

Fraser Valley

Milk Break

1972

Ice Storm Strikes Valley

During the famous "silver thaw" of 1935, **Alec Mercer**, former director General Manager of the F.V.M.P.A., skated over the nine miles of frozen fields between Chilliwack and Rosedale. This year, a similar ice storm began January 20 and lasted several days, leaving the Valley crystalline amid a wreckage of shattered trees.

A tremendous weight of accumulated ice followed by heavy winds brought down 22 transmitter towers on Sea Bird Island, the main hydro electric power source for the area. At Sardis, electricity was completely shut off from 10:00 a.m. Thursday to 1:00 p.m. Friday and in many districts for even longer periods. This situation caused severe difficulties in collecting milk from farms.

Since the refrigeration units on the farms' bulk holding tanks and the pumps which empty them are electrically operated, Association farmers were faced with a two-fold problem: keeping the milk cold and transporting it to the Sardis plant for processing and distributing to the Vancouver area. Many farms were equipped with enough auxiliary power to refrigerate their own milk. The rest were forced to hold slightly warm milk until electricity was restored. Ordinarily, fresh milk as it leaves the cow is at a temperature of 92° and is immediately cooled to below 40 in the bulk tank.

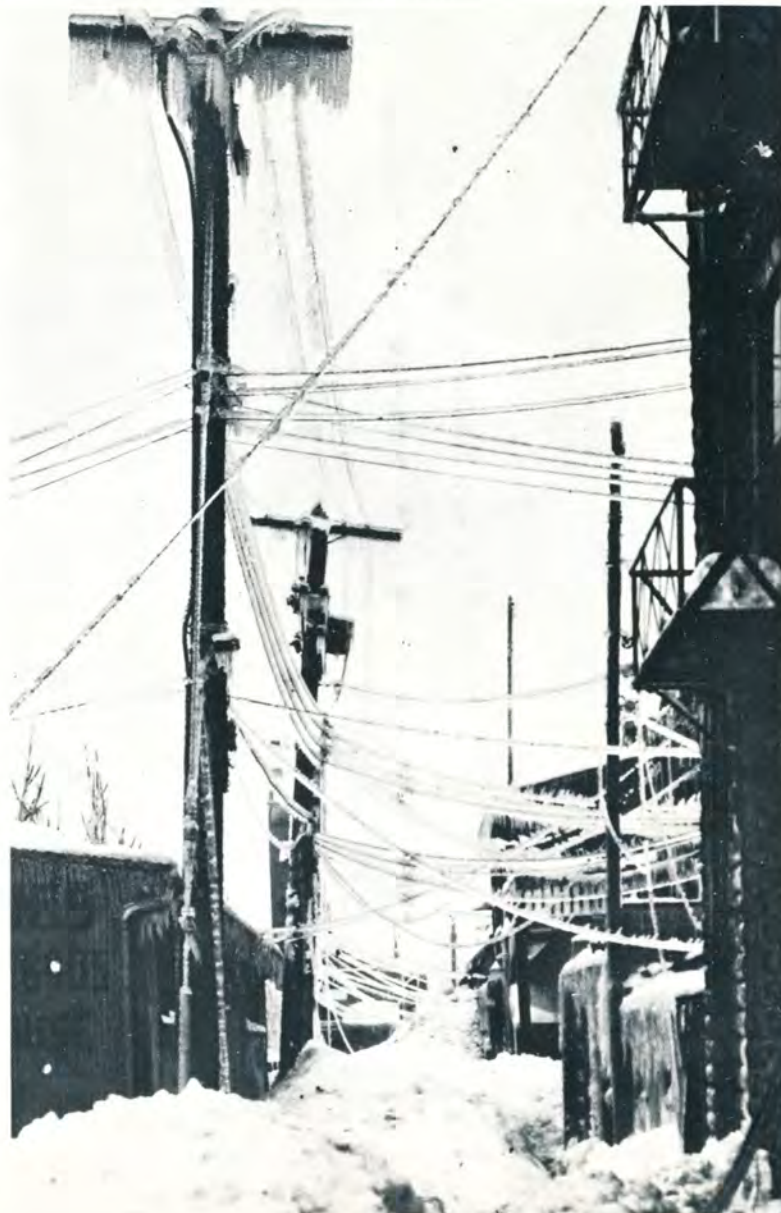
The collection system was severely disrupted but all farms were serviced and it was not necessary to dump any milk. Shipments of warm and refrigerated milk were kept strictly segregated. Enough refrigerated milk was available to send by tanker to Burnaby for the fluid market, while the warm milk was processed at Sardis. Collection was made possible by

using portable power units stationed on ½ ton pick up trucks which accompanied the tankers to the farms. Small electric generators were connected to portable pumps which removed milk from the storage tanks. Gas engine pumps were also used, although these did not prove nearly so useful as they tended to freeze up between stops. Truck drivers worked around the clock in shifts to get the daily production of 450,000 pounds of milk off the affected area. At times, Sardis production staff drove the portable generator trucks while the plant was temporarily shut down. In some cases, drivers found that farmers had gone into town and purchased their own pumps and power units.

Despite make-shift arrangements, the milk was picked up right on schedule. The big reason was the 2-way radio system. **Gerry Adams**, foreman of Country Hauling, remarked, "Our radios on the trucks really payed for themselves over this period. They made it possible for drivers to notify the plant immediately as to which farms were with or without hydro so that the portable power units could be dispatched to a particular area."

Radios also proved invaluable as a means of communication where telephone lines were down, as occurred in the Agassiz area. Farmers were able to notify the plant just as soon as their power came on so that the tanks could be emptied of warm milk, cleaned and re-filled.

At Sardis, the warm milk was dealt with as soon as it came in. Each shipment was tested for its bacteria count before unloading. If the test showed good quality, the milk was rapidly separated and processed into skim milk powder and butter.



This winter was reminiscent of the Silver Thaw of 1935, which left Chilliwack an "isolated" city. The old photo was contributed by BUD THOMPSON.

Any milk which did not reach basic standards was neutralized and turned to powder for animal feed. **Murray Osten**, Sardis Plant Supervisor, commented, "We had a 24 hour shift running to get all the warm milk separated as quickly as we possibly could." He also added that 75% of the warm milk brought in was of high enough quality to be used for powder and butter. After each load of milk was delivered, the tankers were thoroughly washed. The plant was also operating under a power shortage and had to rely on auxiliary power units.

Delair was only on the western edge of the storm, but power outages were scattered throughout the area. Plant power was out only a few hours, during which time their standby steam generator was used. According to **Frank Forrest**, Plant Superintendent, operation during the storm caused very little trouble.

The ice storm did result in much damage throughout the upper Valley. Fallen trees blocked driveways, windows were blown out and even a few roofs were torn off by high winds. The worst hit area was the Agassiz district.

B.C. Hydro crews were sent in from as far away as Nanaimo to repair power lines. From all accounts, they made a commendable effort in getting the situation under control.

Winter hits Branches too

Kitimat

Snow fell to a total of 20 feet—half an inch more than at Revelstoke. Road conditions sometimes forced the shipping of milk by rail, barge or boat. A newly installed gas boiler supplied sufficient heating in the plant to eliminate the job of shovelling snow off the roof.

Prince Rupert

A record low temperature of 6° below was reached. The highway between Prince Rupert and Terrace was closed to traffic for a week in January because of snow slides. The largest slide covered the highway for 1600 feet and went down to a depth of 60-70 feet.

Prince George

A chilly low temperature of 45° below did its worst to the trucks—solidifying anti-freeze, breaking axels and freezing power steering. Trucks were started at hourly intervals throughout the nights to keep them from getting too cold. At these temperatures, ordinary plastic seat covers used at the coast will break like a pane of glass.

To Charity

The Dairyland Charitable Donations Fund contributed \$250 to the Sun's Tiny Tim Fund, whose reached goal of \$80,000 will cover the building of a hydrotherapy pool for young cerebral palsy victims at the Children's Treatment Centre in Surrey.

"Our Fund took up the challenge of the Whalley Kinsmen to match their \$250 donation", said treasurer **Joe Jessup**.

New Sales Positions

Two executive appointments were announced January 18 by General Manager, G. L. Okulich.

G. W. Ramsell was appointed Manager of F.V.M.P.A. Marketing Services. He is responsible for the planning, development and coordination of marketing programs involved with the Dairyland and Pacific Sales divisions.

Jack Aird, B.Com., was appointed Dairyland Sales Manager. Mr. Aird brings to his new position a broad background of experience in sales administration. He is responsible for all aspects involved with the distribution and sale of Dairyland products throughout British Columbia.



G. W. Ramsell



Jack Aird



Hundreds of trees were splintered or uprooted by the ice storm which hit the Fraser Valley in January.



Ideas and answers emerged from the day-long Merchandising Seminar held recently in the W. J. Park Room. Sponsored by the Dairy Foods Service Bureau, the session was attended by Dairyland Sales staff.

Sales Staff Study Merchandising

A seminar in Dairy Merchandising was held for all Dairyland Sales personnel in December as the initial course in a series presented by the Dairy Foods Service Bureau.

The day-long program covered a wide expanse of topics vital to the marketing of our products. Studies on the proper management of a store dairy case included: display and layout techniques, traffic flow analysis, types of equipment in use, the stocking of shelves and rotating of product. The course also explored buying psychology—demand and semi-demand products and “impulse shopping”, as applied to the dairy case. Ending the day was an examination of goals and a work plan to accomplish management of the dairy case in a productive and profitable manner.

The course stressed individual participation rather than a succession of lectures. Teams,

made up of six people, were given typical problems to work out and present a constructive solution to the group. The grand finale was the actual planning and laying out of a dairy case.

Participating in the course were, **Jack Aird, Ray Hurry, Don Winton, George Hrennikoff, Bob Cooper, George Rule, Jim Calhoun, Ron Mottershead, Art Mawhinney, Bram Van-Reeuwijk, Jim Kerr, Doug Pilgrim, Gerry Campbell, Reg Clarkson, Ken Hollinshead and Charlie Parker.** Each man was awarded a diploma at the end of the day.

In reviewing the session, Ray Hurry, Dairyland Asst. Sales Manager, felt that the course would benefit all who attended. He remarked, “It was well planned with regard to content and timing and the Bureau certainly did not omit any refinements in their presentation.”



“One of these days, Pete, you'll turn into a vegetable!”

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



PACIFIC

Edmonton Good Guy

Every week-day, radio station CHED in Edmonton salutes a citizen who has contributed to the growth and development of the city. Recently Pacific Sales Rep. **Mike Malarchuk** was chosen “CHED Good Guy” for the day in recognition of his voluntary contributions to minor sports. His name was announced over the network in 24 spots which also mentioned his association with Pacific Milk.

Every Bit Helps

It is gratifying to know that a small contribution can help to save a life. Three years ago, \$2400 from Dairyland Employees' Charitable Donations Fund went towards the purchase of a vitally needed defibrillator unit for the Royal Columbian Hospital.

This emergency equipment was very recently responsible for the successful recovery of a close friend of a Dairyland staff member. The patient had suffered a bronchial condition which was suspected to be emphysema. One night, she collapsed and had to be rushed into the Columbian. A tracheotomy was performed and the defibrillator used to allow the patient to breathe. This equipment was utilised for several days while she remained in the intensive care wing of the hospital.

“I felt very pleased to be a part of the group that helped install the unit”, commented the Burnaby employee.

John Klassen

It is with regret that we report the death of John Klassen, mechanic at the Pacific Plant. John had been employed at Delair for the past three years and previous to that, worked at the Burnaby Plant.

John was born in Gretna, Manitoba and has resided in Matsqui for three years. He is survived by his wife, a son and a daughter. He will be missed by his friends and fellow employees at the plant.

Thank You

On behalf of the Board of Directors and myself, I would like to express sincere thanks to our staff for an excellent job done in coping with the difficulties caused by this winter's storms. Praise must be given especially to **Keith Miller, Jerry Adams and Bob Toop.** These men and their hauling staff worked many extra hours in organizing the collection of milk from the farms.

We are also aware of the efforts of the Branch Managers and their staffs who carried on their day to day operations through a difficult time.

The extra endeavour on the part of each employee contributed in a significant way to the success of the whole operation during this period.

G. J. Okulich



Hockey fan, **ERIK HOBBS** chats with Chicago Blackhawks star, **STAN MIKITA** at recent NHL game at the coliseum.

Erik Chosen as “Timmy”

Erik Hobbs, six year old son of Squamish Branch Supervisor, **Don Hobbs**, is this year's “Timmy” for the Easter Seal Campaign. The Campaign is sponsored by the Lions clubs in connection with the B.C. Crippled Children's Assn. and runs from March 2 to April 2.

Last October, this photo of Erik talking to **Bobby Hull** appeared in the Sun and immediately caught the attention of Seal officials. After meeting Erik and finding that he was a boy with courage and personality, they decided to make him their “Timmy”.

Erik wears a brace because he has Perthe's disease—a rare condition which reduces the blood supply to the hip joints. Thus, his legs must be constantly kept at an angle of 90°. Each of the three braces Erik has worn over the past two years was made and maintained in the Burnaby plant workshop.

As “Timmy”, Erik will participate in many fund raising promotions in person and on radio and television. At a recent NHL game between Vancouver and Chicago, Erik was chosen to drop the puck for the first face-off.



Pacific products went to overseas countries this Christmas as a gift from the F.V.M.P.A. and the provincial government. Instead of sending Christmas cards to retail customers, the Association donated equivalent funds to the Unitarian Service Committee for the purchase of Pacific Skim Milk Powder. Enough powder was sent to Korea and India to provide 100,000 cups of milk to hungry children.

Pacific Reps Meet at Burnaby

Pacific Sales Representatives came from as far across Canada as Winnipeg to attend the annual Pacific Sales Meeting held the week of January 17 at the Burnaby Plant. The four day conference stressed open discussion and group participation.

