

Traber Valley

Milk Break

1969



THE TOUGHEST TIMES for Dairyland retail and wholesale drivers came after each fresh snowfall. Few residential areas were cleared after the storms as VERN BLAIS found during a route delivery in the Port Moody area. Other parts of the Lower Mainland present similar problems to drivers.

Storm Problems

*Town, Country Operations
Hit Hard by Bad Weather*

January will go down in FVMPA history as one of the toughest months for weather in recent history. Hundreds of drivers on city delivery routes and country milk pick up rounds will testify to this and can recount innumerable stories of uncleared roads, high snow banks, fast-drifting snow and intensely cold temperatures making their jobs difficult to do.

The storm got into full swing on the closing day of 1968 and retail delivery routemen were called back to the Burnaby plant shortly after lunch. Unploughed streets and paths were too much to cope with.

Following the initial snowfall, strong winds came up in



FRED MADINGER, a Dairyland retail canvasser, sparked the creation of these special Dairyland phone number-calendar cards. He felt that customers who move into new areas yet don't want to start home delivery right away would like to have the Dairyland phone number handy. Today, all retail drivers and canvassers use the card with the 1969 calendar on the back.

the Valley making farm pick ups of milk practically impossible in many areas. Particularly hard hit were the Matsqui and Sumas Prairie farmers. They are in the "wind belt" of the Valley.

Men hauling milk in the country faced long hours without sleep in an all-out effort to get the milk off the farms and into plants. But the important thing is that milk was delivered to our customers, despite the obstacles.

A full story, including many of the incidents during the storm, will be carried in next Milk Break. Space prevents it for this issue.

Don Discovers Valuable Bundle

A business in Nanaimo is \$103 happier than it might have been because of the honesty of Dairyland retail driver Don Wong.

While on his route in the East Hastings and Clark area of Vancouver this month, Don picked up a bundle lying in the snow that contained cheques and cash totalling \$103. He turned the money over to the police who returned it to the right hands.



FARM TANK DRIVER GEORGE SWAN was one of many men picking up milk from Valley farms that also found snow and wind extremely troublesome in January. Here he hooks up the truck's pump to an electrical outlet on the HENRY GIESBRECHT farm near Agassiz.

FVMPA and Comox Form One Association

With the merging of Fraser Valley Milk Producers' Association and Comox Co-operative Creamery Association early in January, 50 staff members joined the FVMPA payroll.

Comox Creamery's Courtenay plant — the fifth now owned and operated by the FVMPA — is supplied with milk from 28 shippers. Last year, these farmers sent more than 17½ million pounds of milk to the plant.

Operations on Vancouver Island will be headed by Jack Parkin, nephew of one of the original directors, who becomes District Manager, Dairyland Vancouver Island in the merged setup. Mr. Parkin has been manager of Comox Creamery for the past 14 years.

Comox Creamery was formed in 1901 making it one of the oldest milk co-operatives in Western Canada.

In the new marketing concept, locally-produced Comox Valley milk will continue to be processed and packaged at the Courtenay plant. It now is sold



JACK PARKIN
... heads Island district

under the Dairyland brand through the present distribution area of the Comox Creamery. This includes the upper Van-

Con't. on p. 3



THE COMOX CREAMERY plant is located at Courtenay. This photo shows the front of the building. In addition to the Courtenay area, the plant distributes milk and milk products to the upper end of Vancouver Island and Powell River.

G. J. Okulitch Announces Staff Changes

In a continuing effort to have sales personnel best handle changing marketing conditions, FVMPA General Manager G. J. Okulitch recently announced changes in responsibilities of several sales department members.

Walter Macpherson became Merchandising and Sales Promotion Manager and Hugh Robin became Wholesale Accounts Manager.

Mr. Okulitch said Mr. Macpherson now is responsible for co-ordinating all promotions of fluid dairy products with all chains and customers we supply. He also will take care of related advertising and promotional material, some of which comes from the Canadian Dairy Foods Service Bureau.

Mr. Robin will be responsible for co-ordinating the sales program with all of our major wholesale customers. Mr. Robin will be assisted by sales representatives Bob Cooper, Gerry Campbell and Frank McKinley. Reg Clarkson, a wholesale supervisor, has been appointed a sales representative, also working with Mr. Robin.

And former Pacific Milk division sales representative Lee Alberts of Prince George has moved to Vancouver to work in Mr. Macpherson's department. Replacing Mr. Alberts at Prince George is Bill Robertson, formerly located at Calgary for Pacific Milk.

In other moves, Sam Fogel joined the Public Relations and Advertising department as Advertising Co-ordinator. Mr. Fogel will be active in the advertising programs of Dairyland and Pacific, reporting to the Public Relations and Advertising Manager J. L. Gray.

Mr. Fogel has a wide background in advertising and for years has been associated with the Dairyland account as Creative Director of Goodwin-Ellis Advertising Agency, Vancouver.

W. R. Graham has been appointed Acting Wholesale Supervisor, Dairyland Sales Manager Bill Ramsell, who made the announcement, said the promotion from route foreman took effect Jan. 26.

Burnaby Staffers At UBC Course

Two men who work on the Burnaby plant's production floor have completed an ice cream short course at the University of B.C.

Jerry Bourassa, ice cream department and Eric Vander-molen, milk processing area, took the course at the University Jan. 20-24.



Christmas Celebrations

Both Burnaby and Sardis staff members held Christmas dances in December. Reports from persons who attended the functions indicate that the parties were extremely successful. Although the Abbotsford staff didn't have a dance, several persons from there attended the Sardis one. The photographs are a random selection of shots taken by Tom Low of the Public Relations staff at Burnaby and Frank Hannah at Sardis.



**SARDIS
DANCE**



**BURNABY
DANCE**



Let's Talk About Workmen's Compensation

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

In previous editions of this column I have discussed various fringe benefits. All of us can readily identify what our employer pays us in the form of our pay cheque received every two weeks. What isn't so apparent is what our employer pays for us toward the fringe benefits which are an important part of our total remuneration. The cost of some fringe benefits is paid partly by the employee and partly by the employer. The cost of others, however, is paid entirely by the employer. **Workmen's Compensation is an example of one of the benefits paid for entirely by the employer.**

In the early part of this century employers didn't necessarily accept responsibility for the

costs involved when their people were injured during the course of employment. Also, if employees were absent from work as a result of such injuries they were not paid for such time lost. Generally no payment was made if the worker was at fault but if the injury resulted through negligence on the part of the employer, the workman had the right of legal action against the employer. Awards for medical costs and loss of pay were often made only after the employee had pursued his rights in court. Many injured employees, however, were reluctant to go to this extreme and as a result sustained the losses involved or settled for a small amount of much-needed cash.

As our western society became more industrialized and

more and more people left self-employment to work in industrial establishments, the injustice of this situation became apparent. It led to laws which established the employer's liability for employees injured during the course of employment. In many states and provinces government plans were developed to ensure that employers would properly meet their responsibilities under these laws.

In British Columbia the Workmen's Compensation Act was passed in 1917. This Act substitutes a right of legal action by the injured workman against an employer with a more positive and prompt method of compensation even though the injury may have been caused by the fault of the workman involved. The Act is administered

by the Workmen's Compensation Board which assesses employers for the costs involved and makes the payments for medical aid, time loss from work, and any necessary rehabilitation services. The Act also empowers the Workmen's Compensation Board to make and enforce accident prevention regulations. **For every \$100 of wages paid to us by the Fraser Valley Milk Producers' Association, \$1.30 is remitted to the Workmen's Compensation Board in order to provide the benefits provided by the Act. This represents a total yearly cost to our employer of over \$90,000.**

Should any of us sustain an accident during the course of our employment, it is comforting to know that medical ex-

penses will be paid for us and that a regular income will be forthcoming if we are unable to continue with our work. Loss of time payments are paid by the Board at 75 per cent of average earnings as of the time of injury up to a maximum of \$94.93 per week. These payments are exempt from income tax and, for most workers, they closely approach the take-home pay for regular employment.

One thing that the Board has been unable to do is to remove any pain, suffering and resulting physical disability that may be caused by accidents. The best answer to this is to prevent accidents from occurring in the first place. This entire subject of accident prevention and our first aid and safety program will be dealt with in a future article.

Cont'd. from p. 1

FVMPA Merger With Comox Creamery

couver Island area and Powell River.

Assisting Mr. Parkin in senior positions at the Court-

Plant Superintendent **Bill Gullett** and Office Manager **Geoff Madison**.

Pleased With Merger

Comox Co-operative Creamery Association President **E. A. Smith** said: "Although our co-operative will change its identity, our shippers and staff will become an important part of a larger and more diversified marketing organization. This merger . . . will ensure that the Comox Creamery and Dairyland, Vancouver Island customers will have the advantages of the most modern dairy production-based operations are Sales Supervisor **Ron Mottershead**,



RON MOTTERSHEAD is sales supervisor in the Vancouver Island area.



BILL GULLETT is plant superintendent of the Courtenay plant.



COURTENAY PLANT office staff members **EMMA TAYLOR**, left, and **BETTY WELDON** were caught by the camera of **BOB BELLINGER** of Dairyland's Burnaby plant, who was in Courtenay assisting with changeover of office procedures to tie in with the central data processing centre. Other office girl **SANDY CARLSON** is missing from the photo. The manager of the office is **GEOFF MADISON**.

tion technology and quality control available."

FVMPA President **H. S. Berry** said: "We are proud to be associated with the Comox

Co-operative Creamery. This producer-owned business has a record of a long and significant contribution to the dairy industry and Vancouver Island."

FVMPA Employees

Comings and Goings

The following is a list of persons who have joined the staff of the Fraser Valley Milk Producers' Association in November or December.

November:

I. H. MacDonald, **P. W. Foster**, **R. Forcier**, **J. J. MacDonald**, **W. H. Behr**, **W. R. Pratt**, **J. E. Edwards**, Burnaby retail; **J. F. Forsyth**, Burnaby shipping; **W. Hayduk**, **A. L. Harrington**, Burnaby janitorial; **L. D. Stewart**, Burnaby general office; **F. J. Kirkove**, Burnaby workshop.

R. D. Oliarny, Terrace depot; **D. A. McKinnon**, **S. M. Wiens**, **E. F. Simoens**, **E. Grunau**, Sardis production.

December:

A. J. Martens, **B. Shindak**, **M. C. Tait**, Burnaby retail; **K. Collins**, Burnaby tank truck driver; **D. J. Kowalchuk**, **J. I. Gracewood**, Burnaby general office; **R. L. Lachapelle**, Burnaby wholesale; **R. L. Nickel**, Burnaby shipping; **R. H. Haus**, Burnaby garage; **R. J. Saark**, **D. R. Gately**, Burnaby checker; **P. Kenacen**, Burnaby office route accounting.

M. Muirhead, engineering supervision; **H. P. Thiessen**, **H. Petras**, Sardis production; **P. M. Taylor**, Sardis lab; **J. D. Kirby**, Nanaimo branch.

Leaving Us:

(The year listed after the name indicates when the employee started work for the FVMPA).

Henry Johnson, '43, Sardis dairy worker; **A. J. Raadschelders**, '65, Burnaby janitor; **J. G. Irwin**, July '68, **F. S. Anstey**, '66, **L. R. Mitchell**, '67, **D. W. Wallace**, '67, **K. S. McMaster**, '65, **D. H. Werbig**, '68, all Burnaby retail.

Nancy Jack, '64, Burnaby general office; **Bill Devine**, '45, Burnaby production; **Dorothy Jelking**, '66, Burnaby lab; **Brian Perry**, '68, Burnaby office boy.



HENRY JOHNSON, dairy worker at the Sardis plant, received a wallet from **WALT ARMITAGE** on behalf of the Sardis staff when he recently retired. Last fall, Henry was admitted to the employees' Quarter Century Club for his 25 years' service to the FVMPA.

Looking Back Over History — and 'Dinty' Blackman

"In 1896 we left Seattle to come to Vancouver, British Columbia on a side wheeler by the name of Yosemite. After calling into Victroia we came around into a wide channel right into a huge school of salmon. They were going around the paddles on both sides. The bow of the boat was cutting through them. The captain told us we would be two hours late arriving in Vancouver. The salmon were thick until we reached Point Grey."

That was former driver **George Blackman's** introduction to British Columbia. George's connection with the FVMPA goes back to its origin and with the milk industry of the province, to the turn of the century. George was known by his many friends, customers and co-workers alike, as 'Dinty.' He was active in his community, through the Kivan Boy's club, in his church (the original St. James), and played a busy role in company activities. His untiring enthusiasm to help his fellow man won him a great many friends.

A Great Promoter

As he noted himself: "I started the Creamo Minstrels, managed the hardball team, trained the football and soft ball team. I started amateur variety shows in 1925 at the Edin Theatre in New Westminster. I was president of local 464 seven times, vice-president nine times and was active with the local for over 28 years. I spent 35 years on milk routes with a wagon and horse."

In a pencilled autobiography entitled 'It's Past Now,' Dinty left for his family a number of observations and sketches of life in early Vancouver. Here are a few of his thoughts.

"As boys we watched the chain gang

with a ball and chain attached to the ankle build the roads in the east end. I went to Openhiemer school on Cordova. We lived in a house on Cordova St., the second in from Jackson on the west side. We used to sell papers at that time, The Province. The choir master of St. James gave me a quarter for a paper and asked me to come to choir practice. He asked me how much I was making a month and I told him \$9. I got the job singing solo."



"DINTY" and his favorite horse covered many miles of milk routes in Vancouver.

"While living on Cordova we had a small business going in supplying dogs for the gold rush in the Yukon. We caught stray dogs from all over the city and trained them at night to pull a buggy."

"I worked for Mr. Woodward in his first department store at the corner of Westminster Ave. and Harris St. Just

around the corner was a merry-go-round. Buy \$2 worth of goods and you got a ticket for a ride. I took tickets and piled wood in the steam boiler."

Early Fishing Here

"I used to go fishing under the old Bridge on Westminster Ave. We could catch good bass about 10 inches long. In the fog one day two street cars crashed just over my head. I ran to the barn at Prior to let them know. The gang used to go swimming in the hot water there at the end of Prior St. The conductors of the street cars that passed there knew our clothes and would take them to our homes. Then we had to run home fast without them. I can still see the people of Mount Pleasant laughing."

"I used to wrestle the kids on the Powell St. grounds. This is where I started to learn first aid. I was 11 years old at the time. I gave up wrestling when I defeated everyone at my weight so I started boxing. I had two bouts through the manager of the Hastings Club under the name of Ted Black. Then Jim Fisher and I combined efforts. I managed him while he fought and vice versa. That way we got all the purse."

Started McLarnan, Boxer

"I also had the good fortune of starting world's champion Jim McLarnan on his way. I found him fighting in a back alley and was able to arrange a few bouts for him."

"We used to do a lot of swimming in the waters around Vancouver. I can remember saving six boys from drowning in False Creek. I rolled them on a barrel to get the water out and rubbed down the back of the neck to keep the blood pressure up."



MRS. MARY CRAN, left, and MRS. MARGARET MAUDE, both daughters of the late **GEORGE 'DINTY' BLACKMAN** look through magazines, newspaper clippings and pictures of their father. Dinty was very active in company and community affairs and many of his achievements reached the printed page.

Awarded Pasteur Bronze Medal

Saving lives seemed almost a habit for Dinty. The Pasteur Bronze Medal was awarded to Dinty by the Milk Industry Foundation of Washington D.C., for heroism and distinguished public service in the line of service. He received the award for rescuing an unconscious girl from a gas-filled room, applied artificial respiration and then phoned the inhalator squad thus saving her life.

Dinty came by his nickname by accident. A worker at Shelly's Bakery called to another man, "Didn't he come yet?" It sounded so much like "Dinty he come yet" that the name stuck with him.

The story of "Dinty" was brought to our attention after a feature appeared in the Vancouver Sun about early milk deliveries with horse-drawn wagons. "Dinty" was shown in one of the photographs.

Sardis Plant Gets Changes

Major alterations and improvements are underway at the Sardis plant. During the next 12 to 18 months, changes are being made in handling and production facilities to allow easier and faster movement of products.

Some stages of the renovations are already completed. The rear loading dock has been expanded and covered with a pagoda shaped roof. The new dock is designed to make large freight liner loading a much easier task. It is also adapted to any truck by an adjustable platform. The roof was needed as much to keep the hot sun off products while loading as to keep rain and snow away.

According to **Murray Osten**, Plant Superintendent: "The loading dock this winter has been a real asset. Even with that one bad storm at the first of January we were able to handle all traffic. Driving around the plant with all that snow was quite tricky. But with the lift, we were able to handle all the trucks no matter what the size."

Fork Lift Aid

In the warehouse, Pacific powder is almost entirely handled by fork lift. One of the rear loading doors has been enlarged and the outside ground excavated to allow pallet loading of trucks. With this arrangement both train box cars and trucks hauling skimmed milk powder or supplies are quickly utilized.

Resurfacing Floors

"In time we hope to use the fork lift in many areas of the plant. Floors are being resurfaced and strengthened to handle the heavy equipment," explained **Frank Hannah**, assistant to the superintendent at Sardis. "We may run into problems with the fork lift on outside work particularly where it's wet as on the rear dock. At present, however, the fork lift is more than busy just handling powder."

Underway at present, is the remodeling of the old can dump

room directly behind the lab. This area, inactive since 1966, is being converted into a production area for manufacturing cottage cheese starter and dressing. Upon the completion of this room, the dressing—an all important part of cottage cheese production—will be made, held and handled under ideal conditions. Temperature in the production of cheese is critical and this also applies to the dressing. By using two bulk milk tanks, the prepared dressing can be easily stored and handled eliminating the time and trouble connected with cans.



TONY CABRAL of Allan and Viner construction, with JACK SLYKERMAN of the Sardis engineering department look at the old concrete floor in the can dump room. What should have been an easy day's work stretched into several as the construction crew found that the floor, poured in the 1920s, was meant to last.

The cottage cheese vats are directly below the new dressing room which makes application of the dressing much easier. The preparation will be pumped through a hose directly into the vats again eliminating the

trouble and nuisance of cans.

While this work is in progress, the can dump equipment housed on the outside of the truck ramp and used earlier as an overflow dump, is being reactivated to handle the remaining few cans necessary in connection with a few small dairies. All other can handling facilities have been removed from the plant.

Cold Storage

Once the dressing room has been completed, the area in which the dressing is being made at present will be vacated. This area, directly behind the offices and including some storage area, will be converted to low temperature cold storage. Sardis at present is short of cold storage and this addition will more than double the facilities.

"Something the Sardis plant has needed for a number of years," added Mr. Osten, "is new boilers. This year the Board of Directors has approved their installation. With all this work going on as well as our regular production schedule, this looks like a very busy year for Sardis."

