

Fraser Valley

Milk Break

1967

Okulitch Named New G.M.

Appoint L. A. Atkinson To Dairy Commission

Lyle A. Atkinson stepped down from his position as FVMPA's General Manager Dec. 31 after serving the Association for nearly 41 years.

There was sadness and joy in Mr. Atkinson's departure. Sadness because he took with him decades of valuable knowledge of the dairy processing business. Joy because Mr. Atkinson moved to Ottawa as one of three appointed members to the Canadian Dairy Commission, a high post in Canada's public service.

Ottawa Announcement

Announcement of the appointment was made in Ottawa Dec. 2 by Federal Minister of Agriculture **J. J. Greene**. So, Mr. Atkinson tendered his resignation to the FVMPA.

The objects of the Commission, are to "provide efficient producers of milk and cream

with the opportunity of obtaining a fair return for their labor and investment and to provide consumers of dairy products with a continuous and adequate supply of dairy products of high quality."

Raised in B.C.

Mr. Atkinson was born in New Westminster. He attended the University of B.C., graduating in dairy bacteriology in 1925. It was followed by the obtaining of a masters degree in 1935.

He was employed by the FVMPA in 1923 as an ice-cream freezer operator and later, in 1925 as an assistant-bacteriologist, commencing a career that has spanned 41 years in the milk business. In 1929, he was appointed Chief Bacteriologist, a position he held until 1944. In that year he became Production Manager for the FVMPA.

More Duties

By 1946, Mr. Atkinson assumed additional responsibilities as Assistant General Manager of the Association. The year 1948 also brought him into the direction of the organization's Dairyland Fluid Milk Division as Manager.

He was appointed FVMPA General Manager in 1959.



George J. Okulitch

Gavel Presented To New School

A summer replacement mail clerk at the Burnaby FVMPA plant played a part in the opening of the new Centennial School in Coquitlam recently.

Bob Gordon, son of **George Gordon** who is a Dairyland wholesale supervisor, presented the Centennial students council with an inscribed gavel and block. Centennial students formerly went to the Como Lake School. When their new school was completed, they conducted a mass trek to it. Bob and his executive went along as a friendly school to school gesture.

Start in Bacteriology Leads to Key Post

George J. Okulitch has assumed the duties of General Manager of all Fraser Valley Milk Producers' Association operations.

The appointment was announced Dec. 15 by FVMPA President **H. S. Berry** when he held a meeting with department managers at the Burnaby plant.

Mr. Okulitch stepped into the office Jan. 1 formerly occupied by General Manager **L. A. Atkinson** who was appointed to the National Dairy Commission earlier that month. (See story elsewhere in Milk Break).

35-Year Service

For 35 years, Mr. Okulitch has been connected with the FVMPA. He graduated in agriculture from the University of B.C. in 1933 and went to work for the FVMPA. He obtained his Master's degree in 1935.

In 1946, Mr. Okulitch became the Association's Chief Bacteriologist and Director of Research. Two years later he was promoted to Production Manager and then in 1962 he became the Assistant General Manager.

From 1939 to 1945 Mr. Oku-

litch interrupted his career to serve with the Canadian Armed Forces in the Second World War. He was with the Canadian Army in England, France, Italy, the Middle East and as Military Attache with the Canadian Embassy in Russia. He left the services holding the rank of Lieutenant-Colonel.

Numerous Activities

Mr. Okulitch currently is president of the Vancouver Milk Foundation and holds membership in Sigma Tau Upsilon Honorary Agricultural Fraternity, the Agricultural Institute of Canada, B.C. Institute of Agrolgists, the Vancouver Rotary Club, and the Burnaby Chamber of Commerce. Mr. Okulitch also is an avid sportsman.

Morton Promoted

William Morton has been promoted to the position of Holiday Relief Man, relieving two retail routes. The promotion recently was announced by retail District Manager **P. R. Condon**.

Neil T. Gray Promoted FVMPA Assistant G.M.

Neil T. Gray has been appointed Assistant General Manager for the FVMPA, stepping into the position vacated Dec. 31 by **George J. Okulitch**.

Mr. Gray has been Marketing Manager. He will continue to be responsible for these operations in the Dairyland Fluid Milk and Ice Cream Divisions as well as the Pacific Concentrated Division.

His appointment was one of the first duties of Mr. Okulitch as the Association's new General Manager.

Starting work in the FVMPA labs in 1940 after graduation from University of B.C. in agriculture, Mr. Gray worked his way through the ranks as a bacteriologist to Chief Bacteriologist.

He left the Association in 1957 to become B.C. sales representative for the Creamery Package Manufacturing Co. However, in 1960 he returned to the FVMPA to become Manager of its subsidiary company, Shannon Dairies.

In mid-1963, he was appointed Marketing Manager for the Association directing the



Neil T. Gray

Dairyland fluid milk, Pacific and Arctic Ice Cream divisions.

Mr. Gray is a past president of the B.C. Institute of Food Technology. He is a member of the B.C. Institute of Agrolgists and past president of Sigma Tau Upsilon (honorary agricultural fraternity). He also is interested in Rotary Club activities.

During the Second World War, Mr. Gray served with the Canadian Army in overseas areas.



Mr. and Mrs. **L. A. Atkinson** say goodbye to Burnaby plant employees at a coffee party in the W. J. Park room. The reception was held between Christmas and New Year's Day. Talking to the Atkinsons are, from the left, **Fred Heathcoat**, **Bob Muter** and **Joe Edmundson**.

Fraser Valley Milk Break

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J. L. GRAY, Public Relations Manager
JACK JAMIESON, Editor

CORRESPONDENTS

Bill Amos, eastern district retail; Wilf Graham, wholesale relief; Dairyland retail eastern district; Jimmy Cunningham, ice cream shipping and sales; Kurt Wiersing, ice cream production; Jim Watson, production stores; Doug Wills, workshop; Lloyd Kinchen, Dairyland shipping; Howie Stevenson, tab room; Marcey Adams and Doris Mogridge, general office; Murray McLeod, garage; Ruth Morrison, executive offices; Bob Hind, Haney; Roy Luty and Frank Hannah, Sardis; Ron Fleming, Dairyland Sardis, and Dave Thomson, Pacific Milk.

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

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

Senior Staff Says Farewell to Atkinson

A surprise luncheon for L. A. Atkinson was staged by 40 FVMFA executives in December to wish the best to their departing General Manager who was heading for Ottawa.

Now General Manager, then Assistant George J. Okulitch, was master of ceremonies during the luncheon and he paid high tribute to his boss.

"He (Mr. Atkinson) always created a sense of respect as a person," he said. "He has instilled loyalty not only to the Board and the Association but also to us. He does this without any apparent effort."

Mr. Okulitch made reference to his "boss'es" sympathy and patience with problems brought to him by others.

"He taught us the straight forward approach, an honesty towards life," said Mr. Okulitch. "Many of us were fortunate to have been associated with 'LA.'"

The executives presented Mr. Atkinson with a set of golf clubs and other golf equipment.

Dips and Whips Top the League

First half winners of the Dairyland mixed 10 pin bowling league were the Chip Dips and the Whips.

The high averages up to Christmas were rolled by Jim Vanstone at 178 and Lil Vanstone at 155. The high three game average at the same time were picked up by Jim Vanstone with 633 and Patricia McKay with 547.

Bill Whyte with 234 and Terry Hanna with 212 topped scores for the high single games.

To Handle Picnic

Walter Nielsen and Colin Kelsey have agreed to be co-chairmen of the annual staff picnic this summer.

Site and date of the picnic have not yet been set.



Ralph Ruddy, president of the FVMFA Staff and Welfare Fund, presented Mr. Atkinson with a marble-based desk pen set. The presentation was made during the afternoon coffee party in the W. J. Park room.

Four Day Course

Pacific Milk Salesmen Gathered in Vancouver

Eighteen Pacific Milk sales representatives — from Victoria to Winnipeg — converged on Vancouver in January for a four-day meeting.

Jack Aird, Pacific's Sales Manager, said that it was the first time that all Pacific Milk representatives had been brought into meetings all at once. The men went away from the sessions with what many suggested was a firmer understanding of the Pacific Milk division of the FVMFA and how it fits into the whole co-operative business.

Visited the Plants

The men toured all three company milk plants (Burnaby, Abbotsford and Sardis) and they talked with plant superintendents and employees about the operations. With the Pacific Milk products manufactured at the two country plants, the men learned about the many quality control tests that are conducted on evaporated milk and the various types of skim milk powder. They also found out how any of their inquiries and complaints are handled when they are sent in from the salesman.

American Can Co. also was on the list of places to tour. This company manufactures the

cans for the evaporated milk.

Inside the Burnaby plant, the sales representatives met senior company executives, several FVMFA directors, and many of the people behind the scenes who assist Pacific Milk representatives.

Advertising Program

Representatives from Lovick advertising agency presented Pacific Milk's 1967 advertising program so the salesmen would know about the promotions.

Tieing up the four days was a book presented to each sales representative outlining the policies and conduct he should follow when in the field. It was the first time such information important to the representatives had been contained in a "bible for Pacific Milk sales representatives."

Hamper Winners

Pat Lysiuk in data processing and Jerry Gentile in the engineering room were winners in food hamper draws at the Service Department's Christmas Dance.

the Manager Comments

by G. J. Okulitch
FVMFA General Manager

In the December issue of Milk Break, our General Manager at that time, L. A. Atkinson, reviewed the Association's operations for the year by noting "that 1966 has been a reasonably satisfactory year."

Now that Mr. Atkinson has become a member of the National Dairy Commission in Ottawa, may I add my appreciation to everybody in our organization who has helped during 1966. And as your new General Manager, I look forward to a pleasant personal relationship with all of you.



Looking Ahead

It's a natural thing to look at 1967 wondering what is in store for us during the year. We cannot expect it will be much different from the past. Along with some of the old problems, we will be faced with many new ones.

Two predictions for 1967 — and they are quite obvious ones I believe — are that the volume of our business will continue to grow and our costs of operation will rise.

Close to the Line

T. B. Cooper, President of the National Dairy Council of Canada, recently told the annual convention of the Ontario Milk Distributors Association that "the vast majority of Canadian dairy processors today are operating on a break-even or loss basis."

He also stated: "If this situation is permitted to continue for any period of time it will mean bankruptcy or discontinuance of operations on the part of scores of efficient dairy plants."

Constant Vigilance

We must see that this grim prediction does not happen here. Our Association now has an efficient, well-equipped plant with a resulting low in-plant cost. We will survive and prosper by developing a highly productive and efficient distribution system. Meeting rising costs only by increasing the price to consumers without increasing productivity will invite competition by non-dairy products or cheaper substitutes.

I am confident that with your co-operation and effort we will successfully, as we have done in the past, meet this challenge.

CU Meeting

The annual meeting of the Dairyland Credit Union will be held Feb. 25 at the Royal Canadian Legion Hall at 4356 East Hastings St.

CU manager Cy Jones reports that the meeting will start at 8 p.m., last about an hour, and then members will have a dance and social. It's free!

What \$\$\$ Can Cost

Do you know that interest charges are the "cost" of money?

Would you pay \$300 for a TV set at one store just because you were there, knowing the same set could be purchased for \$250 at another store? Of course not! Not many people would.

But how many people are willing to pay higher "prices" through payment plans at many retail stores rather than bargain hunt at their Credit Union?

Do you always check money "prices" at your Dairyland Credit Union? We suggest you do.

Here are some of our Credit Union bargain specials: for a \$400 (life insured) loan repaid in one year, the interest "price" or charge works out to \$26.48; for the same \$400 (life insured) loan repaid over a period of two years, the interest would amount to \$51.92.



Pacific Milk representatives from all over Western Canada ended a tour of the Abbotsford evaporated milk plant in the warehouse. They are, from the left: Lee Alberts (Prince George), Dick Grahame (FVMFA market research, Vancouver), Norm Kelly (Vancouver), Lawrence Schmidt (Saskatoon), Jack Aird (sales manager, Vancouver), Bud Richards (Saskatoon), Gil Wilson (Regina), Doug Pilgrim (Winnipeg), Gerry Campbell (Vancouver), Ted Harford (Calgary), Bill Robertson (Calgary), Cec Shingles (Victoria), Jack Bailey (Edmonton), Jim Snell (Penticton), Ernie Emmott (Calgary), Roy Gorman (Vancouver), Les Taylor (Vancouver), Al Wesley (Edmonton), Al Knight (Brandon), Bob Craig (Abbotsford assistant plant superintendent), Fred Clayton (Vancouver), Frank Forrest (Abbotsford plant superintendent).

60,000 Pounds of Milk

Processed in One Hour

New Pasteurizer Unit, Largest in Canada

The largest pasteurizing unit of its kind in Canada was put into operation at the Burnaby plant just before Christmas.

The pasteurizer and accompanying homogenizer handle 60,000 pounds of milk an hour. This set replaced a 15,000 pound an hour pasteurizer and homogenizer although two other pasteurizers with a total capa-

city of 30,000 pounds continue to operate on the plant's production floor.