Each man came prepared to talk about his own territory, work out special sales presentations and discuss the assignments of the other salesmen. Attending the meeting were the representatives pictured: (left to right)

Gordon Horton, Winnipeg; **Gordon Alefounder**, Prince George; **Ron Russell**, Winnipeg; **Cec Shingles**, Victoria; **Lee Alberts**, Vancouver; **Jim Snell**, Penticton; **Ernie Emmett**, Calgary; **Mike Malarchuk**, Edmonton; **Jack Thomson**, Calgary; **Ted Harford**, Vancouver; **Elmer Gerbrandt**, Regina; **Norm Kelly**, Vancouver; **Bob Ryan**, Saskatoon; **Les Taylor**, Vancouver.

At the conclusion of the conference, an award was made to the top salesman of the group. This year it was won by Ron Russell, who met the greatest percentage of his sales quota.

Some transportation difficulties were caused by the air strike which was in progress at that time. Representatives from Saskatchewan had to travel to B.C. by car and bus, which resulted in a three day trip.

Branch Appointment

Hugh Robins has recently been appointed to the position of Branch Manager at Prince Rupert. His duties will be to supervise the sales and distribution of product from the branch. Previously, Hugh was employed with the Bowes Company, distributor of fruit flavourings.

New Song Ribs "Lib"

Al Parker, wholesale special deliveries, is well known around the Burnaby Plant for his song-writing talents. This month, he was also recognized by Jack Wasserman who mentioned in his column that Al had just released a new song called The Zeus Creation. According to Wasserman, the song's message is definitely anti Women's Lib and Al's recording group have dubbed themselves, "The Outraged Husbands".

GIVE BLOOD
MARCH 22

W. J. Park Room

10 a.m. to 12 noon



Representatives from across Western Canada attended the annual Pacific Sales Meeting. Also involved in the sessions were: G. W. RAMSELL, Manager of Marketing Services, N. T. GRAY, Assistant General Manager, H. S. BERRY, F.V.M.P.A. President, G. J. OKULITCH, General Manager and T. KERSHAW, Pacific Sales Manager.



RON RUSSELL accepts trophy for Top Pacific Salesman in 1971 from G. J. OKULITCH.



Speaking on

"The Gift of Life"

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

This century has produced some remarkable scientific developments. Amongst those the most important for many people are the techniques used for blood transfusion. Literally thousands of people are alive today because someone cared enough to give that tremendously important gift—blood—and because efficient techniques have been developed to transfer it from donor to recipient.

Prior to 1947 in Canada there was no efficient system to collect blood from those that could give it and to distribute it to those who needed it. The small amount of blood that was used for transfusions in those earlier days was given by friends or relatives of the patient or by professional donors who received a fee—usually about \$25—for a pint of blood. Many died because blood was not readily available when needed in emergencies.

In 1947 the Canadian Red Cross established its Blood Transfusion Service. We in B.C. pioneered the service, for the first unit to go into operation anywhere in Canada was based in Vancouver. Now 16 distribution depots service our Canadian needs from coast to coast. Through the operation of the Blood Transfusion Service dedicated citizens can give their blood and the Red Cross makes it available through every hospital in Canada.

Ever since its establishment members of the Teamsters Union have been strong supporters of the Blood Transfusion Service. Several of our people make contributions at a donor's clinic held each year in the Teamster Building in Vancouver and others contribute at donors' clinics held in various communities throughout B.C. In total, however, only a small proportion of our staff are making such contributions.

So that more of us can contribute without any great inconvenience, arrangements have been made for the Red Cross to operate its donor's clinic at the Burnaby plant. This clinic will be held in the Park Room throughout the day on Wednesday, March 22. We hope that a large number of our Burnaby based people will contribute at that time. Everyone in good health between the ages of 18 and 65 who has not contributed in the past 90 days is eligible.

We would like to suggest that F.V.M.P.A. employees in other areas contribute at one of the donor clinics which are in operation from time to time in various communities throughout B.C.

The Blood Transfusion Service depends upon people—people like you who can give the gift of life. Please give it your support.

A Profile

Wendland on Sports

Minor hockey, Little League baseball, Junior football and the whole range of Vancouver juvenile sports fill the leisure hours of Dairyland holiday relief driver, **Bill Wendland**. On staff at the weekly newspaper, the "Kerrisdale Courier", Bill covers minor sports for the west side of the city in his regular column.

Bill says he has been interested in minor sports for as long as he can remember. He has coached the Dunbar Little League since 1960 and just recently entered the field of journalism as well. He explained, "I have always felt that minor sports get very little coverage by the big newspapers so I hoped I could contribute in this area."

Bill spends most of this week ends attending a variety of games. At championship play-off times he has been known to stand in the rain through four consecutive football games to personally catch all the highlights. A massive amount of news which he cannot collect in person is relayed to him over the phone by team managers. Bill also arranges to have a photographer cover important

matches. Although his area involves mainly boys from 8-15 years old, he also writes up U.B.C. Junior Varsity basketball and reports some of the Vancouver Nats games.



Bill Wendland

Sunday nights, Bill gets down to the business of writing up his column, while his wife, Mary, is kept busy with the typing. Monday, he organizes the layout of his page with the editor.

The success of Bill's column can be measured by the number of new Dairyland customers he has signed on because of his involvement in minor sports. Conversely, he has obtained many new subscriptions to the paper through his present customers. Bill says he writes mainly to the players themselves. He believes that all youngsters should be given a chance to play sports and places more emphasis on enthusiasm than ability. "In my column, I try to steer away from commenting on star players or errors made, although I do mention the names of any players who get a hat trick or a shut-out", he remarked.

Bill is presently putting together a 20 year history of Dunbar soccer from 1952, when they won the Lower Mainland championship, to the present day.

Production Tops Blood Drive

Members of Dairyland's production department won first prize for the best turn-out in donating blood to the Teamsters Blood Bank, held in December.

The drive was held among all Greater Vancouver teamsters and was divided into shop steward areas for the competition. **Ron Craig**, who works in the Scholle Pack operation at Burnaby and is also steward for his local, reported that the \$50 prize was sent to the CKNW Orphan's Fund in time for Christmas.

Christmas Celebrations



Janice & Brian Bateman, Kathy & Les Hiebert.



Hilda & Gordon Triffitt



June & Jim Whiteford



Natalie & Tony Thiessen



Jack & Ann Welch



Snack time



Cathy Gordon, Robie Fim

at Burnaby



Peter Gee, Maureen Morris



Jack & Edna Pollard



Brian & Kathleen Parkes



Dorothy Smith, Bud Thompson



Norm & Margaret Amy

at Sardis



Elaine Watson, Frank Hannah

Milk break

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Alida & Jim Hendy

FVMMPA Board Elects Officers



President, G. W. Park



Vice-President, A. D. Rundle



Secretary, P. J. Friesen

Gordon W. Park of Pitt Meadows was elected President of the FVMMPA at a Board of Directors meeting held April 13. Mr. Park first joined the directorate of the Association in 1955, and has served continuously since that time. In recent years he has been Secretary. He succeeds **H. S. Berry** of Langley who leaves the executive after 28 consecutive years as a director. **A. D. Rundle** of Chilliwack, a member of the Board for sixteen years, was re-elected Vice-president. New Secretary of the Association is **P. J. Friesen** of Poplar-Pearndonville, a director since 1963. **J. C. Cherry** of Mt. Lehman, first elected in 1960 and a member of the Executive, was again named to that position. **J. J. Brown** of Surrey Centre, who retired from the presidency in 1963, was re-elected Honorary President.

Other members of the FVMMPA Board are **R. E. Mitchell** of Chilliwack, completing his second year of a two year term; **Barrie Peterson** of Agassiz, elected to a two year term; and **Jim Waardenburg** of Matsqui, newly elected to a one year term of office.



An exclusive new Dairyland ice cream arrived in the stores early in April. It's name, "1886" and its colourful carton design recall the ice cream parlour days of the last century. What happened that particular year? It was the year of the Great Fire, Vancouver's incorporation as a city, the first cross-Canada rail link east to west and the first visit to this province of a Prime Minister—John A. MacDonald.

1886 Ice Cream is quite different from the ordinary. Its richness, body and distinctive flavour give it the traditional qualities of ice cream cranked from a hand freezer. 1886 comes in such appealing flavours as Vanilla Parisienne, Almond Dutch Chocolate, Strawberries Royale, Country Butter Pecan, Wild Blackberry Swirl, Candy Mountain Chocolate Chip and Coffee Mocha.

Uses Cream & Eggs

In developing 1886, the main objective was to produce an ice cream with real old fashioned character. Several month's experimenting in small batches by lab and production staff resulted in an ice cream with a custard base which gave the desired characteristics. Production Manager **Grant Larkin** remarked, "The use of fresh whole eggs is the main secret to the distinctive taste of the ice cream. The higher solids and butterfat content, lower overrun and generous proportions of flavourings and nuts also contribute to its home-made qualities."

This new ice cream, which is receiving maximum advertising coverage, was introduced to the market by a novel promotional idea. A jig-saw puzzle was made up from the carton label and sent out to customers and newspapers. Samples of the ice cream followed. According to **Don Winton**, Asst. to Marketing Manager, "a most favourable response was received from those people who tasted their samples during the introductory week."

1886 Ice Cream is expected to appeal to customers who prefer to buy the very best quality foods.

* * *

Bill Ingles, Branch Manager at Terrace, was elected Vice President of the Terrace Rotary Club for the coming year of 1972-73.

R. Carmichael Wins Babe Pratt Trophy

Roy Carmichael, 19, son of Sardis tanker driver, **Ron Carmichael**, was recently named Most Valuable Defenseman on the New Westminster Bruins hockey club during the 1971-72 season. He was the first recipient of the Babe Pratt Trophy for his outstanding play.

The Bruins have just completed their maiden season in the Western Canada League, placing third in league standings and reaching the playoffs. Capacity crowds at the Queen's Park Arena this season saw some excellent hockey and a number of potential NHL draft choices. The Bruin team, formerly based in Estevan, Saskatchewan, has

produced several present NHL players.

Roy comes from Sardis and has been playing hockey since he was eight years old. Last year, after graduating from Sardis Secondary school, he was promoted to the defence of the New Westminster club from their farm team in Chilliwack. Aside from his regular shifts on the ice when he contributed 30 points offensively, Roy specialized on the Bruins' penalty killing line.

This summer, Roy plans to attend hockey school but, as yet, his future plans are undecided. His name is presently on the draft list of the planned WHA Miami franchise.



"Most Valuable Defenseman" for 1971-72 on the New Westminster Bruins hockey club was **ROY CARMICHAEL**, son of staff member **RON CARMICHAEL**.

Pollution Study Tests Natural Gas

Dairyland is participating in a pilot study to test the use of liquid natural gas as a low polluting automotive fuel. Four retail trucks will be converted to using liquid natural gas—known as LNG—and will be run day to day on regular home delivery routes. The purpose of the study is to test the feasibility of operating a commercial truck fleet on LNG instead of regular gas. Extensive research has shown that using LNG will either eliminate or substantially reduce all pollutants present in regular gas.

LNG is produced from the same natural gas used in stoves and furnaces but is refrigerated to minus 260°F. at which temperature it becomes a liquid. The fuel can be liquified right at the point of use and stored under pressure in stainless steel carrying tanks. These are constructed on the same principle as a thermos bottle to maintain the low temperature. Because the tank occupies no more space than an ordinary gasoline tank it is possible to convert a commercial vehicle without any loss of load carrying capacity.

Conversion to LNG fuel requires only minor modifications to a standard engine. The liquified natural gas is fed to the engine through a heat exchange system just ahead of the carburetor where it is converted to a gas, providing more efficient combustion than conventional gasoline. As the fuel is converted, heat is absorbed. This principle is employed on Dairyland trucks to provide ample refrigeration for the coolers.

LNG is considered to operate more smoothly in heavy stop-and-go driving and its clean and dry qualities could



New Director,
J. Waardenburg

result in longer engine life.

Compressing units and storage tanks will be located at the Burnaby plant. All mechanical work in setting up the units and converting the trucks has been done by the garage and workshop staff under the direction of **Anker Gram**, of "Cleanair Combustion Systems".

A vehicle operating on LNG will meet government pollution standards set for 1975 and, with very minor modifications, the proposed standards for 1980. The study underway will act as a field test to develop data on operating costs, performance and actual reduction in exhaust pollutants. Consideration may be given in the future to converting the whole fleet to LNG operation.

H. S. Berry Retires



H. S. BERRY leaves the F.V.M.P.A. board of directors after 28 years of continuous service to the Association. He was elected president of the board in 1966. Mr. Berry has been in dairy farming all his life and operates a large farm in Langley. In recent years he has served as a director and president of the B.C. Milk Foundation and presently is a member of the B.C.-Alberta Dairy Foods Service directorate.

Milk Processing Takes Television Spotlight

The Burnaby plant was featured as part of a daily CBC television series and was viewed across Canada on April 17. The show, an information program designed for children, is called "Drop In". It is filmed once a week from B.C. while the rest of the week it originates from other parts of Canada. The two B.C. hosts, "Pat and Susan", take their audience on a half-hour cinematic tour through various fields of industrial and creative interest.

In the Dairyland program, Plant Superintendent, **Dennis Haner** played the role of guide through a typical milk processing plant. He explained the sequence of the film.

"The opening scene takes place on the observation gallery, where I show Pat and Susan our antique collection. I demonstrate, for instance, how people used to separate their milk on the farm in the old cream separators and how butter was made in the old fashioned churns."

"We then turn to the windows and our voices are superimposed upon the film of the production floor. Through questions and answers I explain to Pat and Susan how milk is processed in a modern dairy right from start to finish."

