

Fraser Valley

Milk Break

1979

Milk break

JANUARY-FEBRUARY, 1979

29

VOL. 5, No. 1



Would-be dealers sharpen up their blackjack skills for Reno Nite. From left, Randy Williamson, Tom Low and Bill Hawes.

Don't miss it

Games of chance and skill will be going on March 17th in the Burnaby plant's Park Room. A "Reno Night", sponsored by the Staff and Welfare group will take place directly after the club's annual business meeting.

An auction for prizes, free meal, and an assortment of games are all featured for the free admission. Play money can be purchased at the price of \$1,000 for one dollar. This event is open only to members of the Dairyland Employees Charitable Donations Fund and a guest.

Nature's Treat—first of its kind

A new Dairyland yogurt called "Nature's Treat" is to be introduced to B.C. markets in early February. According to Marketing Services Manager, **George Hrennikoff**, this is "not only the top of our yogurt line but the finest yogurt on the market."

Why produce yet another style of yogurt? The main reason is to meet the current demand for "natural foods and products that contain all natural ingredients. Nature's Treat fits this category since it contains no refined sugar, no preservatives, and no artificial additives. Sweetened with honey, the product is flavoured with a generous portion of fruits, nuts, berries and grains. It comes in five flavours, in addition to plain.

It has been estimated that yogurt sales have grown about 20% since 1977. In addition, chain stores have been placing more and more emphasis on their natural food sections. A logical result is a fast-growing market for a completely natural yogurt . . . in fact, this type of yogurt is now being im-

ported to Canadian grocery stores from the U.S. With this in mind, Dairyland expects Nature's Treat, a local product, to do very well.

In appearance, Nature's Treat resembles sundae style yogurt. The fruit part is real fruit and the flavour portion represents 24% of the total con-

tent, a high amount compared to other products.

Three general types of people are expected to be the major consumers of this yogurt: natural food "buffs" who are either vegetarian or semi-vegetarian, gourmet buyers who will be attracted by the premium quality, and well informed shoppers who want less additives, but also the convenience of supermarkets. To cater to these prospective buyers, Nature's Treat contains tapioca starch instead of refined cornstarch and carageenan (a seaweed derivative) instead of gelatin (which

Continued p. 3



Gail Christie, Food Technologist in the Burnaby lab developed Nature's Treat, using all natural ingredients.

Sechelt appointment

Dan Woods has been appointed to the position of Supervisor, Powell River branch, including the Sechelt Peninsula operation, effective January 15th, 1979.

The Powell River branch falls under the distribution territory of the Island District, managed by **Ron Mottershead**.

Distribution Manager, **Bill Hawes** says, "Dan's natural ability and the training he received under his predecessor **Jim Thom**, give him excellent qualifications for the new position."

Our new number

420-6611

See page 6



Best results in selling Christmas products were attained by driver Rick Worsley (r) and relief man Dave Moore (centre). With them is route foreman, Don Cross.

Drivers compete for top sales

Retail personnel have excelled themselves once again. During the last quarter of 1978 two promotions were featured: a drive to attract new customers and a concentrated effort to sell Christmas and related products over the holiday season. Both efforts were successful.

Almost 2,000 new customers were signed up in a four week September/October period. **Ron Elliot** solicited the greatest number of customers with

63 but **Ed Hopko** was close behind with 56.

Over the Christmas period strong efforts by Route 319 Driver **Rick Worsley** and Relief **Dave Moore** helped them to edge out **Bill Gregerson** and **Jim McCrabb** (476) for first place in overall sales. This was quite an accomplishment, since Bill and Route 476 have achieved the top position for the past few years. Congratulations to Rick and Dave.

TOP TEN ROUTES — CHRISTMAS SALES

1	319	R. Worsley	D. Moore
2	476	W. Gregerson	J. McCrabb
3	318	D. Gibbs	S. Wilson
4	322	R. Zimmerman	D. Moore
5	478	C. Dovey	K. Saunders
6	306	R. Deakove	A. Swain
7	482	W. Taylor	D. Jopson/R. Bjarnason
8	483	J. Jenkins	L. Dewey
9	480	J. Gibson	J. McCrabb
10	431	P. McNeely	W. Wendland

Robins seeks MLA nomination

Hugh Robins, Branch Manager at Prince Rupert has announced that he is seeking the Social Credit nomination for the Prince Rupert constituency in the next provincial election.

In making the announcement, Hugh said he was impressed with the progress that **Premier Bennett** and his

government have made in B.C. and added that he thought the next four years, with many new developments in the offing, would be exciting ones for the Prince Rupert area.

Hugh is a former chairman of the Prince Rupert school board.

Barrett finds cadet work stimulating

Carl Barrett, holiday relief driver at Burnaby, has been promoted to the rank of Acting Captain in the Reserve Armed Forces (Air). He takes over as Commanding Officer of 521 Squadron, Royal Canadian Air Cadets of Mission.

With 62 young men and women, five officers and five civilian instructors under his command, Carl describes his work as "more than a hobby". During the winter months he spends two evenings plus weekends guiding the cadets through general military drill and preparation for scholarships in flying, gliding, bush survival and N.C.O. courses.

Carl says on some weekends a 20 mile march is planned for the cadets. On other occasions they are sent out in the bush with only a compass and minimum supplies to survive two days, then find their way back. Search and rescue operations of "lost" persons are also conducted.

Air Cadet Squadrons are sponsored by the Canadian Legion through the Air Cadet League and the Canadian Armed Forces. Carl spent ten years in the Air Force in Newfoundland as a Transportation Technician before joining the Cadets.

He says "There are about 2449 air cadets in B.C. from 13 to 19 years of age. Surprisingly, what seems to draw these young people into the organization is the drill and discipline, moreso than the fun activities".

LEAVE YOUR NAME

If you are retiring or leaving in the near future, and would like to continue receiving Milk Break, please send your name and address to the editor. Otherwise you automatically go off the mailing list.

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Burnaby Office Appointments



Roy Moore

The FVMPA Board of Directors have appointed **Roy Moore** to the position of Comptroller of the Association. Assisting in the transfer of responsibility for an interim period, is former Comptroller, Moffat Goepel.

Roy joined the FVMPA in 1968 as the company's Internal Auditor. A commerce graduate of UBC, Roy articulated with Clarkson, Gordon and Company to graduate as a Chartered Accountant in 1962.

Roy was appointed Assistant Comptroller of the Association in 1975.



Carol Paulson

Carol Paulson joined the FVMPA Member Relations Department in mid-October. Her responsibilities include editing Butter-Fat and Milk Run, answering members' questions and other activities.

Immediately after graduating from UBC Faculty of Agricultural Sciences (Animal Science) Carol became an information officer for Agriculture Canada in Ottawa. Later she was appointed as the first communications coordinator for the Faculty of Agricultural Sciences at UBC in 1976, the position she held until joining the FVMPA.



Mike Bissell

Mike Bissell joined the Association February 12, as Marketing Representative, responsible for co-ordinating a number of Public Relations Programmes. In particular Mike will supervise the Dairyland Hockey and Soccer Sportsmanship Jamborees, Jogging Programmes and assist in Statistical and Sales Analysis.

Mike will report to **George Hrennikoff**, Manager, Marketing Services.

Mike is no stranger to the company, having co-ordinated our Hockey Program for the last four years.

Nature's Treat, continued

is of animal origin) as a stabilizer. In addition, the raisins in Nature's Treat have not been previously treated with sulphur.

Dairyland first introduced plain yogurt in 1955. Since that time we have gradually added Sundae style flavoured, Swiss Style, drinkable Vem, Frozen Yogurt, Yogurt on a Stick, and Yogurt Shake to the product line-up.

The concept of a natural yogurt is not a new one. In fact, when Vem was first developed, attempts were made to keep it free of artificial ingredients. However, many difficulties were found both in keeping quality and uniformity of the product. So the formula had to be changed back to a more conventional one using stabilizers and added colouring and preservatives in the fruit mix.

Now, over three years later, new

methods have been found to handle natural yogurt successfully. The fruit (B.C. fruit prepared right here in Vancouver) is kept refrigerated until the last minute and even the walnuts are frozen after shelling to prevent rancidity. At the Burnaby plant we now have production and packaging equipment specifically for yogurt. The new processing areas offer control of airborne mold and yeast by cutting down exposure of the product to air and high humidity.

Shelf life

Although the shelf life of cultured products is always longer than that of fresh milk, Nature's Treat does have a shorter expiry date (21 days) than other types of yogurt. This is due to the absence of preservatives in the fruit.