Preparation for the eventual installation of the units started early last year. After the planning was completed, a new glycol system (this is used for cooling) was set up in the boiler room and piping was extended into the production floor. Next

alterations to the intricate automatic valve system were done. Welders and maintenance crews spent a long night in the plant making the changes. The valve system controls the milk flow

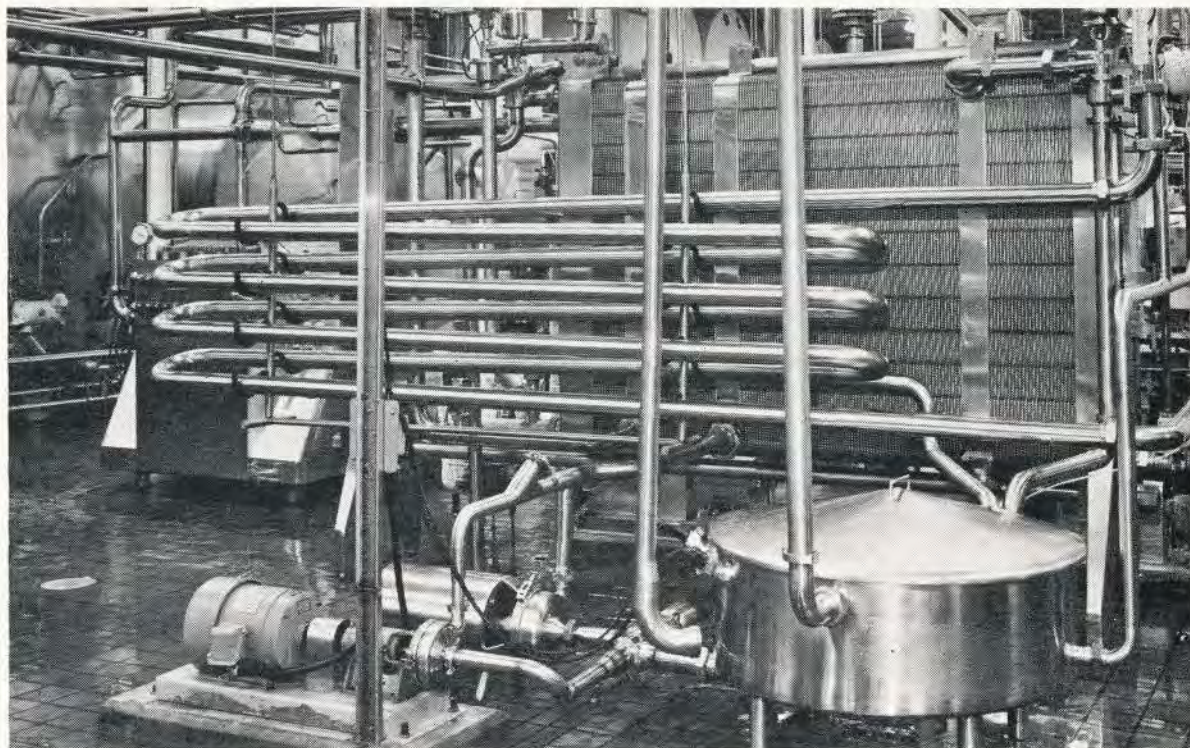
throughout the production area.

Last fall, the radiator-like pasteurizer was assembled on the production floor. Then the 15,000 pound an hour pasteurizer was dismantled and the new

unit was skidded into place. What seemed like mere hours later, the pasteurizer and homogenizer were hooked up and the milk flowed through the lines.



Orie Kroeker, left, and his assistant, worked all night last fall making the changes in the automatic valve system. The valves are located near the holding tanks above the production floor. The valves are made from stainless steel.



Milk takes almost 17 seconds to flow through this 98.7-foot stainless steel pipe on the new pasteurizer. In other words, milk flows through the pipe fast enough to fill 388 quarts of milk every minute. In addition to the new units, two existing pairs of pasteurizer-homogenizers handle an additional 30,000 pounds of milk an hour at the Burnaby plant.

Service Department's Annual Christmas Dance



Geoff Lewis was the winner of one of the door prizes. It turned out to be a wooden block of Fraser Valley butter.



The Jimmy Cunninghams were winners of the nicest smiles at the party this year. Jim confides that eating plenty of ice cream builds smiles.

The seventh annual Service Department's Christmas dance was another of those resounding successes. Hard working committee this year was made up of Jim Defries, Dan Fleming and Walt Moran. The dance was held at a hall on East Hastings Street.



Heaping plates for food were prepared in the kitchen of the hall by two pleasant catering assistants hired for the evening. The food was served half way through the party.



Door prize winners Mrs. Jack Phillips and Norm Tupper get their gifts from dance committeeman Walt Moran. Several prizes were distributed throughout the evening.



Dancers Doreen Hamilton with Al Lightbody, Anne Jessop with Doreen's husband and Fred Glover with Sharon Kois enjoyed themselves, according to the expressions on their faces. The hall was filled to capacity for the annual Christmas party.

"What's your son going to be when he gets out of college?"

"I'm not sure," was the reply.

"But from the letters he writes home, I'd say he's going to be a professional fund raiser."

Fleet Tanker Drivers Snuggle a Tachograph



Aden Ford, right, gets the final word from retiring John Masson before taking over as chief engineer of the Abbotsford plant. Aden was transferred to Abbotsford from the Sardis plant.

Retiring Engineer Served Ships and Milk Plant

JOHN M. MASSON was looking through a newspaper when he noticed that the Fraser Valley Milk Producers' Association wanted a second class engineer at Abbotsford. That was more than 18 years ago.

He had spent 25 years of his life at sea as an engineer. It was a trade he had followed from his father. It was a good life although a seaman in those days spent a lot of time away from home.

Answered Advertisement

"I could see that the hey-day of the Canadian merchant marine service was just about over so I answered the newspaper advertisement," he said. "Been here ever since."

So on Nov. 30, Abbotsford's Pacific Milk Plant chief engineer retired to his five-acre farm at Aldergrove.

A Good Life

"The sea was a good life," John recalls. "I spent five years in apprenticeship with McKee and Baxter in Glasgow before going to sea and then I travelled to ports all over the world."

Several Plant Changes

And there have been changes at the boiler rooms of the Ab-

botsford plant too since John first went to work there.

Old Coal Burner

"We burned coal for a year after I came here," he said. "That was a problem because we had to get rid of all the cinders. Then we switched to oil and later to natural gas with oil standbys. A big saving in fuel."

In 1958, the new building to house the two boilers was constructed.

Employees Moved

Aden Ford who was chief engineer at Sardis has been transferred to Abbotsford as chief engineer. The staff includes four shift engineers, a helper and four mechanics.

Meanwhile at Sardis, Jack Slykerman from the Abbotsford plant has taken over as chief engineer. The staff includes four chief engineers, four mechanics and three helpers.

Pinchbeck Elected

George Pinchbeck has been elected president of the FV-MPA Rod and Gun Club. At a meeting Jan. 24, Barry Crane was re-elected vice-president and Lloyd Kinchen was re-elected secretary-treasurer.

Almost every FVMPA milk tanker driver has a passenger snuggled up in his truck cab. It's an Argo Tachograph Recorder.

The "tach" — the drivers' friendly policeman—determines if the driver is handling his vehicle properly as well as finding out how long he takes at each farm for a milk pickup.

All Diesel Trucks

All FVMPA diesel trucks are equipped with the "tachs" and the rest of the Association fleet eventually will be outfitted with the equipment.

Traffic Manager Wally Kendall says the first unit was put into a truck in 1958 under a program authorized by the Board of Directors.

Routes Planned

"It helps in planning new routes," he says. "And we can see where a truck may have time for additional calls."

Today the FVMPA farm fleet is composed of 16 farm pickups and five tractor units. These serve farm tank shippers throughout the Fraser Valley. Because of new members and others retiring from the milk business, the tach is able to provide Wally with an exact accounting of the time it takes a driver to stop at a farm, unload the bulk tank, drive to the next farm, etc.

How It's Read

One side of the tach marks the times. The marking can be read in the plant when route alterations are made.

The other side of the tachograph — commonly called the RPM side—is sent to a special service for interpretation to see



The markings on the "tach" discs are checked to see how long a stop is taken at a farm tank pickup.

what needs correcting in the man's driving.

As Wally explains, "It shows us if the driver is operating the truck in the proper manner."

Interpreted Results

This side of the tachograph is returned from the reading service with the interpreted results which fleet supervisor Joe Robinson and Wally pass on to the driver.

Tied in with the tachographs has been a continuing education program for drivers. Through the Automotive Truck Association, FVMPA drivers are taking courses on diesel operation. Each course lasts eight weeks.

"We are getting as many men on the course as fast as we can," says Wally.

Number of Drivers

All together, there are 48 drivers for freight, semi-trailer and farm pickup trucks.

In addition to the regular duties of milk collecting, the drivers take orders for cleaners, sterilizers, etc. stocked at all FVMPA plants and deliver it during the next call to the farm. This is a service much appreciated by the dairy farmers.

Your Leader, Please

Then there was the Martian who landed on Earth right in front of a filling station. Facing one of the pumps, he said: "Take me to your leader." No answer. He repeated the command five times. Finally he yelled at the pump in a loud voice: "You might hear me better if you took your finger out of your ear!"



Farm tank pickup driver Lin Harris takes the tachograph recorder disc out of the truck at the end of a run and gives it to Traffic Manager Wally Kendall. All FVMPA tank diesel trucks are using the "tach" system.

Fire in Family Car Doused by Trucker

Quick thinking and fast action with a fire extinguisher probably saved a car owned by Dairyland's fleet supervisor JOE ROBINSON.

As Joe tells it, his wife was driving in the region of Lougheed Highway and North Road when the fire started under the hood of the car.

Along came a truck. The driver spotted the car, pulled off the road and grabbing a fire extinguisher doused the flames.

The good citizen turned out to be NORM ROBBINS who drives a hauling truck between Haney and the Dairyland Burnaby plant.

"Thanks to him," says Joe, "we still have a car."

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Tona Turra unloads cases of Pacific Evaporated Milk as they come up to the top of the conveyor belt in the Abbotsford plant's new holding warehouse. The building and equipment went into operation last spring.



Fred Gillberg and Fred Goldsmith make adjustments to the new conveyor system. The cases of canned milk leave the production floor of the Abbotsford plant, slip under the railway tracks before moving upwards into the holding warehouse.



Centennial ice cream soon will be introduced throughout Canada. Burnaby ice cream department currently is making the tasty product. **Syble Norris**, left, and **Lorna Holmes** look over the Centennial maple leaf mould which fills cartons with a different flavor than the ice cream in the container.

Voyageurs Use Pacific

Paddlers in the Centennial Voyageur Canoe Pageant will have Pacific Milk products on board when they embark on a four-month trip to Expo 67 from Rocky Mountain House on May 24.

The men will have in their food supplies tins of Pacific Evaporated Milk for their coffee and Pacific Buttermilk Powder for their breakfast pancakes.

Jack Bailey, Pacific sales representative at Edmonton, sparked the idea of the canoeists using Pacific products on the Alberta, Saskatchewan and Manitoba legs of the trip. Accepted by Pacific Sales Manager **Jack Aird**, plans have gone ahead to tie in wholesale and store advertising for the milk when the canoe trip gets underway.

The canoes representing all areas of Canada are expected to arrive at the Expo site at Montreal on Sept. 3.

"Now that we're married, my dear," said the groom, "I hope you won't mind if I mention a number of little defects that I've noticed about you."

"Not at all, dear," the bride replied sweetly. "It was those little defects that kept me from getting a better husband."

Udder Brier

Bud Skips Top Rink In Dairyland Bonspiel

The **Bud Thompson** rink from Sardis made a clean sweep at the Dairyland Bonspiel held March 18 at the McPherson Curling Centre in Vancouver.

FVMPA Comptroller and competitive curler **Moffat Goepel** presented the Thompson rink with the coveted trophy, **The Udder Brier**, emblematic of curling supremacy during the one-day event.

Last fall, Bud skipped a team at a bonspiel at Seattle where he beat former world champion, Dr. Frank Crealock, by a score of 9-8. No wonder Bud wears such a broad smile when he talks about curling.

Thirty-two persons participated in the bonspiel which drew Brier-class curlers from the Abbotsford, Burnaby and Sardis plants. The spiel was held as a follow-up to a highly successful curling party hosted by Sardis FVMPA employees earlier in the year at Chilliwack.

Second place honors went to the **Neil Gray** team made up of

Bob Hassard, **Mrs. Howie Stevenson** and **Mrs. Dawn Jamieson**. Neil's wife substituted for Mrs. Stevenson in the final game due to another bonspiel that tied up Mrs. Stevenson in the final event.

B event winner was the **Dick Price** rink composed of **Elmer Storey**, **Bill Hagen** and **Ralph Ruddy**.

Supper prepared by several Burnaby plant employees' wives was served before the championships were played. Assisting with serving the supper were **Nancy Jack** and **Elaine Sheldon**.

Milk Break

Not getting your copy of Milk Break? Several people have brought this to our attention in the past few weeks. If your copy is not arriving at your home or if there are changes on the mailing label affixed to Milk Break, please let the Public Relations department know. We like to keep our lists up to date.

Employees Alter Name of Fund

To be Called Dairyland Staff-Welfare Association

The FVMPA Employee's Staff and Welfare Fund has changed its name to Dairyland Staff-Welfare Association. The change was adopted at the group's annual meeting on March 11.

In proposing the change, the executive members said Dairyland is better known to consumers than FVMPA. The change would help publicize Dairyland when the staff and welfare fund makes donations to charitable organizations.

Large Donations

Donations were made to 14 organizations, including United Appeal, during 1966 in the amount of \$8,033. Another \$3,134 was spent last year for sick cheer, distress, retirements, terminations, weddings, annual meeting, picnic and sports events for staff members. It was the largest amount handled by the association since it started many years ago.

Secretary-Treasurer **Jim Watson** said about 70 per cent of

FVMPA employees make voluntary contributions to the Staff-Welfare Association.

Officers for the coming year are: president, **Ralph Ruddy**; vice-president, **Jim Defries**; and **Jim Watson** as secretary-treasurer.

Elected to serve two-year terms on the executive are **Ruth Schafer**, office area; **Roy Davidson**, wholesale; **Jim Defries**, production; **Jim Watson**, receiving.

Executive members completing the second year of their terms are **Jim Miller**, **Gordon McLeod** and **Dan Fleming**.

Note found under a windshield wiper: "I have just smashed into your car. The people who saw the accident are watching me. They think I am writing down my name and address. They are wrong."



The **Udder Brier** winners went to the up-Valley rink of **Bud Thompson**. The curlers won three straight at the Dairyland Bonspiel were, from the left, **John Enns**, **Jean Anderson**, **Jake Loewen** and **Bud**.



Skip Al Lightbody, sweeping nearest the camera, encourages his team members to get their rock in for a counter. Sweeping with all their hearts with Al are **Joan Goepel** and **Cliff Akins**.

Fiftieth Anniversary

The fiftieth anniversary of the Fraser Valley Milk Producers' Association was observed at the co-operative's Annual Meeting at Mission City on March 22 and 23. Dairy farmers who joined the Association in 1917—our charter members—were officially recognized by the membership during the meeting and presented with tokens of appreciation by the Board of Directors. Members who have been shipping milk to the FVMFA for 25 years also were recognized in a similar way by the Board.

