dairies, inspected leading European milk processing firms. He was most impressed by the diversity of milk products on the market and the trend toward specialization in their processing plants.

The new filling and packaging machine, made in Germany by the Gasti-Federal Company, is the only machine of its type in North America. It was bought last November off the floor of a dairy equipment display in Houston, Texas, by Dairyland executives who were attending the Milk Industry Convention. The machine fills three plastic cups at a time with the product and seals them with a foil lid. Then a connecting machine called the "cluster pak" wraps two cups in a cardboard "sleeve", all in one streamlined operation. Although most products are using a 4½ ounce cup size, the equipment can accommodate cups holding from 2½ oz. to 9 oz.

There have been some setbacks in getting this machinery into operation. Mainly, the production department has had to wait for supplies of plastic cups and their precisely fitting foil lids to come from the manufacturer. In addition, a few alterations were needed in the existing production equipment to connect the processing with the filling operation.

Operations Manager, Norm Tupper explained, "We are still in the experimental stage with this equipment. More auxiliary equipment may be needed to get the machinery running perfectly."

Two new products—a Swiss Style yogurt just on the market and a milk pudding soon to be released—are being packaged in the portion cups. Both items are the result of several years of research by the laboratory staff under the direction of Dennis Haner.

Many trial formulas and flavours were prepared and sampled by taste panels before the lab was satisfied that it had developed an excellent pudding and yogurt. Next, the formulas had to be adapted to large quantity production in the existing processing equipment.

The new pudding is made from fresh milk and cream and is more like a home-made pudding than a commercial type. Pasteurized and mixed in large steam-jacketed kettles, it goes into the Gasti filler as a hot liquid and cools in the cups to a smooth creamy texture. The flavours are a rich chocolate, butterscotch and a delicious vanilla that some people compare to cheesecake.

The Swiss Style yogurt is a homogeneous blend of yogurt and chunks of real fruit. Unlike the regular yogurt, the fruit is suspended throughout the product which eliminates the need for stirring. The texture is different too. Swiss Style is creamy rather than set, which makes it easier to mix with other foods when used in a recipe. Basically, the yogurt is made by pasteurizing fresh milk, then lowering the temperature and innoculating the milk with a bacterial culture. The product is allowed to set until the proper acidity is reached. At this point it looks like a giant custard. It is then agitated until smooth, cooled and pumped to the filling room. Seven flavours of true fruit purees are added and the yogurt put into 4½ ounce cups.

An extensive advertising and promotional program will accompany the introduction of these two new products to the market. Both puddings and yogurts are packaged in an colourful overwrap designed to catch the eye of the shopper.

At present, the portion filling equipment is packaging Swiss Style yogurt, pudding, milk, chocolate drink and fruit drinks, but the possibilities of marketing other milk products in a portion package are numerous. The handy individual cups have a wide potential use ranging from the hospital tray to the school lunchbox. In commenting on the future of the portion pack operation, Mr. Okulitch said, "The enthusiasm shown by staff and customers alike indicates a great future for both our new products and their new packages."

Emporium Serves 75,000 Cones

Bustling crowds proved the success of Dairyland Ice Cream Emporium, new this year at the PNE.

75,000 ice cream cones refreshed PNE visitors at Dairyland's Ice Cream Emporium, one of the most popular booths at the Fair. The concession did a rushing trade due largely to the efforts of George Vernon, Special Representative for Drive-Ins, who planned and managed the whole venture.

He explained, "The basic idea behind the Ice Cream Emporium was not to make a huge profit, but to display Dairyland's line of high quality ice cream."

George was allotted a 32 by 12 foot space to design the booth. He decided on a decor in the theme of an old time saloon. A shake roof bordered with lights and held up by carved posts enclosed the space. Green and gold wallpaper sectioned off with dark stained beams gave warmth to the interior and the period look was completed by blow-ups depicting historical farm scenes from the Fraser Valley.

George then hired a staff of 23 girls to scoop and serve ice cream during the 17 days of the Fair. Although the booth featured a wide variety of flavours, George found that the most popular flavour was still vanilla. Of course, liquorice was a big hit with children. Other dairy foods served were 8-ounce cartons of chocolate drink, milk and buttermilk and cups of the new Swiss Style yogurt. A constant supply of ice cream was provided by a stationary freezer truck kept on the PNE grounds.

The main problem encountered was the extra work required to keep the booth clean with the crowds of customers waiting to be served. However, a cheerful atmosphere prevailed and many favourable comments were heard about the friendliness and courtesy of the staff.

George was pleased with the Emporium's success. He remarked, "The volume of ice cream we sold—about 5000 gallons—far surpassed my highest predictions."

Pan Am Silver Medallist

Bill Smart

Summer employee, **Bill Smart** won a silver medal for Canada at the Pan American games in Cali, by placing second in the 1500 metres sprint. He was just beaten by Martin Liquori of the U.S. team who is considered to be the top miler in the world. It was not the first time Bill had distinguished himself in international competition. At the previous Commonwealth Games, he won a bronze medal in the 800 metres race.

Now looking ahead to the '71 Olympics in Munich, Bill is combining sprinting with the completion of his education. Four years ago, he was awarded a track and field scholarship at the University of Washington, where he received his B.A. This year, Bill enters his first year of law school at U.B.C., assisted by a federal grant of $2000. During the past five summers, he has worked in Dairyland's ice cream department.

Bill trains under Lionel Pugh, coach of the Canadian track team. His rigid training schedule requires 2 runs a day, usually on city streets. He estimates that he covers about 90 miles a week. His daily workout is then rounded out by a modified weight lifting course. Although all his training plus studying give him a minimum of spare time, Bill still manages to squeeze in some social life.

TRICK or TREAT

"Halloween isn't half the fun it used to be." Those of us who left childhood behind ten or more years ago remember Halloween as a tremendously exciting time, almost a season rather than a day. Crisp weather, falling leaves and darkening nights seemed to evoke a special atmosphere. Halloween costumes, very original ones at that, were planned weeks ahead and pumpkin faces grinned or leered out of every house in the block. It was a rather spooky time too, when children were still unsophisticated enough to half believe that there just might be such a thing as a ghost. Older houses set back off the street, quite ordinary in daylight, seemed on Halloween night forbidding and sinister. Then, when the loud cry of "Trick or Treat" or "Halloween Handouts" was answered, we were often bribed into stumbling through a song or reciting some half-forgotten poem for our prize of home made candy wrapped up in waxed paper and string. It was also a time when innocent fun was still in style and tricks played on the less popular people in the neighbourhood never amounted to too much damage.