The film shows the milk being received from the tanker trucks, the pasteurizing and homogenizing operations, ice cream making on the Vitaline machine, bottling and packaging and finally, loading of the trucks for delivery. Filming took place on a busy week-day and many Dairyland employees were seen in their regular duties. **Don Mitchell** was shown operating the control panel in one scene.

Dennis gave his opinion of the program. "I felt it was very worthwhile, not only in its educational value for children, but also in its documentary presentation of Dairyland as an efficient processor of top quality products."

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Supervisor, Publications and Member Relations

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



PACIFIC

New Plant Positions

Changes in FVMPA production staff were recently announced. **Dennis Haner**, formerly Director of Laboratories at Burnaby has been appointed to the position of Plant Superintendent. His area of responsibility now involves the complete production operation of the Burnaby plant.

Bob Craig, formerly Assistant Plant Superintendent at Delair, has been transferred to Burnaby as Assistant Plant Superintendent under Mr. Haner in plant operations. He served in this capacity at Delair for the past 15 years.

Rick Nichol, former Assistant to Plant Superintendent at Sardis, has taken over Mr. Craig's previous duties at Delair as Assistant to Plant Superintendent, **Frank Forrest**.



Dennis Haner



Bob Craig

Fogel Leads B.C. Big Brothers

At a recent meeting of the Provincial Board of Directors of Big Brothers of B.C. **Sam Fogel** was re-elected to serve a second successive term as President of the society.

More than 550 fatherless boys are now being served by Big Brothers and an additional 400 more are on the waiting list for a big brother to be assigned. "Recruiting is still our number one problem," says Sam. "We need men who can give three or four hours a week of their time. That's less time than most people spend in front of a TV set. And the relationship with the little brother is a lot more rewarding."

Big Brothers are presently planning new chapters for Burnaby, Parksville, and the North Okanagan.



Speaking on

Your Safety Attitude

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

Accident prone? Have you ever wondered why some people never get into accidents, while others are seemingly accident prone? There is a time-proven explanation.

What's the first thing you think about after you've slid behind the wheel, and buckled your seat belt? Is it a carryover of your previous train of thought, or do you think about getting to your destination safely? This is known as your safety attitude. It spells the difference between a defensive driver and a fender bender.

As one of our co-workers put it recently, I know how to drive a car, why should my attitude make a difference? The answer is simple. He may know the mechanics of operating the piece of machinery known as an automobile, and he may have had considerable experience in doing it. But he got behind the wheel thinking ahead to his next customer and within 5 minutes he was involved in a serious intersection accident. He never made that visit. Knowing how to operate an automobile and how to drive defensively are of no value unless you devote all your thoughts to both these aspects of safe driving, and develop a defensive driving attitude.

Try this simple exercise the very next time that you enter your car. I think you'll be amazed at its results. First, before you turn the key, think only of the meaning of defensive driving. Then go ahead and proceed to your destination, but think only of the safe operation of your car. You'll find that you won't have time for distracting thoughts. You'll be busy checking your rear view mirror, engine instruments, speedometer, not to mention the traffic on all sides of you, and any pedestrians that you may encounter. Don't hurry, and yield as often as necessary.

—thanks to North Shore Citizen.

Staff Fund Review Year's Activities

Six members of the Dairyland Employees Charitable Donations Fund were elected as staff representatives at the Fund's annual meeting held late in February. They are: **Mac McKie**, garage; **Walt Moran**, workshop; **Ralph Ruddy**, retail distribution; **Rod Neil**, Valley branch; **Lyman Burton**, checkers; and **Jim Miller**, ice cream.

Dan Fleming, workshop representative for many years has, due to increased job responsibility, stepped down from an active committee role, much to the disappointment of the other committee members.

In 1971, Dairyland employees contributed \$8,275 to a variety of local charities through the fund. An additional \$3,200 in contributions went toward the purchase of much needed

medical equipment for the Burnaby General Hospital. The provincial government increased these funds by one half the amount donated by our staff for the hospital equipment.

Social activities throughout the year included a Fall dance and bowling parties. This year a skating party and a theatre party for "Fiddler on the Roof" have already been held.

Plain Preferred

Dairyland employees consume approximately 268 gallons of milk a month at the Burnaby Plant cafeteria. This works out to about 10½ gallons a day. Records show that plain homogenized milk is preferred three to one over chocolate drink.



At the Annual Meeting of Big Brothers of B.C., President **SAM FOGEL** looks on as **BURTON WRIGHT**, Burnaby member, receives the Big Brother of the Year Award from Minister of Rehabilitation & Social Improvement, **P. A. GAGLARDI**.



This line-up represents top minor hockey in B.C. The boys were recently selected as finalists in Dairyland's Hockey Skills Awards program.

Youngsters Receive Hockey Awards

Nine future hockey stars received their awards as provincial champions between periods of the Vancouver Canucks-St. Louis Hockey game at the Pacific Coliseum. They were the finalists in the Dairyland

Hockey Skills Award program open to minor hockey players in B.C. in the age groups 7 to 12 years.

Presented with plaques by Canuck player **Bobby Lalonde**, the group representing the fol-

lowing areas of B.C. were; seven year old **Robert Reid** from Prince George, eight year old **Mike Sales** from Quesnel, nine year old **Rene Vandriel** from Burnaby, ten year old **Barry McAllister** from Point Grey, eleven year old **Kevin Maxwell** from White Rock and twelve year old **Robert Neeld** from Hollyburn. The three star goaltenders were; seven and eight year olds, **Ken Buker** from Mission, nine and ten year olds, **John McFarlane** from Clearbrook and the eleven and twelve year olds, **Bob Brand** from Point Grey.

Area winners from several districts in B.C. had earlier competed at the University of B.C. Thunderbird Hockey Rink where the final nine selection was made.

Each of the participants was awarded an area trophy, a hockey jersey and an autographed Canuck hockey stick.

The top nine winners were given scholarships to the UBC Hockey School.



Photo by Harry Burke

JACK KENDRICKS, former Quesnel depot employee, directs Agility Test-ing section of hockey skills program.



RUSS WEBB has been promoted to the position of Plant Bacteriologist, with responsibility for supervising the Burnaby Laboratory. Russ has been with the Association for a year as Bacteriologist in the Burnaby Lab. Following graduation from U.B.C., he was employed as Research Technologist at Atomic Energy of Canada Ltd. in Manitoba, where he conducted an extended research project on tissue culture.

Rubbish — Neatly Packed

In a building the size of the Burnaby Plant, scrap paper and other waste materials can add up to a mountain of rubbish in a day. To facilitate the removal of this debris, a new "trash compactor" is being installed at the back loading dock. This compactor will neatly compress all rubbish a minimum of three times its original volume for convenient disposal.

Rubbish disposal is handled by the Smith-Rite company. Previously, collections were made from large open boxes placed strategically around the plant. With the new system, rubbish will be wheeled to the large compactor unit in portable containers and tipped into the hopper of the compactor. A ram will effectively compress all waste into a main container. This container can then be

hoisted onto a removal truck and carried away. The equipment is leased to the company by Smith-Rite and collections are made every second day.

The trash compactor can accommodate broken bottles, crates and heavier items without any difficulty. The main container is airtight except where the ram enters it. This feature will provide better sanitation and remove most of the problem of flies. Since it is airtight, combustion is inhibited and fire safety is improved.

Renovations have been made to the loading dock to accommodate this new equipment. An alteration in platform height was made and additional drains have been installed. It is expected that this new system will cut trash collection costs by \$7000 a year.

Burnaby Staff Bleed For Red Cross

A Canadian Red Cross blood donor clinic sponsored by Dairyland was held March 22 in the Burnaby plant's hospitality room. The clinic, which was deemed an outstanding success by Red Cross staff, was attended by 100 blood donors—92 plant employees and 8 people from the surrounding district.

The Red Cross Blood Transfusion service, which was founded in 1947, exists free for every Canadian. Last year more than 225,000 patients in Canadian hospitals received transfusions of blood.

Once blood is collected at local clinics, it is refrigerated

at 35-35°F. and rushed to permanent centres. Although it can be stored at this temperature for 21 days, it is usually kept only two to three days. Fresh blood can now be specially prepared and kept in a deep freeze for several years. For very rare blood types a frozen blood bank is maintained.

From the centre, blood is supplied to local hospitals either whole or in blood fractions. The advent of the plastic pack made possible the separation of blood components and now the patient usually receives only the specific component that is required.



Donors line up to register



Paul Butula has sample taken



Shelby Everitt smiles bravely



MURRAY SWANSON, Branch Manager at Prince George, accepts the annually awarded Branch Trophy for highest sales in Christmas specialty items. Murray received the plaque at the Burnaby plant, where he attended a recent dairy merchandising seminar. Making the presentation is Branch Distribution Manager, BILL HAWES.

Golf Tournament Draws Long and Short Hitters

Dairyland's Annual Golf Tournament, held April 16, saw nearly 100 golfers tee off at the Tsawwassen Golf and Country Club. The tournament was open to all employees and suppliers to Association plants.

Conditions were less than perfect with chilly winds and an abundance of casual water left on the course from previous rains. However, golfers came well equipped to contend with the cold weather. The Peoria handicap system was used to assist the duffers.

A major attraction which took place at the double water hazard, 15th hole, was enjoyed by a large gallery and is described by one spectator.

"One of the long-ball hitters

had a very difficult time deciding whether to attempt a tremendous drive into the wind and clear both hazards or play cautiously with a short iron to the safe ground between. After much fussing and fidgeting, he put his wood away and decided to play safe with a short iron shot. It certainly was short! With a hefty swing, he put his ball 20 yards off the tee and deep into the first water hazard. For shame!"

A large assortment of prizes were provided, both from company sports fund grants and from many of our suppliers. The low gross prize was won by **Art Butler** of Butler Tire Co., with **Art Patterson** of Sardis winning the low net.

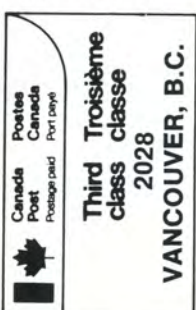


The rink of (l-r) KAY AND ROD NEIL and HAZEL AND DICK PRICE were winners of the newly presented Interplant Bonspiel Trophy, formerly known as the "Udder Briar."

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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Familiar Faces will be Missed

Agnes McKnight retired in April after spending 18 years with the FVMPA. Agnes began her association with the dairy business in the Pacific Milk Division at the 8th Avenue plant. Assuming more and more responsibility within the division, her final position covered the traffic and distribution on the Pacific Milk order desk.

Agnes is involved in the I.O.-D.E. club, church work and charity organizations. Holidays have taken her to Mexico, Hawaii and various trips throughout the United States. As entertainment, she is particularly fond of live theatre. Agnes has always had the unofficial distinction of being considered the best dressed woman in the office.

Through the years, Agnes has made many friends, not only with her fellow employees at Burnaby, but also through her telephone contacts at Delair and Sardis and with customers.

Gordon Craig, who worked at the Sardis plant in carpentry and maintenance, retired this April. Gordon comes from Chilliwack and began working for the Association in 1951. At that time, his carpentry work entailed the keeping up of seven houses as well as his plant duties.

Gordon has been very active in curling and still holds membership in the Chilliwack Curling Club. He also participated in the Sardis plant golf group



AGNES McKNIGHT wears corsage from friends on her last day at work.



GORDON CRAIG receives good wishes from mate, Art Patterson.

and for three seasons, coached the FVMPA softball team in the Chilliwack league.

For 20 years, Gordon has maintained his membership in the Session of the Chilliwack United Church. He is married,

with two sons and four grandchildren.

Gordon and his wife plan a trip to England and other parts of Europe before settling down. His friends at the plant wish him a very happy retirement.

Valley Branch Top Curlers

Twelve rinks competed in the F.V.M.P.A. Interplant Bonspiel held March 4 at the Chilliwack Curling Club. Representatives from Burnaby, Sardis, Delair and the Valley branch formed an excellent turn-out for the day's events.

This year, a large perpetual trophy was donated by the Association. The first names to be engraved as winners of the '72 Bonspiel are **Dick and Hazel Price** and **Rod and Kay Neil**, who made up a rink from the Valley branch. Runner-up spot went to the Burnaby rink of **Bill Pickering, Bill Hagen, Charlie Webster** and **Cliff Aiken**. Pickering is a well known local curler who recently joined the staff as a driver-salesman.

The Spiel consisted of serious all day curling followed by a dinner and dance in the evening. **Bud and Dorothy Thompson** and **Johnny and Marion Roberts** sacrificed their curling to organize the event and their efforts were much appreciated.

Elections were held for next year's committee, which will include **Bill Hagen, Cliff Kope, Norm McClelland** and **Stan Lyons**.

Jan Leaves Dairy

Jan Creighton, former Burnaby Plant Superintendent, left the company early in March to enter his own business in the Okanagan. Jan and his family have moved to Penticton where he owns and operates a Dairy Queen.

Jan received his degree from UBC's Department of Agriculture in 1961 and started working for Association soon after in lab and field work. For a time he was posted at the Arctic Ice Cream plant and when the new plant opened, he moved to Burnaby as Assistant Plant Superintendent. He was appointed Plant Superintendent in 1967.

Jan will be remembered as a friendly person who also brought



Jan Creighton

good humor to his job. On behalf of his many friends and fellow employees, we wish Jan every success in this new venture.

Steelhead Derby

The FVMPA Steelhead Derby has been underway during the months of December through March. Twenty two fishermen entered the derby this year and the majority of fish brought in for weighing were caught in the Vedder River. Here are the results:

Winner of the annual Kingfish Trophy for the heaviest fish was **Don McKay**, Sardis tanker driver, whose fish weighed in at 16 lbs., 9 oz.