At about 60¢ for a 200g carton,

Nature's Treat may be a prestige product but it is not being left to sell itself. Look for a six week radio campaign, store demonstrations and advertisements in some of the major magazines.



"See, there's nothing to get excited about. I just won you back!"

KEEP OFF THOSE CURBS!



Mel Hand, Wholesale Supervisor, demonstrates what could have caused a serious accident. As our driver stopped at a small store account, this tire blew out with such a force that it broke one of the store's windows. The wall of the tire had been weakened by continual scraping against curbs. Fortunately the driver was not on the highway when this happened.



Accidents did happen during those peaceful pre-rush hour traffic days in the early forties. Posing with demolished Dairyland retail delivery truck are left, Howard Hand and right, Walter Mason. Photo provided by Ron Bailey.

Courteous driving habits may be contagious

Any driver who tries to practice courteous driving habits may at times be upset, mentally, by an ignorant, discourteous driver who almost involves us in an accident.

The circumstances may vary—it could be a tailgater, a lane hopper, a speedster, someone weaving all over the road, or even someone blocking a rush hour traffic lane by parking illegally.

Every driver sees this type on the road daily, and wonders how they ever received a licence.

Such drivers have a very negative effect by often starting a chain reaction. Having been dangerously cut-off, some drivers are tempted to do likewise to another vehicle. That's how drivers with poor attitudes often cause an accident without being directly involved.

The Canada Safety Council urges good drivers to remain courteous to others, notwithstanding such experiences. Passengers can help by saying something pleasant or supportive to the driver after such an incident. If alone, think of something pleasant, not of the incident just passed—but of course keep full attention on the road.

Phil Farmer, Executive Director of the Canada Safety Council says, "Being courteous also means slowing to allow other vehicles safe access to a freeway from the entrance ramp—or even changing lanes if it is safe to do so. It means being considerate to other road users in so many other ways," he said.

Practice courtesy. Wave another driver out of a driveway or intersection. Wait for someone to make a left turn from the opposite direction. Give people a chance to cross the road if there is no crossing or lights. Smile at people.

Good, courteous habits become reflected in others. So do bad ones. So don't be guilty of them! If we all take a little extra care, have a ready smile, and practice just a bit more courtesy, this can be the best place in Canada for drivers. We don't have to wait for others. We can all start together.

Art Clark back to work after long illness

Everyone faces challenges, but Dairyland employee **Art Clark** was presented with a more severe test of courage than is usually handed out. Art recently returned to his regular job as wholesale holiday relief driver after being told that he would probably never walk again.

Art's experience started in August 1977 when he was told he must have a spinal fusion operation to correct a disintegrating disk in his neck. This seemed straight-forward enough, but when he came out of anaesthetic, he found himself completely paralyzed from the chin down. A second operation was performed with the same result.

Art's doctor could not explain what went wrong and did not know how permanent the disability was—at best he predicted that Art would spend his life in a wheelchair.

Apart from an initial bout of depression, Art had not given up hope, even six weeks after the operation. An involuntary movement of his elbow was the first sign that his muscles and nerves were coming back to life. When he could move one hand slightly he decided he was not going to accept this fate. In a few days the hospital moved him to their rehabilitation unit.

Here the patients had to struggle to dress themselves or they were not permitted to get up. Art says at first the fight to get even one sock on could take up to an hour. He said, "I certainly gained some courage from the other patients in the ward—some were even worse off than I was, yet they were cheerful and never stopped trying."

During his four months in hospital, Art was very much supported by his family and friends. His mother and his wife came in daily to encourage and help him exercise. However, during this time other complications soon added to the family's problems. Art's wife **Nanci** confirmed her pregnancy and his seven year old son **Shane** was discovered to have Perthe's disease, a condition, which while correctable,

strengthened his belief that he could get back on his feet.

Just before Christmas he went home, able to stumble along on crutches. Art says, "From this time until I returned to work I spent almost every waking moment doing exercises, thinking the harder I worked, the faster I would get well."

Art told his doctor he would be back to work in a year. It actually took fifteen months, and the doctor is still mystified by the extent of his recovery.

At present, Art feels numb on one side of his body, while the other side is over-sensitive and still weak. But he continues with his program of swimming and weights and now the doctor is not putting any limits on his progress.

Art started working again in November on a trial basis. At first, he went home exhausted after driving semitrailers and lifting heavy cases all day. But gradually he learned how to compensate for the weakness in one hand. He was grateful to Dairyland for allowing him to use one of their trucks to take a re-test for his Class I license. He now puts in a full day, even occasionally working the 12 hour overtime stint, but says, "It really is getting easier all the time."

Art has since been posted to a temporary position in driver training.

Art's friends at Dairyland have been greatly impressed with this example of personal discipline. One co-worker says, "We need a lot more people like him". Welcome back, Art!



Art Clark

still required a complete cast and brace on both legs.

Still, they managed at home with help from their older son **Jamie**, 11, whose contributions went far beyond his years. At the hospital Art stuck to his therapy with determination. He said each new movement or new pain

For Fun — Exercise — Cameraderie
(but we're dead serious)

TRYOUTS WILL BE HELD
FOR DAIRYLAND MEN'S FASTBALL

- End of March, location will be posted
- EVERYONE WELCOME, ESPECIALLY PITCHERS!

For details see: Dennis Arychuck or John Niemi

Branches make poetry

Each year the last working day before Christmas, our normally business-like Telex messages appear as season's greetings from the Branches to Burnaby and back. Now seven branches are on the Telex network, including three additions this year — Armstrong, Nanaimo and Kelowna.

We don't always have space to publish these annual "ditties", but this year the quality of the poetry was exceptionally fine.

Merry Christmas from Courtenay

Our milk and butter, ice cream, cheese,
No products are as fine as these:
But once a year, though they're
the best,
We like to take a little rest,
And think of things like Christmas
"pud",
Of turkey, cake and other food.
There's nuts and chips, a little booze
Perhaps an after-dinner snooze.
And Christmas time is for the kids
Just see them flip their little lids!
Then friends show up, to have a chat,
They'll pat the dog or stroke the cat.
No matter how you spend the time
We hope you like this little rhyme
Which comes from Courtenay's
"happy band"
To all our friends in Dairyland.

Greetings from Kitimat

The trucks are backed in for the
holidays,
We have sold everything with a
Christmas flavour.
The staff is waiting for the January
first raise,
Everyone here on their best behaviour.
Another year has passed us by,
For we are waiting for that
red-suited guy.

Happy Holidays from Terrace

Christmas comes but once a year,
Through fire and flood we're always
here.

The rain has stopped, this makes us
glow,
In the last 24 hrs we had 38 cm of
snow.

The roads are open tho slippery and
slidin'.

The trailer with milk and cheques
soon arrivin'.

Best wishes we give to all of you
And remember we'll see Santa before
you do.

Best of the Season from Nanaimo

Once again the end is near,
Time to wish all a Merry Xmas and
Happy New Year
Things at Nanaimo are going well
Now that we're near this happy Noel.
So to you and yours we wish the best,
A beer some turkey and three days
rest.
After three days that seem like heaven
It's back to work on the 27.

Cheers from Prince George

From a branch of the Dairyland
family tree
Sunny Prince George sends greetings
to thee,
We have the snow and we have the
cold,
So much to do, no time to grow old.
Business keeps growing, no end in
sight,
A hectic year, a farmer's delight.
Our families are beckoning so
without delay
Season greetings to all, and a
happy Xmas Day.

Best Wishes from Burnaby

A terrific year was '78,
New trucks on the road and business
great.
District sales up in milk, butter and
'noggin,
Special honours to the Okanagan.
Freight lines changed but products
kept movin',
Service to customers ever improvin'.
Good byes to old friends—hellos to
new,
Some made us happy—some made us
blue.
Terrace won and Terrace lost.
'Fuel Misers a saving—floods a cost.
They handled them both with equal
skill,
Fraser Valley champions always will.
With thanks and wishes for all
things fine,
May your dreams come true in '79.

Burnaby to go on new phone exchange

Get ready to memorize a new phone number. Starting April 30, our number at Dairyland will be 420-6611.

B.C. Tel has opened up a new exchange at Lake City to accommodate the many businesses now located in this area. According to **Dave Ryan**, B.C. Tel Sales Rep., "The old 298 or "Cypress" exchange has been overloaded for some time and this

new electronic switching centre should result in better service."

The new number goes into effect in the area bounded by Sperling Ave., Burrard Inlet, Gagliardi Way and the train tracks behind us.