There are many FVMFA employees who have worked in the transportation, processing and marketing side of the dairy industry as long as the farmer-owners of our Association. Therefore 1967—50 years from the time the FVMFA went into business—serves as a nostalgic year to pause and think about our accomplishments in this business. Many of our jobs have changed. The man who once handled the horse and wagon has given way to the driver salesman with his truck; refinements in the processing and packaging side of the industry have made phenomenal advances and our products today are sold in all parts of Western Canada rather than just in the Lower Mainland.

Looking ahead, we can see many more changes bound to play a part in the future of the dairy business. It would be interesting to know what will happen in the business in the next 50 years.

Tip of the Hat

Little is ever said about the people behind the scenes when social activities associated with the Fraser Valley Milk Producers' Association employees are held.

During the last few months, fishing derbies, curling bonspiels, social club parties, annual meetings for the credit union as well as the Dairyland Staff-Welfare Association have been held. All of them have been highly successful events, largely as a result of careful planning carried out by many quiet-working helpers.

Without these people, many such events never would come off as well as they do. Many more of them never would get off the ground. We tip our hats to the many people who make our social activities so enjoyable.

Seat of Your Pants

Every motorist, in varying degrees, drives "by the seat of his pants", according to the Canadian Highway Safety Council. The average motorist can sense variations in the normal operation of his vehicle.

One of the things a motorist senses is distortion of the signal he is getting from the tires. He may think it is the wheel itself, possibly the steering, but a tire that is not properly doing its job will make itself known. When this happens, the driver should make an instant check, or, better, stop at the first service station or garage and have the tires thoroughly checked.

Motorists get increased tread life when tires are properly inflated for the load being carried. At lower speeds, tread life is extended and the owner reaps bonus mileage. As speed rises, tread wear accelerates and the owner pays the penalty of lost mileage and higher per-mile cost.

Tires must be kept properly inflated, for both safety and economy.

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J. C. Cherry



P. J. Friesen



R. E. Mitchell

FVMFA Board

Berry Re-elected President

H. S. Berry has been re-elected president of the Fraser Valley Milk Producers' Association. A director for 2 years, the Langley dairy farmer now begins his second year as head of the co-operative.

Mr. Berry was elected to the post at the first meeting of the new Board of Directors April 3. Board members elect their executive officers at the beginning of each year.

The FVMFA members elect a Board to carry out the operations of the dairy co-operative. Four vacancies are created each year — three seats for two-year terms and the fourth highest person receiving votes at the poll gets a one-year term.

Voters go to the polls at locations in each of the 19 farm local areas.

This year, incumbent directors J. C. Cherry of Mt. Lehman, P. J. Friesen of Aldergrove and R. E. Mitchell of Sardis were elected to the Board for two-year terms. Jake Hoogendoorn of Agassiz was the new mem-



Jake Hoogendoorn, Agassiz dairy farmer who has been a member of the FVMFA for 14 years, was the new member elected to the Board of Directors last month. He will serve a one-year term. Mr. Hoogendoorn is married and has four children.

ber to the Board elected and he won the one-year Board seat.

J. C. Brannick of Rosedale, a Board member for many years and a former president, stepped down this year and did not seek office.

A. D. Rundle of Chilliwack was selected to serve his second term as vice-president of the FVMFA. He has been a member of the Board for 11 years.

G. W. Park of Pitt Meadows, a director since 1955, was re-elected secretary. J. C. Cherry is the executive member on the Board. He also has been a director since 1955.

Company Sets High Standards

Fifteen to 18 men apply for the job of a Dairyland driver salesman for every one that is hired, says Sales Training Supervisor Omer Tupper.

He says the standards are being kept high and this is reflected in the percentage of men hired.

Mr. Tupper said the majority of the men applying for positions are in fields that don't offer financial stability in their current jobs. He cited several cases where men are working on commission and seek a guaranteed annual income.

"Since August, 1966, our staff turnover has been very low," he says. "We are hiring with the intent of upgrading staff."

Eight-Second Commercial Wins Another Award

Dairyland's eight-second television commercial has won yet another award, this time from the Milk Industry Foundation.

The commercial features a little man walking across the television picture telling people

Of Royal Commissions, Canada has many. But so far there hasn't been a Commission similar to studies conducted by the Universities of Chicago and North Carolina. They found that in a listing of the 3,300 most often used words in the English language, "is" is the most popular with "the" placing second. "I" is sixth while "no" is 87th. And fellows, "yes" drops to 366th spot.

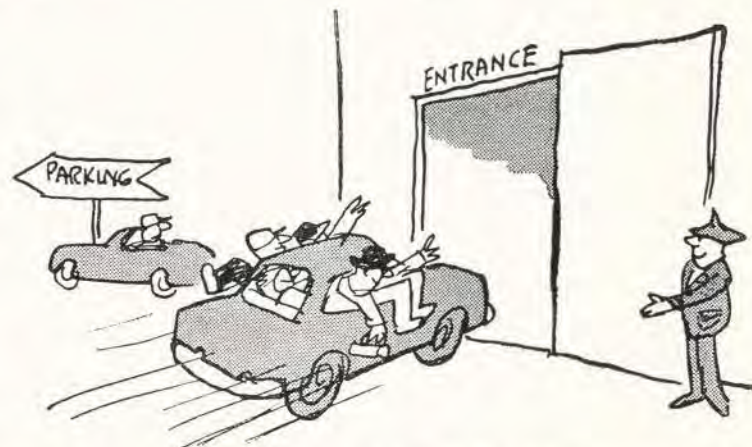
They tell the story of the worker who was one dollar short on his pay cheque and complained to the cashier.

She looked up the records and said: "Last pay we overpaid you a dollar. You didn't complain about the mistake then, did you?"

"An occasional mistake I can overlook," replied the worker, "but not two in a row."

that it's time for a glass of Dairyland milk. The commercial was awarded an Honorable Mention by the MIF competing against dairy companies throughout Canada and the U.S.

Earlier the TV commercial captured the top award from the Television Bureau of Canada.



Status is a crowded car. It is also an answer to the parking space problem created by recent manpower buildups at two aerospace companies. The Boeing Co., Seattle, and Lockheed-Georgia Co., Marietta, give employees in over-four-man carpools preferential parking a short walk from the plant entrance. Only supervisors or medical personnel get more preferred treatment. Reserved space is no small favor—some workers must park a half mile away from job stations for the privilege of riding alone.

Branch Managers Attend Conference

Dairyland branch managers from many areas of the province met for a one-day conference at Burnaby this spring to learn about the new products coming on the market this summer.

Sales Manager **Bill Ramsell** said the men spent part of the day going over methods of merchandising products so that the branch managers can provide top-flight assistance to the stores they service.

Goodwin-Ellis Advertising Agency also had a representative on hand to speak about the advertising promotions that will appear during the next six-month period.

Others participating in the conference were Assistant General Manager **Neil Gray**, Assistant Wholesale Managers **Tom Kershaw** and **Hugh Robin** and Special Accounts man "**Mac**" **Macpherson**.



Men attending the one-day conference of Dairyland branch managers were, from left to right, **Bill Hawes**, Wholesale Operations Manager; **Dave Lund**, Kamloops; **Jack Godfrey**, Prince George; **Art Mawhinney**, Nanaimo; **Jim Kerr**, Prince Rupert; **Charlie Webster**, Haney; **Dick Grahame**, FVMPA Market Re-

search; **Bill Ramsell**, Dairyland Sales Manager; **Jim Calhoun**, Sardis; **Tom Kershaw**, Assistant Wholesale Manager; **Percy Condon**, Retail Operations Manager; **Neil Gray**, Assistant General Manager; **Hugh Robin**, Assistant Wholesale Manager; **Walter "Mac" Macpherson**, Special Accounts; **Walter Udy**, Victoria.

Straight Talk About Sprays

By **Jim Stouse**

Burnaby plant Safety Committee Chairman

The time has arrived once again, when the spray can is readied and the various types of sprays and pesticides are measured and mixed ready for use. The following Safety Measures are listed to help prevent an accident to you or your family.

1. Always read the label before using. Note warnings and cautions each time before opening the can.
2. Keep sprays and dusts out of the reach of children, pets and irresponsible people. They should be stored under lock and key.
3. Always store sprays and dusts in original containers and keep them tightly closed.
4. Never smoke while spraying or dusting.
5. Avoid inhaling sprays or dusts. Wear protective clothing and masks where necessary.
6. If sprays or dusts are spilled on clothing, remove contaminated clothing immediately and wash skin thoroughly.
7. Wash hands and face and change to clean clothing immediately after spraying. Wash clothing each day before re-use.
8. Always destroy empty containers so that they pose no hazard to humans or animals.
9. Observe label directions and cautions to keep residues within safe limits.
10. If symptoms of illness appear during or shortly after spraying or dusting, call a doctor or get the patient to a hospital as quickly as possible.

Observe the above listed precautions and avoid becoming a victim of carelessness. Remember that sprays and dusts can be **deadly** if used improperly.



Jack Hawksby, Burnaby; **Percy Condon**, Burnaby; **Dewie Davies**, Burnaby; **Walter Udy**, Victoria.



Charlie Webster, Haney; **Don Lewendon**, Burnaby; **Rod Neil**, Burnaby.



Dave Lund, Kamloops; **George McCartney**, Burnaby; **Jack Godfrey**, Prince George; **Bob Curson**, Burnaby.

Sardis Branch Wins Apple Juice Promotion

Dairyland's Sardis retail sales drivers topped a company-wide apple juice promotion during February.

The men sold 1,750 quarts of apple juice led by **Joe Rollheiser** with 395 quarts closely followed by **Gordie Bremner**, **Ken Schuler**, **John Roberts**, **George Penner** and **Allan Sawatsky**.

Fifteen routes led by **Mike Hassall**, **Doug Lockwood**, **Murray Anderson**, **Dave Baxter**,

averaged more than 300 quarts each during the competition.

Retail Operations Manager **Percy Condon** extends personal thanks to the men for a fine overall effort.

The salesmen were awarded points for selling apple juice in excess of an established minimum number of units.

Percy said the Sardis fellows showed a 700 per cent increase in sales over a previous two-week period.

10 Members a Month

Credit Union Shows Continuing Growth

Dairyland Employees Credit Union is growing at approximately 10 new members each month, says President **Ralph Ruddy**.

Delivering his president's report at the annual meeting Feb. 25, Ralph said: "This is one of the reasons your Credit Union has enjoyed the best financial year in its history."

The financial picture was spelled out by CU manager **Cy Jones** who said loans increased by \$58,000 last year and shares were up by \$18,000. In 1966, more than \$387,000 was loaned to members of the credit union. He said this brings the total loaned since the CU incorporation 24 years ago to about \$5 million and the number of loans to 12,681.

Ralph predicted that the CU would be offering 5½ per cent or 6 per cent interest rates on three and five year term deposits. (Since the annual meeting, the credit union's directors sent information to all CU members with this information in detail).

"These deposits offer the member having money to invest beyond the shares covered by insurance a place to invest his money at a competitive interest rate," said Ralph.

More than 100 members attended the annual meeting which was followed by a social evening.

Ralph Ruddy continues another term as president of the credit union.

Directors re-elected for three-year terms are **Jim Byres**, **Frank Hannah** and **Pete Wilson**. **Stan Johnson** was appointed to the credit committee for a three-year term.



George Sports Top Steelhead

George Penner has become the FVMPA's man with the gifted fishing rod. He won the annual steelhead derby with an 18-lb. 8-oz. steelhead he caught in the Fraser River.

Seventeen steelhead were entered in the derby this year to make it one of the best ever held.

George also won the average weight prize, with an 11-lb. 9-oz. steelhead.

Coming in second this year was another Sardis plant man **Marshall Currie** with a 14-lb. 3½-oz. steelhead caught in the Vedder River. **Fred Franks** was third with a 12-lb. 15-oz. entry and **Jack Parker** placed fourth with his 10-lb. 4-oz. steelhead. The latter men also work at the Sardis plant.

Father and Son Team Land Winning Salmon

Father and son team of **Bill Dixon** and 12-year-old **John** won both prizes at an FVMPA Rod and Gun club salt water fishing derby in mid-March.

Bill landed an 8-lb. 8-oz. spring and son John dropped an 11-lb. spring into the same boat.

Plant Superintendent **Grant Larkin** demonstrates how to take a buttermilk sample to members of the dairy short course. Around the table are, from the left, **Bill Quayle**, **Don Mitchell**, **Grant**, **Gerry Bourassa**, **Art Skinner**, (seated) **Dale Tatlow** and **Eric Vandermolen** (seated).

New Assessment Rating For Retail Salesmen

A new method of rating the progress and development of Dairyland driver salesmen was introduced this month at a retail sales meeting at the Burnaby plant.

Retail Operations Manager **Percy Condon** explained the performance rating system to more than 100 retail drivers at the meeting.

Percy said the retail supervisors will rate each driver according to categories listed on a recently-developed form. This form enables supervisors to assess the driver for: quality and quantity of his work, adaptability, attitude and co-operation toward his work, personality and general work habits. Once the personnel performance rating has been done, the supervisor discusses the rating with

the driver salesman before it is turned into the operations manager.

Ready for Promotion

"What we've done here is provide a man with a solid, uniform assessment of how he is doing at the job," says Percy. "It sets up a standard so the employee can evaluate himself and take a look at his own progress."

Periodical Rating

Thus the man knows how his supervisors assess his work ability before he considers applying for a promotion. He will know whether or not he is ready for a promotion.

The plan is to rate the men periodically. Results will be useful when promotions are considered although the supervisor's judgment still will play an important part in this field. Records are to be kept showing the man's development as a valuable employee to Dairyland.

Procedures Studied

Supervisors, meanwhile, are busy acquainting themselves with the procedures in assessing each driver salesman.

The form was jointly prepared by Sales Training Supervisor, **Omer Tupper**, Wholesale Operations Manager **Bill Hawes** and retail's **Percy Condon**. The men worked on the rating form for more than six months. Studies of systems used by other companies also were made.

Tied in with the Personnel Performance Rating guide is a new form for men applying for a promotion or transfer. Both forms were shown to retail driver salesmen so they are familiar with them.

A young husband was terribly disappointed when his wife gave birth to a baby daughter. He confided to a friend: "I was hoping for a boy to help me with the housework."

Special Training

Dairy Course Held At Burnaby Plant

Six men at the Burnaby plant have completed a three-month dairy short course conducted by company personnel.