The second biggest fish was caught by **John Spent**, Sardis cottage cheese operator. It weighed 14 lbs., 4 oz.

Fred Franks, Sardis checker, came in third with a fish weighing 13 lbs., 12 oz. Fred also won the prize for the heaviest average of all fish brought in—11 lbs., 10 3/4.

Larry Muirhead, Sardis freight driver, was only two ounces away from third spot with his 13 lbs., 10 oz. fish.



LORI ROWE, co-sponsored by Dairyland in the Miss Burnaby and Miss Teen Canada contests, will promote dairy foods in her Canada-wide tour this summer.

Miss Teen Canada Will Tour Provinces

Lori Rowe of Burnaby, Miss Teen Canada, will spend the summer on a nation-wide tour co-sponsored by the Canadian Dairy Foods Service Bureau for the promotion of Dairy foods. Through the C.D.F.S.B., Dairyland was one of the local sponsors for the Miss Teen B.C. and Miss Teen Canada contests held in April.

As winner of the national contest finals in Toronto, Lori was granted a \$1000 scholarship from the Miss Teen Canada Foundation, a \$500 scholarship from the C.D.F.S.B. and \$250 from Dairyland. She also

received a complete sportswear ensemble, a \$1000 fur coat, a Polaroid camera, a Bulova watch and a number of other merchandise prizes.

Before her summer tour begins, Lori will visit Haiti as a guest of the Haitian government. As Miss Teen Canada, she will probably appear on the Miss Teenage America TV special next fall. Recently, in addition to her many local personal appearances, Lori was present at the Exhibition Park Race-track when the Feature Race of the day was named in her honour.

Sardis Plant Looks Ahead

The renovations to the Sardis Plant which have taken place over the past year are part of a progressive scheme aimed at upgrading the whole operation. Equipment in the main processing area has been relocated for a more efficient operation; process piping has been renewed with stainless steel welded-in-place lines complete with an automatic wash-up system for cleaning all tanks and lines in place. Floors in this same area have been renewed, tiled and graded to slope to a new cast iron under floor drainage system.

All process flows are now controlled by air-operated sanitary valves from a central panel. A new hot water wash system has also been put into operation. It is estimated that it will reduce the quantity of cleaning water flowing through the sewers by 50%. It consists of a 1000 gal. storage tank which heats cold water by means of a steam heater and maintains a temperature of 80°. The heated water is piped to various hose stations. Under the old system steam and water were mixed at the point of use. This system was both hazardous and wasteful. To further avoid wasting water, hose nozzles are now equipped with automatic shut off valves and the number of water stations has been reduced from 56 to 18.

Another addition is a large DeLaval Separator which replaces six smaller old separators purchased in 1926. It has the capacity to process at the rate of 50,000 lbs. per hour and can be efficiently cleaned through the C.I.P. system.

This year the renovating job

centres in the evaporating room, where existing floors will be removed, replaced to grade to a new drainage system and surfaced with quarry tile. Also, the lighting will be renewed and the electrical distribution system will be replaced.

It is planned that renovations will eventually be made throughout the entire plant, with emphasis

placed on better layout of process equipment, provision of automated sanitary and C.I.P. lines, improvement of floors and drainage and reduction of water usage. New government regulations concerning sewage treatment of plant wash water will necessitate economy of water consumption wherever possible.



A cheque for \$3,080 from the Dairyland Charitable Donations Fund was presented to the Burnaby General Hospital for the purchase of medical equipment. Representing the staff fund are President, JIM DEFRIES, left and Secretary-Treasurer, JOE JESSUP, centre. Accepting the cheque on behalf of the hospital is MR. E. F. MacDONALD, Hospital Administrator.

Sales Reps Visit 'Frisco

Cable cars and Fisherman's Wharf set the scene for a three day trip enjoyed in May by seven Dairyland Sales Representatives. The group, composed of Jim Calhoun, Frank McKinley, Doug Pilgrim, Bob Cooper, George Vernon, George Rule, Reg Clarkson and all their wives, won a free weekend in San Francisco as a prize for their exceptional sales of refrigeration equipment.

The contest, sponsored by Raimac Refrigeration Company and Dairyland, stipulated that the salesmen would collectively reach \$50,000 in equipment sales during a three month period in order to be eligible for the trip. This figure was over double the total sales in 1971 for the same length of time. Employing remarkable enthusiasm, the men not only met their goal, but exceeded it by \$57,000.

Floods Hinder Branch Operations

Heavy snowfalls last winter followed by a cool spring produced some of the worst flooding since 1948 throughout the province of B.C. Nearly every community close to rivers and lakes felt the effects of the high run-off in June. The scale of this year's run-off can be measured by the fact that, on the Thompson system, the river height actually exceeded the 1948 level. Although the flooding inflicted its damage mainly on homes and personal property, Dairyland and its employees, in the northern branches especially, had their share of problems during the period.

Kamloops

In Kamloops, the trouble began around the first of June, when the North Thompson River surged through dykes, flooding subdivisions and caus-

ing millions of dollars of property damage. The Dairyland branch is situated on the banks of the North and South Thompson rivers, but since it is in a higher area, the building was in no danger.

During the critical period, Branch Manager, Dave Lund served as an auxiliary R.C.M.P. constable and Dairyland employees, Rene Cordonier, Alex Mathewson, Doug Koehler and Wes Hamilton volunteered many hours to help repair the dykes. The Hamilton home is located in the Oak Hills subdivision seven miles north of Kamloops where the worst flooding occurred due to 150 feet of broken dyke. Considerable damage was done to his house by water filling the basement, but he was more fortunate than most of his neighbours as no water reached

the main floor. As a precaution, however, he emptied his house of furniture by small boat, which proved a hectic job.

Dave reported that business has been very slow throughout the floods, due to news coverage which has kept tourists out of the area.

Kitimat

Kitimat Plant Manager, Ron Brown reported that although Kitimat itself was not flooded, the Dairyland Plant encountered problems in receiving its raw milk and distributing processed products. Normally, raw milk is received by tanker from the Bulkley Valley shippers, processed at Kitimat and the finished products are then hauled to Terrace and Prince Rupert and back to Smithers.

During the floods, the raw
Continued Page 2



FLOOD WATERS FROM THE THOMPSON RIVER partially submerge trailers in the Kamloops subdivision of Oak Dale.



THIS HEAVILY DAMAGED HOUSE at Hedley was minutes later swept away by the swollen Similkameen River.

milk supply was slowed down on several occasions because of twelve inches of water on the highway between Smithers and Terrace. Of main concern, however, was the distribution of product to the Prince Rupert branch. Highway 16, between Terrace and Prince Rupert, was closed on two occasions between May 30 and June 2 and between June 12 to 16. The Skeena River, in overflowing its banks, had completely covered the highway and washed out two bridges.

On the first closure, milk processed in Kitimat was shipped directly to Prince Rupert by boat via Northland Navigation. During the second highway flooding, CNR rail lines remained open and Prince Rupert received its supplies by boxcar from Terrace.

Terrace

The Dairyland depot in Terrace was not in any danger during the flooding, but areas east and west were flooded and the supplying of milk to Prince Rupert upset routing procedures. On four occasions, milk products were transferred from Boris Reefer hauling trucks to insulated CNR boxcars and the product shipped by rail. The CNR line, however, was washed out east of Terrace and Highway 16 was closed temporarily at Houston, due to a bridge wash-out. A detour was put in to keep the highway open. Fortunately, the Terrace-Kitimat highway was not affected during the period. Terrace Branch Manager, **Bill Ingles** noted that this has been an extremely bad year for High-

way 16. Since October, 1961, over 120 mud and snowslides and washouts have obstructed the road.

Princeton

Emergency conditions prevailed in Princeton at the end of May when rising waters of the Tulameen and Similkameen Rivers reached peak levels. Many homes were evacuated and trucks were continually being directed to different points of the community to shore up weak spots in the river bank. Volunteers piled 5000 sandbags and thousands of yards of rock-fill were used to hold back the threatening waters.

Although the Dairyland Branch is situated a considerable distance from the river and there was no danger of its being flooded, Branch Supervisor, **Dave Atkinson** spent the better part of two days and nights assisting with sandbagging and moving furniture from homes. One of Dairyland's large refrigerated trucks was used for food storage for the Princeton Co-op store when its basement was flooded and they were without refrigeration for 36 hours.

The highway between Princeton and Merritt was closed on various days throughout the period and alternate routes had to be taken.

Although the Fraser River did peak at levels comparable to 1948, very little flooding took place. A few farms situated outside the dyke or with driveways in low lying areas had difficulty in getting milk out, but, in general, there were no major problems.

Lab Director Appointed

Robert E. T. Irwin has been appointed Director of Laboratories for the F.V.M.P.A. After growing up on a Fraser Valley dairy farm, he graduated from the University of B.C. with both a B.S.A. and Master's Degree in Agriculture. His experience covers several areas in dairying, including positions as Production Manager of Jersey Farms and several executive posts with the Milk Department of Canada Safeway. Since 1965, and up to April of this year, he has been Plant Manager in Vancouver for Safeway. This office covered responsibilities throughout B.C. for production planning and supervision, earnings control and analysis, costs control, personnel management, product development and merchandising. From 1968 to 1970, he was directly involved in the planning, construction, equipping and start-up of a \$3.3 million fluid milk and cottage cheese plant with a delicatessen kitchen.



Bob Irwin

Ice Cream Protected

Last fall, ammonia seepage from a broken pipe line in the ice cream cold storage room resulted in a considerable loss of ice cream. In the early morning hours, before plant personnel had arrived, a refrigeration supply pipe in the cold room fractured and ammonia gas spilled into the room. A short time later, the operating engineer on shift noted abnormal operating conditions in the refrigeration system and began to search for the cause. The broken pipe was discovered and immediately isolated but, by this time, hundreds of gallons of ice cream had already absorbed the taint of ammonia and had to be removed from stock.

To minimize the possibility of a similar accident, a leak-detecting device has been installed. In the event of a line breakage, the ammonia concentration is sensed by the ultra-violet absorption principle. Well before a damaging concentration of ammonia is reached, an alarm will sound to alert staff on duty. Since ammonia gas travels at a very rapid rate, one detector is sufficient for a room the size of the ice cream freezer. The detector is mounted on the cat-walk which services the cold room controls.



Speaking on

Absenteeism

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

One of the substantial costs involved in the operation of our business is the cost of absenteeism.

When a person involved in a plant or office operation is absent from work a replacement must be found or fellow workers must cover for him.

A person absent from a route operation must be replaced. This is often accomplished only by calling in someone from his day off and paying for the time at the overtime rate of pay.

Whenever it happens absenteeism causes inconvenience to supervisory and other employees. It lowers efficiency and adds to the costs of operation.

There are two main reasons why employees are absent from regularly scheduled work. They are sickness and work injuries.

To prevent income loss to the employees concerned we have plans which make payment to employees off work for these reasons. The cost of absenteeism is reflected in the cost of these plans.

Last year, for instance, the cost of providing Workmen's Compensation was very close to \$100,000. The Workmen's Compensation Board is an agency of the Provincial Government but the income to provide the payments it makes is derived entirely from assessments made on employers. For each industry group the costs of compensation for employees in the group determines the assessment made on employers. If work injuries can be prevented reduced costs will result.

But more important to the employee is his own physical condition. This is why an important responsibility of each employee is to work safely so that injuries can be avoided.

"Sickness" is our largest single cause of absenteeism. But when the reason "sickness" is given for absence it may be that other factors are involved and an employee may be away for a different reason. For some time now we have been aware that certain abuses of our sick leave plan are taking place. This is not so with the majority of our personnel, but with a minority who use the plan for purposes other than intended.

Because absenteeism—whether it be due to work injuries, sickness or some other reason—is a problem, the personnel department has recently developed a reporting system which becomes operative whenever an absence from regularly scheduled work takes place. A report on each absence of an employee is now prepared and forwarded to the personnel department. These reports go into the personnel file and become a permanent part of the work history for each employee involved.

A good work history is something to be valued. Employees can help build theirs by keeping such entries into their files at a minimum.

New Man Heads First Aid Service

Art Pearce, of the Burnaby stock room, has recently been put in charge of first aid services for the plant. Art obtained his Class C Industrial First Aid certificate from the Workmen's Compensation Board in January. He must complete at least one year's experience before he will be eligible for higher certification.

Extremely rigid standards are set by the board for a trainee to qualify as a licenced first aid man. The course places emphasis on oxygen therapy, cardiac resuscitation and treatment for shock, burns and cuts.

Art became interested in first aid while attending emergency war-time injuries. A professional army man of 22 years, he also served as a parachutist during World War II. He remembers vividly the time that he was called upon to perform a leg amputation in the field of battle.

The most common injuries which Art has to treat at the plant are eye splinters and cuts from machinery. Any cases which cannot be treated by first aid are sent to the Hanna Clinic in Burnaby.

Additional first aid attend-

ants are now required to cover the week-end shifts. Training is sponsored by the company and a certificate is awarded upon successful completion of the course. Remuneration is also paid to official first aid attendants. Interested employees are contacting Personnel Manager **Dick Grahame**, for further details.



Art Pearce



SANDPIPER DRIVE in Kamloops was one of the areas worst affected by the flooding.

Search for Sister Ended

George Pinchbeck, of the Burnaby ice cream department, saw his sister for the first time in his life last February. The meeting was the sequel to a chain of events which started in 1943.

George was born in Saskatchewan and adopted when he was very young. In 1943, while serving in the air force, George met a fellow serviceman who happened to come from the same town as his real father. Through this man, he was able to contact his father and subsequently learn from him that he had three sisters who had all been adopted as children into different families. Naturally, George was most eager to meet these long-lost sisters.

From information given by his father, George managed to get in touch with the eldest girl. Together they found the second sister who was living in Regina. The whereabouts of the third sister, however, remained a complete mystery until the death of George's father last November.