At Dairyland nine night lines are presently left open through the main switchboard. These will be changed to the following numbers:

		OLD NIGHT LINE	NEW NIGHT LINE
LOCAL	DEPARTMENT	PHONE #	PHONE #
251	Boiler Room	298-1381	420-2743
282	Checkers	298-1382	420-3034
277	Data Processing	298-1379	420-6046
288/9/0	Garage	298-1378	420-6614
284/5/6	Plant Maintenance	298-1370	420-6446
292/300	Production Foreman	298-1377	420-6613
268	Sales Accounting	298-1376	420-6612
	Staff Answering Service	298-1375	420-5714
306-310	Wholesale Service	298-1373	420-6611



Milk break

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Hockey is becoming a popular sport among Dairyland's staff. On Feb. 17th, the "Creamo Challenge Cup" was fought over by the Okanagan-Cariboo All Stars and the Burnaby All Stars in a game which is now to become an annual event. Refereed by Wilf Graham, the game had a final score of Burnaby 6, Okanagan-Cariboo 3. Write-up by Burnaby's Captain, Jim Miller is on page 4. From left, Darryl Palmer, Dave Lund (originator of the tournament) and Jim Miller.

Dental plan reminder

Employees of the FVMPA are eligible April 1st for dental plan benefits in which they will receive 100 percent repayment of dental work in category A. This category covers "basic dentistry or those reasonable and necessary services which are routinely performed in the offices of general practicing dentists and includes those services necessary to maintain and/or restore teeth, exclusive of cast crowns, bridges, re-

movable prosthetic appliances and orthodontia."* Coverage in category B (crowns and bridges) and C (orthodontia) will remain the same as before.

At present, dentists have varied in their method of billing their patients. Some request that the patient pay the full amount and be reimbursed later by C.U.&C. and others charge the patient only the 20 percent balance.

Employees should note, however, that there is a recommended fee set down by C.U. & C. for each individual piece of dental work. Dentists are entitled to charge the patient what they

Continued page 2

Osborne's Oilers best fuel misers

The "fuel miser" contest which has pitted department against department in the distribution system for the past two years, is now completed and results are posted.

Winners of this final phase of the energy saving contest, were "Osborne's Oilers" under the able leadership of **Bill Osborne**, Manager Wholesale Distribution.

FVMPA Distribution Manager **Bill Hawes** had this to say:

"My congratulations to all team captains and their members. A total mileage decrease of 64,748 miles, a decrease of 18,118 gallons of fuel consumed, and an increase of 7,904 tons handled during the total year of 1978 compared to 1977 is an outstanding feat. The preservation of fuel has con-



Bill Osborne

tributed greatly to the national program of energy conservation. You can all be proud of the results you have attained. I thank you, F.V.M.P.A. thanks you, my grandson and his generation thank you for the energy you have saved so that they can use the fuel you have saved for them. May your efforts for yourselves and all others continue with your usual enthusiasm."

Our new number

420-6611

As of April 30th

New safety seats for kids

All automobiles sold in this country are required to be fitted with safety belt systems. Four provinces make use of those systems mandatory in most cases; others are at the very least supportive of the idea of belt use.

All adults are aware of the need of special devices for young children—car seats, beds etc., and these have to meet stringent requirements. But, there's a gap.

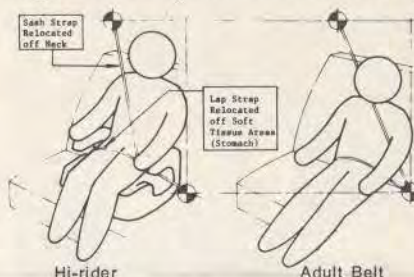
Children have a habit of outgrowing the approved car seats long before they are old enough to safely use adult systems. While the gap may vary depending on any given child's physical development, it may extend roughly between the ages of three and ten.

Use of an adult belt system by a child who is still too small is very risky. The lap belt does not stay in the lap—it has a tendency to cross the abdominal area, while the belt which

should cross the shoulder, can sit right against the neck of a small child.

A new Australian invention seems to be so simple, one wonders why no one thought of it before.

The backless, portable seat is approved by the Australian Standards Association and is said to offer a high degree of safety for children too big



for baby seats and too small for adult belts.

The engineer who headed the fifty thousand Australian dollar seat development project, Tom Molnar, said that when the head and chest of a child moved forward upon impact, the sash pulled the lap belt tight around the thighs instead of across the abdomen. The child becomes pinned in the seat, with no chance of sliding out under the belt as has happened with non-approved cushions sometimes used to allow children to see out of windows.

The seat is lightweight (2 kg) durable and non-flammable and is said to be suitable for all seating positions. There are no holes to be drilled or additional parts required.

It sells in Australia for the equivalent of around \$30 Canadian. It will be interesting to see whether there is a market for such an item in North America. *Reprinted from SAFETY CANADA.*

Dental plan, con't.

wish for this work, but C.U. & C. will reimburse only that amount which is on the schedule.

In the past, where employees were paying just the 20% balance they may have been charged a higher rate without being aware of it. Now, when they will expect 100% coverage in category A, they may find themselves responsible for paying this extra amount.

So, ask your dentist if his fees are the standard rate or *higher*. Anyone wishing to look into the fee schedule should contact the Employee Relations department or the Comptroller.

*1979 C.U. & C. Dental Fee Schedule.



Chris thinks it's *Strange* that these mats are helping our safety program. (Pun by O. Tupper). The mats at Burnaby are replaced every few weeks.

Robins new Social Credit candidate



The nomination was confirmed recently of **Hugh Robins**, Prince Rupert Branch Manager, as Social Credit candidate for the Prince Rupert riding in the provincial election.

In an interview following his nomination, Hugh announced plans to meet with the area's various interest groups and travel to outlying villages in the community. He hopes in this way to gain a better idea of the concerns of the area residents.

Hugh has been with the FVMPA for seven years and has earned the reputation of a capable business manager. Comments Distribution Manager, **Bill Hawes**, "If Hugh wins this seat, his level-headedness and organizational abilities should make him an excellent MLA for the community."



Walt and Irene Spielman

Canadian Canine Review

... dog magazine a successful gamble

If you are having a problem with a dog on your route, or even with your pet, perhaps the person to contact would be Sam Chin in the Wholesale Division. An enterprising person, Sam now has two fields of endeavour. The first, of course, is driving wholesale for Dairyland, but the second is the position of General Manager and Advertising Manager for a magazine called Canadian Canine Review.

The "Review", as it is known, is owned and operated by Sam and his wife, Suzanne. Sam is in charge of collecting and co-ordinating the advertising, which includes designing most of the insertions, while Sue is in the paste-up, editing, lay-out, publishing end, as well as being a writer.

The idea for the magazine began while Sue and Sam were operating another company by the name of Central Canine Agency. This company was very successful, but they felt they were not reaching the general public in the way that a magazine would. There are a great many pitfalls in the purchase and care of dogs, and the Chins wanted to make more people aware of this. Thus, the Review was born.

Thoughts were brought together, groundwork laid, staff assembled and artists and printers found. Before long, although neither one had experience in the publishing business, they found themselves with a going concern that took off faster than even they had imagined. Advertising is the backbone of the publishing business, and Sam has been referred to by the staff of the Review as "the whiz kid of the advertising business", a nickname well suited to him. Sam is not only a per-



Sam and Sue Chin founded the Canine Review, now a year in print. Sue also breeds and shows Dalmatians under the Kennel name "Dalpride". Posing with them are (from left) Dalmatian, Ch. Stormwynn Dalpride, Borzoi (Russian Wolfhound), Alexis Sverkal Krilatka and Dalmatian puppy "Holly".



Mascot for the famous Potter's Distillers Clydesdale team is another Dalpride puppy, Dalpride's Potter's Crown, here with owner Bob Heatlie who drives the eight horse hitch.

sonable sort, but also has the intestinal fortitude to go in cold and come away with a year's contract. With this kind of support, you may begin to see why it is such a success story. Sue also has ability as a writer, composing a great deal of what appears in the magazine.

The magazine was a major gamble in a field already flooded with publications, but the Review is different in that it emphasizes the news and not the latest show wins, as most other publications of this type have done.

They are also not restricting themselves to the field of dogs entirely. In past issues there have been stories on birds and Clydesdale horses (Potter's), and future issues will include wild animals, cats, wild horses and anything to do with animals in general.

For all the unpublished authors and photographers reading this column, the Review is looking for stories and photography to include in future publications. Maybe someone should sit down and write a story about milkmen and dogs?