Steelheading

A 14-pound fish in the top entry in the annual FVMPA employees' Steelhead Derby so far this year. The fish was caught by **Dave Mair** of the Sardis plant.

Derby officials said that Lower Mainland results are slow in coming in because few fishermen have been on the rivers during the cold snap.



BILL REID manipulates the fork lift to set a pallet of Pacific skim milk powder in a box car. FRANK SAUNDERS, in the car then has the job of arranging the powder.



THE ROOF ON THE DOCK and the hoist on the left corner made life a little more tolerable for the Sardis staff while unloading and loading trucks during the snowy weather.

Storm Conditions Meant Added Effort

When snow falls, it isn't any fun for those of us in the milk business. Snow means hard work, sometimes long hours and just plain, tough slogging.

We experienced these extremely difficult and hazardous weather conditions during the past several weeks and getting milk through to our customers required a lot of extra effort on the part of so many of you.

Even getting into work turned out to be a difficult task on many occasions.

Producers depend on us to get the milk into our plants, processed and distributed to customers. This was done. May I congratulate you for completing all of your jobs in such a fine fashion. Your efforts and perseverance is very much appreciated.

G. J. Okulitch

G. J. Okulitch
General Manager
Fraser Valley Milk Producers' Association



KAL PEDERSEN, Dairyland special products maker, checks a batch of yogurt in the Burnaby plant's new incubator. The walk-in unit, brought from Holland, was installed in the room where the sour cream and yogurt is prepared. With the incubator, Dairyland can more than double the current capacity now produced. It also permits a higher degree of quality control on yogurt which Dairyland markets in a variety of flavors. About 700 pounds of yogurt is being incubated during each setting.

Barbara Greeno Moves to East

Mrs. Barbara Greeno (nee Dobson) has been appointed Resident Home Economist for Carnation Co. Ltd. in Toronto.

In the new position, Mrs. Greeno will assist the company's Home Service Department with production information, consumer literature and educational and advertising services.

Mrs. Greeno previously had been a member of Carnation's World Headquarters Home Service staff in Los Angeles. She is a graduate of the University of B.C. and at one time was Home Economist for the Fraser Valley Milk Producers' Association.

Father, trying to point out advantages of a good, clean life to his son: "Son, I know a man who doesn't drink, smoke or chase women, and he just celebrated his 100th birthday."

Small son: "How?"



GORDON HAMILTON has been elected business agent for Teamsters Local 464, milk drivers and dairy employees union. Gordon has been a Dairyland employee for 17 years. Previous to his recent election, Gordon worked his way up through union executive offices as a shop steward, member of the negotiating committee, vice-president and in 1967, president. Business agent is a full-time job so Gordon has left the employ of Dairyland.

Fraser Valley Milk Break

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DEFENSIVE DRIVING INSTRUCTOR BOB KIEWITZ talks to a group of Dairyland drivers who took part in the company-sponsored course. A series of the lectures are being conducted at Burnaby and at Chilliwack.

220 Taking Course

Defensive Driving

Almost half of the FVMPA's professional drivers will have completed a special course in Defensive Driving by the end of May. The courses have been arranged for personnel at the Burnaby and Sardis plants.

Association Traffic Safety Supervisor **Omer Tupper** said 120 men successfully completed the course during the early part of the year. The course, composed of four two-hour sessions, is approved by the B.C. Safety Council. Another 100 persons are enrolled for May sessions.

"We've found that the course has been well received and com-

ments are all favorable," says Omer.

At Chilliwack, the drivers working out of the Sardis plant arranged to take the defensive driving course in the area's night school program. Courses at Burnaby have been held starting at 4 p.m. and also in the evenings.

The instructor at the Burnaby courses is **Bob Kiewitz**, a teacher in the Burnaby School District. In addition to driving a truck for several years, Mr. Kiewitz has been teaching courses in defensive driving to school students. His examples drawn from actual driving situations spark interest in the presentation of the course.

Cost of the course to FVMPA staffers is \$2, however, the bulk of the cost of the program is being picked up by the Association.

Records in Victoria

Aside from obtaining a better understanding of driving, the person who has completed the course has his driver's licence number recorded with the Motor Vehicle Branch at Victoria showing he is a graduate of the Defensive Driving course.

It is interesting to note that Victoria has been using a point system for license suspension since 1950. Under this system, if you receive six demerits, you receive a letter from Victoria suggesting that you take the Defensive Driving course. If you receive nine demerits, your license is automatically suspended. However, a suspension can be appealed at the local Motor Vehicle office and the fact that you are taking, or have taken, the Safe Driving Course is considered in your favor.

Article by Peter In Dairy Journal

Burnaby plant bacteriologist **Peter Tatto** has had an article published in the "Dairy Science Journal."

Peter, who graduated last year from the University of B.C., completed a study on "Identification of Amino Compounds Derived from k-Casein During Storage" for his graduation thesis. The study was done under the guidance of **Dr. S. Nakai** of the university staff.

The "Dairy Science Journal" is published by the American Dairy Science Association and is considered the "bible" for dairy chemists.



HOBBIEST MRS. KARL KUMPF enjoys working with her hands and continually has a project going. One of her latest was the weaving of a little dog from Dairyland cartons. Driver **DOUG LOCKWOOD** brought this story to our attention.

NO ACCIDENTS IN 534 YEARS

Drivers Establish Enviably Record

Forty-six drivers who have built up a 534-year record of accident free driving have been honored by the Fraser Valley Milk Producers' Association. The men in this group are those who have 10 to 15 years of top driving records.

At a dinner May 1 in the Burnaby plant's W. J. Park room, the men were presented with wallet cards and badges indicating their many years of driving with the Association. Key FVMPA personnel, Association President **H. S. Berry** and representatives from the Vancouver Traffic Safety Council were on hand to recognize the performance by these men.

The cards and badges come from the National Safety Council and they are considered to be the top achievement a professional driver can get for accident-free driving.

National Tie-in

The FVMPA is a member of the Vancouver Traffic Safety Council which is an active member of the National Safety Council. To belong, the FVMPA pays an annual assessment to the Council based on the drivers working for the Association. In this case, there are approximately 420 drivers who work at the Association's five plants and branches throughout the province.

The dinner this year was the second time drivers with 10 years or more standing in the accident-free category were feted by the Association. Last year,

33 drivers attended a similar function.

Traffic Safety Supervisor **Omer Tupper** said drivers who have between one to nine years of accident free driving also will be presented with cards and badges. They will be distributed through the supervisors.

46 Drivers Receive Major Awards

The following list of 46 names are the men who have completed 10 years or more of accident-free driving with the Fraser Valley Milk Producers' Association.

15 Year Awards

William Beagle, Burnaby; **Allan Sawatsky**, V. C. **Scott**, Sardis.

14 Year Award

Arthur W. Allen, Burnaby.

13 Year Awards

Fredrick R. Bush, Cornelius **Kroeker**, James J. **McClatchey**, Burnaby; **Marshall E. Currie**, William **Woollett**, Sardis.

12 Year Awards

Francis A. A. Burrows, **Allan R. Hughes**, **George C. Phillips**, **Paul Sapinsky**, **Harry W. Small**, **W. Thomson**, **Michael Vinter**, Burnaby; **Richard P. Elvin**, Sardis.

11 Year Awards

Robert A. Blackwell, **Wilfred R. Graham**, **Donald V. Green**, **Walter J. King**, **Courtney J. Monk**, **Robert W. Spence**, **Mogens Thrane**, Burnaby; **B. H. Anderson**, **G. G. Bartels**, **Edwin C. Demerise**, **Ronald J. Fleming**, **Sheldon Forsyth**, **George Penner**, **Trevor M. Thompson**, Sardis.

10 Year Awards

Herbert J. Buck, **Ford Burrows**, **William R. Cunningham**, **Ernest R. A. Evans**, **Walter J. Harnett**, **Linton D. Harris**, **Patrick Mangon**, **George H. McKillop**, **Douglas W. McLellan**, **John D. McKay**, **Terrance O'Brien**, **Peter Prins**, Burnaby; **Ronald A. Carmichael**, **Walter R. Olleck**, **George W. Swan**, Sardis; **John Giesbrecht**, **Haney**.

Milk Goes Up Cent a Quart

Dairyland increased the price of milk April 28 from two-thirds to one cent a quart, depending on the type and quantity of milk purchased.

The increase followed general increases by other dairies who also are in the home delivery field. Reason for the price increase—the last one came in July 1968—was to offset rising prices the dairy must pay for its milk (set by the B.C. Government Milk Board), and meet increased costs of operation.

Reg Honored

Reg Cockle was recognized by the Credit Union for his service as a director and three years as president. **Pete Wilson**, on behalf of the members, congratulated Reg for 40 years with the FVMPA and the contribution he had made to the Credit Union. Reg retires this year.



(Top row, left to right): JACK PARKIN, District Manager, Dairyland, Vancouver Island; JACK GRAY, FVMPA Advertising and Public Relations Manager; BOB CURSON, Victoria Branch Manager; HENNING SKARRUP, Port Alberni Branch Manager; BILL INGLIS, Terrace Branch Manager; BILL GRANOUKUS, Port McNeill Milk Ltd., distributor; DAVE MITCHELL, Powell River Branch Manager; DOUG HOY, Northern District Manager, Kitimat; JACK GODFREY, Okanagan District Manager, Kelowna; PERCY CONDON, Dairyland Retail Distribution Manager; GEORGE VERNON, Assistant Manager of Sales and Market Research, Burnaby; TOM KERSHAW, Sales Manager, Pacific Milk division; CHARLIE WEBSTER, Haney Branch Manager; SAM FOGEL, FVMPA Advertising Co-ordinator; ART MAWHINNEY, Nanaimo Branch Manager.

(Middle row, left to right): LEN HOBSON, Prince Rupert Branch Manager; DAVE LUND, Kamloops Branch Manager; BILL HAWES, Dairyland Wholesale Distribution Manager; JOAN ADAIR, Standard Dairy, Revelstoke; JACK AIRD, Dairyland Sales and Market Research Manager; BILL MCKINNON, Standard Dairy, Revelstoke, distributor; BILL RAMSELL, Dairyland Sales Manager; RON MOTTERSHEAD, Sales Supervisor, Courtenay; (Front row, left to right): JIM KERR, Northern Interior District Manager, Prince George; JAN CREIGHTON, Burnaby Plant Superintendent; PETE van REEUWYK, Campbell River Branch Manager; MOFFAT GOEPEL, FVMPA Comptroller; GEORGE RULE, Dairyland Wholesale Distribution Supervisor; HUGH ROBIN, Dairyland Wholesale Accounts Manager.

Branch Managers And Distributors Meet at Burnaby

Dairyland branch managers and distributors met with head office personnel for a two-day meeting in April. It was the first time the branches that joined the organization through the Comox Creamery merger with the FVMPA and distributors throughout the province had met with branch managers at Burnaby.

Under the guiding hand of **Jack Aird**, the people attending the sessions discussed the Dairyland sales picture, the division's marketing ideas and upcoming advertising program.

In addition to hearing reports from various department managers, the meetings provided an opportunity for branch people to talk about specific conditions in their areas and how they relate to other parts of the province.

The photograph to the left was taken during the meetings.

No Election Required Members Return Directors

The Fraser Valley Milk Producers' Association's Board of Directors remained unchanged following the Annual Meeting and election of board officers.

H. S. Berry of Langley continues as president, **A. D. Rundle** of Chilliwack as vice-president, **G. W. Park** of Pitt Meadows as secretary, **J. C. Cherry** of Mt. Lehman as executive member, and **P. J. Friesen** of Poplar-Pearndonville, **R. E. Mitchell** of Sardis and **Jake Hoogendoorn** of Agassiz as directors.

Addressing members at the Annual Meeting at Chilliwack, President Berry said: "The 1968 period is highlighted as the record year in our history, both in the total volume of milk re-

ceived from our members' dairy farms, and in the gross sales of our products."

"By the end of the year, 1,300 shipping members supplied 420,840,737 pounds of milk to FVMPA plants. This represents 163 million quarts of milk; or over 447 quarts a day, every day of the year," he said.

Mr. Berry thanked the membership for their support and interest; the directors for their thoughtful advice and dedication and "our management and staff for their efficient conduct of our business in a record year."

General Manager **G. J. Okulitch** presented the membership with a picture of 1968 operations. He said: "Many people and departments are involved in the day to day business of the Association and it takes good people to operate it successfully. I would like to thank all my staff for their untiring efforts in carrying on the business of the Association."

Walt Would Like To Have Visitors

Mrs. Walt Mason—wife of retired Dairyland employee **Walt Mason**—has contacted us and says that Walt has been quite ill and would like to hear from any of his friends. Please contact the PR Department at the Burnaby plant for the address. Many remember Walt for his many trophies and awards he has accumulated during the years for walking races.

Ken Wins \$50

Ken Hansen, butterfat tester at the Burnaby plant, went home from the Dairyland Employees' Credit Union Annual Meeting \$50 richer. His name was drawn for the door prize.

Broadmindedness is nothing but highmindedness that has been flattened by experience.

Dairyland and Darigold Bowlers Met in Seattle

Dairyland of Vancouver and Darigold of Seattle bowling teams met in March in the U.S. Although the Canadian team

didn't do too well bowling, reports indicate that the event was successful. A return match is being planned with the American dairy team coming to Vancouver.

Dairyland team was composed of **Roy Davidson**, **Tom Kennedy**, **Jim Defries**, **Trev. Brown**, **Morrison Forbes** and **Grant Bartley**.

Color Brochure Available Free

A special color brochure on the Pacific Milk Plant at Abbotsford was recently produced which gives a complete story of the manufacture of evaporated milk. These brochures are available to any FVMPA staff member. The brochures can be obtained through the Abbotsford plant office or the Public Relations Department at the Burnaby plant. You may wish to send one of them to friends in other parts of the country. Feel free to contact us for extra copies.

Pacific Wins Award

The Outboard Advertising Association of Canada has awarded honorable mention to the Pacific Milk division's 1968 signboard advertising. The boards are located throughout the Greater Vancouver area.

Employees' Fund Elects Officers

Officers this year for the Dairyland Employees' Charitable Donation Fund are listed below with the department they represent in brackets after their name:

President, **Ralph Ruddy** (retail); Vice-President **Jim Defries** (production); Secretary-Treasurer, **Joe Jessup** (receiving).

Directors **Jim Miller** (ice cream), **Dan Fleming** (workshop), **Art Holmes** (garage), **Roy Davidson** (wholesale), **Ruth Schafer** (office).

About one in every four residents of British Columbia is a credit union member.



PHIL WILSON, now retired after working for many years with the FVMPA, enjoys painting and creating wilderness scenes. He does the work in his house which is filled with many of his artistic accomplishments.

New Milkmen Learn Pitfalls

Trainee milkmen at a London, England dairy are learning the pitfalls of their profession, including the dangers of amorous housewives.

According to a United Press International report recently, an instructor for the dairy says: "It has been known for a housewife to make a pass at the milkman and we have included diplomacy and tact under such circumstances in the course. Part of the course is aimed at keeping the relationship on a friendly basis without going too far."

The advice given milkmen is: Be friendly but not familiar. Listen but don't get involved. Deliver the milk but don't go into people's homes.

Frank Gets Pin

Frank Hannah at the Sardis plant was presented recently with a past president's pin from the Chilliwack Chamber of Commerce. Frank has been an active supporter of the chamber for years.

Fund Opens Door To Past Members

The Dairyland employees staff fund members have opened the doors to all their social functions to former members of the fund who now are retired.

Members of the staff fund who attended the annual meeting recently felt there were many retired persons who would like to continue their associations with employees working for the FVMPA at Burnaby and Haney (areas in which the Fund operates) and these retired persons would like to participate in the social events held throughout the year.



BOB SIMPSON, working under a house he bought, uncovered the old quart bottle shown here in the foreground. It is 20 years old. Bob also found a half pint bottle that used to be used by the FVMPA, a collector's item today.

Extra Parking Lot

Those who find the employees parking lot filled at the Burnaby plant are advised that an overflow lot is located above the plant just off Greenwood St. Please make use of this lot rather than parking along the side of the road and running the risk of being sideswiped by passing cars.

Kelseys Learn Japanese, Prepare For Expo 70 Trip

Conversational Japanese has become the supper table talk at the **Colin Kelsey** home in New Westminster. Why? Retail driver Colin, his wife **Barbara** and son **Steve** are going to Expo 70 at Osaka next Easter with the New Westminster and District Concert Band.

"Steve plays a trombone in the band and my wife and I will be part of the five-person adult team accompanying the 65 bandmen flying to Osaka," says Colin.

The trip proposal developed between the band group and the city of Moraguchi, sister city to New Westminster. Moraguchi is near Osaka where the bandmen will perform during a five day period. The group will be away for a total of 16 days and will be billeted in homes in Moraguchi.

Colin said: "We raised money by various means so the band could make the trip. It's been a long struggle but we are on the home stretch."

FVMPA Employees

Comings and Goings

The following is a list of persons who have joined the staff of the Fraser Valley Milk Producers' Association in January, February and March.

Personnel who remained with us for only a short time do not appear in this listing.

We would like to welcome the new members of the staff and hope that you find your work personally satisfying and rewarding.

January:

A. W. Kostinuk, **C. Modequillo**, **J. P. Pottie**, **D. R. Ball**, Dairyland retail; **J. Billheimer**, **R. W. Perkins**, **H. Hoornerud**, checkers; **D. C. Walmsley**, Burnaby laboratory.

E. Schafmeister, Burnaby garage; **H. P. Thompson**, Dairyland wholesale; **L. Schweitzer**, Dairyland ice cream; **M. A. Welch**, Burnaby office; **M. Critchley**, Burnaby data processing; **G. A. Barrett**, Sardis production; **J. E. Apps**, Sardis sales.

J. M. Orr, Port Alberni; **R. G. Wallace**, Powell River; **S. L. Lewis**, Courtenay; **A. S. Hadland**, Prince Rupert; **S. R. Fogel**, advertising.

February:

G. S. Bouwman, Burnaby ice cream production; **Y. G. Peron**, Port Alberni; **W. J. Nigro**, **B. Bridger**, **P. M. Meleshko**, **R. B. Capstick**, **T. Jongedyk**, **F. S. Wilkie**, Dairyland retail; **C. J. Rouse**, Burnaby shipping.

G. J. Jones, **E. R. Aitken**, Sardis production; **G. A. Brown**, **I. J. Martin**, Powell River; **Lorill Marett**, Campbell River; **D. M. Lyon**, Sardis laboratory.

