

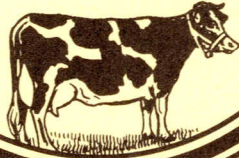
# 40 YEARS OF "BUTTERFAT"

FRASER VALLEY MILK PRODUCERS' ASSOCIATION

# BUTTER-FAT

VOL. 1

No. 1



A MONTHLY BULLETIN PUBLISHED BY  
THE FRASER VALLEY MILK PRODUCERS ASSOCIATION  
- IN THE INTERESTS OF DAIRYMEN

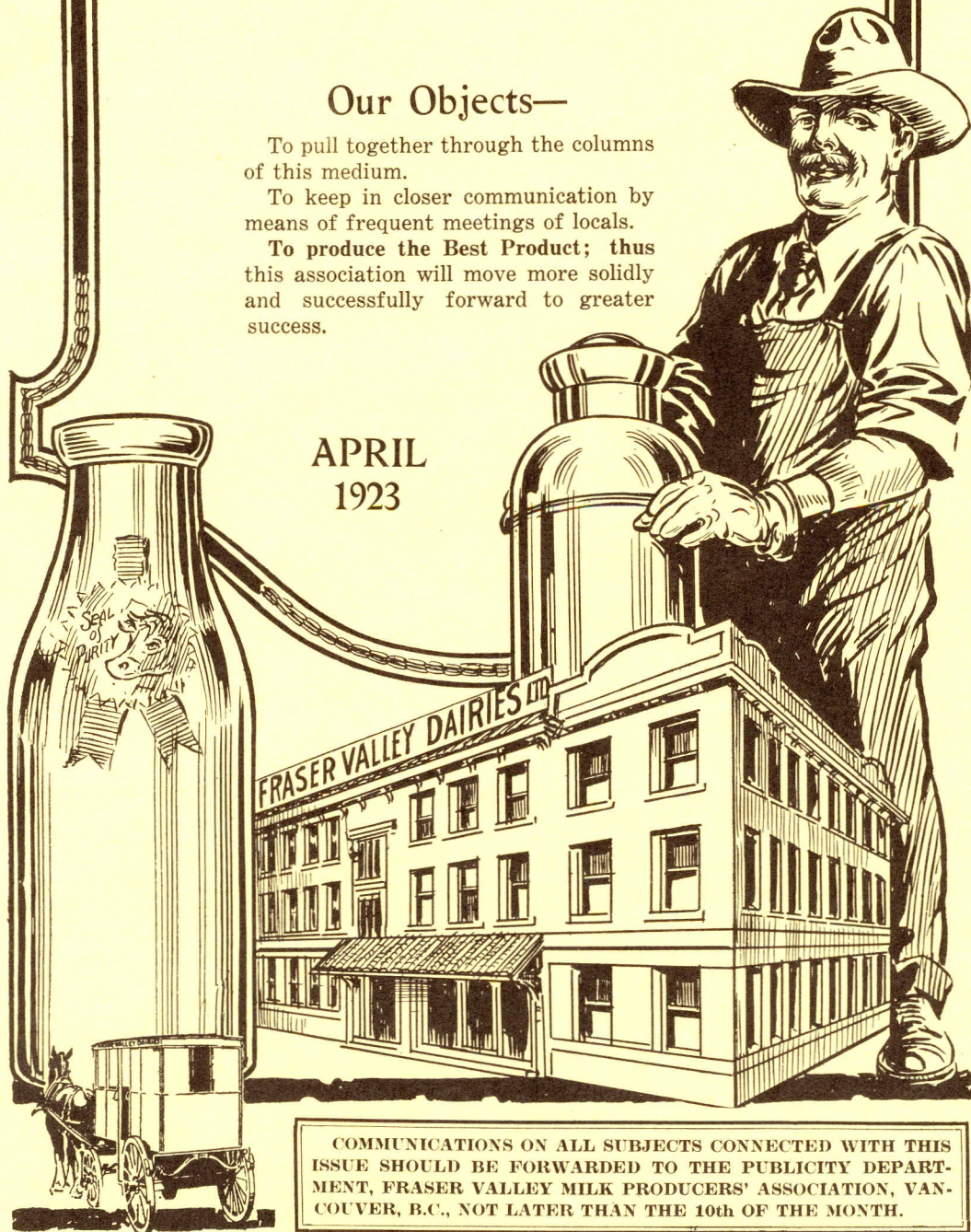
## Our Objects—

To pull together through the columns  
of this medium.

To keep in closer communication by  
means of frequent meetings of locals.

To produce the Best Product; thus  
this association will move more solidly  
and successfully forward to greater  
success.

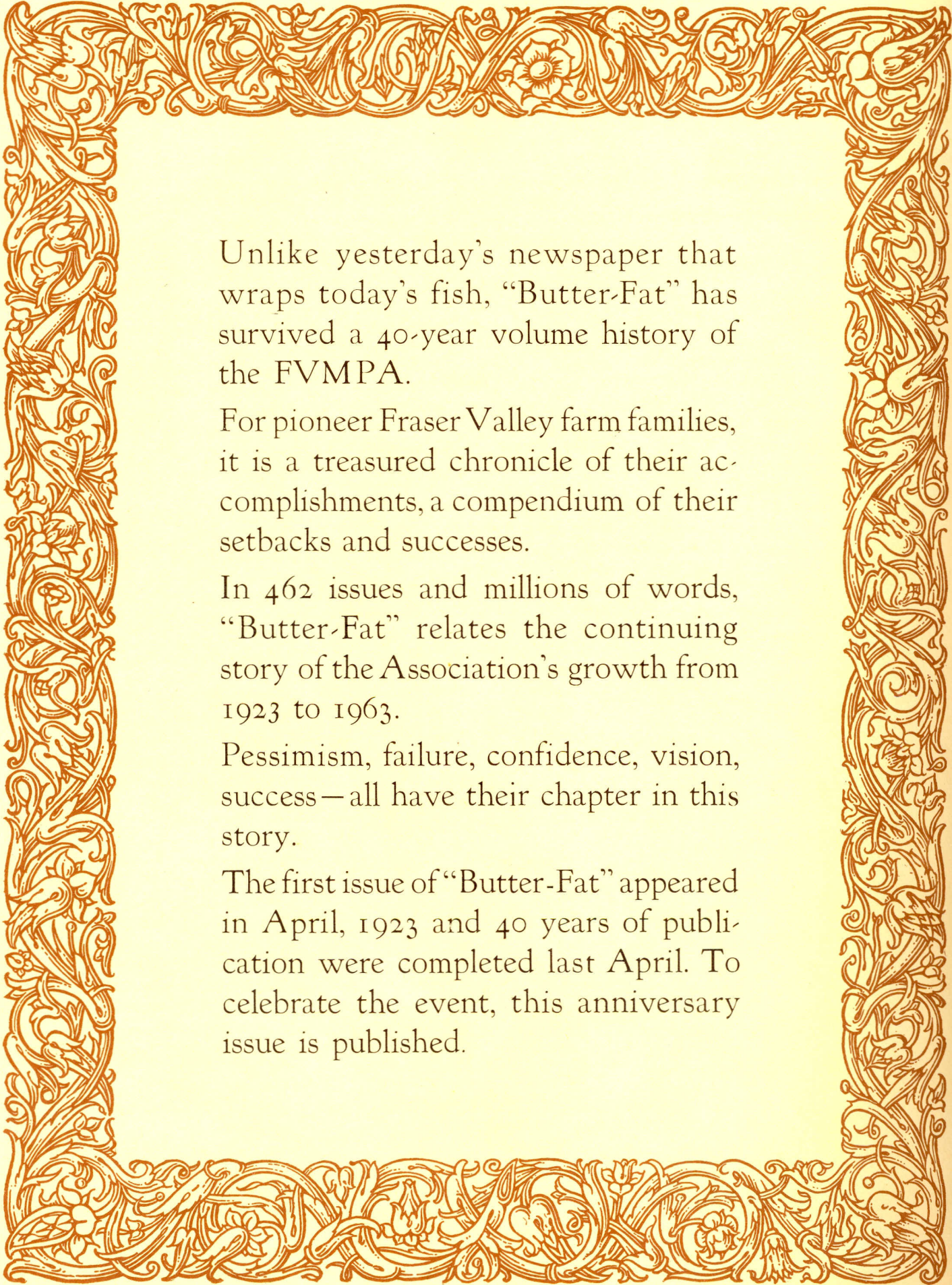
APRIL  
1923



COMMUNICATIONS ON ALL SUBJECTS CONNECTED WITH THIS  
ISSUE SHOULD BE FORWARDED TO THE PUBLICITY DEPART-  
MENT, FRASER VALLEY MILK PRODUCERS' ASSOCIATION, VAN-  
COUVER, B.C., NOT LATER THAN THE 10th OF THE MONTH.