Holiday earned

Karen Franzman, 16 year old daughter of Kelowna staff member Terry Franzman, was among 12 members of the B.C. Dragoons Cadet Corps to have a week-long holiday in Hawaii. The trip was part of the Pacific Region Exchange program between Canadian and American cadets.

Karen was awarded the holiday on the basis of her high marks (90.6%) in the Cadet Gold Star exams and general high standards in her cadet work. Presently a grade 11 student at Kelowna Secondary School, Karen has been a member of the corps for three years. She is considering the armed forces as a possible future career.

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CREAMO CHALLENGE CUP

Okanagan opened the scoring, with Burnaby playing catch-up hockey until the middle of the second period. At this point Okanagan probably felt the effects of their tiring road trip. Burnaby's road runner Ed Turmel had a hat trick and Ron Pelzer scored the winning goal, with two other goals by Ray Shellard. On the Okanagan side, two goals were scored by Rich Taron and one by Mike Ratcliffe. Referee Wilf Graham nailed the

bad guys with 3 minute penalties. (15 minutes to Burnaby, 3 minutes to Okanagan). It appears that the ref was paid off by the Okanagan team. The losers were also treated with tickets to the Vancouver-N.Y. Islanders game at the Coliseum. Both teams are looking forward to next year's challenge in Kamloops.

J. Miller



"Nobody's ever risked their life for me before. Most men don't think too highly of female impersonators."

Milk break

MAY-JUNE, 1979

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VOL. 5, No. 3



One of the Staff and Welfare's most ambitious projects was the donation of a specially equipped vehicle for handicapped patients, the cost of which was shared by the Association. Instrumental in the planning were (l-r) Brian Halverson, Jim Defries, Walt Moran and Omer Tupper.

Hospital delighted with Dairyland bus

Each year Dairyland Staff and Welfare members see their monthly dues go toward a tangible gift to a charitable organization. On April 9th, a 15 passenger van was given to Queens Park Extended Care Hospital by Dairyland members and the FVMPA who matched dollar for dollar in purchasing and equipping the vehicle.

The van is special in that it has a hydraulic hoist at a side passenger door for wheelchair patients. This type of vehicle is a costly item and the generous assistance of other firms was a great asset. Zephyr Motors Lease

This project has now been two years in the planning. The original idea came from Personnel Manager **Omer Tupper**, who learned, through hospital contacts, of the enormous need in this area. Extended care patients, a great many of whom are handicapped, are often in search of transportation to and from therapy and health services not always available at the hospital.

Now with their own "bus" Queen's Park patients will have a lot more independence, not to mention the opportunity for some pleasure outings.

Chiefly involved in co-ordinating this project were Omer Tupper and Staff and Welfare Executives, **Walt Moran**, **Jim Defries** and **Brian Halverson**. General Manager **Neil Gray** and the FVMPA Board of Directors lent their total support to this rewarding venture.

The following letter was sent from the hospital's Executive Director, **Frank Butler**.

Dear Mr. Moran:

May we again express the gratitude and appreciation of the Board of Directors, the Staff and the Patients of the Queen's Park Hospital Society for the generosity and thoughtfulness

Continued page 5

SAFE DRIVER AWARDS

See page 4

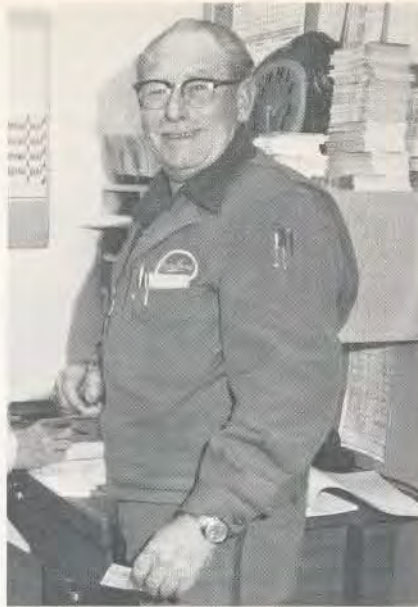
sold the vehicle to Dairyland at manufacturer's price and Collins Manufacturing Ltd. donated the cost of installation of the wheelchair hoist. The van is equipped with an automatic transmission and heavy duty suspension.



Brian Halverson tests wheelchair hoist.



Mr. and Mrs. John McKay



Vic Marchant



George Lindsay

Long service staff retire

George Lindsay retired at the end of April after 30 years with the Association. As a retail then a wholesale driver, George has always had routes in the North Shore where he lives. He started at the North Vancouver branch in 1949 and transferred to Burnaby 14 years later. He has served from Deep Cove to Horseshoe Bay, where the landmark Troll's Restaurant was his customer for many years.

George likes golfing and fishing. He is and we hope will continue to be an extremely loyal supporter of Dairyland products.

Dennis Jackson, who joined Comox Creamery in 1944, was famous for two things: - his remarkable attend- and record and his good butter. Co-workers say that when Dennis was making butter at Comox, people would drive all the way from Victoria to buy it.

He also worked in the ice cream department. It was reported that, in early years, he would occasionally bring his wife along to help wrap butter or package ice cream if a helper phoned in sick.

Dennis retired in March. He and his wife Louise have two sons, both now working for Dairyland.

John McKay plans a trip to Scotland after his retirement May 7th. John joined the Association in 1941 and has been a member of the Wholesale Department most of this time. After working at Maple Leaf Dairy, he transferred to the Eighth Avenue Plant and then Burnaby.

One of John's outside interests is singing as a soloist in his church choir. Some time in the future he plans to move into a double wide mobile home at Qualicum Bay where the fishing is good.

Vic Marchant retired in April after 40 years in the dairy business. Vic was a retail driver at Burnaby.

After starting his working life as a logger, Vic got a job at Savage Dairies. From there he went to Frasea Farms, Richmond Dairies, Jersey Farms and Dairyland, when Jersey Farms' retail section was purchased in 1970.

He is now planning to do some travelling. Vic's hobbies of clock-making and woodfinishing burl tables should also keep him out of trouble.



Dennis Jackson

TID BITS

He who thinks he can find in himself the means of doing without others is much mistaken; but he who thinks that others cannot do without him is still more mistaken.

The proper office of a friend is to side with you when you are in the wrong. Nearly anybody will side with you when you are in the right.

Paul Sapinsky



"Honey, I'm sure you remember the Wiggins."

PLAN TO
ATTEND THE

DAIRYLAND PICNIC

JULY 8 — Blue Mountain Park

"Rain or Shine"

Unique catering business to open soon

Starting up a business can be exciting when your talents and interests match the nature of the work. This is how **Alison** and **Don Good** feel about their forthcoming venture into the catering field.

Alison, long-time Switchboard Operator at Burnaby, has recently left for Prince George, where she and her husband Don have bought a five acre parcel of land, soon to be the site of a unique reception centre.

The Goods have always been interested in the hospitality business and, with family members living in the community to lend a little support, Prince George seemed the ideal location. Don works for Canada Employment and Immigration Commission and has transferred to their Prince George office.

The business is named "Bower House", a family name. Appropriately, it will cater mainly to weddings, although facilities are planned for all types of receptions, parties and meetings. The house itself is designed on the plan of a gracious home with a winding staircase and formal living and dining rooms on the main floor, plus a big, comfortable room in the basement for banquets and dancing. Upstairs, special changing rooms will be available for members of the wed-

ding parties. The Goods will live in an apartment on the premises.

To give the house an identity of its own, Alison and Don are including in the decorating many personal treasures collected over the past 100 years by their families and themselves. There are some books 300 to 400 years old. Arranged in cases will be displays of china plates and antique silver, mementos from two wars, stamps, sports memorabilia gathered from late 1800's to today, as well as items of interest from a Victorian home including toiletries and fashion accents from a lady's boudoir.

Exquisite hand-worked petit point pictures on the walls and antique silver candlesticks at the table will add to the atmosphere of homeyness and warmth that the Goods wish to create. As Alison says, "Everyone has been to parties where the guests stand around stiffly, getting bored, so we think having lots of things to look at will help break the ice".

Don and Alison are lucky in that they have, over the years, collected almost all the furniture they need for the main rooms. Most are antique pieces which have been carefully refinished and upholstered by Don in his leisure time. A large "twenties style" mahogany and cane sofa and chairs, inherited from Alison's grandmother and refurbished, will form the main conversation area in the living room.