March:

P. M. Kerr, **P. L. Bergh**, **Tom Kennedy**, Burnaby office; **C. F. Leek**, **F. W. Brown**, Campbell River; **A. Morettin**, Sardis production.

E. J. Kerr, **D. L. Hamilton**, **B. L. Snider**, **L. S. Hudson**, **L. A. Sequin**, **J. E. McGregor**, Burnaby production; **R. G. Rogers**, **G. R. Bennett**, **R. N. Davidson**, **D. M. Johnstone**, Dairyland retail.

G. J. Grefton, Burnaby janitor; **G. F. Felske**, Burnaby garage; **T. W. Kroeker**, **L. E. Storey**, Abbotsford; **B. M. Tranter**, **A. Wren**, Burnaby route accounting.

D. A. Toop, Sardis tank trucks; **C. D. Wardrope**, Courtenay; **M. Flewin**, Terrace.

Leaving Us:

(The year listed after the name indicates when the staff member first joined the FVMPA payroll).

G. H. Marshall, '68, **R. L. Wishlow**, '68, **J. L. Maher**, '67, **A. J. Etter**, '66, **Elvin Farmer**, '68, Dairyland retail; **E. P. Weldon**, '68, Courtenay; **J. S. Tymoschuk**, '67, Terrace; **Jack Frost**, '57, Victoria; **S. H. Jones**, '66, Haney; **D. M. McGladdery**, '64, Burnaby ice cream sales.

J. H. Cooper, '55, **Albert Stickney**, '53, **Joe G. Potter**, '53, **Knud Lassen**, '56, Burnaby production; **Glen Clark**, '68, Burnaby workshop; **G. G. Baker**, '67, Burnaby Lab; **E. M. Wilson**, '68, Burnaby office; **K. W. Akins**, '67, Burnaby ice cream checker.

J. R. Sheard, '68, Prince Rupert; **C. G. Schmidt**, '57, **C. F. Snowden**, '57, Sardis tank trucks.

Ed: "Absence makes the heart grow fonder."

Betty: "Oh, I don't know. Did you ever try presents?"



SCHOOL COUNSELLORS MISS RUTH HEWITT and WILF WEBSTER are briefed by FVMPA Fleet Supervisor JOE ROBINSON on the transportation aspects of the dairy. The two counsellors spent two days with management personnel learning about the various areas of the business.

School Counsellors Study Our Dairy

Two high school counsellors from the John Oliver Senior Secondary School spent two days at the Burnaby plant this month to help them better understand the employment needs of the dairy industry.

Miss **Ruth Hewitt** and **Wilf Webster**, the visitors here, were among 93 school counsellors in the Vancouver area who participated in a special program organized jointly by the Vancouver Board of Trade and the school board. While at the Burnaby plant, Personnel Manager **Dick Grahame** organized their schedule so they could see first

hand the types of jobs done in the dairy. They talked to production, office, public relations, retail, wholesale and transportation representatives.

A. C. L. Kelly, chairman of the board of trade's committee that set up the visits, said that 47 companies in the Vancouver area took part in the program.

He said: "The school board has asked each of these counsellors to submit a report which they propose to incorporate into a brochure."

Mr. Kelly was pleased with the immediate response both from businesses and school

counsellors to undertake this program.

Mr. Grahame indicated that the visit by the two people to the Burnaby plant enabled his department to explain the requirements future employees should have if they plan to work in the dairy business.

"Yes," said the personnel manager, "what we are after is a man of vision, a man with drive, determination and fire; a man who can inspire others; a man who can pull our bowling team out of last place."

Staff Curlers Play for Coveted Udder Brier

Curlers from the Sardis and Burnaby plants met last month to decide who could field the best team. **Johnny Enns** of Sardis turned out to be the top skip and winner of the Udder Brier trophy. He took the trophy away from **Howie Stevenson** of Burnaby who won the trophy last fall.



"Ease off the broom and let 'r roll."



BUD THOMPSON of Sardis holds a strategy meeting.



Sweeping pulls a rock past their opponent's one.



They lost their game but Burnaby staffers **TED SALMON**, **DAN FLEMING**, **BUD MASON** and **JOE JESSUP** were in good spirits.

Staff-Welfare Fund Support Strong in '68

There are 564 employees at the Burnaby plant and Haney branch who belong to the Dairyland Employees' Charitable Donation Fund, according to information presented to members at the fund's Annual Meeting earlier this spring.

80% belong

It is estimated that about 80 per cent of eligible employees have joined the fund. And Vice-President **Jim Defries**, who presented the president's report in place of **Ralph Ruddy** who was sick, said the fund membership increased slightly during 1968 compared to the previous year.

Nearly \$12,000 was contributed to the fund by employees during the year and this amount was split into various allocations.

For instance, more than \$3,000 was distributed for sick cheer and distress, retirements, weddings, picnics, dances and theatre parties. That's the staff fund side of the group.

Donations to Charities

In the welfare portion of the fund, contributions totalling nearly \$6,000 was donated to 14 charitable organizations including the Vancouver United Community Services and the New Westminster United Good Neighbor funds.

A further \$2,400 was donated last year to the Royal Columbian Hospital towards purchase of a defibrillator, medical equipment required by the hospital.

Vending Machines

The staff fund gets some of its income from a commission on the vending machines operated throughout the plant. However, due to a malfunction of the cigarette machine during several months last year, an estimated \$180 in revenue was lost. This occurred when cigarettes were taken either at half price or for nothing when the machine wasn't working properly. The commission obtained through the sale of cigarettes and chocolate bars goes toward paying costs of the fund's social events throughout the year.



DON LAND of the Burnaby maintenance shop swings a new Cleaned-In-Place washing unit out to the loading dock. The unit is being installed at the Abbotsford plant where it will do the cleaning in milk tank trucks, plant tanks and plant lines. Aside from the tank, the CIP unit was built entirely in the FVMFA's Burnaby shops.

Annual Meeting Told

713 Loans Were Granted By Dairy and Credit Union

Dairyland Employees' Credit Union continues to show growth, according to figures appearing in the 1968 Annual Report.

Last year, Credit Committee Chairman **Jack Pollard** said 713 loans were granted for a total of more than \$613,000.

"This is the largest amount loaned out in any one year to date and is an increase of \$153,000 over the previous year," he said.

Members met March 1 to hear annual reports.

Credit Union President **Dan Fleming** called attention to the handbook that was produced during the year.

He said: "It will give you a good idea of how we have to

keep ahead of the times, things like Term Deposits which pay 7%, a Non-Chequing Deposit account which pay 6% and, of course, personal loans. This information is all contained in this handbook. We will up-date this book from time to time to try to keep you informed at all times."

At 5% dividend was declared on shares for the last year.

Fitt: "You know, no matter where I keep my money, the missus always finds it."

Hitt: "My wife never finds mine. I keep it in the basket with my undarned socks!"

New Purchasing Agent Sports Fine Irish Voice

Take a quiet-spoken man, add the voice of an Irish tenor and mix in years of boxing experience and you come up with the Fraser Valley Milk Producers' Association new purchasing agent, **Pat Kerr**.

Pat joined the Association earlier this year and he is taking the place of **Reg Cockle** who soon retires after many years as purchasing agent for the FVM-PA.

Born in Ireland

Pat was born and raised in Belfast, Ireland in a family where the boys were active in the sport of boxing. When he

left Belfast and joined the Royal Air Force, Pat continued his interest in boxing and modestly notes that he won three out of four bouts in the featherweight division representing the RAF against the U.S. Forces in Europe. Much of his boxing, however, was done in the lightweight division, a heavier division compared to featherweight.

In 1957, the Kerr family moved from England to Saskatoon where Pat went to work for Marshall Wells as a salesman. He later transferred to the purchasing department as a buyer and then joined the Federated Co-ops in Saskatoon as purchasing agent.



Pat Kerr

Entwined throughout his working career, Pat has carried along a beautiful Irish tenor singing voice. He teamed up with a chum on the Prairies where they performed many times for audiences.

Sang With Dennis Day

"As a matter of fact, I once sang on the same show with Dennis Day," he said.

Now settled in New Westminster, Pat said he is "working together" a show for his church and he is hoping to continue singing elsewhere.

Patting his still trim build he said: "I think any days working around the boxing ring are long past. Anyway, it is the singing I most enjoy."

Rick Tops Whip Sales

The retail section of the Dairyland distribution business has a whipped cream sales competition for two days leading up to the Easter weekend.

The 10 top salesmen on home delivery routes were (from the highest): **Rick Payment, Ren Manners, Jim Meraw, Lloyd Blampied, John Cox, Jim Pummell, Carl Malott, Bill Birchmore, Frank Ottenbreidt, Tex Bergman** and **Doug Lockwood**.

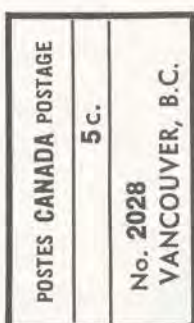
Retail Operations Manager **Percy Condon**, when listing the results of the promotion, said that **Irv Joesft** was top relief salesman, **Maurice Brown** was tops for the holiday relief men, **Mike Vinter** was top route foreman and **Rod Neil** was tops in the supervisor's group.

Dairyland CU's Board of Directors

The 1969 Board of Directors for the Dairyland Employees' Credit Union is composed of the following persons:

President, **Dan Fleming**; Vice-President, **Jim Byres**; Recording Secretary, **Mel Hand**; Directors, **Sig Braathen, Frank Hannah, Reg Baldock, Ruth Morrison, Jack Pollard, Ralph Ruddy, Jim Watson** and **Pete Wilson**.

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CHILLIWACK MIDGET Royal All-Stars won the Lower Mainland championship before losing this year in the provincial finals at Trail. On that time were 1. ROY CARMICHAEL (son of tank truck driver RON CARMICHAEL), 2. GARY MCGINN (son of FVMFA shipper MILT MCGINN), 3. LORNE COPE (son of Sardis cheese room man CLIFF COPE). The fathers are pretty proud of their boys.

46 Drivers Receive Safe Driving Awards



The number in brackets following the names of the drivers indicates the accident-free years they have driven for the FVMPA. Back row standing: TERRY O'BRIEN (10), JOHN GIESBRECHT (10), WALT HARNETT (10), WILF GRAHAM (11), WALT KING (11), HERB BUCK (10), MIKE VINTER (12), BILL CUNNINGHAM (10), VERN SCOTT (15), BILL THOMSON (12), PAUL SAPINSKY (12). Centre row standing: BILL BEAGLE (15), LIN HARRIS (10), AL HUGHES (12), DOUG McLELLAN (10), MARSHALL CURRIE (13), PAT MANGAN (10), RON FLEMING (11), MOE THRANE (11), DON GREEN (11), GEORGE BARTELS (11), CON KROEGER (13), RON CAR-

MICHAEL (10), ERNIE EVANS (10), SHELDON FORSYTH (11), BILL WOOLLET (13), BOB KIEWITZ (Defensive Driving Instructor), GEORGE PENNER (11), WALT OLLECK (10), BERNIE ANDERSON (11), GEORGE SWAN (10), RITCHIE ELVIN (12), H. S. BERRY (FVMPA President), ED DEMERSE (11), BOB MALKIN (Vancouver Traffic and Safety Council), JIM McCLATCHEY (13), G. J. OKULITCH (FVMPA General Manager), GEORGE PHILLIPS (12), GEORGE McKILLOP (10). Missing: AL SAWATSKY (15), HARRY SMALL (12), BOB SPENCE (11), BUD THOMPSON (11), COURTNEY MONK (11).

Right Attitude Vital To Safe Driving

The right attitude of mind is the prime criteria of safe driving, a vice-president of the Vancouver Traffic and Safety Council told drivers attending the FVMPA's annual Safe Driving Awards Dinner May 1.

Robert Malkin, a long-time crusader for safety on the roads, said: "Safety is pretty cheap and the opposite is pretty expensive."

Right Attitude

He told the 46 drivers who had between 10 and 15 years' driving without accidents that because of a right attitude of mind, they had attained a good driving record.

"Don't let the boss worry . . . and hurry you," he said. "Think about the 'rest' you might have in a hospital as well as the cost of repairs to your company if you have an accident."

The FVMPA established a driver safety program in 1953. Association General Manager **George Okulitch**, who was at the dinner, said the program was set up because of mounting accident costs which in 1952 were about one-quarter of a cent a mile.

"Last year, our accident costs were reduced to one-tenth of a cent a mile," he said.

Mr. Okulitch suggested the costs had been reduced partly due to better maintenance and better rolling stock operated by the Association but also because of an added driver awareness of safe driving.

"My hope is that the W. J. Park Room we are in tonight soon will become too small to hold these Safe Driving Awards Dinners," he added.

FVMPA President **H. S.**

Berry was on hand during the evening to congratulate the drivers. "It is gratifying for me to see how many of you are here."

Accidents Costly

He explained that accidents that cost money, reduce the amount of money returned to Association members at the end of each year. "So I hope all of you are back here next year at this dinner."

Looking at the minus side of the FVMPA driving record, Personnel and Industrial Relations Manager **Dick Grahame** said there were 356 reportable accidents in 1967 (about 30 a month) but by 1968 the figure had risen to 459 (38 accidents a month).

"In spite of the records of you at this Awards Dinner, some of your fellow workers didn't do so well," he said. "In January this year when we received 88 accident reports or three a day (January was the tough storm period), we got a little alarmed and got to thinking about what we could do about this."

Course Started

As a result, Defensive Driving classes were instituted.

Mr. Grahame said he was pleased that in April this year, only 22 accident reports were turned in and he hoped that this was partly due to the defensive driving awareness of many Association drivers.

Dinner chairman and FVMPA Assistant General Manager **Neil Gray** called on Mr. Malkin, Dairyland Sales Manager **Bill Ramsell**, Mr. Okulitch and Mr. Berry to present the drivers with their cards and badges.

Millionth Dollar Loan Reached

Dairyland Employees Credit Union has passed the million dollar mark in personal loans to members.

Credit Union manager **Gordon Aasen** and his staff spent hours checking accounts to determine which member borrowed from the CU at the time a loan was taken out putting loans over the \$1 million.

The borrower with the lucky

loan was Dairyland Retail Sales Division's **Fred Madinger** who is a staunch supporter of the credit union movement. He agreed to put down a few of his views of the values of a credit union for Milk Break readers. In congratulating Fred on winning dinner for he and his wife at Trader Vic's, we are pleased to present the following comments.

By Fred Madinger

Isn't it fine to have a true friend, someone who will speak up for you and help you when you need them most.

Same Treatment

The Dairyland Employees Credit Union has been that kind of friend to me. Can you think of some of the reasons why you class someone as your friend? Let me tell you why the Dairyland Credit Union is mine.

From the day I joined the CU, I was treated just the same as the other members. They assumed I was reliable and gave me the chance to prove it. I was helped save money by payment deductions off my pay cheque, deductions I never missed. I can open a chequing account which only cost me six cents a cheque, and I can check my account any time I wish.

But where the Credit Union has been a real friend is when I needed financial help. I can honestly say, at no time did I ever receive the business type brush off, or the ever-popular, "We are sorry, but we can not see our way clear to help you this time." No, the Credit Union was always willing to try and help. They were like a true



Fred Madinger

friend, not a business associate, who wasn't sure whether they wanted to trust you or not.

As a result we have had a full and profitable relationship. So would you like a friend like mine? All it costs you is a \$5 share, which starts your personal savings account.

You owe that much to yourself. You never know when you'll need a friend.

Maurice Brown has been appointed route foreman, to look after routes 301 to 310 inclusive.

Sharp Climb In Accidents

In Vancouver, there are 40 vehicle accidents daily reported to police with annual increases of 12 to 14 per cent. Unless the accident rate is curbed, Vancouver Traffic and Safety Council vice-president **Bob Malkin** suggests the daily number of accidents in six years will be 80 a day.

In 1949, there were 49 deaths in the City of Vancouver as a result of traffic mishaps. By 1968, the death toll has risen to 53.

Staff and Welfare Fund Recognized

The Dairyland Staff and Welfare Fund has been recognized as a booster for the Captain Vancouver Club.

The Club, a division of the Greater Vancouver Visitors and Convention Bureau, promotes greater use of service businesses (ie. restaurants) by selling booklets of tickets to members. In many cases, persons can benefit by getting two meals for the price of one.

Ralph Ruddy, Staff and Welfare Fund presidents has been promoting sales of the Captain Vancouver Club tickets throughout the plant. The booklets can be obtained from any member of the Staff and Welfare Fund executive.

Ralph recently received a certificate from the Captain Vancouver Club thanking the Dairyland group from its continued support.

Next Goal Millionth Deposit

Nearly \$924,000 is currently held in shares and deposits of the Dairyland Employees Credit Union, according to CU Manager **Gordon Aasen**.

Commenting on the fact that the millionth dollar loan had recently been taken out at the credit union, Mr. Aasen said the next goal is the deposit of the millionth dollar in members' accounts.

The directors of the CU are planning appropriate recognition of the member who deposits that millionth dollar.

Test Your

Telephone Courtesy

Every once in awhile, we develop a case of jangled telephone nerves. This occurs when we receive an unusually high number of callers who either don't use the telephone as it should be used or, in the case of our home phone, take advantage of using the communication instrument to invade our privacy.

At the onset, let's be clear that the telephone is very much needed in our way of life. In business, it speeds communication between ourselves and people we work with in other parts of the building, our branches, suppliers and customers. At home, we can contact our friends, order goods or make appointments with our doctor by using the telephone. But what about the party at the other end who fails to identify himself when he telephones or tries to sell you merchandise when you really don't want to buy anything? What about general telephone courtesy?

B.C. Telephone Company has prepared a questionnaire which we reprint below. Fill it out and see how you stack up. If you end up with a total less than 70, you too should try to improve your telephone manners and image.

Place an (X) in the appropriate square opposite each question?
(Now be honest!)

| | Always 10 Points | Sometimes 5 Points | Never 0 Points |
|--|------------------------|--------------------------|----------------------|
| 1. Is there a smile in your voice? | | | |
| 2. Do you speak distinctly . . . lips about a half inch from the mouthpiece? | | | |
| 3. Do you pronounce numerals and letters carefully? | | | |
| 4. When you receive a call, do you identify yourself quickly? | | | |
| 5. When it rings, do you answer your telephone immediately? | | | |
| 6. When you answer someone else's phone, do you leave clear, complete, written messages? | | | |
| 7. When you're making a call do you identify yourself promptly and state your business? | | | |
| 8. When you place a call, do you wait near your telephone until it's completed? | | | |
| 9. Do you have the materials you need handy before you make your call? | | | |
| 10. Do you tell your supervisor or fellow workers where you can be reached when you leave your desk? | | | |
| 11. Do you avoid wrong numbers by pronouncing distinctly, dialing carefully, looking up doubtful numbers? | | | |
| 12. When finishing a call, do you hang up gently? | | | |
| 13. Do you call people by their right names and correct titles? | | | |
| 14. When the party you're calling is out and you want him to call back, do you leave your name and telephone number? | | | |
| Total | | | |

"Wage increases have not been swallowed up by price increases. Between 1957 and 1967, per capita income in Canada increased 65.7 per cent while the consumer price index rose only 22.2 per cent. Between 1960 and 1967, price increases in Canada have been lower than those in other industrialized nations such as West Germany, Belgium, Britain, France, Sweden, Japan and Denmark."