40 YEARS OF "BUTTER-FAT"

Anniversary Supplement



Unlike yesterday's newspaper that wraps today's fish, "Butter-Fat" has survived a 40-year volume history of the FVMPA.

For pioneer Fraser Valley farm families, it is a treasured chronicle of their accomplishments, a compendium of their setbacks and successes.

In 462 issues and millions of words, "Butter-Fat" relates the continuing story of the Association's growth from 1923 to 1963.

Pessimism, failure, confidence, vision, success—all have their chapter in this story.

The first issue of "Butter-Fat" appeared in April, 1923 and 40 years of publication were completed last April. To celebrate the event, this anniversary issue is published.

# The Early Years

## 1923

### IN THE BEGINNING

Records of the Association yield little more than bare facts about the origins of "Butter-Fat".

According to minutes of the 1923 annual meeting, the magazine — or bulletin, as it was first called — was proposed as a compromise.

A. C. Lavoie presented a lengthy resolution to the meeting, asking that members be given a great deal more information about FVMMPA business.

When the motion lost for want of a seconder, a discussion followed which led to a motion by J. C. Calhoun "that a bulletin be issued monthly and sent out to each member."

E. A. Wells (father of present-day member Oliver Wells) seconded the motion and "Butter-Fat" was born.

In choosing a name for the bulletin, management was apparently concerned with the reaction of the public.

Under the heading, "What's In a Name?" choice of the name "Butter-Fat" was explained:

"A man cannot well change the name that was given him when entering this world without a lot of legal formalities. If his name happens to be inappropriate when he is engaged in business it will have a serious effect and prove a detriment to his ultimate success.

"For instance, can you imagine a man of the name of Swindell advertising himself in the Real Estate business, or one in the medical profession having a large practice by the name of Killem?

"However, we have been at some trouble choosing a name for our Bulletin and desire it to be effective.

"One member suggests Skimmings. It must be obvious to any farmer that this title would be worse for our purpose than Killem would be for a doctor.

"Butter-Fat, the name adopted for our publication, is the suggestion of

our newly-elected director, W. L. Macken.

"He has felt for some time that every aspect of our business and each phase of our operations should be fully known to the members of our Association, and through this medium the President and Directors trust this object will be accomplished."

In the same issue, President W. J. Park commented on the new publication:

"Our first issue of the Bulletin is now in your hands; I hope it will meet with your approval. It is our intention to issue monthly, giving you all the information possible in regard to your business.

"We shall at all times welcome any suggestion that you may have, or ideas that will be helpful to your fellow members or directors."

And "Butter-Fat" did invite suggestions. The covers of the next two issues carried this message:

"We desire to make every issue of "Butter-Fat" a little better than the one preceding it. We cannot do this without your cooperation. We want your suggestions, photographs of stock or farms."



*W. J. Park was President of the FVMMPA when "Butter-Fat" was established. He welcomed the magazine as a useful means of communication with members.*

Like the Model T Ford, early issues of "Butter-Fat" were short, solid and more concerned with practicality than appearance.

The first issue was 12 pages and the magazine remained this size until January, 1924, when it grew to 16 pages. Here it stayed for several years.

The boom of the late 1920s brought an increase to more than 20 pages and with the bust of the early 1930s, "Butter-Fat" withered to eight pages.

Less than three-quarters of a page in the first issue was given over to the 1923 annual meeting. "Butter-Fat" devoted 36 pages to a report on the 1963 annual meeting.

The first "Butter-Fat" was printed on a heavy, rather brownish paper and this paper was retained until September 1923. Then a lighter and whiter stock was used. Both papers appeared —neither regularly—until July 1924, when the white stock became a fixture.

Headline types were old-fashioned compared with today's type designs, and the headlines themselves were much smaller.

As with most magazines, the basic or body type has changed little if any in 40 years.

In the interest of economy, however, "Butter-Fat" was printed in eight point type like this

and occasionally dropped right down to an eye-straining six point like this.

With dimming vision, members finally passed an annual meeting resolution asking that "Butter-Fat" be printed in type of a more readable size.

Color was to wait many years before making its first appearance.

### COLLIN'S CREATION

If "Butter-Fat" was the creation of any one man, that man was Percy Collin.

As designer of the magazine's original format and its editor for 29 years, he built the solid reputation which "Butter-Fat" has among dairymen today.

When the FVMMPA annual meeting of 1923 voted to publish a magazine for the membership, the board of di-

rectors sought an editor who knew something about both journalism and agriculture. In Percy Collin they found such a man.

At the time, he was operating a dairy farm on Johnson Road in the Mud Bay district of Surrey and was



*Percy Collin, the first editor of "Butter-Fat," guided the magazine through its first 30 years. He had been a shipping member before he took on the editorship.*

a member of the Association. Farming was becoming increasingly difficult for him, however, because of poor health aggravated by disabilities suffered in World War I.

As for journalistic experience, he had studied journalism and advertising in England and had been assistant advertising manager of The Vancouver Sun publication Saturday Sunset and advertising manager of the British Columbian. He had also worked for the Chilliwack Progress.

Following Percy Collin's death on July 1, 1954, "Butter-Fat" commented:

"For 30 years the name Collin appeared on the masthead of this magazine. From the formative years of the FVMPA up to the spring of 1952, he guided its editorial policy. There were many highs and lows in the history of the Association as it steadily progressed forward. Of the men who contributed to this growth, Percy Collin shares an honored place.

"An untold story is the part he played in building Pacific Milk into a household word. First man in Western Canada to use a 16-mm movie projector, he brought pleasure to thousands

of folk in all parts of B.C. and Alberta during the years he travelled with the popular "Pacific" shows.

In addition to his other talents, Collin was a skilled artist. He designed the Pacific Milk label which has changed only slightly in nearly 40 years.

Another of his creations has become known around the world—the name "Restmore" which he coined for the Restmore-Mattress company.

Born in England in 1880, Percy Collin came to Canada in 1900 and farmed for four years in the Chilliwack district.

He financed his journalism and advertising course, taken in England in 1904-05, with prize money he won in a world-wide advertising contest sponsored by the Lipton Tea Co.

When Percy Collin retired in 1952, President D. R. Nicholson wrote of him in "Butter-Fat":

"Possibly the greatest asset a large producer cooperative organization, such as ours, can have is a loyal faithful, conscientious employee. One who understands the reasons for the formation of the organization and the problems that surround it. One who is imbued with the aims and objects of the organization, and who exhibits a desire to work towards that goal.

"The FVMPA had just such an asset in Percy Collin, editor of our magazine "Butter-Fat". In the nature of his work he had a wonderful opportunity to give great assistance to the moulding and development of our grand Association—and he took full advantage of it. Percy Collin served us faithfully and well for 30 years."

### **A FORTHRIGHT REPLY**

Reaction by one member to the first issue of "Butter-Fat" was immediate and negative. His unsigned letter read:

"Who's paying for printing this paper you have sent me? I prefer that you would give my share of the cost on my milk cheque. I don't need any advice on how to milk cows. Please save the postage by not sending me any more."

In replying, the editor came right to the point:

"Well, Mr. Hotshot Whizzbang, or whatever your name is, the following information may relieve your feelings somewhat:

"This publication was authorized by the unanimous vote of six hundred

members of the F.V. Milk Producers' Association at our annual meeting. The cost to each member, if any, would be but a few cents each year.

"Now, Hotshot, if your heart is in the right place, send us an advertisement for something you need to sell of that place of yours; it might pay you after all you've said—Ed."

### **A LOST CAUSE**

Although Editor Collin couldn't have known it at the time, he was fighting a losing battle when he resisted a request for women's news.

In the second issue, he wrote:

"That member who is advocating a page specially devoted to feminine interests is asking something we hesitate to tackle.

"While we will do our best to comply with requests that emanate from any of our lady members on the improvement of this bulletin, we would rather leave the field of home cooking and personal items as to who cut the ices, to other journals."

### **ROBBERY ON HORNBY**

The Association had its troubles with burglars and holdup men in the early years.

Burglars at Eighth Avenue Plant pistol-whipped and severely cut a night watchman in late 1923 and a retail outlet was held up February 15, 1924.

"Butter-Fat" reported the robbery in the March issue:

#### **Thugs Figure We Are Worth Robbing**

"The bandits that are frequenting the city these days evidently think we are worth cultivating for they are honoring us by a rather too frequent attention.

"This time the retail store in the Fraser Valley Creamery, Hornby street, was the scene at 9:30 p.m. Feb. 15.

"An unidentified bandit held up Miss E. Matheson, a young clerk, looted the cash register of \$40 and made a successful escape in spite of police pursuit, which was immediately inaugurated.

