

Fraser Valley

Milk Break

1978

Milk break



Dairyland's Sportsmanship Jamboree, a three game tournament for young hockey players from House Leagues was again held December 27th and 28th. Coaching one of the teams was Dairyland Engineer, Jim Byres. Jim has been a coach for the past three Jamborees and has also coached 13 and 14 year olds in the North Vancouver Minor Hockey League for a number of years. Boys are chosen for the Jamboree on the basis of sportsman-like conduct and desire to play, regardless of hockey skills. Jim says the coach only gets together with the boys on the day of the game, so the event is relaxed and fun without being too competitive.

An open letter to all staff:

It is the feeling of this member that we discontinue all social activities pertaining to the Staff Fund. My reasons for putting this forward to the membership are as follows:

1. The extreme lack of participation. Events arranged by Committee members in the recent past have had a very low attendance.
2. The Annual Dance this year had to be cancelled. WHY? Because there were only, at the very maximum, 50 tickets sold. Twenty-five were actual members of the Staff Fund.
3. The Wine & Cheese Party, we had thought, was becoming a very popular event as in 1976 it brought a good group of 168 people. This was encouraging to the Committee members who put the night on. The past year with the thought in mind of an even larger group, we had the date changed to a more popular night. We ended up with an enormous crowd of 120. Actual members—less than 60.

I might mention that there are 550 members in our Staff and Charitable Donation Fund.

Now let's get on with the costs, leaving alone for the moment how a person arranging these events feels, after so many flops.

The cost of putting on the Wine & Cheese party in 1976 was \$870.00. Even with a peak of 168 people—80 were actual members and the rest were guests, there was no charge to anyone for this night. Therefore the Staff Fund subsidized the whole cost. Each member present had a full night's entertainment for a little over \$10.50 and were able to bring one guest. Then again, it cost every other member over \$1.50 each.

There is some argument for allowing more guests and charging them full price. This is all fine and dandy, but

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Cheese-makers introduced



Vic Schrauwen



John Schrauwen



Arthur Schrauwen

The appointments have been announced of **Vic Schrauwen** and **John Schrauwen** to the positions of Plant Manager, Armstrong Dairies and Assistant Plant Manager, respectively. These became effective January first.

Armstrong brand Cheddar Cheese

has recently won awards at the Royal Winter Agricultural Fair in Toronto. Entries were made from both the Association's cheese plants at Armstrong and at Bashaw, Alberta. Responsible for this success are cheesemakers Vic Schrauwen of Armstrong and **Arthur Schrauwen** of Bashaw.

No More Credit

A Prince George customer, after having been slow in paying his account, sent this poem along with a number of post-dated cheques to Prince George Branch Manager **Bob Frazer**. A reply was composed by Burnaby Credit Manager **Tom Bastable**, who wished to subtly point out that the account will be "square" when the cheques go through and the interest is paid.

Dear Bob,

Here we come with cheques in hand
For Uncle Bob at Dairyland.
Now that you've "milked" our bank
account dry—
And we feel slightly battered and
"creamed"—
We're not just going to sit down and
cry!
We love you more than you've
dreamed.

We must have driven you round the
bend
So we thank you for your patience—
friend.
Tho we've been a challenge for you to
hurdle,
We hope our relationship doesn't
curdle.

We don't want to end on a sour note
So we close with the following quip
(or quote)—
We're not just trying to butter you up,
We really think you're the cream of
the crop!

* * *

Dear Sir

Our Uncle Bob has today sent down
Your cheques and prose from old
George town.
It is nice to see that you can still
make light
Of a serious problem black as night.

Your cheques are here and for this
we thank,
Please be sure they clear your bank.
Your problems are not ended yet,
As interest still we are bound to get.

Yours very truly,
T. K. Bastable,
FRASER VALLEY MILK
PRODUCERS' ASSN.

A belated Quarter Century Club dinner was held January 30th at the Four Seasons Hotel. The evening had been scheduled for November 23 but was postponed because of a snow storm.

New members welcomed into the 232 member club were:

Kurt Wiersing	Burnaby production
Vern Scott	Sardis sales
Roy Stark	Sardis production
Jens Nasgaard	Sardis production
Peter Peters	Delair production
Gerald Perry	Sardis maintenance
Keith Miller	Inter plant hauling
Herb Grass	Delair production
Bernie Anderson	Sardis sales
Vladimir Boritch	Burnaby shipping
Luigi Bastone	Burnaby production
Bud Thompson	Inter plant hauling
Jim Lush	Burnaby checking
Jack Godfrey	Okanagan sales
Ernie Emmett	Pacific sales
Jerry Logan	Burnaby sales
Dan Fleming	Burnaby maintenance
Arnold Hargrove	Burnaby stores

Three former FVMPA employees, noted for their achievements in the dairy industry, were given Honorary Memberships in the club. They were:

- Sam Brown
Commissioner, Workers' Compensation Board
- Pete Wilson
Administrative Vice President,
Teamsters Joint Council
- Jack Gray
formerly Manager, B. C. Dairy Foundation.

Battle of Bulges

Lost: thirty-three pounds, at the Burnaby Plant, some time between Jan. 5th and Feb. 10th. Hefty retail supervisors held a competition to see who could lose the most weight in five weeks. At the final weigh-out **Don Lewenden** had lost 13 pounds and won \$25. Poorest result was shown by **Bill Morton** who gave up the day before, and ordered a grilled cheese sandwich and chips for lunch. Here are the results:

	Before	After
Don Lewenden	231 lbs.	218 lbs.
Bill Hagan	200 lbs.	195 lbs.
Ralph Ruddy	216 lbs.	210 lbs.
Harry Dexter	228 lbs.	221 lbs.
Bill Morton	219 lbs.	217 lbs.

Quarter



L-R: Lin Harris, Fred Duck, Ian Strang,



L.-R.: Bud Mason, Mr. and Mrs. Eric Robertson, Sam Brown



L.-R.: Mr. and Mrs. Gordon Schluter, Gerry Lepinski



L.-R.: Walter Bodman, Mr. and Mrs. Keith Miller



(From left) Joe Read, Don Land, Bud Mason

Joe Read retires

Joe Read, Burnaby Maintenance Mechanic, retired in late December, after 32 years with the Association. Joe only had two jobs in his life—one with Silverwoods and the other with Dairyland. Joe's specialty has been repairwork on electrical motors, which he also enjoys doing at home in his spare time. Other hobbies which will keep him busy are fishing and Ham radio operating. Joe is presently planning a trip to Hawaii.

FVMPA People

Muriel Keates, of Patrons Dept. at Burnaby is getting out seeing the country on skis. At Christmas, she and her husband and their niece, nephew and their baby packed up cross-country equipment and drove until they found some good snow. Then they stopped and skied the area—driving and skiing all the way to Lethbridge. The baby travelled behind the skiing party in a box. Muriel, who had never been on skis before in her life, took her next cross-country endeavour at the 108 Ranch near Williams Lake.

Hugh Robins, Branch Manager, Prince Rupert, was elected to the position of Chairman of the Prince Rupert School Board early this year. Hugh has been a member of the school board for several years.

A tournament in Chess was held by five employees at the Sardis plant. Winner of the 1977 FVMPA Chess Cup was **Sam Frederick**. Congratulations Sam!

Attribution

by Mike Grenby

You can give away your money, but unfortunately you cannot give away your income tax liability.

"During the 1960's, I bought Canada Savings Bonds each year for my wife as part of her retirement plan," writes reader J. C. "These bonds were put in her name.

"In 1969, she rolled them over into that year's issue of the attractive return.

"These bonds mature next year and with the compounding effect, the cash bonus and all coupons still intact, the return will be considerable—close to \$10,000 interest.

"The obvious question is: Who is legally liable for this interest as far as income tax—my wife or myself?

"My wife has not worked, nor has she filed income tax since the 1950s, so obviously it would be better if she could declare the tax.

"Could the bonds I bought in the '60s be considered as gifts and therefore any subsequent interest earned be considered the wife's income?

"Is there any legal method to prevent this interest from being my responsibility for tax purposes?"

Unfortunately, the rule is that although a husband may give money to his wife, for example, the husband is still responsible for the tax arising from income this money earns.

This is called the attribution rule: the income from this money is attributed back to the person who originally gave the money.

The reasoning is that whoever earned the money is responsible for paying the tax not only on that money but also on any income earned by that money.

If husband and wife had all their money in a joint account, for example, they might split the interest for tax purposes.

However, the law says that even in this case, the husband is supposed to declare only the interest from his money and the wife, the interest from her money.

How would the income tax department ever know?

Well, if the only income a wife declared was interest or dividend income and she previously hadn't filed any tax returns for years, the tax people just might decide to ask where that money came from.

I'm afraid J. C. is stuck, and according to the tax law, will have to declare the \$10,000 interest next year as his own income.

But for the future, there are two ways to lessen and possibly even eliminate a severe tax liability like this:

ONE: If a husband has more than \$1,000 interest-dividend income a year and the wife has less than \$1,000, the husband could *lend* his wife enough money so she could earn and make use of her \$1,000 deduction.

Example: The husband earns \$2,000 on his stocks, bonds, mortgages, etc. but the wife has no investment income.

The husband, therefore, uses his \$1,000 deduction and still has to pay tax on \$1,000 of his investment income. The wife, however, has no investment income and so wastes her \$1,000 deduction.

But if the husband lent his wife half of those savings on which he earned the \$2,000, then both could make full use of their \$1,000 deductions, as follows:

Now, the husband's deduction would wipe out his \$1,000 investment income and the wife, who would also have \$1,000 investment income, could cancel it out with her deduction.

So nobody would pay any tax on this \$2,000 total investment income—instead of the husband's having to pay tax on \$1,000.

Of course, any married exemption he would have claimed for his wife would be reduced, so the previous suggestion saves the most tax in the case of a working wife without investment income.

It's important that this loan be made on, for example, a demand, interest-free basis, and it should be carefully documented — a properly typed-out and signed promisory note might be one way.

(Substitute husband for wife and vice versa in the preceding example if the wife has the investment income and the husband doesn't.)

TWO: If you have a compound interest Canada Savings Bond issue, you should be aware of the two ways you may declare the interest income.

If, as in J. C.'s case, you have not been clipping the coupons or declaring the interest, you'll face a heavy tax

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Retail drivers applauded for sales efforts

Home Delivery concluded a successful year in 1977 with an all-out sales effort during the Christmas Promotion. Total package sales increased a remarkable 20% over the same period in 1976.

Driver **Bill Gregerson** and Relief, **Ralph McLellan**, Route 476, finished strongly in the four week period to edge out **Rick Worsley**, **Bill Barnes** and Holiday Relief **Ed Hopko** on Route 319, for first place.