Booking a wedding at Bower House will relieve the participants of much of the busy preparation. In addition to the reception rooms and food, Alison plans to have invitations, flowers, photographers, and music all available

on request. The Goods will be there as host and hostess for each event. "We hope to include all the special touches that really make a celebration memorable", Alison says.

So far, the land is cleared and the house plans have been designed. From



Don and Alison Good move to Prince George.

now and through the summer, Alison and Don will be busy building the house and lining up all the staff and equipment they will need to start in business. In late fall they hope to hold their open house in time for Christmas bookings. They say, with enthusiasm, "So far everything has fallen into place perfectly and we just can't wait to begin".

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New challenge for distribution team

Now that the Fuel Misers Contest has been won, another contest will challenge members of the Distribution department.

This new competition will compare the efficiency of each team's operation in 1979 to the same team's productivity in 1978. Each team's efforts can then be compared to the other contestants on a percentage basis, with teams ranked accordingly. Statistics are calculated as follows:

1. Total number of hours paid for year to date for all staff on each team is calculated and charged to

the applicable team. Overtime, of course, is charged at double time.

2. Total hundredweight of product distributed during same period is credited to applicable team.
3. Hundredweight distributed divided by total hours paid for equals hundredweight distributed per man hours.
4. Increase (of course, there will be no decreases) in hundredweight distributed by each team is calculated on a percentage basis. The team with the largest percentage increase is

then declared in first place for that period.

As yet, the contest has no name. Any team member or captain who can think up a suitable, witty, but practical name for it, could win a complimentary dinner for two.

Submit your entry in a sealed envelope to your team captain by June 30th, 1979.

Leading their groups to greater efficiency will be captains: **Len Hobson, Bill Ingles, Ron Mottershead, Bill Osborne and Russ Webb.**



Gerry Lepinski (left) and Ken Wolfe seemed to enjoy the Annual Safe Driving Awards banquet held May 3rd to honour drivers who have achieved ten or more years without a preventable accident.



Fred Ydenberg (r) won the evening's special prize of a trip to Reno. Here, Norm Tupper, FVMPA Assistant General Manager, presents the tickets.



Stan Bagot (l) attained the highest number (27) of accident-free driving years. With him is Neil Gray, FVMPA General Manager.



Vern Scott (r) hit the 25-year mark this year. Here he is being congratulated by S. Nickel, M.V.B. Supervisor of special programs.

Safe drivers receive their well-earned awards

The 12th annual Safe Driving Award dinner was held May 3rd, this year at the Delta Airport Inn. Eighty-six dinner guests were hosted, and after examining the photographs we are still convinced that everyone enjoyed the evening.

Stan Bagot has gained another year and now has twenty-seven to his credit. Eleven more drivers were welcomed into the ten year and over group. **Bernie Anderson, Don Green, Gerry Lepinski, Doug McClellan, Walt Olleck, Bill Wendland** all received twenty year rings. **Al Sawatsky** and **Vern Scott** hit the twenty-five year mark.

Fred Ydenberg won a three night, all expense paid trip to Reno, the special prize of the evening.

Allie Muglich, Jake Fast and **Bernie Anderson** won door prize dinner tickets for two at popular restaurants around Vancouver.

Sgt. Dixon and **Constable Davies** from the Vancouver Police Traffic Department provided the entertainment for the evening.

Bill Webster is now well known by the Vancouver Traffic Police and should have no problem becoming enmeshed in the long arm of the law.

The over ten year group represents a total of 1261 safe driving years. This achievement, combined with the records of those drivers with fewer than ten years, makes our people leaders in their profession.

Everyone in the "company" has reason to be extremely proud of our competent, responsible and courteous drivers. Many have asked to be included in a combined expression of gratitude to them.

Director of Safety
O. F. Tupper



Keith Miller (r) was presented with the Supervisor Trophy by Neil Gray for the highest number of accident-free days (163) in his Burnaby and Delair tanker group.



Some interesting results were recorded on the breathalyzer, brought along by Constable Davies of the Batmobile Squad. Here Bill Webster gives it a try after one or two drinks.

New Safety Group well represented by B.C. businesses

The Fleet Safety Department, in conjunction with the Motor Vehicle Branch, has formed a Driver Trainer Association. To date, five meetings have been held in the Park Room in Burnaby. **Doug Wilson** chaired the meetings. **Des Vosper** of the Motor Vehicle Branch has been acting as Recording Secretary.

The group has adopted the name of D.I.G., which stands for Drivers Instructional Group. The response from commercial fleets in the province has been excellent. Some of the companies participating are Public Freightways, Johnson Terminals, Venice Bakery, Ocean Construction, Canadian Auto Carriers, Island Coach Lines, Smithrite, Kask Cement, Department of National Defense, C.P. Rail, B.C. Rail, C.N.R., Shadow Lines, Shell Canada and various driving schools.

D'land bus, cont.

reflected in your recent gift to this hospital of a bus fully equipped to handle our handicapped patients.

As was briefly discussed at the presentation ceremony, this vehicle—now our most treasured possession—will permit us to readily move patients to all kinds of different settings in which they can, for instance, avail themselves of diagnostic and therapeutic measures such as dental, ophthalmic, hearing and other important assessments, which we have, to this point, been able to provide only with the greatest of difficulty due to lack of suitable transportation.

Our patients will also now be able to attend external social functions which lack of transportation has also, to this point, prevented them from so doing in any appreciable numbers.

On behalf of all of us at the hospital, may we request that you pass on to your membership our sincere thanks for this generous donation and also the continuing gratitude of the patients who will through this measure enjoy better health standards and a more enjoyable lifetime in general.

*Sincerely,
F. D. Butler
Executive Director*

The Fire Departments from New Westminster, Burnaby and West Vancouver have also joined in.

The group has been established to provide a recognized authority for any questions relating to vehicle safety standards, training requirements, highway regulations, etc. They plan on establishing eligibility requirements for driver license classification upgrading programs. They could also evolve to act as an appeal Board for preventable accidents.

The D.I.G. Association is trying to upgrade their abilities by self training programs. They held a workshop seminar in the Park Room on May 16, 1979. Professor G. Dickinson from the Adult Education Department of U.B.C. spoke on the techniques of instruction during the session.

Any questions pertaining to driving or safety can be directed through the personnel office to the members of the Driver Training group.

O. F. Tupper,
Director of Safety.



A new uniform designed for Dairyland drivers is modelled here by wholesale reliefman, Bob Rooney. The uniform, which fits the image of smartness and efficiency among dairy employees, is provided by the Association, while the matching shirts can be purchased by the drivers. So far 350 shirts have been sold. The idea of a uniformed driving staff was developed around 1949. Prior to this time, drivers wore a leather apron with pockets for their change.

Understanding inanimate objects

by Edsel Murphy

The well known Murphy's Law states that "if anything can go wrong it will". Current thinkers and experts now consider that the extent of this law has not been fully appreciated and that it has all kinds of further applications in business and science.

Here are some examples:

In Engineering:

1. All warranty and guarantee clauses become void upon payment of invoice.
2. The necessity of making a major design change increases as the fabrication of the system approaches completion.
3. Dimensions will always be expressed in the least usable term. Velocity, for example, will be expressed in furlongs per fortnight.
4. An important Instruction Manual or Operating Manual will have been discarded by the Receiving Department.
5. Original drawings will be mangled by the copying machine.

In Mathematics:

1. In any given miscalculation, the fault will never be placed if more than one person is involved.
2. Any error that can creep in, will. It will be in the direction that will do the most damage to the calculation.

In Production:

1. Any wire cut to length will be too short.
2. Identical units tested under identical conditions will not be identical in the field.
3. A dropped tool will land where it can do the most damage. (Also known as the law of selective gravitation.)
4. A device selected at random from a group having 99% reliability, will be a member of the 1% group.
5. Interchangeable parts won't.
6. A fail-safe circuit will destroy others.
7. After the last 16 mounting screws has been removed from an access cover it will be discovered that the wrong access cover has been removed.

Investing in your home

by Mike Grenby

When most people buy a home for their own use, the investment aspect is a secondary one.

Yet as was dramatically shown a few years ago, house values can increase sharply. Even in a more ordinary market, you should be aware of the financial potential in a home.

Reader B.W. poses the following question:

"At what point in the life of a house is the increasing value of the home arrested, and forced by old age (the need to repair, replace, etc.) to decline?"

"In other words, how many years after construction does the dollar value of the home peak so the owner can sell for maximum dollar return?"

If you separate the home - the structure itself - from the package of home and property, you can see that usually, the value of the structure starts to go down from the day it is finished.