"Miss Matheson, who was alone in the store, said that the man entered hurriedly, covered her with a heavy revolver, forced her from the cash register, which he opened and emptied of all its bills, about \$40, leaving the silver coins untouched.

"With the threat that any outcry on

her part would be met with a shot from his weapon, he hurried from the store and was lost in the shadows of the street, which is very dark at that point."

### THOSE DARN PRINTERS

"Butter-Fat" was only one month old when it adopted one of the fine old traditions of the publishing business—that of blaming errors on the printer.

Then as now, editors like to sweep their mistakes under a compositor's apron.

A letter from G. H. McFetridge in the June 1923 issue began with the usual ray of sunshine that precedes the storm:

"Dear Editor: I wish to congratulate you on the splendid issue of the first 'Butter-Fat' Bulletin and hope that through it there will be much better cooperation and less misunderstanding between the producers and the management."

From there, Mr. McFetridge proceeded to draw the editor's attention to errors in the first issue.

Editor Collin's reply was typical of editors of every age:

"Thanks for recording the glaring errors which are entirely the fault of the printer failing to correct the proof."

### PAPERS CHANGE, TOO

The modern farmer — particularly the dairyman — has come to expect cutting criticism from the metropolitan press.

It is a fact of life for the dairyman that his views on agriculture have little in common with those of the daily newspaper publisher.

Times change, however, and so do newspapers.

In 1923, The Vancouver Sun (today one of agriculture's most reliable critics) was crying up the cause of the dairyman.

A Sun editorial reprinted in the November 1923 issue of "Butter-Fat" said:

"Since October 6 when milk prices in Vancouver were raised by the dairymen's cooperative to nearly 12 cents a qt., considerable campaigning has gone on in the city against alleged 'profiteering' by the farmer.

"The rock-bottom facts of the case are that the farmer even yet is receiving an inadequate price for his

product and is making less on his labor, time and investment than any class of city workers.

"The city resident does not realize how hard the farmer works and how little he gets for it. Even the itinerant city hunter who bestirs himself as a matter of sport to pull down a few pheasants and finds at four o'clock in the morning in the Fraser Valley farm houses alight for the business of the day, fails to realize that this is not a game with the farmers but an everyday programme year out and year in.

"He fails to realize that while he still sleeps these people are out and hustling 365 days every year and that long after he has dined and gone to the theatre they are still at it by lantern light.

"City people do not realize that 60 per cent of professional and other employment in the city is duplicate non-productive and parasitical.

"They do not realize that members of trades unions in the cities receive as high as five times more per hour for their work than the farmers receive.

"The pernicious habit of mind that has set up one economic standard for farmers and another economic standard for industrial and professional workers, must be eradicated.

"If there is anything wrong with milk prices in this city, they are too low and the sooner the people frankly realize that fact, the better for them."

### ADVERTISING

Although the first issue of "Butter-Fat" contained only one advertisement (a half page insertion by De Laval Dairy Supply Co. Ltd.), the magazine soon made good on its announced intention of paying part of its own way with advertising revenue.

Six advertisements appeared in the next issue, taking about three of the 12 pages. By the fifth issue (Sept. 1923), nearly one-third of the magazine was given over to advertising.

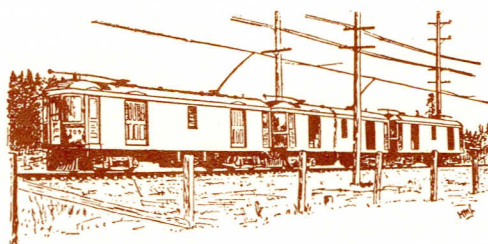
At \$1 per column inch, advertising space sold for one-quarter of today's rates. And items for sale were also cheap by today's standards.

A milk and cream cooler (new) could be yours for only \$15, for \$25 you could be the owner of a Phaeton buggy ("practically new") and \$75 would get you two pool tables (still in good shape) from Fraser Valley Ice Cream Co.

Thorough as it was, "Butter-Fat" does not explain how the FVMPA acquired two pool tables.

Wherever they came from, they were apparently hard to sell. The pool tables were advertised again in the October issue, this time going for only \$50 each.

*B.C. Electric was one of the first and most consistent advertisers in "Butter-Fat." The ad below appeared in 1923 and was repeated in this or very similar form for many years.*



### Ship Your Milk by B. C. Electric

B.C. Electric trains run on schedule. Milk delivered to our line is received by the dairy at the time intended. Milk shipped by B.C. Electric is received in better condition than by any other means. Give the dairy a better product by shipping by

*B.C. Electric*

## ACCEPTANCE WAS SLOW

For some unaccountable reason, "Butter-Fat" had a difficult time winning acceptance from the majority of FVMPA members.

This is revealed by the magazine's struggle to get second class mail privileges.

Postal regulations of 1923 apparently required that a minimum number or percentage of FVMPA members be paid subscribers of the magazine before it could be mailed second class.

To stimulate subscription, "Butter-Fat" offered a free FVMPA gate sign and a copy of the well-known "Cow Book", plus a year's subscription — all for only 25 cents.



*This gate sign was offered free to members taking out 25-cent subscriptions to "Butter-Fat" in 1923.*

And with all this, only 659 of approximately 1700 members had signed up by the end of 1923—nine issues after "Butter-Fat" began.

The problem was solved by a resolution passed by the 1924 annual meeting, making subscription to "Butter-Fat" mandatory for members, with the cost to be deducted from milk cheques.

## MILK PRICES

Pity the poor milkman of 1923.

Milk prices were set at so many quarts for a dollar and if anyone wanted less than a dollar's worth, the milkman soon found himself involved in higher mathematics.

Before October 1923, milk sold at 12 quarts for a dollar, or 8 1/3 cents per quart. Then the price changed and things went from bad to worse.

The new price was nine quarts for a dollar, or 11 1/9 cents per quart.

In other respects, the milkman was not so badly off. He was selling on a rapidly expanding market.

The October 1923 issue of "Butter-Fat" reported a net gain of 789 new customers the previous month.

Moreover, B.C. was even more de-

ficient in dairy products than it is today. The December 1923 issue of "Butter-Fat" reported a speech by B.C. Minister of Agriculture E. D. Barrow (first FVMPA president) in which he told the House that B.C. was importing nearly twice as much in dairy products as she produced.

## SUBSTITUTES

"Butter-Fat" had only been in print for three months when it began a 40-year campaign against dairy product substitutes.

Margarine — commonly thought of today as a recent problem—was the subject of an article under the heading:

### The Coconut Cow Knocked Out

The item said, in part:

"The National Dairy Council are to be congratulated in winning their fight against the oleo margarine interests in the House of Commons recently. The quantity of oleo so far imported or manufactured has not been a serious handicap to butter in the home market owing to it being a temporary war measure, to import and manufacture same and therefore very little capital had been invested in plants in Canada for its manufacture.

"The recent decision of the House of Commons was to the effect to discontinue the temporary privilege to import and manufacture oleomargarine in Canada on and after September 1st next."

A later article suggested: "Its appearance alone enables it to be so easily substituted for the genuine product of the cow and it has been suggested that if oleomargarine was given a distinctive coloring, for example purple, the public could be warned of the deception, and it might be safe to allow its general use."

## MEMBERSHIP DRIVE

The leading story in "Butter-Fat" during 1923 was an all-out membership campaign conducted by the Association in the Fraser Valley.

Articles by President and General Manager W. J. Park and by Director W. L. Macken appeared to announce the drive, report its progress and, finally, to tell of its successful conclusion.

Goal of the campaign was to secure for the FVMPA 70 per cent of all milk being shipped by independents.

W. J. Park and other directors travelled hundreds of miles for on-the-farm talks with prospective members and, thanks largely to the personal diplomacy of Park, the goal was reached.

Results of the drive were announced at a large and enthusiastic public meeting in Sardis on October 16, 1923. The following are excerpts from the "Butter-Fat" report of the meeting.

W. J. Park: "The directors and myself started on our membership campaign and by coming in personal contact with the majority of the independent shippers, we secured 135 new members, representing 340 cans, which guarantees us 70 per cent of the independent milk."

"Butter-Fat" continues: "Director A. H. Mercer of Rosedale, when relating some incidents of the campaign cited one case where our director canvassers were confronted with the difficulty of a refractory baby, whom it was necessary to soothe before any business with the farmer could be accomplished.

"This difficulty was overcome by Mr. Macken being equal to the occasion with the result that while the baby was being pacified, President Park secured the farmer's signature to a contract."

By year end, there were more than 2000 shipping members in the Association and they produced about 95 per cent of the milk in the Valley. Only about 100 independents remained.



## Taking Hold of a Good Thing

*This winsome lass with the potato digger's hands appeared on a postcard that FVMPA members mailed to their city friends in 1923, asking them to buy Association products.*

# 1924

## EXPANSION

This was probably the FVMPA's greatest year of decision. Farmers making \$100 a month and less staked \$417,000 on the future of their Association.