—William Dodge, Secretary Treasurer, Canadian Labor Congress, addressing Ontario Federation of Labor.

Fraser Valley Milk Break

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J. L. GRAY, Public Relations Manager

JACK JAMIESON, Editor

TOM LOW, Assistant Editor

Member of B.C. Industrial Editors' Association

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 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.



VERN LOGON, left, and AL HUGHES took part in this year's Miles for Millions walk in Vancouver by helping distribute orange drink to thirsty participants. Many members of the B.C. Lions football team—including Miss B.C. Lions—also took part in the march. About \$500,000 is expected to be turned in by the marchers which will be turned over to foreign aid projects.

Six Drivers In Rodeo

Most of the Dairyland drivers who entered the Association of Fleet Supervisors annual truck rodeo placed well up in the standing of the classes which they entered.

Six Dairyland drivers were among 77 who completed written and practical testing in Richmond in early June. They were Colin Kelsey, Maurice Brown, Carl Malott, John Gable, Driedinger and Doug Wilson.

The top Dairyland driver was Colin who entered the one-ton truck class. He took fourth place out of 18 entries. Maurice took seventh spot. Carl, who placed further down in the standings, had problems on the course with the "alley dock" section docking him valuable points.

Complete Test

The drivers are scored for appearance, a written test, and driving problems involving the serpentine, off-step alley, straight line, parallel park, right angle turn, alley dock and stop line.

In the straight truck division, George placed fifth and John right behind in sixth place. Twenty men were entered in this class.

Single Entry

Doug was the only Dairyland entry in the single axle tractor class and he tied for sixth place out of 12 entries.

Each year the Association of Fleet Supervisors look after the truck rodeo where drivers from companies throughout the Lower Mainland pit the driving skills of their drivers against each other.

Entries Down

A spokesman for the AFS said the entries were down this year partly as a result of the oil strike and the time of the month when moving companies are busy with house moves.



Speaking on Your Attitude

By DICK GRAHAME
Manager of Personnel, Industrial Relations

Generally all of us want a good measure of achievement and satisfaction from the time spent on our jobs, with our families and in our social and recreational life. The extent that we achieve this will largely depend on the attitudes we adopt.

The importance of attitude was recently expressed in a short article in the magazine published for employees of the Trans Mountain Pipe Line Company. With the permission of Trans Mountain we are reprinting these thoughts as follows . . .

It is our attitude at the beginning of a task, which, more than anything else, will affect its successful outcome.

It is our attitude toward life, which will determine life's attitude toward us.

We are interdependent. It is impossible to succeed without others and it is our attitude toward others, which will determine their attitude toward us.

Before a person can achieve the kind of life he wants, he must become that kind of individual — he must Think, Act, Walk and Conduct Himself IN ALL OF HIS AFFAIRS — as would the person he wishes to become.

The higher you go in any organization of value, the better will be the attitudes you will find. The executive does not have a good attitude because of his position; he has the position, as a result of his attitude.

Your mind can hold only one thought at a time. Since there is nothing to be gained by holding negative thoughts, hold successful positive thoughts.

The deepest craving of human beings is to be needed, to feel important, to be appreciated. Give it to them and they will return it to you.

Part of a good attitude is to look for the best in new ideas and look for good ideas everywhere.

Do not waste time broadcasting personal problems. It probably won't help you — it cannot help others.

Do not talk about your health unless it is good — unless you are talking to your doctor.

Radiate the attitude of well-being, of confidence, of a person who knows where he is going. You will find good things will start happening right away.

Treat everyone, with whom you come in contact, as the most important person on earth.

Two Appointments Announced

Roy Davidson has been appointed supervisor in charge of the customer service department at the Burnaby Dairyland plant. The announcement was made this month by Bill Hawes, Manager of Dairyland's Wholesale Distribution.

Gerald Adams has been promoted to relief charge hand in the bulk milk tanker department. Gerald is now assisting Country Hauling Traffic Manager Keith Miller and he will be based at the Abbotsford plant.

NO MILK
+ Vder

NO MILK TODAY
PAY THE MILK OF MIND BY 2 BOLT.

Through hundreds of years,
And "gallons" of "tears,"
Scientists have searched to find—
A better way of life
For all mankind.

One of these, and not the least;
Which diligently did grind—
Through books, cattle and tests,
And the "Magic" of the Mind—
Did form a company one day,
And named it —The FVMPA!

So now, over the miles,
And "gallons" of 'smiles'
The vans carry "bottles" of
Happiness,
And Health-giving Products—
from their tests.

In sunny valleys of all B.C.,
And on city streets you will see
Those yellow vans—on their way
The "We care" company of
The "FVMPA"!

MILKMEN'S NOTES

Each day, Dairyland drivers get notes left at the doorstep as the only communication with some of their customers. Some people aren't up or are away from home when the milk truck comes down their street. Some of the notes are a bit difficult to decipher. But they may add that dash of humor that makes the driver's day.

He looks upon a
lovely scene.
The sun is high the sun
is hot
But at the beaches, he
is not.

Don't despair, days off will
come
And with days off,
rain too, chum.

Good morning

Daily Rounds

The milkman on his daily rounds,
Dashing about, all over town;
He often has his "ups" and
"downs"
But seldom does he wear a frown!

With "weather" sometimes for-
boding,
This truck he still keeps a-loading,
Though snow drifts his truck may
stall
Yet he smiles through it all!

His customers often wonder
How in "heck" and "by
thunder—"
He manages to keep his "cool,"
Especially through the year-end
Yule.

When product demands reach
their peak,
He never complains when he
speaks!
Struggling on, even though "up-
tight,"
Like a good soldier in the fight.

Right up to the Eve of Christmas
Day,
Milk bottles tinkling on his way.
Then, on New Years' he braves
the cold,
In with new bottles—out with
old—
A few more products to be sold!

And in the heat of summer day,
Toiling on—to earn his pay;
Off and on that truck he'll climb,
Looking so mildly sublime!

Cheerful service all year we take,
Now a tribute to him we make;
His pleasant smile is not a fake,
All Dairyland drivers "are just
great!"

(Mrs. E. Tychonick, 502 East 8th,
North Vancouver, wrote this note to Dairyland retail driver Bert Burrows. Bert says Mrs. Tychonick has been a customer for 20 years.)

My Bear Little
milkman leave me
2960 Skins the home
Thank I give you
a candle when I see
you also pay
you thank you

Yogurt!

Dear Milkman:
My son is a yogurt eater. It's
his breakfast now. Please de-
liver two cups on Tuesday and
Thursday and three on Satur-
day for him.

Please be my guest and
figure out his menu by varying
the flavors. He "digs" them all
but the plain.

Between meditation sessions
on his head and weird tastes
and being so idealistic that I
am judged a lost cause, I can
only keep my sense of humor
by outwitting him a bit.

Yogurt is great brain and
nerve food. He needs it. It was
my food alone. I surrender to
his need.



"So I told the lady we'd bring
around a cow if she didn't like
the rattle of milk bottles."

No milk today -
Starting Sat -
I skim milk please -
Do not let my husband
buy cream of any kind.
All products entering this
house must be non fattening
except the 168 lb. slab!

(Note left by a new customer)

Milkman—Please leave me the usual amount...

FVMPA Employees

Comings and Goings

The following is a list of persons who have joined the staff of the Fraser Valley Milk Producers' Association in April and May.

Personnel who remained with us for only a short time do not appear in this listing. During the spring, the FVMPA also takes on staff a number of summer help students and these too do not appear on this list, however, we would like to welcome them with us for the summer.

George Behringer, D. J. Paterson, Burnaby garage; **J. P. Knox, R. H. Roos, K. O. Nordell, K. A. Chowning, E. L. Farmer,** Burnaby retail; **M. M. Williams, S. L. Bragg, Lillian Ashmore,** Burnaby route accounting; **S. C. Stewart, James Whiteford,** Burnaby general office.

D. H. MacKay, Sardis tank truck driver; **R. M. Brown,** Burnaby laboratory; **A. S. Kellough,** Burnaby janitors; **A. B. Mitchell,** Nanaimo branch; **S. C. Stewart,** Sardis office; **G. J. Burbige,** Campbell River branch.

May
Nicholas Schmidt, Sardis tank truck driver; **D. R. Steele,** Burnaby laboratory; **H. D. Hext, M. A. Johnson,** Burnaby workshop; **Jan Gusto, H. H. Piton, J. S. Thompson, Al Herring, B. R. Slater,** Burnaby retail; **W. H. Zsiak,** Burnaby workshop.

J. F. Draper, Sardis sales; **J. E. Parrish,** Burnaby janitors;

Vicki Klippert, Burnaby general office; **I. L. Empey, C. L. Klockars,** Burnaby route accounting; **L. C. Bates,** Nanaimo branch.

S. L. Maarsman, Burnaby data processing; **Kurt Krentz,** Burnaby garage; **M. M. Brown,** Victoria branch; **G. P. Morris,** Kitimat; **B. D. Nichols,** Courtenay; **Jean Lewis,** Campbell River branch.

Leaving Us

The following list of persons left the employ of the Association during April and May, some for other jobs, some retired and sadly, some through death.

L. J. Gavet, '52, Burnaby janitor; **J. N. Frost,** '57, Victoria branch; **J. L. Griffin,** '55, Sardis production; **P. L. Riishede,** '66, Nanaimo branch; **Ron Toye,** '47 (deceased), Burnaby workshop.

Kerttu Estama, '63, Burnaby janitor; **D. D. Urquhart,** '63, Burnaby wholesale; **John Hardman,** '56, Burnaby production; **T. A. Rawson,** '67, Burnaby garage.

G. F. Davis, '68, D. G. Baxter, '67, Burnaby retail; **Ken Hanson,** '45, Burnaby laboratory; **Fred Heathcote,** '53 (deceased), Burnaby office; **I. K. Laing,** Sardis production; **P. Laoeroute,** '68, D. C. Harrison, '68, Kitimat.

R. G. Shannon, '67, Campbell River branch; **S. A. Carlson,** '68, Courtenay.

Steelhead Derby Results

Sardis fishermen took the top four prizes in this year's annual FVMPA Steelhead Derby for the Lower Mainland.

The derby started last fall and carried through to early spring.

Heaviest fish weighed in during the derby was a 14 lb. 15½ oz. steelhead caught by **Dave Mair.**

Second to fourth place fish weighed in closely. Second, **Wally Armitage,** 13 lbs. 14 oz.; third, **Fred Franks,** 12 lbs. 7½ oz.; third, **John Spenst,** 12 lbs. 5½ oz.

Dave Mair also won a merchandise prize.

The only winner from the Burnaby plant was **Ted Moore** who, with a 10 lb. steelhead, won the average weight category.

Another steelhead derby is being held by FVMPA employees in the northern part of the province but results of this event are not yet available.



BOB MCEWAN, left, of Killarney Senior Secondary School spent two weeks recently working at the Burnaby plant on the school's vocational training program. LUIGI BASTONE shows Bob how to fill the five gallon bulk package.

Whips Tops in League

The Whips team of bowlers finished up as the Dairyland Bowling League winners in regular league play this year. During the year, the team won 58 games, lost 32, with an average game of 778 points.

The Whips were made up of **Phyl Sobotin, Edie Hunter, Mary Leeson, Roy Sobotin** and **Mike Baratta.**

Awards for the end of the year were presented by Dairyland Sales Manager **Bill Ramsell** at the year-end banquet.

Second and third place league standings were won by the Table Cream and Cottage Cheese teams respectively.

Other statistics for the year: high average bowlers, ladies, **Stella Engelman** (159), men, **Mike Baratta** (176); high single, ladies, **Jean McKee** (225), men, **Dave Park** (244); high three, ladies, **Theresa Davie** (540), men, **Roy Sobotin** (644); move

improved, ladies, **Joanne Hunter** (16 pins), men, **Ted Hutton** (15 pins); all-spare games, **Howard Morton** (184), **Ron Zral** (189).

Play-off results also received awards at the banquet. Top team was the Standards, followed by Cottage Cheese, Whips and Mixes.

Elmer Storey Offers Help

Elmer Storey, of the Abbotsford plant, offers sympathy to those long weekend sportsmen who "lucked out" trying to find some fish. Elmer caught 30 trout recently while visiting Sheridan Lake with the smallest weighing two pounds. He was thinking that if there was enough interest he might offer a night course.



AFTER 25 YEARS in the dairy business KEN HANSEN just can't take it easy. Ken and his wife are building a home on Vancouver Island and planning a trip to the old country.

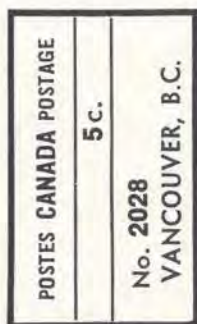
Remember!!

FVMPA
Staff Picnic
Aug. 3rd

Now We Find Out

The **Gordon Craig** rink of Sardis won the Udder Brier in recent play at Vancouver. Somehow we had it figured that the **Johnny Enns** rink took it (and he had a good team) but curling expert **Bud Thompson** tells us that the Craig rink was tops with **Harold Gillis** playing third, **Rose Craig** as second and **Bennie Wiens** holding down lead position.

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



DAIRYLAND PITCHER-PAK milk has been introduced to customers this month in the Courtenay area which is a test market area for the container. Courtenay plant production girls **DOLLY TAILLEFER**, right, and **ANDREA NAIRN** (it's her hands you see at the left of the photo) package three quart poly quarts of milk into a larger poly container. The quart pouches are placed in a special plastic pitcher, the top of the pouch is snipped off and it is ready for convenient pouring. The bags are manufactured by Crown Zellerbach Ltd. who handle the Dupont product in Western Canada.



Jogging for Health or Happiness

The latest kick for weight watchers is jogging. The idea is, so we are told, if you keep your weight down and keep 'in shape' chances are you will live longer.

A research program conducted in Europe has come up with a much more interesting and easier way of doing the same thing.

Some German insurance companies have co-operated with psychologists and doctors by providing actuarial data for a study of the influence on husbands of wife-kissing before leaving for work.

The two-year investigation shows that those who do not kiss their better half good-bye are inclined to be moody, depressed and disinterested in their work. The man who does kiss his wife starts the day very positively and "his feeling of harmony is reflected psychologically as well as mentally."

The osculator is also apparently more efficient, a safer drive and much more likeable. Or is it that safe drivers and likeable people make good kissers?

Whatever the truth, the study produces a clinching argument for getting on the daily kiss wagon. It's this. Kissing husbands can expect to live about five years longer than their less romantic counterparts.

Sure beats jogging.



DAVE LOMAS, HOWIE STEVENSON, BOB EADIE and JIM MILLER, left to right, spent a few minutes each sunny summer afternoon jogging around the Burnaby Plant.

Lockwood and Gusto Thank You

This letter is to congratulate you on your excellent choice of route salesmen. For several years due to transfers by my firm, we have dealt with many dairies and found the usual mediocre service.

Therefore, it is my sincere pleasure to have been made aware of the service, quality and variety of products available from your firm by a personal visit of your salesman.

In these days of incentive buying and vending machine tactics, I find it a pleasure to receive personal service by a willing courteous representative, our Dairyland milkman.

Mrs. D. Sands
1792 East 30th Ave.
Vancouver, B.C.



PAT MURPHY has been appointed correspondent for Milk Break reporting on activities at the Dairyland Courtenay plant. Pat, an employee at the dairy for more than 20 years, is foreman of the milk department. His outside activities include lodge and work with young people's sports programs.

(The salesman Mrs. Sands referred to is Dairyland Retail's Doug Lockwood).

Mrs. Ready came from Scotland to Canada in 1919. She started taking milk from Fraser Valley Dairies then and has never changed her allegiance to another dairy. "In those days," said Mrs. Ready, "one could hear the milkman rattling along the planked roads with his horse and wagon to deliver a quart of milk for 9¢."

The same driver, Jan Gusto, has given Mrs. Ready excellent service for many years, always "Jolly", co-operative and a fine person. He has been considerate in little ways like remembering to put her milk in the shade.

Pacific Milk Staff Changes

Tom Kershaw, Pacific Milk Concentrated Division Sales Manager, has announced the following changes and transfers of staff.

Joining Pacific in Winnipeg as a Sales Representative is Ron Russel. Al Knight has been transferred to Calgary. Ted Hartford leaves Calgary for the Burnaby office. Ernie Emmett, stationed in Calgary, takes on the additional responsibility of Pacific supervisor for Manitoba as well as Alberta and Saskatchewan. Doug Pilgrim, Manitoba supervisor, has joined the Dairyland Division in Burnaby.

Interested in photography? We mean really interested to the point where you would like to take good-quality portraits of people or professional looking scenes. Maurice Muirhead, draftsman in the Engineering Department at the Burnaby plant, is looking for persons who are similarly interested. Contact him. Perhaps a photographic club will be formed as a result of your discussions.

Dairyland Deepfreeze

Dairyland's Burnaby plant has a new king-sized freezer at its back door.

The 3,000-square-foot freezer was built to accommodate the growing number of large truckloads of ice cream products and frozen foods that are shipped each week to Dairyland depots and distributors throughout British Columbia.

Dairyland Wholesale Distribution Manager Bill Hawes says more than 40 of the low temperature refrigerated trucks load out of the new facilities each week during the summer months.

And a special feature of the building, aside from a unique galvanized steel-urethane construction, is the convenience for trucks to back up to the unit and load directly from freezer to truck with virtually no exposure to warm temperatures.

One Unit

When a truck with its rear doors open backs into the building, huge cushions close in between the vehicle and the building to form a tight seal. Then a door to the freezing room is opened allowing the —10 degree Fahrenheit temperature to

rush into the truck's box and chill it.

Elevating dock levellers were installed at the two loading entrances to the freezer so that fork lifts can move entire pallet loads of frozen products right into the box of the truck.

To the wholesale distribution manager, putting products on pallets speeds up truck loading and permits trucks to get away from the Dairyland plant quicker than ever.

Simple Construction

The galvanized steel-urethane foam construction is an interesting aspect of the building. After the steel supporting framework was erected, 4' x 8' sections of galvanized steel sections (separated by the insulation) were hoisted into place, locked together, completing the outer protective wall as well as the interior of the building. Because of this exceedingly simple method of construction, the 3,000-foot freezer was in place in just a few days.