In the first few years, this decline is very slow. But after five or ten years, as roof, paint, furnace, etc. begin to wear out, the decline increases.

But you almost never buy a house alone. You buy the package of house and lot, a package which includes location and other factors.

And you cannot consider the value of even this package in isolation.

Example: You might pay \$70,000 for a home, and so assume that it's worth \$70,000. It is indeed worth \$70,000 - to you. But if you cannot find somebody else who is prepared to

pay you \$70,000 for the home, your value is a paper rather than a cash one.

In other words, you must consider how much a buyer is prepared to pay.

Example: You might have a run-down 30-year-old house on two acres which a developer wants to subdivide. The house is probably a liability as the developer will have to tear it down, but you'll do very well as all the value is in the land.

The surroundings are important.

If everybody on your street remodels and upgrades, your place will certainly be worth more than if all your neighbours rent and most of the homes have been let go.

The state of the economy is important.

If a boom develops and there's a sellers' market, again you'll get much more for your home than if there's a slump and hardly anybody wants or can afford to buy.

All these points I've just mentioned are beyond your control yet have a direct bearing on whether the value of your home rises or falls - over and above the depreciation of your home as a physical structure.

So even if you correctly gauge the best time to sell based on this depreciation (just as the value begins to decline more steeply) any one of the factors above can make your calculation meaningless.

Unless you are an expert in real estate investment, you should consider your home primarily as a place to live, and only incidentally as an investment.

If you make a bundle, consider it a bonus to the "living" returns you've enjoyed.

Nevertheless, all things being equal, you can still make moves which will enhance rather than detract from the value of your home.

Example: You live in a neighbourhood dominated by young families with children. If you're thinking of adding on a room, you'd probably do better to choose a family recreational room rather than a formal dining room.

Example: If you spend \$10.95 a yard to put purple velour on the walls, don't expect to get your money back when you sell unless you happen to hit the one other person who likes purple velour on the walls.

I spoke to a professional real estate

appraiser and came up with the following "value" features of a home: what it is that gives your home its value.

Structural soundness: The quality of materials and construction; the present physical condition of the structural members and of the various exterior and interior surfaces.

Space utilization: The allocation of space in the house and on the site for various functions as it affects efficiency and comfort in the conduct of household activities.

Mechanical equipment: Installed equipment in the house or on the site which contributes to comfort, efficiency, recreation or group activities.

Off-site utilities and services: Public services and utilities including water service, sanitary and storm sewers, streets, electric power and telephone, cable TV, garbage collection, fire and police protection.

Visual appeal: The qualities of architecture and decoration, both interior and exterior, and including landscaping.

Location: Convenience to school, park, shops and other community facilities; favourable or unfavourable surroundings; social standing of neighbourhood.

Financial operating burden: How much it costs to operate and maintain the house, including property taxes.

In all of this, you must stay alert to changing trends.

For example, rapidly increasing energy costs suggest that energy efficiency will become a more important valuable feature.

So if you had the foresight to insulate your home and perhaps add features like double or triple glazing, your place should be worth more than a comparable one next door without these features.

It's clear then that each home must be assessed individually when it comes to financial considerations.

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Quarter Century Club death

James Carson, a member of the FVMPA Quarter Century Club, passed away April 22nd, after having attained his 90th birthday in February.

Mr. Carson was a wholesale driver working out of the 8th Ave. plant.



Dairyland customer **GEORGE KUEBLER** brought in this replica of an old time horse-drawn milk wagon which he made from memory and photographs. Mr. Kuebler, who in his youth survived both falling into a threshing machine and being pinned for hours underneath a Clydesdale, is keenly interested in horses and farm vehicles. He has many others at home which he has hand crafted as a hobby.

Milk break

AUGUST, 1979

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VOL. 5, No. 4



A big turn-out of 500 people and a sunny day made the Dairyland Staff Picnic, July 8th a huge success. Organized by the Staff & Welfare, the event featured prizes, free food and games such as the "egg toss" in the photo above. At right, a new use for milk cases. Photos by Art Clark and Randy Williamson. See page 4.



MORE PHOTOS INSIDE

Professional drivers match skills

Six FVMPA drivers took part in the 26th Annual B.C. Truck Rodeo held June 10, at the Professional Driving Centre in Delta.

Participants were **Ed Kemp** in the Tandem class, **Ron Bush** in the Straight Truck class and **Rod Deakove**, **Wade Schatz**, **Morris Gell** and **Jim Master-**

man in the Walk-in Van class. All drivers acquitted themselves very creditably in spite of strong competition from other well qualified professionals.

Particular congratulations are due to Jim Masterman, Valley Retail Driver Salesman. Jim was named B.C.'s 1979 Rookie of the Year and was presented with a trophy to commemorate his accomplishment.

F.V.M.P.A. is very proud of the drivers who took their time and skills to Delta to represent us.



Rodeo trophy winners, from left, Rod Deakove, Jim Masterman, Ron Bush.

D. Wilson photo

Coming up . . .

Staff & Welfare Dance
Saturday, Oct. 20th

—Disco for All Ages—

Russell takes on Community office

Ron Russell, FVMPA Sales Representative in Manitoba, has been elected President of River Heights Community Centre. This is one of the major Community Centre operations in Manitoba, encompassing 4,300 families. The Centre has 900 minor hockey players, 400 soccer and 100 baseball, and it operates an indoor arena on a year round basis.

Ron's responsibilities include overseeing the organization of all community programs, acting as liaison with the Winnipeg Recreation Department, and compiling and submitting applications for Federal, Provincial and Municipal aid and grants.

Ron's new position follows a background of many years of coaching and managing minor hockey associations. His involvement in community life stems from a firm belief that young people need both recreational and social guidance.

Racehorse stable a family enterprise

You don't have to be one of the wealthy few to make a successful hobby of horseracing. **Joe Gray**, Wholesale foreman at Dairyland, is also in partnership in one of the largest stables at Exhibition Park. With six racehorses and six colts coming on, a breeding farm and a boarding business over the

move to Surrey and build up a joint racing stable. That first horse is now one of their brood mares.

The stable is a two-family enterprise in which everyone is involved, including wives and kids. It is kept at a size that can be managed without employees, with the exception of one exercise girl. During racing season, Joe spends at least 20 hours a week training, grooming, feeding the horses and "mucking out" stalls. He relies on the help of his son Joe, who has also trained as a farrier and saves them about \$300 a month in shoeing expenses. (Vern's daughter Kelly, who worked for a time at the track, is now a retail driver at Dairyland).

A lot of money can be made with racehorses but, according to Joe, "You have to be very lucky". In an average race an owner could stand to win about \$2,000 on the purse plus a percentage of the betting and, if he bred the horse, another percentage. But even though the stalls at Exhibition Park are provided free, each horse costs over \$100 a month to feed and there are transportation costs, veterinary bills and exercise expenses to help swallow up the profits. Joe and Vern have eliminated the cost of employing a professional trainer by doing all the training themselves.

Racing season opens in April and around February the horses are moved out to Exhibition Park to begin their serious training. Activity at the track starts about 5:00 a.m. Each day the horses are galloped up to one and a quarter miles then gradually they begin the faster workouts starting with $\frac{1}{4}$ mile, working up to $\frac{5}{8}$ mile.

The day of a race, Joe just walks the horse in the morning and gives it a thorough grooming just before it is led out to the paddock. While mounting, the jockey receives some final instructions such as, "Give her a crack at the first turn" or "keep her to the outside". Joe says he has no good luck superstitions for winning a race—he just yells a lot.

He seldom bets on his own horses. Why? "If I lose money on someone else's horse at least I don't have to look at it after the race."

Some owners go for years without winning anything. But horses can be unpredictable. Joe says, "We had one called 'Run the Tide' which was just

about all he could beat for a couple of years, but then he suddenly decided to run and won two big races. He was claimed in the second race for \$8000. We had the money, but it was really disappointing to lose a promising horse".

Joe raises about three foals a year in the hopes of producing a real winner. Breeders use the expression "breed to the best, and hope for the best", but there is no set conformation standard or performance record that gives any guarantees. Joe has one horse that, he says, "looks like a mangy dog", but she has won \$20,000 in one season.

Joe would still stay in the business if he was just breaking even. Possibly, the ultimate goal in horseracing is to win the Jack Diamond Futurity purse of \$75,000. But for Joe, doing what he wants to do is the biggest attraction. He says, "At the track you travel in a different world".

Of interest . . .