Burnaby Plant Superintendent **Grant Larkin** said the men were working in fields that demanded a greater technical knowledge than they were trained for. Because the B.C. government was not planning to provide a course this year, a similar course was held at the Burnaby plant.

"It wasn't a one-man operation," Grant said. "Plant Maintenance Supervisor **Larry Shaw**, Sales Manager **Bill Ramsell** and Director of the Laboratories **Dr. Ken Devlin**, Assistant Plant Superintendent **Jan Creighton** and Plant Foreman **Norm Hoy**, all assisted in presenting the course by outlining what areas they are responsible for in the overall operation."

Dairy arithmetic, production, company background—all these topics were covered during the sessions usually lasting a couple of hours each week.

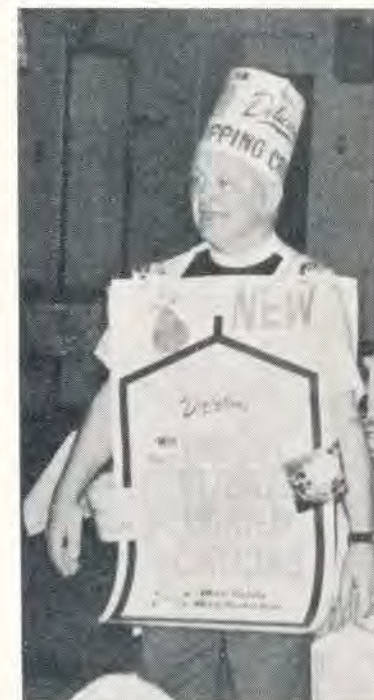
Wins Expo Trip Writing Essay

Sixteen-year-old **Dave Smith** of North Delta High has won an expense-paid trip to Expo 67 this summer. Dave is son of **Dave Smith** who is in charge of customer refrigeration service at the Burnaby plant. Young Dave wrote an essay stating why he thought he might be selected to make the trip. Along with other students in the Lower Mainland, Dave will train to Montreal this July, returning about mid-August.

Norm Appointed Plant Foreman

Norm Hoy has been appointed Burnaby plant foreman. The announcement was made recently by Production Manager **Norm Tupper**. A year ago, Norm was appointed assistant foreman in the milk and ice cream department, a promotion from his job as pasteurizer. Norm has worked for the FVMPA for 10 years.

Grant said that the men will probably take the government dairy workers course when it is offered at some future date. In the meantime, the men who finished the in-plant course now have sound basic information so they can do their jobs better than ever.



Rev. A. Godwin of St. Thomas Anglican Church at Wnalley modelled the latest Dairyland advertising styles during a comic fashion show recently. Wholesale driver **Em Barden** picked up the posters and then snapped the photo of his minister. The show was put on by the young people's group of the church.

These Drivers Really Hustled

Retail drivers **Doug Lockwood**, **Tom Howard** and **Lloyd Blampied** were recognized April 4 at a retail drivers sales meeting for their top efforts in a recent whipping cream and cottage cheese promotion. These men sold well above the averages for their routes during the promotion period.

Victor Chin also was singled out for his outstanding work in signing up 43 new home delivery customers out of 50 new apartments recently built on his route.

Fraser Valley Milk Break

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Close Call For Anglers

Entry in a FVMPA Rod and Gun Club fish derby nearly ended in tragedy for two men last month.

Payroll men **Dave Lomas** and **Bob Eadie** were fishing off Bowen Island when their small motorboat capsized. They swam the 400 feet to shore and later were picked up by two fishermen.

After a rush ambulance trip to Vancouver General Hospital, the fellows were released and sent home, shaken but safe after a chilly ordeal.

Undaunted by the incident, Dave and Bob said they will enter the April 30 fish derby — perhaps in a little larger boat.



"Check the bottling department! Someone's been building little sailing ships in the milk cartons."



Dairyland Sales Manager Bill Ramsell congratulates drivers Jim Blomfield and Sam Cymbaluk who placed second and fourth respectively in their truck class at the B.C. truck driving roдео June 4. Driver safety and education supervisor Omer Tupper is the other happy figure in the photo.

Fully Automatic

Liquid Sugar Tanks Installed at Burnaby

Set a dial gauge, swing a stainless steel pipe into position, push a button and Dairyland has immediate delivery of liquid sucrose and glucose at Burnaby.

This month, the largest custom built liquid "sweetening" installation of its type in British Columbia went into operation at the Burnaby plant. When large bulk tank trucks filled with sucrose and glucose filled two vertical tanks beside the plant, it spelled the end of daily deliveries of sucrose and glucose and the back bending job of lifting these bags into the vats in the plant.

Two Sweeteners

Sucrose and glucose are used as sweeteners in ice cream, novelty products and drinks.

Elimination of the bags of the "sweeteners" in the stores area frees for other use a space which occupied 15 wooden pallets.

Photographs of the sugar tanks are on page 3 of this issue.

Ken Cheetham field supervisor for Dominion Welding Engineering in Toronto who made and was responsible for the entire installation, guided the work at the Burnaby plant.

The tanks stand on concrete pads outside of the plant's boiler room. The sucrose tank is 18 feet high, nine feet in diameter and holds 51,000 pounds. The glucose one, which is kept heated, is the same diameter, stands 14 feet high and has a

capacity of 52,000 lbs. (about 4,000 Imperial gallons).

Once an operator on the production floor sets the controls and pushes the main switch, the glucose or sucrose is pumped through meters into the waiting vats.



Level controls that automate the liquid flow in the Vita-line are checked by maintenance man Barry Craine. The equipment was designed by Plant Maintenance Supervisor Larry Shaw. It was made in the Burnaby plant's workshop.

Cy to Retire This October

Dairyland Credit Union Manager Cy Jones is retiring Oct. 31. He submitted his resignation at a CU board meeting about a month ago. A full story on Cy's many activities will be carried in a future issue of Milk Break.

Two beatniks were watching a jet plane streak across the sky. As they watched, the plane caught fire, and the pilot used his ejection seat to get clear. "Man!" yelled one beatnik. "Look at that crazy toaster."

Dairyland Men Dandy Drivers

Second and Fourth Placings Won by Blomfield, Cymbaluk

Two Dairyland wholesale drivers were close runners-up in the B.C. Truck Rodeo held June 4 at Richmond.

Jim Blomfield placed second in the straight truck (2-3 ton single axle) competition scoring 297 out of a possible 370 points. He was a mere five points below the winner of the event. Sam Cymbaluk picked up the fourth place spot with 285 points. They were in a class of 43 drivers.

British Columbia's top drivers were competing for a chance to go to the Canadian Truck Rodeo held later this summer at Toronto.

Jim has worked for Dairyland division since March, 1964. Only recently he transferred from retail to wholesale trucks. Sam has been with the company since August, 1963.

Other drivers competing were: one ton truck (walk-in van), Pat Mangan and Maurice Brown; single tractor (tandem axle semi-trailer), Ron Carmichael and Ed Dyke; tandem tractor (tandem axle semi-trailer), Chris Schmidt and Bud Thompson.

A total of 116 drivers were competing in the four events during the day-long eliminations.

FVMPA Fleet Supervisor Joe Robinson, also a director of the Vancouver chapter of the Canadian Association of Fleet Supervisors who sponsor the roдео, said he was extremely pleased with the showings of all FVMPA drivers.

"Let's face it, the fellows hit the competition cold," he said. "Many of the drivers from some companies have been practicing on assimilated competition courses for several weeks. Our's didn't get a chance to do that."



Evelyn Lavigne has broken the 300 mark in five-pin bowling. And she has a pin to prove it. Earlier this spring while bowling for the T Birds (this team won the league's high three score) at the Grandview Recreation Centre, Evelyn rolled a 318 score in five-pins. Drop into the lab at Burnaby and you can see the pin.

Omer Tupper, safety and driver education supervisor for the FVMPA, also praised the keen co-operation shown by the eight men in the eliminations.

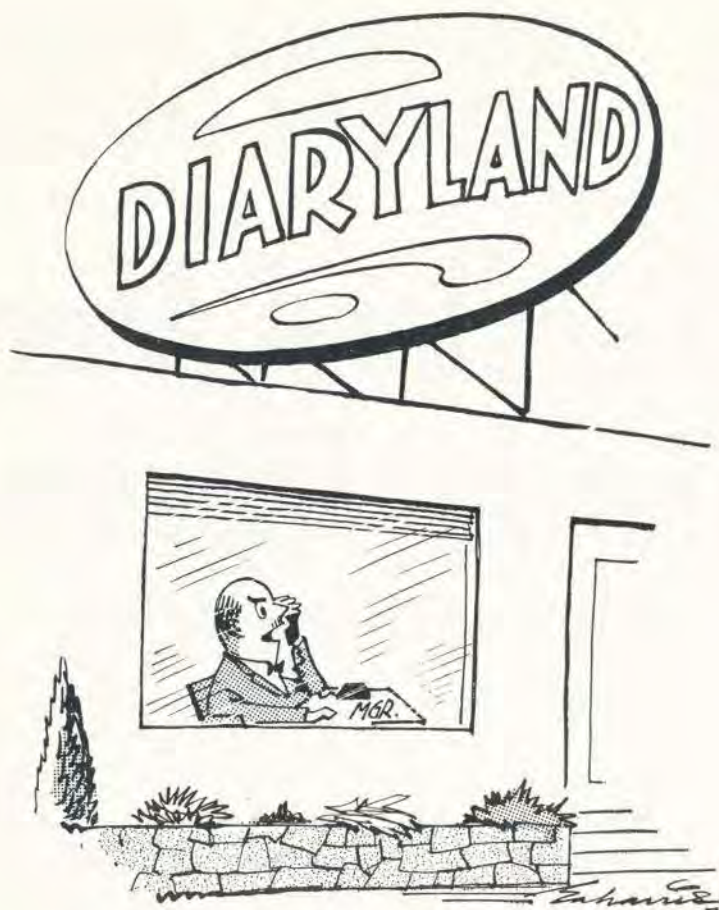
"Our fellows were driving against the best drivers in B.C. Many of the winners of the classes have been competing for four or five years," he said. "I'm proud of the results of our boys."

190 MEN DRIVE 918 ACCIDENT-FREE YEARS

One hundred and ninety FVMPA drivers have chalked up 918 years of accident-free years of driving.

Omer Tupper, in charge of the driver training programs, completed the tabulation of driving records in late May. Special Safe Driving Awards wallet cards were turned over to Dairyland supervisors who distributed them to their men.

Many of the men have at least 13 years of accident-free years with the company. That's as far back as the records go but it's safe to assume that some are over the 15-year mark.



"Fool-proof Signs? I want to talk to the head of the spelling department!"

Professional Drivers

Attending the B.C. Truck Roadeo a couple of weeks ago, we couldn't help but think about the tremendous advance planning that goes into the event. The best truck drivers in the province got together to pit their working knowledge as professional drivers against each other.

Literally dozens of volunteers interested in good driving spent a Sunday scrutinizing the abilities of each driver man as he drove a truck. More than 100 drivers took a calculated spin around the course, each trying his best to come up with a winning score.

Under these circumstances, not everybody wins. We were mighty pleased to see eight representatives of the FVMFA out there on the track. And we feel we can say for just about everybody here that the effort by "our boys" was appreciated.

Left on the Doorstep

DAIRYLAND

THIS IS A BANK OF MONTREAL WATERPROOF CHEQUE. IT HAS BEEN ON THE DOOR SINCE LAST TUESDAY. (I CAN'T PUT IT LOWER DOWN BECAUSE OF THE DOG.) PLEASE TAKE IT BEFORE THE DOG GETS BIG ENOUGH TO REACH. THANKS! DAVE G.

Fraser Valley Milk Break

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J. L. GRAY, Public Relations Manager
JACK JAMIESON, Editor

Member of B.C. Industrial Editors' Association

CORRESPONDENTS

Bill Amos, eastern district retail; Wilf Graham, wholesale relief; Dairyland retail eastern district; Jimmy Cunningham, ice cream shipping and sales; Kurt Wiersing, ice cream production; Jim Watson, production stores; Doug Wills, workshop; Lloyd Kinchen, Dairyland shipping; Howie Stevenson, tab room; Marcey Adams and Doris Mogridge, general office; Murray McLeod, garage; Ruth Morrison, executive offices; Bob Hind, Hane; Roy Luty and Frank Hannah, Sardis; Ron Fleming, Dairyland Sardis; and Dave Thomson, Pacific Milk.
Copies of pictures in Fraser Valley Milk Break are available to employees upon request from the Public Relations Department.
Authorized as second class mail by the Post Office Dept. Ottawa, and for payment of postage in cash.



NORM TUPPER
... Operations Manager



GRANT LARKIN
... Production Manager

Management Team

Announce Promotions For Norm and Grant

General Manager **George Okulitch** has announced two appointments of senior FVMFA personnel.

Norm Tupper moves into the newly created position of Operations Manager for the Association, from his former job of Production Manager. **Grant Larkin**, former Assistant Production Manager, steps up to Production Manager.

The promotions became effective earlier this month. No additional staff is involved in the appointments.

Mr. Okulitch said that Mr. Tupper now is responsible for the efficient operation of all plants, engineering, personnel and industrial relations. Mr. Larkin will look after the production side of the business, reporting to Mr. Tupper.

Mr. Okulitch added that in the growth of the organization, the structure of management must from time to time undergo certain changes. New problems which arise because of the growth and size of an organization, changes in operation and in marketing methods and the changes in the market itself, point to a need for changes to keep management in a strong position to go forward.

Norm Tupper joined the FVMFA staff in 1948 as a fieldman. Born in New Westminster, he had graduated from University of B.C. that year with his Bachelor of Science in Agriculture, specializing in dairying.

In 1950, he was appointed plant bacteriologist. He became Assistant Plant Superintendent in 1952, was raised to Plant Superintendent in 1955, became Assistant Production Manager in 1961. Since mid-1962, he has been Production Manager.

Grant Larkin, also a Bachelor of Science in Agriculture graduate from UBC, joined the staff of the Association in 1947 as a bacteriologist. The following year, he was appointed Superintendent of the Arctic Ice Cream plant. He held that post until 1957 when he became Chief Bacteriologist for the FVMFA. In 1961 position was changed to Director of Laboratory and Technical Services. Mr. Larkin was promoted to Assistant Production Manager in 1963.