For me, however, these pleasant childhood memories always take second place to my father's annual Halloween Trick on Mr. Monk, our neighbour two doors up. Tending to be a practical joker at the best of times, my father reached his pinnacle of achievement in these jokes which he plotted with diabolical glee weeks in advance. Why he singled out Mr. Monk was that here he found a kindred spirit who would respond with equal good humour.

The jokes started out mildly—a call at the door in a funny disguise, for instance—and got worse as the years went on. The one that stands out most in my mind was the "hanging man." Dad stuffed an old pair of coveralls with newspaper, topped the body with a horrible and lifelike rubber mask and looped a thick rope round its neck. He managed to climb undetected up the front of Mr. Monk's house and hang it from the rafters. It hung forlornly there for a few days until one morning we found it slumped over the steering wheel of our car.

Another Halloween, he made use of a fog horn which had been hanging around our basement for years. It made a penetrating sound resembling a mournful howl. Dad laid the wires from our house and strung the fog horn down Monk's chimney, where it could bleat away by remote control at intervals through the night. That same year, we found our house wound round with fish netting (Mr. Monk worked for a fishing company) ending in a wreath of tinned salmon at the front door.

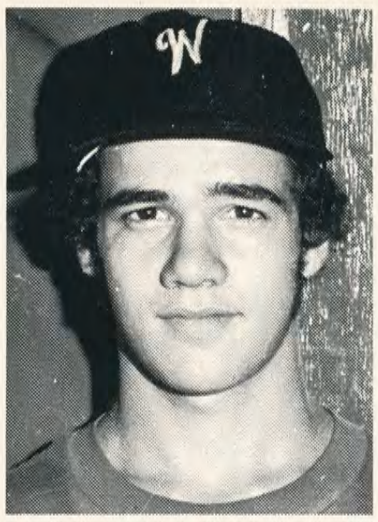
I remember one other year when Dad found a weathered old toilet seat at work. He filled in the centre with a cardboard and painted on it a nasty looking caricature of Mr. Monk. He then lettered in red around the edges, "Monk for Mayor—for bigger and better fish!" This creation he wired to the front of Mr. Monk's car, knowing that he always went round the back of his car in the morning. In all ignorance of the monstrosity he was displaying, Mr. Monk travelled 20 miles to work and back and found it only after coming home from the hockey game that night.

This prank called for a well-thought-out retaliation. The following Halloween, Mr. Monk painted on a plank in huge letters, "Free Hot Dogs and Ice Cream Here." He placed the plank against our front steps so that it couldn't be seen from the house, but was easily read from the street. We couldn't understand why the kids looked so disappointed when they received their little bag of candy.

When we moved away from the neighbourhood, my dad had to rely on house parties for his jokes and for a time, our rec. room resembled a fun house. A tiny picture of my mother dressed up in a hula costume sprayed unsuspecting guests with water when they moved in for a closer look. A chair was installed with a vibrating buzzer which could be controlled from across the room. Dad worked several days on rigging up the bathroom for one occasion. When an unsuspecting person sat down, a loud bell clanged and all the lights went off.

Once at a friend's house, Dad gave hospitality the acid test. He had previously instructed all the other guests to bring along an inexpensive glass. Once the party was in full swing, everyone secretly exchanged their hostess' good glass for the old one they had brought. Then a series of toasts followed. At the conclusion of each, the guest threw his glass, smashing it against the fireplace. With each breakage, the poor woman's smile became more and more frozen, but she proved too polite to object.

Like any other phase, the practical joking finally exhausted itself in time. But in my memories of Halloweens gone by, the "tricks" will always stand out far more than the "treats."



John Crang

Canadian Champions

John Crang, 15, son of Burnaby wholesale driver **John Crang**, was on the Senior Little League team which won the Canadian championship this year. The team went on to represent Canada in the "World Series" held in August in Gary, Indiana. Other countries involved were Germany, Mexico, Puerto Rico and the United States. The Canadian team played extremely well, being beaten only 2-0 in the final game by the Californian champions. Since the end of school, the boys had practised six hours a day in preparation for the games.

John senior and his wife travelled with their son to see the series.

John junior has been playing baseball since he was eight years old. He plays left field and has a batting average of 585. Now that baseball season is over, he is playing junior hockey and attending hockey refereeing school.

Recent Deaths

Murdo MacSween

Burnaby employees were saddened to hear of the sudden death of **Murdo MacSween**, chief operating engineer. He had been employed in Dairyland's steam and refrigeration department for 16 years and was slated for retirement next year.

Murdo had just returned from a holiday in Scotland before he died. He was a member of the St. Andrews and Caledonian Society and Sons of Scotland and was very active in Scottish country dancing. Murdo will be missed by all his friends at the plant.

John Sutton

It is with regret that we report the death of **John Sutton,** who worked at the Burnaby plant as a route salesman. John was employed by Glenburn Dairies in 1946 and moved with the company to Jersey Farms, then Dairyland. He always took an active part in company affairs, both in his work and in social activities.

Especially fond of children, John and his wife gave a home to 18 foster children, while raising a family of their own. He is survived by his wife, two sons and a daughter.

Speaking on

'Flu Shots

By DICK GRAHAME
Manager of Personnel, Industrial Relations

I'm sure none of us really enjoys the experience of taking a shot of some sort. For some the very thought of it is repulsive and for others there is a definite fear of the experience. This is why many avoid this kind of encounter.

But perhaps we should give this a second thought. Research studies have shown that those that take 'flu shots do enjoy a lower incidence of 'flu and colds during the winter months. It can't be guaranteed that a person taking such a shot won't catch the 'flu but the chances are better that he will not.

There are several stories about these shots because of reactions suffered by persons who took them in past years. These reactions were caused by the protein content of the serum used. Because of this medical research has concentrated on producing a "reaction-free" serum and about two years ago were successful. A new type of vaccine is now available and very few reactions to it have been reported. It was used by us for the first time last year.

Because such shots do reduce the chances of catching a cold or the 'flu, the FVMPA provides a program which makes the protection easily available to most of our staff. For employees based at Burnaby, Delair and Sardis, arrangements have been made for a doctor to visit the plants to gives the necessary shots. For those taking the protection for the first time, two shots, given on different days, will be necessary. Those that took the protection last year will merely need a booster shot this year.

Early in October announcements will be made as to the time and place the shots will be available.

Remember, there is no cost involved—just a few minutes of your time.

The taking of this protection is voluntary, but the evidence in favor of it is so convincing that we unhesitatingly recommend it. By taking it you might well avoid the suffering of a miserable cold in the winter ahead.

Please give this your serious consideration.