Fragments of information then began to appear from reliable sources. For instance, they discovered the sister's surname and the fact that she was living somewhere in B.C. Finding her was still an impossible task until they were able to learn her first name, which had been changed.

George and his sister then

began a systematic search through city directories. From piecing together the scanty information available to them, they finally narrowed the area down to the lower mainland. On his second trial phone call, George was successful. He had found the missing sister. She lived in Burnaby and worked at a local shopping centre at which George had been a frequent customer. He remarked, "Here we had been living in the same area for the past 20 years and our homes were only seven miles apart."

July fourth will be a very special occasion. A family reunion will bring together brothers and sisters who have not been all together for 48 years.

Driver Mugged

Bank robberies have become common events. It now seems that "would be" muggers are opening up a new field in holding up the neighbourhood milk truck.

Peter Brennan, Burnaby retail driver, was making a routine delivery in a city residential area June 19. On returning to his truck, he was surprised by a clean cut looking young man standing beside him. "How's the milk business", he asked. "Not bad", Peter replied. The man then pulled out a long hunting knife, sat behind the driver's seat and forced Peter to drive around the block. Stopping the truck in a back lane, Peter was requested, at knife point, to turn over all his money. He produced about half of his cash and the bandit fled.

Peter commented that the hold-up man was not at all unfriendly. He counted out the \$70 cash and then asked Peter for his address so that he could return it. He explained that he was a "junkie" which was the reason for the robbery. He also added, "I won't have to do this after Monday—I'm getting a regular job."

Codes Clearer

New attachments for the Date Coders on the Pure Pak cartoning machines should prove to be a benefit to drivers and customers alike. The old stamp coding system produced an almost unintelligible mass of bumps and dots which were very difficult to read. Now the dates will be clearly imprinted, using a method similar to branding with a hot iron.

The equipment, developed by several workshop personnel, was built in the Burnaby shop by machinist, Fred Gardham, at about one-third the cost of the commercially made attachment. Thirteen coders have been fabricated for use at the Burnaby, Kitimat and Courtenay plants. They now record the "pull" date of the product by day and month.



A course in advanced salesmanship was attended recently by Dairyland Sales Reps, (l-r) GERRY CAMPBELL, GEORGE RULE, FRANK MCKINLEY and DOUG PILGRIM. The course was conducted by Sales and Marketing Executives of Vancouver and extended over ten weekly sessions. Doug was selected from the group of 52 people as the most improved salesman in the class.

Fire Doused in Time

Alertness on the part of a Dairyland retail driver was responsible for saving a Kelsey Bay home from a serious fire in April.

Wes Hadley, of the Campbell River branch, was nearing the end of his route as he walked into the car-port of Aaron Wiebe. From the half-open basement door, Wes noticed a distinct smell of smoke so he entered the basement to investigate. Upon discovering that the clothes dryer was smoking profusely, he ran back to his truck for a fire extinguisher which he carried on the truck with him.

He was just in time to subdue the flames which sprang from the top and bottom tray of the machine. When the fire was

completely extinguished, Wes reported the incident to the customer who was just returning home.

G.M. Honoured

General Manager G. J. Okulich has accepted an appointment as a member of the Consultative Committee to the Canadian Dairy Commission. Federal Minister of Agriculture, H. A. "Bud" Olson, described the function of the Committee as an advisory body to the Commission with respect to its various programs and operations. It consists of members drawn partly from the processing side of the dairy industry, and partly from the producer side.

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



PACIFIC



Clean, dry, sterile air has over a dozen basic functions and is used to operate 23,050 pieces of equipment in the Burnaby plant alone. The machines being hoisted into the Burnaby plant is an air compressor which is guaranteed to produce compressed air of this required quality. The new unit, powered by a 200 H.P. electric motor is of simple design with few moving parts. It consists of a one piece casing and two intermeshing motors which operate without touching each other or the casing. Its simplicity effectively reduces vibration, noise and maintenance costs.

Family Bowlers Win

The family bowling team of Burnaby mechanic, Clem Vanstone captured top place in the Brentwood Commercial 10-Pin League playoffs which took place in April. The team is comprised of Clem, his four sons, Jim, Alan, Michael and Leslie and their sponsor, Bert Goodman, manager of Crystal Finish photo finishers.

It was the first year the Vanstones had competed in this particular league, although they have bowled many years to-

gether as a team, which formerly included Clem's wife and daughter. In the playoffs, they coasted to a finish 50 points ahead of the second team, their win being boosted by Jim's 204 point score and Clem's 198 in the last game.

The Vanstone family has always taken its sports seriously. If the trait continues, Clem could start his own future bowling league, since he already has ten grandchildren and one on the way.



Bowling is a family affair for CLEM VANSTONE, whose team, winner of the Brentwood Commercial 10-Pin League, includes sons JIM and ALAN (back row, left and right), MICHAEL (front row, left) and LESLIE (not pictured). Also a member of the team is sponsor, BERT GOODMAN (back row, centre).



REG CLARKSON, Dairyland Restaurant and Hotel Representative, passes out samples of 1886 Ice Cream at the Canadian Restaurant Association convention held in May. The 70 foot long display, which was a co-operative effort between Dairyland, MacDonald's bread, Dixon's coffee and Canada Packers, won first prize for the most attractive booth in the show. The booth stressed the concept of "total supply" of the major food groups required by a restaurant—dairy products, bread, meat and coffee.

Retail Billing Extended

Monthly billing to retail customers has been extended into two new areas of the lower mainland. Routes are now operating on this new system in Richmond and West Point Grey. The billing system has been in effect in Surrey and the North Shore for some time.

Dairyland is the only dairy in Canada presently operating under a retail billing scheme. The plan was initiated two years ago to simplify the unwieldy bookkeeping which was part of a route man's daily routine and to save time in keeping accounts up to date. Under the new system, customer records previously kept by the driver

are tabulated by computer. A monthly statement is then mailed to the customer. Although the use of tokens will be discontinued, customers may pay their driver or the dairy directly in cash if they wish.

With its economy of time and effort, the monthly billing system enables a driver to carry more product and enlarge his route to many more homes. "The change-over to the new system is obviously a lengthy process", remarked Retail Operations Manager, **Percy Condon**, "but our ultimate goal is to expand monthly billing throughout our whole retail market area."

Retirements

Harry Small, Burnaby wholesale—29 years
Jim Carson, Burnaby retail—13 years
Roy Weatherby, Delair production—13 years
Phil Hamelin, Burnaby production—14 years
George McNamara, Burnaby production—19 years
Maurice Craig, Burnaby retail relief—11 years

Earl Webster, supervisor in the Burnaby retail department has retired after spending a lifetime delivering milk in Vancouver. He started as a teenager and has survived a series of take-overs of local dairy firms. For many years he was a supervisor with Frasea Farms Dairy which was operated by the Grauer family on Sea Is-

land. This was later taken over by Richmond Dairy. Richmond in turn was taken over by Jersey Farms Dairy. The home delivery department of Jersey Farms, along with its personnel, was acquired by Dairyland two years ago. Earl's retirement ends a career of 47 years in the home delivery milk business.

Minor Ball Triumph

Gregg Lund, 13 year old son of retail relief driver, **Lyle Lund**, plays second base on the minor baseball team which won the Dairyland Trophy in the Renfrew Heights League playoffs held in June. The team, the Firefighters, played down to the last game for an exciting finish to the season. This was the second year in a row that they took the trophy.

The team is coached by Lyle, who has been involved in pony league baseball for the past five years.

Pacific Sales Changes

Pacific Milk Sales Manager, **Tom Kershaw**, has announced three staff responsibility changes. **Les Taylor** moves from Sales Supervisor B.C. Region to Sales Supervisor responsible for Head Office administration, freight and traffic distribution and bulk powder sales for the total Pacific Marketing Division.

Ernie Emmett, formerly Sales Supervisor Prairie Region, located in Calgary, is transferred to Vancouver as Sales Supervisor responsible for the sales of Pacific product and supervision of all salesmen in the Pacific marketing area.

Lee Alberts, formerly Head Office Salesman, is appointed Salesman, Vancouver Area.

Safe Drivers Honoured

Dairyland's annual Safe Driving Awards dinner was held April 20 to honour drivers who had attained a record of at least ten years of driving without a preventable accident.

This is no small accomplishment. Association vehicles cover about 1/2 million miles of road per month. Much of this mileage is accumulated in heavy traffic conditions where the accident risk is high. During 1971, drivers showed an improvement over the previous year in reducing the number of accidents. An outstanding record was achieved in the month of March, during which time only five preventable accident occurred. According to Super-

visor of Fleet Safety, **Omer Tupper**, March is usually the heaviest accident month with an average of 28 to 30 crashes.

Operations Manager, **Norm Tupper** was master of ceremonies for the evening and FVMPA President, **Gordon Park** presented the awards. **Eagle Keys**, Head Coach of the B.C. Lions Football Club was guest speaker for the event.

The General Manager's Trophy, presented annually to the supervisory group running the longest number of days without a preventable accident, was won by Wholesale Supervisor, **Wilf Graham**, for the second year in a row. Wilf's group totalled 221 successive accident-free days.



Burnaby Wholesale Supervisor, **WILF GRAHAM** (l) receives the General Manager's Trophy from FVMPA President, **GORDON PARK** for accumulating the highest total of accident-free days among his drivers.

Awards

18 YEARS

Vern Scott
George Swan
Allan Sawatsky

17 YEARS

Bill Beagle

16 YEARS

Ray Bush
Gordon Johnston
Con Kroeker
Bill Woollett

15 YEARS

Ritchie Elvin
Al Hughes
Gerry Lepinski
George Phillips
Phil Stevens

14 YEARS

Don Cross
Stan Wilson
George Bartels
Ed Demerse
Sheldon Forsyth

George Penner
Bert Burrows
Don Green
Wally King
Paul Sapinsky
Moe Thrane

13 YEARS

Herb Buck
Lionel Clark
Bill Cunningham
Lin Harris
George McKillop
Doug McLellan
Stan Noga
Bill Wendland
Bernard Anderson
Walter Olleck

12 YEARS

Dennis Bagley
Ford Burrows
Joe Gray
Merle Jones
Bill Lemp
Jerry Logan
Bill Hodgins
Pat Mangon
Pete Pederson
Jack Scott
George Smith
Henry Froese
Malcolm Hayton
Duke Beaton

11 YEARS

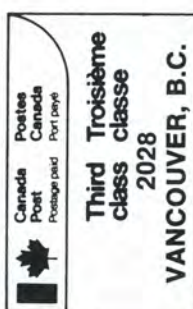
Harry Dexter
Ron Flash
John McKay
George Miller
Doug Wilson
Dan Brayfield
Ron Carmichael
Ron Beadle

10 YEARS

Albert Hall
Ken Lougheed
Cliff Pemberton
George Smith
Joe Smith
Don Orton

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



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



Last year over half of the membership of the Dairy Industry Credit Union took advantage of the financial services offered to staff and their families. The credit union helped 651 members purchase their own homes, household goods, automobiles, and other necessities. Many of its members took out second mortgages on their homes to consolidate debts or make home improvements. The credit union is always available to discuss with its members all areas of money management; for instance, how they can obtain a low cost loan or mortgage, or receive a better than average interest on their savings.

Okulitch on Official Russian Visit



Team Canada star PAUL HENDERSON, right, tries to scoop the puck from behind the net of Soviet goalie, VLADISLAV TRETIK. These two players contributed personally to the high calibre and excitement of the recent hockey series.

G. J. Okulitch, FVMPA General Manager was part of an official delegation representing the Canadian government at the recent Canada-U.S.S.R. Hockey Series in Moscow.

Head Canadian representative was the Honourable Senator, **Arthur Lang**, Minister of Veteran Affairs and Public Works. His delegation was comprised of Mr. Okulitch; **Charles Hay**, of Gulf Oil, President of Hockey Canada; **James Smith**, Commissioner of the Yukon Territories; **A. E. Ritchie**, Under Secretary of the Dept. of External Affairs; **Fred "Cyclone" Taylor**, hockey celebrity and the only Canadian in the Moscow Sports Hall of Fame; and **Graham Rowley**, Scientific Advisor to the Dept. of Indian and Northern Affairs.

Mr. Okulitch, who speaks Russian fluently, served as Canadian Military Attaché in Moscow during World War II and has taken part in the Canadian tours of such prominent Russian statesmen as Dimitry Polyansky and Alexei Kosygin.

Aside from representing Canada, the visit of the delegation also provided an opportunity for improving relations between the two countries. Meetings between the Canadian and Russian officials resulted in a rewarding exchange of ideas on sport, science, health and many

subjects of mutual concern. During their stay in Moscow, the delegation was most impressed by the warmth and excellent hospitality shown to them. Accommodations were luxurious and a well planned round of sightseeing trips provided the group with lasting memories of historical Russia.

The hockey games were the highlight of the trip and tremendously exciting. As Mr. Okulitch remarked, either team could have won. He noted that the Russians had been training for a considerable time and Team Canada was relatively

new as a unit, but they improved remarkably with each game. "Our players put every ounce they had into the games and, with the exception of a few, they played a hard but correct type of hockey. Their victory was due to effort and determination. But the Russians have a wonderful team and will be even more dangerous next time," he said.

Cyclone Taylor remarked, "The Russians play the way we played 30-40 years ago with more emphasis on puck passing, fast skating and teamwork."

Continued, Page 2



On one of several excursions in Moscow are part of the official delegation representing Canada at the Canada-USSR hockey series. From left are G. J. OKULITCH, GRAHAM ROWLEY, MRS. LANG, the HON. ARTHUR LANG, and a RUSSIAN INTERPRETER, professor of English at Moscow University. The photo was taken by a Soviet photographer.