Supervisor **Bill Hagan** and Route

Foreman **Orest Bochon** were very pleased with the success of Gregerson and McLellan but commented also that all routes had increased their sales over last year.

Mike Vinter and **Rod Neil**, Valley Supervisors, reviewed the Promotion results, noting that Valley had placed seven out of the top ten; also that their Routes had increased sales substantially over last year.

All personnel are to be complimented on their strong efforts during the Christmas period.

Photos at right: Burnaby driver Bill Gregerson (top) and Relief Ralph McLellan (bottom) of Route 476 had highest route sales for the Christmas Promotion.

Supervisor missing from photo is Bill Hagan.



Valley Branch tied with Burnaby group for highest number of new calls in New Customer Promotion in September. From left, Mike Vinter, Supervisor, Bill Barnes, Relief, Rod Neil, Supervisor and Rick Worsley, Driver.



Burnaby driver Ron Weir (l) and Relief Ron Elliott (r), Route 439 tied with the Valley Branch in New Customer Promotion. At centre, Supervisor Bill Morton.

Top Ten Routes

Driver

1. 476 W. Gregerson
Relief, R. McLellan
2. 319 R. Worsley
Relief, B. Barnes/E. Hopko
3. 307 T. O'Connor
Relief, A. Swain
4. 324 S. Routledge
Relief, T. Jongedyk
5. 320 R. Pratt
Relief, R. Johnston
6. 302 D. Brayfield
Relief, P. Blashill
7. 431 K. Saunders
Relief, W. Wendland
8. 322 H. Murray
Relief, B. Barnes/E. Hopko
9. 318 D. Gibbs
Relief, S. Wilson
10. 405 R. Deakove
Relief, K. Antifaeff

Cuban holiday somewhat lacking

Sam Fogel, Dairyland Advertising Manager recently spent two weeks in Cuba. Sam, who says the trip was more an "experience" than a holiday, found the accommodation very plain, luxury goods expensive and travel restricted to a few areas.

The Fogels stayed in Varadia, a beach now allocated for tourists. The property was previously owned by the industrialist Dupont, whose palatial home is now a state-owned tourist attraction. The highlight of their holiday was a side trip to Havana where some of the pre-revolution atmosphere re-

mains. The city itself looks typically Spanish and unchanged for centuries. Cars on the streets were usually original 1950 models, pointing to an effort to conserve resources.

Sam comments that in Cuba, emphasis is placed on housing, education, health and agriculture in that order, but not especially on tourism. An average wage would be approximately 140 Canadian dollars a month, and coupons are used for clothing, but this is usually adequate for most Cubans' needs. He noted that food was generally good, in particular the ice cream, which was excellent.

Sam thinks that any Canadians who want to get a taste of life in a Communist society would do well to visit Cuba. If they feel as he did, they'll be glad to get home again.

PUBLISHED MONTHLY FOR THE INFORMATION OF THE EMPLOYEES OF THE FRASER VALLEY MILK PRODUCERS' ASSOCIATION, 6800 Lougheed Highway, Burnaby, B.C. Editor: Verlie Bousfield, Mailing Address P.O. Box 9100, Vancouver, B.C. V6B 4G4 Telephone: 298-1373

Century Club 1977



Howard Morton



L.-R.: Bill Sedar, Cliff Cope



Mr. and Mrs. Gerald Perry



L.-R.: Dick English, Mr. and Mrs. Bud Thompson, Herb Gillberg



Mr. and Mrs. Arnold Hargrove



C.C. New Members; (front row rt.) P. J. Friesen, FVMPA Vice-President; W. G. Hawes



L.-R.: Howard Apps, Al Sawatsky

Open Letter, continued

who are we trying to put these events on for—the people around us or the general public?

Probably most of you who are interested will immediately say “I no longer want to participate in this program” and pull out. PLEASE DON'T, at least until you have read the rest of what I wish to say.

Don't get me wrong, most of the membership have participated in one event or another over the years and have had a “whale” of a time. But it does seem to me that we can no longer put on events that are not going to be attended.

You may say, “What is going to happen to the Staff & Welfare Fund if we do away with the Social events?” Okay, let's go back some years when the Fund was first started.

It was the original concept of some people within the Dairy to start a Charitable Donation Fund. This would consolidate most charitable donations made by individuals into one payment deducted monthly from their pay cheque. This was always on a voluntary basis.

For years this went on strictly as a Charitable Fund. Then some twenty years ago there was another segment added, called the Staff Fund. The Staff Fund takes care of our own members in a somewhat small way, but it does show that others care. This fund takes charge of such services as sending fruit or flowers to those members that are ill and sometimes covers their immediate family. It also provides for gifts to those being married, retirees and terminations. The Staff Fund was brought about because it was thought that it would stop so much begging in the plant for money, since it seemed everytime you turned around somebody was asking for a handout.

Later there was a push to start a Social Club, which fell by the wayside because no one wanted to get his feet wet and get it going. This was when the Staff Fund took over the handling of social functions and is what brings us to the difficulties we are now having.

In my own experience over the years (some 20) I have seen the Charitable Donation Fund do one hell of a fine job. I believe that every member should be very proud of the part they are playing in putting together some \$13,000.00 per year to some of your

favourite charities plus the United Way. If your heart is there, brother and sister, why not expand it?

Into the Staff Fund, which is part of the structure of the Staff & Welfare Fund, each member pays 50 cents per month. The rest of his or her deduction is for Charity. It is my personal feeling that the money earmarked for the Staff Fund would be better used in cheering up a fellow worker when ill or even his family when they are hospitalized. I believe that this is something worth holding on to and expanding if need be, rather than continuing on with something that is obviously on the decline.

At the next General Meeting I intend to put this motion forth, that the Social Functions, other than the General meeting each year, be suspended and that all information pertaining to it in the By-Laws be deleted.

Yours truly,
J. R. Defries,
Secretary-Treasurer.

Mike Grenby, cont.

liability the year the bonds mature and you get all this interest.

That's one way—you wait until the year you actually collect the interest income and then declare it for tax purposes. This is a good idea only if you're going to be in a substantially lower tax bracket that year.

Otherwise, you should consider declaring the income on what is called the “accrual” basis.

Instead of waiting perhaps 10 years and then declaring, say, \$10,000 of interest (and possibly losing up to \$5,000 to the tax man), you could declare \$1,000 of interest each year—even though you don't actually get the money.

This way, you might not have to pay any tax, and even if you did, the bill would be far lower than having to pay tax on \$10,000 in one year.

You may switch to this accrual method at any point for current and future tax years.

But the only way to change previous years' returns is to write to the district taxation office for special permission—permission which is rarely given, and then usually only in cases where you can demonstrate hardship.

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Comings & Goings

Joining us:

Janitors—H. Doucet
Workshop—P. P. Leuenberger
Checkers—P. B. Luke
N. A. Mirhady
R. D. Massons
Armstrong—S. E. Burnby
D. Hunt
D. Husted
C. Maxon
H. McClelland
J. McCord
A. Meagher
C. Packer
J. Radies
L. Renkema
M. Schmidt
K. Schrauwen
T. Schrauwen
Y. Shadlock
W. Willment
V. J. Schrauwen
J. W. Schrauwen

Kamloops—T. Franzman
P. P. Mudry

Williams Lake—M. G. Combs
Branch Managers and
Supervisors—E. E. Novakowski
R. Olson

Data Processing—J. D. Burge
D. Nieses

Leaving:

Engineers—G. W. White
Checkers—A. L. Lummis
Shipping—M. D. Tataryn
Valley Branch—L. Alder
Cache Creek—R. D. Milward
Route Accounting—K. T. Purchase
Data Processing—M. O'Hagan
K. R. Buckler
S. W. Mechlin

Recent Deaths

Two deaths have been reported among retired members of the FVMPA staff.

Sam Chapman passed away in October. A former Retail Route Foreman and 40 year employee, Sam switched to the production department at 8th Avenue when the horses on routes were replaced by trucks. Sam was on the Executive of the Teamsters union for 30 years.

Percy Atkins passed away on December 30th at the age of 87. A resident of Abbotsford, Percy retired from the Delair plant in 1960. He was, at one time, foreman of the Delair Warehouse. He was also a member of the FVMPA Quarter Century Club.

Milk break

MARCH-APRIL, 1978

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Delair retail drivers get ready to deliver Cheddar Cheese. From left are: John McGregor, Murray Apps, Brent Middleton, Hank Vanden Berg, Gordie Johnson, Route Foreman, and Art Wagner. Missing from photo are Ross Thompson, Tom Schlakx and Route Foreman, Jim Coleman.

Armstrong Cheddar now on retail routes

Armstrong Cheddar, until recently available only through stores, is now being stocked on Retail trucks.

Armstrong, as a Division of Fraser Valley Milk Producers' Association, has been awarded prizes for quality of cheese entered in the Royal Agricultural Fair, Toronto. It is the only B.C. made cheese to be recognized for such excellence.

Customers served by Home Delivery have been made aware that "Delivered to your door" products are now to include cheddar cheese. Prices are competitive with other cheese being sold in B.C.

Media advertising in newspapers and on radio has been timed to coincide with doorstep leaflets left by Retail driver salesmen in the weeks beginning April 17. This campaign to increase awareness of the Armstrong name should help personnel to introduce the product into customer's homes.

Since most families use cheese in one form or another, a recipe booklet describing the use of Armstrong cheddar in cooking will be available to Home Delivery customers making an initial purchase of cheese from their

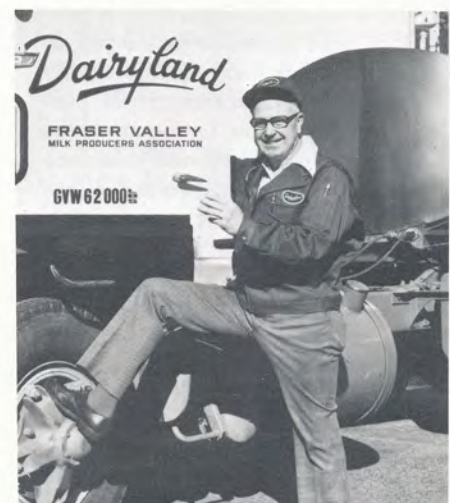
Driver. This booklet describes many delicious uses for cheddar cheese.

Supervisors and staff alike are optimistic about potential sales in a market already established.

FVMPA Board Elections Held

Results of the election of directors to the FVMPA Board were declared March 31st at the Adjourned Annual Meeting held at the Burnaby Plant. Re-elected for a term of two years were **Barrie A. Peterson, Gordon W. Park** and **Edgar A. Smith**. Re-elected for a one year term was **Melle Pool**.