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
Supervisor, Publications and Member Relations
VERLIE F. ABRAMS, Editor
Member of B.C. Industrial Editors' Association

Dairyland PACIFIC

What's Your Excuse?

Many owners of old-model cars install safety belts in their old cars. Many new-car owners refuse to use belts already installed. How come? What distinguishes a safety belt user from a non-user?

Here are a few differences that safety belt researchers have observed:

Safety Belt Non-user

—Can't really imagine that he will ever be involved in a serious collision.

—Trusts his car; hopes road conditions and other drivers will give no trouble.

—May have a touch of claustrophobia, doesn't like to feel restricted.

—Thinks that if he's lucky he'll be "thrown clear".

—Is afraid of being trapped in his car in case of fire or submersion.

—Thinks it's unmanly to use safety belts.

—Says safety belts are hard on clothes.

—Feels safe on short trips, but buckles up on longer trips, or when driving on freeways.

—Sometimes means to use his belt, but forgets.

Safety Belt User

—Thinks that crashes are common and could happen to anyone.

—Is self-reliant and prepares for highway dangers in a variety of ways.

—Likes to feel he is part of the car; feels loose and lost when unbelted.

—Knows ejection is bad luck; four times out of five.

—Knows fire and submersion are rare; getting knocked helpless is the real danger.

—Thinks it's childish to refuse proven protection.

—Rates care of person more important than clothes.

—Realizes most crashes occur near home, on local roads, not on well-built freeways.

—Makes buckling up a matter of habit.

Familiar face at Dairyland picnics, Dick English is awarded this special plaque for his continuing attendance. Making the presentation is Ralph Ruddy.

STAFF PICNIC '71

Photos by Colin Kelsey

Awaiting lunch are Gerry and Olive O'Hara and Fred and Agnes Franks from Sardis.

Enjoying their picnic lunch are Don Green and family.

Sylvia and Clint Brown were prize-winners.

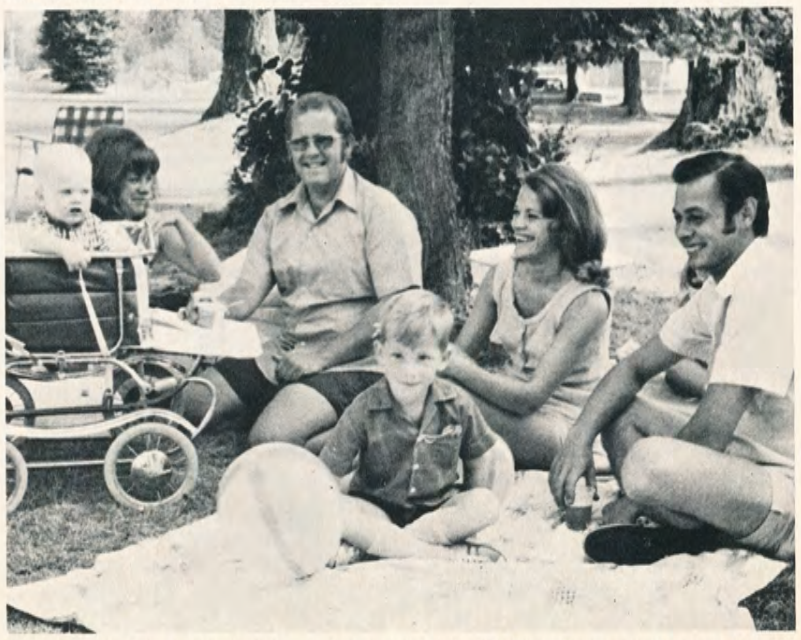
Mrs. John Gable and daughter, Paula.

A couple of clowns—Bill Whyte and Bob Kosterman.

Picnickers were entertained by rock group, Stonehenge. The group contains two members of Ken Gamble's family.

Miniature racers speed toward the finish line.

Girls' races champion, Patti Sedar.



Relaxing under a shady tree are the families of Tom Greer and Larry Burns.

Fellow motorists should feel safer on the roads now that LOIS STEWART, RUTH MORRISON and AGNES McKNIGHT have graduated from their Defensive Driving course. Although they were the only women in their class, the course which is sponsored through Dairyland's Fleet Safety program is open to all employees who wish to learn how to improve their driving and reduce the risk of having an accident.

Recent Appointments

Peter Van Reevwyk has retired as Branch Manager in Campbell River. He has been succeeded by his son, **Bram,** who was associated with his father in the operation of a distributorship for Comox dairy products in Campbell River. This business was purchased by the FVMPA and became a branch at the time of our merger with the Comox Creamery Association in 1969. **Richard Gillespie** will take over Bram Van Reeuwyk's previous duties as Route Foreman, Campbell River Branch.

Ken Hollinshead has been appointed Manager of the Port Alberni Branch. He was formerly Supervisor of the depot operation at Squamish. **Don Hobbs,** former retail Route Foreman at the Valley Branch, has been appointed to succeed Ken as Supervisor at Squamish. **Jim Coleman** has been promoted to Route Foreman to replace Don.

"Hello . . . is this the veterinarian?"

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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Paget Sails on World Cruise

Peter Paget, programmer in the data processing department, realized a life-long dream when he cast off September 16 on the first leg of a sailing voyage round the world. Without fanfare, Peter and three friends slipped away from False Creek harbour in the 40 foot sailboat which they had been renovating all year.

Sailing down the coast, their first stop-off will be San Francisco. From there, the four will sail through the Panama Canal and spend the winter exploring the Caribbean. Travelling back through the Panama, they will then sail down the west coast of South America. They intend to be in Fiji by July 15 for carnival celebrations, then on toward Australia.

On reaching Australia, Peter plans to interrupt the journey to work temporarily, hopefully in the data processing field. When the voyage is resumed, their tentative destination will be India, then round the Cape of Good Hope and up the west coast of Africa toward Europe and eventually England.

The four men have allotted a possible five years for the entire volage. The boat definitely will be sailed around its scheduled loop but its crew may change if anyone decides to drop out of the venture.

Peter has been sailing almost all his life. While still at university, he and his friends started planning this voyage round the world. They saved enough money to buy the twelve year old boat which had already seen much ocean sailing. Since it was originally intended for two people, they reconstructed and enlarged the cabin to accommodate four. In anticipation of all types of weather conditions, they spent many hours strengthening the mast and rigging. The boat is equipped with a radio receiver and a direction-finding device but, since they have no transmitter, the crew will be on their own during the voyage. They do have a comprehensive medical kit aboard and they are able to stock a 50-day supply of food.