To accommodate the plant addition, a new compressor was installed in the refrigeration room and a low temperature blower system added to the rear of the freezer.

The building, although purchased by the FVMPA, was constructed on site by a Vancouver contracting firm.

LOOK!

The Staff and Welfare Fund is holding a Fall Dance on Saturday, November 8 in the Legion Hall at 4356 Hastings Street. The tickets at \$2.00 per person are limited so obtain your early. A hot and cold smorgasbord will be served. See the bulletin board for further information.

Annual dinner of the Quarter Century Club will be held on Tuesday, November 18th in the Airport Inn. Members will be notified by mail of further details.



TANKER TRUCK DRIVER IKE REDDECOPP had a close brush with death when a passenger vehicle collided with his tanker one night in early July near Abbotsford. Ike was thrown from the truck and hospitalized for a time. Damage to the truck is about \$12,000, however, the other vehicle was demolished.

Loading By Computers

Load milk trucks with a computer? That's nearly true at Dairyland.

Computers are playing an important role in servicing more than 1,500 of Dairyland's busiest store accounts. Once an order has been placed by telephone from the store, the data processing centre steps in to provide a completely itemized load order for each truck, invoices and the following day's order sheets for the stores receiving deliveries from the Burnaby plant.

Roy Davidson, supervisor of Dairyland's Customer Service Department, is in charge of seeing that orders received at the Burnaby plant are efficiently processed and routed to the data processing centre.

Time Reduced

He says: "The time involved in processing these orders has been reduced greatly since we've gone into computerized loading. If we have the store order by 4 a.m., the order moves through the data processing centre and out to the loading dock in an hour."

Roy's predecessor in customer service is Tom Kennedy, one of the first persons in Dairyland's customer service department.

"In the old days," recalls Tom, "We used to write up each order on a regular invoice form and write in the code numbers for each product. The drivers had to price the order at the store when he made the delivery."

Today the computer does much of this work, freeing the driver salesman for other duties.

Orders Handled

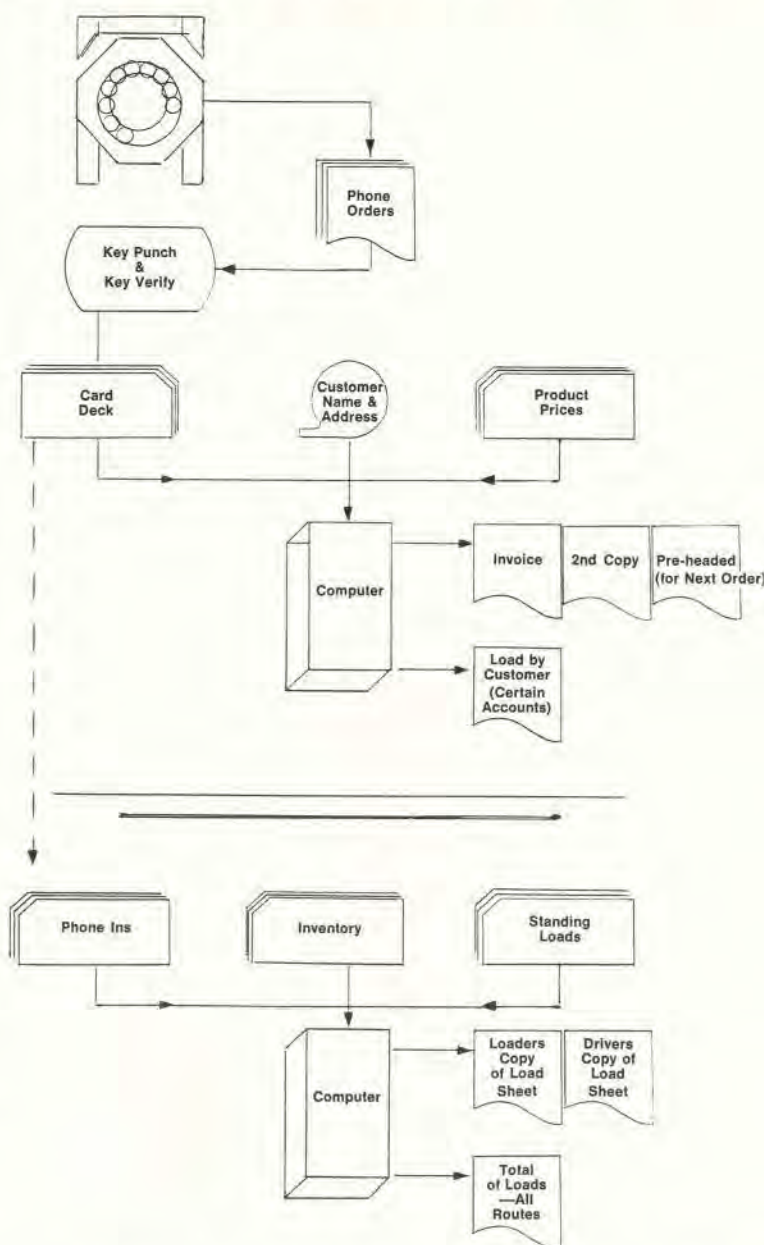
Here's how the customer service and data processing centre departments handle an order.

Grocery Store A telephones in his dairy requirements for the following day and he does this no later than 4 p.m. He speaks to a member of the customer service department who writes down the order on a Customer Order Form. These are pre-addressed forms which were prepared by the data processing centre. Correct quantities of each product are filled in next to a special coding printed on the form.

"In some cases, we call the store at a certain time of the day and take their order," says Roy. "But in the majority of cases, the stores contact us to give us their next day's order."

Once the order has been checked by the supervisor, they go to the data processing centre where key punch operators transfer the instructions on the order form to a special card that can be read by the computer.

The key punch operator has her "punching" verified before proceeding. This means that another operator checks the accuracy of the card punching. From there, the cards with the order information are run



through a computer program to combine with names and addresses of accounts as well as cards containing product prices. Together, the program issues a printed invoice as well as the following day's order form, pre-addressed.

Howie Stevenson, in charge of the computer centre, says: "Some trucks are loaded specially for customers. In other words, we can also add to this program information so that orders for stores that handle a large volume of dairy products can be placed on individual skids by the checkers."

Second Route

Meanwhile the original key punched order cards travel a second route where they are fed into a program to produce sheets having a load by product or route order. What happens here is that the orders that are placed by grocery stores on a truck are combined with what inventory is still on the trucks at the end of the day plus the standing order that normally goes onto the truck. This gives the truck the correct amount of product he is anticipated to need to complete his deliveries.

This information is prepared on a sheet and sent out to the shipping dock.

"You see," explains Howie, "we have to get this information out to the shipping dock as quickly as possible. They begin making up the loads late in the afternoon and finish by 2 a.m."

The next morning, the driver gets into his truck with invoices

of deliveries he must make and go out on his route.

"It sounds like a long, involved and complicated way of handling a wholesale order," comments Roy, "but really it works out very smoothly."

Six days a week, every week of the year, hundreds of similar orders are being received and processed by Dairyland through the close co-ordination of many departments.

Fraser Valley Milk Break

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

J. L. GRAY, Public Relations and Advertising Manager
THOMAS W. LOW, Editor

Member of B.C. Industrial Editors' Association



CLIFF RUSSELL, JACK PARKER and JOHNNY ENNS are presented with golf trophies by FRANK HANNAH (second left) as winners of Chilliwack's Country Living '69 golf tournament. This event hopefully to be held annually was in full swing this past summer. JOHN SPENST (not in the photo) completed the foursome that placed tops at the Tournament. Frank Hannah is past president of Chilliwack Chamber of Commerce which was very active in the celebrations.

Speaking on

Continuing Education

By DICK GRAHAME
Manager of Personnel, Industrial Relations

At this time of the year thousands of our young people are returning to school—some to grade and secondary school and some, in ever increasing numbers, to colleges and universities. It is with a great deal of satisfaction that we observe this trend.

It is no accident that the common denominator of those countries and parts of the world which enjoy a high standard of living is a high level of education spread over the whole population. It is certainly true that wherever we look in the world, widespread ignorance and prosperity simply do not go together.

Continued improvement in the standard of living in Canada depends largely on our ability to improve our productivity and international competitiveness. A better educated and more adaptable working population is fundamental to the achievement of both of these goals in Canada.

Similarly, a business firm such as ours becomes aware of the critical importance and relationship between the overall level of education of its employees to its productivity, efficiency and ability to compete. Business is becoming increasingly complex and its successful operation is dependent upon the skills and training of many of its people. In our own case we find that many of our jobs have become much more specialized during recent years.

There is now ample opportunity for people of all ages to pursue further education. School systems throughout our Province have established continuing education programs. Some of the courses offered in these programs will directly improve the knowledge and skills required in one's vocation and thus give better job satisfaction. Others add knowledge which will generally lead to a fuller, more satisfying and productive life.

We hope that many of our people will avail themselves of the opportunity to pursue a course of study which will be of interest and value to them.

Staff Picnic '69

The FVMPA Employees Annual Picnic on August 3rd attracted over 600 staff and their families to Hume Park. The weather co-operated and everybody had a good time, some picnickers, however, came away just a little happier than the rest of us. These were prize winners.

Raffle

1st Tape Recorder
Chris Schmitke, 12345-99 A Ave., North Surrey.
2nd Deluxe Hustler Bike
Russell Blampied, Father Lloyd, Retail Burnaby.

Hampers

1. M. Andrews, 921 Grove, Coquitlam
2. Brian Brown, son of Trev. Brown, Wholesale
3. Lynn Kelsey, daughter of Colin Kelsey
4. Jean Eastin, 3340 Glasgow, Port Coquitlam
5. H. Francis, 5455 Lanark, Vancouver
6. Todd Murton, 3363 Edinburgh St., Coquitlam
7. Art Martin, Retail Supervisor
8. Lorne Herring, Rte. 208, Retail
9. A. Liddle, 132 W. 62nd, Paint Shop
10. Larry O'Rielly, Production

Attendance Prizes

- Under 4—Pedal Car (small).
Craig Logan age 4 months—son of Vern Logan, Wholesale Route Foreman
4-6—Fire Engine Pedal Car.
Debbie Ellis age 5—daughter of Dave Ellis, Retail Route Foreman

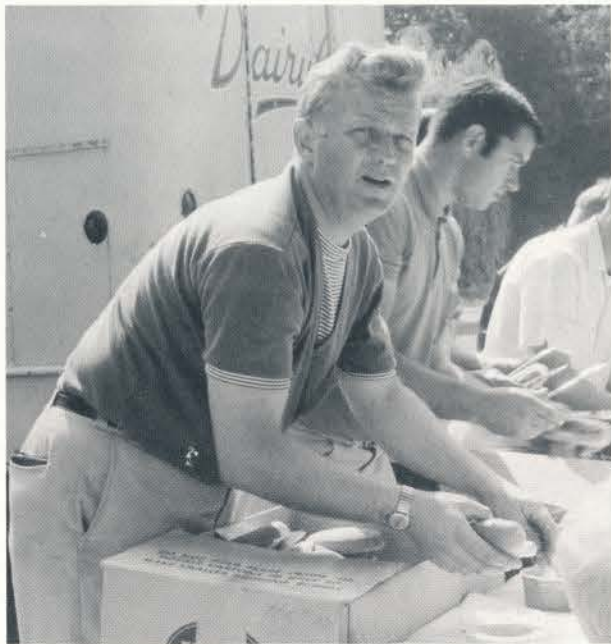
(Girls) 7 to 12—

1. Watch—Susan Dunn, Age 7—daughter of Bill Dunn, Wholesale Relief
2. Tetherball—Rosie Swain, Age 12—daughter of Tony Swain, Retail, Haney

(Boys) 7 to 12—

1. Watch—Tony Hind, Age 7—son of Roberd Hind, Haney
2. Volleyball—Bradley Sherbuck, Age 7—son of Tom Sherbuck, Wholesale.

The grand finale of the picnic stirring excitement in the hearts of men, women, children and horses was the horseshoe tournament. The cautious team of O'Hara and Isaac of Sardis defeated all competition that local staff could produce.



PACIFIC UNSWEETENED EVAPORATED MILK

PACIFIC MILK, because of its content of Vitamin D along with its properties of Calcium and Phosphorus, is a valuable food to add to the diet and maintenance of normal bone and teeth.

| VITAMIN D ADDED | |
|------------------------|-------------------------|
| VITAMIN D ₂ | PER 100 GMS. 100 I.U. |
| VITAMIN D ₃ | PER FLUID OZ. 25.7 I.U. |
| CALORIES | PER 100 GMS. 124 |
| | PER FLUID OZ. 32.4 |

PACIFIC MILK is EVAPORATED to double the concentration of whole milk. Only water is removed. PACIFIC MILK is HOMOGENIZED, ensuring an even smooth texture. It is preserved by STERILIZATION only and contains not less than 22.5 per cent total milk solids including a minimum of 7.8 per cent butterfat.

PACIFIC MILK DIVISION
FRASER VALLEY MILK PRODUCERS
ASSOCIATION
HEAD OFFICE: VANCOUVER 1, B.C., CANADA

PACIFIC

REG'D BRAND



EVAPORATED MILK

VITAMIN D ADDED

ONE POUND NET WEIGHT • 15 IMPERIAL FLUID OUNCES

PACIFIC UNSWEETENED EVAPORATED MILK

PACIFIC MILK is prepared in a modern processing plant from pure fresh milk supplied by selected dairy farms situated in the famous Fraser River Valley of British Columbia. When recipes call for evaporated milk, be sure and use Pacific Milk. Its many culinary uses make Pacific Evaporated Milk a must in any kitchen.

WHOLE MILK: Mix Pacific with an equal amount of water.
CREAM: Use Pacific undiluted.

WHIPPING: Chill Pacific thoroughly, whip until stiff, add icing sugar to sweeten.

FORMULAS: Use Pacific as directed by your Doctor.

QUALITY COMES FIRST WITH PACIFIC MILK

PACIFIC

REG'D BRAND



EVAPORATED MILK

VITAMIN D ADDED

ONE POUND NET WEIGHT • 15 IMPERIAL FLUID OUNCES

PACIFIC UNSWEETENED EVAPORATED MILK

PACIFIC MILK, because of its content of Vitamin C and D along with its properties of Calcium and Phosphorus, is a valuable food to add to the diet and maintenance of normal bone and teeth.

| VITAMINS C AND D ADDED | |
|------------------------|-------------------------|
| VITAMIN C | PER 100 GMS. 25.7 I.U. |
| VITAMIN D ₂ | PER FLUID OZ. 25.7 I.U. |
| CALORIES | PER 100 GMS. 124 |
| | PER FLUID OZ. 32.4 |

PACIFIC MILK is EVAPORATED to double the concentration of whole milk. Only water is removed. PACIFIC MILK is HOMOGENIZED, ensuring an even smooth texture. It is preserved by STERILIZATION only and contains not less than 22.5 per cent total milk solids including a minimum of 7.8 per cent butterfat.

PACIFIC MILK DIVISION
FRASER VALLEY MILK PRODUCERS
ASSOCIATION
HEAD OFFICE: VANCOUVER 1, B.C., CANADA

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Of Marcey Adems and Dogs

Good dogs get a graham wafer when they go to bed at **Marcey Adems' kennel**. And that's after they've gone through about 57 pounds of dog meal and 21 pounds of freshly-cooked meat each day.

After 17 years with Dairyland, the Assistant Supervisor of Route Accounting left the company last June to fulfill a long-time ambition of owning her own kennel. It's called Rondivills, located at 1670 Westminster Highway a couple of miles east of the Deas Freeway in Richmond.

"There are facilities here to board 60 dogs and 20 cats," said Marcey, scratching the head of a pooch, adjusting a water bowl for another. "July and August are the busy kennel

months—so many people go on holidays—and Rondivills has been busy since I took over the business from the previous owner."

In fact, her register showed no less than 48 animals a night have stayed at the animal hotel.

The five-acre site—immaculate inside and out—keeps Marcey busy from 7 a.m. until well after 10 p.m. daily. Not that she minds it, though.

"I've got to be up at 7 a.m. to let the dogs out for a run," she said. "At 8 a.m. the kennel boy arrives."

The day's chores involve feeding all the animals, exercising them, completely cleaning out their quarters — all this wrapped up with the friendliest, most pampering kennel keeper

an animal could ask for.

"The first week here was absolute bedlam," recalls Marcey. "Couldn't find anything—we're still looking. Things are piled in the house because the kennel business has kept me up to my ears in work."

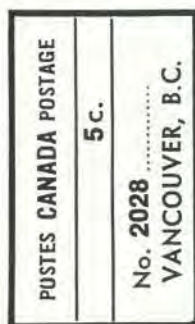
For instance, imagine cooking 21 pounds of frozen meat each day for hungry dogs. Marcey cooks the meat because the majority of pets eat cooked food at home. And then the meat is mixed with 57 pounds (400 pounds a week) of dog meal.

"Once the food is prepared, we can feed them all in 30 minutes," she said. "Food bowls are put on a moving cart and we roll down the centre of the kennel."

It takes about 90 minutes to bed down the animals each night. That's when the good



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Fraser Valley Milk Break

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dogs get their graham wafers. Kittens gets a little bowl of milk. Then day is done, everything is quiet.

Despite the long hours and hard work, Marcey is finding that being owner of a large kennel is rewarding and is filled with amusing incidents.

"I had my first telephone call the other night from a lady who is holidaying on the Prairies," said Marcey. "She wanted to know if her dog missed her."

The kennel also contains a special cat room where 20 cats and kittens can be kept in specially-constructed cages. Each cat is allocated a certain time period during the day out of the cage to prance around a spacious room, play with toys and have a good work-out on the scratch boards.

Did You Know?

Pacific Milk on occasion is exported to Hong Kong and Singapore. But it doesn't look quite like the Pacific Milk tins that you and I see on the shelves here in Canada.

The market, which is supplied only a few months of the year as price and demand allow, requires a special label to be accepted by Chinese customers. Gold, real gold, on the label apparently adds to the acceptance of the product along

with the Chinese characters. To give the label even further distinction, it is given a high gloss finish.

At one time much of the printing on the label was gold but costs forced restriction to the two bars.

For those of us who are not bi-lingual, the Chinese characters on the right mean Pacific or peace, the bottom left, milk and top left implies across the ocean or foreign.



FOR EIGHT DAYS during the summer tour Dairyland ice cream trucks were permanently on location during the JEHOVAH WITNESS convention at Empire Stadium. Through their doors passed 11,000 pints of ice cream, 20,000 dozen novelties, 5,000 half pints of milk, 2,000 gallons of mix and 2,000 gallons of milk.