Annual Staff Picnic Scheduled for Aug. 6

Plans for another gigantic FVMFA staff picnic are well in hand by a three-man committee composed of **Wally Nielsen, Reg Clarkson and Colin Kelsey**.

The picnic will be held Aug. 6 at Maple Grove Park (52nd and Marine Drive) starting at 11 a.m. There will be free hot dogs for the youngsters, free ice cream and milk for everybody, tea and coffee available for the adults, races in the afternoon for all ages, attendance and lucky draw prizes.

Last year, an estimated 700 people turned out for the picnic despite cool temperatures. More are expected this year.

Wally says that tickets for the draw will be sold before as well as during the picnic. Information covering registration of children prior to the picnic will appear on bulletin boards at all FVMFA plants.

"We'll be looking for volunteers to run the races and help distribute the food that day," says Wally.

For the children's prizes, changes in age categories go into effect this year. There will be draws for prizes for youngsters in the one week to three years, three to six years and six to 12 years.

A list of the many prizes will appear on bulletin boards and the next issue of Milk Break.

the Manager Comments

by **G. J. Okulitch**
FVMFA General Manager

We are all interested in the social advances that are made in our country. Such things as a rising standard of living, Workmen's Compensation, Unemployment Insurance, Hospital Insurance and now the Canada Pension Plan provide a degree of security so different than that ever enjoyed by our parents and grandparents. To a large extent, the "worry of living" at least from an economic standpoint, has disappeared.

Sweden is generally recognized as the country most advanced in providing security from "cradle to the grave." By many, Sweden is considered a



model upon which to pattern legislation for social change.

A recent visitor from Sweden however, tells us a somewhat different story. This was Dr. Bjorn Wahlstrom a well known Swedish economist. In answer to a question Dr. Wahlstrom said: "Yes things have been good in Sweden but there is no paradise without . . . difficulties . . . and in this case Sweden has been accepting wage increases widely exceeding productivity growth. Wages are increasing at nine to 10 per cent a year but productivity has been rising at only half that rate. The result is that we are now involved in a spiral of inflation. Consumers are finding that there are sharp increases in the prices of all things they purchase."

This indeed could be a warning for us in Canada. Certainly we want to continue to improve our standard of living with more goods and services of all kinds. But unless we find ways to increase our efficiency and produce more, we won't have more.

Like all Canadians, those of us here at the plants of the Fraser Valley Milk Producers and in our distribution organization, must improve our productivity by increasing our output of goods and services per hour.

Perhaps you have noticed the writing on the sides of the paper cups in the washrooms. Captions say "self-inspection beats work rejection." This refers to zero or elimination of defects in our work. Putting this another way, may I suggest that when we work harder and smarter, we satisfy the needs of both ourselves and our customers.

Louis Rasminsky, Governor of the Bank of Canada, recently spoke about the importance of efficiency and productivity and he said: "You cannot get a quart of wine out of a pint jug."

Sugar, Glucose Tanks Arrive at Burnaby



On Milk Trucks

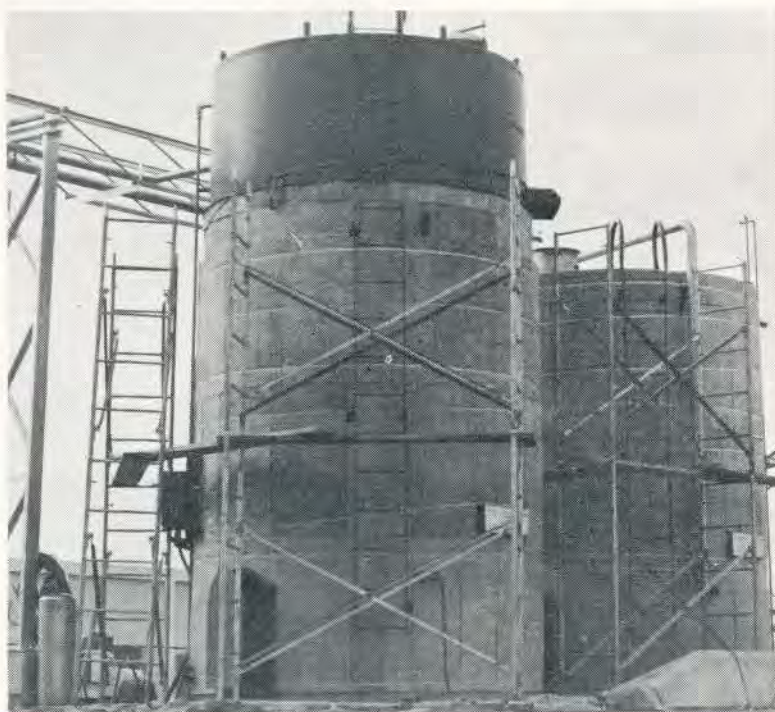
Dairyland retail delivery routes now are carrying eggs on the trucks as well as dairy products.

The move was made May 29. Customers were told about the move several days before the Fraser Valley farm fresh eggs were placed on the trucks. Just like specialty dairy products, the eggs are pre-ordered by the customer. However, a sufficient number of "extra" dozens of eggs will be carried on trucks to completely service the home delivery customer.

Earlier last month Dairyland announced that home delivery routes would be started in the Abbotsford and Clearbrook districts. There has been a good response to the service.



Two tanks to hold the FVMPA sweeteners arrived at the Burnaby plant late in the afternoon. A special unloading crew was called in to set the tanks on their concrete pads.



After a four-inch coating of insulation was strapped to the tanks, vertical ribbed aluminum sheeting was put up. Sweetener suppliers say installation is one of the best they've seen.

So You Wish for the Good Olde Days?

Conditions have changed since the following regulations were issued about a hundred years ago. The notice was supplied by one of the clients of our Coopers & Lybrand Birmingham England, office.

★ ★ ★

(1) Godliness, cleanliness and punctuality are the necessities of a good business.

(2) This firm has reduced the hours of work, and the clerical staff will now only have to be present between the hours of 7 a.m. and 6 p.m. on week-days.

(3) Daily prayers will be held each morning in the main office. The clerical staff will be present.

(4) Clothing must be of a sober nature. The clerical staff will not disport themselves in raiment of bright

colours, nor will they wear hose, unless in good repair.

(5) Overshoes and top coats may not be worn in the office, but neck-scarves and headwear may be worn in inclement weather.

(6) A stove is provided for the benefit of the clerical



staff. Coal and wood must be kept in the locker. It is recommended that each member of the clerical staff bring 4 pounds of coal each day during cold weather.

(7) No members of the clerical staff may leave the room without permission from Mr. Rogers. The calls of nature are permitted and clerical staff may use the garden below the second gate. This area must be kept in good order.

No Talking

(8) No talking is allowed during business hours.

(9) The craving of tobacco, wines or spirits is a human weakness and, as such, is forbidden to all members of the clerical staff.

(10) Now that the hours of business have been drastically reduced, the partak-

ing of food is allowed between 11:30 a.m. and noon, but work will not, on any account cease.

(11) Members of the clerical staff will provide their own pens. A new sharpener is available, on application to Mr. Rogers.

Report Before Prayers

(12) Mr. Rogers will nominate a senior clerk to be responsible for the cleanliness of the main office and the private office, and all boys and juniors will report to him 40 minutes before prayers, and will remain after closing hours for similar work. Brushes, brooms, scrubbers and soap are provided by the owners.

(13) The new increased weekly wages are as hereunder detailed: Junior boys (up to 11 years) 1s 4d, Boys (to 14 years) 2s 1d, Juniors

4s 8d, Junior clerks 8s 7d, Clerks 10s 9d, Senior clerks (after 15 years with owners) 21s.



The owners recognize the generosity of the new Labour Laws, but will expect a great rise in output of work to compensate for these near utopian conditions.



The dock alterations at the Burnaby plant took several months to complete earlier this year. Workmen reinforced the concrete with steel rods. Changes were made to accommodate the increased volume of Dairyland products being shipped to points throughout B.C.



Angle loading docks permit tandem trailer trucks to back in to pick up loads very quickly. Several retail loading bays were eliminated to make way for the new wholesale facilities. The construction was done by Allan and Viner of Vancouver.



A special feature of the loading docks is the elevating dock boards. By adjusting the dock board, dairy products can be rolled off the dock in to the truck with a minimum of time and effort. Drivers now have to be extra careful when going around the plant because the direction of travel for the tandems is reversed to normal traffic flow.

Gordon Heads Dairy Union in Vancouver

Dairyland wholesale driver **Gordon Hamilton** has been elected president of Local 464, of the International Brotherhood of Teamsters.



Gordon Hamilton

Local 464 includes milk drivers and dairy employees for the major milk processors and distributors in the Vancouver area including the FVMFA.

Gordon has been a member of the local since 1951. In the past he has been a shop steward, member of the negotiating committee as well as vice-president of the local since 1964.

Jim Defries has been re-elected shop steward for the inside fluid milk employees at the Burnaby plant. In other union elections involving the FVMFA, **Bob Hind** has been elected steward at the Haney Depot and **Al Repesses** will finish out **Bill Brankston's** term as shop steward at the Nanaimo Depot.

FVMFA Film on Prairies

The FVMFA's own movie film entitled "Of Milk and People" is making the rounds on the Prairies. Reports from Pacific Milk sales representative **Gil Wilson** in Regina, who arranged to have the film dis-

tributed in his area, reports that it has appeared on Swift Current television and currently is making the rounds of Swift Current and Regina schools. Since the film was first made, it has been viewed by thousands of audiences.

Your Credit Union

More Member Benefits

Dairyland Credit Union is offering another of its many benefits to the members.

Beginning July 1, 1967, all deposit accounts with a minimum balance of \$100 will receive 4 per cent interest quarterly. (These accounts also are insured.)

Good Response

Since starting term deposits on April 1, the response has been very encouraging — receiving \$42,000 on five year terms at 6 per cent annually. If the interest received on term deposits is invested at the same

rate of interest, your money will more than double itself in 12 years.

If you have any question to be answered on the above or any other financial problems please contact the Credit Union.

Here are some examples of how \$1000 invested in the Dairyland Credit Union builds up.

	5%	6%
1st yr.	\$1050.00	\$1060.00
2nd yr.	1102.50	1123.60
3rd yr.	1157.50	1191.02
4th yr.	1215.25	1262.48
5th yr.	1276.00	1338.23
6th yr.	1339.75	1418.51
7th yr.	1406.75	1503.62
8th yr.	1477.00	1593.84
9th yr.	1550.75	1689.47
10th yr.	1628.25	1790.84
11th yr.	1709.50	1898.29
12th yr.	1795.00	2012.17
13th yr.	1884.75	
14th yr.	1979.00	
15th yr.	2078.00	

NO SUNDAY SODAS

No sodas on Sunday was the 1875 ordinance in the Evanston suburb of Chicago where town fathers deplored the "dissipating influence of the ice cream soda." Recently however, the town celebrated the memory of the druggist who got around the edict by serving ice cream with syrup on it, minus the soda water. He called it a sundae, and it only cost 10 cents.

There's one thing about being baldheaded—it's neat.



The Revels was the top 10 pin team bowling in the Dairyland Bowling League this year. Wholesale Operations Manager **Bill Hawes**, left, presents the trophy and prizes to **Bill Birchmore**, **Babs Ross**, **June Florczyk** and **Bob Zral**, other bowler on the team, was not present for the festivities that evening.

Successful Annual Banquet

Revels Top League Bowlers

A group of bowlers who call themselves the Revels won the annual Dairyland Ten Pin Bowling League playoff for the 1966-67 season. Their winning score was 2,620, more than 50 points more than their nearest opponents.

Revel players **June Florczyk**, **Bob** and **Babs Ross** and **Bill Birchmore** were presented with the trophy and prizes by Wholesale Operations Manager **Bill Hawes**. Bill made the presentations on behalf of Dairyland division during the evening. **Ron Zral** was absent for the presentation but he is the fifth member of the team.

Second place team in the playoffs this year was the Thrifty composed of players **Bill** and **Marlene Whyte**, **Terry Green**, **John Heath** and **Vic Mahood**.

The annual banquet, presentations and dance was held at a hall on East Broadway, May 13.

Recipients of the high average, high single and high three awards appear in the photos to the left. Most improved players awards, however, were won by **Marilyn Gasler** and **Jerry Page**.



High average bowlers were **Lil Vanstone** (158) and son **Jim Vanstone** (176).



High three games were bowled by **Pat McKay** (547) and **Bill Whyte** (632).



High single games were bowled by **Theresa Hanna**, right, and **Marilyn Gasler** (tied with 212) and **Alan Vanstone** (253).



Don McQueen Jr., son of FVMFA Engineer **Don McQueen**, has been awarded a \$10,000 National Research Council scholarship to continue university studies towards his doctorate. Young Don is well-known by many Burnaby plant people because he has worked here part time for several years.

Osten Plans Re-visit To Grounds of Dieppe

Sardis Utility Plant superintendent **Murray Osten** flies to Dieppe, France Aug. 6 to participate in the 25th anniversary

of the Dieppe Raid.

Murray was a captain and commanding officer of A Company, South Saskatchewan Regiment. He helped to lead the Regiment under fire against an almost impregnable German position. Wounded, he was captured and spent three years in German prison hospitals and camps. He was later awarded the Military Cross for the leadership qualities he displayed while repeatedly risking his life.

"Clara," the young, vain man said over the telephone, "I'm getting so forgetful, I proposed to you last night but I've forgotten whether you said 'yes' or 'no'."

"Sorry, Jack," she answered, "I knew I said 'no' to someone last night, but I had forgotten who it was."

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Annual Staff Picnic — A Dandy One



Sales representative **Bob Hassard** was on hand at the KVOS Food Festival during June when popular songstress **Teresa Brewer** helped slice up the FVMPA's 50th Anniversary cake. Thousands of persons attended the festival.

Jan Appointed Burnaby Plant's Superintendent

Jan Creighton has been appointed Burnaby Plant Superintendent.



JAN CREIGHTON
Plant Superintendent

The announcement was made following the promotion of Norm Tupper to Operations Manager and Grant Larkin to Production Manager. A report of the latter promotions was carried in the previous issue of Milk Break.