All four crew members are experienced sailors and have taken courses in navigation. A year ago, Peter sailed in the Victoria to Maui race to polish up his skills for this long voyage. The trip should be the experience of a lifetime. We wish them the best of luck.

Quarter Century Club

7th Annual
Reception and Dinner
Tues., Nov. 9 at 6:00 p.m.
Aboard the
Princess Louise II

Members will be entertained by ventriloquist, Stu Scott, who is a popular attraction in night clubs, stage shows and TV in the United States.

Sardis Boy Wins Grant

Murray Patterson, son of **Art Patterson**, buttermaker at the Sardis plant, has been awarded the $250 Dairy Industry Credit Union scholarship for students entering U.B.C. or Simon Fraser. Murray, who plans to attend U.B.C. this fall in the faculty of science, hopes in future to enter the field of pharmacy. His outside interests are basketball and football. Murray's elder brother, **David** also won this scholarship in 1967.

The scholarship has been offered for a number of years. Sons, daughters, grandsons or granddaughters of active credit union members are eligible to apply for it. The successful applicant is recommended by the university in consultation with the credit unions.

The credit union also offers a $250 scholarship for students who choose to enter a junior college. The management and board of the credit union were sincerely disappointed that no applications were received for the junior college award this year.

Murray Patterson

New Cases Too Handy

Just as wire cases replaced the wooden ones, it now seems that plastic will replace the wire cases which have been used for the past few years. 10,000 bright yellow plastic cases have been ordered by the production department and are gradually being assimilated into stock.

They have many advantages of being more attractive, lighter, better for long distance hauling, and easier to maintain. However the new cases have one main drawback. They are just too handy and customers are finding a multitude of uses for them from laundry baskets to carry-alls.

Where the bright yellow cases are spotted doing unique service, they are being returned to the plant. Apart from being expensive, they are need to carry the milk.

JOE JESSUP travelled all the way to England for this Dairyland ice cream cone. Since the majority of English homes do not have refrigerators, ice cream vendors like this one make frequent trips round village streets. Milk is delivered fresh daily in pint size bottles and customers usually keep it in a pail of cold water outside the door.

Milk break

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

VOLUME 10, NUMBER 5 — 20 — NOVEMBER-DECEMBER, 1971

Dairyland Backs Minor Hockey

In association with the B.C. Amateur Hockey Association and the U.B.C. School of Physical Education & Recreation, Dairyland is sponsoring a program of Hockey Skill Awards for more than 25,000 young players from seven to twelve years of age.

The province-wide project, first in Canada, was announced November 30 at a Vancouver Canucks hockey luncheon in the Hotel Georgia. Players from all over B.C. will have their performances in ice hockey evaluated and tested in a number of basic hockey fundamentals. These will include such skills as:

- Forward Skating
- Backward Skating
- Shooting Accuracy
- Skating Agility
- Puck Control
- Passing

Dairyland Hockey Awards B·C·A·H·A

Testing will be done by age groups. Trained testers will include coaches and managers of hockey teams in communities throughout B.C. They will carry out the program through the hockey season at local rinks and winter clubs. For administration and operational purposes, the province has been divided into five geographical areas. These are: Greater Vancouver, Vancouver Island, Kootenays, Interior B.C., Northern B.C.

The young athlete with the best performance score for his age group in his area will be named Area Winner. After a regional competition the winners will be brought into Vancouver in the spring for a Provincial Final in each age group.

Tentative plans call for the finals to be held between periods of a Vancouver Canucks game in the Pacific Coliseum. Mr. **Bud Poile,** General Manager of the Vancouver Canucks Hockey Club, has already expressed his cooperation and interest in the program.

Awards

All entrants will receive a Participation Award in the form of a crest. Top-ranking players will be awarded gold, silver or bronze crests.

The Area Winners will each receive a hockey sweater and trophy. The six Provincial Winners each are awarded a trophy and a Hockey Scholarship at the U.B.C. Summer Hockey School.

The program will be administered by **Dr. Robert Hindmarch,** Associate Professor in the School of Physical Education & Recreation at the University of B.C. He will be working with Dairyland and with the support of the B.C. Amateur Hockey Association. Dr. Hindmarch is also head hockey coach at UBC and Chairman of the Coaches Clinic of the BCAHA.

Commenting on the plan, Dr. Hindmarch said, "This program, designed for all boys, will give an opportunity for our young hockey players, regardless of ability, to achieve some measure of success in the great sport of hockey."

For full details, players can ask their coaches or write to Dairyland Ice Hockey Awards, P.O. Box 9100, Vancouver 3.

From left, BUD POILE, General Manager of the Vancouver Canucks, DR. BOB HINDMARCH of UBC's Physical Education Dept. and LEO ATWELL of the B.C. Amateur Hockey Assn. look over Dairyland's hockey awards announcement poster.

A spicy new flavour of chip dip is featured this year among the regular line of Dairyland Xmas products now in the stores. "Pizza" Chip Dip is prepared here by Burnaby production staff, GABRIELE CASPAR, MARY ANN HOVIND and WALTER CARLSON. All chip dips are made in this stainless steel cement mixer, which was especially constructed for the job.

Quarter Century Club Meets Aboard Ship

Fourteen new members were welcomed into the FVMPA Quarter Century Club, which met November 9th at the S.S. Princess Louise II. Receiving their 25 year pins from Association Secretary, **Gordon Park** were: **Bill Sedar,** bulk tankers; **Tom Dearden,** production; **Marshall Currie,** wholesale sales; **Cliff Akins,** production; **Ron Carmichael,** bulk tankers; **Wally King,** wholesale sales; **Walt Spielman**, laboratory; **Fred Goldsmith,** Delair maintenance; and **George Walker,** Sardis production.

Five employees who joined the club this year will also retire in '71, '72 or '73. This group received both their FV pin and a gold wristwatch from FVMPA Vice-President, **Arthur Rundle.** They are: **Larry O'Reilly,**. production; **Ernie Johnson,** Sardis production; **Bill Rigby,** shipping; **Bruce Ashley,** production; and **Wilf Carter,** Sardis maintenance.

Present members of the Quarter Century Club who received their retirement watches were: **Andy Pollock,** wholesale sales, 40 years service; **Cece Brown,** wholesale sales, 32 years service; **Harry Small,** wholesale sales, 30 years service; and **"Yorkie" Sheard,** production, 42 years service.

The evening began with a reception and dinner. After the presentations of pins and watches, entertainment was provided by ventriloquist, **Stu Scott**. Remarks by FVMPA President, **H. S. Berry** and Mr. Rundle gave recognition to the many hundreds of years of service represented by the club membership.