Returns to Newspapers

J. H. "Jack" Jamieson, Assistant Public Relations Manager and Editor with the FVMPA Public Relations and Advertising Department for the past four years has returned to the weekly newspaper field. He took over as publisher and editor of the Armstrong Advertiser and the Enderby Commoner in mid-August.

Before coming to the Association, Jack had worked on the Prince George Citizen as Copy Editor, the Chilliwack Progress as a reporter-photographer, and as Editor of the Whitehorse Star. He is a journalism graduate from Ryerson Institute of Technology in Toronto.

Well-known in the news communications field, he served as President of the B.C. Industrial Editors Association in 1968.

He will be remembered by many staff as an enthusiastic friendly person who gave extra effort to his job. On behalf of



J. H. "Jack" Jamieson

his many friends, we wish him and his family unlimited success and good health in the years ahead.



DAN FLEMING of the Burnaby shops has been appointed to the position of Foreman, in charge of maintenance. Dan took over his new duties on August 18th assuming many of the duties formerly assigned to LARRY SHAW.



EARL GATLEY, of the customer service department retired from the telephone to take up another form of public service. Earl is now part owner in the Texaco service station at 47th and Victoria. After 18 years with the Dairy Earl will be missed by his many friends.



A NEW GARAGE has been built to service the farm pickup tankers now based at the Delair plant. A three base milk pickup system has been set up in the Valley with trucks now located at each plant. Formerly only Sardis and Burnaby acted as home base for the trucks. This new system will offer a great saving on mileage.

Driver Training

Do's and Don'ts on Air

A continuing series of courses on driver education has been arranged under the direction of **Omer Tupper**, Supervisor of Industrial Relations. Most recent was the training course in the operation of air brake vehicles, sponsored and instructed by the Department of Transport. This course is designed to promote safe driving and to reduce unnecessary maintenance costs on the vehicles. The Workmen's Compensation Board now demands that all drivers of logging trucks with air brakes have special licences. Since this policy may soon apply to everyone, the Association is keeping abreast of things by providing the course now, thus enabling Dairyland drivers to earn their air tickets. More important, it may spare a driver the horrible experience of a runaway truck by teaching him the workings of his braking equipment inside and out. For instance, he learns how much air can be lost in applying the brakes on a long hill. The lectures were held Nov. 12 to 14 in the W. J. Park Room with 56 employees enrolled.

Another educational series, which was held in October, was the diesel course offered by Cummins Diesel Ltd. in Burnaby. Dairyland's truck fleet which numbers between 400-500 trucks is gradually being converted to more and more sophisticated equipment. We now have 12 diesel trucks on retail routes and there is every indication that the trend toward diesel engines may spread through the entire retail fleet, not to mention the already diesel operated farm tankers and tractor-trailers. The sessions, ar-



MR. J. KIRKLAND of the Department of Transport explains in detail the complicated mechanics of air braking equipment. To provide this working demonstration, a hose connection ran from a truck outside, over the balcony, and into the Park room.

ranged through Mr. Orlie Reese, representative of Cummins, provided drivers with a background in understanding the operation of the highly sensitive diesel engine. It was received with a great deal of enthusiasm by the 104 participants.

Unfortunately, both the air brake and diesel courses had to be restricted in the number of people enrolled. The Department of Transport specifies that three months actual driving experience is compulsory for air brake tickets so this limited the course to present drivers. The diesel course? It was just too popular, according to Omer Tupper. He says, "For those who missed this opportunity, both courses will be held again sometime in the new year."

A genius is a man who solves a problem you didn't realize you had in a manner you can't understand.

Transfer

Charlie Parker, formerly from the Courtenay branch, has recently been appointed to the position of Branch Manager at Powell River. He had been a resident of Courtenay for 12 years. Mr. Parker found Powell River people very friendly and helpful. "It's really nice to be greeted this way on a new job," he said.



It has been reported that JOE JESSUP recently ran out of gas on the 401 on his way to a memory training course at night school. Good luck, Joe!

New at Sardis

Automatic Cheese

Nothing stays the same. Progress seems to catch up with every phase of business and industry and the production of Fraser Valley Cottage Cheese is no exception. In past issues of Milk Break comments were made on various improvements throughout the association's plants and mention was made of the improvements in Cottage Cheese production. The past few weeks have seen the completion of these changes. Cottage Cheese at the Sardis plant is now being produced by

separates from the curd is drained off. The whey is powdered and sold as a by-product. The cheese is then washed three times. The first with warm water followed by cool and then cold. The old process required two men to help drain this final wash water and mix in the prepared dressing.

They then shovelled it into 70 pounds cans and moved it into storage to be packaged as soon as possible. This is where the big changes were made. The final wash with the curd is now



BECAUSE OF THE INCREASED volume of milk that the Delair Plant will handle with the termination of can milk shipments, a 100,000 pound silo tank was installed. In addition to this three new truck bays are being built to provide protection for the farm tankers while they are at the plant.

a very up-to-date automated process.

The beginning of the production process starts when long narrow vats are filled with skim milk. To this is added a carefully prepared starter, from the old can receiving room done over into a modern processing area. After sitting for 12 to 14 hours the skim milk forms into a soft jelly substance. This curd is then cut and cooked by the hot water jacket in the vat and the whey which

pumped directly into a Grace Mixer where it is drained and the dressing is added. This is now done with the flick of a switch. The final water acts as a hydraulic conveyor for the curd to the mixers. Following draining and mixing the cheese is then fed by gravity into a hopper and pumped into the filling machine.

At the present time the new process is still being tested. It has yet to be determined if the curd can stand the stress of



THESE TWO GRACE MIXERS have added a new dimension to the production of cottage cheese at Sardis. They will drain the curd, mix in the dressing, store the curd overnight and give an accurate measurement of the amount of cheese they hold.

being pumped two or three times with out breaking down. Also, trials will be conducted to see if the curd can stand over night in the mixer before the final cold wash is drained.

The results of all this change will enable the Sardis plant to even out the production of cheese. By producing an average volume of cheese each day with the ability to hold over a vat for packaging the following day, this will enable a building of product towards the end of the week when orders are the largest.

based at the three plants here in the Fraser Valley, and pick up milk from farms in their immediate area. In the past only Sardis and Burnaby have been home base for trucks. Delair now has a new garage to service the trucks based at that plant. To handle the extra milk owing to these tankers a 100,000 pound Silo Tank was installed last summer. To complete the picture three new covered truck bays are being erected at the front of the plant. This will allow tankers to transfer the milk in a sheltered area.

loading of wholesale trucks. The increased traffic of that area has forced the widening of the roadway. A retaining wall has been installed. The shipping docks at the Burnaby plant

have become in recent years, a very busy area, as this plant serves not only greater Vancouver area with milk, but also Interior markets, such as Prince George and Kitimat.



FRED MANDER, canning room foreman at the Delair Plant, is closing the main receiving doors of the plant for the last time. Later that day the wooden structure was replaced by a new metal overhead door. So what is in the door? Since it was installed in 1949 over ten billion tin lids passed through it. The cans come in another door. Since Fred started with the Association in 1935, the total has run well over 17 billion lids. To save a lot of figuring it works out to about one million lids a week.



ROSES FROM PALM SPRINGS, California, Victoria's sister city were dedicated on the boulevard at Pandora and Vancouver in Victoria. Officials of both cities took part as more than 100 roses were added in the latest of intercity exchanges. BOB CURSON, Manager of the Victoria branch clipped the picture and sent us a note. "What other Branch can boast this kind of a front yard? The office can be seen between the shoulders of the two men at the far left."



Speaking on What It Costs

By DICK GRAHAME
Manager of Personnel, Industrial Relations

Few people ever stop to think about what it costs to provide them with a job.

The typical employee in industry, for instance, probably never gives a thought to the expense involved in purchasing the machinery, tools, trucks and the like which are essential to his employment. Like the plant itself, they are to him simply company property and accepted as such.

And yet, these things all represent the investment of a considerable sum of money, without which there can be no job.

Where do they come from, these thousands of dollars which must be spent on equipment necessary for the job? Not from the individual employee. It is nowhere a condition of employment that he or she must contribute any part of it. Not from management. While management may do the spending, it does not have to put up the money.

The answer is interesting in so far as our firm is concerned in that the necessary capital has been supplied by a group of dairy farmers all of whom live and work right here in British Columbia. Unlike many firms in our community, none of our ownership is outside of Canada or even outside of British Columbia. Our owners are all working people who are on their job of milking cows seven days a week!

How much money is involved in providing the necessary plant and equipment with which we work? To get an answer to this question I visited with Ian Strang, Manager of our accounting department. My visit proved interesting for I learned that \$14,700 has been provided for every employee at work in our firm!

In our modern industrial society it takes money to put people to work. I'm sure that we are all glad—those of us that are employed by F.V.M.P.A.—that we have not had to provide such a sum in order to provide each of us with a job. On behalf of the employees of our organization though, I'm sure that I can acknowledge with thanks the fine job done by these dairy farmers in providing good plants, equipment and trucks. I hope too, that I am expressing the feelings of us all when I say that we are proud to be associated with F.V.M.P.A. or its Dairyland and Pacific divisions.



INCREASED TRAFFIC around the wholesale dock at the Burnaby Plant has forced the widening of the roadway. The cat is levelling gravel making it ready for blacktop.

With this new automated approach to Cottage Cheese inside, the Sardis plant has taken on a very attractive new look on the outside. It has new colours following quite closely to those of the Burnaby plant and it indeed looks very attractive.

The Delair plant has also undergone several new and quite obvious changes. With the termination of can shipments to be completed by the 1st of March 1970 a three based milk pick up system has been inaugurated. Trucks are now

During last winter's storm a great many problems were encountered by trucks serviced at the plant. The Delair plant also has a new coat of paint, an attractive pink and gray.

Not to be left out, the Burnaby plant is also undergoing a number of changes. In addition to the Ice Cream cold storage bunker, the wholesale loading dock is being redesigned. Because of increased business the entire loading docks for the trucks will be enclosed for cool storage and more convenient

New Engineer Joins Staff

Dave Beinhoff has recently joined the Association as a member of the Engineering Department. He grew up and attended school in Illinois and graduated with his degree in engineering from Northwestern University in Evanston, Illinois.

Since graduation, Dave has worked as an Industrial Engi-

neer for the Campbell Soup Company and in the Research and Development Centre of Swift and Company, both located in Chicago. His duties at Swift were connected with a most amazing product — vacuum dehydrated foods which are supposed to have a life span of 100 years. They were eaten by the Astronauts on their moon voyage and were then already 8 years old. The secret, according to Dave, is the dehydration to a .1% moisture content and a vacuum seal in plastic.

Dave loves the outdoors—particularly the mountains—and is an enthusiastic hiker. On a vacation trip to British Columbia, he could not help but compare life here to that in Chicago and decided to immigrate to B.C.



Dave Beinhoff

Milk break

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

J. L. GRAY, Public Relations and Advertising Manager

THOMAS W. LOW, Editor

VERLIE F. ABRAMS, Assistant Editor

Member of B.C. Industrial Editors' Association



PACIFIC

Flu Shots

Just in case . . .



the flu should be . . .



a threat to fun . . .



and gaiety . . .



this way you've won



immunity.

NOTICE

Sardis Christmas
Party
December 13

- Legion Hall
- Tickets:
\$6 per couple
- See Rick Nichols

Good Time
Guaranteed



DOUG WHITNEY of 309 Liverpool Street in New Westminster has found a unique use for Pacific Milk tins. He has made two eight foot palm trees. It's the metal rim at the top and bottom of the cans that gives it the effect.

Canada Pension Plan Changes

On January 1, 1970 there will be changes in the contributions and pension payments made under the Canada Pension Plan and the Old Age Security Pension Plan.

Starting with 1970 the eligible age to qualify for retirement benefits drops to age 65 and the maximum pension benefit under the Canada Pension Plan increases to \$110.42 per month. This is the amount of pension which will be paid to contributors to the Plan who make the maximum contribution and who retire after January 1, 1976. Contributors who become eligible for retirement before this date, or who have not made the maximum contribution, will receive reduced pensions.

Contributions Increased

The maximum contribution is generally made by those workers who earn in excess of \$5000.00 per year. In 1969 the maximum contribution toward the plan was \$82.80. In 1970 this will be increased to \$84.60 for those with earnings of \$5,300 or more. Those with earnings under this amount will make smaller contributions into the Plan.

Increases are also being made in the amounts payable to survivors of deceased contributors and pensioners. These include the lump sum death benefit, widow's benefit, disabled widower's pension and orphan's benefit.

On January 1, 1970, the age for claiming the old age security pension will also be reduced to 65 years. At that time the pension will be increased from \$78.00 per month to \$79.50 per month. This is paid in addition to the pension received through the Canada Pension Plan.

It is of interest to note that benefits payable under both the Canada Pension Plan and the Old Age Security Plan are adjusted for changes in the Consumer Price Index. This helps to offset increases in the cost of living.

By Jim Calhoun

JAPAN - As I Found It

We have all heard many things about Japan—some of them true and, undoubtedly, some not so true. But my wife and I went there trying to have open minds and were prepared to take this great country and its people as we found them. We were not disappointed. The Japanese are as gracious and hospitable as a people could be. They seemed genuinely glad to see us and seemed to appreciate our interest in their country. Everyone tried their best to make our stay comfortable, interesting and happy.

We went to Japan as delegates to the International Convention of Lions Clubs held in Tokyo, July 2nd to 5th. We and over 40,999 other Lions, together with their wives, friends and families. Needless to say, with all the other tourists, the place was greatly overcrowded. The Convention was held in the great auditorium in the Nippon Budokan, and was opened officially by the Emperor Hirohito of Japan himself. By the way—Hirohito is obviously popular with his people and moved about with a minimum of escort and guards. We were told the Royal Family of Japan is the only one in the world whose lineage is as ancient as the British Royal Family. The convention hall is huge, almost circular in form, free from pillars and has a number of levels of seats. Though we did not then realise it, it was indicative of the many things we were to see in Japan.

Because of the congestion in accommodations, notwithstanding the many very large, modern hotels in Tokyo, some of us had to go elsewhere for lodgings and we ended up in Atami, a small sea-side resort town about 63 miles south of Tokyo. There we received our introduction to the Japanese way of life. Our hotel, the New Fujiya, was relatively new and thoroughly Japanese in style: floors of Tatami mats, low ceilings, take your shoes off inside the room door, sleep on the floor, beds that go into a drawer, and "different" bathrooms. But clean as a new pin, beautifully appointed and every room had its own private air-conditioning, TV and FM radio. No draps on the windows—parchment screens instead. The town is built in a circular valley that runs from the mountaintop down to the sea. There are old castles and shrines on the heights around mingled with new and older homes. And in the centre is the Fire Hall, like almost any other firehall, except that every evening at 9:00 the loudspeakers in the tower that are normally used for alarms, peal out the most beautiful and resonant Oriental chimes you could wish to hear.

Japan is a green and lush country, surprisingly mountainous. Though certainly very beautiful, the greenness of Japan and its many parks develop a sameness after a time and we missed the colour of flowers. No Japanese garden that we saw had flowers worth mentioning—all were green, with bushes and trees trimmed and trained in the usual Japanese fashion. Oddly enough, flowers as beautiful as any we've seen were to be had at florist's shops, but we did not see any growing anywhere.

After the convention, we took a tour of Japan and travelled mainly by bus; large, fast, clean, well-lighted, air-conditioned, with large tinted windows—the equal of any North American bus. But the seats were not intended for large framed Canadians and we sometimes felt cramped, particularly the men. All our busses were driven by professional drivers of obvious ability, assisted by young girl hostesses whom we called "nightingales" because they sang so nicely. As well as looking after the passengers these young ladies also assist the drivers to park and manoeuvre the busses in parking areas. They do this by means of signals blown on a whistle—a system which works very well and is done quickly and safely in the closest of quarters. The young lady on our bus seemed typical of them all—shy, blushed readily and didn't quite know how to take our Anglo-Saxon teasing. But she was good-natured and smiling



LUCKY ED FREDERICKSON, bacteriologist at the Pacific plant, Delair, is the owner of a brand new Datsun station wagon, thanks to the TV program, Windfall. His name was selected as the winning "home partner" on September 8. To qualify for the car, Ed had to answer two tough questions: "Who was the painter of the Mona Lisa" and "How many lakes are there in the Great Lakes system."

Pleased Customer

A Dairyland customer, Mrs. Margaret Toy, of 4749 Belmont Ave., was delighted when she heard that Dairyland had helped to sponsor the B.C. Summer Swimming Association to the tune of \$2,000. For building strong bodies, swimming and milk drinking are a winning combination which is hard to beat. Proving this point are the four Toy children: **Eve, Bronson, Hagar and Tabitha**, who put in winning performances in swimming races at Empire pool this summer. All the children took home medals, but Tabitha excelled in winning the aggregate trophy for eight years and under.

and very keenly interested in the Maple Leaf badges we all wore. Our nightingale was 20 years old and she could really sing. Not without coaxing and blushing—but sing she did—many simple little Japanese songs and folk tunes. And with the help of some phonetically printed handbills, we Canadians sang in Japanese. When we left the bus at the end of the day our little nightingale was at the door, clutching the little gift we had all bought her and, bowing to each one, she said with sparkling eyes, "Sayonara", (It means something like Till We Meet Again) and "Arragotto — arragotto", which means thank you.

Our tour throughout the Tokyo-Hiroshima area took us to several Buddhist shrines including the famous outdoor Buddha at Kamakura and the world's largest Buddha at Nara, the ancient capital of Japan. This latter Buddha is something like 75-80 feet high, cast in brass in two pieces and weighs tons. It is housed in the largest wooden building in the world. At Nara, the tame, sacred red deer expect to be fed the special biscuits that are on sale there for this purpose and they even bow to you. I kid you not, they bow to you when they want one. And they have been known to give you a frustrated nip if you don't give them one.

While in Nagoya, we toured the grounds and ancient palace of an old Emperor whose regime was dedicated to unifying the then divided sections of the country. As is usual with such a person, he made enemies and assassination was of continual concern. This prompted the design of his palace floor, which squeaks akin to the sound of chirping birds if one takes but a single light step. And though it is, I think, some 1,200 years old, this floor as the rest of the building, seems to be in first class used-condition and functions as intended to this day.

Japan is almost devoid of natural resources of any kind and throughout the country, every square meter of ground seems to have been evaluated and put to the use best suited for it—nothing is wasted. Ground suitable for growing only brush or timber is left to do just that, but soil that will contribute to the national food chest is cultivated intensely, even small room-sized pieces alongside railways and highways. And streams and rivers, both large and small, may have their banks and streambeds built up or reinforced with cement or stone work to prevent their being eroded. Even gravel is saved. It is not uncommon for mountains and hillsides to be terraced right over their tops from one valley floor to another. These terraces may not be more than just a very few feet in width and one would wonder if it was worth the effort. Water is used over and over again. Even little streams are controlled and used. They may even have small dams and generators on them which contribute only a little—but they contribute. Every possible thing in Japan is electrified, including the entire Japan National Railway System.