Summer Work

Jan worked for the FVMPA during the summers of 1959

and 1960 as a laboratory assistant. Following graduation from University of B.C. in 1961, he began full time work with the Association. First employed as a fieldman, he became Acting Assistant Superintendent at the Arctic Ice Cream plant in 1961 and later moved up to Superintendent. He was brought into the Burnaby plant when it opened and became Assistant Plant Superintendent, a post he held until his recent promotion.

Murray to Prince George

Murray Swanson, route foreman in Vancouver, has been appointed Supervisor at the Prince George depot. It really isn't a new place to live for the Swansons because they once before lived in the Central Interior city. And his wife was born there.

Bill Now Route Foreman

Bill Morton has been promoted to the position of Route Foreman driver for the Dairyland division's Burnaby plant. The announcement was made July 26 by Retail Operations Manager **Percy Condon**. Last November, Bill was promoted Holiday Reliefman.

Stories Pulled For Picnic Pics

Because the annual staff picnic was just held — and many people want to see photos right away — several articles scheduled for Milk Break have been held for the next issue.

Voyageurs to Expo

Pacific Milk Goes By Canoe

Pacific Milk's promotion tied in with the Centennial Voyageur Canoe Pageant was a success.

Reports from Pacific Milk sales representatives **Jack Bailey** at Edmonton and **Ernie Emmett** at Calgary tell of many grocery stores featuring Pacific Milk products in displays and advertised specials.

The paddlers, representatives from each province and territory of Canada, have made a canoe trip from Rocky Mountain House, Alberta to Montreal's Expo 67 site. The men took Pacific Evaporated Milk and Pacific Instant skimmed milk on their trip.

Elect Ian to CU Exec

FVMPA Accountant **Ian Strang** has been elected vice-president of the B.C. Central Credit Union. Ian has been active in the local and provincial credit union movement for many years.

Several hundred FVMPA employees and their families attended the annual staff picnic at Maple Grove Park Aug. 6.

The weather, although not hot, was ideal for a picnic and everybody appeared to be enjoying the day outdoors.

To prove this, picnic co-chairman **Walt Neilson** said picnickers consumed 1,200 half pints of chocolate drink, 600 half pints of milk, 200 dozen ice cream sundaes, 200 dozen ice cream bars, 300 half pints of cream for coffee and tea, 300 half pints of buttermilk, 500 hot dogs and 25 gallons of coffee.

The other chairmen were **Colin Kelsey** and **Reg Clarkson**.

Doug Lockwood, with the help of his dad, arrived at the park early the morning of the picnic and got the fires going under pots of water for the coffee, tea and hot dogs.

Walt said there were a host of people who should receive credit for the work they did at the picnic. "I would like to especially thank **Trev Brown**, **Bill Whyte**, **Joe Gray** and **Steve Williams** for the time they put in," he said.

There were prizes for youngsters attending the picnic. Winners were in age categories.

Moria Ferguson (1 day to 3 years) wagon; **Kathy Neil** (4-6 years) tricycle; **Terry Amos** (girl 7-12 years) hair dryer; **Terri Peckover** (girl 7-12 years) wrist watch; **Greg Lund** (boy 7-12 years) pool table; **John**

Crang (boy 7-12 years) fishing rod and reel set.

Prizes for the raffle were won by **F. A. Jordon**, lounge chair; **Dennis Haner** (Sardis plant), camera; **Gaile Deane**, portable barbecue; **Ruth Morrison**, portable mix master.

The Dairyland hampers were won by **J. Coleman**, **R. Gerry**, **D. Pollard**, **C. Bowe**, **H. Dexter**, **M. Eyre**, **M. Trane**, **N. J. Neilson**, **E. King** and **P. Greenwell**.

Ice Cream Dept. Ran Extra Shifts

The demand for ice cream novelties was high during the early part of July and production people worked around the clock for more than three weeks to fill customers' orders.

It was the first time ever that three shifts a day were put into effect for the Burnaby plant's Vitaline machine. It is the machine that makes all of the stick-novelties, as many as 800 dozen an hour.

Other ice cream packaging machines also worked extra time in July including the drum stick, dixie and sundae fillers.



Supplies of Pacific evaporated milk and instant skim powder are loaded into the canoes by the paddlers of the David Thompson canoe representing Alberta. Canoes from each province entered the race to Expo in Montreal.



All dressed up for the picnic.



There were prizes for the young racers.



Careful concentration pays off at the horse shoe pits.



Baby meets a lamb, borrowed briefly from the mobile Dairyland barn.



A lounge had to be assembled before the raffle tickets were drawn.



Racers speed down the track to the finish line.

1967 Annual Staff Picnic

Nobody has more fun at a picnic than the youngsters. The FVMPA picnic for staff and their families is recorded here for those who were unable to attend.



A family relaxes at their picnic table after a satisfying noon meal.



A staunch Dairyland supporter.



Pants slipped!



But was that horse shoe a ringer?



Hundreds of youngsters looked at the animals at the mobile farm.



Line of hungry youngsters kept the picnic committee volunteers busy.



A portable barbecue is checked before the raffle is held.



Milk samples are taken at each of the farms before the bulk tank driver picks up the load of milk. The Dairyland drivers are told that the milk in the farm tank must be agitated for a specific length of time before the sample is taken. This ensures a thoroughly mixed sample.

Colin: Band Chaperon

Colin Kelsey and his wife, Barbara, left Vancouver Aug. 14 as part of six-person supervisory staff looking after the New Westminster and District Concert Band members at Expo.

Colin says 73 youngsters ranging in age from 12 to 19

years are to perform at Expo, Ottawa, London and Niagara Falls during the three-week trip. The band is making the trip by train.

Barbara is going along as the nurse on the trip. Son Steve who plays trombone for the band, also is going.

What's the Score?

By Jim Stouse
Burnaby Plant Safety Committee Chairman

Your Boating Test

"So you are going Boating"! Well, let us test your ability as a Skipper to find out if you

should be in control of that boat. The following questions are either True or False:—

1.—The Port side is the left side and the Starboard is the right side.

2.—The red riding light is on the Port side and the green light on the Starboard side.

3.—Two power boats are meeting head-on. Each alters course to Starboard.

4.—All pleasure boats must carry a D.O.T. approved life jacket for each person on board.

5.—When towing a skier, there must be two persons aboard the boat.

6.—It is illegal to water ski from one hour after sunset to sunrise.

7.—It is not an offence if you do not stop after being involved in a boating accident.

8.—It is an offence to operate a boat while under the influence of liquor or drugs.

9.—A boat having propelling power of 10 horsepower or more must have a boat licence.

10.—No person shall moor a boat to any buoy, marker or beacon placed by a competent authority as an aid to navigation.

If you got 10 correct answers, you must know how to operate your boat. Any score less than that means you had better study your DOT "Safety Afloat" manual. You obviously don't know enough about boating.

1. true, 2. true, 3. true, 4. true, 5. true, 6. true, 7. false, 8. true, 9. true, 10. true.

Special Training Course

Drivers Learn About Company

A special course involving salesmanship, company background and products has been completed by 198 Dairyland retail salesmen this past year.

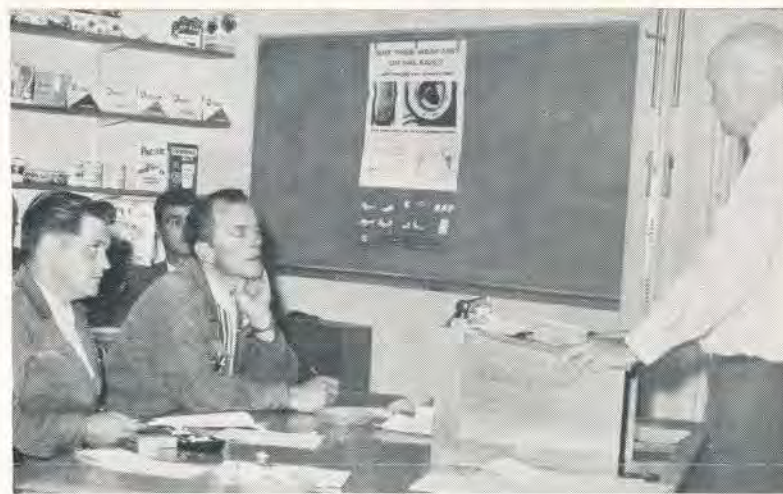
Omer Tupper, in charge of the training course, implemented it when Dairyland home deliveries dropped from an every other day basis to every other day except Sunday. This freed about a score of men who were immediately started on the course.

All departments of the company participated in the course. They included production, sales, public relations, engineering, and the garage.

The four-day course usually took in 12 men. After spending a day at the Burnaby plant learning about the background of the FVMPA and how some of the departments function, the men spent their second day visiting the Association's country plants at Abbotsford and Sardis. They also stopped in to see a FVMPA member's farm while a bulk tank truck made a routine milk pick up.

The final two days of the course were spent discussing, in greater detail, sales techniques, servicing of customers, book-keeping practices and better operation of their vehicles.

By holding the course, no men were laid off as a result of the reduction in working days on delivery routes. The normal number of men leav-



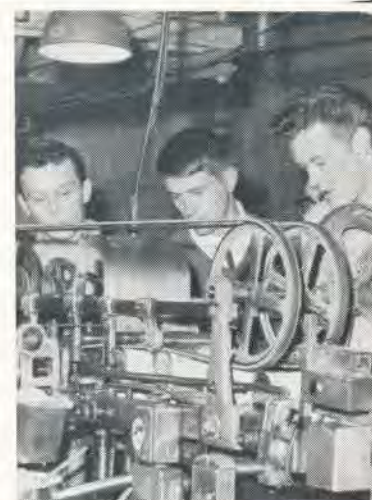
Percy Condon, Retail Operations Manager, describes some of the plant procedures to the men during the first day of a four-day course. The men later indicated that the training course was helpful in the day-to-day functions they perform.

ing the company for other jobs or retirement dropped the surplus of men by the time the training course was completed.

Jim Promoted in Production Side

Jim Cunningham has been appointed Production Foreman at the Burnaby plant. With this job, he will be responsible for all evening operations throughout the plant including milk, ice cream checking, production, janitors and security.

The promotion was announced mid-June by Production Manager Grant Larkin.



The labeling machine at the Pacific Evaporated Milk plant at Abbotsford interested several men on the training course. For one day, the men visited the FVMPA's two country plants where many of the manufactured dairy products are made.



Social Club Sells Tickets

A special introductory price for the Captain Vancouver Club has been offered to FVMPA employees through the Dairyland Staff-Welfare Association. Ralph Ruddy is handling the books of tickets on behalf of the Association. He says most of the tickets offer suppers on a two for the price of one basis.

Father to teenage daughter's boy friend, who is holding a sandwich in one hand and a pop bottle in the other: "Glad to meet you, Herbie. I've noticed you in our budget for some time."

FVMPA Dietitian Verlie Abrams helped look after the Dairyland booth at the KVOS Food Festival. Dairy products were on display and available for sampling for the thousands of people that attended the show. Miss Abrams, dressed in an early 1900s costume, told visitors that the FVMPA is celebrating its 50th anniversary this year.

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Quarter Century Club Planning Big Evening



Canadian Pacific Airlines' DC 8 will fly the winner to San Francisco and back.

Door Prize Draw Features Plane Ticket to 'Frisco

A singing comedy team, a cartoonist and a draw for a plane trip to San Francisco will be featured at the third annual meeting of the FVMPA employees' Quarter Century Club meeting Nov. 7.

Arrangements for the special prize — plane trip for two to San Francisco and back — was made with Canadian Pacific Airlines earlier this month. The trip will be awarded as a door prize to some lucky member of the 25-year club attending the banquet and evening's entertainment.

Other attractions during the evening will be the popular entertainers, Diane and Lee, who will present a singing and comedy act. On the night club circuit for several years, the team recently finished an engagement at a club in Phoenix, Arizona.

Don Grosart, a talented Vancouver cartoonist, also will be at the meeting sketching caricatures of some of the members of the club.

This dinner is established as an annual event to honor and express appreciation to employees who have completed 25 or more years working for the dairy co-operative. There are no honorary memberships.

There are currently 126 members of the Quarter Century Club and an additional six

persons will be recognized and added to the ranks on Nov. 7 at the Hotel Vancouver. The evening begins at 6 p.m.

R.S.V.P.

Invitations have been sent to all members. Anybody receiving an invitation is requested to contact the Public Relations Department at the Burnaby plant (Telephone: 298-1373) and indicate whether or not they will be attending the meeting.

A special film presentation is being put together to be shown during the evening. It will include color slides of last year's meeting of the Quarter Century Club.



David J. Patterson has been awarded the \$200 Dairyland Credit Union scholarship. He is the son of Mr. and Mrs. Roy Patterson, 45210 Wells Road, Sardis, B.C. David is attending the University of B.C.

Bob Craig, Pacific milk plant's assistant superintendent at Abbotsford, recently had to resign from the Mission School District school board because he moved to Abbotsford.

At the Burnaby plant, W. R. Graham has been appointed a route foreman in the wholesale division for Dairyland. Announcement of Bill's appointment was made in August by Sales Manager Bill Ramsell.

Dairyland Glee Club Is Listening for Singers

Dairyland Glee Club is in the market for men with golden voices who enjoy singing.

The Glee Club, one of the longest-established Dairyland clubs, is preparing for about 12 concerts during the coming season. As many men as possible are urged to participate in them.

Glyn Owen, spokesman for the singers, says two-hour practices are held Monday nights starting at 8 p.m. Glyn is in the production department of the Burnaby plant. Contact him and he'll fill you in on the location for the practices and when the concerts are coming up.

According to one of the members of the club, the practices are a lot of fun to those who enjoy singing.



San Francisco's famous Chinatown will be a "must" to see for the winner of the trip to this southern city. There are literally thousands of places around the Golden Gate City to visit.

Dealing With Complaints

There are still plenty of old-fashioned people around who believe that the best way to keep old customers and win new ones is to give value for money, intelligent service, and personal attention.

What the customer notices most is not the normal efficiency of our operation, which he takes for granted, but the extra touch which demonstrates that he is understood. He becomes convinced that we have a genuine interest in his affairs, a willingness to do what is best for him—and a knowledge of how it can be done.

These random thoughts form the general theme of a newsletter published this summer by The Royal Bank of Canada under the heading "Dealing With Complaints."

