

Fraser Valley

Milk Break

1977

Milk break

JANUARY-FEBRUARY, 1977

29

VOL. 3, No. 1



ERIC ROBERTSON has handled milk bottles every day of his 27 years with the FVMPA. He started out as a retail driver and later transferred to the production department at Burnaby. The bottles have gone but Eric's still here, working now in shipping. The switch to metric packaging took place February 4th.

Metric Changeover

Pitcher Pak—Dairyland's most controversial package

The last quart of milk went through Burnaby's production lines on February 4th, marking the complete changeover to metric packaging. This conversion, which has been planned for the past year, took place with only a Sunday's stoppage in production to install the new equipment.

Milk is now sold in newly designed cartons of 2 litre, 1 litre, 500 ml. and 250 ml. sizes. Much more dramatic, however, was the cancellation of the three quart carton and switch to Pit-

cher Pak, which consists of three 3 1/3 litre pouches in a plastic bag. There were several reasons behind the change to this entirely different package which, incidentally, has been used for years in Eastern Canada and in a smaller way on Vancouver Island. The common package sizes for milk have been set out by the Federal Government, the four litre size replacing the three quart as the most economical package buy. Four litres was not

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Christmas '76 "Best Ever"

According to an anonymous message left in our publication office, Christmas 76 was the "best ever" for customer service on wholesale and special routes. The writer credits "management planning, production and distribution" to achieve this unprecedented efficiency. Distribution Manager, **Bill Hawes** praised the effective way the drivers performed their extra work load throughout the holiday season. He added, "the weather was perfect, there were no case shortages, even shopping habits were more predictable, all contributing to the most smoothly-running Christmas season we have had for years."

Natural Gas at Sardis

The Sardis plant will be converting to natural gas fuel in late February. A natural gas boiler will replace the present oil-fired boilers which produce the vast quantities of steam needed for all production and processing equipment.

The "new" boiler has been acting as a stand-by at Delair since its installation in 1957. With present production schedules, it was no longer considered a necessity.

At Sardis, one of three oil-burning boilers, circa 1940, has been removed to make space for the more modern one and the other two will remain as back-up equipment. During the installation, plant processing will carry on as usual.

The conversion is mainly an economy venture. Oil fuel at Sardis costs about \$368,000 a year and it is expected that the natural gas will cost approximately half this amount.

In the space vacated at Delair, a small low pressure boiler will be utilized during plant shut-downs and long weekends just to produce heat and steam for cleaning.

Pitcher Pak, continued

a practical size for a carton, with respect to size, weight and cost; for this reason milk processors across Canada have adopted the new pouch system.

In spite of a large scale advertising campaign by the B.C. Dairy Foundation, the introduction of Pitcher Pak was misunderstood by many consumers. The reaction was immediate and mixed on the first morning that an introductory pouch was left at the door of Dairyland's home delivery customers. From the calls that flooded in, it was apparent that people were reluctant to change away from their bottles and cartons. Many customers objected strongly to the Pitcher Pak on a variety of grounds; other tried it and liked the new package immediately.

Probably the most common complaint was that customers were not aware that they had the choice of taking milk any other way or in a smaller amount than the four litre bag. Some complaints were on the humorous side, however. For example, one customer wondered how she could get "that big bag" into the one litre pouring jug. Another cut the spout before putting the pouch into the jug. Yet another said the pouches reminded him of blood transfusion bags.

In order to answer consumer questions and complaints about the pack-

age, Dairyland personnel, **Ray Hurry**, **George Hrennikoff**, and **Don Winton** tackled several open line radio shows.

As in any new package, problems can be expected and there has been the occasional difficulty with leakage from the pouch. Studies have shown, however, that once the filling machines are running smoothly, leakers occur less frequently than in the three quart cardboard.

The Pitcher Pak is now the most economical way to buy fresh milk—considerably less per unit than the one litre carton. The pouches will freeze for long storage and extras can be stacked on the bottom shelf of the refrigerator.

The total cost of metric conversion to the FVMPA was considerable. With this conversion, however, will come a number of savings in labour, speed of equipment and elimination of certain packages, to justify the initial outlay. As an example, there are hidden savings even in case loading. In the three quart package a case would hold 12 quarts, whereas in the pouch form, a smaller case will hold 16 litres or a little better than 14 quart equivalents. The metric cases will also stack one higher—six instead of five—which will allow more space in Burnaby storage, on the trucks and at the Branches.



When **TOMMY KENNEDY**, of Burnaby's mail department, celebrated a recent birthday, he was presented with a cake and bottle of rye from the staff. An original song, composed by **ALISON GOOD**, was rendered by a chorus of **MAUREEN O'HAGEN** of the Tab room, right, **DEBORAH MacDOUGALL**, left, and **SUE ZOTOFF**, centre, of the general office.

Drivers compete to save fuel

A new contest is underway which will add a little humour to the serious job of saving energy. Because of the tremendous volume of motor fuel utilized by the Association's truck fleet, one of the main objectives for 1977 is to conserve petroleum products in the most effective way possible.

Seven teams from specific groups of driving personnel will be included in the contest. The results will be based on the average number of gallons of fuel used by each team to deliver a ton of product in 1977, measured against the same period in 1976.

The teams will be known as: Curson's Crusaders, Godfrey's Gladiators, Ingles' Inlanders, Kerr's Kossacks, Mottershead's Marauders, Osborne's Oilers and last but not least, Winton's Wonders.

Two perpetual trophies will be suitably engraved as "The Fuel Miser" for the best results and "The Fuel Squanderers" for the worst.

In order to succeed in reducing fuel consumption, these professional drivers are asked to observe some basic driving tips, which can apply to everyday drivers too. For example: Gear down when necessary, drive the 55 MPH speed limit, don't leave the engine idling, check tire pressures and prevent gas spillage and evaporation.



Last summer four local teenagers were winners in the Dairyland PNE Spree contest, which offered a chance to go on a weekend concert tour with the Canadian rock group, **Bachman Turner Overdrive**. The trip to Dallas, Texas happened in late Fall; we recently obtained this photo. From left are: **Fred Turner (BTO)**, **Robin Bachman (BTO)**, **Katherine Heraty**, **Blair Thornton (BTO)**, **Randy Bachman (BTO)**, **Michelle McGrath**, **Tom McClatchey** and **Alison Spratt (kneeling)**.

Hockey Jamboree stresses sportsmanship

With 408 boys participating in the Dairyland Sportsmanship Hockey Jamboree held during Christmas week at the UBC Thunderbird Winter Sports Centre, representatives of the B.C. Amateur Hockey Association rated the event as "the only Jamboree of its kind in Canada that represents true sportsmanship among the young players".

Dr. Bob Hindmarch, co-ordinator of the Dairyland Hockey Awards program enthusiastically rated it as the ideal event to foster sportsmanship that stays with players during their formative years. The young hockey players, all Bantam House players in the 13-14 year age group showed that amateur hockey can be fun for both player, coach and official.

The prime objective of the Jamboree was to provide an opportunity for House League players to play in an atmosphere that emphasizes the value of sportsmanship and participation in minor hockey rather than competition alone. Boys had the opportunity of getting acquainted with other players from all parts of the Lower Mainland by playing with them instead of against them.

All players, coaches and managers participating in the Jamboree were selected prior to the event on the basis of their sportsmanlike behavior on and off the ice in their home association.

Represented in the Jamboree were 17 Minor Hockey Associations from the Lower Mainland.



Officially opening the Dairyland Sportsmanship Hockey Jamboree for Lower Mainland minor hockey players is **JACK AIRD**, centre, Dairyland Marketing Manager. From left are, **MIKE BISSELL**, Dairyland Hockey Co-ordinator and **BOB HINDMARCH**, Co-ordinator of the Hockey Awards Program; at right is **NORM ROBERTSON**, representing the Pacific Coast Amateur Hockey Association.

All boys participating in the Sportsmanship Jamboree were eligible for UBC Summer Hockey School Scholarships. **Jack Aird**, Dairyland Marketing Manager, drew the names of six lucky winners.

A similar jamboree was co-hosted by Minor Hockey Associations in Mission, January 8th and 9th. These events will be repeated in Victoria in February and in Campbell River in March.

Still time to get one

Your Credit Union's Registered Retirement Savings plan pays you 9½% interest plus:

- Income tax relief
- Security for later years
- Increased savings through compounding interest
- Can be withdrawn at any time and in any amount up to age 71.
- No start-up fee and no withdrawal charges.

Here's how your R.R.S.P. can work for you. Let's assume that you are in the 30% bracket which means that on the last \$1,000 you earned, you had to pay \$300 in income tax.

If that \$1,000 is invested in an R.R.S.P. you will be able to claim the \$300 you paid in income tax. Therefore your investment is only \$700 but you receive interest on the \$1000 each day that it remains in the R.R.S.P.

Another plus is that when you do retire your earnings will be very likely be much less than now and, as you withdraw monies from your R.R.S.P. your income tax will be at a lower rate.

FVMPA staff retirements

Frank Peters, a pasteurizer and cottage cheese "cooker" at the Sardis plant, retired in December. Frank, who joined the Association in 1950, is a member of the FVMPA Quarter Century Club. After retirement he enjoyed a holiday in Hawaii and, at present, he is working as a caretaker of a local cemetery society.

Mike Rees, a wholesale driver in the North Vancouver district, also retired in December. Mike is a past president and an active member of the Optimist Club and, before joining the Association, was business agent for the Teamsters Union. Mike includes

golfing and a six week trip to Hawaii among his retirement plans.



"Agnes, where did you buy those eggs?"

Switchboard operator now has helper

Rene Gribble and Alison Good alternate weeks of being "boss" of the new two-woman reception desk. Instead of one switchboard operator handling all of the calls and business that takes place in this busy department, another person is now available to cover specific areas.

An additional local, 272, was installed to receive long distance information and numbers, greet and direct visitors, salespersons and job applicants, report telephone problems and give general office assistance. This includes first aid, taxis, locating personnel, accepting packages and taking messages for other departments.

Aside from contributing to a much better service to customers and staff, an extra person is at times a necessity to assist on the main switchboard. A good example of this is when a new package is introduced, a price goes up, or Dairyland recipes are offered on a TV show. During slower periods, the 272 operator is available to do various overload jobs from the general office.

The main switchboard operator is the person in command of the reception area, and, as such, controls the fan and the heater, the most frequent source of disagreement. She also directs the other person as "runner" when necessary. Rene and Alison are relieved during the week by **Charlene Foxcroft** and **Deborah MacDougall**. On weekends, **Kathy Reilly**, **Debbie Edge** and **Sandra Cowan** take over.

The operators say that this new arrangement is working well, but also remind staff to utilize the 272 local for internal assistance.



The switchboard area now includes a reception facility for added service to customers and staff. From left are regular operators, ALISON GOOD and RENE GRIBBLE.

Comings and Goings

JOINING US:

Retail—D. G. Fell
A. S. Welby
G. R. Smith
Burnaby Supervisors and Lab—
M. Franson
T. C. Wood
Prince George—P. Megyesi
General Office—S. J. Salvador
C. L. Kristensen
S. D. Manzer
Sardis Butter—W. O. Doucette
Burnaby Production—W. C. Beresford
Burnaby Shipping—E. W. Swanson

LEAVING:

Burnaby Wholesale—W. Dunn
Burnaby Production—L. Powley
Port Alberni—G. D. Jolin
General Office—D. Jones
C. B. Wood
D. R. Nesbitt



Equipment Supervisor WALLY UDY, better known as "Cabinet Minister", was given a retirement party Feb. 11, on his last day at Dairyland. Wally had been in the dairy business for 40 years, 20 of them with the Assn. Before coming to Burnaby, he was Branch Manager at Victoria. From left, Jim Miller, George McCartney, Wally, Gerry Campbell.