The Board of Directors is made up of seven members. Presently completing their terms of office are **Peter Friesen, Jim Waardenburg** and **Ted Schwaerzle**.



Bud Thompson makes last official haul. See page 4.



Proudly displaying trophies won in recent dairy competition are Bashaw staff (l-r) Arnold Johnson, Orville Miller, Mary Rea, Art Schrauwen and Erwin Holmquist.

Bashaw Plant Wins Top Trophies at Dairyland's Convention

Dutch Dairy Farms of Bashaw, Alberta, a subsidiary of the FVMPA, walked away with major prizes at the 1977 Alberta Dairymen's Association Convention held in Edmonton in February.

Armstrong brand Cheddar received

Credit Union statements to show more details

Besides being a savings and loan institution your Credit Union is ready to serve its members in many other ways. For example, insurance is provided in most cases, on shares up to \$2,000.00 and on loans up to \$10,000. Also, additional insurance can be purchased at the Credit Union to cover loans up to \$60,000.00 and insurance to cover loan payments while you are unable to work. Check with **Mrs. Cumming** for further details on the above.

For those who are unhappy with our new statements, you will be pleased to know that a new program is being developed for all balances to appear on your statement, hopefully by the end of April. You will also be receiving a quarterly statement which will include all transactions. This statement will allow us to do away with passbooks.

the top prize in the Quality Cheddar Cheese Competition, awarded to factories having the highest percentage of first grade cheese. Along with the Challenge Trophy went a cheque for \$100.

They also took top prize and the Silver Challenge Trophy with another \$100 for the Workmanship Competition.

For the fourth year in a row, Dutch Dairies was also presented with a Gold Merit Award for Dairy Plant House-keeping.

Master Cheesemaker for the Bashaw Plant, **Art Schrauwen**, along with his crew, **Mary Rea**, **Arnold Johnson**, **Erwin Holmquist** and **Orville Miller**, said they were particularly happy in winning the competitions as it broke an 11 year winning streak held by U.I.D. Cheese Co-operative of Glenwood.

Dutch Dairies, operated by **Pete** and **Blanche Schrauwen**, and recently purchased by the FVMPA, have been producing top quality cheese in Bashaw for the past 12 years.

A used car dealer posted a sign reading, "Guaranteed used cars."

When asked for details of the guarantee, he says, "It means just what it says, I guarantee every one of these cars has been used."

FVMPA Staff Retirements

Joe Taylor retired in March after 16 years with the Association. Joe worked in general maintenance at the Burnaby Garage, where he was noted for his good memory and knowledge of where to find unusual parts. Now retired, Joe plans to spend a good part of his time golfing at Birch Bay, where he owns a trailer right next to the course.

After 19 years of conscientious service, **J. O. (Jim) Smith** retired from the Delair Boiler Room. Jim now plans to look after his garden and his dogs, do a bit of travelling with Mrs. Smith and relieve at his old job any time they need a spare engineer.

Bert Gieselman of the Sardis Garage retired after 15 years with the FVMPA. Bert was among four mechanics in fleet maintenance at Sardis. His wife **Cecelia**, is also a staff member, working in the powder department. Bert plans to spend this summer with his family at Green Lake, where they are in the process of building a cabin.



Dorothy Smith, Delair office clerk, presents Jim Smith with parting gift from fellow staff.



"I know he followed you home, but you can't keep him."

On Apprenticeships

by Reg Baldock, Charge Hand,
Garage Parts Dept.

As a member of a trade advisory committee to the B.C. Apprenticeship and Industrial Training Branch of the Ministry of Labour, I have gained some experience on the forthcoming needs of industry.

Apprenticeship schemes and their further progress towards the journeyman qualification have long been with us, but it is only recently that their influence has been appreciated in higher salaries for people who have gained their T.Q. (trade qualification) certificate. It could well be that many more trades than at present will bring in compulsory apprenticeship plans.

Many of you are parents and facing the difficult decision of what type of education will be best for their children, knowing full well they can't all be doctors or lawyers or such well paid professionals. The decision is then between the so-called "blue collar" or "white collar" jobs, and this is the usual choice of the average person starting out in the work force.

Is it worthwhile putting your children into "blue collar" apprenticeships? I would suggest it is, although it may be three or four years of extra study after high school graduation and, during this period, a decreased income. But the end result could be the possession of a certificate which will open many doors to worthwhile jobs in industry. When there is a choice between applicants the employer will always look more favourably on the holder of such certificates.

It is likely in the near future that education will be restructured so that the final years will be training in preparation for such apprenticeships. The provinces could very well bring in legislation that will include industry in the costs of such training, so that the employers who accept apprentices will receive taxation privileges that other employers do not. There will be a realisation that many of our old ideas of training will have to be updated. The new machines used will be so complex that only professional teaching will be good enough for our future technicians, and even this will have to be continually upgraded.

General Motors' training courses are even now only concerned with the last three years' models. This of course

means that there is a continued need for technicians to upgrade their knowledge. In the very near future you will notice less and less of the corner service station being capable of repairs. A tune-up for instance will require sophisticated electronic equipment and specialized knowledge to interpret it. The chances of self teaching by tearing machinery apart and putting it together again, as so many youths do now, to acquire enough knowledge to do a fair job in the corner gas station, just will not be acceptable in view of the complexity of tomorrow's automobiles. Much use will be made of electronics to ensure maximum output consistent with the environment. All of this requires greater knowledge by the people serving the industry.

An apprenticeship should be seen as an attractive way of receiving technical training and getting paid whilst doing so. A typical arrangement is that during the first year the apprentice will receive 60% of the journeyman rate, and will receive a raise of 5% each six months. Compare this with my own apprenticeship which cost my parents about \$200, and my wages started at about 40c weekly. Even then in those pre-war days it took some while to find an employer to take you on, and training was done by the journeymen. Now however much of the training is done in the technical schools with modern equipment and instructional techniques. The use of trained instructional staff means even further openings for the highly skilled and trained journeymen.

Our recent Social Credit government's Speech from the Throne made mention of the Ministry of Labour becoming more active in the apprenticeship schemes. To date there are no further details, but given this kind of information we can usually assume that more civil servants will become involved, more paper will be used and more regulations will be issued.

Please feel free to get in touch with me if this article has not answered any questions you may have about the apprenticeship schemes. And if I don't know the answer I will find out for you.



Don Winton

Sales Manager Appointed

The appointment of **Don Winton** to the position of FVMPA Sales Manager was announced in February by Marketing Manager **Jack Aird**.

During his ten years with the Association, Don has gained an extensive background in various departments, serving most recently as Manager, Big Scoop and Manager, Retail Distribution.

Burnaby Staff Member Dies

It is with regret that we report the death of **Lloyd Kinchen** in late March. Lloyd was a member of the checking Department at Burnaby.

A man with many hobbies and outside interests, Lloyd was a Captain in the Sea Cadets and a teacher of ropes and navigation. He was a keen bowler and especially enjoyed hunting and fishing.

Lloyd was also a member of the FVMPA Quarter Century Club with 32 years of service with the Association. He will be missed by his many friends on staff.

Correction

The last issue of Milk Break contained several photos of the Quarter Century Club dinner. The photo caption of new member, **Gerald Perry** and his guest should have read **Gerald Perry** and **Nancy Summers**, not Mr. and Mrs. Gerald Perry.



Two relatively new programmers in the Data Processing Department are JIM BURGE (right) and INGEMAR OLSSON. Jim was formerly involved in atmospheric research in England and Ingemar recently completed his astronomy degree at U.B.C. Both men are presently working on the change-over from the batch processing Burroughs system to the new "on line" Geac equipment. Approximately one-third of the conversion has now been completed.

Bud's Last Haul

On Thursday, March 2nd, just as he had so many times before, **Bud Thompson** climbed into the cab of a Dairyland tractor and drove off for the inter-plant haul to Sardis.

This, however was a very special day, as it was Bud's last trip before retiring. As he drove along probably thinking of all the things he was going to enjoy in his retirement, Bud was puzzled by an unusual number of cars and trucks honking as they passed him. One Greyhound bus was honking furiously, and all the passengers waved at him as they passed. In fact, cheery

waves and loud honks from motorists continued throughout the run.

Bud drove into the Sardis yard and climbed down from the cab. As he did his final check of the tractor, his attention was caught by a notice on the back of the truck. Before leaving the garage at Burnaby, his mechanic friends had taped a large sign on the tank, reading.

"Last trip—driver retiring, wave or honk as you pass. Drive carefully as me, and you too can retire."

**'Bye now,
Bud.**

Comings and Goings

Joining us:

Delair—G. V. Harder
P. J. Klassen
Garage—G. A. Shook
C. W. Marwood
R. McComb
Retail Drivers—K. A. Ingram
Kelowna—G. A. Schoepp
Cache Creek—J. R. Campbell
W. Anderson
Lab—J. R. Smith
Engineers—J. F. Alleyn
Victoria—C. A. Peterson
Prince George—G. G. March
Terrace—R. L. Kennedy
S. Ryan
Route Accounting—
N. G. Roberston

Leaving:

Sardis—T. C. Laughlin
H. Y. Garner
T. F. Murphy
Wholesale Drivers—L. Douillard
Janitors—C. J. Anderson
Production—D. Cadotte
F. Gigliotti
N. E. Barden
Valley—R. Greer
Cache Creek—A. J. Caleb
Prince George—A. Mannas
Data Processing—C. Reagh
Route Accounting—
C. L. Finnamore
Engineers—N. Guris
Retail—M. R. Sparks
Specials—R. Toombs

Squeaky Brakes

The following letter from **Mrs. Jean Crawford** expressing thanks for 30 years of good home delivery service reflects the high standard which the Association sets for its sales personnel. This account was last serviced by **Reg Peckover** and **Larry Egely**.

To whom it May Concern:

I am writing to ask you to discontinue milk deliveries after 30 years of receiving very courteous and satisfactory service.

It was in 1947 that we became regular customers when, as newlyweds we moved into an upstairs apartment on East 15th. Starting with a very small delivery, we increased our order as we welcomed over the years our four children.

We adjusted to many changes—from glass bottles to paper cartons to plastic bags; paying with coins, tokens and later monthly by cheque; deliveries daily to the now once a week.

We remember with amusement the milk trucks that invariably had squeaky brakes that alerted the neighbourhood that the milkman was coming—a signal to get the bottles out. And the children anticipated daily the friendly greeting from the driver. We always suspected that the squeaky brakes were on purpose!

Our family is now grown and away from home, and we no longer require a milk delivery service.

We pay tribute to the many drivers who have serviced our route—every one of them a gentleman.