The event ended with a response by **Bill Hilton,** who thanked the Association on behalf of the Club.

Revelstoke Branch Opens

The opening of a new Dairyland Branch in Revelstoke has expanded markets in eastern B.C. The Revelstoke Branch officially came into operation by the F.V.M.P.A. on November 15, but it had previously served the area for 53 years under the name of Standard Dairy.

The business was operated by one family - the McKinnon's - who owned a large dairy farm, processing equipment and distribution facilities. In 1968, the B.C. Hydro bought the holding to flood the area for the Castlegar Dam. The family carried on in the distribution area by selling Dairyland products until the recent purchase of Standard Dairy by the F.V.M.P.A.

The building in Revelstoke is presently under lease and operates a wholesale and a retail route. It also serves the Mica Dam construction project by freight truck. **Bill Hawes,** Branch Distribution Manager, has spent two weeks at Revelstoke helping to organize the facilities and commented that, at this stage, the business looks very promising.

Jim Thom, previously at Smithers, has been appointed Supervisor of the branch. Jim is an outdoor enthusiast and an animal lover. It is reported that he once bought a small bull for the purpose of fattening up for slaughter. Jim and his family became so attatched to the bull that they now keep "Toro" as a pet.

New Services At Credit Union

The Dairy Industry Credit Union has recently changed its legal affiliation. It now retains the services of Cowan & Co., reports Credit Union President, **Jim Byres.** As a service to members, **Mr. Garth Wassen** will be available for consultation on legal matters. It was also decided by the Board of Directors to hire a Loan Counselor. The Credit Union was very fortunate in securing the services of **Will Northcott** who is there to help and advise members.

It has been eight years since the Credit Union building opened and business has been growing steadily, thanks to a membership of some 1300 people. The Board also felt a need to update the premises, with extensive renovations to the interior. Jim commented, "We now have a building to be proud of—modern and efficient and with the look of success."

Do you need extra money for Christmas or a winter vacation? See your Credit Union.

Thank You

The lobby of the Burnaby Plant was brightened this Fall by a striking array of large long stemmed chrysanthemums, which were brought in by **Doug Lockwood,** retail distribution. Doug grows the 'mums at home as his hobby. Apparently, he has entered and won many competitions with his flowers.

Doug's thoughtfulness was much appreciated by Dairyland staff.

Tom Kershaw, Ken Hansen

George Rule

Moffat Goepel, Percy Marriott, Joan Goepel

Ron and Frances Carmichael, Ph

Andy Pollock

Fred and Doris Goldsmith, Herb Gillberg

Walt Spielman

Rita and Bill Sedar, Steve List

"Yorkie" Sheard

Mary and George Walker, Frances and Wilf Carter

Arthur Rundle, Harry Small

Tom Dearden

Gordon Park, Wally King

Quar

Gordon Mullberry, Frank Forrest, Cy Bunyan

Larry O'Reilly

Cliff and Mabel Akins, Anne and Bill Rigby

is and Marshall Currie

Norm Haslett, Jean and Cece Brown

Entertainer, Stu Scott

Phil Berg, Lil Scott

Tom Kennedy, George McCartney

Bruce Ashley

ter Century Club 1971

Ernie Johnson

Bill Leitch, Sam Chapman, Harry Mutch

Faraway Fields Look Pinker

Now Mabel was no ordinary
Cow, I must disclose,
For Mabel craved the petals
Of the palest, pinkest rose!

Not white, nor red, nor yellow
Flowers, but pink is what I said.
And stealthy trips she made at night
To raid the neighbour's bed.

"Some relative of Ferdinand,"
The neighbour thundered loud,
"Has eaten half my roses!
I'll show I'll not be cowed!"

When midnight clothed the garden
In velvet cloak of black,
Mabel stepped across the lawn
To have her midnight snack.

"Aha!" the neighbour cried, "I'll have
The law upon you now!"
But neither law nor neighbour
Was fleeter than the cow.

Some strategy is needed here
The neighbour realized,
And next when Mabel came to dine
She caught a slight surprise!

A pail of palest, pinkest paint
Was flung at Mabel's side.
"See how you like the colour
Of the petals on your hide!"

In naked daylight, Mabel wished
She looked a little duller.
But the law in due course found her
The cow of a different colour.

Now this is all the story
That ever made the news,
But, in her pasture, firmly fenced,
Mabel softly moos.

Now Mabel is no ordinary
Cow, I must suppose.
Is she dreaming of next summer
And the palest, pinkest rose?

NOTE: This really happened in the Cherry Creek district near Alberni, when a cow began making night-time excursions to munch the pink roses of Kurt Laing. Both Mr. Laing and an RCMP constable made several unsuccessful attempts to catch the dark-coloured cow in the dark of the night. Then police hit on the paint strategem and in due course the erring cow was identified and its owner, a neighbour, fined for allowing the cow to run at large!

B. R. Donohue

Pioneer Village Comes Alive

with help of Earl Carter

The glowing fire in a great stone forge is fanned by a huge bellows. Directly behind the forge stands the sturdy anvil, upon which the blacksmith's rhythmic hammer moulds and bends the red-hot iron to perfect shape. A sizzling plunge into a barrel of cold water tempers the metal and the pungent smell of smoke fills the air.

Just as the "smithy" was an essential part of pioneer life, a re-created Blacksmith's workshop stands on the main street of Heritage Village, Burnaby's Centennial project which officially opened November 19. **Earl Carter,** FVMPA tanker driver, completely built the interior of the Blacksmith's and has been a key person for the whole project in collecting authentic fittings and furnishings for the other shops which make up the 1890's townsite.

A tree-lined road just off Canada Way leads to Heritage Village. Earl describes it as a "functioning replica of a west coast town". It is on a five acre wooded site and centres around a main street bordered by the shops and businesses of the period. Store windows display merchandise dating from 1890 to 1910, while wagons, buggies and the paraphernalia of trade occupy the street. An outstanding feature of the whole village is the workmanship which is apparent in the wood finishing and construction details. Most of the interiors are panelled in vertical V-joined, dark stained cedar, made especially for the project.

Worn painted counters in the General Store display amazing combinations of merchandise from tins of molasses to suits of underwear. Capp's Cycle Shop shows a fine collection of antique bikes and across the street, the Apothecary Shop contains mysterious bottles of medicines to cure all ills. The adjoining Dentist's Office is stocked with the most modern dental equipment of the day with such precision instruments as a foot-operated drill and a portable X-ray machine.

Shop's trappings include harnesses from the famous Oakalla Clydesdale six horse team.