From founding in 1917 to 1923, the Association had gone ahead steadily but cautiously. Then a successful membership drive brought a sudden flood of milk to the plants.

The directors realized that the Association's plants would soon be unable to handle the growing volume of milk and they began preparing the membership for expansion.

"Butter-Fat" played an important role in the campaign. During the latter months of 1923 and on into 1924, it drummed away at one recurring theme: the FVMPA must have a utility plant.

In September 1924 the directors called meetings of all the locals and presented to them a bold plan, not only for a utility plant, but also for expansion of the Eighth Avenue Plant and purchase of the plants and brand names of the Pacific Milk Company.

An extraordinary general meeting was called for October 3, 1924 to consider the expansion scheme. So many members turned up that the meeting had to be moved from New Westminster City Hall to the larger St. Patrick's Hall.

After one of the longest and most heated debates the Association has seen, overwhelming approval was won for the entire plan.

Under the headline, "Members Decide for Progress" the November issue of "Butter-Fat" reported the meeting in full.

The front cover of the November issue carried no illustration or photograph. Instead, it headlined this message from President and General Manager W. J. Park:

### Over \$100,000 Subscribed in Ten Days Towards the Bond Issue

"By FVMPA members and their families who have sufficient faith in their organization and industry to add to the investments they already have in the Association by securing their own bonds."

Park was referring to a \$400,000 bond issue for the expansion program. The bonds were offered first to members and their response was immediate and positive. His message continues:

"One of our members, in sending his application, gave this reason: 'Although I have heavy payments to meet on my farm I am willing to subscribe \$100, because I believe it to be in the best interests of the Association to have these bonds in the hands of the members only.'"

The attitude of the members is perhaps best illustrated by a letter to W. J. Park from a Huntingdon member. Reprinted in "Butter-Fat," it reads:

"Dear Sir: I am sorry to say that I am not in any position to tell you how many bonds I am going to buy. I want you to tell me just how much you want me to put up as my share in this expense we are facing.

"I have not got any money now; it nearly all went in wages for my silo filling, but my little girl has a little money and we figure that we are going to take a \$50 bond, for which we will send you the cash on Saturday, and that bond must be written out in her name.

"I am willing to do my share, don't be mistaken. It is hard for me to do it as I have not earned anything this summer on account of the dry weather, and having to buy feed has made this the worst season since I started farming. I owe a small account for machinery which must be paid before any thing else, but we will send the \$50 on Saturday to begin with, and then you let me know how much more you want of me."

## CHRISTMAS FUND

The FVMPA's Christmas Produce Fund was born in 1924.

Acting on a suggestion by director W. L. Macken, members gathered together a railroad carload of farm produce for donation to Vancouver charities.

The January 1925 issue of "Butter-Fat" reported:

"Had the (cold) weather not interfered with our plans, results would have been far greater, but despite the difficulty in collecting the produce, the following comprised the gifts sent in: 233 sacks of potatoes, 15 sacks turnips, 10 sacks of carrots and beets, one sack of onions, 15 sacks and 65 boxes of apples, one quarter beef, one side mutton, 25 chickens, eight sacks flour and rolled oats, 16 boxes bottled fruits, 14 boxes cakes, candies and pastries and several packages of clothing and toys.

"In addition, members sent orders for 65 pounds of butter, five pounds of cheese and \$15 worth of milk.

"Without the cooperation of the B.C. Electric Railway," the story continues, "this task of spreading Christmas cheer would have been nullified to a great extent, who for three days transported packages from different parts of the Valley for our fund gratis, in addition to donating a special car from Chilliwack."

Letters of thanks from nine organizations and two individuals appeared in the same issue.

*Laden with farm produce, this truck collected donations in the Chilliwack area for Vancouver families in need of assistance.*





## 450 HOGS

Although the Depression was nowhere in sight in 1924, some FVMPA milk was already finding its way into the pig pen.

A "Butter-Fat" story of September 1924 reported:

"Owing to the condition of the condensed milk market in England, and to the fact that a great many of the logging camps of B.C. are closed down (due to a long dry spell), it has been found necessary to divert milk at Delair from condensed milk into other channels.

"The milk delivered at this factory is now separated, the cream being shipped to our city plant.

"In order that the skim milk will be utilized to advantage it is being fed to 450 hogs (two carloads having been purchased for this purpose), an innovation that is expected will result in obtaining a better net return than any other means available at this time."

Although the hogs did return a profit of slightly more than \$1000, the FVMPA's venture in pig ranching was not considered an unqualified success by the directors.

## 1925

### MILKING TIME

One "Butter-Fat" correspondent, who must have come from Missouri, apparently took a jaundiced view of ever-stiffening sanitary regulations.

Writing under the pen name "Lactea" in the January 1925 issue, he made this projection of milking time in 1942:

"Is everything ready for milking?" "I think so, Boss." "Have the cows been sterilized?" "Thoroughly." "Have they had their creosote bath?" "Every blessed lady of 'em."

"Have they been deodorized with the new Civic deodorant?" "Absolutely." "Have they been kiln dried?" "The lil' Jersey is just coming out of the bake oven."

"Have the cows been manicured?" "Yes." "And steamed?" "We are waiting for that last man to turn red all over." "Have the pails been carbolized?" "Not one missed."

"Have you got your morning permit from the City to milk?" "All signed, sealed and delivered." "Every signature on the permit?" "Yes, the Mayor, five Aldermen, three Alderwomen, the High Chief Vet, the Extra High Chief Milk Inspector, and nine representatives from 82 local organizations and community clubs."

"Righto, Bill, close up the barn, pump out the air, renew with oxygen and formaldehyde. Now, are we all here? Three deep breaths—exhale. Position left—nine deep breaths — exhale.

"Now, outside all of you, put on your rubber gloves. Burn the barn, Bill, and do the milking."

## 1926

### PAYMENT ON GRADE

Much of the credit for establishing the FVMPA's quality control program must go to "Butter-Fat."

At many early annual meetings members voted to have their milk paid for on a grade basis. When the FVMPA finally adopted a plan in 1933, "Butter-Fat" had done much to make it possible.

Although several annual meetings had favored payment by grade, any date for starting the program was left to the board of directors. And the board apparently felt that too many members would be hurt by a quality standard.

Instead, the board launched an intensive cleanup campaign and "Butter-Fat" was the principal tool of persuasion and education.

Almost from the first issue in April, 1923, the magazine devoted a large proportion of its space to columns and articles about improved milking practices, better cooling, the nature of dairy bacteria, milk grading methods and so forth.

For several issues, the names of members having the cleanest milk filters during the previous month were published. A clean milk competition was held during 1925 and heavily publicized in the magazine.

Actually, the Association had laboratories and bacteriologists in 1926 and had been testing milk for some

time. Because test results did not affect the member's milk cheque, however, there was no real compulsion to produce top quality milk.

In spite of this, the quality of milk had been increasing steadily, thanks to the educational work of "Butter-Fat" and on-the-farm assistance from fieldmen.

The winner of the clean milk contest had a plate count of only 9000—very good even under modern-day conditions. Grading standards, on the other hand, were not so demanding, as is indicated by this paragraph from the 1926 annual meeting report:

"Mr. Kelly, the bacteriologist for the Association, when called upon, stated that in testing for grade, milk having a count of up to 300,000 colonies of bacteria was graded as 'good,' with over 300,000 and up to one million 'satisfactory,' while milk with over one million and up to 50 million was graded as 'very unsatisfactory.'"

When Mr. A. J. Christmas presented his pay-by-grade motion to the meeting, he asked that it be implemented "immediately". It was endorsed unanimously by the meeting.

## 1929

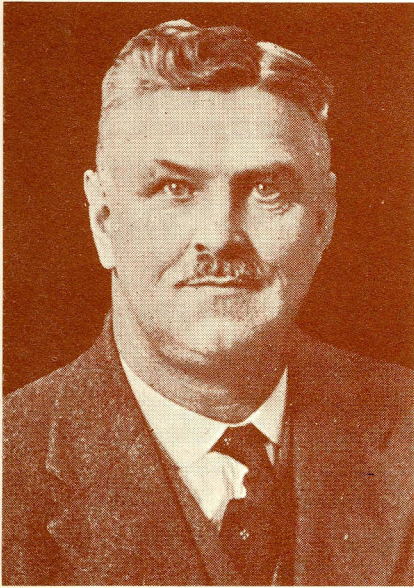
### ON TO VICTORIA

"An historical day in the history of our Association" was the way "Butter-Fat" described the famous "Fraser Valley" delegation that travelled to Victoria to state our case before the Legislature in favor of the Dairy Products Sales Adjustment Act, better known as the "Milk Bill".