Dairyland Wins P.R. Award

Dairyland has won The Columbian newspaper's "Good Corporate Citizen Award" for 1972. A full page announcement of the award including photos of the Burnaby plant was published in the Columbian's Annual Trade and Industry Review of August 19.

A panel of judges selected Dairyland among the many local firms nominated. Their criteria for choosing a "good corporate citizen" were the ways in which the companies "voluntarily add to the quality of life in the area where they operate."

Dairyland won the award for the wide contributions it makes toward the community in such areas as plant tours, charitable donations, grants to sports and cultural groups, participation in youth activities and plant beautification. High praise was given by the judges for Dairyland's tour program in which each year some 40,000 people learn how milk and ice cream are processed.

Special mention was also made of Dairyland's contribu-

tion towards sports activities. Last year over 8000 boys competed for the province-wide Dairyland Minor Hockey Awards. In addition, nearly every type of sport receives some support in the form of a sponsorship, trophies or a product donation. Dairyland is also involved in sports in a unique way through Marketing Manager, **Bill Ramsell**, who heads the committee for the 1973 Canada Summer Games.

Dairyland is active throughout B.C. in 4H clubs and takes part in the PNE youth displays. Nearly everyone in the lower mainland is familiar with Storybook Farm, one of the few remaining free attractions at the PNE. Dairyland's mini barn, a small old fashioned trailer used to house an appealing selection of young farm animals, is loaned to a variety of groups and is a favourite with young children. Woodlands school has been a frequent customer for the little farm.

Dairyland also places emphasis on education in its sponsorship of Reach for the Top, the television quiz program for

high school students. Along the same lines, Dairyland sponsors a public speaking contest among junior and senior secondary schools throughout B.C. Bursaries for higher education are also awarded yearly.

To round off the list of accomplishments which led to winning its reputation as a good citizen, Dairyland can boast of having received honourable mention the first year of the Park and Tilford Awards for industrial beautification.

Pacific's Latest

Pacific Milk announces two new products to be introduced to the market in October. These are Pacific 2% Evaporated Milk and Pacific Skim Evaporated Milk. The new products, in addition to the regular evaporated milk and the partly skimmed, will complete a full line of Pacific products with a range of butterfat contents to suit individual customer preferences.



Miss PNE, REGINA HELGASON gives hard working SPCA canine canvasser a pat at Dairyland's Storybook Farm. Pictured from left are MRS. G. T. HELGASON, Regina's mother, REGINA, and MRS. JACK BAIN, PNE Director.

Okulitch in Moscow, continued

As a Canadian, Mr. Okulitch felt gratified by the friendly atmosphere that existed between the two countries and also the team players. He said the Russian players had very little criticism to make of their Canadian opponents. They played a rough and tough game as expected and the Russians quickly learned to match this type of play effectively. Moscow newspapers referred to Phil Esposito as "the greatest hockey player in the world." Mr. Okulitch went on to say that there were very few hard feelings between the two teams. Most of the disagreements were over the refereeing and resulted

6,000 were allotted to foreign tourists and government representatives. Half of these were available for Canadian fans.

While very impressed by the Canadian players, Mr. Okulitch was critical of the lack of discipline displayed by the coaches and legal advisor to the team. He said, "The purpose of the series was to promote friendship and goodwill between nations. As long as people in such positions of authority behave with obvious lack of control over their feelings, Canada will never maintain a good image in the eyes of any country."

Mr. Okulitch noticed many changes in Russia since his previous visits. The fact that the people seemed to be better off now was quite noticeable in their dress. Russian citizens were also very interested in the Canadian tourists and eager to collect a maple leaf pin as a souvenir.



from a misinterpretation of the rules or language difficulties.

Mr. Okulitch holds the opinion that the Canadian press did not present a true picture of the general decorum of the Canadian fans in Moscow. He said that most of the 3000 fans conducted themselves extremely well and were pleased with the Russian attitude towards them. The few incidents of over-exuberance which caused great publicity and furor at home were completely ignored by the Russians.

He added that the U.S.S.R. was very fair in its distribution of seats to tourists. There are 12,000 seats in the Central Sports Palace Stadium and

In summing up his impressions of the hockey series, Mr. Okulitch felt that the Russians should be extremely happy with their result. He said, "They proved what none of us ever believed could happen." He also related an incident which demonstrated the atmosphere of strong emotion pervading the games. At one point, with two men on penalties, the Canadian team played with overwhelming determination and prevented the Russians from scoring. When the announcer finally said, "The teams are now at full strength", everyone in the audience, Russians included, gave Team Canada a standing ovation.



BILL WILLIAMS of Dairyland's Sechelt depot is seen busily repairing an awning which he accidentally backed into while making a delivery to Ben's Drive In at Gibson's. As Ben's is a new account, Bill was anxious to make amends, thus guaranteeing customer satisfaction.

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. BOUSFIELD, Editor

Member of B.C. Industrial Editors' Association



PACIFIC

Burnaby Appointments

Lorne Vallee has been appointed to the position of Production Foreman in the Burnaby Plant. His duties involve assisting Plant Superintendent, **Dennis Haner** and Assistant Plant Superintendent, **Bob Craig**.

Lorne has had many years of experience in the dairy industry with Canada Safeway plants in Vancouver and Edmonton.

* * *

A change in responsibility has taken place in the Dairyland Sales Department. **Don Winton**, former Sales Administrative Assistant has been assigned to Special Projects. **Gerry Campbell**, former Sales Representative, has been appointed to the position of Sales Administrative Assistant, reporting directly to Sales Manager, **Jack Aird**.

Boston Drafts Driver's Son

Roy Carmichael, son of Sardis tanker driver, **Ron Carmichael**, has recently signed a three year N.H.L. contract with the Boston Bruins. Last season, Ron received the Babe Pratt Trophy for Most Valuable Defenseman while playing with the New Westminster Bruins hockey club in the Western Canada League.

Roy expects to begin his N.H.L. career with one of the Bruins' farm teams but, as yet, his final destination is unknown. At the present time, he is in training with the Boston club's fall camp in London, Ontario.

Four Deaths Sadden Staff

It is with deep regret that the following deaths are reported among FVMPA present and former employees.

Jack Hawksby, Burnaby Home Delivery Solicitor, who was with the Association for 10 years.

Tony Brown, former Butter Room Foreman, a member of the Quarter Century Club, who retired in 1971 after working at the Eighth Ave. and Burnaby plants for 44 years.

Freddy Washington, former Butterfat Tester, a charter member of the Quarter Century Club, one of the original FVMPA employees, who began work in 1917 and retired in 1958 after 41 years with the Association.

Bruce Ashley, former Burnaby Checker, a member of the Quarter Century Club, who retired in 1972 after working 26 years at the Eighth Ave. and Burnaby plants.



Speaking on

The Blood Donor Program

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

Last March 22, for the first time in several years, we set up a blood donor's clinic at the Burnaby plant. At the time arrangements were made for this we were unsure as to what support our employees would give to such a clinic.

We were most pleased to have 100 donors attend and, of these, 34 contributed for the first time. On behalf of the Provincial Blood Bank and those helped by it I would like to thank each employee who contributed at that time.

The need for blood, however, is continuing and, with the new surgical techniques being used, this need is greater than ever. Hospitals throughout British Columbia depend on the Provincial Blood Bank located in Vancouver for the blood needed for their patients. It is there when needed only through the support of people who recognize and respond to this need.

Employees in several firms and organizations in British Columbia have supported the program for many years. In these firms it is the custom to have two donors' clinics each year.

Since employee support for our first clinic was so encouraging it has been decided to participate also on a twice yearly basis. To do this another clinic has been scheduled for Thursday, November 2nd. This clinic will be located in the Park Room of the Burnaby plant and employees can attend either in the morning or the afternoon.

We hope that those that have contributed in the past will continue their support of the program by again contributing on November 2nd and that many other employees who haven't yet contributed will also do so. Everyone in good health between the ages of 18 and 65 who has not contributed in the past 90 days is eligible.

Please give so that others can live. It takes only a few minutes of one's time, is not painful, costs nothing—and gives a deep sense of personal satisfaction.

Amateur Milk Maids No Great Shakes

The team of newspaperman/author **Simma Holt** and radio personality **Jerry Landa** Sunday won the first annual PNE Cow Milking Contest.

They managed to squeeze 56 ounces of milk out of their Holstein in a three-minute "milk-off" against PNE general manager **John Rennie** and radio commentator / newspaperman **Denny Boyd**, who managed 54 ounces.

The winners captured the Dairyland Perpetual Trophy, presented by Gordon Park, FVMPA president and a cash prize of \$50 each put up by the PNE.

"I knew we could beat those udder guys," Landa said later, with no trace of humility.

The third team in the final of the three-day event was radio personality **Gerry Norris**, of Radio CJJC, Langley, and former world wrestling champion **Gene Kiniski**. They recorded a weight of a mere 32 ounces.

"We were definitely operating at a disadvantage," Kiniski said later, claiming he and his partner had been given a "dry" cow. Kiniski's offer to forget the milking contest and go the best of three falls against any of the other competitors was declined by all.

In "serious" demonstrations prior to each day's "celebrity" contest, milkers from various dairy farms had recorded an average of 12 pounds of milk in three minutes.

UNICEF Christmas cards will go on sale in the Burnaby Plant's hospital-ity room this year. These attractive cards will be available from the second week in October through the middle of December. Sales will be handled by Dairyland's Public Relations Department. Employees are encouraged to support this worthwhile program.

Quarter Century Club

Eighth Annual Dinner

to be held at

THE UNIVERSITY CLUB OF VANCOUVER

1021 WEST HASTINGS STREET

TUESDAY, NOVEMBER 7, 1972

RECEPTION

6:00 P.M.

DINNER

6:30 P.M.

Members will receive a letter regarding full details.

Sales Promotions Contest Awards Big Prizes



JIM POTTIE, left, and JOE ROLLHEISER placed first and second respectively in a year-long Product Promotions Contest run by Retail Sales. Their prizes were trips to Hawaii and San Francisco.



Portable colour television sets were awarded to ARCHIE BOZZETTO and EDDIE YDENBERG for their high point totals in the Promotions Contest.

Four retail drivers reaped the rewards of year-long efforts in the promotion of Dairyland products. The men were winners of a Sales Promotions Contest which began last October and covered eight separate product drives throughout the year. First and second prizes were awarded on the basis of top points accumulated. Third and fourth prizes combined the point system and a lucky draw, whereby the higher the number of points scored, the more chances that were given in the draw. Incentive was added to the contest by the offer of really worth while prizes.

Winner of the grand prize of a trip to Hawaii was **Jim Pottie**, who works out of the Valley depot. In competition with the 145 routes, Jim finished first in four of the eight promotions, collecting approximately \$4000 in promotion sales.

One jump behind Jim all the way was **Joe Rollheiser** of the Chilliwack branch, who won the second prize of a trip to San Francisco.

Portable colour television sets were awarded to **Archie Bozzetto** who works in the East Vancouver district and **Eddie Ydenberg**, relief driver in Richmond.

In making the presentation of prizes, General Manager, **G. J. Okulitch** commented on the outstanding results of the new contest. He added that the success of the four winners represented hard work and a great deal of personal initiative.



Antiques—quaint, curious, fascinating—are on display in the Burnaby Plant's Observation Gallery overlooking the production floor. This sundry collection of dairy relics dating from 1850 contains old churns, milk bottles, coolers, even a milkman's hat with a lamp attached to the brim. Employees are welcome to come up and have a look. Providing a pleasant contrast to the oldies is Public Relations Secretary, Pat Seller.

Hockey - Then and Now

Dairyland is sponsoring, for the second year, a program of Hockey Skill Awards for minor hockey players throughout B.C. This project is to be carried out in connection with the B.C. Amateur Hockey Association and the U.B.C. school of Physical Education and Recreation. For full details, players can ask their coaches or contact Dairyland's Public Relations Department.

Opportunities for young hockey players did not exist years ago, when youngsters usually skated on natural ice, listened to games over the radio and kept a scrapbook of their favourite hockey players. Such a scrapbook from the 'thirties was contributed by **Bud Mason**, of the Burnaby plant, who started it when he was eleven years old.

Among the pages of this collector's item are an autographed gallery of hockey stars from the past and important sports headlines of the day. One such remarkable item reveals the fact that Canada's national hockey team was defeated by England in the 1935 Olympic Games.

In those days the number of teams in the NHL totalled nine—four in the American division and five in the Canadian division. A book of NHL rules dated 1934 describes many rules of play which are now either eliminated or simply ignored. For instance, a captain or acting captain was supposed to be on the ice at all times and it was only he who could approach the referee with a question or comment. A 10 minute overtime period was played in league games in the case of a draw.

No off-side regulation as such existed in 1934. The ice was divided into three zones and the puck had to be passed forward from one player to another player who was in the same zone at the time of the

pass. Kicking the puck was permitted in all areas except by a player with a broken stick. Specifications were made for the height of sticks but there was no mention of curvatures. Players were not allowed to fall on the puck. For the penalty shot, a special circle 38 feet from the goal was marked on the ice. The shot could be taken by any member of the team, but it had to be within the circle and the goalie could not come out of his net to meet it.

Staff Donors Help Fill Blood Bank

Dairyland staff in Prince Rupert topped all business entries competing for the Kinette Shield, awarded for the best turn-out at the Red Cross Blood Donor Clinic. The Shield was presented to the organization donating the most pints of blood on a per-capita basis. Drawing 80 percent of its employees, Dairyland placed fourth in the competition which was won by the Kinsmen.

Tony Bulder, Burnaby Ice Cream Checker, has received a Certificate of Commendation from the Canadian Red Cross Society for 75 donations of blood. The Red Cross has honoured him as "a distinguished citizen and humanitarian."