The Chinese Herb Shop features an attractive collection of early Vancouver photos of the Chinese community. These pictures are the work of the noted photographer, Philip Timms. The Print Shop is reminiscent of the turn of the century in its antiquated printing press, linotype machines and stone-topped desks.

The Blacksmith Shop's most noticeable feature is its central stone forge, made from the granite wall which enclosed the original property. Along one side stands a broad work bench equipped with the hand made tools used to construct axes, knives, chains, bullet molds, cooking utensils and many other pioneer necessities. As Earl explained, "The blacksmith did not simply shoe horses as his trade. He crafted a whole range of implements needed for the community to build and live." Above the cinder floor hang weathered horse leathers and oddments of chain and cast iron. The shop emits a genuine atmosphere, even though its completion took only about two weeks.

Most of the relics were obtained from the basements of business firms or are part of private collections. Earl found a fine anvil in a real blacksmith's shop in Burnaby. He also displays a traditional blacksmith's poker. Its diagonally coiled handle provides an air space which prevents the metal from becoming too hot.

Earl has been interested in historical projects for many years. His first undertaking was the equipping of the Port Moody Museum. He also ventured into archaeology when he worked on local excavations at the Musqueam Indian Reserve and the St. Mungo cannery site on the Fraser River. On the latter project, diggings revealed an ancient Indian village whose artifacts were found to be 4300 years old.

The Vancouver Centennial Museum has absorbed the main part of Earl's spare time this past year. The Hudson Bay trading post which he built for the museum is authentic to the last detail and required extensive research in building and fitting. He travelled to the interior of B.C. as far north as Fort St. James to examine some original buildings still standing. Later he designed the log cabin which was part of the museum's educational program involving students in the actual building processes and handicrafts of the pioneers.

Earl says his next project at the Village will be to construct an operating mill on the pond just behind the Inter-Urban Tram Station. He feels his real reward for spending so much time and effort in preserving local history is the obvious delight which people display as they marvel at the ingenuity of their ancestors.

Earl Carter puts finishing touches to the Blacksmith's Shop which he designed and constructed for Heritage Park.

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* * *

Mince pie is one of our most symbolic Christmas foods. Historians tell us that mince pies were first made in oblong shapes to represent the manger at Bethlehem and the lattice top was originally created as a symbol of the hayrack in the stable. The apples in the pie signified the growth and fertility to come with the new year and the Oriental spices in the dish were reminiscent of the gifts of the Wise Men.

As we approach Christmas and the beginning of a new year, may I express appreciation to our staff for their contributions to the progress of our Association in 1971.

It is our wish that each employee and his family will enjoy the festive season followed by health and happiness in the New Year.

Dairyland Wins Booth Award

Dairyland's booth in the Canadian Restaurant Association Show was one of the eleven winners of Booth Award Trophies out of 150 entries. **Reg Clarkson,** who designed the booth, said that winners were chosen on the basis of originality and eye appeal. The Dairyland booth used a blue and yellow colour scheme and featured an interesting display of dairy antiques.

Portion cups of the new Swiss Style yogurt and milk puddings were available for crowd sampling. Lemon and boysenberry turned out to be the favourite flavours of yogurt, but all products were enthusiastically received.

Hugh Robin, Ray Hurry, George Rule, Reg Clarkson, Bob Cooper and **Pat Tarling** staffed the booth during the three days of the show in September.

The Canadian Restaurant Show is held each year for industries related to the restaurant and catering business to display new ideas and products.

Speaking on

Sickness and Accidents

By DICK GRAHAME
Manager of Personnel, Industrial Relations

One of the important concerns of a personnel manager is the extent of absenteeism amongst the personnel in the organization he represents. Here at F.V.M.P.A. almost all of our absenteeism is due to two major causes — sickness and accidents.

Perhaps, however, because many of us aren't sick very often, nor do we sustain an injury while we are on the job, we tend to overlook or not be too concerned about this problem since it affects other people. I can assure you, however, that we do have a problem and I am concerned about it.

How great is the problem? In the course of a year how many days would employees be off work due to sickness or for injuries for which they are receiving payments from the Workmen's Compensation Board?

To answer this I got information from our payroll department and the Workmen's Compensation Board. For the most recent 12 month period the record is as follows:

Days away sick	9,174
Days away on compensation (W.C.B.)	5,439
Total days away during year	14,613

The figure for sickness does not include any of the time paid to employees who received benefits under the Long Term Disability Plan. It includes only days away and paid for under the Sick Leave Plan and the Weekly Disability Plan which, at the time these figures were compiled, provided payments to employees away sick for upwards to three months. This plan now provides weekly disability payments to employees off sick for upwards to 52 weeks.

The figures above clearly show that we have a problem with the health and safety of our people. They show, for example, why we need to emphasize safety programs. They perhaps also show a need for people to pay more attention to their general health and well-being so that they will feel fit to meet the demands of modern living. To enjoy life, good health is of first importance.

Do you feel fit? Were you included in the statistics above? Can you do anything about it? Please give this some thought.

Christmas Recipes

Christmas time is a very special time in kitchens around the world. These recipes come from Switzerland, Germany and England, via the Canadian Dairy Foods Service Bureau, where the home economists have adapted them for use in Canadian kitchens.

Lemon Almond Ring provides a change of pace from other Christmas sweets . . . try it with coffee, morning or evening. For the cookie plate, Anise Seed Cookies are an old German favorite, and when your buffet table offers a variety of cold cuts, accompany them with warm Carrot Casserole Bread, as the English do.

* * *

LEMON ALMOND RING

(Makes One 9-inch Ring)

1 cup seedless raisins
2 cups sifted all-purpose flour
2 tablespoons baking powder
¼ teaspoon salt
½ cup butter
1¼ cups sugar
3 eggs
2 teaspoons grated lemon rind
⅓ cup milk
1 cup sliced almonds
3 tablespoons fruit or fine granulated sugar

Wash raisins; drain. Butter a 9-inch spring-form pan. Preheat oven to 325°F. Sift together the flour, baking powder and salt. Cream butter; gradually beat in sugar. Add eggs, one at a time, beating in well after each addition. Add lemon rind. Add sifted dry ingredients to creamed mixture, alternately with milk, combined lightly after each addition. Fold in raisins. Spread batter evenly in prepared pan. Sprinkle almonds over batter pressing them in lightly. Bake in preheated oven 55 to 60 minutes. Sprinkle with sugar and let cake stand in pan on cake rack 10 minutes. Remove from pan and cool completely on cake rack.