JIM CALHOUN, Branch Manager of Sales at the Sardis Plant, and his wife, MERLE, display exquisitely embroidered silk kimono, one of their souvenirs of Japan. In the accompanying story, Jim relates many interesting, sometimes humorous, observations about his trip.

We travelled by taxi, bus, ship and train and all of them were in every way the equal of their North American counterparts. And everything we have heard about their fast trains, particularly the Tokyo Bullet, is true. Its ride is the sensation of a fast glide rather than a roll and except for stops and starts, it slows down for nothing but the very sharpest of curves. There are no crossings—everything else either goes under or over the right-of-way. Imagine rolling right through the busiest business section of a modern city of 4 or 5 million people at a gentle lode of 125 miles per hour! And it's so quiet! You almost have to stop talking to hear the click of the wheels. When it stops and starts at a station, everyone, including you, has two minutes—just two minutes only—to get off and on. When it takes a curve at high speed, the cars sometimes keel over at a fair angle, but it is all figured into the engineering and your cup of coffee just sits on the counter, neither sliding nor spilling a drop. It is all controlled in every aspect of its operation by computer from Tokyo. But they are not satisfied with it—they say it is too slow. We were advised they have a new train that will do 600 mph! I think I'll just let them get the "bugs" worked out of that one before I ride on it.

We stayed overnight in Kyoto—the art, cultural and educational centre of Japan. We saw Cloisonne and Damascene being made, silks, brocades and oh!! those beautiful kimono! We saw a fashion show of kimono at the hotel. I could rave about them

all, but the most beautiful one, I think, was jet black shiny silk, all hand-worked and embroidered in gold thread. I didn't dare ask the price. It was magnetic in its classic beauty—you couldn't keep your eyes off it. All that was needed was one of those lovely feminine Japanese young ladies in it and they'd have made a complete and finished ensemble.

On our way to Kyoto, we passed through where Yamaha and Kaiwai pianos are made. I've never seen a larger lumber yard—spruce lumber for sounding boards in big piles, curing in the open air and weather. It must have covered perhaps 50 acres of ground. We were told Japan makes as many pianos as the rest of the world.

Not everything is as cheap in Japan as we are sometimes led to believe. And some things are downright expensive. For instance, a cup of coffee will cost 150 yen. (One U.S. dollar is equal to 360 yen. The yen is the only unit of Japanese currency. On this basis it can be compared to our penny.) Before I was wise to money values, I paid 600 yen for four oranges, to find later they were imported from California. Silks and brocades—all the better cloths, are about the same price as here.

The cheap articles in Japan are cameras, radios, tape recorders, binoculars and TV sets. As a general "rule of thumb", all these retail for approximately one-third the Canadian price.

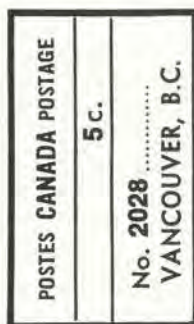
Tokyo must be seen through its environs to be understood, or believed. To say it is the largest city in the world is not enough. Once away from the huge, modern thoroughfares that have been built up in the areas that were destroyed during the war, this enormous city becomes a human rabbit warren of little alley-like streets seemingly packed in like sardines in a can. Many of these little streets wind aimlessly here and there—how they find an address I do not know. There are no back alleys as we understand them and in a block, if they can be called that, there will often be four to six houses located between streets, with a small walk or path connecting them. As we made our way through the tiny streets, we would pass the odd person on foot and when they saw us, complete strangers though we were, they often would smile and bow slightly as we passed.

Your ride in a Tokyo taxicab might just turn out to be the thrill of your lifetime! The horns are always blowing, they are always jumping the light if they can, and Tokyo traffic doesn't flow, it stampedes! This is why, even in Japan, Tokyo is sometimes referred to as the city of the Quick and the Dead. Those who are alive are the quick ones—the others are dead. And when it comes to driving, they are all good Britishers—on the wrong side of the road. Ever do an abrupt reverse turn in mid-block, in the height of the rush hour, amongst a jillion other vehicles? We have—twice in one day—I was speechless for an hour and my hand is still shaking. Yet you seldom see damaged or wrecked vehicles. This is largely because they do not tolerate such vehicles on their streets and highways. Every car must be inspected at least once a year and the government inspectors judge the vehicle on its appearance as well as its mechanical condition. You either fix it or take it off the streets—it's that simple. Consequently, it is not uncommon to see, on fine days, a driver dusting off his car with a feather duster they all seem to carry.

In Tokyo we saw the attitude of men towards women. In an elevator, if a woman enters, every man will have his hat off in a flash and will step aside to give her room. But on a crowded bus, a man, so far as I could see, will not give up his seat to a woman. En route to Shubuya, a grand looking little old lady, all dressed up in her best kimono and obi, straight-backed, elegant and proud as a peacock entered the bus. No one would give up his seat to her, so I gave her mine. Her eyes sparkled as she gave me a look and took her seat beside my wife. Later, when she got off, she cast her eyes about the bus and I am sure every man noted it, then she gave me a bow like I was the Prince of Wales and said "Aragotto, Canada! Aragotto." I'll bet her golden coloured silk kimono cost \$300. She was classic—I'll never forget her and I'll always be happy that I gave her my seat. Though old and wrinkled, she had a classic beauty that would always be apparent and accepted in any company anywhere. Timeless . . . like an old Rolls Royce.

to be continued next issue

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Milk break

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KAY LONG is seen among some of the many friends she has made at Dairyland. A member of the office staff since June, 1930, Kay retired in October. Pictured here are: (left to right) LOIS STEWART, PAULINE GREEN, CHRIS JOHNSON, FRED DUCK, JOAN ASHMORE, ALISON GOOD, JIMMY WREN, HILDA HOGG, FERN NELSON, KAY and RUTH SCHAFER.

Fall Social Dance

The F.V.M.P.A. Staff and Welfare Fund held a Fall Social Dance on November 8th. The more than 200 who attended enjoyed a wonderfully served, hot and cold smorgasbord, which was rated "4 Star" by everybody present. An excellent orchestra, complimented by candles on each table created an atmosphere of enjoyment and pleasure to dancers and socializers alike.

Without a doubt, the response and support of the staff was

overwhelming. Tickets were sold out 2 to 3 weeks in advance. The problem on hand now is to find a larger hall so that everyone who wants to join in the fun can do so.

The ladies' door prizes went to Mrs. D. Haner, Colleen Gaines, Mrs. John Quiring and Mrs. F. Guzzon. Jimmy Cunningham, Clem Vanstone, Mr. Rohn and John Quiring were the winners of the men's door prizes.



DORIS RILEY, who retired last August, spanned 21 years of service with Dairyland, most recently in the Milk Shippers Accounting Department. Doris, seen here with her husband, celebrated her retirement with a trip to Lake Tahoe. One of her favourite pastimes now is testing her luck at Bingo.



Lucky Bowlers

On Sunday, October 26, the F.V.M.P.A. Staff held a bowling get-together. About fifty interested early risers were on hand to join the fun. The lucky prize winners included: Randy Sutherland, Lyman Burton, Jim Defries, Ald Anderson, Lloyd Kinchen, Fred Glover and Mame Ruddy.

At this point, the competition between the sexes ceased and prizes were awarded for hidden scores to both men and women. For the ladies they were: Clarence Manning, Ruby Lewendon, Nan Fleming, and Mame Ruddy. For the men: Lyman Burton, Ralph Sebastian, Dan Fleming and Fred Glover.

Without a word of a doubt, it can be said that all had a good time.

THIS DOG COULDN'T WAIT to get a drink of milk so it carried a three-quart plastic bag of milk from a doorstep and chewed off the lid. Unfortunately for the dog, a photographer caught it in the act.



CAROL ELDER tops off her last day at work with a luscious chocolate cake baked especially for her by TAD WINCKEL. Enjoying the cake with Carol are (left to right) BOB SIMPSON, KEN PEDDLE, SCOTT JUDSON and Tad. Carol, who worked at Dairyland as secretary to M. P. GOEPEL, plans to stay home and spend some time on the training of her two poodles.

Sounds Familiar

Jeff Woolley, Director of International Motorists Co-operative Association in charge of the defensive driving program, has his lighter moments. Here are some odd quotes from insurance claims showing the ingenuity of drivers seeking to assert, or justify, their innocence (or attempting to conceal or excuse their errors).

1. I consider neither vehicle was to blame — but if either were to blame, it was the other one.

2. I knocked over a man. He admitted it was his fault as he had been run over before.

3. One wheel went into the ditch. My feet jumped from brake to accelerator pedal. I leaped across to the other side, and jammed into the trunk of a tree.

4. I collided with a stationary bus coming the other way.

5. To avoid a collision I ran into the other car.

6. Car had to turn sharper than was necessary, owing to an invisible truck.

7. I collided with a stationary tree.

8. The other man altered his mind — so I had to run over him.

9. I told the other idiot what he was, and went on.

10. I can give no details of the accident, as I was somewhat concussed at the time.

11. A pedestrian hit me and went under my car.

12. I blew my horn — but it would not work, as it was stolen.

13. I unfortunately ran over a pedestrian, and the old gentleman was taken to the hospital much regretting the circumstances.

14. I thought the side window was down, but it was up, as I found when I put my head through it.

15. Cow wandered into my car. Found out it was half-witted.

16. A bull was standing near, and a fly must have tickled him as he gored my car.

17. A truck backed through my windshield into my wife's face.

18. She suddenly saw me — lost her head — and we met.

19. I ran into a store window, and sustained injuries to my wife.

20. I misjudged a lady crossing the street.

21. Coming home I drove into the wrong house and collided with a tree I don't have.

22. I left my car unattended for a minute, when, by accident, or design, it ran away.

23. The other car collided with mine without giving warning of its intentions.

Next Issue:
Quarter
Century Club
Pictures



Gordon Earle



Jimmy Tearse



Walt Armitage



Peter Dyck



Myrl Jones



Steve List



Omer Tupper

New Members Welcomed

Quarter Century Club

"An entertaining and enjoyable evening."

These words describe the 5th Annual Reception and Dinner of the staff Quarter Century Club, held at the Airport Inn on November 18th.

A highlight of the evening for the 125 people present was the draw for two return tickets to San Francisco via Canadian Pacific Airlines. Lucky winner this year was **Tom Cannock**, now retired, and a former member of the retail sales department.

Nine new members were admitted to the club, and received their 25 year pins from **Gordon Park**, Director and Secretary of the F.V.M.P.A. They were **Gordon Earle**, wholesale sales; **Omer Tupper**, personnel; **Walt Armitage**, production Sardis; **Steve List**, maintenance Sardis; **Myrl Jones**, production Burnaby; **Jimmy Tearse**, production Burnaby; **Peter Dyck**, production Burnaby; and **Don Towlon**, garage Burnaby. The last-named was unfortunately absent because of illness. His pin was accepted on his behalf by **George Bird**.

Two members retired from active service, and received watches presented for the Association by President **H. S. Berry**.



WILLIE DRIEDGER, retiring this year after over 25 years of service, receives his gold wristwatch from F.V.M.P.A. President, **H. S. Berry**.

Ken Hansen, introduced by Chairman **George Okulitch** as "a living legend in the production department", was on hand to receive both his 25 year pin and his retirement watch. Several incriminating but humorous anecdotes were brought to light concerning his colourful career in the dairy business. To top off his quarter century, Ken was awarded permanent possession of his hand-made Swedish fly swatter. (see picture)

Willie Driedger, also a production department staff, was described by the chairman as "always a cheerful and pleasant person" who, in his job as a standardizer, saved the company enough money "to pay for the Burnaby plant ten times over."

During the program, members were treated to a concert by "Maori Entertainers", a talented group of men and women singers and dancers from New Zealand.

A. D. Rundle, vice-president of the company, brought greetings from the Board of Directors, and expressed their appreciation for the many hundreds of years of service represented by the club membership. He said the business success of the F.V.M.P.A. was proof of the contribution that had been made by the long-service employee.

The event ended with a talk by **Walt Armitage**, retired Sardis Cottage Cheese Supervisor, who thanked the Association on behalf of the club.

The little metal trumpets decorating Christmas trees date from an early Danish custom of blowing in the Yule with four hymns representing the four corners of the world.

New Year's Superstitions

Traditions and superstitions have long been a part of New Year around the world.

The Chinese believe one must pay up all his debts if the New Year is to be a successful one. The English, on the other hand, consider it a good idea to start a savings account on January 1, since what you do on New Year's Day is indicative of what you will do the rest of the year.

One of the most widespread superstitions concerns the "first-footer," the first person to enter a household on New Year's morning. A dark haired man should traditionally be the first to step through the door to bring good luck for the year. He should be carrying a lump of coal, if possible.

Ancient custom in Japan was to scatter parched beans about the house, supposedly driving away evil influences and inviting good luck to enter.

The Romans were accustomed to hanging tiny masks of Bacchus upon trees and vines, the idea being to impart fertility to every side of the tree to which the masks were turned by the wind.

Peasant families in various parts of the world once baked special cakes for the New Year. The cake was dashed against the door and as the family

members gathered up the pieces to eat them they prayed that neither hunger nor want should enter the house during the new year.

In olden times some families also sought a glimpse into the New Year by "dipping" into the Bible. The head of the family, with his eyes closed, opened the family Bible and indicated a passage with his finger. The text, read and interpreted was supposed to be indicative of the luck—good or bad—that would be in store during the twelve months ahead.

On the Route

Dairyland's newest, youngest and most enthusiastic driver-salesman is **Sharon Sanders**, nine year old daughter of **Jean Sanders** of the Victoria Branch. Jean borrowed a Dairyland jacket and cap, plus a natty moustache, and dressed Sharon up as a "milkman" for their Halloween party.

Not only did she win first prize out of 50 children, but Sharon also came home to relate a funny incident which occurred while she was out "trick-or-treating". The lady of a particular house complained, when confronted with Sharon at her door, "I called your dairy last week for service and was told that Dairyland has no retail routes in Victoria".



KEN HANSEN, who is welcomed into the Quarter Century Club the same year he retires from the company, is congratulated by **H. S. BERRY**.

Members of the Dairyland Credit Union will be pleased to learn that interest rates on their savings accounts will go up in 1970. With increases up to 1%, five-year-term deposits will pay 8% and one-year-term deposits earn 7½%, while ordinary shares, withdrawable on demand, have interest rates of 6½%, paid monthly.

These figures were announced by Credit Union manager, **Gordon Aason**, who also added that assets at the end of October totalled \$1,259,929. The board and staff would like to wish everyone a Merry Christmas and prosperous New Year.



KEN HANSEN



SAM GRAY



GENERAL MANAGER, G. J. OKULITCH



RON BAILEY



TOMMY CANNOCK,

PRESIDENT H. S. BERRY



PERCY



MAORI ENTERTAINERS



LES



SAM FUNSTON,

IVY ANTHONY



BILL HAYWARD,

HOWARD MORTON



JIM STOUSE,

FREDDY WASHINGTON,

CLEM VAN



FRANK HANNAH,

WALT E. ARMITAGE,

WALT G. ARMITAGE



DIRECTOR J. C. CHERRY,

FRANK FORREST



DICK FETHERSTONHAUGH,

CHIC BEAD



RIOTT, LIL SCOTT, HARRY MUTCH



BILL DRIEDGER



GEORGE SHAWYER, JIM MAHOOD, GEORGE BALL



OLMAN, NORM HASLETT



TOM WILSON, H. S. BERRY, BILLY MILLS, TOM KENNEDY



CHARLIE DEACON, SAM CHAPMAN



JIM GIRVIN, ANN CYR



BRUCE NOBLE, SAM ANDERSON



BRUCE WELLS

Quarter Century Club ... 1969



BILL ELLIS, IDA BOND, MYRL JONES, TONY BROWN



TOP: H. CAMPBELL, G. SMITH, A. HOSKINS, W. ARMITAGE, J. CALHOUN, A. GRIFFIN, H. JOHNSON. BOTTOM: W. ARMITAGE, F. HANNAH, S. LIST.

As we approach Christmas, and the beginning of a new year, may I express appreciation to our staff for their contributions to the progress of our Association in 1969.

It is our wish that each employee and his family will enjoy a meaningful and happy festive season and a pleasant and prosperous 1970.

G. J. Okulitch

G. J. Okulitch
Fraser Valley Milk Producers' Association
General Manager

Merry Christmas ...carefully

Canadians preparing for Christmas should pay particular attention to the tree and lighting, the Canada Safety Council says in a holiday message.

To keep the tree from becoming dangerously dry, it should be stood in a pail of water. The tree should be located away from fireplaces and heaters and be so situated that it does not block exits needed in an emergency.

Last year's lights should be checked carefully for cracks and breaks because they tend to deteriorate during storage, P. G. McLaren, General Manager of the Canada Safety Council's public section, warns.

Highly conductive tinsel should not be hung on the tree near electrical outlets. Householders planning extra fancy outside holiday lighting should have the wiring checked by a qualified expert, Mr. McLaren says.

Wrapping strewn around the

living room constitutes another fire hazard and should be removed after the gifts are opened.

At the risk of sounding negative on such a festive occasion, the Council says parents should cut down the traffic in the kitchen when the bird and other delicacies are being prepared. A painful scald is much more negative.

Make sure the only casualty during the holiday season is the turkey, Mr. McLaren says, wishing everyone a Merry Christmas and a Happy New Year on behalf of the Canada Safety Council.

Charles Wesley, a Methodist minister in England wrote "Hark, the Herald Angels Sing" on a Christmas morning. The brother of John Wesley, founder of Methodism, was inspired by the pealing of church bells when he penned the famous carol.

For Anglers Only

F.V.M.P.A. Steelhead Derby

The FVMPA annual Steelhead Derby is now underway. The contest started on December 1, 1969 and enthusiastic steelheaders have until March 31, 1970 to catch that winning fish. Open to all FVMPA employees, including Burnaby, Delair and Sardis, the entrance fee is \$1.00. Fish may be caught anywhere in the Lower Mainland area.

A similar Steelhead Derby is in operation from the Kitimat Plant but, as yet, Milkbreak has not heard of plans for a 69-70 run.