Don't just
sit there.
Do something.



Fitness. In your heart you know it's right.

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Dairyland
PACIFIC

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An audience of approximately four million viewers saw a film of the Sportsmanship Jamboree when it was shown recently as an intermission feature on Hockey Night in Canada.

Dairyland Sportsmanship Jamboree gets national television coverage

A film clip about Dairyland's Hockey Sportsmanship Jamboree was shown March 12th on national network television. Programmed during Hockey Night in Canada, the 3½ minute film had an audience of approximately four million viewers.

This amount of commercial time on a national program is worth over \$42,000. The fact that the Dairyland story received the coverage free shows the enthusiasm and universal acceptance of this new hockey concept.

Since most minor hockey tournaments are designed for "Rep" hockey teams, Dairyland organized the Sportsmanship Jamboree for youngsters playing Bantam "house" league hockey within the Lower Mainland. Instead of the highly competitive "rep" team tournament, this large scale event emphasizes sportsmanship, friendship and playing hockey for the fun of the game. It offers travel and association with other teams to boys who would ordinarily play just within their own leagues.

The selection of players is not based on skill; instead players are chosen

from the best combination of 100% effort and desire to play, as well as sportsmanlike conduct both on and off the ice. The players chosen from each association do not play together as a team, but with boys from other clubs to give experience and promote fellowship.

Last September, organizers of the program, **George Hrennikoff**, Dairyland Amateur Sports Activities Director and **Mike Bissell**, Hockey Co-

ordinator approached Hockey Night in Canada with the possibility of presenting a film of one of the Jamborees. The work was done by film-maker **Al Stewart** and shot at the recent Victoria Jamboree.

Other Jamborees were run in Vancouver, Mission and Campbell River. The program has been so successful that this fall it will be expanded to include some of Dairyland's northern branch areas as well.

FVMMPA awarded two year research grant

A \$52,000 research grant has been awarded to the FVMMPA by the National Research Council of Canada. The grant, supplied over a two year period will sponsor research on converting milk whey into a more usable product.

Heading the project from the Burnaby Lab is **Gerry Amantea**, who has done much of the preliminary investigation into the work. Gerry will have the assistance of **Gail Christie**, **Miriam**

Franson, **Sue Stevens** and **Mike Gleeson**.

Whey is the water portion resulting from the manufacture of cottage cheese. At Sardis, from 10,000 lbs. of skim milk, 1,500 lbs. of dry curd can be made, leaving 8,500 lbs. of whey. This is dried and sold as P.E.W. (Pacific Edible Whey) to bakeries. It has also been added to feed for pigs and chickens

Continued page 2



Participating in the recent Pacific Sales Conference were representatives from all over Western Canada, and Dairyland Division sales representatives from Vancouver. Back row, from left: REG CLARKSON, DAN SMOLEY (Edmonton), GORDON ALEFOUNDER (Prince George), BOB KOSTERMAN (Dairyland), GEORGE VERNON (Dairyland), JIM DONALDSON (Vancouver), KEVIN HAY (Winnipeg), JACK THOMSON (Calgary), LEE ALBERTS (Dairyland), BOB COOPER (Dairyland Supervisor). 2nd row: DOUG PILGRIM (Dairyland), RON RUSSELL (Winnipeg), CECE SHINGLES (Victoria), TED HARFORD (Pacific Supervisor), ERNIE EMMETT (Dairyland), KEITH BURR (Saskatoon), IAN MILES (Dairyland), LES TAYLOR (Vancouver). Front: ELMER GERBRANDT (Regina), JIM SNELL (Penticton), TOM KERSHAW (Pacific Sales Manager).

Pacific Milk Division holds annual sales conference

Pacific Division held their annual sales meeting during the last week of January, 1977. The meeting was attended by all Pacific salesmen who market and sell Pacific products from Victoria to Thunder Bay. The theme of the meeting was Communicate "E". Pacific Sales Manager, **Tom Kershaw**, lined up an intensive three day program whereby all salesmen were required to make a minimum of two planned presentations. This year the Vancouver Dairyland salesmen attended two of the morning sessions. The Sales Meeting was culminated

with a wind-up banquet on Friday evening. General Manager, **N. T. Gray**, presented the Pacific Top Salesman Award and Annual Trophy to **Dan Smoley** of Edmonton. This award is based on quota and sales performance for the 1976 year. **Kevin Hay**, of Winnipeg, was runner-up. Assistant General Manager, **N. E. Tupper**, presented the Fun Award or Tough Luck Award, namely, a battered two gallon milk can, to **Gordon Alefounder** of Prince George. A most successful meeting combined hard work and fun with stress on communication.



Top Pacific salesman for 1976 was **DAN SMOLEY** of Edmonton, who received a trophy from General Manager **NEIL GRAY**.

Research grant, continued

But whey is a highly nutritious foodstuff, comparable to skim milk powder, and its potential has never been realized. In its natural form it does not have the physical properties to be utilized in many dairy by-products, such as ice cream. The component of whey which contains undesirable characteristics is the lactose.

The purpose of this research project, then, is to convert the lactose in whey to the more functional form of glucose and galactose. A new technique, using immobilized enzymes, has recently become available for the

conversion and Dairyland personnel will be working on this process, first as a lab experiment and later in a small pilot study. It is expected that they will devote about one quarter of their working hours to the project.

Gerry explains, "If our research is successful, it will benefit the whole dairy industry. We hope to be able to partially replace the skim milk powder with whey in many dairy products."

National Research Council grants are made in an effort to stimulate research within industries.

Community Service praised

During 1976, **George Thom**, Plant Superintendent at Kitimat, served in the capacity of Lieutenant Governor of the Pacific Northwest district of the Kiwanis Club. The Immediate Past Governor, **J. M. Phillips** conveyed his thanks to George and to the FVMPA. He writes, "On behalf of the District and for myself, as well, I wish to commend your organization for its responsible citizenship. The volunteer in our society today matches in a very unique way some of the social needs in our communities which might very well go unattended entirely. We appreciate your contribution in this direction by making it possible for George to have served in this sensitive role of leadership."

Your Money

by Mike Grenby

"If you really want to make money," say some of the experts, "you should invest in real estate."

On the surface, it sounds good.

Real estate values have risen more or less steadily during most of our lifetimes. And it seems that whenever you read about somebody who's become a financial success there's been an involvement with real estate.

So real estate can appear most attractive, especially when you know that money in the bank or in Canada Savings Bonds is being "eaten away" by inflation.

But there are pitfalls aplenty. Unless you're prepared to gain the expertise for and devote the time to investing in real estate—or unless you just happen to hit it lucky—you could lose badly.

For the beginner or the ordinary individual, I might suggest you consider investing at home.

Buying a home to live in, or paying off the mortgage, is one of the best and easiest investments most people can make.

It's a living investment, which you use and enjoy every hour of every day.

When you sell, presumably at a higher price than you paid, you won't have to pay any tax on your profit. One's own home is the only important investment left in Canada which escapes the capital gains tax.

If you do pay off or at least reduce your mortgage, you are then in a position to remortgage your home to raise money for more sophisticated real estate investing.

To give you an idea of what can be involved, let me tell you of an accountant I met who invests in real estate.

"I put my money into revenue property—houses, apartments or condominiums which I rent out, small office buildings, practically any industrial, commercial or retail property," he said.

"I make as small a down payment as possible and just make sure that the rental income covers mortgage payments and other expenses as much as possible.

"I make my money as the value of the property increases."

This principle of using leverage—

as little of your own money and as much of somebody else's to acquire an appreciating asset—is not new, but using it adroitly is a developed skill.

"I once ran across a deal where a man was selling a property for only five per cent down and was willing to take back all the financing himself," the accountant told me.

"It was a \$200,000 proposition and the vendor wanted to be paid out in two years.

"I raised the \$10,000 down payment, the income from the property covered my payments and when the mortgage came due, I sold the property for \$255,000.

"I paid the vendor the just under \$190,000 I owed him, had my \$10,000 back and another \$55,000 practically clear profit—which wasn't a bad return on \$10,000 invested for two years."

Of course, if the market had slumped during those two years, the accountant could have been wiped out.

You have to be on intimate terms with the market. You need to be aware of both short-term and long-term trends, over-all and in specific areas.

"When the market appears ready to weaken, then I start selling, using the cash to pay off mortgages.

"The big thing is not to be greedy. Always take less than market value rather than sticking to what you think you should get—and then being stuck with the property."

This point is also important when it comes to investing in raw land.

"They're not making any more of it" is the comment you hear, usually from real estate salespeople trying to sell you some land. The implication is that as demand increases with population, a diminishing supply will force up prices.

But when money gets tight, you may have trouble getting the price you want, the profit you feel you deserve. Then you have to choose between waiting until you can get your price or lowering the price until somebody bites.

If you wait, it'll cost you money.

There's the interest you're paying if you borrowed the money to buy the land. There's the interest you're not earning on the money you've got

tied up (\$20,000 tied up in land would earn you almost \$2,000 a year in a term deposit). And then there's your property tax bill.

It's been estimated that such carrying charges run 15-20 per cent a year.

Also, the small investor is competing with the real professionals in the business.

For example, even if you do all your homework and buy land in what rightfully should become a high-demand area, activity by a big developer with large holdings nearby could shift patterns to such a degree that your land might actually fall in value.

How much risk you can accept will depend on your age, financial situation, family circumstances, future plans, temperament and other factors. Don't get into something that will keep you awake at night, worrying.

There certainly is money to be made in real estate, but it takes knowledge, hard work and patience.

Those who have made their fortunes in real estate praise it as the "only" investment but there's a certain one-sidedness here: People who lose money in real estate tend not to be very good story-tellers.

★

If you have any questions on your personal finances — involving investment, insurance, banking, credit or any other such matters — write to me c/o Milk Break.

While I cannot reply individually, I will answer as many questions in this column as space allows.

Letters must be signed, but only your initials will be used if you so request.

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Curling event at Chilliwack

Dairyland's annual curling bonspiel was again held at the Chilliwack Curling Club March 12th. Winner of the event was the team of **Mr. and Mrs. John Dick** and **Mr. and Mrs. Ben Wiens**. **Al Lightbody's** side ended in a dead heat with the Dick rink, so each skip threw one rock to gain the match. John's rock was right on target while Al's was a little short.

The only unhappy note of the day was a fall on the ice taken by **Roy Davidson** who broke his arm. A banquet and dance followed the day's curling.

COMINGS AND GOINGS

Joining us:

Delair—**C. H. Burge**
Workshop—**A. Trent**
Victoria—**J. Fidler**
Campbell River—**J. V. Feltham**
Prince George—**K. Kemash**
Sales Reps—**G. Vernon**
Office—**B. Whalley, S. E. Cooke**
Garage—**R. H. King**
Retail—**A. Bozzetto, R. J. Spence**

Leaving:

Retail Drivers—**D. J. Fell**
G. F. Gibson
Campbell River—**L. Fraser**
Prince George—**R. Unger**
Sardis—**R. J. Esau**
Sales Reps—**G. T. Rule**
Office—**C. Alexander**

Basics for Bikers

The popularity of bicycles is growing in leaps and bounds and the Canada Safety Council takes the opportunity, for Child Safety Week, coming up in May, to point out a few basic facts and rules.