Two hundred members made the trip and heard J. W. Berry, M.L.A. for Delta and a member of the first FVMPA Board, speak eloquently to the assembled House of the history of the Association and the need for orderly marketing. In the group were three other members of that Board, W. J. Park, E. D. Barrow, and E. C. Eckert.

An April, 1929 Chilliwack Progress story, reports the following item:

"Welcome the Milk Twins—We're Proud of 'Em" read the streamer on the car in which Directors W. L. Macken and A. H. Mercer and party



*J. W. Berry, a founder and president of the FVMPA, spoke for the Milk Bill in 1929 as MLA for Delta.*

were driven from the C.N. station to the Legion Hall . . . followed by the Legion Band and a long line of automobiles.

“At the hall it was estimated 600 men and women crowded the place to standing room capacity, and almost as many were unable to gain admittance.” The occasion—their return from Victoria after the successful passing of the Milk Bill.

### ABOUT HORSES

“We are not aware of anyone who knows quite as much about horses as our own Alec Davie,” declared “Butter-Fat” in 1929.

The article went on to say, “He recognizes every horse he has bought and sold for our Association during the last 10 years.

“Should any of our steeds be seen on the streets of Vancouver in a less exalted calling than that of drawing a milk wagon he has been known to say, ‘There goes No. 13 which I bought for \$129.25 and sold for \$150.00 after we were through with him’.”

Mr. Davie said up to 40 horses were used up on the hard pavements of the city in the year. They sold for an average of \$137.50. Forty-two horses were bought at an average price of \$173.21. Average cost of feeding our horses amounted to just over 50 cents per day.

In the same issue, he defends the showing of the FVMPA horses at the Vancouver and New Westminster exhibitions as “good business and effective advertising.”

Over \$342 was spent on showing, but the prize money exceeded \$520.

### PICNIC AUCTION

Nine head of top dairy stock were sold at the 1929 FVMPA picnic in an auction conducted by John W. Berry, a past president and founder of the Association.

*Director Alex Davie in the straw hat, below, was for a number of years in charge of selecting the Association's horses. The horses he chose won numerous blue ribbons at local fairs.*

### PRODUCTION COSTS

Back in the late twenties, “Butter-Fat” records five-year average costs to produce 100 pounds of milk as: January, \$1.53; April, \$1.24; July, \$0.50; and November, \$1.47.

### KNIGHTS OF THE ROAD

The temptation to appropriate an appetizing drink of rich milk proved too much for two knights of the road as they journeyed towards the U.S. border along the Pacific Highway in 1929.

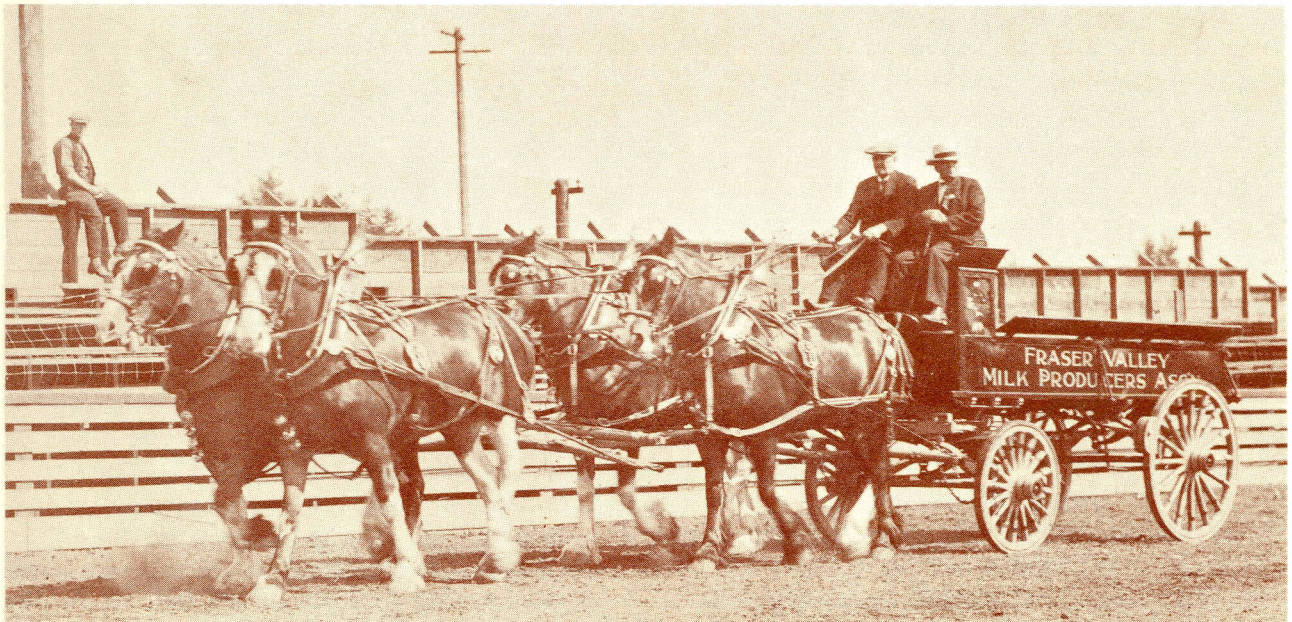
The lady of the house, going about her daily chores noticed something unusual going on in the vicinity of the milk stand. Two tramps were busily engaged in taking off the top of two cans of milk and helping themselves generously by pouring the milk into the can lids for the convenience of consuming same.

A call to the lord of the manor brought him quickly to the scene, but without catching the culprits who made a quick get-away through the bush.

Says the July, 1929 issue, “We have no doubt that this would occasion a drop in the test for that day.”

### MORE COWS NEEDED

Of B.C. butter consumption in 1929, 7,500,000 pounds was imported into the province. “Butter-Fat” reported that 25,000 more cows and 2500 more dairy farmers were needed to fill this demand.



# Humor Through the Years

*The ink was hardly dry on the first issue of "Butter-Fat" when a member wrote to complain that "what it lacked was the stimulation of a few jokes." On this page are some of the best (and the worst) that appeared in the early years.*

## THE IRON COW

A Scottish farmer one day said to his hired hand Sandy, "Here, Sandy, gang roon and give the coos a cabbage each, but min' ye gie the biggest to the coo that gies the maist milk."

When Sandy returned, the farmer asked him if he had divided the cabbages out according to merit.

"Aye, maister," replied Sandy. "I gied 'em a cabbage a head and hung the biggest on the pump handle."

## WONDERS OF SCIENCE

A young man was holding forth on the services rendered by science to agriculture.

"I tell you," he said to an old farmer, "the time is coming when you'll be able to carry all the fertilizer necessary for an acre of ground in one waistcoat pocket."

"And all the crop in the other," answered the farmer.

## LOCAL COLOR

Poet: "I'm out here on the farm to get local color for a pastoral poem."

Farmer: "I reckon you're gettin' it mister. I painted that settee you're sittin' on only this morning."

## QUITE SO

"I tell you," said the explorer, "travel is a great thing. If a man has got anything in him travel will fetch it out."

"Yes," answered his candid friend, "especially ocean travel."

## MORE LIGHT NEEDED

The stingy farmer was scoring the hired man for carrying a lighted lantern to call on his best girl.

"The idea," he exclaimed, "when I was courtin' I never carried no lantern; I went in the dark."

"Yes," said the hired man, sadly, "and look what you got."

## HARD TIMES

"The sausages you sent me had meat at one end and bread crumbs at the other," said the lady in the butcher's shop.

"Yes, ma'am," replies the butcher, "these hard times it is very difficult to make both ends meat!"

## DOWN IN DUMPS

A lady told her friend—"Whenever I get down in the dumps, I always buy myself a new hat."

The friend replied—"I wondered where you got them."

## IN CASE OF ILLNESS

Two Scotsmen decided to become teetotalers, but McGregor thought it would be best if they had one bottle of whiskey to put in the cupboard in case of illness.

After three days Sandy could bear it no longer, and he said, "McGregor, I am ill."

"Too late," said McGregor, "I was sick all day yesterday."

## WAR ORDER

A rancher in the U.S. received the following instruction from a war time government board "Your request in killing steers cannot be granted. It is contrary to our rules. They must be kept for breeding purposes."

## NOT SO DUMB

One of the psychology students visiting at Harvard asylum noticed an inmate wheeling a wheelbarrow upside-down. "That's not the way to push that thing," he said. "You've got it upside down."

"Oh, have I," answered the inmate. "Well I used to push it the other way but they put bricks in it."

## ONE OF THE DRAWBACKS

Mrs. Greene: "They tell me your son is in the college football eleven?"

Mrs. Smith: "Yes, indeed."

"Do you know what position he plays?"

"I'm not quite sure, but I think he's one of the drawbacks."