Sincerely, Jean Crawford

From the Past



John McGregor, Valley Reliefman (see page 1), as he appeared in 1938 driving for Rutherford's Dairy in Ontario. John has been with the Association since 1958.

Milk break

MAY-JUNE, 1978

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VOL. 4, No. 3



General Manager Neil Gray (l) congratulates Rod Neil, winner of the Supervisory Trophy for the highest number of accident-free days in his group.

Safe drivers honoured

Dairyland's eleventh annual Safe Driver Award dinner was held at the Villa this year. Eighty-five drivers were invited to attend the dinner. Of these, eleven were new members who have now reached the ten year plateau.

The combined total of accident-free driving years represented by the guests has increased to 1,303 years.

Rod Neil's group of drivers at the Valley branch accumulated a total of 215 consecutive accident-free days. Neil Gray presented Rod with the General Manager's Trophy for this outstanding group performance.

Stan Bagot chalked up another year. This makes 26 years for Stan which is an admirable record.

Don Cross, Richie Elvin, Sheldon

Continued, page 2

Burnaby panel now wired for computer

All milk processing at Burnaby will soon be controlled by a computer. A solid state programmable controller (PC) will replace the maze of conventional wiring inside the process control panel which has been operating since the opening of the plant in 1964. The panel is the central control system which activates the flow of milk through all the various stages of processing.

The PC equipment is presently being installed in the upstairs production office. The internal wiring of a PC is fixed, and, like other computers, the functions it will perform (for instance, the pasteurization, standardization procedure) is programmed into its memory. This memory can be erased and replaced, or portions of it can be altered through a programming panel consisting of viewing screen and a keyboard. The program is entered in an electrical ladder diagram form familiar to all electricians.

The scope of a PC will enable processing modifications to be made quickly and easily, compared to altering the conventional wired control



Dick Rice of Burnaby's maintenance department, learns to operate the new Programmable Controller which will control all processes on the production floor.

panel. In the wired system it was not unusual to have an electrician occupied several weeks changing the wiring to alter the panel's functions. In some instances it was actually more economical to scrap the existing panel and replace it with a new one. Plant shutdown was frequent because all work was performed on the panel itself. With the PC, however, all the present functions on the Burnaby panel could be entered on memory within a day. It is virtually maintenance-free.

The PC also simplifies "trouble shooting" in that the ladder diagram of specific operations can be scanned by the electrician on the viewing screen. When the PC senses a fault the area will pulse in brightness indicating the problem source.

Because the programs are stored on memory, alterations are immediately recorded and further documentation is unnecessary for trouble shooting.

Continued, page 2

Drivers honoured at fun evening, continued



The annual Safe Driver Awards dinner at the Villa honoured drivers who have accumulated ten or more years without a preventable accident. In foreground, Pat Mangan, Bill Webster, and Gerry Lepinski.



The "twenty year" group were awarded gold signet rings to mark their achievement. From left, Wally King; Sheldon Forsyth; Bob Van Norman, RCMP Staff Sergeant; Don Cross and Stan Wilson.

SAFE DRIVING AWARDS

15 Year Awards

E. E. (Em) Barden
J. (Jack) Fosti
K. C. (Ken) Lougheed
R. (Reg) Peckover

16 Year Awards

D. (Dan) Brayfield
R. R. (Ron) Flash
J. (John) Giesbrecht
A. H. (Al) Hall
W. J. (Walter) Harnett
J. D. (John) McKay
D. C. (Doug) Miller

17 Year Awards

R. A. (Ron) Carmichael
J. H. (Joe) Gray
M. H. (Malcolm) Hayton

18 Year Awards

W. R. (Bill) Cunningham
W. F. (Bill) Hodgins

P. (Pat) Mangan

G. (George) Penner
P. (Paul) Sapinsky
J. W. (Jack) Scott
T. M. (Bud) Thompson

19 Year Awards

B. H. (Bernard) Anderson
G. (George) Bartels
D. V. (Don) Green
G. G. (Gerry) Lepinski
D. W. (Doug) McLellan
W. R. (Walter) Olleck
W. A. (William) Wendland

21 Year Awards

G. R. (Gord) Johnston
W. W. (Bill) Woollett

24 Year Awards

A. (Allan) Sawatsky
V. C. (Vern) Scott

Forsyth, Wally King and Stan Wilson all received gold signet rings and a twenty year certificate to commemorate their twenty year safe driving achievement.

Norm Tupper conducted a series of cash prize draws. Bill Webster tried, but was unable to purchase all the numbers on the board. However, his luck held and we suspect he made a few dollars.

Award year tunic shoulder patches were issued to the group this year. For those of you who find sewing difficult, just pin the patch to your tunics when you turn them in for cleaning. Our cleaners will look after the installation. We would like to caution Bud Thompson that the cleaners have been instructed to affix shoulder patches to Dairyland tunics only. After some of the suggestions Bud received, we are apprehensive about the final display garment he may decide to choose.

The Management and Directors of our company have frequently expressed pride in our staff's driving ability. Keep the good work up and we will see all of you at our next get-together.

O. F. Tupper,
Director of Safety

Panel, continued

Aside from directly controlling processing operations, the PC can retrieve information from the GEAC system, the computer which handles Burnaby's data on accounting and inventories. The PC can also calculate weights and adjustments in formulas and store recipe-type information and other production summaries.

PC systems are now being installed in almost every major industry and are highly recommended by such companies as Kodak and Ford Motors. Once the system is underway at Dairyland, the control panel will still be operating as usual. No changes will be apparent on the production floor, except that costly delays for alterations and maintenance will be far fewer.

PUBLISHED MONTHLY FOR THE INFORMATION OF THE EMPLOYEES OF THE FRASER VALLEY MILK PRODUCERS' ASSOCIATION, 6800 Lougheed Highway, Burnaby, B.C. Editor: Verlie Bousfield, Mailing Address P.O. Box 9100, Vancouver, B.C. V6B 4G4 Telephone: 298-1373

Apprenticeship Boards

by Reg Baldock

What are Provincial Apprenticeship Trade Advisory Committees? In the first place there would be no such thing if it were not for many public-spirited companies. Those on my committee include people from Cullen Detroit Diesel, Pacific GMC, Automotive Dealers Association and Richport Ford, among others. At this point I would like to thank the management and supervisory staff at Dairyland for their co-operation in allowing me the opportunity to be on this Board and take part in the committee meetings.

A Trade Advisory Committee can consist of seven people, three from employer groups, three from employee groups, and one from Provincial Government. They are expected to have reasonable expertise in the particular Trade they represent. During their meetings they are expected to advise the Apprenticeship and Industrial Training Branch, and the Provincial Apprenticeship Committee, on all matter of detail concerning their Trade.

The Trade I represent is 'Automotive Parts and Warehousing', and since I have sat on the Board we have been working towards an all-encompassing scheme consisting of the length of indentureship, type of training and final examination leading to Trade Qualification certification. This is a complex and time-consuming range of subjects to cover. In the case of the Automotive Mechanics, it took twelve years of meetings before a Training program and examination were finalized. Our Trade is right now at the cross-roads. We have decided on a length of indenture, which can be critical and costly to employer and employee. If it is three years long this means the Apprentice will be on Journeyman pay scale in that short a time, thus more costly to the employer. But if full training can be achieved in that length of time then it is the duty of the Advisory Committee to recommend it.

We are now in the final hours of deciding on a Training program, to be followed by acceptance of that and the Trade Qualification examination, which occupied many hours of last summer formulating. (I was a member

Continued, page 6



Doug Wilson (l) and Jack Aird, both long term members of the Canadian Armed Forces admire the silver medal which each received from the Queen.

Queen's Jubilee medals given

Two of Dairyland's staff have been presented with the Queen's Jubilee Medal, awarded by H.R.H. Queen Elizabeth to commemorate the 25th year of her reign. **Jack Aird**, FVMPA Marketing Manager and **Doug Wilson**, Assistant Fleet Safety Supervisor, were among the silver medal recipients from the Canadian Armed Forces. Jack, an Army Colonel, has served

recently as Chairman of the Conference of Defense Associations of Canada and Doug has been recognized for his contributions as a Regimental Sergeant Major over the past 25 years.

The medals were presented not only to military personnel but also to outstanding citizens in other capacities throughout the Commonwealth.

Tom Dearden retires

Tom Dearden, of the Burnaby Production Department, retired on June 1st. Tom, who has worked in the Checking Department since 1946 is a member of the FVMPA Quarter Century Club.

A farewell gathering was held for Tom on his last day at work. His retirement plans include a visit to his daughter in Victoria in the near future.



From left, Tom Dearden, Dennis Haner, and Darryl Palmer.

Staff & Welfare elections held, priorities set

The Dairyland Staff and Welfare Club emphasized publicity and entertainment in outlining plans for the coming year. Elected to the club's executive at the recent Annual Meeting were **Walt Moran**, President, **Brian Halverson**, Vice President and **Jim Defries**, Secretary-Treasurer.

A new publicity and entertainment committee has been formed to organize social events throughout the year. Its members represent various departments at Burnaby and the Valley Branch.

Department representatives are as follows:

Walt Moran—Workshop
Jim Defries—Production, Fluid

Brian Halverson—Garage
Ralph Ruddy—Retail Drivers
Roger Ruddy—Ice Cream
Production/Receiving
Darryl Palmer—Checkers and Shippers
Andy D'Aoust—Wholesale Drivers
Jim Miller—Office Main Floor
Deborah MacDougall—Office Upper Floor
Rod Neil—Valley Branch

The publicity committee, chaired by **Darryl Palmer**, is presently preparing a questionnaire which will be directed to all Staff & Welfare members. Its purpose is to find out any criticisms members may have of the club's past performance and to seek opinions and

suggestions for the future. It is hoped that in this way more members will be encouraged to participate in club functions.

The committee also plans an active campaign to gain new members from present staff and those employees new to the Association. At this time approximately two-thirds of Dairyland's staff are members. Darryl points out that of the \$3.00 monthly contribution \$2.50 goes to charitable donations and staff welfare and 50¢ towards social functions.

On August 13th, the Staff and Welfare will sponsor the Annual Employees Picnic in conjunction with the Association. The picnic is open to all Dairyland staff and their families and will be held at Blue Mountain Park rain or shine.

Safety in waterskiing

Water skiing is safe. Perhaps this simple statement is the best approach; but, like any activity, it must be qualified by saying—Water skiing is safe **if** a few simple precautions and rules are followed.

Regardless of your ability as a swimmer, you should **always** wear a good quality ski vest.

The skis should be checked constantly to insure against sharp or protruding surfaces that could cut or scrape the skin.

Ski lines and handles should also be free of any complicated hooks, eyes, loops, etc., that might entangle the skier.