The newsletter notes that complaints made by customers are a source of deep concern to management and of irritation to workers.

On the subject of preventing complaints, it observes that established customers are a firm's best friends. The most effective way to keep them is to give them no cause for complaint, to establish your service on that foundation stone of respect and confidence which is best described by the word "dependability."

Some other helpful hints and observations:

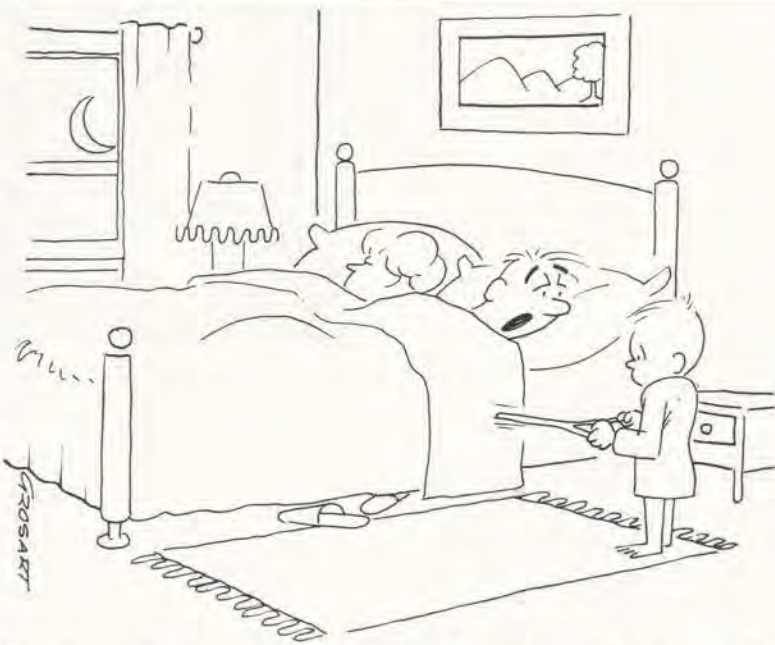
- Try to sense, before he reaches the point of making a complaint, when a customer is dissatisfied. It is not enough to assure yourself that you are pursuing a course beneficial to your customer; you need to make it evident to him. Every contact with the customer should make it clear that he is the central figure.

- Complaints are valuable because they direct attention to possible areas of improvement in operating efficiency. Accept it as a basic law of business life that there is always room for improvement.

- Avoid being drawn into an argument. An argument is a contest which someone must lose, and if you win you have forfeited goodwill and probably antagonized a customer.

- Show willingness at once to investigate thoroughly and to correct whatever is found to be wrong. Get at the facts, learn exactly what happened and the extent of the damage. Make the correction or adjustment promptly in the best spirit.

- The handling of complaints obviously calls for discretion and skill. The newsletter lists these principle points to practice: Acknowledge a complaint at once, indicating your interest in it; make a speedy investigation; and finally, give your decision without delay.



"Can't you just come out and ask for a glass of water . . .?"

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"Well, are you going to deliver the milk this morning or not?"

Rib Ticklers

A crabby old lady, sitting immediately behind the bus driver, kept plying him with questions. Finally, she jabbed him with her umbrella and asked, "Is that my 63rd street stop?"

"No," he replied, "that is my rear end."

The old man, walking down the street, saw a young boy trying to reach the door bell. The old fellow rang the bell for the lad and asked: "What now, little man?"

The kid looked at him and said: "Run! That's what I'm gonna do."

The father was reading his newspaper while his young boy played the violin with his dog's howling for accompaniment.

"Did mother say you have to practice now?" he asked.

"Yes," he sobbed.

"Well, can't you play something the dog doesn't know?"

The salesman after gaining entrance to the prospect's home put on his personality act. "My, what a lovely home you have," he gushed. "And pray tell me what is in that beautiful vase on the mantel?"

"My husband's ashes," said the young wife.

"Oh, I'm so sorry. How long has he been dead?"

"He's not. Just too lazy to find an ash tray."

Ignoring the red light, a jay-walker ran smack into an oncoming automobile. A policeman helped him to his feet, admonishing him, "Didn't you see that big sign 'Don't Walk'?"

"I did," groaned the pedestrian, "but I thought it was just an advertisement for a bus company."

Safety Notes

Check Your Vehicle

A complete car check-up by a reliable mechanic or technician will cover almost 40 points of a vehicle, but there are 10 places the owner can check by himself, according to the vehicle safety committee of the Canadian Highway Safety Council. The Council advised owners to check these 10 positions regularly:

Rear-view mirrors: for condition, mounting and cleanliness.

Horn: for satisfactory operation.

Windshield wipers: for condition of motor and condition of windshield washer.

Glass: condition and operation of windows, and cleanliness.

Lights: front and rear lights for operation, and aiming of headlights.

Direction signals: for operation.

Tires: tread wear, pressure, cracks.

Steering: play in steering gear, front tires for misalignment.

Brakes: master cylinder fluid level, hydraulic system for fluid leaks, foot and hand brakes for reserve and stopping ability.

Exhaust system: manifold pipes and mufflers for tightness and leaks.

Before you say these items are too obvious to be of much use, ask yourself when was the last time you checked to see if your brake lights were working.

Smart Ran Into Expo

A summer employee for the FVMPA ran his way into a Expo 67 trip and an athletic scholarship to the University of Washington.

Most people didn't meet **Bill Smart** because the young university student worked nights filling ice bags for Dairyland retail trucks. Bill wanted the night work so he could train during the daylight hours.

During a meet in Toronto, Bill set the Junior Canadian record for the 1,500-meter steeplechase, a combination hurdles and sprint race. His achievement gained him the Expo trip where in addition to seeing the world fair, he competed in another track meet.

The 'Killers' In Your Home

By Jim Stouse

Burnaby Plant Safety Committee Chairman

The time has arrived when those pesticides and weed killers will be stored away until spring. Here are a few tips to remember when putting them away.

1. Store them outside of the house, in a safe place out of the reach of children and irresponsible people.

2. Store under lock and key.

3. Store in original containers only. Never in soft drink, beer or liquor bottles.

4. Make certain that all containers are clearly marked "Poison."

5. Store away from foods.

6. Dispose of empty containers so that they pose no hazard to humans or animals.

7. After handling, wash your hands and face and change to clean clothing.

8. If symptoms of illness appear during or shortly after handling, call a doctor or get the patient to hospital immediately.

Dial 874-5000

When poisoning strikes, here's what to do:

1. Make the child vomit at once.

2. Call your doctor or the Poison Control Centre: 874-5000.

3. Keep the bottle of poison and take it with you to the emergency ward. If the poison is corrosive (lye or acid) try to make the person drink as much milk as possible. Be quick!

Milkman Charlie Tiller spent two hours trapped in a refrigerated milk shed in a town on the Isle of Wight before he was released by a passerby who heard him banging on the door. He said the wind blew the door shut.



Smiling Jim Crawford

Retirements

Jim Pitches Right In For Summer Relief

Retiring last year after 17 years service with the FVMPA (Jim Crawford's smiling face appeared again at the Burnaby plant this summer. He was brought

back for summer relief.

"I guess they just can't get rid of me," chuckled Jim.

Scotland Trip

Now that the summer work is over, Jim is on his own again and thinking about making a return trip to his native Scotland next year.

Music and fine arts might have been Jim's career. But for one reason or another, known mostly as the gremlins of youth, Jim put aside his creative talents for interests in book and record keeping.

Creative Hobbies

"I don't know, perhaps I'll go back to painting," thinks Jim.

In Scotland, Jim sang in the Glasgow Grand Opera Society, acted with the Rolls Royce Co. Players, taught and played the piano. Even when he worked for a time in the New England states, he sang with the Rhode Island State chorus.

Inventory Work

Looking back over the developments of warehouse section of the FVMPA in the past 17 years, Jim says it has become much larger and more important part in the overall operation.

"We didn't have the ice cream cartons originally. Then we took over the Shannon operations and more and more cartons had to be kept on hand," he says. "This is big business now."

Trip to Iceland

Youngsters Visit Dad's Homeland

Learning that a recipe for a dairy product developed by their father still is used in Iceland was a proud moment for three Fridriksson children who visited their dad's homeland this summer.

Ed Fridriksson, FVMPA laboratory bacteriologist and fieldman at the Abbotsford Pacific Milk plant since 1954, introduced skyer to the milk plant at Borgarness, Iceland many years ago. Skyer is similar to sour cream and yogurt.

Inga, 19; Signy, 15; and Thor, 13 spent four weeks on the holiday. They returned with vivid comparisons of the countryside and customs in Iceland to Canada. They also met many relatives they never before had seen.

The trio said they had little difficulty communicating with Icelanders "as nearly everyone on the island speaks English thanks to American movies, television and magazines."

Both Extremes

"Icelanders either drink a great deal or don't drink at all," said Inga. "They are either ecstatic about Iceland or they want to get out."

The countryside changes slowly in Iceland, a small island east of Greenland and just south of the Arctic Circle. Trees take a long time to grow. For instance the young Fridrikssons visited an area of trees which were planted by their father 30 years ago. The trees were only 15 feet high.

Up on Fashions

Despite the slow physical growth, fashions are generally ahead of those worn by Western Canadians—as much as two years. And colors of materials are brighter.

"We felt so dowdy and old-fashioned," said Inga. "The shortest dress I had was long there."

The young visitors said that the main streets of the capital of Iceland are paved or cobblestoned. The majority of the other roads are equivalent to a second-class country road in the Fraser Valley.

House Ownership

Only the well-off have their own houses in Iceland. The poor live in high rise apartments subsidized by the government. And most of the houses are divided into flats. Like Canada, the cost of living is high in the island country.

Most cars are about five years old. Thor bought a carbonated drink which cost him 50 cents. The bottle cost as much as the drink. Signy paid 56 cents for licorice allsorts which cost 10 cents in Canada.

The main industry is fishing and sheep raising. Animals roam freely around the countryside without the need of fences.

When the Fridrikssons left Iceland at the end of the holiday, they were given smoked lamb and fish to take back to their parents. They packed it in their baggage for the 13-hour plane flight.

"And when we unpacked . . . oohh," explained Inga.



"Keep up a batting average like that and the National League clubs will be after you."

Norm Tops Golfers Tournament

Operations Manager Norm Tupper is Dairyland's top golfer

In the annual Dairyland Golf Tournament Sept. 17 at Pitt Meadows, Norm topped 47 other competitors with a low gross of 77 on the par 72 course.

The tournament was organized by a committee of Gordon Aasen, Cy Bunyan, Elliott Jacobs, Jim Watson and Pete Wilson.

The other top winner was Steve Bush who shot a low net of 64 on the 18-hole course.

Foursomes teed off starting at 2 p.m. Because of the late hour, a special fivesome of Sam Cymbaluk, Grant Barkley, John Graham, Bill Birchmore and M. Zolnik had the distinction of teeing off last and finishing in the dark.

The men finished the day in the clubhouse with refreshments and presentation of the prizes.

Credit Union's Bargain Loans

Don't throw money down the drain, warns the Dairyland Employees Credit Union. By shopping around, you probably will find that your credit union can give you a good deal.

Compare the interest costs before you borrow.

A term plan loan for a car from one of the Canadian Chartered banks advertises the following: \$1,000 loan, 18 monthly payments of \$60.29. Total interest is \$85.22.

A fully insured automobile loan from your credit union for \$1,000 would cost: 17 monthly payments of \$60.29 with a final payment of \$46.95. Total interest is \$71.88.

So shop around. You'll find that your credit union is a sound place to go when you need a loan.

Remember too that you can invest your surplus money in a guaranteed 6% interest on a term deposit account.

B.C. Outdoors Federation Needs Greater Support

The FVMPA Rod and Gun Club has thrown its support behind a B.C. Wildlife Federation report calling for more operating funds and a larger membership.

George Pinchbeck, local club president, discussed the financial situation with Rod and Gun Club members at a meeting Sept. 19, held in the Burnaby plant's conference room.

He said: "We are going to need this money to fight for the preservation of our outdoor resources."

Organized Outdoorsman

Referring to the wildlife federation's report, he pointed out that less than 10 per cent of the hunters and anglers issued licences in B.C. actually belong to organized outdoors associations. George said it is important that more people belong to rod and gun clubs because in this way, policy makers in government and industry will take notice when outdoors groups seek protection of the natural resources.

Financial Support

Vice-president Barrie Craine also pointed out that some industries, who have in past years supported the wildlife federation, are withdrawing financial aid because they disagree with

the federation's insistence to preserve the resources.

"We've just got to have more money to be able to publicize our views," he said, "Dues, for one thing, will have to be increased. If we get more members, however, the cost won't be too much."

Look After Outdoors

The B.C. Wildlife Federation traditionally has pressed both government departments and industry using outdoors areas to exercise control over these regions so they can be maintained for future generations.

There are about 35 members of the FVMPA Rod and Gun Club.



Mr. and Mrs. E. McCann were recognized by the Dairyland Staff-Welfare Association at its annual meeting. Ed retired earlier this year. He was presented with a cheque from the Association and Mrs. McCann was given flowers. Ed worked for the FVMPA for the past 16 years in production.

Whistlin' Janitor Leaves His Mark

Sign found one dew-laden fall morning in the Burnaby plant's parking lot stairway: "Good morning! Please wipe your feet. Your whistling janitor."

At the base of the stairs was a piece of corrugated cardboard with the word "Welcome" written on it.

Several sleepy employees were seen casually wiping their feet before heading up the stairs.



Bill Yoshihara, a new face around the data processing centre in the Burnaby plant, looks over one of the new magnetic tapes held by **Pat Lysiuk**. The information programmed on one reel shown here previously had to be punched onto 12 boxes or 120,000 computer cards. The swing to tapes will save a considerable amount of space formerly required for storage.

Product Picture

New Ice Creams on Market

Ice cream fans should be watching for Dairyland's new flavor combination, Dutch Chocolate Marshmallow, later this month. It is another of the special ice creams offered this fall.

Dairyland Sales Manager **Bill Ramsell** says Baby Ruth, an ice cream containing crunchy bits of the popular candy bar, has been on the market for several weeks this fall and it has been well received.