Rules and Regulations

1. Entries after Dec. 1st, 1969 must be in at least 3 days prior to weighing-in fish.
2. Weighing station will be the scale in the Cottage Cheese packing room.
3. Employees from Burnaby or Delair may weigh their fish at their own Plants.
4. All fish must be weighed to be eligible for any prizes.
5. The Engineer or Checker on shift will be the official weigher after 4 p.m.
6. In case of a tie, the first fish weighed-in will be the winner.
7. The official weigher may call upon the services of another person to witness any weight in doubt or almost equal weights and his decision shall be binding.
8. All contestants must abide by the rules and regulations set out in the Sports Fishing Regulations.
9. A Steelhead is only considered such if 5 pounds or over in weight.
10. Daily catch limit is 2 fish—season limit 40 fish.
11. No more than 2 fish may be weighed in by any one contestant in any one day.

Burning of trees on "Twelfth Night" is an outgrowth of the special observance by early Christians on the last day of a twelve-day celebration of the Feast of the Nativity of Christ.

12. The winners of this Derby will draw up the rules and regulations for the next Steelhead Derby. The Kingfish will be Chairman.

13. Fish may be caught anywhere in the Lower Mainland Area.

14. Any contestant may win more than one prize, but may not win first, second, third and fourth heaviest fish.

15. Contestants from Delair and Burnaby should have the weights of their fish forwarded to the Sardis Plant, c/o F. Franks, as soon as possible after weighing-in, so that these can be posted on the Derby Board.

16. Any fish caught in the Annual Vedder River Derby is eligible and weights record-

ed will be accepted in the FVMPA Derby.

17. Fees payable to **Dave Mair** or **Fred Franks** at Sardis. Delair and Burnaby forward fees to Fred Franks.

Prizes

- ★ Average weight of all fish weighed-in—\$5.00.
- ★ Heaviest fish weighed-in—40% of the remaining total.
- ★ Second heaviest fish weighed-in—50% of the remaining total.
- ★ Third heaviest fish weighed-in—60% of the remaining total.
- ★ Fourth heaviest fish weighed-in—remaining total.
- ★ Hidden prize for Kingfish (Merchandise).
- ★ FVMPA Trophy—yearly competition.
- ★ Kingfish Trophy to keep.



Speaking on

Change

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

As we live through these closing days of the 1960's it is indeed interesting to reflect on the profound changes that have taken place during this decade. We can reflect on changes in science, particularly the advances in space exploration, on developments in the international field, on social and environmental changes that have taken place, on the economic growth of our country and our province, and on many other factors that affect our daily lives.

Our firm has very much been a part of this changing scene. During the 60's it constructed the largest and most modern dairy plant in Canada. This plant has helped immeasurably to serve the fresh milk and ice cream needs of a growing British Columbia. Our Dairyland division has expanded to include processing plants in Courtenay and Kitimat and has established distribution depots in over 20 centres in the Province. Two years ago, in 1967, we celebrated our 50th anniversary. Dollar sales growth during the last ten years was as great as all that developed during the first forty years of operation! All of us employed by FVMPA have substantially improved our income position relative to other groups in the community.

Looking back on the decade we are certainly struck by all the changes that have taken place—not that we didn't expect change, but to those of us that can remember 1960; few, if any, expected changes of so great magnitude. And now as we enter the 1970's, how will the new decade affect our lives?

Perhaps, most importantly, we will have to develop an AWARENESS of the profound changes that have taken place and will certainly continue to take place at an even more rapid pace in the 1970's. We will have to understand the new conditions in our environment and assess their nature and extent. Those of us that are older are apt to be bewildered by some of these changes.

But along with this awareness we need to develop the ability to be FLEXIBLE. This will involve changes in attitudes, goals and a host of other changes in the way we do things. In business, and this will be so in ours, it will be important to be a leader in producing change. Success will go to those people and firms that have the capacity to innovate. In this connection I am reminded of the oft-repeated words of a former associate:

"You can't conduct today's business by using yesterday's ideas and methods if you expect to be in business tomorrow."

Finally we can all be certain that ADJUSTMENT will be necessary. We will have to change our way of operating and adapt ourselves to new situations.

We don't know what all these new situations will be but we do know that a major competitor from the U.S. will enter our market early in 1970. This will present us with many problems. It will also, however, give us the opportunity to show how well we can respond to change—whether we can innovate and adjust so that, even though we are confronted by this competition, we can continue to be a highly efficient and effective firm in our marketing area.

The 1970's will be exciting years, especially for those that can respond to change. Can you?

A Merry Christmas and Happy New Decade to all!



SISTER MARY CARMELITA and her children from the St. Francis Xavier Kindergarten enjoy themselves on a tour of Dairyland. Sister told Milkbreak staff that she brings her group to Dairyland every year and it always turns out to be their favourite outing. Each year, about 15,000 people visit our Burnaby plant to see films, learn about milk processing and sample some of our wares.

By Jim Calhoun

JAPAN

... conclusion

I suppose people who have never visited intensely industrialised countries or areas would be easily impressed with their first contact with such things. However, I cannot think that anyone, no matter what their background or experience, could fail to be impressed with the absolutely tremendous modern and burgeoning economy of Japan, made all the more impressive by being compressed into so small an area.

You have to see it to believe it. Would you believe Japan will equal the Gross National Product of the U.S. by 1971? And after that, they will definitely surpass the U.S. This is only a year or two away. And their industrial complex is the most modern and intensely electronically automated on earth. I visited Toyo Kogyo Ltd. in Hiroshima, the third largest manufacturer of automobiles in Japan. They also make machine tools, presses, auto-drilling machines, the world's best casting sand—you name it—they make it. Besides their industrial complex, they own a fleet of 60 ships and do their own shipping throughout the far east. I was through their casting plant and saw auto engine blocks being cast and if I could describe it all as fast as that automated set-up does the work, you would have finished reading this long ago.

These people were particularly generous with me. They make the "Mazda" line of cars and are the ones who have perfected the rotary type engine invented by the German, Wankel. They invited me to drive their rotary engine sports car. It was a real thrill. There were two of us, myself and a young Japanese. We drove on a short, straight paved track that could not possibly have been over ¼ mile long. I never felt more awkward in my life—I have never before driven a right hand drive vehicle. But I resolved not to be "chicken" and before I was through, the little Japanese beside me had a grin on his face from ear to ear. I floorboarded the thing, shifted awkwardly through the four gears and concentrated on keeping it headed helm-for-stem. When we got to the point where we just had to slow down

or go through the fence, my companion said we were passing 168 kilometers per hour—a fair trot.

Did you ever get up in the morning and take a casual glance out the 5th storey hotel window, only to find yourself looking UP at the main deck of a 200,000 ton ship being built several blocks away? How do they get such things to move when they want them in the water? It was in Kobe, the ship-building centre of the world.

We visited the private home of a pen-pal of the family while in Tokyo and in doing so spent the best part of a day with an average Japanese family. They seemed delighted that we would accept an invitation to their home and went to some considerable trouble to entertain us and explain their way of life. Mr. Hirota took a day off work and their son, a day home from high school to be with us. They showed us all through their home, explaining all its features and this day was in many ways one of the most interesting of the trip. Mr. Hirota works for an instrument company that makes surveying levels, transits and similar equipment. Mrs. Hirota, Etsuko, speaks very fair English, as does their son, but has to be given time to think how our pronunciation goes. Mr. Hirota, however, speaks no English at all and he is a Buddhist while his wife is a Christian. We took off our shoes, put on slippers or thongs and mingled with them, including eating a meal. We were entertained in their family room which is usually on the second storey of their home.

The house was gas heated and they also cooked with gas. For this purpose, a gas pipe ran from room to room throughout the house upstairs and down and was fitted with a slip-on valve in each room. When heat is necessary, a gas heater is carried to whatever room is being used. In this way, only the room being used is heated which, to them, seems practical. Their cooking is done on a large gas ring and is very simple. There was no stove as we understand one to be. The refrigerator was small, perhaps about 4 or 5 cubic feet and was fitted with a hardwood top to

form a work counter. They don't require much more than these things because it seems to us, they run out to the store for everything, almost for each meal. The stores are stocked with a myriad of ready-to-use foods and cooking at home is very much like it is becoming here—a matter of opening cans and other containers and heating it up. The food is otherwise pre-cooked or prepared.

The meal we had consisted first of a soup and it is drunk directly from the bowl—no spoons. There were pieces of mushroom and egg-like solids in the soup and they were eaten with chop sticks. They seemed delighted that we would elect to eat as they did, sitting on the floor around their low table and with chop sticks instead of forks, which they had if we had wanted them. Also in the meal there was broiled eel, a stew containing meat, rice and finally watermelon. Oh yes—there was also hot saki and green tea.

Our arrival in Hiroshima was marked by welcoming flowers from the Mayor of the city and we were again in a fully modern first class hotel. Everything in Hiroshima is new—it has to be—everything was destroyed in the war. We visited the Hiroshima Peace Park and the not quite fully destroyed building they are keeping as a monument to terror. We were through it all—took the usual pictures, rang the peace bell and stood for a moment beside the memorial for the little children who died in the blast. And we went through the museum containing all the relics and evidence of atomic horrors. Surprisingly, I did not meet a single Japanese who seemed resentful about Hiroshima. If they were, they hid it for our benefit.

We toured some of the off-shore islands and, at night, went to a roof top restaurant and watched the lights of this beautiful city as the floor revolved. One evening, we enjoyed a most wonderful meal in a first class Japanese style restaurant of Kobe beef (the cows are feed on beer) as the guests of Toyo Kogyo Ltd. What a meal! Our hosts were as gracious as could possibly be, doing everything possible to cater to our tastes and pleasure.

Many things made an impact upon us in Japan, but the greatest still remains their fantastic economy. Rebuilt from the ashes and ruins of war to almost equal to the mightiest nation on earth in just 25 odd years! The day when "made in Japan" meant a cheap copy of something is long gone. They are a power in this world and I can't help wondering just where they will go. I also have a deep feeling that their future course and attitude depends very largely upon us.



DAIRYLAND'S TRUCK FLEET is expanded by the latest purchase of a Tandem Axel Tractor. A WT 1000 D Ford with a 335 engine, the new tractor will be large enough to carry a load of 55,000 pounds of milk, considerably more than the vehicles presently used. A new semi trailer tank is also on order and this combination of tractor-trailer will accommodate the maximum gross vehicle weight.

Dear Friends:

I would like to take this opportunity to thank the management and my fellow employees for the wonderful gifts presented to me at my retirement.

I have enjoyed the past 28 years as an FVMPA employee and I will treasure always the many friendships that I have made.

Yours sincerely,

Willy Bridger

W. 'Bill' Driedger



"Very commendable, Wilson, but I think we'll just let the department handle our promotions, shall we?"

Feathers

It has been requested from our personnel office that employees resist the temptation of feeding those cute little sparrows that circulate round the building. Unfortunately, these well intended refreshments are attracting not only the sparrows, but also a motley assortment of seagulls, pigeons and crows. In order to avoid turning the plant into a permanent home base or bird sanctuary, it is hoped that employees will co-operate. Surely, nobody wants to see "pigeon pie" on our cafeteria menu!

Appointment

Mr. George W. Vernon has been appointed Assistant to Mr. Bill Hawes, Manager, Wholesale Distribution. Mr. Hawes directs the operation of all branches, depots and distributors throughout the province.

One of George's primary responsibilities is the marketing, distribution and inventory of frozen foods at head office and throughout the branch operations.



THIS PHOTO OF DAIRYLAND'S JACK GIBSON appeared in the Lions Gate Times in a pictorial section of the Ambleside S.P.C.A. shelter. Jack was caught contemplating the problem of loading these empties for fear of attack by fierce felines.

Milk break

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

J. L. GRAY, Public Relations and Advertising Manager

THOMAS W. LOW, Editor

VERLIE F. ABRAMS, Assistant Editor

Member of B.C. Industrial Editors' Association



PACIFIC



Glee Club

Performing steadily since 1933, the Dairyland Glee Club today has eighteen members with a repertoire of some 25-30 numbers. These range from sacred songs to old favourites and show tunes. Mainly accompanied by accordion and piano, a musical rendering of the hand saw adds a note of variety. Humorous sketches interwoven into the music provide a really entertaining show.

The Glee Club's fall programme includes many church clubs, scout groups, the C.N.I.B., Shaughnessy hospital and an engagement at the Richmond Rendezvous supper club. The following letter of appreciation gives a good indication of the Glee Club's popularity.

"The Gordon Presbyterian Church would like to thank the Dairyland Men's Glee Club very



The Associated Dairies Glee Club of 1933 in photo from left to right are (top row) S. MIDDLETON, J. BELL, J. NICHOLSON, T. HENDERSON, R. McCORD, J. TOWELL, T. PEARSON, E. METCALF. (2nd row) (unknown), M. MILLS, W. LORIMER, W. MILLS, W. CLARK, J. DORNAN, S. DUFF,

G. ALMAS, P. BERG. (bottom row) B. TYLDESLEY, W. WHITE, P. MARRIOTT, G. STEVENS, J. MILLS, E. PYKE, D. ANDERSON, L. HOLLIDAY, M. REID, conductor T. LORIMER, pianist A. CHARD. S. WALTERS (absent).

much for the lovely concert they put on for us. Everyone, young and old, enjoyed it very much and they all hope we can have the Glee Club again sometime. Thank you and the company for sponsoring such a worthwhile group. I also enjoy being a Dairyland customer."

—Mrs. A. Sorenson,
Secretary Dogwood Circle,
Gordon Presbyterian
Church, Burnaby, B.C.

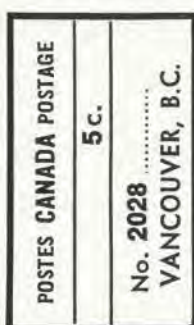
At a concert presentation some time in the 1930's by the Associated Dairies Glee Club, there was a little poem on the back of the program.

The Glee Club as it appeared at the time is shown in the accompanying picture.

The Cow, she moo-eth o'er the lea,
Apparently devoid of sense;
The while Good Milk for such as we,
In lov'ly Bovine Innocence
She gives abundantly.
She may not know, perhaps not care,
What happens to her product rich;
(Her bovine thoughts are her affair)
But Milkmen place it without hitch
Every morning on your stair.
Upon his early morning round
You do not hear the Milkman sing;
Eschewing all disturbing sound,
His care embraces everything;
But most—your sleep profound.
Despite all that some people say,
Your Milkman—he's a human lad;
He dearly loves the Roundelay,
Glees, Madrigals, and Catches glad,
Sung Double Forte way.
His thoughts tho' full of Pints and Quarts
And timely service in Good Measure;
This night; with Orpheus he disports,
In Keys attun'd to suit your Pleasure
New "Measures" he assorts.

Milk break

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Recipes for Holiday Entertaining

For some years, Dairyland has made a sensational eggnog, popular as a drink to customers and staff alike. It's so good, many people are requesting recipes for other ways to use eggnog. Here are a few which will add a bright new flavour to your holiday entertaining.

YULETIDE FRUIT RING

3 cups Dairyland Eggnog
1/2 cup cold water
2 1/2 tbsp. unflavoured gelatin
2 tbsp. sugar
1/2 pint Dairyland Whipping Cream
Fruit—Mandarin orange sections. Fresh green grapes, cherries, or your choice.
Sprinkle gelatin over cold water. Combine eggnog and sugar in a saucepan and heat to just below boiling point. (Do not boil.) Add gelatin and stir until completely dissolved. Refrigerate or set bowl in a pan of ice cubes until mixture partially sets and will mound from a spoon. Stir occasionally.

Oil a one quart (5 cups) ring mold. Arrange fruit upside-down on the bottom in a decorative design. Fruit should be well drained and the cherries and grapes cut into halves.

When eggnog has thickened to the desired consistency, whip the cream until stiff; then fold it lightly into the eggnog. Carefully pour into mold so as not to disturb fruit.

Chill 3 - 4 hours, or until set. Unmold onto a flat plate. (8 - 10 servings)

ENGLISH FRUIT TRIFLE

I Custard Sauce

1/2 cup Dairyland Eggnog
1/2 cup Dairyland Milk
1 tbsp. sugar
pinch salt

Beat ingredients together in a saucepan. Cook over low heat, stirring constantly until the custard thickens slightly. Cool. Stir in a nip of brandy or rum if desired.

II Fruit

1 1/2 - 2 cups cooked apples
or raspberries
or peaches
or your choice

III Base

1 package lady fingers
or
thin slices of plain cake

To assemble: Arrange ladyfingers, fruit, then custard in alternating layers in a glass dish. Chill until ready to serve. Just before serving, top with sweetened whipped cream.

About 6 servings.

ORANGE-NOG FROSTY

In a blender, combine Dairyland Eggnog and Dairyland Orange Juice in equal proportions. Add a little crushed ice and blend until frosty. Serve immediately.

EGGNOG PARFAIT PIE

1 cup Dairyland Eggnog
1/4 cup Dairyland Milk
2 eggs
1/2 cup sugar
1/8 tsp. salt
1/2 pint Dairyland Whipping Cream
1 1/2 cups fine chocolate wafer crumbs (about 3/4 package wafers)
1/4 cup Fraser Valley Butter

Beat the first five ingredients together in a saucepan. Cook, stirring constantly, over low heat until mixture thickens slightly. Cool.

Pour into a cake pan and freeze until partially frozen. Place in a chilled bowl and beat quickly with rotary beater until smooth.

Whip the cream and fold into the frozen custard. Return to freezing pan and freeze until stiff enough to mound.

Melt butter and mix with 1 1/4 cups chocolate crumbs. (Reserve some for topping.) Press into a pie plate. Chill.

Spoon frozen mixture into pie shell. Mound high in centre. Freeze until firm.* Serve in wedges, sprinkled with reserved crumbs. Store covered with foil.

(6 - 8 servings)

*Leave at room temperature a few minutes before serving.

ALMOND CRESCENTS

1 cup Fraser Valley Butter
1/3 cup sugar
2/3 cup blanched chopped almonds
1 2/3 cups sifted flour
1/4 tsp. salt

Cream butter and sugar until light and add almonds. Mix in salt and flour. Chill. Roll dough into strips about the thickness of a pencil and cut into 2 1/2 inch segments. Turn into crescents.

Place on ungreased cookie sheet and bake at 325°F. for about 15 minutes.

They should not be allowed to brown. Cool. While slightly warm, dip into icing sugar or a combination of 1 cup icing sugar to 1 tsp. cinnamon.

IDEAS FOR YOUR EGGNOG PARTY

1. Basic Proportions: 4 parts eggnog; 2 parts 2% milk; 1 part dark rum.
2. To prevent curdling when mixing, stir the rum gradually into the eggnog.
3. For a decorative effect, top each punch cup with a little whipped cream and a sprinkling of nutmeg.
4. Buy coarse nutmeg and fill your pepper grinder. Then let each guest grind his own nutmeg.