The ideal flotation device is a jump jacket or ski vest which provides maximum protection in the event of a fall, and affords good flotation. It should be of a unicellular foam with nylon straps fastened in such a way that they are unlikely to be torn loose or damaged in a hard fall. The life jacket should have a full back and front protection, plus shoulder straps and be a minimum of one-half inch thick.

Communication between the boat driver and the skier is essential. There are two important verbal signals. "In Gear" tells the driver to put the motor in gear and slowly idle away from the skier until the line is taut. "Hit It" tells the driver to accelerate sufficiently to pull the skier out of the water or off the dock.



A third refrigerated silo tank has been installed on a preconstructed foundation at the Burnaby Plant. This completes facilities which were planned several years ago to allow more raw milk to be stored over a shorter work week and holiday weekends. This 428,000 capacity silo came from Wisconsin by train and was unloaded at Lake City.

Cheddar good seller in retail introduction

A three week promotion was used to introduce cheddar cheese on Retail. Acceptance of the product was good, with orders for 10 lb. blocks far exceeding expectations. During the introductory period, it became evident that there was a demand for aged cheese and this was added to the product line in both 10 lb. block and 13 oz. piece.

Sales of cheddar reached a 23,396 pound total over the three weeks, almost half of which was sold in 10 lb. block.

The top twenty routes were awarded gift certificates on the basis of number of pounds of cheese sold in the 18-day period.

Top Routes

- | | |
|-----------------|---------------|
| 1. D. Brayfield | P. Blashill |
| 2. R. Worsley | D. Moore |
| 3. C. Levey | P. Yeo |
| 4. S. Smith | F. Wilkie |
| 5. T. O'Connor | A. Swain |
| 6. R. Omand | K. Ueland |
| 7. K. Saunders | B. Wendland |
| 8. W. Barnes | P. Blashill |
| 8. S. Robin | H. Murray |
| 10. B. Clubine | J. Quiring |
| 11. J. Weibe | — |
| 12. R. Thompson | A. Wagner |
| 13. G. Blossom | K. Ueland |
| 14. D. Lockwood | E. Train |
| 15. B. Burrows | J. Quiring |
| 16. R. Davis | S. Noga |
| 17. J. Boyd | J. Rollheiser |
| 18. A. Bozzetto | E. Evans |



Dan Brayfield (l) and Pat Blashill, Valley Branch driver and reliefman, had the highest sales (837 lbs.) of Cheddar Cheese in the three week introductory Retail promotion.

- | | |
|------------------|---------------|
| 19. J. Genereux | E. Train |
| 20. T. Thorndike | L. Kostiuk |
| 20. L. Etson | B. Kreklevich |

Top Sales by Supervisory Group

Supervisor—H. Hughes
Foreman—M. Gell

Pool pays \$214

With cheddar cheese introduction on Retail, there was a great deal of speculation as to the amount that would be sold in the initial three week

period. Out of these guesses came the idea of a pool, with the closest guess to the actual weight taking the proceeds. A total of 107 persons entered \$2.00 each to register their estimates.

Tony Jongedyk, Valley Retail Driver's total of 23,498 pounds was closest to the actual 23,396 pounds sold.

Thanks to all who were interested in hazarding a guess and congratulations to Tony.

Waterskiing Hand Signals

Hand signals are used to communicate during actual skiing. The hand signals, as shown, are generally accepted everywhere in Canada and the U.S.A.

1. **SPEED UP:** The "Thumbs Up" gesture or palm is used to indicate an increase in speed.

2. **SLOW DOWN:** The "Thumbs Down" or palm down is used to indicate a decrease in speed.

3. **TURN:** When either the skier or the driver uses a circling motion above their head with the arm, a turn

is indicated. This signal can be followed by pointing in the direction of the turn.

4. **BACK TO DOCK:** A pat on the top of the head indicates the desire to return to the dock.

5. **CUT MOTOR:** A finger motion across the throat indicates the boat is to stop immediately. This can be used by the skier, driver and/or observer.

6. **O.K. AFTER FALL:** Both hands clasped over the head as soon as the skier is sure he is alright indicates to the observer the skier's condition.

7. **STOP:** Hand raised with fingers outstretched.

8. **O.K.:** An "O" made with the thumb and index finger indicates everything is satisfactory.



Apprenticeship Boards, continued

of a two person committee responsible for these specifications). The program then depends on acceptance by the Provincial Apprenticeship Committee, who are the final judges—well known people from the Forest Industry, Mining, Construction, etc. If we have advised correctly then the Apprenticeship Training will commence in September, and hopefully before that there will be Trade Qualification examinations.

The training of an Automotive Partsman has to be thorough, due to the many trades loosely connected with this term. For instance apprentices for marine outlets, fork lift distributors, wholesale outlets for automotive parts, heavy duty trucks, new car dealers, all could have occasion to work in the warehouse, parts counter, counter serving the work area, shipping and receiving, or purchasing areas. Thus the outline for the Apprentice course must take into account these many facets of this particular trade.

During the first year, in addition to employment, apprentices will have professional training in a Trade School covering: parts storage, traffic patterns in the warehouse area, safety practices, types of storage facilities available, inventory, paperwork in receiving and shipping, customs duties and other taxation, product identification, product knowledge, and basic knowledge of internal combustion and diesel components. The next year they work into catalogues, parts literature and so on, upgrading further in the third year, with the fourth year being spent on the more specific details of the particular area of the trade they will be in. This is usually shop training in their own employers' premises. The training course will probably be for three weeks a year, consisting of 120 hours, and will be taken by qualified instructors at a certified Trade school.

Having been intimately concerned with the curriculum from the outset, I know now that the training provided by the Provincial Training Branch is of the highest standard. I wish that I had been able to avail myself of such a course. At least it should mean that the trained Partsman will be of increased value to industry and in an important service area to the mechanical trades.

A Partsman can be one of the most easily recognized people in the Automotive, Marine, or Truck dealerships, because for one initial sale of a boat, truck or car, there could be many further sales of parts. It is necessary to the industry to get the most highly skilled people possible and I hope that I will have had some hand in achieving this.

I would like to show my appreciation to all who have aided me; Neil Gray, Norm Tupper, Don McQueen and Joe Robinson, and the people in the garage, Ed Walmsley, Cliff Bolderston and the partsmen, Brian Halverson, Bob Williams and Jerry Schook, who did that extra work to make up for my absence at one of the Trade Advisory Committee meetings. Thank you Gentlemen all.

Notice

There has been a great deal of interest on the part of the staff regarding the "Name the Dairy Food Contest". We wish to advise that the winners have been selected, but one of the rules of the contest was that the name had to be registerable under the Trade Marks and Patents Act. The lawyers are presently checking the records in Ottawa to ensure that the submissions by the winners are in fact registerable. As soon as we receive their advice, the names of the lucky employees will be announced.

Darkness calls for a special type of driving. The most important requirements are increased alertness, better control of the car, and reduction of speed.

More traffic accidents occur during the hours of darkness—especially during the evening rush hours — than occur during the daylight hours. This is a particularly sobering fact for motorists to keep in mind.

Comings and Goings

Delair Tankers—E. M. Szigety
Butter Dept.—M. W. Halldorson
M. T. Dearden
Garage—M. D. Bride
F. D. Christian
Production—B. A. Fletcher
C. A. Bradley
L. E. Bloom
K. A. Hughes
L. Sloan
P. R. Harris
Checkers—J. Bentley
B. N. Crozier
K. Mailey
E. T. Kostner
P. C. Dupuis
Retail—N. Nymark
D. Biggar
J. L. Harrington
Special Drivers—E. G. Dyke
Kamloops—S. D. McWilliams
Prince George—J. I. Olson
Cache Creek—B. R. Crawford
Home Service—V. A. Southward

LEAVING:

Production—D. V. Muobe
Port Alberni—P. J. Dehrns
Patrons—M. Peitz



"Tell me the part again where you slapped her in the chops."

A young man went to a TV producer for an audition. When asked what he did, he replied, "bird imitations." "Don't waste my time!" snapped the producer. "I don't want any bird imitations on my show!" "Okay, sorry I bothered you," the young man replied reaching for his hat. Then he flew out the window.

RESULTS OF F.V.M.P.A. STEELHEAD DERBY

1977 - 1978

1. King Fisherman	—	Murray Apps	18 lbs.	6 oz.
2. Second Heaviest	—	Dave Mair	15 lbs.	3 oz.
3. Third Heaviest	—	Chris Eaton	13 lbs.	12 oz.
4. Fourth Heaviest	—	Terry Templier	12 lbs.	8½ oz.
5. Average Weight	—	Jock Parker	12 lbs.	7 oz.
6. Smallest Fish	—	Harold Karr	7 lbs.	1 oz.

Milk break

JULY-AUGUST, 1978

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Forty
years ago

A Dairyland driver salesman stopped his smart grey mare at the Vancouver home of **Mr. and Mrs. A. Jeal**, one of his regular calls. His horse was eagerly greeted by the pet Shetland pony of the couple's daughter and this photo was snapped. The Jeals, who still live in the same house on East Seventh Avenue, recently sent us a copy.

They write: "We have been customers of Dairyland all this time and have had no complaints. In the days when this photo was taken we had every day delivery even if it was only one quart of milk wanted. It was a real pleasure to hear the horses plodding along early in the morning. And at night a familiar sound in the street was the jingling of coins dropped into the milk bottles ready for the next day's delivery. This

Continued, page 2

Milk delivery around 1940. These wagons, later equipped with rubber tires, were last seen on Vancouver streets in 1950. A similar rig appeared in a recent May Day parade. See page 4.

Competition stiff at 25th roadeo

Nine Dairyland drivers participated in the 25th Annual B.C. Truck Roadeo this year. It was held Sunday, June 11th at Boundary Bay Airport. First place winners in each category from each province then compete in the national event for the grand championship awards. Various companies donate the use of their equipment for the roadeo. Dairyland trucks were used in the straight truck event.

Congratulations are in order for each one of our staff who participated. **M. Gell, J. Chase, G. Martel and J. Lundgren** participated in the walk in class. The straight truck event was entered by **R. Bush** and **R. Catterall**.

E. Kemp, K. Webber and **R. Olson** drove in the tandem-tandem competition.

Ron Bush was officially recognized by placing third in the straight truck division. Morris Gell almost made it by placing fourth in the walk in class. Ed Kemp led our staff in the tandem tandem category, but missed the winner's circle. Each of our drivers made an excellent showing. **Bill Hawes** keeps insisting that they were all winners. Personally, I agree with his opinion.

Thanks again fellows for an outstanding performance.