## FOOD FOR THOUGHT

The air raid sirens went and the family ran to their shelter. Suddenly the wife said to her husband, "John, I've come without my false teeth."

"Don't worry about that," he replied. "It's bombs they're dropping—not steak pies."

## PURE MILK

New Customer: "Can I rely on your milk being absolutely pure?"

Green Milkman: "Yes, ma'am our milk has been paralyzied by the public anarchist."

## DANDRUFF CURE

"Rastus, what make dis lump on yo' haid?"

"I tell you Lisa, I'se got dandruff an' dey tol' me put toilet water on ma haid and de fust t'ing you know dat ol' seat flap right down on me, yes, sah!"

# The Hungry Thirties

## 1930

### ASSOCIATED DAIRIES

The August, 1930 issue carried a full-page notice of Local meetings, convened to discuss the proposed amalgamation of dairies in Vancouver into the Associated Dairies.

On Friday, August 22, 1930, an extraordinary meeting of the Association was held in St. Patrick's Hall, New Westminster. An overflow audience of members voted to discontinue the retail distribution of milk, with one dissenting voice out of 372 voters.

Director Macken outlined the plan whereby a new company (Associated Dairies), a joint stock company composed of 95 per cent of milk dealers would join with the FVMPA in amalgamation.

### FLYING FARMERS

The June 18, 1930 FVMPA picnic at Cultus Lake was notable for the opportunity given to members to try flying. "This experience may be yours," "Butter-Fat" said, "for a small consideration of \$5 which will enable

you to see what your farm looks like from above."

The story also notes the presence of Flight Commander Earl MacLeod and his RCAF Jericho Air Station flyers in a display of landings and take-offs, and aerobatics.

The speakers' platform at the picnic was a diving raft moored in the Lake. "Butter-Fat" commented. "It is with some satisfaction that we learn that the water polo team will be near the raft at this juncture to effect a rescue of any of the orators, should it be necessary."

### WORLD CHAMPS

William Whiting, an FVMPA member from Port Kells, gained fame this year when his famous Hen No. 5 became the world's champion egg layer.

She produced 357 eggs in 365 days in an Agassiz Experimental Farm contest. Of course Fraser Valley Semi-Solid Buttermilk played a part in her remarkable performance.

Another FVMPA member, M. H. Rutledge of Sardis had a world champion egg layer in his white leghorn pullet "Dereen".

In 1933, she laid 357 eggs in 365 days in the egg-laying contest at the Agassiz Experimental Farm.

### FAMILIAR NAMES

The 13th annual meeting resolutions committee, appointed by President W. J. Park, included T. J. Robertson, Ladner, Chairman; J. C. Brannick, Chilliwack; J. W. Carmichael, Chilliwack; J. J. Brown, Mud Bay; J. McKimmon, Deroche; Isaac Else, Agassiz; Stanley Towle, Milner.

## 1931

### MILK ACT DEFENDED

Fraser Valley Milk Producers' members were prepared to fight to the last ditch to retain marketing legislation as embodied in the Dairy Products Sales Adjustment Act.

It was under heavy attack in 1931 when meetings were held throughout the Valley by the FVMPA. Mass meetings at Abbotsford, Chilliwack and Cloverdale condemned the report of Sanford Evans, appointed by the Provincial Government to study producer marketing problems.

Okanagan fruit growers, Lower Mainland vegetable growers and egg producers all joined the fight against the report.

"The Vancouver Sun" reported the Chilliwack meeting: "This Association of 3000 members is a responsible-thinking organization as well as a growing organization. Their decision will be based on sound judgment. Whatever the majority of them want should be a sound factor in deciding what should be done."

### 4-H BEGINNINGS

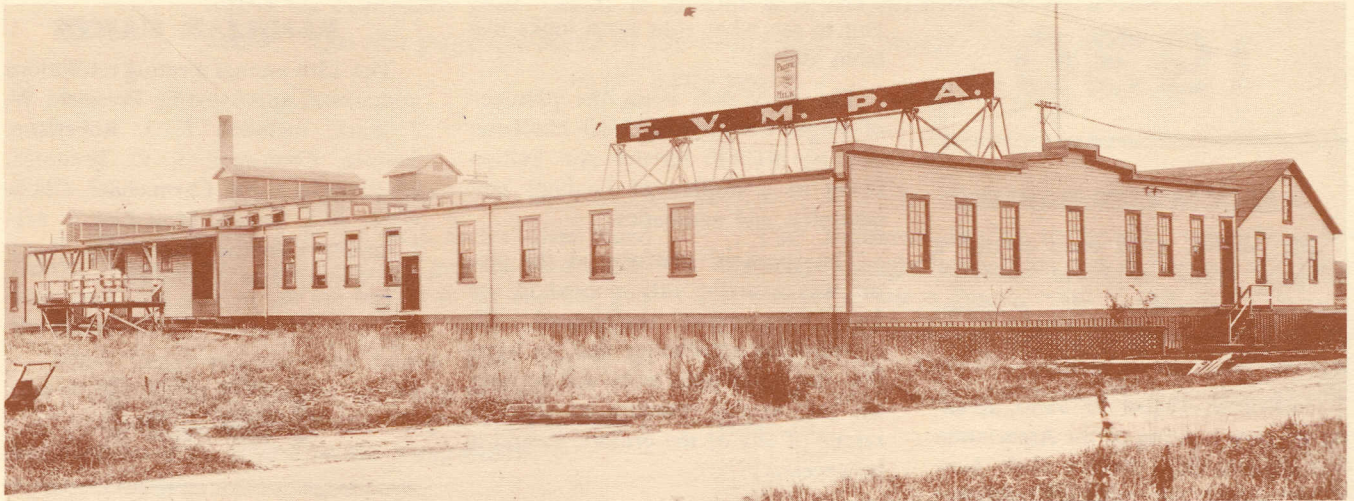
A boys' and girls' calf club for both the Holstein and Jersey breeds was formed in the Kensington Prairie district of Surrey during May, 1931.

Names still identified with farming are in the story printed in "Butter-Fat"—Farquhar, Brown, Scott and McKinnon.



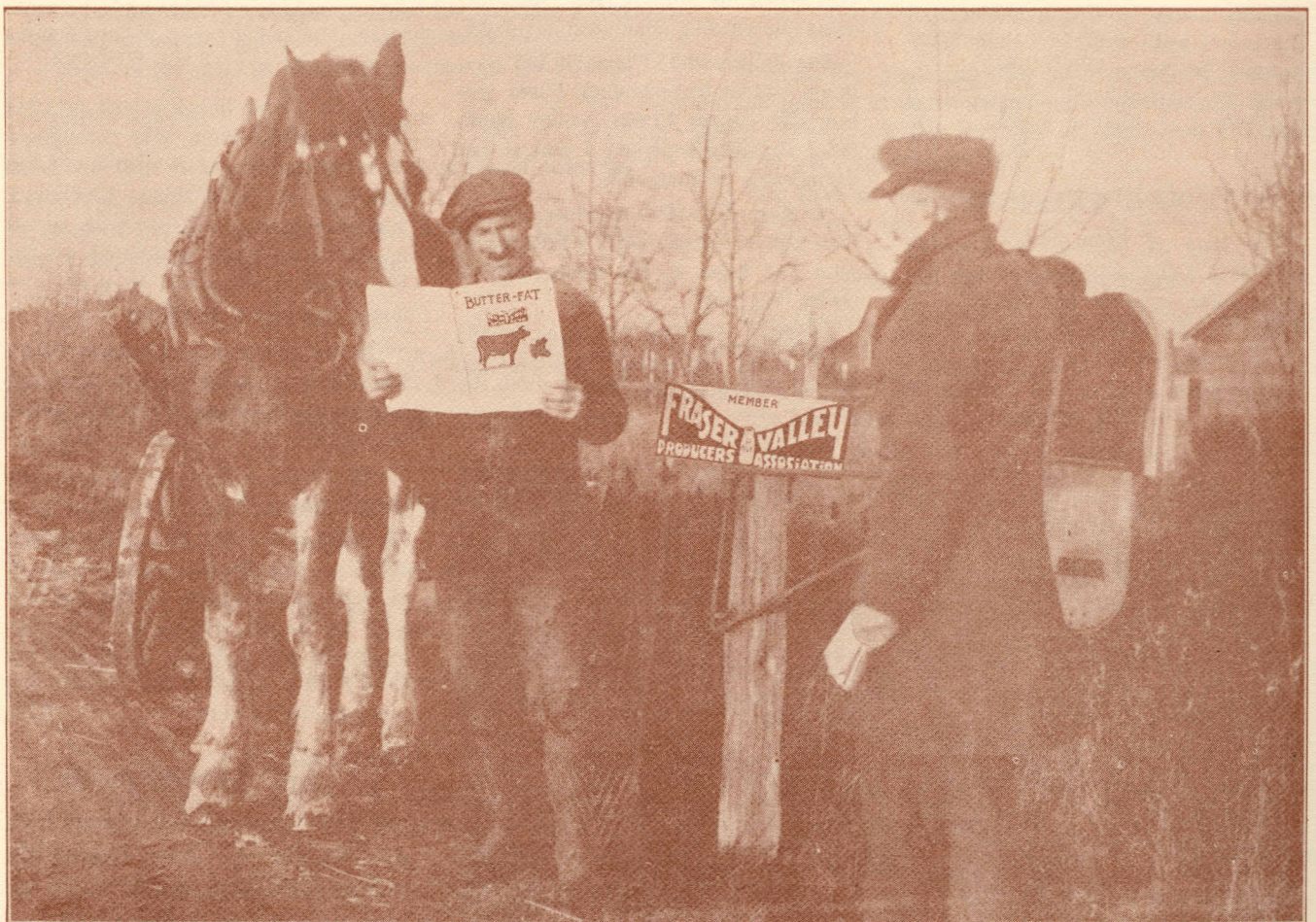
*Tug o' War teams from Delta and Matsqui scramble for a footing at the Association's 1930 picnic. Matsqui was the winner. The first picnic was held in 1924 and they have continued to the present, except for a break during World War II.*