Thank You

Special thanks go to retail driver, **Doug Lockwood**, who has provided the Burnaby lobby with gorgeous bunches of chrysanthemums again this Fall. Doug grows these flowers at home as his hobby. His thoughtfulness is much appreciated by Dairyland staff.

New Butter Wrap Handier

Dairyland Butter is now wrapped up in a brand new package, each pound box containing four individually foil-wrapped, quarter pound sections. This new package was introduced to B.C. stores in mid-September.

Butter "quarters" are not intended to replace the regular one pound prints, but rather to serve a consumer group who have a need for this type of package. Its basic object stresses convenience in cooking, baking and table service. With the handy sections, guess-work in measuring is eliminated. The quarter pound provides a perfect table size and the remainder of the pound is left neatly undisturbed. The individual wrappings also keep each quarter fresh until opened.

All indications suggest that a good market exists for this type of product, according to Merchandising and Sales Promotions Manager, **George Hrennikoff**. He commented, "Food editors, as well as many con-

sumers, have asked for butter packaged in quarter pound sections." A survey conducted a few years ago by **Penny Wise**, Food Columnist for the Vancouver Sun, pointed to the desirability of marketing butter in this way. It has been sold in the United States for many years.

Dairyland's new butter package is available in stores and on home delivery routes. The retail price is 85 cents a pound. Printed on the box is a useful proportions chart and a recipe for the type of butter cream filling used in exclusive pastry shops.



PHIL COLLINS who retired from the Burnaby tinshop in June received a novel going-away gift from his friends at the plant. It is an ash tray in the form of a small iron log, complete with miniature axe and saw. CAL WINTHROWE, who crafted it, said he obtained the realistic rough wood finish by working welding bead over the entire surface. Pictured with Phil, left, is Maintenance Foreman, DAN FLEMING.

**GIVE BLOOD
NOV. 12**



CHICKEN PARMIGIANA looks like good eating and tastes like it too! It's tailor-made for families whose appetites are boundless but whose budgets aren't. Boned breasts of chicken are coated in crumbs and nippy Canadian Parmesan cheese then sauteed until golden. These succulent morsels are crowned generously with a spicy tomato sauce and slices of Canadian Mozzarella cheese then baked to tempting tenderness.

Feature Recipe

CHICKEN PARMIGIANA

(Makes 6 to 8 Servings)

- | | |
|---|------------------------------|
| 8 single chicken breasts | 1 (8-ounce) can tomato sauce |
| 7 tablespoons butter | 1 teaspoon basil |
| 1/4 cup finely-chopped onion | 1 teaspoon salt |
| 1 (28-ounce) can tomatoes | 1/4 teaspoon thyme |
| 3/4 cup fine dry bread crumbs | |
| 3/4 cup grated Canadian Parmesan cheese | |
| 2 eggs, slightly beaten | |
| 6 slices (approx. 6-ounce) Canadian Mozzarella cheese | |
| snipped parsley | |

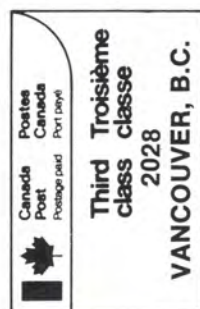
Have butcher remove bones from chicken breasts. Preheat oven to 350°F. Melt 2 tablespoons of the butter in a large saucepan; saute onion for 5 minutes. Add and mix in tomatoes, tomato sauce, basil, salt and thyme. Simmer uncovered 20 minutes. Flatten chicken breasts slightly with a meat mallet. Combine crumbs and Parmesan cheese. Dip chicken into eggs and then into crumb mixture. Melt the remaining 5 tablespoons butter in frying pan. Saute chicken pieces until golden on both sides. Place side by side in a broad shallow baking dish. Pour 2/3 of sauce over chicken; top with Mozzarella cheese. Pour remaining sauce over cheese. Bake in preheated oven 25 to 30 minutes. Garnish with parsley.



"Be kind of careful when you open the cabinet, Ed."

Milk break

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Staff Enjoy Outdoors at Summer Picnics

Staff picnics this summer provided an ideal opportunity for FVMPA employees and their families to get together and enjoy a day outdoors.

Beautiful hot weather drew approximately 500 people to the Burnaby employees' picnic held at Blue Mountain Park on August 27. The picnic was organized by **Trev Brown**, who also had plenty of voluntary assistance to keep things running smoothly. Hundreds of free hot dogs and ice creams were consumed and games and races entertained children and adults alike. Supervising the races, as usual, was **Walter Nielsen**. **Bob Kosterman** and **Bill Whyte**, dressed up in clown costumes,

made a big hit with the children. Some excellent attendance prizes were given away and race winners received silver dollars.

Celebrating his 65th birthday on the day of the picnic was **Yorkie Sheard**, a long standing Dairyland employee. Yorkie was presented with a birthday cake and a set of luggage given by his family.

Sardis staff held their first picnic on June 18 at Sardis Park and, according to chairman, **Fred Franks**, it was a real success. Attendance totalled 151 persons and two of those were lucky winners of lawn chairs as attendance prizes. Activities included refreshments,

of course, lawn darts, races, horseshoes and a game of softball to end the event which is sure to be an annual one.

Cool and cloudy weather did not dampen the enthusiasm of the Northern Branches who held their first staff picnic on July 23. Among the 50 people in attendance were staff and families from Terrace, Kitimat and Prince Rupert Branches and Boris Reefer drivers. Highlight of the day was a tug-of-war in which the Prince Rupert Branch and Boris staff defeated the Terrace Branch, after a prolonged struggle.

The Northern Branches also plan to make their picnic a yearly event.





Vancouver Sun photo

HAPPY GJESDALS—home from Grey Cup and planning how to spend their winnings.

Island Driver Wins \$50,000

Campbell River retail driver, **Ken Gjesdal** is \$50,000 the richer for the purchase of a \$2.50 Manitoba Sweepstakes ticket for the Grey Cup game between the Hamilton Ti-Cats and the Saskatchewan Rough Riders.

Ken stood to win \$100,000 if Saskatchewan had won. He and his wife, Gloria, were on the edge of their seats for the entire second half of the game while the score was frozen at a 10-10 tie.

In the dying seconds, Hamilton kicked a field goal to take the cup.

Ken learned of his win while

delivering milk on his route. This was about 11:00 in the morning. At 6:00 that night, Ken and Gloria were on the plane headed for Hamilton. He did manage, through the excitement, to get his rounds finished that day.

His winning ticket was bought at the Driftwood Cafe in Oyster Bay. The girl selling them had coaxed Ken into buying one all week and he finally gave in, since she had only two left.

Ken, who is the father of six, has his home on 11 acres of land near Courtenay. He runs a small hobby farm and enjoys

working with animals. The couple said they still haven't thought what they'll do with the \$50,000.

Ron Mottershead, District Manager for Vancouver Island, who knows Ken well, remarked that he was a likeable chap and well deserving of the win. He said, "It couldn't have happened to a nicer person."



JIM DEFRIES, right, President of Dairyland's Charitable Donations Fund, accepts a certificate of citation from United Way Campaign Manager, WALTER KELSEY. The award recognized Dairyland employees' contributions to the United Way campaign for 1972. This year, fund members increased their donations by \$4,000, making a total staff contribution of \$10,000 to United Way charities.

Festive Products Selling Well

Dairyland's festive products are selling well, according to Marketing and Sales Promotions Manager, **George Hrennikoff**. These seasonal items which started to appear in stores in early November include egnog, chip dips, log rolls and seasonal and specialty 1886 ice creams.

In addition to the regular Christmas items, two new ice cream flavors in the exclusive 1886 line have been introduced this year. These are Roman Holiday Spumoni and Rum & Raisin Delight. Although expensive, 1886 ice cream is meeting a most favourable response with customers who want a quality dessert.

Planning for Christmas dairy features starts as far ahead as

June, when special flavours are decided upon and ingredients are ordered. Actual production begins in October.

Effort on the part of Dairyland's Sales Reps in putting up displays in the store dairy cases and concentrated radio advertising contribute toward the promotion of these Christmas products.

Two new fruit flavours of Swiss Style yogurt — Rhubarb and Concord Grape—were also introduced in November. In its introductory weeks, Rhubarb was especially popular for its garden fresh flavour. The two new yogurts are available in all stores and supermarkets along with the regular line of Swiss Style Yogurt.

Twenty-two Joined Quarter Century Club

The FVMPA Quarter Century Club welcomed 22 new members at its 8th Annual Reception and Dinner held November 7th at the University Club of Vancouver. These newly honoured employees, who began working for the Association in 1947, formed the largest group ever to join the club since its origination in 1965. They bring the total membership up to 166—11 ladies and 155 men.

Receiving their 25 year pins from FVMPA Vice President, **A. D. Rundle** were: **Sybil Norris**, ice cream production; **Ray Nelmes**, Sardis pasteurizing; **Bill Mehlen**, Supervisor, Burnaby traffic; **Ray Collier**, Burnaby retail holiday relief; **Norm Kelly**, Pacific sales; **Jim Watson**, Burnaby shipping; **Robert Reid**, Delair CIP operation; **Bob Hood**, Burnaby receiving; **Charlie Webster**, Supervisor, retail routes; **Cliff Bolderson**, Foreman, Burnaby garage; **Al Germyn**, interplant hauling; **Arthur Tecklenburg**, Sardis checking; **Jack Pollard**, Burnaby dispatch; **Emerson Crossman**, Sardis night watch; **George Smith**, Burnaby wholesale routes; **Edwin Demerse**, Sardis holiday relief; **Harold Ens**, Delair mechanical maintenance; **Grant Larkin**, Manager, FVMPA production; **Dave Sawatzky**, Delair receiving and evaporating; **John Ward**, Sardis powder production; and **Con Kroeker**, Burnaby retail routes.

Walter Bodman, who operates the steam and refrigeration

equipment at the Sardis plant, received both his pin and a gold watch for his retirement in 1974.

Present members of the club who will also retire in 1974 received their watches from Association President, **W. J. Park**. They are: **Frank Forrest**, Superintendent, Pacific plant, 49 years service; **Bill Ramsell**, Manager, marketing services, 43 years service; **Gordon Mulberry**, Foreman, Delair warehouse, 40 years service; **Ann Cyr**, milk shippers accounting, 35 years service; **Gordon Earle**, Burnaby maintenance, 33 years service; **Ivy Leatherdale**, butter packaging, 32 years service; **Harold Pegg**, Burnaby checking, 32 years service.

The evening began with a convivial reception and from all accounts, an excellent dinner. After the presentations of pins and watches, the members enjoyed the magic acts of **Rudy Hayden**.

Chairman, **G. J. Okulitch** described the occasion as "an opportunity to meet and extend appreciation to the men and women who have participated and contributed greatly to the growth and success of the FVMPA."

Money in Milk Bottles

Allen Gray, retail driver in North Vancouver, has a talent for finding money in unusual places. A few weeks ago on his route, he picked up a plastic milk bottle containing well over \$300 in cash. The customer had been salting her money away in the bottle and inadvertently put it out on the doorstep. Allen returned the money and the customer phoned Dairyland to thank the company for employing such honest staff. Allen remarked, "This is the second time this week that it's happened to me. The other bottle had \$250 in it."

Junior players to fly with Canucks

A bonus prize will be offered to this year's provincial winners of Dairyland's Hockey Awards contest. The nine finalists will have the opportunity of travelling to Los Angeles with the Vancouver Canucks players for their last game of the season against the Los Angeles Kings. The winners will be announced in March and the presentations made at one of the Canucks' games in the Pacific Coliseum.



JOE CARROLL and fellow Model Engineer, BRIAN SHADWICK stop passenger hauling for a few minutes to discuss lubrication troubles. Nick Yunge-Bateman photo

Miniature Locos Lively Hobby

A steam locomotive, perfectly reproduced in miniature and puffing along with precision timing is a sight of beauty to Joe Carroll.

Joe, who is a machinist in the Burnaby workshop, is a member of the B.C. Society of Model Engineers. The 40 year old club consists of a group of dedicated hobbyists whose projects include intricate models of just about anything with working parts—clocks, boats, steam and internal combustion engines and even a miniature artillery gun. Of greatest interest to most of its members however, is the model steam locomotive.

The engineers are a little different from the average model railway enthusiast. They concentrate on the locomotives—perfect working engines that can take up to 10,000 hours to complete. Accurate blueprints for the replica are studied and rough metal castings are obtained. Then the craftsman's precision work begins on the machinist's lathe and drill press to fit each tiny piece with exacting detail into a replica of an authentic train engine.

The size of the engine built mainly depends on the size of the basement or workshop. The smallest model in the club will fit into the palm of your hand and runs on alcohol, while the largest is about nine feet long

and weighs half a ton. Most of the engines are fired by coal and their fireboxes filled from a tiny scale shovel or a teaspoon.

Once completed, the engines are taken out to the club's permanent track at Langley. Here, driven by their owners, they whistle along 400 feet of raised track. The track is raised to accommodate children or adventuresome adults who ride behind in small open top freight cars. The engines are built for hard work and their pulling power is impressive. Their speed ranges from five to fifteen miles per hour.

Joe, who comes from England, has been interested in trains since he was a boy spending hours "spotting" different engine types. He also worked for the P.G.E. for a time. He is presently building a replica of a 1912 engine called the "Rob Roy" which was used in Scotland on the Caledonian Railway. Most of the engines built are British prototypes (the kind without the cowcatcher on front). Joe has worked on his engine for about five years and it still is only two-thirds finished. What fascinates him about his hobby? He says, "It's the perfect reproduction in miniature of a machine we will never see again."

Roy Bickerstaffe, Mechanic at the Burnaby garage is also a

member of the Model Engineering Society. Roy is presently building two steam locomotives and a miniature tandem truck.