O. F. Tupper,
Director Safety



R. Williamson photo

fastball

Rabies and Your Pet

One of the most feared diseases of household pets and also their keepers continues to be rabies. The "mad dog" disease, as it once was called can strike almost without warning. Symptoms of rabies can change a usually docile pet into a vicious animal almost overnight. And the symptoms can occur long after an encounter with a rabid wild animal.

The plentiful wildlife population maintains a reservoir of infection, Skunks and foxes are the main wildlife carriers of rabies, and frequently spread it to domestic animals. Rabies in rodents, including squirrels and chipmunks, is extremely rare.

Retirement

Al Langley of the Burnaby garage retired on April 29th. Al had been with the garage staff for 23 years and was well known for his generosity and helpfulness.

With in-laws in Holland, Al has travelled quite a bit over the years and intends to do some more. He also enjoys golfing and seeing shows at the Queen Elizabeth. His friends in the garage wish him a very happy retirement.

What exactly is the disease?

Rabies is officially described by Agriculture Canada as a contagious disease of the nervous system of all mammals — including man. The disease is caused by a virus, and the most common way in which it is spread is by the saliva of an infected animal entering a bite wound or cut.

Rabies is also a reportable disease under federal law, meaning that any suspected case must be reported without delay to a local district veterinarian of Agriculture Canada's Health of Animals Branch.

Last year alone, about 8,000 samples were submitted to the three laboratories for analysis. About 25 per cent of these proved to be positive for rabies. In cases where a human had been bitten by a rabid animal, a series of injections was administered by a physician to protect them against the disease.

Here are some basic facts about rabies:

— there is no means of treatment for rabies in animals. Once the disease is contracted, nothing can be done to prevent death. The only means of protection for most pets is vaccination

Continued, page 4

The Dairyland fastball team is nearing the end of its season in the North Delta Men's Fastball League. With four games to go, the team's win/loss record at time of printing is 7/11. All games are played at Delview Park, 92nd Ave. and 116th St. So, baseball fans, come out and cheer them on. Tryouts for next year will be held in March. See Randy Williamson or Dennis Arychuck for details. Back row l-r: Ron Pelzer, Paul Harris, Phil Harris, Dave Beaton, Randy Williamson, Terry Jeffrey, Walt Schroeder. Front l-r: John Niemi, John Morton, Jim Donaldson, Pat Fiddler, Doug Craig, Steve Hallock.

Forty, continued

is the way it was some years ago but not any more! We never did know the name of the young fellows in the photograph.

All the different delivery men we have had over the years have been very pleasant. Our present driver is Bob Blackwell, who always leaves our regular weekly items even if we forget to put the order out. We still purchase all our milk, cream, butter and eggs from Dairyland."

PUBLISHED MONTHLY FOR THE INFORMATION OF THE EMPLOYEES OF THE FRASER VALLEY MILK PRODUCERS' ASSOCIATION, 6800 Lougheed Highway, Burnaby, B.C. Editor: Verlie Bousfield, Mailing Address P.O. Box 9100, Vancouver, B.C. V6B 4G4 Telephone: 298-1373

Dairyland shirts now for sale

Dairyland T-Shirts and Sports Shirts are now available on a pre-order basis from the Burnaby Stationery Department. Money from the sale of the shirts will go toward an activity fund for the Staff and Welfare Club.



Sports Shirts

Adult sizes only—small medium, large and x-large.

Colours—white with blue and red lettering. Navy blue with yellow lettering. Price—\$8.93, tax included.

**50% cotton, 50% polyester—made in Canada.

T-Shirts

Children's sizes—small (6-8), medium (10-12), large (14-16).

Colour—gold with blue and red lettering. Price—\$3.50.

* * *

Adult sizes—small, medium, large and x-large.

Colour—yellow with blue and red lettering. Light blue with dark blue lettering.

**All T-Shirts are 100% cotton—made in Canada.

If you require same, mail cheque made out to FVMPA, and quantities required to the attention of **Dan Barrett**. Allow two weeks for delivery.



Dick Huggett

Hole-in-one sets record at Dairyland Golf Tournament

Dairyland's Annual Golf Tournament was held at Newlands Golf and Country Club in Langley on Mother's Day (May 14, 1978). At press time, we were still unable to find out if the date was suggested by the ladies, to get their husbands out from underfoot, or whether it was part of a master plan instigated by **Jim Miller, Joe Jessup or Bob Simpson**.

One hundred and five dedicated golfers braved the wrath of their wives and the rain to participate in this annual event. As usual, the Dairyland staff continued to exhibit their proficiency in everything they do. **Wayne Rogers** won the company trophy for the low

gross score. **Don Modequillo** picked up the trophy for low net.

Bill Birchmore set a company record by shooting the first hole in one in a Dairyland tournament. It was a 175 yard shot on the sixth hole. The event was hosted by the company.

Prizes were given to each player, plus door prizes. **Al Allen-Gray** won a unique barbecue constructed from a beer keg. The keg was emptied and constructed before the tournament, at least this is our understanding. Apparently, everyone enjoyed the day and are looking forward to a repeat performance next year.

O. F. Tupper,
Personnel Manager



Golf champions (l-r) Wayne Rogers, Bill Birchmore and Don Modequillo.

Marketing Appointment

Dick Huggett joined the Association staff July 4th as Marketing Co-ordinator, Armstrong Cheese Division. In this position, he will be directly responsible for overall marketing operations involving Cheddar cheese.

A Commerce graduate of U.B.C., Dick brings with him extensive experience in the food industry, including 25 years with Canada Safeway. Dick is a resident of Vancouver and his hobbies are cooking and carpentry.

W. J. Mills

It is with deep regret that we report the death of **W. J. (Billy) Mills** on June 25th. Billy was a retired FVMPA employee and a member of the Quarter Century Club.

Billy joined the Association in 1921 after serving with the Royal Irish Rifles in World War I. He held the position of Dairyland Wholesale Sales Manager for a number of years and was one of the original organizers of the Dairyland Glee Club. He was a member of the Masonic Lodge and Gizeh Temple Chanters.

Although Billy retired almost 20 years ago, he always maintained old friendships and an active interest in the Association. He will be missed.



T. Leach photo

Dairyland's old Creamo wagon was featured in the Fort Langley May Day parade. It is now stored at the Fort Langley Museum for preservation and safe-keeping.

Rabies, continued

and in areas with a high incidence of rabies it is important to keep pets under control. Even then, a small percentage of pets will not receive full protection;

— any mammal, including farm livestock, such as cattle, horses and sheep, can get rabies as quickly as the family dog, cat or man;

— the disease can spread quickly by one animal biting another, or by an animal biting man. Extreme caution is required in handling an animal that has bitten a human. The owner should contact an Agriculture Canada district veterinarian, who will give instructions concerning precautions and confinement of the animal. Heavy clothes and other protective clothing should always be worn in dealing with a suspect animal. All wounds should be washed to their full depth for a few minutes, using soap and changing the wash water frequently. An antiseptic should

then be applied and medical assistance sought immediately.

One way in which humans are frequently exposed to rabies is when they encounter a wild animal that is unusually tame or appears to be sick. People are bitten as they try to pick it up. It is advisable for parents to warn children not to approach any wild animal even though it appears unusually tame.

It is of course possible that the family pet may be bitten by a rabid animal without its owner's knowledge. Symptoms of rabies in all household pets usually appear two to 12 weeks after the encounter. But this is by no means a solid rule of thumb. In the dog, symptoms may not develop for up to six months. The interval between infection and the onset of symptoms depends largely on the severity of the bite and its distance from the brain.

As far as identifying symptoms are concerned, there are two distinct forms of rabies — dumb and furious. With the latter, better-known type, the typical symptoms are a radical change in disposition—the docile dog becomes a snarly, irritable animal—and there may be excitability, viciousness, drooling and biting. Paralysis follows and then death, usually four to seven days after the symptoms first appeared. With dumb rabies, the vicious cycle is either absent or short-lived, but the end result is the same.

With control or eradication of rabies not yet within reach in Canada, the only defence is to guard against the disease—especially with annual vaccination and control of pets—and take swift action should it occur.



Annual vaccination is an important protection measure. Agri-foto

Comings & Goings

Joining us:

Butter—C. J. Davidson

E. J. Byres

Wholesale Drivers—H. Neufeld

Workshop—D. W. Widmer

K. Tewes

Janitors—R. A. Forster

K. A. Koeman

W. J. Koeman

Production—S. Morrin

L. Chortyk

Retail Drivers—G. A. Blossom

Special Drivers—J. F. Powell

L. B. Brown

Nanaimo—R. W. Cartwright

D. L. Beaudoin

Courtenay—S. P. Roberts

Armstrong—C. L. Thomas

A. Gileff

C. E. Hanes

P. G. Leach

L. J. MacArthur

Prince George—R. E. Murray

D. A. Denman

Kitimat—J. W. Sheridan

Checkers—Burnaby—G. B. Boggiss

P. J. Wiebe

P. R. Edwards

Rte. Accounting—B. A. Pretty

D. Maleschuk

B. J. McAlister

T. M. Duce

J. E. Arnold

C. L. Williamson

C. N. Dace

D. D. Clark

S. M. Kaszefski

C. M. Buechert

Sardis Maintenance—L. W. Collie

Victoria—G. M. Young

Campbell River—L. L. Fraser

Powell River—D. C. Gwynne

Kamloops—K. Maynard

Cache Creek—P. Savard

Terrace—J. C. Marinus

Data Processing—M. Sugita

General Office—E. Collins

Sardis Lab.—J. F. Weganast

Leaving:

Butter, Ice Cream Checkers—

G. Hansen, L. Person

Prince George—J. G. Brady

Terrace—P. Kearns

General Office—T. Kennedy

Production—J. Keeley

D. A. Quercetti

Nanaimo—M. J. Roy

Cache Creek—B. R. Crawford

W. F. Anderson

Marketing—G. Vernon

Rte. Accounting—G. L. Johnson

Milk break

SEPTEMBER-OCTOBER, 1978

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VOL. 4, No. 5



Accepting the Fuel Miser Trophy from General Manager, N. T. Gray (r) is Northern District Manager, Bill Ingles. Bill keeps the trophy for six months, until further results are compiled.

Yogurt Shake introduced by hard-shooting retail drivers

Yogurt Shake was an unknown item in the B.C. Market until this summer. Driver Sales personnel introduced the product to their customers during a two week period. As an incentive to sample the product, children of Home Delivery customers were given the opportunity of attending a Whitecaps Soccer game at half price when they



Bert Burrows, (l) here with Bill Hawes, retired July 27th. See p. 4.

produced a Yogurt Shake proof of purchase.