# Portraits of the Past



Pacific Milk Company plant in Ladner was purchased by the FVMPA in 1924, along with the brand names and other assets of the company. Production was grad-

ually shifted to the new Pacific Milk Plant near Abbotsford, until the Ladner Plant was closed in 1928 and useable equipment moved to Abbotsford.



When this photo appeared on the cover of the December, 1923 issue of "Butter-Fat," the caption read: "The recent advance in the price of butter-fat is absorbing the interest of the two members of the FVMPA depicted above. Even the horse appreciates the import-

ance of this announcement." The "member" at right was actually Percy Collin, editor of the new magazine. On the mailbox post is a gate sign which the Association was urging members to display at the time. The sign was given to new "Butter-Fat" subscribers.



Three sturdy smithies pause to have their photograph taken in the FVMPA Vancouver blacksmith shop in

1920. This shop was located in the Association's 8th Avenue plant.



Many celebrities have visited Association plants, but royalty came only once—in 1931 when the King and Queen of Siam made a tour of the Pacific Milk Plant.



Even without the 1921 B.C. license plate, the hard rubber tires on this truck indicate its era. Arctic did not become a division of the FVMPA until 1944.



Dean Clement of the UBC Faculty of Agriculture addresses the 1933 FVMPA annual picnic at Second

Beach, Vancouver. The first picnic was held in 1924 at Agassiz Experimental Farm.



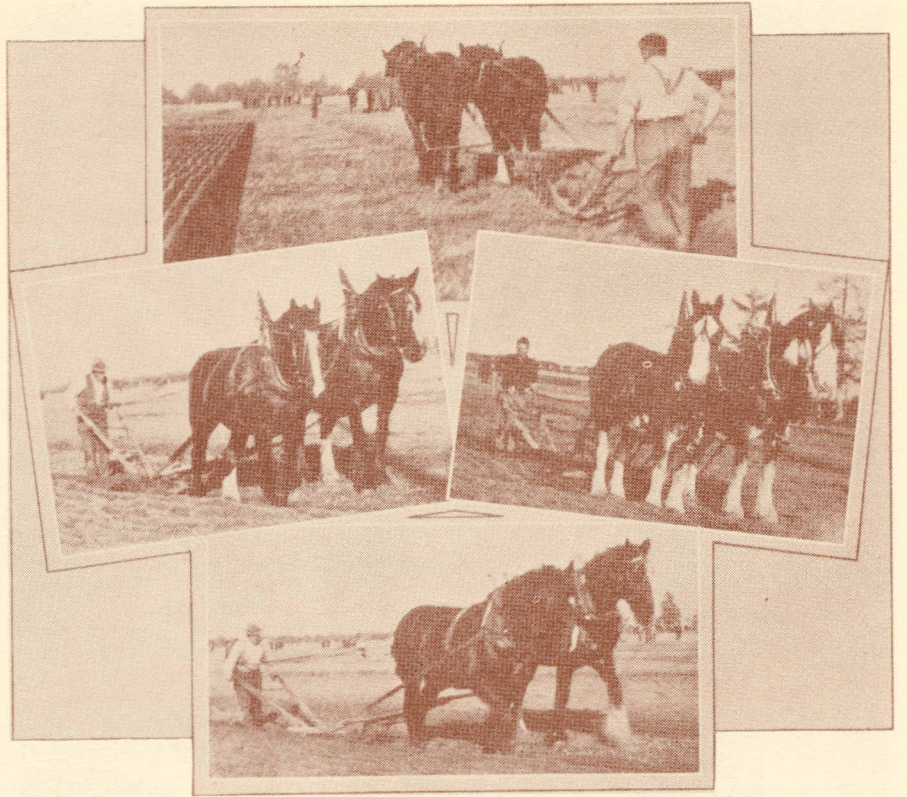
**TOP LEFT:** President and General Manager W. J. Park addresses the first FVMPA annual picnic at Agassiz Experimental Farm in 1924.

**CENTER LEFT:** Some of the most important advances in the history of the Association were taken by these members at the 1924 annual meeting at Hamilton Hall in Vancouver.

**BOTTOM LEFT:** Employees of Fraser Valley Dairies with their wives and children at their picnic on Bowen Island in 1919.

**RIGHT:** The Ladner Plowing Match of 1929 brought together such experts as J. Gilchrist, top; R. Pybus, center left; Ken Davie, center right, and R. A. Coleman, bottom, who won the event.

**BOTTOM RIGHT:** The Dairyland Reception Room looked much like the lobby of a Victorian era hotel before redecorating in the 1930s.



**DEFICIENCY DISEASES**  
 SCURVY BERI-BERI  
 TERPHTHALIE RICKETS  
 PELLAGRA CERTAIN BONE DISEASES

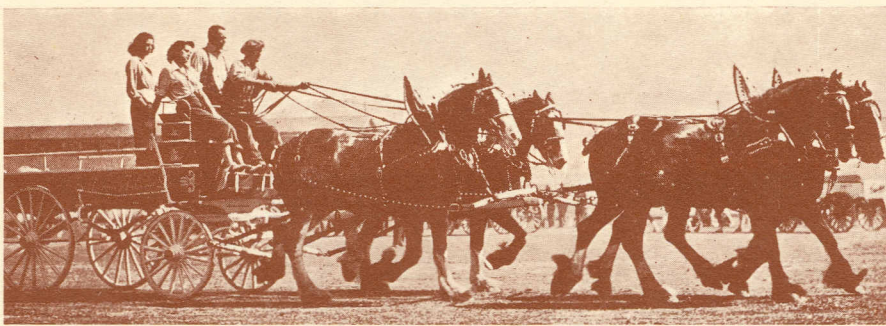
**THESE FOODS ARE DEFICIENT**  
 BOLDT FLOUR OF MUSCULAR  
 WHEAT POSITION OF  
 RYE BLEED  
 CORN MEAL POOR  
 OAT MEAL MILTON  
 POTATOES FISH  
 ROOF CROSS LARD  
 WHEAT & RYE TALLOW  
 POLISHED RICE VEGETABLE OILS  
 SUGAR QUINQUINA





FVMPA members contributed to the war effort in 1940 with a donation of \$8000 to buy a De Haviland Tiger Moth training plane, left. The idea was born at the Council of Locals meeting and, when collection was complete, a formal presentation of the cheque to the Vancouver Air Supremacy Drive was broadcast over Radio Station CJOR.

Interest in fairs has always run high among members of the Association. These Nicomen Island members, below left, brought their team to Vancouver for showing in the Provincial Exhibition and placed very well.



Pacific Milk advertising cards, below left, were displayed on B.C. Electric city and inter-urban street-cars in 1939 and 1940.

This photo of Kitsilano Branch, bottom, was taken shortly after the depot opened April 21, 1924. Billy Mills, who retired just last month, was named manager of the new branch.