In 1974, one hundred and seventy Canadians were killed while cycling. Ninety-two of these were children under 15 years of age. Thousands of other people were injured, many seriously.

Bicycles are subject to the same laws as automobiles when in the traffic mix. Children (and adults) must be taught to stop at red lights and stop signs, give turn signals and to ride in single file on the right side of the road with the current of traffic. Four out of five bicycle accidents occur in a traffic environment.

Bikes should be kept in good repair in accordance with the manufacturer's maintenance instructions. The bike should match the size of the rider (the seat should not be higher than the hip). When the seat is in proper adjustment make sure that at least two inches of the seat post remain in the frame mast, for rigidity. Coaster brakes are safer for small children. When they are older their hands will be large enough for caliper brakes.

When cycling at night the bike must be equipped with a headlight and a rear reflector. The use of retro-reflective walled tires, taping and clothing is highly recommended.

Contact the Canada Safety Council or the provincial safety councils concerning safe bicycling courses for children.



MEL SPARROW was photographed shortly before his retirement in February, at his job as labeller operator for Pacific cans. Mel plans to sit back and catch his breath after nearly 37 years with the Association. After that, he and his wife Myrtle are going across Canada in their camper van.

Recent death

The Burnaby garage was saddened by the loss of a fellow staff member, **Tibor Erdely**, who passed away in February. Tibor joined the FVMFA in 1971 and had worked since that time as a mechanic. He was associated with church work and the Boy Scouts. Before emigrating to Canada, Tibor was actively involved in the Hungarian revolution of the 1950's.

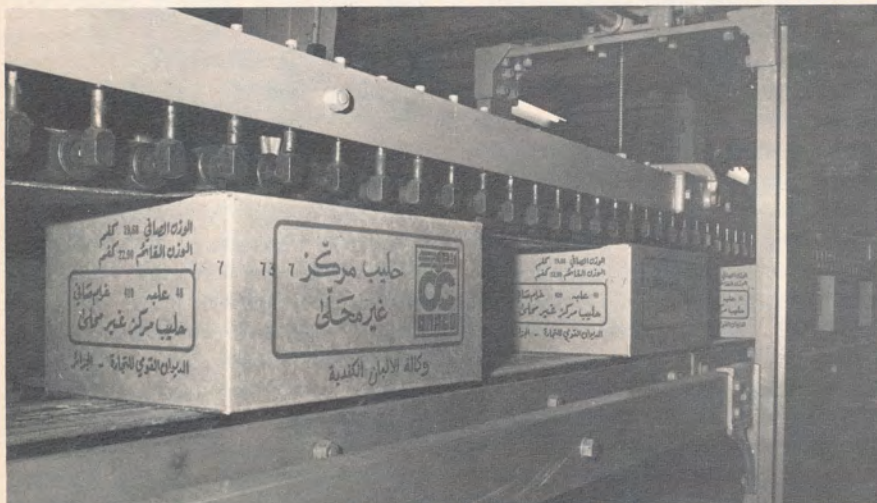
Retirement

Ken Bloomfield retired in February after 19 years with the FVMFA. Ken worked as a warehouseman at the Delair plant. He lives in Abbotsford and expects to do a lot of fishing during his retirement.

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Dairyland
PACIFIC

New customers to try Pacific Milk



A large order of Pacific milk is now ready to be sent overseas to Algeria. Delair staff have been working exclu-

sively on this 100,000 case contract for all of February and March. Sold on the international market by the Canadian



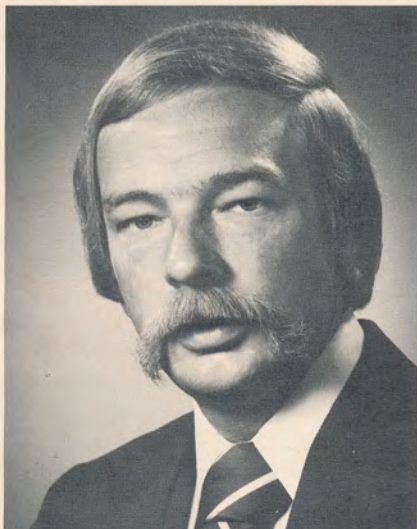
Dairy Commission, the evaporated milk was packed in special 14½ ounce cans with labels printed in Arabic and French.

Milk break

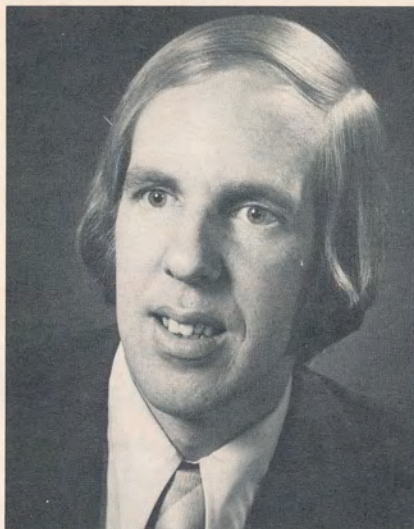
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Don Winton, Asst. Marketing Manager



*George Hrennikoff, Manager,
Marketing Services*



*Russ Webb, Manager,
Home Service Distribution*

Staff Changes in Marketing, Distribution

The Marketing Department has undergone a number of staff changes brought about by several recent vacancies. Marketing Manager **Jack Aird** has restructured the department in a continuing effort to provide better service to the Association's customers throughout B.C. and Western Canada.

Don Winton has been appointed Assistant Marketing Manager, responsible for customer relations and sales functions pertaining to both Dairyland and Pacific Milk product lines.

George Hrennikoff is now Manager of Marketing Services, including the advertising, sales promotion, merchandising, research, product development and public relations functions of the Association.

The responsibility of Sales Representatives supervision for both Dairyland and Pacific lines is being shared by Wholesale Account Managers **Bob Cooper** and **Ted Harford**.

Sales Representative **George Vernon** is now responsible for promotion and development of merchandising programs such as, packaging, metric conversion and new product introductions.

Lee Alberts is now Special Projects

Representative for the entire line of portion pak and institutional products produced by the Association.

Joining the Marketing Department is **Jim Kerr**, formerly Assistant to the Distribution Manager, whose main responsibility is supervision of all frozen foods and butter.

In the Distribution area, Manager, **Bill Hawes** has appointed **Russ Webb** as Manager of Home Service Distribution. Mr. Webb's previous position as Assistant Plant Superintendent

within the Production Department has been filled by **Lorne Vallee**. Mr. Vallee's appointment was announced recently by Production Manager, **Grant Larkin**.

Former Marketing staff, **Ray Hurry**, Sales Manager Dairyland, **Tom Kershaw**, Sales Manager Pacific and **Reg Clarkson**, Special Accounts Representative, have left the Association and are now pursuing other careers. They are wished many years of success and satisfaction in their new ventures.

Staff & Welfare Club Elects New Slate

A new slate of officers was elected at the Dairyland Staff and Welfare Fund's annual general meeting held in the Spring. Serving as President of the employee organization for the 1977 term is **Fred Glover**. **Brian Halverson** was elected Vice-President and **Jim Defries**, Secretary-Treasurer.

A number of activities are planned for the coming year: The mixed golf

tournament was held for Staff Fund members and guests on June 5 at Newlands Golf Club in Langley. This was followed by a back yard barbecue at the home of **Leo** and **Marilyn Rougeau** who so kindly offered their hospitality for the event: with the cooperation of the weatherman—lots of sunshine, a fun time was had by all.

Continued page 2

Dairyland's Top Drivers Honoured on Awards Night

For the past ten years, we have held an annual safe driving award dinner, to pay tribute to those drivers who have attained a safe driving record of ten or more years. A milestone was reached this year in that the group have a combined total of twelve hundred accident-free driving years. Combined with this, **Stan Bagot**, a retail driver has reached the twenty-five year plateau. This is a first for us.

Seventy-nine drivers were invited to the dinner. Each driver received a safe driver award card and lapel badge. All drivers' names were entered in a series of cash draws, with a total of \$300.00 dispersed among them.

Gord Johnston and **Art Allen** each received a gold signet ring and a twenty year safety merit certificate. **Bill Woollett** earned a twenty-one year award, **Al Sawatsky** and **Vern Scott** reached the twenty-three year mark, **Stan Bagot** received a diamond inset signet ring, and a certificate for attaining the twenty-five year plateau.

The dinner was held at the Airport Inn, with **Norm Tupper** acting as Master of Ceremonies. FVMPA President, **Gordon Park** and General Manager **Neil Gray** complimented the drivers on their achievements.

Other guests included **G. Barter** the Assistant Superintendent of the Motor Vehicle Branch and other members of his staff. **Inspector King** of the Burnaby detachment of the RCMP and **Mr. Stevens** of the Insurance Corp. of B.C. were also in attendance.

I would also like to take this opportunity to acknowledge the accomplishments of our driver guests. For those of you that were not invited, please accept this as a challenge to your driving ability. I would like to have you join us in our annual celebration in the future, but the rest is up to you.

*O. F. Tupper,
Personnel Manager and
Director of Safety.*



25 Years
Stan Bagot



23 Years
Al Sawatsky

From the Branches

Terrace . . . Wholesale driver **Randy Cowans** recently won an expense paid trip for two to Hawaii plus \$500.00 spending money.

Prince Rupert . . . **Jeno Potornay**, route foreman, spent three weeks in Hungary via Amsterdam. **Hugh Robins** served with four other people on Prince Rupert's "Family Month" committee which was appointed to organize a variety of family activities for the month of May. This program resulted from the B.C. government's proposal to find ways to strengthen family life in the province.

Sardis . . . Employees got together for their annual picnic June 5th The sun was out and so was the milk and ice cream. **Fred Franks** and **Bud Thompson** were winners of the hotly contested horseshoe pitching game. Leaving the Sardis plant to Burnaby Retail department is **Steve Love**.

Distribution Appointment

Gerry Bennison was appointed to the position of Burnaby Wholesale Supervisor, effective, May 15th.

Mr. Bennison was previously a Route Foreman in the Wholesale department. He has had extensive experience in all areas of distribution including retail, ice cream and trailers.

Wishes for many years of success and satisfaction in his new position were extended by Distribution Manager, **Bill Hawes**.

Burnaby . . . the Dairyland Men's Softball team has a record to date of seven games won, four lost. The team is now in third place in the B.C. Department Store League.

Staff & Welfare, continued

The Fund's Annual Fall dance will take place this year on November 5th at the Burnaby Lake Pavilion. On December 16th, the Club will again host a Wine & Cheese Party at the Burnaby Lake Pavilion. A boat cruise is planned for late summer and a Bowling Tournament for September or early October.

In addition to organizing social events, the Staff Fund donated a large sum of money to charity in 1976. The total amount donated was in excess of \$12,000.

Department Representatives for '77 are as follows:

Fred Glover	Checkers and Shippers
Brian Halverson	Garage
Jim Defries	Production (Fluid)
Roger Ruddy	Production (Ice Cream) Receiving
Frank Hayward	Retail Drivers
Jim Miller	Office (Main Floor)
Joyce McEwan	Office (Upper Floor)
Rod Neil	Valley Branch
Art Clark	Wholesale Drivers
Deborah MacDougall	Office (Main Floor, Member at Large)
Walter Moran	Workshop



23 Years
Vern Scott



21 Years
Bill Woollett



20 Years
Gordon Johnson

COMINGS AND GOINGS

Joining us:

Garage—**A. Zimmerman**
Retail—**M. R. Sparks**
Nanaimo—**D. Frank**
 W. W. Jolly
Terrace—**J. A. Carlson**
General Office—**E M. Wilson**
 C. Warriner
 M. A. Giles
Kitimat—**J. W. Sheridan**

Leaving:

Checkers—**G. R. McDonald**
Retail—**L. Wilson**
 A. S. Harris
Port Alberni—**A. A. Payne**
Pr. George—**C. N. Hamilton**
General Office—**J. Percival**
 B. R. Nuttall
 C. Udsen

Recent Deaths Among Q.C.C. Members

We regret to report that three retired Dairyland employees and members of the FVMPA Quarter Century Club, have passed away in recent months.