According to the PNE, Fred Duck, former FVMPA Office Manager, has participated in 50 PNE parades as a bandsman. This is an unbeaten record!

George Smith

It is with regret that we report the untimely death of **George Smith**, July 9th, at the Burnaby plant. George was a semi-trailer driver in the dispatch department working on "specials" routes.

He is survived by his wife, two sons and a daughter.

During his 22 years with the Association, George proved himself to be a capable and industrious employee. His good natured personality earned him the friendship and respect of all his fellow staff.

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Joe Gray has learned a lot about horses in ten years.

winter, Joe makes his spare time both satisfying and profitable.

"Last year was our best ever", he says. "Out of 60 races we only missed cheques about nine times and with five wins this year, we're hoping for a couple more to make the season a success."

Born and raised in the city, Joe knew nothing about horses when he bought his first mare in 1969, in fact he refused to get in the stall with her. After winning a few races however, he and his partner, Vern Ingram, decided instead of spending all their spare time coaching minor baseball, they would

RETIREMENTS



Mr. and Mrs. Kit Biggers



Murray Osten



Mr. and Mrs. Don Lewenden



Svend Dissing



Mr. and Mrs. Bill Addison



Mr. and Mrs. Gerry Van der Linde



Lowell Phillips, Norm Tupper

"Kit" Biggers retired in mid-June after 39 years in the dairy business. Following in his father's footsteps, Kit started working at the North Shore depot, right across the street from his home. He worked up to Supervisor in the retail division and then decided to try the ice cream and fluid wholesale departments for a time.

Aside from travelling to Reno or Hawaii, Kit will probably be seen testing out all the new restaurants in town.

Svend Dissing joined Burnaby's production department in 1973 as a highly qualified pasteurizer. His background included an apprenticeship in Europe and experience in operating the White Lunch dairy division in Vancouver.

Svend retired in June and his keen

interest in the environment will undoubtedly keep him busy now. As a member of the North Vancouver Wildlife Association he is active in wildlife conservation. Another favourite pastime is fishing.

Murray Osten joined the staff at the Sardis plant laboratory following graduation from U.B.C. in Agriculture in May, 1950.

In his earlier days he joined the South Saskatchewan Regiment at the outbreak of war and went overseas, where he distinguished himself in the Dieppe Raid and was awarded the Military Cross for bravery in action.

At Sardis he was a field man, Assistant Plant Superintendent and in December of 1958, he was appointed Superintendent. His most outstanding

accomplishment was in the area of cottage cheese production.

Murray will remain in Chilliwack, now trying to improve his golf score.

Gerry Van der Linde retired on July 6th after 14 years with us.

As Chief Engineer at Burnaby, he was in charge of steam and refrigeration equipment in the plant.

Gerry and his wife both paint as a hobby and plan a trip to Nova Scotia to catch the fall colours. Later they will build a new home on the Gulf Islands.

Lowell "Phil" Phillips retired from the Burnaby production department in July. He joined the Association in 1948 as a pasteurizer at the Eighth

Continued, page 4



Tug of war champs.



Not what I ordered.



Grand prize bike winners.



Picnic pin-up.



On your mark ...



And perhaps, relish.



The picnic? It was A1.



Horseshoes, won by R. Williamson and TERRY JEFFREY.



Pit stop in between races.

Retirements, cont.

Avenue plant. In 1964 he transferred to Burnaby as head pasteurizer and was one of the first people to qualify for the Government license.

Phil was noted among fellow employees for his excellent attendance record and sharp sense of humour.

Bill Addison was one of Dairyland's first retail drivers in Richmond. He joined the Association in 1942, then worked for a time with Sunnybrae Dairies on the Island.

On returning to the FVMPA in 1953, he switched to the Wholesale division.

His popularity with his customers gained him the title of "Mayor of the Airport" as he knew all the airport staff in the days before the expansion. According to friends, Bill's favourite hobby is card playing.

Don Lewenden retired from Burnaby's Home Service department in June. He started in 1940 at Royal City Dairies as a driver, working up to inspector. When the dairy was purchased by the Association he moved to Dairyland as Route Supervisor, a position he held until 1965.

Don's interest in trailering clubs will take him far afield on many future holidays. He also has the unique hobby of raising budgies.

Retail results

Two week periods in March/April and again in May/June saw Retail Driver Salesmen do a fine job in the promotion of Swiss Yogurt and Cottage Cheese.

These two items were reduced in price so Driver Salesmen could introduce them into households which don't normally take the products.

Sales totals were generally good, with some exceptional results from **Biggar/Antifaeff** who sold 896 cups of Swiss Yogurt and **Bazowski/Ueland** who sold 676 cups of Cottage Cheese.



From left, Ken Ueland and Joe Bazowski were top sellers of cottage cheese.

Milk break

DECEMBER, 1979

29

VOL. 5, No. 5



The horse and wagon was an economical and efficient method of delivering milk, used until 1950. In the photo is the late Tommy Richmond.



The late Cece Pearson was photographed delivering from an International open panel truck in 1951. These units could handle about 30 cases.



The new retail vehicle, here driven by Ken Ueland, provides refrigerated carrying capacity of 150 cases.

60 Years of Home Delivery

FVMPA has been involved in the delivery of dairy products to homes in the lower mainland under a number of names since 1919. Beginning with the purchase of Standard Milk Dairies, through a series of amalgamations, the operation became Fraser Valley Dairies, Associated Dairies and finally Dairyland in 1943.

Not only have the names changed in that time, horse drawn wagons have given way to a fleet of trucks that is the most modern refrigerated fleet in North America; glass quart and pint bottles have evolved to cartons and pouches measured and sold in metric sizes; and the daily collection of tokens or money has been made obsolete by an optical scan computerized billing

and order system.

Today 84 retail routes operated by 155 driver salesmen serve some 55,000 homes on a twice per week basis. Customers can choose from approximately 150 different flavours and products, a far cry from the milk and

butter only offering of 60 years ago.

Even though there have been many changes through the years, a central aim has been maintained, the desire of the retail driver to provide personalized service and a unique convenience to homes in the lower mainland.



The original retail fleet as pictured in the early 20's, outside the plant at Eighth Avenue and Yukon.

Quarter Century Club 1979



From left: Andy Pollock, Ralph Ruddy, Dick English, Jim McClatchey



Margaret and Ken Lowe



From left: Gerry Perry, Henry Johnson, Frank Peters



Above: Al Sawatsky, Bill Woollett, Frances and Bernie Anderson, Vern Scott

Left: Howard Apps, Bud Thompson

Below: Neil Gray, Ken Hansen



Below: Art Tecklenburg, Jim Kerr



From left: Betty Graves, Ruth Schafer



From left: Ed and Barbara Fridriksson, Jim Calhoun



From left: Norm Tupper, George Okulitch, Fred Duck, Gordon Park, Lyle Atkinson



Above: Norm Tupper, Chas. Deacon



Above: Gordon Park, Ron Carmichael

Left: Pat and Dave Lomas, Bob and Bev Cooper

Below: Jack Pollard, Helen and Ken Howatt, Reg Cockle



Fifteenth Quarter Century Club

"One of the best ever" was the feeling of several Quarter Century Club members commenting on the club's fifteenth dinner meeting on November 19th. Fifteen new members joined the group this year at the Vancouver Hotel.

The new members are **Bob Cooper**, Burnaby's Wholesale Accounts manager; **Mike Wolosnick**, Wholesale driver-salesman; **Richie Elvin**, Supervisor at the Hope depot; **Dave Lomas**, manager of industrial relations and payroll; **Paul Sapinsky**, "specials" driver; **George Pinchbeck**, ice cream checker-loader; **Ken Lowe**, holiday relief driver; **Mary Miller**, formerly of the Patrons department; **Roy Dawes**, retail supervisor; **Vern Logan**, ice cream holiday relief driver; **Em Barden**, wholesale driver-salesman; **Ed Fridriksson**, Delair fieldman; **Jim Ellis**, Burnaby checker; **Ken Howatt**, "specials" driver.

In his address Chairman **Neil Gray** said, "It is my privilege to warmly welcome each of you into our membership and, on behalf of the Association, to personally thank you for having been a part of this organization for the past 25 years".

Mr. Gray also noted some of the events that happened in 1954, the year the new members joined the Association. During that year, Sunday deliveries ceased, a market for butter was established on Vancouver Island and Seal-on protective hoods were added to milk bottles. The new continuous sterilizer at Delair was started up in 1954 and that, along with structural changes, cost \$60,000. A \$40,000 addition was also begun at Sardis, including more warehouse space for powder as well as a new evaporator.