The society provides one of its members' engines each year at the PNE and it usually proves to be the star of the Hobby Show. An important future project for the club will take place at Burnaby's Heritage Village, where a 10 foot long steam locomotive will be built for rides around the pioneer site. Later, it may hitch up a branch line out to Deer Lake.

When the Society's members are asked if their models resemble the little train at Stanley Park they usually reply, "We don't mention that one. It's not an authentic steam engine."



JOE ROBINSON, FVMPA Fleet Supervisor, admires the miniature Dairyland truck trophy presented to him by Burnaby garage staff at their annual dance November 25. The model was completely created from old truck parts and odds and ends tipped out of the scrap barrel. It rotates on a base made from an old transmission gear mounted on a wheel bearing.

Sardis Sewage Plan Proposed

The FVMPA, in association with two other Chilliwack district firms, have offered Chilliwack Township an answer to solve the problems of present and anticipated sewerage requirements of the Sardis area.

A submission, prepared by the FVMPA, Fraser Valley Frosted Foods Ltd. and Sardis Land and Development Ltd. for a \$1,141,800 pre-paid sewerage facility in the area has been submitted to the Township. Operations Manager, **Norm Tupper** is representing the Association in discussions concerning the project.

The sewerage plan is designed to meet the needs of not only the three firms presenting the submission, but also the proposed Vocational School and the Coqualeetza Hospital. No portion of the cost, including the financial outlay to increase the capacity of the district's Treatment Plant would be borne by either the Township of Chilliwack or the City of Chilliwack. The firms are also prepared to pay their proportion-

ate share of the original cost incurred by the Township and City in providing the outfall to the Fraser River. It has been indicated that the Provincial and Federal governments would pay the costs of the Vocational School and Coqualeetza Hospital respectively. On completion of the system, all the users would be responsible for payment of normal annual user and maintenance rates.

The immediate problem of environmental control in disposing of industrial waste has faced the companies for some time. Looking at the benefits of the joint sewered area, the recommended system would mean lower costs in the construction and maintenance of a single treatment centre.

Burnaby Staffer Deceased

Burnaby staff were saddened by the sudden death November 17 of **Murray McLeod** who worked in the Parts Department of the Garage. Murray had been employed at the Burnaby garage for the past 17 years and was a member of the Quarter Century Club.

Murray was very fond of the outdoors and enjoyed golf for recreation. He shot a good game of golf and recently participated in a tournament in San Diego.

Murray is survived by his wife, four children and four step-children. He was well liked by the people he worked with and will be missed by all his friends at the plant.

Sales Appointments

Bob Kosterman has been appointed to the position of Sales Representative in the Dairyland Division. His responsibilities cover assigned Dairyland accounts and he reports directly to Assistant Sales Manager, **Ray Hurry**.

Since joining the Association a number of years ago, Bob has served in both the retail and wholesale divisions of Dairyland. He was formerly Retail Route Supervisor.

Bill Morton, former Route Foreman, has been appointed to the position of Retail Route Supervisor, reporting directly to Retail Operations Manager, **Percy Condon**. This position involves the supervision of approximately 20 routes within a given area.

Joe Jessup of Burnaby Stationary has been elected President of the Vancouver local of the International Assn. of Machinists. He was elected in November for his fourth consecutive term of office as president.

Milk break

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J. L. GRAY, Public Relations and Advertising Manager

THOMAS W. LOW

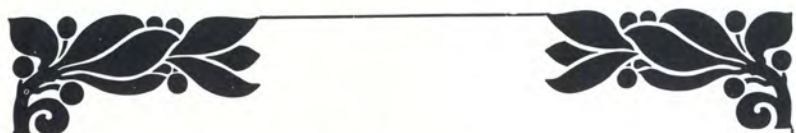
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VERLIE F. BOUSFIELD, Editor

Member of B.C. Industrial Editors' Association



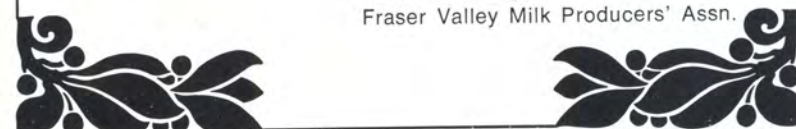
PACIFIC



*As we approach the end of a busy year
I would like to extend, on behalf of the
Board of Directors, management and
myself, good wishes to all our staff and
their families for an enjoyable festive
season followed by a happy and pros-
perous new year.*

A. Kulich

General Manager,
Fraser Valley Milk Producers' Assn.



Quarter Century Club '72



Cliff and Jean Bolderson, Vera Smith



Harold Pegg



Bill Ramsell



George Ball, Jim Mahood, Bruce Noble



Ron Carmichael Cliff Hendy



Bill Chambers, Dave Sawatzky



Jim and Jessie Watson



Phil Bergh



Gordon Park, Ann Cyr



Walter Bodman, Don McQueen, Trudie Bodman

News from the North

SNOW

The city of Kitimat is famous for its snow. Last winter a total of 34½ feet fell, making a new record. Transportation is not normally a problem as there is ample snow clearing equipment on hand but the city's snow clearance costs last year amounted to \$220,000. Kitimat plant Manager, **Ron Brown** reports that this year the ground was abnormally bare until the end of November. Incidentally, the plant is now staffed by eleven full-time personnel. They process about 150,000 pounds of milk per week, distributing all of it in the area west of Hous-
ton.

In Terrace, winter was also late this year, with 3-4 inches of snow falling on November 29, reports Branch Manager **Bill Ingles**. Last year a record 14 inches of snow fell on November 6. Highway 16 between

Terrace and Prince Rupert has been closed twice already this month due to slides. Branch staff are hoping that a repeat of last year's 150 slides will not follow.

TOURS

Tours for local school children are being conducted at the Kitimat Plant and Prince Rupert Branch. These will introduce the youngsters to modern milk processing and distribution.

Portable Depot at MacKenzie

In charge of Dairyland operations in Mackenzie, B.C. is **Al Warren**, who handles fluid milk, ice cream and frozen foods from a wholesale truck stationed in the area. Mackenzie is a small logging town 125 miles north west of Prince George.



Speaking on

STATISTICS

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

As people discuss and evaluate various issues, it is frequently opinions which are presented. Opinions may or may not be valid and sometimes their effectiveness in moulding opinion or in decision-making is more dependent upon who is expressing them or how skillfully they are expressed.

For many years I have been interested in the use of statistics to evaluate issues. Statistics refers to the methods used to analyze numerical data, and to draw conclusions from them. It is a branch of mathematics—the science of analyzing numerical data.

Statistics are widely used by business, industry and government. Statistical methods help organize facts, and uncover the principles and trends at work behind the facts. They affect our lives—our fate and our fortunes—almost on a daily basis as so many decisions both in government and in business are based on the statistical evidence available or on the techniques of projecting this evidence.

To many, statistics appear dull and I must agree that frequently statistical reports do look dull. It is what they can reveal, however, that can be so interesting and so valuable to the persons who will spend the time to evaluate a problem on a statistical basis.

In some of the future editions of this column I will use the statistical approach to analyze and discuss some of the aspects of our business or our economy which I think will be of interest to you.

By that time we will be into another year. In the meantime, from those of us in the personnel department, our best wishes for a happy holiday and for a very good year in 1973.



Twenty-three years of streamlining are represented by the Association's new "625" bulk milk tanker pictured top, with driver, DOUG PARKER. It was purchased in 1972. In contrast below, is the first FVMPA tanker used to haul milk from the Sardis plant to the Eighth Ave. plant in Vancouver with drivers, HARRY WHITLAM, left, (deceased) and BUD THOMPSON, who now also drives the "625".

The old tanker, purchased in 1949, was the first bulk hauler on the road in British Columbia. It used to make its 65 mile trip over the Fraser Highway in 2 hours and 15 minutes. It carried 25,000 pounds of milk. The milk was picked up in 10 gallon cans from the farms and dumped into receiving vats for loading.

The new "625" hauls 56,000 pounds of milk in a single compartment and reaches Burnaby from the Sardis plant in 70 minutes.

Permasteel for Port McNeill

A new prefabricated building is being erected in Port McNeill as a distribution centre for Dairyland products. The new permasteel structure replacing the old depot is financed by Dairyland distributor, **Bill Granoukis**. Mechanical refrigeration equipment and sectional insulated cold storage boxes will be supplied and installed by Dairyland. The centre will work on a palletized system of loading and it includes the latest features of layout and design.

Mothers Meet in London Pub

Here is one of those strange coincidences: A few weeks ago the mother and father of **Pete Bateman** (wholesale driver at Nanaimo) were sitting in a pub in London, England, and overheard a lady at the next table mention that she was from Canada. So Mrs. Bateman said, "Well I have a son in Nanaimo on Vancouver Island and he works for Dairyland." The lady replied, "What a coincidence. So have I!" She turned out to be the mother of **Bob Frazer** who also works as a wholesale driver at Nanaimo.

Lady: "Could I try on that suit in the window?"

Clerk: "We'd rather you use the dressing room."



Canadian Dairy Foods Service Bureau Photo

These festive holiday drinks have one thing in common—they owe that smooth mellow flavour to dairy foods!

Festive Drinks

One of the bartender's best friends during the holiday season is cream. When you plan your holiday entertaining, don't forget to shop at the dairy case to add that little measure of extra luxury that sets Christmas apart from any other time of the year. You'll be ready to greet friends with your own special style that spells instant hospitality. For drinks that combine both a liquor and a liqueur, such as Brandy Alexander, nothing blends with flavour and enchants the tongue, like real cream. Choose it when special friends gather and the mood is one of quiet relaxation.

BRANDY ALEXANDER

(Makes 6 Servings)

- ¾ cup Dairyland Creamo
- ¾ cup brown creme de cacao
- 6 tablespoons brandy
- 1½ cups crushed ice

In a cocktail shaker combine cream, creme de cacao, brandy and ice.* Shake vigorously 25 to 30 times. Strain and pour into 4-ounce cocktail glasses to serve.

*For individual drink combine 2 tablespoons each of cream and creme de cacao. Add 1 tablespoon brandy and ¼ cup ice.

* * *

After a special dinner, whipped cream adds a touch of elegance to Spanish coffee. The hot coffee mixture is sipped through whipped cream in this version.

SPANISH COFFEE

(Makes 6 Servings)

- ¼ pint Dairyland Whipping Cream
- ¾ cup brandy
- 4 cups hot strong coffee
- 6 tsp. Tia Maria
- lemon sugar

Whip cream until softly stiff, sweeten and set aside. Swirl a lemon slice around the top of each glass; then dip each in sugar. Heat brandy until warm enough to flame. Pour into glasses and light. Pour glasses about ¾ full with coffee. Stir in 1 tsp. Tia Maria. Float generous tablespoons of whipped cream on top of each glass.

*If heat resistant glasses are not used, omit flaming and pour coffee over a metal spoon to absorb heat.

* * *

The last drink we've slipped in for those times when the thermometer plummets leaving cheeks and fingertips tingling from the cold. Butter and brown sugar are creamed together first and produce a pleasant foam when dissolved in the hot liquid. Try making it with apple juice—and start your own holiday tradition.

HOT BUTTER RUM

(Makes 6 Servings)

- ⅓ cup soft Dairyland butter
- ¼ cup lightly packed brown sugar
- 2 cups boiling water OR 3 cups of hot apple juice
- ¾ cup rum
- 12 whole cloves
- 6 cinnamon sticks

Cream butter; gradually beat in sugar. Place a heaping tablespoon of butter mixture into each of 6 preheated mugs. Add a small amount of boiling water or apple juice to each and stir until butter mixture is melted. Add 2 tablespoons rum, 2 cloves and a cinnamon stick stirrer to each mug. Fill with remaining water or apple juice. Serve hot.

The Good Old Days

The following regulations were issued around the 30's and 40's in a booklet entitled, "Routine Instructions for Dairyland Salesmen."

1. Go to barn, pick up nose-bag and blanket and place in wagon; light lamp, harness horse and hitch up.

2. When your wagon is loaded get away to your route. Do not loiter. Serve as many customers as possible before breakfast.

3. Take good care of your horse. Arrange to feed and water him about half way around your route or as close to that as possible. Horses must not feed and walk at the same time. It's dangerous. Blanket your horse when he has to stand

any length of time in the cold.

4. Do not drive with blanket over the reins. Put blanket on correctly with reins through the slit. This will give better control of your horse and avoid blankets being torn. Drive your horse sensibly; do not annoy him by shouting and jerking the lines.

5. Your weight should be dropped before leaving your horse, especially if he is out of your sight.

6. Don't forget: a noisy milkman is an annoyance. Do not carry on a loud conversation

with anyone you chance to meet in the early hours of the morning.

7. On return to the barn, unhitch, water horse and hang up harness. Take horse rug to drying room and hang up nose bag for refilling. Report immediately any breakage of harness or wagon equipment to harness maker or blacksmith, and on condition of horse or horses to Barn Foreman.

8. Truck drivers, always drive your truck carefully. Don't speed around curves. Every time you do this you burn up the tread.

9. Upstairs to checkroom.

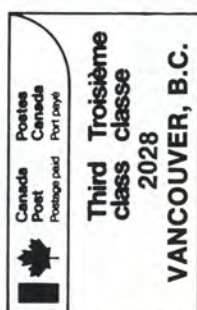
—Place pasted butter ration coupons in separate envelope provided for them. Check sheets for outdated coupons.

—Remember your lunchbox, flashlight, gloves, scarf, wind-breakers, etc. Punch time card.

10. When a customer's home is placed in quarantine and a charge account becomes necessary, get the full name and address before asking the Credit Manager for permission to run credit. Do not pick up any bottles or tickets until quarantine is finished and the card is taken down. Be sure to pass credit for all quarantine empties the day they are returned.

Milk break

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