Harry Metcalfe, who worked as a checker-loader at the Kitsilano Branch and later at the Eighth Avenue Plant.

Jim Fish, a retail driver in the Fairview area and in later years, a member of the janitorial staff.

Roy Marchant, a special delivery driver and later wholesale driver working from the New Westminster Branch.

Sam Brown Stresses Education in W.C.B. Post

A former Dairyland employee has been appointed as a Commissioner to the Workers' Compensation Board. **Sam Brown**, who will be remembered by many of the Association staff, was named to the post in February by the Provincial Government. The other appointments were, **Dr. Adam Little**, formerly W.C.B.'s Director of Medical Services (Chairman); **Jerome Paradis**, a Provincial Court Judge and **Dennis Davis**, an industrial consultant.

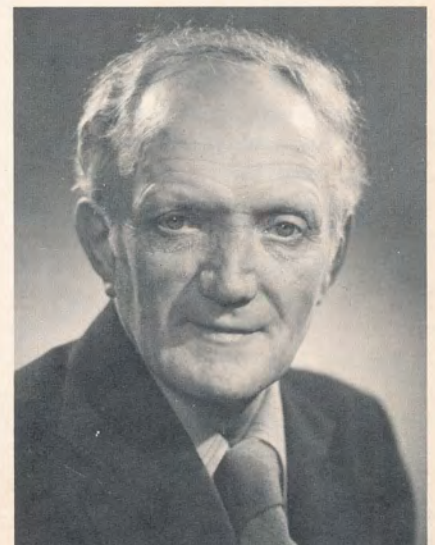
Mr. Brown joined the Dairyland staff in 1951 as a retail driver. While with the Association, he served as shop steward for Teamsters Local 464. In 1957 he was elected as Business Agent for the local. In 1964 Mr. Brown established the Research Department of the Teamsters Joint Council No. 36 and specialized in the field of Workers' Compensation and unemployment insurance. He continued as director of the department until his appointment as W.C.B. Commissioner.

In his present position, Mr. Brown helps to administer the wide range of areas covered by worker compensation including—accident prevention, ap-

peals and claims, rehabilitation, industrial hygiene, financial disbursement plus management of a staff of 1300 people.

As a Commissioner, Mr. Brown meets with many outside groups to review plans and policies. He says, "We are most anxious to maintain a perspective of how people feel about the WCB's performance".

Mr. Brown also stresses the need for continuing educational programs on safety and investigation into industrial hygiene. He says, "This latter area, for example, air contamination and noise level, is one in which we are just not aware of long term effects."



Sam Brown

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Dairyland
PACIFIC

Your Money

by Mike Grenby

If you're a married man with no will, I hope you like your in-laws.

For if you and your family should happen to die all together, in a car crash, for example, your in-laws could inherit everything you've got.

If you die intestate (the official terminology for dying without a will) it's the law that decides what happens to your estate.

In the above example, if there are no children, it is presumed the older person (usually the husband) dies first.

His estate then passes automatically to the wife. She dies so the estate passes to the next in line of succession: her parents.

If there are children who also die with the parents, they inherit and pass the estate on to their grandparents. If the husband's parents are dead, again the wife's parents get everything.

Here's another potential problem when a person dies intestate: The way is open for claims on the estate by any common-law spouses and illegitimate children.

"We find from our experience that a great many people have relationships outside marriage," observed an official in the public trustee's office, which often handles intestacies.

Probably the biggest disadvantage of not having a will is that your estate is distributed according to law which varies depending on where you live and where your real estate assets are) rather than according to your wishes; there is no flexibility.

Also, the law sets certain requirements which raise costs in addition to legal fees for the handling and administration of the estate, costs which can be avoided if there is a will.

Without a will, a guardian cannot be appointed to look after the children, and this could lead to unpleasantness as various people apply for custody of the children.

Whoever ends up with the children might not have been the parents' choice.

The law is designed to look after a dead person's dependents. So it might be better to have no will than to have an outdated or improperly drawn one (leaving everything to the trust company when the person only meant to name the trust company as executor—don't laugh, that actually happened).

Otherwise, it's far better to have a proper will.

"But I haven't got anything to leave behind—other than a pile of debts," you might say.

Don't underestimate your worth. What with life insurance, perhaps some equity in your home and a few other assets, you're probably worth quite a bit more dead than alive.

You can draw up a will on a piece of paper or the do-it-yourself will form you buy at any stationery store.

Personally I'd rather spend \$25 or \$50 to have a simple will done by a lawyer or notary. A professional should ask you the necessary questions and should make sure all eventualities are covered.

To keep the fee to a minimum, do some preparation before you go for your appointment: List your assets and liabilities, your beneficiaries and other pertinent details.

With a properly drawn will, you can then make any minor changes in the future through a codicil (an official amendment) instead of having to draw up a new will.

Remember, too, that your will is automatically revoked when you marry.

Choosing your executor is important.

The executor represents you after you die, and does what you would have done if you could have been around to do it.

In other words, you want somebody who will do not only what you've said in your will but also what you would want done where the will gives no direction.

You cannot update your will every day, so there's a chance conditions will change enough to make this discretionary area an important one.

The executor should have good human judgment and be familiar with both the will-maker and his or her family and other survivors and beneficiaries.

And the executor should also have some business and financial knowledge—or know where to go for advice.

After you die, it's up to the executor to pay all debts, so some assets might have to be liquidated.

For example, it might make more sense to sell some stocks or bonds than to take the proceeds from a registered retirement savings plan (RRSP).

(With a will, you might be able to defer and so reduce income tax; without a will, you can't).

Most married people name their spouse as executor.

It's also a good idea to choose alternate executors from among your immediate family—close friends or business associates. Or you could name a professional executor like a trust company but first make sure it will take on the job.

Executors are entitled to charge fees, although these are often waived if the executor is a spouse or beneficiary.

Finally, leave a complete list of vital details like location of safety-deposit box and key; location of important documents, especially the will; list of assets savings accounts, insurance policies, investments) and liabilities; names of relatives and other important information.

Many banks, trust companies, credit unions and other financial institutions produce free personal record booklets—you just fill in the blanks.

One of the best booklets I've seen is called Knowing.

You can get a free copy through your life insurance agent if he's a chartered life underwriter (the initials CLU after his name) or by writing to the Institute of Chartered Life Underwriters, 41 Lesmill Road, Don Mills, Ontario M3B 2T3.

Remember to review your will and this personal record information at least once a year.

I didn't think anything too drastic had happened to us over the last year but when I went over my personal record and will I found 12 things which had to be changed.

While this whole exercise of putting your affairs in order doesn't make a particularly pleasant evening's work, for the sake of the survivors and beneficiaries it should be done.

Otherwise, the breadwinner will bequeath only financial as well as additional emotional grief when he dies—at a time when his family can least afford it.

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585 Hadden Drive,
West Vancouver, B.C.
tel: 604 926-9936

Expect the Unexpected

Dairyland retail driver **Al Allen-Gray** luckily escaped serious injury May 19th when his truck hit an Upper levels guard rail and flipped over three times. The left rear tire of the truck had blown out, causing Al to lose control.

This was the type of accident which could not have been anticipated. The truck had been checked over before leaving the dairy and was carrying well under the maximum weight load. The tire involved was relatively new and in good condition. What had apparently caused the blow-out was that the truck hit a pot hole in the road which broke the tire's steel belt core.

Al was travelling under 50 MPH on the way to his route. When the tire went, he tried to steer the truck, but hit the centre divider and rolled.

Fortunately, Al had taken the time to tightly pack all his milk cases and strap down the entire load before setting off. He credits this precaution with saving his life. The cases remained fairly steady until the final impact and he was able to keep a firm grip on the wheel throughout the incident. The first thing he remembers is a policeman asking him to let go of the wheel.

FVMPA Safety Director **Omer Tupper** said that this is not a common accident; in fact he can't recall the last time a tire has blown on one of the trucks. But he also points out that no precaution taken with a vehicle, whether in driving, maintenance or loading, is a waste of time when the unexpected pitfall is always around the corner.

Island Driver Rescues Youths

Stan Fields, Dairyland ice cream driver who works out of the Victoria Branch, has been congratulated for coming to the rescue of two teen-age boys. Stan braved the choppy Juan de Fuca Strait to help the boys who were floundering after their canoe had overturned.

Stan was on holidays and working at his home near Gonzalas Bay when he heard cries for help. A sewer in-



A tire blow-out was responsible for flipping over this retail truck on the Upper Levels highway. Fortunately driver Al Allen-Gray was not seriously injured.
West Van. police photo.

Van City Votes New Director, Strang

Ian Strang, Office Manager, was elected to the Board of Directors of the Vancouver City Savings Credit Union March 30th. Mr. Strang has been keenly interested in the Credit Union movement for many years.

He first joined the Dairyland C.U. in 1948 and since that time has served as a director for twelve years on the B.C. Central C.U.'s Board. He also served on the government-appointed Credit Union Reserve Board, both as a member and chairman in his final year.

Vancouver City Savings, whose membership is open to people living or working in the city, is the largest credit union in Canada. It was founded in 1946 and presently has 78,000 members and assets amounting to over 400 million dollars.

stallation crew nearby had some life-jackets but no one wanted to go in the water. Stan grabbed the jackets, walked out as far as he could and then swam the remaining 20 yards. He told the youths to hang on to the canoe and kick while he pulled it in.

Stan is originally from England and has been with Dairyland for the past 16 years.

Bob Takes Third In Roadeo Event

Bob Catterall distinguished himself by placing third in the B.C. Truck Roadeo, held June 5th. Competing in the straight truck category which included a driving course plus exam, Bob earned a trophy and cash prize of \$100.00.

This was the first time Bob had entered the Annual Roadeo event, but remarked, "I wish I had tried it a long time ago." Several other Dairyland drivers competed among 100 other entries, but did not fare quite so well.

In order to enter the B.C. roadeo, a driver must have attained a year's accident-free driving. Plans are now underway for a Truck Roadeo to be held September 11th in the Dairyland Burnaby parking lot. Registration is open to all members of the Association's driving personnel.

Fuel Misers Still Battling

They're at the half! **Wonders** have moved from 4th to 1st place. **Inlanders** are coming on fast—in 2nd by a length. **Marauders** are still holding 3rd place, with the **Kosaks** 4th. **Crusaders** are 5th, followed by **Oilers**, who stumbled in the turn but are coming on strong. **Gladiators** are 7th but still bear watching—they could be stretch runners! All entries are still contenders and making good time on a fast track.

Predictions of a 14c per gallon increase in their feed cost has put a burr under most saddles. All jockeys realize each 1c per gallon increase in feed costs mean the stable owners are faced with an increase of approximately \$5,000 per year. Therefore, all good horses must eat less and carry more.