Dairyland Retail Drivers participated in a two team "Shoot Out" at half time during the Whitecaps/Oakland game. Drivers participating were **Dave Riley, Ron Bjarnason, Ken Saunders, Jim Masterman, Ralph McLellan, Jim Harrington, Dave Hunt, Ben Christiansen, Dick Johnston, Murray Apps, Al Allen-Gray and Morris Gell.** Final results of the team competition was a tie and all twelve were awarded 2 tickets to a future Whitecaps game as well as a Whitecaps pennant.

August featured fruit drinks at a 3 for 99¢ Special price. In spite of relatively poor weather, record two week sales figures for drinks were reported. Two Routes, 444 and 405, sold over 2,000 litres each. Congratulations for an exceptional effort from **Chris Levey and Pat Yeo, Route 444**

Continued, page 4



"I was robbed" says Russ Webb, Home Service Distribution Manager, reluctant recipient of the Fuel Hog Award, also for six months.

Energy saved in "miser" program

The Fuel Miser Contest has now been completed for the phase ending June 30, 1978. Congratulations to Ingles' Inlanders, the winners for that part of the contest.

The grand and glorious leader of that group was presented with the appropriate trophy at a management meeting in the Burnaby plant.

The exalted, but most humble, leader of Webb's Wonders was also presented with a suitable acquisition at that same meeting.

I would like to extend my sincere thanks for the effort of everyone concerned, winners and the losers, during this phase of the contest. Really, there are no losers as the total result has proven. The statistics are a credit to everyone concerned. A total saving of 11,188 gallons of fuel for the six months ending June 1978 compared to the same period ending June 1977 is certainly gratifying. All those participating in the effort have done a great deal to assist in the national program of energy conservation.

Good luck for the final heat of the contest to end December 31, 1978!

Bill Hawes,
Distribution Manager.

Quarter Century Club Deaths

Dougal McDonald

The death of **Dougal McDonald** this past May has been recently reported.

Dougal, a retired FVMPA employee since 1966 and a member of the Quarter Century Club, was Sales Manager for the Pacific Milk Division. He was influential in the marketing of Pacific products during their peak years of growth.

Dougal joined the FVMPA in 1938 and became Pacific Sales Manager in 1950. He was a past President of the Canadian Milk Powder Manufacturers' Association.

Dougal was also deeply involved in the Masons organization, serving as

Past Master at the Hollyburn Lodge, and he was active in the Scottish Rite and the West Vancouver Presbyterian Church.

Roy Pyvis

We also regret to report the death in March of **Roy Pyvis**, one of the FVMPA's first employees.

Roy joined the staff of the Chilliwack Creamery in 1916. When the FVMPA went into operation in 1917 and purchased the creamery, Roy assumed control of production.

In 1925 the Association moved to the new Utility Plant at Sardis where Roy worked as receiver of can shipments from the farms and butterfat tester of the raw milk. He later became Receiving Foreman and when he retired in 1964, he had completed 49 years with the Association.

Roy was a resident of Chilliwack for 83 years and was active in the community. He was also a Past Noble Grand of the International Order of Odd Fellows Lodge.

Marketing Appointment



Wayne Taylor

Wayne Taylor joined the FVMPA Marketing Department August 14th as Merchandising and Sales Promotion Coordinator.

In this position, Wayne will be responsible for Co-op advertising in all major supermarket accounts, and will conduct market research and planning.

Wayne was born in Australia and graduated with a Commerce degree from the University of Melbourne. He has had several years of advertising experience with J. Walter Thompson in Australia and more recently with CPA.

Hewitt wins return trip to Hong Kong

Harvey Hewitt, Relief Driver at the Valley Branch is looking forward to a free trip to Hong Kong in the near future. The return airfare, donated by C.P. Air, was the grand prize drawn at a recent four-day Optimist International District Convention held in Vancouver. (At this event, Harvey was installed as the Lieutenant Governor of the Lower Mainland zone).

Harvey joined the North Delta-Surrey Optimist Club in 1972 and in seven years he feels that he has gained as much as he has given through community work. The club is active in youth programs and especially those that promote good citizenship. Some of the sponsored activities have included Bike Safety Week, Oratorical Contests and "Youth Appreciation".

Harvey has served in the executive offices of the club and, in 1973, was named "Optimist of the Year". In 1977 he was awarded a lifetime membership in the club.



Dairyland Staff Picnic

The Dairyland Employees' Annual Picnic, held August 13th at Blue Mountain Park, was one of the best ever, according to those who attended. The following letter was sent by Personnel Manager, Omer Tupper to Staff and Welfare President Walt Moran:

"The managerial staff have asked me to extend their appreciation to the Executive Committee of the Staff and Welfare group for their assistance in making the annual picnic one of the most successful we've had in recent years. Everyone cheerfully helped at every opportunity. Darryl Palmer and Ralph Ruddy, plus many others invested their free time to make the picnic a success.

We are looking forward to being able to call on the staff for a repeat performance next year. Meanwhile, thanks again for a job well done."

Quarter Century Club

The fourteenth Annual Quarter Century Club dinner will be held on Tuesday, November 14th at the Airport Inn, Richmond. Employees who have completed 25 years with the FVMPA will be joining the club and presented with their pins. A watch is presented to each club member who is 60 years or over and is currently working for the Association.

DAIRYLAND DANCE
SAT., NOV. 11, 1978
Tickets from Dan Barrett,
Stationery Department



Three-legged race for the kids.



The retail drivers were winners of the Tug of War contest. From right, Tom O'Connor, Steve Routledge, Ben Christianson, Russ Webb, Ray Davis, Mike Rudd, Mike Fowler, Harry Dexter. Not shown are Bill Morton and John Baszo. Tim Masterman called the stroke.



Dick English, retired FVMPA employee, was on hand to draw attendance prizes.



C.B. Radio won by D. M. Fakeley was one of many prizes given out.



Open race for anyone under 30.

Placing second in the Horseshoe Pitch were Doug Wilson and John Genereux (seen here left and third from left). Winners were Randy Williamson and Barry Janes.



Playing water-filled balloon game are (l-r) Ken Arthurs, Ron McLean, Tim Plummer, and Jack Welcher.

Retirements

Two long-term Association employees and members of the FVMPA Quarter Century Club retired during the summer months.

Bert Burrows left on July 27th after 37 years as a retail driver. His route was in North Vancouver for many years.

Burt is presently busy fixing up a camper to do some travelling. His other hobbies are golfing and gardening.

Morrison Forbes, a checker at Burnaby, retired September 1st. He originally joined the Association in 1945. For the next few months Morrison is travelling through the U.S. in his Winnebago which he plans to use a great deal in future.

Friends say he also likes hockey, fishing and hunting golf balls.



Morrison Forbes

TAKE A TOUR!

Tours of the Burnaby Plant are now available for FVMPA staff and their families. Guides will be on hand to conduct groups through the processing areas between 8:30 a.m. and 4:00 p.m., Monday to Friday, excluding Statutory Holidays.

Requests for plant tours must be made at least one day in advance from the Personnel Department. Forms will be prepared and can be picked up the day of the tour.

Right: Intermission at a Whitecaps Soccer Game gave Dairyland drivers an opportunity to test shooting skills and promote a new product, Yogurt Shake.

PUBLISHED MONTHLY FOR THE INFORMATION OF THE EMPLOYEES OF THE FRASER VALLEY MILK PRODUCERS' ASSOCIATION, 6800 Lougheed Highway, Burnaby, B.C. Editor: *Verlie Bousfield*, Mailing Address P.O. Box 9100, Vancouver, B.C. V6B 4G4 Telephone: 298-1373

T-SHIRTS STILL ON SALE



Dairyland T shirts and sports shirts are still available, with a Turtleneck version coming in for Fall. See Dan Barrett for details. From left, Maureen Archer, Anne Burnett, Randy Williamson and Roz Lincoln.

Retail Drivers, continued

and **Don Biggar** and **Ken Antifaeff** on Route 405. Overall, twenty routes exceeded sales of 1,000 litres each.

TOP TEN ROUTES

Yogurt Shake — July

1. 312 H. Gross/R. Pratt
2. 452 J. Genereux/E. Train
3. 402 S. Smith/F. Wilkie
4. 478 C. Dovey/R. Deakove
5. 444 C. Levey/P. Yeo
6. 448 D. Hunt/J. Snyder
7. 410 B. Spence/S. Noga/
S. Parker
8. 483 J. Jenkins/L. Dewey

9. 451 D. Lockwood/E. Train
10. 322 R. Zimmerman/D. Moore

Summer Drinks — August

1. 444 C. Levey/P. Yeo
2. 405 D. Biggar/K. Antifaeff
3. 448 D. Hunt/G. Martel
4. 202 R. Thompson/A. Wagner
5. 201 T. Schalkx/A. Wagner
6. 921 J. Boyd/J. Rollheiser
7. 442 R. Blackwell/P. Yeo
8. 447 A. Bullinger/W. Schatz/
G. Martel
9. 319 R. Worsley/D. Moore
10. 453 S. Robin/H. Murray



Sardis Retail drivers participating in the Summer Drinks promotion were (l-r) Vern Scott, Rte Foreman, Joe Rollheiser, Al Sawatsky, Tim Boyd and John Bisschop.



Milk break

NOVEMBER-DECEMBER, 1978

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VOL. 4, No. 6

This man is going to Hawaii

Winners have been announced in the "Name the Dairy Foods" contest from last February. Chosen as the best brand name for new dairy products which will be developed at a future time, was "BASCO", a name submitted by **Art Patterson** of Sardis. Art devised the name from the initials of the members of the Western Canada Co-operatives group which will jointly market the new dairy products: B for B.C., A for Alberta, S for Saskatchewan and CO for Co-op.

Second place winner was Mrs.

Rhoda Barrett, wife of **Dan Barrett**, Burnaby Stationery, with her entry of HORIZON. Her prize was a polaroid camera.

As grand prize winner, Art won a two week stay in Hawaii, including air fare and hotel, for himself and his wife. He says he sent in 40 names but BASCO was the last one he entered.

The delay in announcing the winners of this contest was due to legalities in searching and registering the names chosen by the judges.



Art Patterson, winner of Name the Dairy Food contest has already booked in Waikiki for January.