* * * *

ANISE SEED COOKIES

(Makes 6 to 8 Dozen Cookies)

4½ cups sifted all-purpose flour
1 teaspoon baking powder
½ teaspoon salt
¾ cup soft butter
2½ cups sugar
4 eggs
1 teaspoon vanilla
2 tablespoons anise seed

Sift together the flour, baking powder and salt. Cream butter until soft, gradually blend in sugar. Add eggs, one at a time, beating in well after each addition. Beat in vanilla and anise seed. Add sifted dry ingredients part at a time, combining well after each addition. Divide dough and shape into two rolls. Chill. Cut into slices and roll ¾-inch long with one end thicker than the other. Flatten thick part with heel of hand and cut into edge twice. Place on floured surface and let stand covered overnight in refrigerator. Bake in preheated 350°F. oven 8 to 10 minutes, or until pale beige. Store tightly covered.

* * * *

CARROT CASSEROLE BREAD

(Makes 5 or 6 Servings)

1 cup sifted all-purpose flour
½ teaspoon baking powder
½ teaspoon baking soda
½ teaspoon salt
½ cup butter
½ cup lightly-packed brown sugar
2 eggs, separated
1½ cups finely-grated carrots
2 tablespoons milk
¼ cup fine dry bread crumbs

Preheat oven to 350°F. Sift together flour, baking powder, baking soda and salt. Cream butter until soft; gradually blend in sugar. Add egg yolks. one at a time beating in well after each addition. Add carrots and milk, and mix well. Add sifted dry ingredients part at a time, combing well after each addition. Fold in stiffly beaten egg whites. Sprinkle half the bread crumbs in the bottom of shallow 2-quart casserole, spread carrot mixture carefully in pan; sprinkle with remaining crumbs. Bake in preheated oven 40 to 45 minutes. Serve warm with butter.

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
Supervisor, Publications and Member Relations

VERLIE F. ABRAMS, Editor
Member of B.C. Industrial Editors' Association

Dairyland PACIFIC

Canadian Dairy Foods Services Bureau Photo

Add an international touch to your Christmas baking with Swiss LEMON ALMOND RING. Crunchy and delicately flavored, it's delicious for a holiday coffee break or an afternoon tea plate.

F.V.M.P.A. Earns Licencing Authority

The Superintendent of Motor Vehicles in Victoria has announced that the F.V.M.P.A. has been designated as a "Recognized Authority" under their new commercial licencing act. This authority will enable Dairyland to give road tests to Motor Vehicle Branch standards for the issuance and renewals of commercial driving licences in Classes 1 and 3.

A considerable amount of time and inconvenience will be saved by our drivers who would otherwise have to arrange for these tests at a M.V.B. office. **Omer Tupper,** Fleet Safety Supervisor, commented, "This points up the value of having a driver selection and safe driving program of Dairyland's high standards."

The condifence shown in our methods by the Superintendent indicates that properly selected and trained drivers have fewer and less severe accidents. "Our record is fairly good", says Omer, "but we are convinced that it can be better when all our drivers operate their vehicles like the professionals we know they are."

Tips for Christmas Chefs

★ To tell whether the turkey is done or not, move the drumstick up and down. It should move readily, almost twisting out of joint. Using a meat thermometer will guarantee a perfectly roasted bird.

★ The Giblets—gizzards, heart and liver—should be cooked immediately. They can then be added to the stuffing and the remaining broth can be used as liquid for the gravy. Cover the gizzard and heart with water, season with salt, pepper, celery, onion and a bay leaf. Simmer 20 to 30 minutes until tender; add the liver about 10 minutes before the giblets are done.

Notes of Appreciation

"I wish to express my gratitude for the friendly service from **Mr. Bob Blackwell** for almost 13 years. I find Mr. Blackwell always courteous, friendly and honest. It has been and will be a real pleasure to open the door at milk delivery time!"

Thank you, Bob.
R. Virginillo,

* * *

"My husband and I would like you to know how very much we appreciated the action of one of your drivers in reporting to the police that our home had been broken into over the week-end of August 7th.

While we have been customers of your firm for more than 25 years and have always appreciated your wonderful service, never did we realize that this service could be extended to the degree we have experienced.

We have thanked Rick personally but felt we would also like to bring the matter to your attention."

Mr. & Mrs. C. Oliphant,
3894 West 8th Ave.,
Vancouver.

(Driver was **Rick Buchanan**)

Credit Supervisor Retires

Howard Morton, Burnaby Retail Credit Supervisor, retired the end of November after thirty-four years with the FVMPA. Howard began his career in the milk business in 1937 as a driver salesman for Dairyland's predecessor, Associated Dairies. He was later promoted to route supervisor and branch manager, serving as manager of the Kitsilano and North Vancouver branches prior to the centralization of all the metropolitan area branches into the Burnaby operation.

Howard plans to keep busy after retirement with his hobbies of gardening and woodworking. A trip is also in the offing for Howard and his wife. They look forward to a visit this spring to Howard's birthplace in Wiarton, Ontario, where a huge family reunion is planned. They intend to go by trailer and see Canada from coast to coast.

Howard Morton

Campbell River Branch Manager, BRAM VAN REEUWYK personally delivered this 10 speed bike to Mrs. Nancy Connelly, local winner of Dairyland's "Shapely Foods" contest, held last June.

What could be a more convincing advertisement for Pacific Milk than this robust pair? Mrs. A. Annala, who lives in Nolalu, Ontario, sent in the snap of her twin boys, Pacific babies from birth.

"PWHBAID" Revealed

In order to improve fleet safety performance Omer Tupper and Colin Kelsey have set up a program to emphasize an important aspect of driving performance during the month of December.

To arouse interest in their program they issued an invitation to all drivers to guess the theme chosen for it.

The letters PWHBAID indicated the theme which is PROFESSIONALS WON'T HAVE BACKING ACCIDENTS IN DECEMBER. Contestants were divided into two groups — one which included drivers based in the Lower Mainland and the other for drivers from all other areas of B.C.

The contest drew a good response but none of the contestants guessed the right answer. The staff of the Industrial Relations department were so impressed by the entries and the effort which had obviously gone into so many of them, that they decided that there should be a winner from each group anyway. To do this all contestants were given in a draw made from their respective group.

Bud Etson of the Burnaby Retail Department was the winner from the Lower Mainland group. He and his wife will be treated to dinner out at the newly opened Kejac's Steak Pit. **Bob Allison** of Penticton was the lucky winner from amongst drivers in other areas of B.C. He and wife will have dinner out at a restaurant of their choice in Penticton.

Even though none of the contestants came up with the right answer many good themes were submitted. A few of them were: Proficiency Will Help Beat Accidents in Driving; Preventative Work Habits Ban Accidents in Driving; Proceed With Hospitality — Be An Intelligent Driver; Politeness Will Help Beat Accidents in Driving; and Proper Habits Bring About Improved Driving.