The above is a recent report on the "Fuel-Misers" Contest among all FVMPA drivers, competing to use their fuel more efficiently in day to day driving. The placings are based on the largest percent decrease in gallons of fuel used per ton of product delivered over last year. The present standings compare March 1976 to the end of March 1977.

FVMPA Retirements

Fred Russell worked as a checker at Burnaby. He joined the Association in 1931 as a grader of raw milk at Royal City Dairies. Fred plans to do a lot of gardening at his home in Surrey and has taken a long-awaited trip to Alaska.

Bill Gaunt has worked in the production area since joining the staff in 1949. His most recent position was Scholle Pak operator at Burnaby. Bill will now have more time to enjoy a special interest in watercolour painting.

Harry Willcox had a long career of 46 years in the dairy business. Starting with a horse and wagon route, he later became a wholesale route foreman and after that, held a supervisory position in coordinating truck loading. Harry now plans to take it easy in his new condominium.

Gary Morgan was a loading supervisor in the retail department, before his retirement. Gary joined Glenburn Dairies in 1945 and later transferred to Jersey Farms before joining the FVMPA. He now intends to devote some time to gardening.

George McCartney, joined Associated Dairies as a checker in 1941 and later became wholesale supervisor at Burnaby. As such he won the Supervisory Safety Trophy on several occasions. George enjoys his activities with the Masons Club and plans to get out on the golf course in his spare time.

Howard Israel had the combined job of warehouseman and night watchman at Delair, where he has worked since 1955. Howard lives in Mount Lehman and has now taking up farming in a small way.



Fred Russell (l), with Al Lightbody



Howard Israel



Bill Gaunt



George McCartney, Harry Willcox



Gary Morgan

Credit Unions On the Move

The Credit Unions in B.C. increased their assets by 31 percent in 1976 and passed the \$2 billion mark. Membership rose 12 percent bringing the total to nearly 668,000. B.C. Central's assets increased to \$367 million from \$243 million. Central raised \$20 million from the European financial market—a first for the North American credit union movement.

Provincial Government deposits in B.C. Central averaged \$50 million over the last six months of 1976.

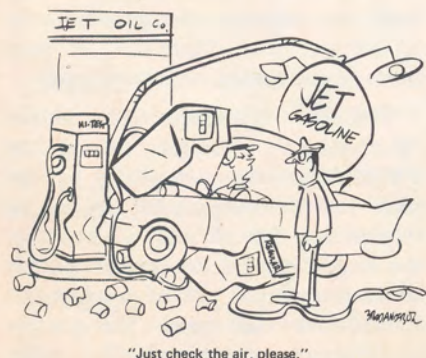
The Credit Unions' low income credit facility granted six percent loans in 1976 amounting to more than \$326,000.

Powers are being sought to enable credit unions to offer life annuities which will enable the B.C. credit union system to retain maturing registered retirement savings plans which are now flowing into the life insurance industry.

Recent Death

The Burnaby staff was saddened by the death, April 20th of **Bill Dixon**, Assistant Foreman in the workshop. Bill joined the Association in 1951 as a plant machinist and continued on in the area of mechanical maintenance. He joined the FVMPA Quarter Century Club last year.

Bill was a well-liked member of the workshop staff, and will be greatly missed. He is survived by his wife and three sons.



"Just check the air, please."

Milk break

JULY-AUGUST, 1977

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VOL. 3, No. 4

Three Paintings Unveiled to Mark FVMPA's 60th Year

As a commemoration of the Fraser Valley Milk Producers' Association's 60th year of business, three large oil paintings, circa 1925, the works of **John Ford Clymer**, have been hung at the Burnaby plant. The unveiling ceremony took place on June 23rd. As Master of Ceremonies, FVMPA General Manager, **Neil Gray** welcomed a gathering of past and present officers of the Association, staff members, representatives of the dairy industry and the community and long standing friends of the FVMPA.

President **Gordon Park** was called upon to unveil the two paintings placed in the main stairwell.

Mr. Park first spoke a few words about the Association's achievements over the past 60 years. The FVMPA was formed in 1917 from a handful of despairing dairymen trying to gain a reasonable return on their product. "Through all those years", Mr. Park said, "there has been a purpose and a goal in sight and I give credit to the combined efforts of a great number of producers and many dedicated employees who have made this organization move forward."

The painting in the W. J. Park reception room, was unveiled by His Worship **Tom Constable**, Mayor of Burnaby.

These works formerly hung in the FVMPA's old offices at Eighth Avenue in Vancouver. When the Association's offices were moved to Burnaby fifteen years ago, the paintings were relegated to the storage room.

The history of the paintings prior to installation at Eighth Avenue has now become a subject of controversy. Originally it was thought that they

Continued, page 2



Belly-dancer, Mike Dickson helped his mates on the Williams Lake Volunteer Fire Department to win "most humorous entry" in the recent Stampede Parade. Mike is normally a driver-salesman at Dairyland's Williams Lake Branch.

Terrace R.C.M.P. Charge Milk Case - Snatchers

For several years, Dairyland has had trouble keeping track of its yellow plastic milk cases. These handy items have a habit of disappearing into basements, to be put to a variety of uses.

Recently Terrace Branch Manager **Bill Ingles** was surprised to learn that the R.C.M.P. had confiscated some stolen Dairyland cases and had laid charges against the thieves.

Three youths, whose names ap-

peared in the Terrace News Advertiser, pleaded guilty to possession of stolen goods. As a result of taking 13 milk cases, valued at \$65, the three were sentenced to six months probation and 20 hours of community service. They told the court they had been using the cases for furniture.

Judge E. J. Cronin said he would give the youths an opportunity to avoid criminal records and granted conditional discharges.



New responsibilities in Burnaby's General Office have been appointed to, from left, Tom Bastable, Ian Strang, Bob Bellinger and Vic Chortyk.

Gov't Assists in Metric Tool Replacement

A "journeyman" is a person with a full set of tools, who can go anywhere and do any job in a workman-like manner within the scope of his trade. The FVMPA employs over 100 such journeymen among the staff of its plant maintenance shops and garage. It has been estimated that the average mechanic has invested from \$1000 to \$2000 in his own hand tools.

Conversion to metric machinery and equipment, however, has made a certain number of these tools obsolete. A recent announcement by the Federal Government states that a program is now underway to assist workmen in the replacement of tools and parts.

Reimbursement of 5 percent of the total spent on the purchase of necessary new metric tools will be allowed employees who are required to own tools as a condition of employment. The program, to continue for at least four years to coincide with the national program of guideline dates for metric conversion, is a response to proposals by organized labor and industrial management. The Canadian Labor Congress, the Canadian Manufacturers' Association, the Federation of Automobile Dealer Associations and other groups made representations.

Metric Commission Canada is working out arrangements to administer claims submitted by individual workers. Application details and claim forms will be provided through the local offices of Canada Manpower by Sept. 1. Claims may be retroactive to April 1.



"Yes, your estimate is ready. We were just celebrating it!"

General Office Appointments

Appointments within the General Office at Burnaby were announced recently by FVMPA General Manager, **Neil Gray**. **Ian Strang** now assumes full responsibility as Office Manager, a function he previously shared with **Fred Duck**. Mr. Duck retired on June 30th.

Reporting directly to Mr. Strang are **Vic Chortyk** as Supervisor of General Accounting, **Bob Bellinger** as Supervisor of Sales Accounting and **Tom Bastable** as Credit Manager-Wholesale and Retail and Supervisor of Accounts Receivable.

Dave Lomas continues as Payroll Officer, but, in addition, he has been appointed Manager of Industrial Relations, reporting to Assistant General Manager, **Norm Tupper**.



Omer Tupper, Personnel Manager and Director of Safety.

**At time of printing, however, Dave was away on holidays.*

Omer Tupper officially assumes the title of Personnel Manager and Director of Safety, also reporting to Assistant G.M. Norm Tupper.

Paintings, continued

were owned by the B.C. Electric, who had them displayed in their streetcar terminal at Hastings and Carrol Streets. According to the artist himself, however, the oils were first located at the B.C. Electric's New Westminster station.

Yet another opinion is put forward by past FVMPA General Manager **L. A. Atkinson**, who suggests that the paintings were actually commissioned by the Association and then placed in the B.C. Electric's Vancouver station.

In any event, around 1939, they were obtained by **Les Golman**, at that time an FVMPA employee in charge of advertising and displays. Mr. Golman gives few particulars about this transaction. He does say that there were six paintings which were designed to fit into an arched ceiling above windows.

Now, fully restored to original condition, the three paintings hang in their permanent places at Burnaby. They are there to be appreciated by FVMPA producers, staff and visitors for many years to come.



Burnaby Picnic

held July 10th
Blue Mountain Park

Photos by Roger Parnell





Mr. and Mrs. Fred Duck



Lin Harris (r) with Keith Miller



Con Kroeker

FVMPA Retirements

Fred Duck retired in June after 29 years managing the complex affairs of the General Office. He joined the Association in 1948 as a Certified General Accountant, after previous experience in banking and public accounting. Fred now plans to devote some time to his hobbies of music and B.C. history. *Over the years, on particularly trying days, he used to refer to himself as an "irascible old man". At a recent staff function honouring Fred, it was agreed by all that this term be now reserved for the exclusive use of his wife, Connie.*

Lin Harris, a farm tanker driver has had a long career in the dairy business starting in 1941 when he joined the Association. In his spare time, Lin has been active in the Vancouver East Optimist Club, especially with junior baseball teams. He is also a member of the FVMPA Quarter Century Club. Retirement plans for Lin and his wife include an extended trip across Canada.

Alec McColl was a mechanic in the Burnaby Garage before his retirement in June. Alec spent eighteen years looking after a variety of FVMPA trucks after joining the Association in 1958. He is wished well by all his friends in the garage.

Tony Bulder was a "freezer-man" in the Burnaby ice cream department before switching to the butter department in later years. Tony, who began on the Association's production staff in 1967, retired in June.

Con Kroeker, who retired in July, joined the janitorial staff five years ago after many years as a retail driver. Con started out in the dairy business

in 1947, working at New Westminster as a retail and wholesale reliefman. He later transferred to Burnaby. Con is a member of the FVMPA Quarter Century Club. He plans some travelling on the Island and in California in the near future.

Prince Rupert News

Winner of the Dairyland Trophy for the recent Pacific North West Music Festival held in Terrace, was 8 year old **David Hicks**. David, the son of **Dr. and Mrs. William Hicks** attends elementary school in Prince Rupert and has been competing in the music festival for the past four years. The Dairyland trophy is awarded for the highest mark in piano solo and is open to youngsters of all ages. David chose a Haydn piano solo.

The three daughters of **Jeno Potornay**, Prince Rupert route foreman, participated in the city's annual folk-fest held in June. The girls were

Comings & Goings

JOINING US:

Retail—**M. E. Rudd**
J. R. Omand
J A Hawksby
 Campbell River—**L. L. Fraser**
 Kitimat—**G Mortimer**
 Route Accounting—**T. Dill**
K. A. Reilly

LEAVING:

Sardis Maintenance—**J. S. Palmer**
 Janitors—**J. A. Sullivan**
 Production—**D. Beaton**
 Retail—**F. Dirks**
J. E. Besse
C. F. Leakey
P. E. Skar
 Courtenay
 Production—**O. L. Hodgins**
 Route Accounting—**K. L. Reilly**

dressed in their native Hungarian costumes (see photo). This event drew large crowds and enthusiastic participation by different ethnic groups in the community.



Dressed up in Hungarian finery are three daughters of Jeno Potornay of Prince Rupert. From left, Marika (5), Angie (9) and Piroska (4).