25 Year Staff Meet at Annual Evening

In 1953 the FVMPA hired some 43 new employees. Eighteen of those are still on staff and were honoured at the Quarter Century Club dinner November 14th at the Airport Inn. Joining the club were: **Stan Stark**, Sardis production, **Art Patterson**, Sardis production, **Hughie Edwardes**, Wholesale sales, **Bernd Braune**, Burnaby garage, **Vern Oesch**, Delair production, **Walter Olleck**, Sardis tankers, **Wilmer Schmidt**, Sardis production, **Jim Watson**, Sardis production, **Erwin Budau**, Sardis production, **Kal Pederson**, Burnaby production, **Bob Blackwell**, Retail sales, **Peter Prins**, Wholesale sales, **George Miller**, Burnaby janitors, **Jim McClatchey**, Burnaby checkers, **Bert Catlin**, Delair Receiving, **Laszlo Enyedy**, Delair night

more photos inside

watchman, **Larry Shaw**, Engineering, **David Martin**, retired, Burnaby production, and **Ed Barber**, Burnaby production.

New and old members, joined by the FVMPA Board of Directors, gathered for an evening of reminiscing and renewing old friendships. This was the fourteenth annual meeting of the Quarter Century Club.

Joining this year as an Honorary Member was Cy Jones, former paymaster in the Eighth Avenue office and later, Manager of the Dairy Industry Credit Union for many years.

In his remarks, Chairman N. T. Gray, said, "Those of you here for the first time tonight are joining a

very exclusive club—a club consisting of some 247 members, each of whom, like yourselves, has made a significant contribution to the growth and success of the FVMPA. We are proud to have you join us and we thank each of you for having stayed with us these past 25 years."



Throughout the Quarter Century club meeting, prizes were given out. Here Ken Wolfe (right) sings Happy Birthday to Willie Driedger (left) and Gerry Lepinsky.



I-r Kit Biggers, Bert Burrows, Stan Johnson, Harry Willcox, George Lindsay

I-r Walt Spielman, George McCartney



I-r Clem Vanstone and Kurt Wiersing



George Smith (r) receives door prize "Dinner for Two" from Past President H. S. Berry.



Above—Bert and Elsie Catlin



Above—I-r Jim McClatchey, Larry Shaw, Laszlo Enyedy, George Miller, Dave Martin

Back row I-r Jack Pollard, Myrl Jones, Walt Spielman, Red Sedar, Joe Taphorn, Don Green, Larry Norman, Ken Hansen, Norm Tupper. Front I-r Al Germyn, Dick English, Roy Lajoie, Lin Harris





Al Two-drinks Lightbody



l-r Art Patterson, Kal Pederson, Erwin Budau, Vern Oesch, Jim Watson, Bob Blackwell, Walter Olleck, Wilmer Schmidt, Bernd Braune, Peter Prins, Hughie Edwardes, Stan Stark.



l-r Bill Woollett, Ed Demerse



l-r Honorary member, Cy Jones is welcomed by former General Manager L. A. Atkinson.

l-r Bill Ramsell, Ellen Johanson, George Miller



l-r Elaine and Jim Watson, Stan Stark

l-r Tena and Peter Prins, Norm Tupper



Above—l-r Roy Stark and Frank Peters

Below—Tommy Kennedy, Ruth Morrison



Barges, planes supplied flooded north district

Milk and other supplies ran very low during the recent floods in the Terrace-Kitimat area. Road and bridge washouts caused by a record 8 inches of rain in two days and subsequent panic buying by residents, brought food shortages to most supermarkets.

Kitimat normally processes its own raw milk from the Bulkley Valley and receives other dairy products by trailer over the Yellowhead Highway.

Before supplies ran out completely, however, special barges loaded up with dairy products were sent from Vancouver via Rivtow Straits and Northland Navigation. Four trailers carrying about 45,000 lbs. of product each arrived at Kitimat and two trailers were sent by barge and two by B.C. ferry to Prince Rupert.

At this point, District Manager, **Bill**

Ingles spent some anxious moments trying to balance the product between



This was all the product left at Prince Rupert before the barges arrived Nov. 7.

the Terrace, Kitimat and Prince Rupert areas when most of the road closures occurred. Overwaitea stores also dispatched three plane loads of groceries, which included 6000 lbs. of milk products.

George Thom, Plant Superintendent at Kitimat, had to divert the raw milk which is normally trucked in from dairy farms near Smithers. For a few days it was taken in the opposite direction to Prince George for processing and packaging.

Garth Green, Member Relations Dept., who was in the area attending meetings with FVMPA producers was stranded for a time at Lakelse. He described the rain, "It was like sitting in a car with a hose turned full blast on the window and the wipers making no difference at all!"

Two garage staff members retire

Clem Vanstone, who joined the FVMPA in 1941 as a truck painter has seen first wagons, then a multitude of Association trucks go through his shop. These included the first tanker which he says he painted with a 1¼ inch brush. In earlier days his job also included hauling ice for refrigeration.

Clem has always been active in Burnaby staff activities and his hobbies are golf, tennis and bowling. His first project since retiring was enclosing a patio at his home. Keeping up

with his large family and trips to Hawaii will keep Clem busy in the future.

Buster Trachsel was charge hand at the Sardis garage when he retired August 9th. Buster had worked in truck maintenance since joining the Association in 1956.

He belongs to a trailer club and has just returned from a trailer trip to Saskatchewan where he visited relatives. Buster also plays violin in an old time dance band in Chilliwack.



On Hallowe'en the staff of the Royal Bank, Broadway and Granville Branch, all turned out in costumes for the day. Naturally, Mrs. Stan Bagot (here with clown) decided to dress up as a Dairyland Milkman; so a few cases of Yogurt Shake were donated for her customers.

TO OUR STAFF

At the close of each year we sometimes look back on the achievements we have made, both personally and in our working lives over the past twelve months.

Our employees of the FVMPA should feel a very real sense of accomplishment in the contributions they have made as individuals toward the successful operation of a vital company. Your work and your cooperation have led to another successful year.

On behalf of our dairy farmer members we would like to express our thanks for your support each day. We wish you and your families a wonderful Christmas and much happiness in the New Year.

NEIL GRAY
General Manager

GORDON PARK
FVMPA President

A couple of announcements

• If you are retiring in the near future, and would like to continue receiving Milk Break, please let us know. Otherwise your name automatically goes off the mailing list.

• Any Quarter Century Club members who are moving during the year should notify the Member Relations Department of their change in address.



Mr. and Mrs. Ian Strang

Retirement

Ian Strang has recently retired from a 30 year career with the FVMPA. He joined the Association in 1948 as an accountant and retired in October as manager of the general office.

Ian has been active in the Dairy Industry Credit Union and is presently on the Board of Directors of the Van City Credit Union.

He is now getting more involved in his favourite recreation, swimming, and plans to spend some time at his camp at Bowen Island.

The Strang's retirement gift from their daughter was a week-end at the Harrison.

PUBLISHED FOR THE INFORMATION OF THE EMPLOYEES OF THE FRASER VALLEY MIK PRODUCERS' ASSOCIATION, 6800 Lougheed Highway, Burnaby, B.C. Editor: *Verlie Bousfield*, Mailing Address P.O. Box 9100, Vancouver, B.C. V6B 4G4 Telephone: 297-1373

Bert entertains kids at mall event

A big Dairyland milk truck, parked in the middle of the new Lansdowne Shopping Mall, was pretty exciting to small kids who could climb inside, talk to driver, **Bert Burrows**, and taste some of his samples. Bert and the retail delivery truck were on loan from Dairyland for a week-long "back to school" promotion designed to acquaint children with some of the people who work in their neighbourhood.

The project was set up by Woodwards and also included a school bus

and displays from the library, nature house and crafts centres.

During the week, Bert gave away 1440 cups of Swiss Style Yogurt, plus colouring books and recipe booklets for Armstrong Cheese. He says the first thing he did once he got the truck inside the mall, however, was to disconnect the horn.

Bert is recently retired and presently working part time at the Burnaby plant.

Dave Lund leaves, Jim Thom arrives as manager, Kamloops

Jim Thom has been appointed to the position of Branch Manager, Kamloops, effective December 1st, 1978. Jim's previous position was as manager of the Powell River Branch. He has also had experience with Lakelse Dairy at Smithers. Jim reports directly to **Len Hobson**, District Manager, Okanagan-Cariboo district.

The Kamloops position was previously held by **Dave Lund** who is moving to New Westminster to open a pizza parlour.

In thanking Dave for his efforts and contributions in the past, Distribution Manager **Bill Hawes** said:

"Dave's willingness and enthusiasm will be missed by all those he associated with. Good luck to Dave and may he have many years of satisfaction in his new venture."

The staff at Kamloops also called

Dave not only a good manager, but a good friend to all. They wish him much success and happiness in his future career.

Dairyland Football Team Overcomes Odds

Dairyland's team, by a twist of fate, won second place in the recent final round robin playdowns of the B.C. Recreational Touch Football League.

In the first round playoffs, Dairyland was knocked out by Whalley. But Whalley was unable to raise a team for the finals, so Dairyland was asked to represent the Surrey district.

Though the tournament's underdog, Dairyland came second to Abbotsford district and beat the Vancouver-Richmond representative.

Retail drivers worked hard selling summer drinks



We had a difficult time catching up with the winning driver-salesmen in last August's Summer Drinks Promotion, but here they are: Photo left: Route 444 First Place, (l-r) Pat Yeo, relief and Chris Levey, driver. Photo right: Route 405 Second Place, (l-r) Dan Biggar, driver and Ken Antifaeff, relief. Both of these routes had sales in excess of 2000 litres of product.

Staff and Welfare Dance Photo Report



Bill Birchmore and family group



Sylvia and Al Tompkins



Jim Defries



Bob Sibley, Gordon Triffitt and partners



Milo Michael, Karen Davies

Christmas Pudding

I am a white fluid inside a cow,
I don't know why I'm here or even how.
Someone is drawing near,
Loud footsteps I hear.
Farmer Ben pulls the udder,
Out I come with a jerk and shudder.
The day passes while I sit in the pail,
I wish they'd hurry, because I'll go stale.

Now I'm going through a big machine,
It's terribly horrible, awful and mean.
Into three cartons we've been separated,
There goes my cousin, "Oh dear, we were so closely related".

Now I lay on a cold, cold shelf,
Lonely, afraid and all by myself.
Just when I thought the world would end . . .
I met a friend.

We laughed and talked when the lights were dim,

He was two percent and I was skim.
The next day behold—
He was sold.

There I was lonely, I felt useless as a dime,
But then I heard a voice "Dear, what is the time?"
Then there was a reply, "Twenty to eight".
"Dear goodness, let's buy the milk before it's too late!"

I was poured into a bowl with eggs and flavouring,
In the kitchen I smelled other food savouring.
With great pain I'm beaten up,
Now, I'm being poured into a measuring cup.
Next I was mixed with some flour,
And I'm placed on the table in exactly one hour.
I'm so pleased with the way I'm looking,
For lo and behold—I'm a Christmas pudding.

Our thanks to 12 year old Kari Reinhardt of Lincoln Elementary. Assignment: Write a Christmas story.