Sun-Rype apple juice, fresh

from the Okanagan Valley, now is being packaged in the Pure Pak cartons. The juice is rushed to the Burnaby plant in stainless steel tank trucks where it is immediately put into the cartons.

"And don't forget that the lemonade, orange and grape drinks are still being sold," he says.

Kerr, Godfrey Change Cities

Jim Kerr, branch manager of Dairyland's operation at Prince Rupert, has been appointed District Manager for Central B.C.

This means Jim will be responsible for the Dairyland sales and operations at Williams Lake, Prince George, Smithers, Terrace and Prince Rupert. He will live in Prince George.

Jack Godfrey, who has been branch manager at Prince George, moves to Kelowna where he becomes District Manager for the Kamloops-Okanagan area.



Gwen Stevenson has become Dairyland Employees' Credit Union's Girl Friday. She left Dairyland offices at the end of May and walked down the stairs to the credit union offices and her new job.

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Ball Association Honors Secretary Tom Kennedy

Tom Kennedy, who has served as secretary for the B.C. Softball Association for 20 years recently was presented with a life membership and gift for his valuable services.

For Tom, playing ball goes back to the mid-twenties when other young fellows like **Coley Hall** and **Johnny Nessman** were on the diamonds.

"As a matter of fact, I came to work for the dairy 42 years ago so I could play sports," recalls Tom. He played on the soccer team Creamos, a group well-known to sports fans in the Vancouver area.

Tom played left field during his active softball days.

"We used to play in a drill hall originally," he says. "The seam was on the outside of the ball. Then they built Connaught Park and I can remember eight to 10 ball diamonds in use at a time there."

The life membership was presented to Tom at the league's

annual banquet. The B.C. softball Association is composed of the top amateur softball teams in the Vancouver area.



Gary Baker, 1967 University of B.C. graduate in food technology, has joined the production department of the FVMPA. He started on an orientation course here Sept. 18.

FUN and FACTS

About Bowling.....by Dick Ericson



THE HOOK: A thing which pops loose in proliferation when body English is extreme. Best idea is to use other type fastener, and twist to your heart's content. It's part of the fun.

THE HOOK: A hook is more effective than a straight ball in accomplishing a perfect hit, which occurs when the ball comes in at the perfect angle. With the hook ball a deflection action is imparted to the pins. Rather than going straight back standing erect, the pins go down at an angle giving what we call a blocking effect. One pin can carry three or four others. A hook is recommended.



Kamloops Branch Manager **Dave Lund** discusses Dairyland products to be distributed in his area with driver salesmen **Gerry Salmon** and **Rene Cordonier**. Shipments from the Burnaby plant are made daily to Kamloops.



Former milk wagon driver **Bill Hewitt**, left, presented the FVMPA with a replica of a horse and milk wagon. Receiving the gift on behalf of the Board of Directors who attended the Employees' Quarter Century Club meeting was President **H. S. Berry**. General Manager **George Okulitch** was meeting chairman.

Craftsman Bill Hewitt

Wagon Given to FVMPA

A replica of a horse-drawn milk wagon has been presented to the FVMPA by 78 year-old **Bill Hewitt**.

Bill hand built the wagon, carved the horse and shaped the harness during the past year working from memory as well as photographs of early milk wagons. Bill worked with the wagons on Vancouver routes for many years so that the wagon was constructed with all moving parts.

"I thought it might be something for people to see, especially the ones who weren't around when horses pulled the milk wagons," says Bill.

Standard Milk Co.

He first went to work for the Standard Milk Co. in 1913 covering the route bounded by Broadway to Williams and Commercial to Nanaimo.

"I used to start at midnight and go through to 8 or 9 a.m. People wanted fresh milk for breakfast," he says. "And on Saturday we made our collec-

tions. People weren't normally up when we delivered milk so we had to make a special trip around to get paid."

In 1918, Bill came down with the flu and he was off work for nine weeks. He went over to Vancouver Island and took a farm. But by 1922, he was back in Vancouver and soon got a route delivering milk in the Kerrisdale area. Later Bill was transferred to a wholesale route in the Main St. area.

Large Horse Barn

"The trucks came in around the mid-twenties so I guess I last drove horses in the early thirties," he recalls. "There used to be nearly 120 horses in the three-storey barn on Eighth Ave. in those days. There were other smaller barns

all over town."

"One of my favorite horses was a big sorrel. That's the horse that is pulling the wagon. They told me that I could drive the single horse if I could break it. And by golly I did," he exclaims.

"I remember the harness makers' shop and wagon repair shop at the Eighth Ave. plant," he says. "There were some pretty wonderful times, those."

Although retired for many years now, Bill still maintains an active interest in Dairyland's operations. Bill's horse and wagon—painted in authentic Dairyland colors—will be displayed at the Burnaby plant.

Burnaby Plant Staff Changes

Announcements of several staff appointments have been made this fall.

Maurice Brown and **Wayne Rogers** have been promoted to Dairyland holiday reliefman.

Tom Cawley, formerly of the Prince Rupert Fishermen's Co-operative, joined the Burnaby plant Nov. 8 to become chief stationary engineer.

Keith Miller, formerly assistant to traffic man **Harry Whitlam** at Sardis, has moved to the Burnaby plant as assistant to farm milk pickup traffic manager **Wally Kendall**.

Tom Low joined the Public Relations Department Nov. 20 where he becomes Assistant Editor of *Milk Break*. He previously was a farm commentator for the Canadian Broadcasting Corporation.



Dave Smith holds the plaque and medallion presented to him as recipient of the Lamb Award. Dave has maintained a continual interest in youth activities for many years.

Ivy, Winner 'Frisco Trip

Airplane Tickets Draw Made At Employees' Quarter Century Club

Complete surprise is an understatement but that's the way **Ivy Anthony** looked when her name was drawn for plane tickets to San Francisco at the FVMPA employees Quarter Century Club meeting this fall.

Although Ivy remembered her number, she was too excited to find the winning ticket stub when the number was called. So **Tony Brown** provided her with capable assistant by dumping the contents of Ivy's purse on the head table to find the lucky number.

Tickets for two to 'Frisco via Canadian Pacific Airlines can be used anytime. For Ivy, it will be the second trip there. She attended the world fair in San Francisco in 1939.

Long Work Record

Ivy has worked in the butter packaging room for 36 years.

The drawing for the ticket was a special highlight of the third annual event which gathers together current and retired employees of the dairy who worked for the dairy co-operative for 25 or more years.

Nine Members Added

The ranks were swelled to 135 this year with the enrolment of nine new members to the club.

New members welcomed to the exclusive club were **Bill Driedger**, **Neil Gray**, **Bill Hawes**, brothers **Cliff** and **Les Henty**, **Frank Hayward**, **Mrs.**



Ivy Anthony

Ivy Leatherdale, **George McCartney** and **Harold Pegg**.

In addition to bringing new members into the club, employees with 25 years' service who retire during the past year also were honored. And this year special recognition was given to **L. A. Atkinson**, **Walt Armitage**, **Phil Bergh**, **Art Drew**, **John McIvor** and **Harry Campbell**.

Entertainment during the evening included the musical act of **Diane and Lee** as well as caricature sketching by cartoonist **Don Grosart**.

Top Canadian Honor for Dave

The Lutheran Church's highest single honor for youth work, the Lamb Award, has been won by **Dave Smith**, customer refrigeration expert at the Burnaby plant.

The coveted plaque and medallion is presented only when an applicant meets the stiff requirements set down by the Faith Lutheran Group Committee. Only one person a year can receive the award in Canada.

As part of the requirements, Dave's fellow workers at the Faith Lutheran Church in Surrey presented his nomination—unknown to him—for his outstanding contribution to the Boy Scout movement and other church youth activities for more than 10 years.

The award, which takes its significance from a passage in the Bible: "Feed my lamb, feed my sheep;" has been presented to only two other Canadians since its initiation a few years ago.

Dave, in his modest way said: "I consider it a great honor but I'm sure there are others that are more deserving."



Pat Goldsmith, secretary to the FVMPA engineering department, was selected Secretary of the Day on CJOR's morning program, last month.





FVMPA Employees
Quarter Century Club





Cy Jones' Wish

Credit Union Reaches Million Dollar Target

"I often said that I would retire as manager of the Dairyland Employees' Credit Union when assets reached a million dollars. We reached that figure earlier this year."

After working for the credit union for the last 22 years, **Cy Jones** retired this fall.

Prior to coming to the credit union, Cy worked for the FVMPA from 1931 to 1953. He once worked for a bank in Vancouver for nine years, and then a brokerage firm as an internal auditor. The firm was one of many that folded during the market crash of '29.

"I got a job in the FVMPA warehouse for \$87.50 a month," Cy recalls. "Reg Cockle (now purchasing agent) was in the warehouse at the time. Then I became a cashier and later paymaster."

During this time — it was 1943 — the credit union was formed by 12 Dairyland employees. Cy Jones was one of the men who, between them, collected \$20 to get it rolling. FVMPA President **W. L. Macken** donated the first set of books and **Jim Carson** donated the CU's gavel.

"We had a little office in the dairy at Eighth Ave. to begin with. **Bill Ramsell** was the first president of the group and **Ripley Robinson** was the treasurer. He ran the whole thing from his desk as paymaster," says Cy.

Later the credit union was provided with a small piece of land on the property "and the boys erected our shack."

Rip became manager of the B.C. Central Credit Union and Cy took over his job as paymaster. **O. B. Halverson** was the first full time manager of the credit union and in 1953 when he went to the Prince George Credit Union, Cy became manager.

Credit for building assets to \$1 million dollars goes both to Cy and the credit union's board of directors.

"Credit unions are the best places to do the shopping and there always has been a friendly feeling between members and the staff," says Cy. "This is good and I'm sure it will continue."

Gordon Aasen has taken over as credit union manager.



Cy Jones

Christmas Time Tips on Safety

By Jim Stouse

Chairman Accident Prevention Committee for FVMPA

1. Do not purchase a tree that has died out. If the needles are dry and brittle, the tree has dried out and will not absorb moisture. A fresh cut tree with the butt immersed in water will retain its moisture content throughout the holiday season (three weeks). Chemical fireproofing sprays do not take the place of butt immersion in water.

2. Before immersing the butt, make a fresh diagonal cut about one inch above the previous cut. Maintain the water level above the cut for the duration of the tree's use.

3. Use fire-proof decorations.

4. Use only lighting equipment bearing the Canadian Standards Association label of approval.

5. Make certain that every wire and socket is in good condition.

6. Make certain that extension cords are in good condition.

7. Do not overload electric circuits.

8. Do not leave Christmas wrappings or other inflammable material around base of trees.

9. Do not leave Christmas tree lights on when there is no one present in the home.

10. Do not install lights on metallic trees.

11. Play is SAFE and enjoy a HAPPY HOLIDAY !!!

Elevator Captures 14 People

It never happens to you, only to someone else. On the night of the FVMPA Employees' Quarter Century Club meeting at the Vancouver Hotel, it happened to 12 members of the club. An elevator, filled to capacity, stopped somewhere between the main floor and the main mezzanine. And it stayed there for almost an hour.

The Hotel Vancouver is undergoing renovations and

only three of its eight elevators are operating. With the added load that evening, the controls froze and nothing, save an engineer that lived miles from the Hotel, could bring it down.

Marlene Cayer, the elevator operator when asked about the incident said: "For their age they behaved very well. Spirits were light and many comments were humorous, in

spite of the hot cramped quarters."

The members who inadvertently had an added highlight to their evening were: **Andy Pollock, Chic Beadle, Roy Marchant, Geoff Hogben, Les Goldman, Cliff Hendy, Ernest McConnell, Herb Gillberg, Tom Sparrow, Mel Hand, Albert Smith, Richard Fetherstonhaugh** and along for the ride cartoonist **Don Grosart**.

Big Jim Watson Wins Union Post

Jim Watson—the tallest man ever to run the FVMPAs' stockroom—leaves this month to become Secretary-Treasurer of the province's International Association of Machinists' union.

Jim recently was elected by acclamation to the post which will involve looking after the union's affairs as the key hired executive. He was president of the machinist's union for eight of the last nine years. In the Dairyland plant, employees in the garage, stock room and

workshop are organized in the Automotive Lodge 1857.

"I started in the stockroom here in May, 1948—19 years ago," he says. "When the union organized the stockroom in 1952, I joined the IAM."

Three Generations

Both Jim's father and son also belong to the union. Jim is married with four children, three of them boys.

Jim will continue as a director of the Dairyland Employees' Credit Union. He will finish out his year as treasurer of the Dairyland Employees' Staff and Welfare Fund.

Joe Edmundson Retires

After 15 years, **Joe Edmundson**, chief engineer at the Burnaby plant, retired to a life of travelling.

Joe was a valuable member of the engineering staff, for in addition to his first class marine engineer's ticket and second class stationary ticket in British Columbia, he seemed to have a sixth sense about ammonia refrigeration.

Both Joe and his wife are

very active in the auxiliary of the North Vancouver General Hospital and in church activities.

Joe and his wife are planning to travel although they haven't yet made any specific plans.

Tom Cawley, formerly of the Prince Rupert Fishermen's Co-operative Association, took over duties as chief engineer last month.



Surprise coffee party for retiring stationary engineer **Joe Edmundson** was held in the Burnaby plant's cafeteria. Among the well wishers for Joe (in suit) were: standing, **Syble Norris, Mildred Russell, Ivy Leatherdale, Janet Billings, Lee Lambert, Iona Whyte**, sitting, **Eileen Harrison, Joe, Kurt Wiersing** and **Emily Potter**.



Jim Watson

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J. L. GRAY, Public Relations Manager

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CORRESPONDENTS

Bill Ammos, eastern district retail; **Wilf Graham**, wholesale relief; **Dairyland retail** eastern district; **Jimmy Cunningham**, ice cream shipping and sales; **Kurt Wiersing**, ice cream production; **Jim Watson**, productions stores; **Doug Wills**, workshop; **Lloyd Kinchen**, Dairyland shipping; **Howie Stevenson**, tab room; **Marcey Adams** and **Doris Moggridge**, general office; **Murray McLeod**, garage; **Ruth Morrison**, executive offices; **Bob Hind**, Hane; **Roy Luty** and **Frank Hannah**, Sardi's; **Ron Fleming**, Dairyland Sardi's; and **Dave Thomson**, Pacific Milk.
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