Milk break

SEPTEMBER-OCTOBER, 1977

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VOL. 3, No. 5

Dairyland adds Cheddar to product line

The Fraser Valley Milk Producers' Association entered the cheddar cheese market officially on September 1, 1977, with the purchase of Dutch Dairy Farms Ltd. of Armstrong, B.C. To the well accepted brand names of Dairyland and Pacific milk, we have added a third—Armstrong Cheddar Cheese.

At a special meeting of the Association's membership on August 31st, a 91% favourable vote was given to the purchase proposal as presented by the Board of Directors.

President **Gordon Park**, in making the announcement said, "We feel that this purchase gives our Association the opportunity to add a well known cheddar cheese brand to our fine family of dairy products. It gives me a good feeling of confidence and support to have received such a strong, positive vote from the membership as we enter this new undertaking."

The purchase of Dutch Dairies was made to obtain an existing and recognized cheddar cheese brand. The Armstrong brand has earned an enviable reputation for quality throughout the Province.

When commenting on the purchase General Manager **Neil Gray** said, "This organization is owned by and operated for the dairymen that make up its membership. My role and that of management and staff is to see that the producers' investment is profitable both off and on the farm. With today's Milk Industry Act it makes very little difference to the price of milk at the farm gate, who sells the milk as long as it is sold. Our job therefore, is to extend the profitability of our membership beyond the farm gate. The decisive action taken by the membership in purchasing Dutch Dairies Armstrong brand cheddar cheese, allows us now to plan for major changes in the handling of industrial milk. I'm confident, in the

Continued, Page 6



The FVMPA has added 40 employees to its payroll and a popular product to its growing line of dairy foods.

Teamsters assist retirement club

A plan has been adopted by the Teamsters Union to encourage retiring members to keep active in Union affairs. **Cece Brown**, Secretary of the B.C. Teamsters Retirees Club has announced that Local 464 is willing to pay the first current year's dues on behalf of any members who wish to join this organization at the time of their retirement.

Cece says that the Club maintains a referral service for questions relevant to retirement and it is also affiliated with a national senior citizens' organization to present resolutions to government, on behalf of pensioners.

The members meet on the third

Wednesday of each month at 10:00 a.m. in the Teamsters Auditorium. A short business meeting is followed by a social hour with films, bingo and refreshments. Any enquiries can be mailed to Cece through Milk Break.

Dairy Industry Appointment

General Manager **N. T. Gray** has been elected to the position of Chairman of the National Dairy Council.

Mr. Gray has served on the executive of the National dairy processor's organization for several years.

Fuel misers, squanderers get trophies



The FVMPA "Fuel Misers" trophy was recently presented to BOB FRAZER, accepting on behalf of the Association's North Central district. The award signifies the greatest decrease in gallons of fuel used per ton of product delivered over the first six months of the continuing energy-saving contest. Sharing the honours are the branches of Prince George, Williams Lake, Quesnel, Vanderhoof, Burns Lake and McKenzie.



JIM KERR (centre) was the unfortunate recipient of the "Fuel Squanderers" trophy for the group with the poorest results. Consoling him are BILL HAWES (1), Distribution Manager, and JOE ROBINSON, Engineering Services—Fleet. The ingenious model of a pig guzzling gas from a fuel pump was made by a combined effort of garage and workshop staff.

Winners announced in retail sales promotions

Home Delivery ran two very successful product promotions over the summer months. One, a two week pudding promotion from July 25 to August 6 sold over 28,000 sleeves, and the other, a one week lemonade promotion from August 15 to August 20 sold over 32,000 litres of product.

The pudding promotion was highlighted by route sales of record levels, with seven of the top ten routes selling in excess of 1,000 sleeves each. Route #405 operated by driver **Rod Deakove** and relief **Ken Antifaeff** had top sales with 2,123 sleeves.

Supervisors sharing the honours of top three positions, **Dan Brand**, **Bill Hagen**, and **Harold Hughes** with their foremen **Harry Dexter** and **Orest Bochon** expressed their satisfaction with the efforts of everyone involved.

Sales incentive points were awarded to the top routes.

The lemonade promotion was equally successful. Prizes of a Dinner for Two were awarded on the basis of the top relief string under each supervisor.

Just completed is a month-long campaign to solicit new customers. The early results are most gratifying with the final count projected to be in the area of 2,500 new accounts.

Supervisor **Bill Morton** noted the enthusiasm of all driver sales personnel

during the competition and suggested that this was the reason for such an outstanding effort.

Production Appointment

Bob Scharft has been appointed to the position of Production Foreman for the Burnaby Plant, effective at the end of August.

In making the announcement, **Grant Larkin**, Production Manager, added that Bob has spent 20 years in the Production Department performing a variety of tasks which have prepared him well for this position.

TOP TEN ROUTES—PUDDINGS

	Driver	Relief
1. 405	R. Deakove	K. Antifaeff
2. 307	T. O'Connor	A. Swain
3. 488	A. Bozzetto	E. Evans
4. 451	D. Lockwood	E. Train
5. 320	T. Masterman	R. Johnston
6. 411	T. Pennefather	U. Ueland
7. 402	S. Smith	F. Wilkie
8. 444	C. Levey	P. Yeo
9. 407	B. Etson	B. Kreklevich
10. 323	L. Alder	E. Hopko, A. Jongedyk

FINAL STANDINGS—LEMONADE

Supervisor

H. Hughes
B. Morton
D. Brand
B. Hagan
M. Vinter
R. Neil

Drivers and Relief

R. Deakove
M. Sparks
A. Bullinger
L. Clark
H. Vandenberg
H. Gross

D. Jopson
F. Matte
D. Hunt
A. Bozzetto
B. Middleton
R. Morson

C. Barrett
A. McRae
J. Snyder
D. Riley
M. Apps
R. Pratt

Wrapper collecting pays off

Popsicle Industries, the company that supplies Dairyland with the license to manufacture a variety of stick novelties, also offers a gift list for returned wrappers. Recently it was noticed that one particular Vancouver family was sending, every year, a huge box of coupons all neatly packed in bundles of 500. On their last order the Haun family ordered a quantity of

T shirts and bath towels with 18,000 saved coupons.

Commented **Andy McNaughton**, Popsicles Industries General Manager, "I don't know how they go about saving this amount, but they must be a very enterprising family."

A phone call to the residence revealed that Mr. **Ernst Haun** collects them all by himself from parks and city streets. After a recent hip injury, Mr. Haun started taking long walks to recuperate, picking up wrappers along the way. He goes out every day as far as Stanley Park or U.B.C. and knows many corner stores where children are likely to throw papers on the ground. When he returns home he washes, straightens and even patches torn wrappers and adds them to the pile.

The Hauns are presently saving up for a big Christmas order which will provide some gifts for their grandchildren.



Your average, common burglar

John Bennett, assistant manager for Chubb Security Systems, lectures on alarm systems, locks, and safes at the B.C. Police College. He has compiled a break-down of the common burglar.

1. The average burglar is between 18 and 20 years of age. Predominantly male.

2. Most common times for the home are dusk to 11 p.m. and apartments 1 p.m. to 3 p.m. Monday to Thursday.

3. The favourite months are August and December.

4. Tools include screw-drivers, crow-bars, pry-bars, horseshoeing tools, a pipewrench, or a credit card.

5. Favourite items: (a) stereos, televisions, and tapedecks and cash (b) jewelry, fur, clothing and (c) small appliances, art or coin collections.

6. Favourite areas include dark unlocked houses, basement doors, apartments with only a privacy lock (push-knob type), homes without a lived-in appearance. (97% of Vancouver burglaries in 1974 occurred in vacant buildings.)

7. Burglar's attitude: hit fast and get out fast. Use the public's carelessness or sense of non-involvement to his advantage. Work armed—(most U.S. burglars carry weapons and Canada's average is 40%).

8. Need: Statistics show that 82% of burglars apprehended in 1974 were under the influence of drugs or planned to use the money for drugs.

9. Enemy: anyone who attempts to apprehend him.

10. Burglars shy away from working on a front or back door if it has an over-head light. Also, noise such as a radio.

Credit Union Scholarship Winner Announced

Christine Wills, 18 year old daughter of **Doug Wills**, Mechanical Maintenance Foreman at Burnaby, is this year's recipient of the Dairy Industry Credit Union Scholarship. She has



Christine Wills

been awarded \$500 to assist her in her present first year studies at U.B.C. Christine has achieved recognition in other areas for her academic performance. Last year as a high school student, she was awarded a \$600 Eric Kelly Scholarship at John Oliver Secondary school, in addition to a book prize for being the school's top English student.

She also entered the British Commonwealth essay competition and placed second in B.C. for a \$75 prize. The essay was then forwarded to London for international competition. The assigned topic was "The Commonwealth has evolved through the negation of Empire."

Christine is working toward her chosen career as a dental hygienist. Aside from her studies at the university she holds a part time job and is interested in sewing and tennis.

FVMPA staff deaths reported

We regret to report the deaths of three Dairyland employees over the past few months.

Don Brynjolfsson of the Valley Branch died June 15th. Don joined the Jersey Farms staff in 1951 and transferred to Dairyland in 1970. He was relief-man at the Valley Branch and spent much of this time canvassing new business—a job he did very well. He was fond of golf and travel in his spare time.

Sam Clifton, who passed away on August 29th was a long term employee at Dairyland. He joined the Association in 1954 and worked as a retail driver. In later years he transferred to the checking department at Burnaby. Sam was a member of the Canadian Legion and was interested in the Citizens Band radio club.

Ed Wilson of Burnaby's production department died September 23rd. Ed, who worked in the case unloading area, started at the Eighth Ave. plant working in the cooler and unloading retail trucks. He also spent several years at the Arctic Ice Cream plant. Ed had a lot at Sudden Valley, where he spent a good part of his vacation time.

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Dairyland
PACIFIC

Your money

by Mike Grenby

"Where can I get the cheapest loan?"

"Which is the best registered retirement savings plan?"

"The life insurance policy I bought as a money-saver turned out to be a money-loser—what should I do?"

"How can I get out of debt?"

"What's the best thing to do with the \$3000 we've saved up?"

The list of questions is endless, but the underlying question is always the same:

"Where does the ordinary person go to get objective financial advice?"

Unfortunately, there are few places you can go, and they tend to cost between \$50 and \$100 an hour.

There is plenty of free advice floating around, but most of it isn't particularly objective.



Mike Grenby

Unfortunately, there are few places you can go, and they tend to cost between \$50 and \$100 an hour.

There is plenty of free advice floating around, but most of it isn't particularly objective.

Still, with the right approach, you can draw on this pool of information to get the answers you need.

I'll go through this approach, then answer the above questions to illustrate how you might use the technique yourself.

I know of fewer than six companies that offer guaranteed impartial advice. And almost all of them charge not only an hourly rate but because they're interested in ongoing accounts, an annual retainer as well.

If you find people who profess to offer objective advice for nothing, ask how they make a living by being so generous with their time.

In other words, a life insurance salesman, banker, etc., will be happy to give you financial advice but in most cases, this advice will involve life insurance, bank deposits or loan, etc.

Even if there's no immediate return, your "adviser" is investing his time in you in the hope that you'll eventually do business with him. Now there's nothing wrong with this—as long as you're aware of these built-in biases.

I suggest this approach:

(1) Decide if you want/can afford the professional, objective advisers.

If so, look in the Yellow Pages under headings like "investment advisory services". Also consider accountants, tax lawyers, estate planners, etc., depending on your particular needs.