"... That's nothing—look at that one over there, trying to get our attention by waving the tablecloth!"

To the Staff

At the approach of a new decade we can look back on the "seventies" as years of expansion, change and steady growth.

Undoubtedly new challenges will arise in the years to come. Possibly the biggest venture on our books is the establishment of the UHT production facility at Abbotsford, scheduled for completion in early Spring 1980. This will be followed soon after by Cheddar Cheese manufacturing. Much time in the future will be also directed toward specific energy saving programs throughout our organization.

The rapid rate of change that is taking place now in our industry can only increase in years to come and our ability to anticipate change, adapt and grow with it will determine our success. The FVMFA will continue to rely on the energy and enthusiasm of the staff members who make all this progress possible.

On behalf of the FVMFA dairy farmer members we extend our best wishes for the Christmas season and a happy and prosperous new year. To each of you may we express our thanks for a job well done.

N. T. Gray
General Manager

G. W. Park
FVMFA President



Work is proceeding rapidly on the new Abbotsford plant for future production of Ultra High Temp products and cheese. The roof has been completed since this photo was taken at the end of November. The last of the walls are being erected now and work is beginning on the electrical and plumbing installation.

Dovey B.C. Games Medallist

Cliff Dovey, Burnaby Retail driver rowed to a silver medal in the B.C. Summer Games held in August. Cliff and his partner **Simon Collier**, representing the Burnaby Lake Rowing Club, covered the 1 km on Burnaby Lake in 3 minutes, 40 seconds, closely following the winners from Brentwood College, Vancouver Island. Competitors rowed in three days of qualifying races before the final event. Simon, with 1½ years experience and Cliff with only four months were not fav-

oured to win, so the medal was doubly satisfying.



Cliff Dovey



Best sales in Hallowe'en drinks were achieved by Don Biggar (l) and Ken Antifaef (r), here with Ralph Ruddy, Retail Operations.

FVMPA Appointments

Many changes of responsibility have taken place within the FVMPA over the past few months.

Marketing

Ray Hurry rejoins the staff as General Sales Manager after an absence of two years.

Don Winton is Manager of Marketing Services and **George Hrennikoff** is Project Manager, UHT products.

Dick Hugget has been appointed Product Manager, Manufactured Products, including Pacific Milk and Armstrong Cheese.

Fred Addison will join the Association as Sales Rep, based at Burnaby.

Bill McCurrach will transfer to Kamloops as Sales Rep in that area.

General Office

Tom Bastable is now Supervisor of

Sales Accounting and Accounts Receivable.

Continuing in their present capacities are **Walt Bradshaw**, Internal Auditor and **Vic Chortyk**, Supervisor of General Accounting.

Engineering Services

Paul McLain has been appointed Chief Operating Engineer, Burnaby Plant.

Distribution

Ron Ratcliffe has been appointed Branch Manager, Kamloops Branch, reporting to District Manager, **Len Hobson** at Kelowna.

Bill Cromer has been appointed Supervisor of the Smithers Branch.

Orest Bochon is now Home Service Supervisor at the Burnaby Plant.

Top Salesmen

As an alternative to many of the traditional Halloween treats dispensed to children, Retail offered customers a choice of 200 ml. Pure Pak lemonade, grape, and orange drinks at an attractive price.

The idea came from a modification of a suggestion put forward by **Frank Grey** of our Burnaby Workshop. Frank looked at the treats that his children received during their Halloween rounds and the idea of a Dairyland product came to him.

Response was phenomenal! Over the two week period a total of 256,425 200 ml. cartons were sold; over a quarter of a million.

Driver **Don Biggar** and Relief **Ken Antifaef** achieved top sales with a total of 11,367 packages or 237 cases.

Top Ten Routes

405 D. Biggar	K. Antifaef
444 C. Levey	P. Yeo
402 S. Smith	F. Wilkie
412 J. Bazowski	K. Ueland/ C. Barrett
922 J. Bisschop	J. Rollheiser
325 J. Lahaise	H. Hewitt
921 J. Boyd	J. Rollheiser
322 R. Zimmerman	D. Moore
319 R. Worsley	D. Moore
404 M. Overend	T. Greer



JIM DONALDSON, Dairyland Sales Rep. was voted Most Valuable Player of the Dairyland Men's Fastball team at the end of the season in August. Work-outs for next season will begin early in the year. Any players interested in trying out for the team should contact either **DENNIS ARYCHUCK** or **JOHN NIEMI**, both at Burnaby.

Staff Deaths Reported

We regret to report five deaths among active and retired FVMPA staff.

Bob Bellinger, Supervisor of Sales Accounting, died suddenly on September 19th, after 30 years with the FVMPA. Bob was involved in all the procedures of the General Office, working with **Fred Duck** and was especially concerned with the Sales Accounting Department. Bob's wife **Doreen** is a former employee of the FVMPA.

Gilbert Colosimone of Delair died August 7th. Gilbert, an early morning checker who worked the midnight till 8:00 shift, had been on sick leave for several months.

Among the deaths of three retired Quarter Century Club members, the

most recent was that of **George Smith**, November 26th. George was a former member of the maintenance staff at Sardis.

Helen Day, formerly a secretary at the New Westminster branch and **J. J. Alexander**, formerly a retail driver at the Kitsilano depot, both died during 1979.

Hugh Elected Pr. Rupert Alderman

Congratulations to **Hugh Robins** who has been elected to the Prince Rupert City Council. Hugh is Branch Manager at Dairyland, Prince Rupert and has been involved in local politics for many years, including a number of terms on the school board.



Jack Cartwright (centre) with (l-r) Dennis Haner, Doug McLellan and Jim Defries.

FVMPA Staff Retirements

Moffat Goepel retired on October 31st. As FVMPA Comptroller, he had managed the finances of the Association since his appointment in 1946. In those 33 years the FVMPA grew from a Vancouver-area dairy to a major provincial processing and marketing organization. In past months Moffat has been active in the expansion of the Abbotsford plant. He will probably spend some time now at his home at Whistler.

Frank Hayward was at the Kitsilano depot in the early part of his 37 year career in the dairy business. He retired August 31st as Retail Traffic Supervisor at Burnaby. Frank is an ardent stamp collector and is soon to be installed as Treasurer of his Masonic Lodge. While at Dairyland, he used to complain about his wife's driving habits. She now walks to work accompanied by Frank who puts in three miles a day.

As Advertising Manager since 1969, **Sam Fogel** was responsible for product advertisements and FVMPA commercials for "Reach for the Top". He was also actively involved in restoring the John C. Clymer paintings displayed at Dairyland. Sam is presently working as Marketing Consultant for Dairyland and the B.C. Dairy Foundation. He is also active on several Municipal Council committees in Delta.

Abbotsford staff feel that they have lost a valuable employee in **Armin Fast** who retired from the Pacific milk plant at the end of October. Armin had been Foreman of the Warehouse for the past five years, after joining the Association in 1949. Now he is planning a couple of trips the first of which is a holiday in Mexico given to Mr. and Mrs. Fast by their children.

Ed Rogers retired from Burnaby's Retail department on October 31st after 27 years. He started out at Jersey Farms before that company was purchased by the Association. Ed used to be well known for his habit of arriving 1½ hours early to work and resting in his car until the gates opened. He is presently planning some extensive gardening and redecorating projects around the house.

John Ward has been to Quesnel and back since retiring and is planning another trip in the near future, this time to Reno. John has worked in the Sardis production department since joining the Association in 1947. He was mainly involved in the powder operation. John now plans to spend more time on his favourite sport—curling.

Irene Steinvall can still look at the Dairyland plant across the road from her house even though she retired in June. She worked at Burnaby on the janitorial staff for ten years. Irene is now keeping busy fixing up her home, doing some needlework and taking fitness classes.

John Lang has moved from Chilliwack to New Westminster since retiring in October. He and his wife are presently custodians of the apartment block where they live. John worked for the Association six years as an "over the road" tanker driver from Sardis to Burnaby. He plans some trailering and fishing trips in the Spring.

Jack Cartwright retired from Burnaby's Production Department August 31st after 18 years with the Association. As a Scholle Pak operator and in the fluid cooler, Jack was noted for always being early to work. He has now taken a part time job as night watchman for Rivtow towing company.



Mr. and Mrs. Frank Hayward



Armin Fast (l) with Abbotsford Plant Superintendent Bob Craig.



Moffat Goepel (l) with Staff and Welfare President, Walt Moran.

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