Organic Gardening

right for wrong reasons

The following article by Boysie E. Day, Associate Director of the Experiment Station, University of California, appeared in the August, 1971 issue of "California Agriculture" and should interest ecologists and gardeners alike.

"Organic gardening is riding a new wave of ecology-stimulated popularity. Advocates proclaim the virtues of organically grown produce and denounce as less nutritious or even harmful, food grown with synthetic or "chemical" plant nutrients and pesticides.

Organically grown produce is alleged to be superior because of the natural benefits obtained through organic plant nutrients from compost and manures. This is total nonsense. With the exception of a few parasitic plants, higher plants do not utilize organic nutrients. Plants require water, carbon dioxide and a dozen or so inorganic ions and nothing more. Thus, water, air and a few simple salts constitute a complete nutritional environment for green plants and it is immaterial whether these ingredients are supplied from decaying compost or from a mine or factory.

Green plants are "complete" biochemical factories and require no food in the usual sense, only raw materials. Plants grown in water to which nutrient salts have been added are identical in appearance, taste and food value with plants grown in the richest soil. Nutrients derived from decaying organic matter are neither better, nor worse, than nutrients from other sources.

This brings us to the question of why we should mine and manufacture so much new fertilizer rather than more efficiently recycling what we already have in the nutrient pool. Formerly most people lived on the land, fed their livestock and consumed their food on the land and returned the wastes containing the extracted plant nutrients back to the land. Nowadays processing and consumption of farm products is largely concentrated in and around the big cities of the world. The consumption centers are isolated from the production centers, and although the cities face virtual suffocation in their own mountains of nutrient-rich wastes, it is cheaper to extract or manufacture new nutrients than to recapture those spewed back into the environment by the consumer.

This situation provides a realistic rationale for organic farming; so there is no need to attribute mystical properties to organically grown food. We should strive to complete the loop in the nutrient cycle and recycle as much of our plant nutrients as we can back to the land after each use. For this reason the obvious and sensible place to put our plant and animal wastes in most instances is back into the soil."

"Give him line."

Calling All Anglers!

The annual Steelhead Derby for F.V.M.P.A. staff began December 1 and will end March 31, 1972. For one dollar, any employee of the Burnaby, Sardis or Delair plant can enter the derby.

A legitimate steelhead must be five pounds in weight or over and the catch limit is two fish per day or 40 fish in a season.

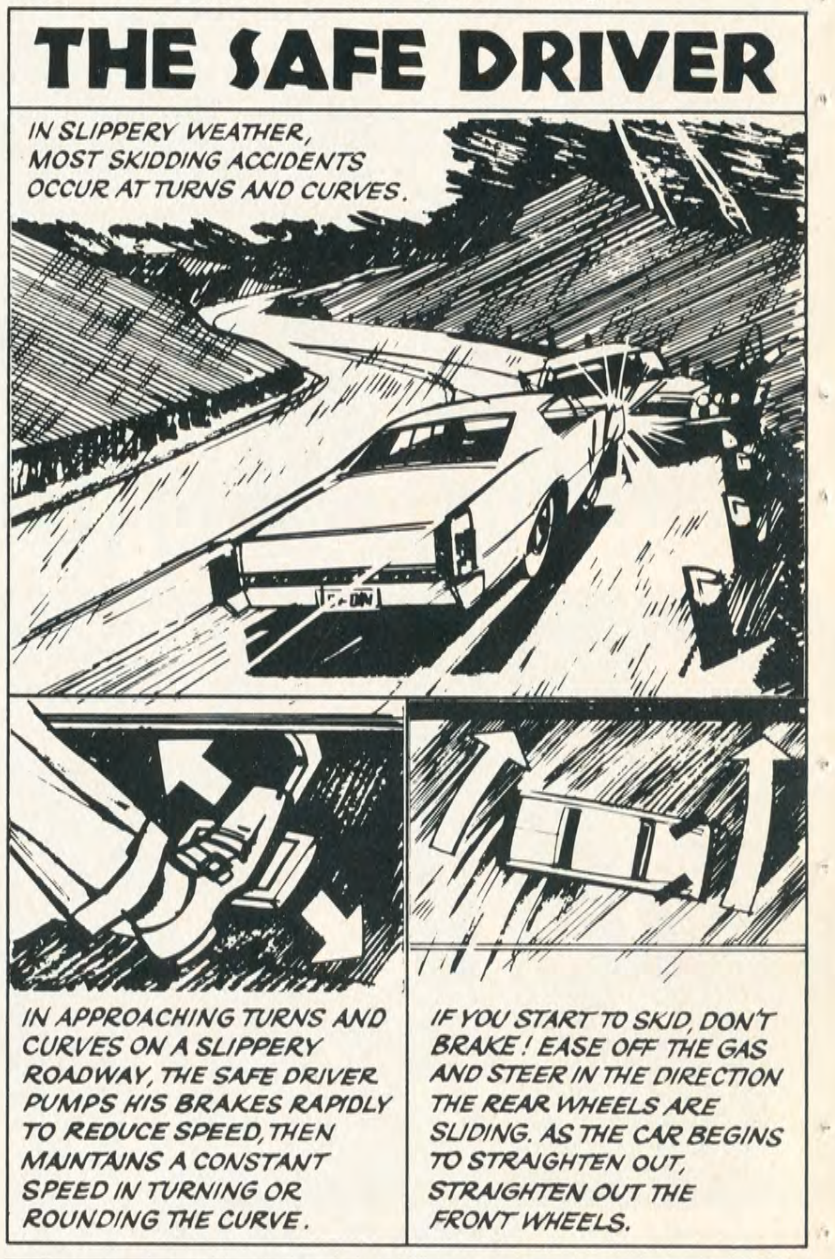
Employees may weigh their fish in at their own plants. In the case of a tie, the first fish weighed in will be the winner.

First prize for the average weight of all fish brought in is $5.00. Further details may be obtained from **Fred Franks** or **Dave Mair** at the Sardis plant.

Christmas Pudding

The plum pudding we eat at Christmas had the humblest of ancestors. It originated from a medievil concoction called "frumenty", which consisted of hulled wheat, boiled and reboiled in milk.

Apparently, "frumenty" was not considered much of a treat on Christmas or any other day, so creative cooks added sugar and spices to it in order to increase its somewhat dubious appeal. Later they tried adding dried fruit and still later, the old English stand-by, suet. And so evolved the fine plum pudding we know today.



"I smell mothballs!"

Milk break

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