(2) Most people will choose the free, do-it-yourself method, which involves talking to a number of financial people.

Again, depending on your situation, look to bank (trust company, credit union, etc.) managers or other senior branch people, life insurance and perhaps real estate salesmen, stockbrokers, mortgage brokers, community resource people, etc.

Always try for personal references.

(3) Talk to other people in a situation similar to yours.

If you're thinking of investing in a revenue house, for example, talk to a friend, colleague or even a stranger who has a revenue home — ideally, somebody who's making money at it.

Now let's examine those five questions at the start of this column in light of the preceding steps.

Advice

Question One: The easiest way to start is to check the Comparing the Current Interest Rates table which runs every four to six weeks in The Vancouver Sun's business section.

If you know somebody who seems to be a bit of a financial whiz, find out where and how he or she borrows money.

Do some bargaining at the bank, perhaps offering to move your business if it means a better deal.

Question Two: It's almost impossible to compare every RRSP—there are just too many. Visit a credit union, trust company, bank, insurance salesman and stockbroker to get a sample of what's available. Then pick what's best for you.

Question Three: Discuss the problem with your insurance agent. And also talk to some other salesmen, ideally ones who can and will shop around for the best policy for you and not merely sell you their own company's products.

Borrow or buy some books on life insurance, read them and then talk to the best salesman again.

Because of the subject's complexity, really try here for a personal reference.

Question Four: Talk to the people who got you into debt—and this will probably include yourself.

Also talk to more disinterested individuals, such as those at a community or government debtors assistance division.

Somebody who's managed to crawl out of debt would be great, for both practical and psychological help.

Question Five: Getting investment advice is the easiest of all, for everybody will want to get hold of your money.

You'll hear of the advantages but to get the disadvantages, use this technique:

Ask the man promoting real estate or mortgages, for example, the negative aspect of investing in the stock market, and then ask the stockbroker the negative aspects of investing in real estate or mortgages.

If you have a reasonable amount to invest and your financial affairs are growing more complex, it might be worth your while to pay an objective financial adviser if the free, do-it-yourself approach doesn't give you all you need.

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Help appreciated

Tanker driver **Dave Hornsby** was commended by police when he stopped to administer first aid to highway accident victims. The accident occurred on the Trans Canada Highway August 6th at 6:20 a.m.

Sergeant E. L. Hill of the Freeway Patrol wrote, "Please accept our thanks and appreciation for the valuable assistance rendered to the injured persons involved and the constable in attendance."

D'land staff members join sailing voyage to Hawaii

A dream was realized this summer for two of Dairyland's workshop staff. **Al Wheatley** and **Henry Ricard** were members of a six man crew that made a 5,500 mile round trip sailboat voyage to Hawaii.

The *Princess Tian*, a 37 foot steel hull sailboat, set off July in pouring rain from the Royal Vancouver Yacht Club. The course took the traditional Trade Winds route, travelling south along the coast of the United States before heading out to sea.

Both Al and Henry were experienced sailors, but had taken extra studies in navigation while the trip was being planned. Because of commitments at work, each sailed one way of the voyage with the rest of the crew. Al took the first leg to the destination port of Kahalui, Hawaii, while Henry flew there for the trip home.

The worst part of the trip was getting started, as they were becalmed for three days off Cape Flattery in the Juan de Fuca Straits and almost had to turn back for shore. Once underway, however, they made good speed, finishing the voyage slightly ahead of schedule—25 days to Hawaii and, with better winds, 20 days for the return.

None of the six crew members had ever been off-shore sailing before and had to adjust to a few days of seasickness and occasional 20 foot waves in the open sea. Captain of the vessel **John Timm** had a 24 hour watch kept by two crew members throughout the voyage.

A close call with a freighter occurred about the half-way point. The freighter had passed narrowly by without seeing the *Princess Tian* as freighters normally do not use their radar during the day. The only other signs of life were whales, porpoises and flying fish.

The safe arrival home August 30th of the boat and its crew completed an adventure which had been painstakingly planned for the past three years.



The Princess Tian arrives in Vancouver harbour after completing a two month, 5,500 mile round trip voyage to Hawaii.



Crew members (l-r) are: Chris Timm, Ralph Franken, John Timm (Captain), Mark Timm, Henry Ricard (Dairyland maintenance mechanic), Dennis Franken and Al Wheatley (Dairyland maintenance mechanic).



Frank Hannah (left)



Wilf Balderson (left)

FVMPA retirements

Frank Hannah's retirement September 29th was celebrated at a dinner party at Chilliwack's Empress Hotel, with seventy staff in attendance. Frank was Assistant Plant Superintendent at Sardis, a position he has held for the past ten years, after starting out as a butter-maker. During his 41 years with the Association, he held two records—he had the longest term of any Credit Union Director (over 30 years) and he has played poker every Wednesday night since the war. Frank was also very active in the Staff and Welfare Club and other employee functions. He now plans to retire to his mobile home in Palm Springs.

Wilf Balderson, a cashier at the Valley Branch retired on August 13th after 29 years in the dairy business. Wilf started at Glenburn dairies as a checker in 1948, later transferring to Jersey Farms and, in 1970 to the FVMPA. Wilf was popular with the drivers who figure he saved them hundreds of dollars over the years in correcting their cash receipts. A retirement party was held in Wilf's honour August 10th at the Rickshaw in Whalley. Wilf now plans to devote some time to his favourite sports, golf and crib, after a trip through the Interior.

Cheddar cheese, continued

long term, this will also provide greater profitability."

The long range program is to retain the cheddar facility at Armstrong as a major source of cheese for the Association. In the meantime, plans are being developed to renovate or reconstruct the Sardis utility plant so that it too, can process cheddar cheese.

When this is completed, over a number of years, the Association will operate two manufacturing plants (Armstrong and Sardis), both producing cheddar cheese.

For a number of years the Association has been faced with a continuing problem of a reduced supply of industrial milk. This was brought about mainly through a Federal milk supply program. Declining markets for butter, powder and evaporated milk have aggravated the situation.

Cheddar cheese, however, has shown an exciting growth pattern re-

cently with British Columbians eating more cheddar per capita than most Canadians.

The switch to cheddar cheese as one form of marketing our industrial milk, was indeed timely. The decision to purchase the Dutch Dairies brand of Armstrong cheese was the far cheaper alternative to that of producing from scratch an FVMPA brand cheddar cheese.

"As a dairy we had no experience in producing cheddar cheese," commented Mr. Gray. "By purchasing an accepted brand name, we gain customer acceptance and the expertise necessary to continue producing a top quality brand of cheddar cheese."

**WAKE-UP! SHAPE UP!
WALK!**



Comings and Goings

Joining us:

Checkers—P.R. Harris
Burnaby Production—C. L. Garrett
J. S. Hinton
J. M. Davies

Garage—G. Behringer
Workshop—H. P. Stavenes
D. T. Gray
R. Rooney

Wholesale drivers—R. H. Olson
Special drivers—R. D. Jones
W. D. Cosh

Ice Cream drivers—B. C. Bevans
Route Accounting—S. H. McIvor
P. A. Batdorf

Supervisors—G. S. Morgan
Sales—W. J. McCurrach
Sardis office—V. Edwards
Burnaby lab—R. A. Watson
Nanaimo—L. Bailey
Courtenay—C. L. Reiser
Campbell River—N. Connelly
G. R. Nison

Port Alberni—J. W. Kocsis
D. L. Tomczyk
Prince George—L. R. Crowley
I. D. Tott

Quesnel—T. F. DeCillia
Vanderhoof—R. A. Murphy
Cache Creek—A. J. Reymer
Delair Office—G. Teyma
Powell River—W. L. Goodman
Smithers—E. M. Vandergrift
Terrace—S. D. Ames
R. L. Kennedy

Leaving:

Sardis production—E. S. Reid
Retail sales—A. L. Fenton
T. H. Pennefather
Wholesale drivers—W. R. Shaw
Ice Cream drivers—J. T. McEwan
Route Accounting—D. J. Kirkby
D. R. Giesbrecht

Couortenay—D. R. Dickins
Sardis Maintenance—L. R. Ellis
Sardis office—M. Doehle
Delair—R. I. McGuire
Burnaby production—B. Northorst
Burnaby lab—M. F. Gleeson
Pacific Milk sales—J. E. McEwan
Nanaimo—W. W. Jolly
Campbell River—G. J. Burbidge
S. M. Caverly
L. L. Fraser
Prince George—M. Vogler
H. R. Brook
Kitimat—A. Pauwels
T. J. Sandberg

Milk break

NOVEMBER-DECEMBER, 1977

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VOL. 3, No. 6



A \$4,700 cheque to Lions Gate Hospital was handed over by FRED GLOVER (far right) and BRIAN HALVERSON (far left), President and Vice President respectively of Dairyland's Staff and Welfare Club to Director of Nursing JOYCE CAMPBELL and Hospital Administrator JOHN BORTHWICK. The money from the staff's charitable donations fund will go towards the purchase of a new operating table.

Distribution Reorganizes

Distribution Manager, **Bill Hawes** has recently announced the following changes and appointments within the Distribution Department. These became effective December 1, 1977.

Len Hobson has been appointed to the position of District Manager, Okanagan / Cariboo / North - Central Area. Len will be responsible for the Branch Operations at Prince George (includes Quesnel and Mackenzie,) Williams Lake, Cache Creek, Kamloops, and Kelowna. His operational base is at the Kelowna Branch.

Bob Frazer assumes the position of Branch Manager, Prince George (to include depots at Quesnel and Mackenzie.) Bob reports directly to Len Hobson.

Ed Novakowski was appointed Route Foreman, Williams Lake Branch. Ed also reports directly to Len Hobson.

Rod Olson is now Route Foreman,

Kelowna Branch, again reporting to Len Hobson.

Bill Ingles has assumed responsibility for Branch Operations at Burns Lake and Vanderhoof.

Bill Osborne at Burnaby is responsible for Branch Operations at Squamish, and Wholesale, Fluid and Ice Cream Operations at Sardis (including Hope Branch.) **Charlie Webster** and **Don Hobbs** report to Bill Osborne accordingly.

Russ Webb will be responsible for Home Service Operations at Sardis Branch. Charlie Webster will report to Russ Webb in this regard.

Randy Williamson has been appointed to the position of Assistant to Manager, Distribution.

Thank you

Many thanks go to **Jim McClatchey**, Night Checker, for donating the Christmas flowers at the Burnaby reception desk.

Name the Dairy Food contest announced

A two week trip for two to Hawaii is the grand prize in a new "Name the Dairy Food" contest open to all FVMFA employees.

A brand name is needed for future dairy products that may include cheese, butter or butter and margarine spreads. These products will be manufactured under a common label with the members of the Western Canada Co-operatives.

This group, of which the FVMFA is a partner, includes Central Alberta Dairy Pool, Dairy Producers Co-operative of Saskatchewan, and Northern Alberta Dairy Pool. It was formed for the purpose of defraying the cost of converting to metric sizes and bilingual labels by using a common package design for certain products.

Employees and their families of the FVMFA and the above dairies are all eligible to enter the Name contest. The rules are easy. Send in as many names as you wish to your Sales or Marketing Manager. Be sure your own name is on your entries. The brand name you choose should be easy to say, easy to remember and **not used by anyone else**. It should be a catchy name and one that identifies with a dairy food.

The judges will consist of a committee chosen from the Sales Managers, Marketing Managers and Advertising Agencies among the dairies. The contest closes February 1st, 1978.

Grand Prize

Winner will receive a two week Sunflight Trip for Two to Hawaii, accommodation included.

Runners-up Prizes

Some lucky person from each of the three dairies not winning the grand prize will receive a Polaroid Land Camera.

To all Staff

1977 — Truly a year to remember — conversion to metric — introduction of new packaging concepts and systems — installation of the new "Gasti" equipment — the purchase of Dutch Dairies and our entry into the Cheddar Cheese market — and much more.

It has been a year of accelerated change — exciting, frustrating, challenging, and just plain, hard work for us all at Dairyland.

The combined energy of all employees — in all departments — made these changes possible — changes that will contribute greatly to the growth and success of the Association.

On behalf of the Dairy Farmer members of the F.V.M.P.A., their Board of Directors, and Management, may we express our appreciation for a job well done. May we also at this time extend to each of you and your families the compliments of the Christmas season and our best wishes for the new year.

Neil Gray
General Manager

Gordon Park
President

New Customer Promotion

A highly successful new customer promotion was launched in September. The four week drive netted 2870 new customers to be served by Dairyland Home Delivery.

Efforts by drivers and their reliefman working as teams resulted in some large numbers of customers being recruited on individual routes. Two routes tied for top spot and two tied for second, with very little difference between the two, in number of new calls.

The top two routes were #319 and #439 operated by **Ron Worsley** and **Bill Barnes** and by **Ron Weir** and **Ron Elliot** respectively. Both solicited 67 new customers over the month. **Ken Saunders** and **Bill Wendland** on #431 and **Arnie Begg** and **Bill Wendland** on #434 started 65 new customers in their areas.

The efforts of **Mike Vinter** with foremen **Gordie Johnson** and **Jim Coleman** were rewarded as their group of routes showed the highest aggregate placings.

Results indicate the type of spirited effort put into the promotion by individuals, with an appreciation for those who enthusiastically participated expressed by all supervisory staff.

TOP THREE SUPERVISORS AND FOREMEN

M. Vinter G. Johnson/J. Coleman
B. Morton A. Edinger
R. Neil D. Cross

Customer Count

319	67
439	67
431	65
434	65
437	57
304	52
452	52
201	47
320	46
430	45

TOP TEN ROUTES

Driver	Reliefman
R. Worsley	W. Barnes
R. Weir	R. Elliott
K. Saunders	W. Wendland
S. Begg	W. Wendland
R. Bjarnason/W. Webster	R. Elliott
R. Greer	P. Blashill
J. Genereaux	E. Train
T. Schalkx	A. Wagner
J. Masterman	R. Johnston
D. Roche	J. Allison

Comings & Goings

Joining us:

Checkers—B. R. Green
J. McMahon
R. G. House
Retail—B. Clubine
M. A. Seller
Special Drivers—J. A. Logan
W. A. Henter
A. H. Gruninger
R. J. Langis
R. Olson
Route Accounting—M. S. Clifford
L. Ticehurst
Production—S. O'Sullivan
B. A. Fletcher
K. A. Ingram
Delair—G. D. Kelly
Janitors—F. M. Sudjanen
Wholesale Shipping—D. P. Kelley
M. D. Tataryn
Garage—P. S. Heaster
Powell River—L. M. J. Ouellette
General Office—M. B. Uberall
Squamish—R. L. Clark
Data Processing—B. I. Olson
Burnaby Butter/Ice Cream
J. D. Chubak
M. G. Butterworth

Leaving:

Delair—K. H. VanWormer
Wholesale Drivers—R. Olson
Production—F. L. Hrycenko
Retail Drivers—R. D. Orton
J. C. Spankie
Courtenay—R. G. McGlashan
Port Alberni—J. McRae
Campbell River—L. D. Ennis
Prince Rupert—L. Basso
Powell River—E. A. Wright
Sardis Production—J. A. Deweert
Butter—G. Euler
Route Accounting—R. Welsch
Prince George—K. S. Laurie
J. F. Decillia



Fletcher Horney

Retirement

Fletcher Horney put in his last shift at the Delair plant on November 10th, his day of retirement. Fletch started work at Delair in 1941 and spent most of those years as butter fat tester and lab assistant until the laboratory facilities were moved to Burnaby. Since that time he has been Assistant Shipper.

Fletch will continue to grow a big garden and he and his wife **Win** hope to do a lot of summertime travelling.

Deaths Reported

The employees at the Delair plant were shocked on November 12th to hear of the very sudden death of **Joe Meleg**.

Joe was born in Hungary June 25th, 1937 and later emigrated to Canada. He started to work at Delair in 1965 and at the time of his death he was employed in the canning room.

Besides his wife Julianna, daughters Julianna and Elizabeth and young son Josef George, he is sadly missed by his friends at Delair.

We regret to report that **Hugh Robin**, a former Arctic Ice Cream Sales Manager and a member of the FVMPA Quarter Century Club died on December 13th. Hugh joined the Association in 1947. When the Arctic division moved to the Burnaby Plant, he was appointed Assistant Sales Manager for Dairyland products. Hugh retired from active service several years ago.

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Credit

by Mike Grenby

Once upon a time it might have been love that made the world go round. Today, however, with all those revolving accounts, the credit for this feat assuredly must go to . . . credit.

The trick is to make sure that you know how to control and use credit for your own ends and not allow credit to use you. That's far more easily said than done.

There's a constant pressure, often more subtle than overt, in our materialistic society to go into debt.

The emphasis is on the "buy now" and let the "pay later" take care of itself.

Too often, while this approach may take care of the credit-granter, you the borrower can get into difficulty . . . and then who'll take care of you?

The example of the newlywed couple illustrates this problem:

In their first years together—perhaps as soon as they're married—the newlyweds want to have all the things they've known in their families' homes, things it probably took their parents 20 to 30 years to gather.

It's a natural desire, and the credit-granters are quick to capitalize on it.

With both husband and wife working, there's probably enough money coming in to support quite a lavish credit habit and buy the car, colour TV, furniture and all the rest.

But if the debts incurred take five years to pay off and the wife gets pregnant and stops work only two or three years, there could be problems.

Newlyweds aren't the only ones. Everybody wants more than he or she can afford. To my mind, the best way to use credit is to pay off your bills in full each month and never allow your account to start revolving.

However, only one person in three does this. The rest carry outstanding balances and pay 12 to 24 percent interest a year as a result.

Don't be fooled by seeing 18 percent interest expressed as 1½ percent a month, as it invariably is.

After all, 1½ percent a month is still 18 cents of interest for every dollar of debt, or \$18 on every \$100.

Whenever you think of buying something on credit, add that cost of credit to the purchase price. If you're planning to buy a \$500 TV on credit and the interest charges will total \$150, is the TV worth \$650 to you?

"But if I wait until I save up the \$500, by then the TV will probably cost \$650 anyway," you say.

"Besides, I don't have enough will-power to save \$500. At least with the payments, I have no choice".

I'm not saying you shouldn't pay \$650 for a \$500 TV. What I am saying is that you should consider this added cost before you make a decision.

Some people might be able to save \$500 in a fairly short time, or perhaps know they'll be getting a \$500 tax refund or retroactive pay cheque in the near future.

Wouldn't you wait six months to save \$150?

If you can discipline your use of credit, you can really come out ahead.

For example, if you use a credit card on a holiday trip and run up expenses of \$600, it could easily be a month or more before the bills clear back to your account (although this period is getting shorter as computer use increases). Then you probably have almost another month from your billing date before you have to pay up.

But it's easy to forget about that \$600 debt hanging over your head. When it does finally drop on you, will you have \$600 available to pay it off?

You can also use a credit card to take advantage of sale price clothing, furniture or housepaint—you mightn't have the \$50 or \$500 on hand at the time of the sale.

Even if you do take a couple of months to pay off the debt, the interest you pay over such a short period will probably be much less than the money you saved, so you'll be ahead.

But if you end up trapped into allowing the indebtedness to drag on, then the saving on your sale buy will soon be wiped out by the interest charges.

Whenever you make a major purchase, you should always try to push for a 30-60-90-day plan, or a 90-day-no-interest plan.

Many major merchandisers, particularly the department stores, will allow you to spread your payments over 90 days without interest, depending on the amount and type of purchase.

This type of no-interest plan is only rarely advertised, so be sure to ask for it.

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Credit, continued

No matter what the credit-granters say, a credit card encourages you to spend money.

You have little if any sense of spending money when all you do is sign a slip of paper. It hits you only at the end of the month.

If your credit habit is getting you into financial problems, cut up your cards and go back to buying everything with cash.

Not only will the inconvenience of carrying cash slow you down but seeing the dollar bills in your wallet or purse disappear will have a much greater impact than even writing cheques, let alone using a credit card.

Finally, if you are having credit—or rather, debt—problems, get professional help.

Communicate both with your creditors to explain your problems and with a helpful, competent person at your bank (trust company, credit union) or at the debtor assistance division of the B.C. department of consumer services.

This help is free and can only improve your position.

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Of interest . . .

Gail Christie and **Gerry Amantea**, both of the Burnaby Lab, were named as assistants to a research paper published in the *Journal of Mammology*, Vol. 58, No. 3, Aug. 77. The paper investigated "changes in the nutrient composition of milk of black-tailed deer during lactation". Gail and Gerry were credited for their work in carrying out the milk analyses.

Harry Dexter, Retail Route Foreman, was recently complimented for his good memory in a letter from customer, Mrs. E. Russell of Vancouver. Mrs. Russell had given three one dollar bills and a twenty, thinking it to be four ones. Harry realized the mistake while he was cashing in and forwarded the overpayment back to her.



"I thought I'd better mention that somebody's foot is sticking through our ceiling."

Money Management

What do you know about your money?

What is a budget?

Do you know how much money you make per month?

Do you know what your pay deductions are?

How much do you spend on food per month?

How much is your car maintenance per month?

What are you spending on clothes?

What are your entertainment expenses costing you?

If you cannot readily answer the above questions then perhaps you are in need of some type of budget counselling.

Fill in the sample budget below and see how you are doing!

- A. Calculate your net take home pay. (This is the amount after your deductions). Include all incomes. \$.....
- B. List all monthly bills, such as,
 1. Light, heat, fuel, water, telephone, cablevision, etc. \$.....
 2. Charge account monthly payments and loan payments \$.....
 3. Rent or Mortgage Payments. (Taxes if applicable, divided by 12) \$.....
 4. From previous months, list car expenses
 - a. Gas \$.....
 - b. Maintenance (list all car expenses during previous year, divide by 12) \$.....
 - c. Insurance (Total amount divided by 12) \$.....
 5. Food costs \$.....
 6. Family clothing \$.....

The difference between Sections A and B is what you will have left for all other expenses such as:

- Entertainment \$.....
- Savings
- Holidays
- Gift Buying
- Replacing furniture or car etc.

This amount should be carefully discussed as to what your priorities are and once a decision is made, to then keep to it as best as possible.

The suggested per cent of income that your expenses should be are as follows:

Savings, Insurance	5-10%	Health, Miscellaneous	14-30%
Housing	18-30%	Transportation	10-15%
Home operation	5-9%	Clothing	8-15%

A detailed budget book is available at your credit union. Drop in and ask for one.



A multitude of Christmas trees adorn Burnaby's offices this season. Tiniest among them, but no less festive, is this one grown from a twig by Lab Secretary, BETTY LOU STRACHAN, (missing from photo). Admiring it are SUE STEVENS, Lab Technician and BOB FOWLER, Night Supervisor.