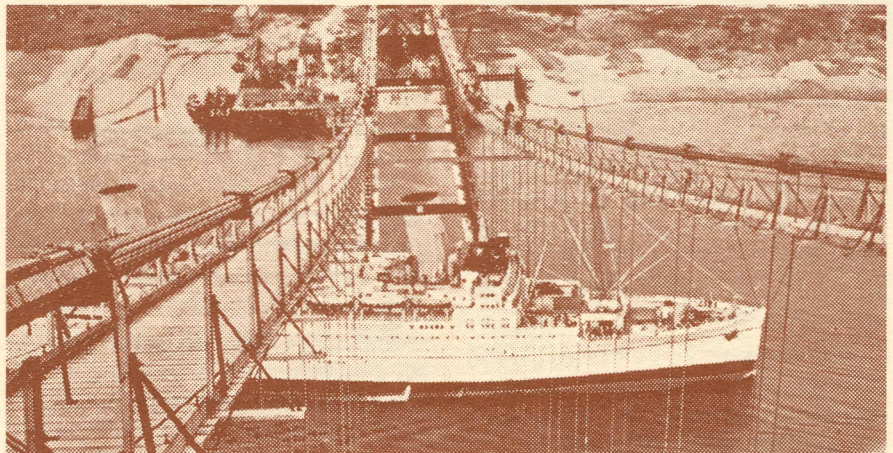


*RIGHT: President D. R. Nicholson addresses a picnic held jointly by the FVMPA and the Dairymen's Associations of Whatcom and Skagit Counties at the Peace Arch, August 8, 1958.*

*LEFT CENTER: In the horse and wagon days, a heavy snowfall meant switching to runners instead of wheels.*

*RIGHT CENTER: The Lions Gate Bridge attracted considerable attention when it was under construction in 1938. "Butter-Fat" carried this picture in July, 1938 and ran another picture on the cover of the October issue, when the bridge was near completion.*

*BOTTOM: Fire razed part of the second floor and roof of the Arctic Ice Cream plant October 11, 1958. Although the building and supplies were extensively damaged, the plant was back in operation in two days.*



## COSTLY DEFEAT

Fluid milk values in 1931 fell from 73 cents per pound butterfat to 48 cents, after the defeat in the courts of the Milk Act.

## LOWEST PRICE EVER

In the June, 1931 issue, Vice-President Macken wrote: "Our worst fears for the May settling rate have been realized: butterfat—28 cents; skim milk—10 cents.

"On a four per cent basis, this means 30½ cents per pound butterfat. It is the lowest paid in our Association history."

"Butter-Fat" magazine commented in an editorial:

"The old guard of our membership who have borne the brunt of previous milk fights can be relied upon to face the present stress with the same fortitude they displayed in the past.

"It is possible the new members, who have never experienced the disastrous results of a price depression may not face the present conditions with the same courage and without murmuring."

The editorial went on to point out that the farmers alone were not the only ones suffering from the depression described as the "worst crisis in the world's history."

Mr. Macken speaking to the FVMPA picnic that year, described the May statements as "messengers of misery."

## POLITICAL MILK

(Milk and politics back in the '30's, recorded in "Butter-Fat")

"Vancouver Province" — 1931:

"Mayor Taylor appears determined to do two things, neither of which is worth anything to Vancouver and both of which have in them the seeds of much trouble.

"He wishes, in the first place, and makes no secret of it, to break up the cooperative organization (FVMPA) which acting under authority . . . supplies most of the milk to Vancouver consumers.

"The second thing the mayor seems determined to do is . . . create in the Fraser Valley a feeling of resentment and antipathy toward Vancouver."

"Vancouver Star"—1931: "It is to

be questioned whether Mr. Taylor's attacks on the Fraser Valley Milk Producers' organization are not doing the city a very serious disservice.

"Mr. Taylor has got into the habit of going over to Victoria and broadcasting his criticisms from that city. He has made a number of very serious charges of which those capable of proof or disproof have been promptly shown to be without foundation."

## THOUGHTFUL ACTION

The Surrey Municipal Council, in what "Butter-Fat" described as "a thoughtful action" extended the time for payment of taxes.

The magazine commented, "We know of many of our members in this area who will experience a great difficulty in meeting their tax demands during these times of stress."

## COIN MACHINES

Thirty-two years ago "Butter-Fat" reported the installation of coin milk vending machines in U.S. factories.

## AD CAMPAIGN

W. J. Park, reporting to the 1931 annual meeting, announced the Associated dairies were embarking on a milk advertising campaign, stressing milk values in nutrition.

Harold German suggested it would be a good idea to offer prizes in the schools for the best essay on milk.

# 1932

## PACIFIC MILK SHOWS

On July 7, 1932, Percy Collin started out with his camera, screen, projectors, films and all the mysterious paraphernalia which accompanied him when showing his "pictures".

This time he was headed for the Calgary Exhibition in the interests of vacuum-packed Pacific Milk.

—"Butter-Fat", 1932

Four years later "Butter-Fat" reprinted the following article from the "Northern Alberta Gazette":

"The first talking picture ever to be put on in Faust was held in the

schoolhouse on Saturday evening. It was brought here by the makers of Pacific brand evaporated milk.

"They deserve great credit for sending this picture around to places where a show is seldom put on. Needless to say, the schoolhouse was packed to overflowing, and we can safely say that the sales of Pacific milk will increase in Faust and district."

A letter from Percy Collin, who showed the film, said the roads were so bad the Pacific sales representative in the area has to leave his car in Faust until freeze-up.

## SAD NEWS

The November 1932 issue reported the Milk Act had been declared ultra vires by the Privy Council in London, sad news for Valley dairy farmers.

# 1933

## QUALITY CONTROL

Quality control pioneer was our present General Manager. From the April, 1933 issue:

"Our bacteriologist, Mr. Lyle Atkinson, has visited several Locals of late with his lecture and practical demonstration on grading and the care of milk, with much benefit to the membership concerned."

*Bacteriologists L. A. Atkinson, left, and C. D. Kelly take samples at Eighth Avenue.*



## THE SUMAS RAID

A-M-S NEWS—May, 1933

Members of the FVMPA Sumas Local held an emergency meeting in the Agricultural Hall, Whatcom Road, to consider possibilities arising from the action of a shipper said to have broken his contract with the co-operative.

For two days, it was stated, the party in question, prosperous owner of a big herd . . . had diverted his milk from the FVMPA.

Some 70 milk producers were present, and the statements of several of them indicates the tensivity of their feelings in this new threat against their livelihood. While no violence was suggested, it was obvious that something of labor union methods must replace ordinary legal procedures in dealing with defaulters.

A constructive motion was made that a committee of three call on the shipper. Discussion showed that an experience of five years in efforts to effect a remedy had proven useless. The case required different and stronger methods. A motion was made, and passed, that the entire meeting adjourn and immediately interview the offender without further waste of time.

No disorderly conduct or threats entered into proceedings. The large body of dairymen drove to the farm, and courteously invited the occupant to dress and come out and discuss the matter, and informed him of the possible effect of his action, and asked him what he intended to do.



FVMPA General Manager A. H. Mercer was elected first president of the newly formed Dairy Farmers of Canada in 1933.

"Sure—I'll stay with the bunch," he remarked, scanning the large crowd overflowing his backyard.

## AN INVESTIGATION

A Committee appointed to investigate the affairs of the Association in 1933 was composed of three members—Hugh Davidson, Henry Bose and Alec Paterson.

The first report was handed down at a Council of Locals meeting the same year.

The chief recommendations dealt with the FVMPA relationship to the Associated Dairies Ltd.

Drastic ideas on service of the directors and their terms of office were presented. Opposition to the board going beyond policy making and into management was voiced.

## FUNERAL AID

H. J. Skipper of Dewdney outlined his proposed Funeral Aid Fund in a letter printed in the November, 1933 issue of "Butter-Fat."

The Fund came into being at the 1933 annual meeting when a resolution was passed asking that the Fund be established.

H. J. Skipper moved the resolution, which was supported by the Dewdney, Fairfield Island and Aldergrove Locals.

The July, 1934 issue of "Butter-Fat" recorded the first break in the ranks of contributors to the Fund with the death of Mrs. R. Peardon of Abbotsford.

About 800 members were enrolled in the Fund at that time.

## 1934

### MILK AND BEER

The Vancouver Trades and Labor Council sent a letter to the Liquor Board, requesting that milk and buttermilk be included among the beverages sold at the beer emporiums.

### AGRICULTURE COUNCIL

"Butter-Fat" carried a story out of Kamloops in its December, 1934 issue, telling of producers there discussing

the formation of a "Dominion-wide Council of Agriculture."

This gathering, attended by our first president, E. D. Barrow and other FVMPA leaders, was the beginning of the B.C. and Canadian Federations of Agriculture.

In the first issue of 1935, it reported the founding of the new Chamber of Agriculture of B.C., with Mr. Barrow as the first president. Sixty delegates representing all phases of agriculture met in Vancouver for the founding meeting.



First FVMPA President E. D. Barrow was elected president of the B.C. Chamber of Agriculture in 1934.

## 1935

### AN OFT-HEARD IDEA

The oft-heard suggestion from so-called experts that we should sell out our plants is not a new idea. Back in 1935, "Butter-Fat" commented:

"The proposal that some neutral interest should acquire the manufacturing and marketing facilities of our Association as a solution to settling the surplus milk problem in the Fraser Valley is so preposterous that it is almost humorous.

"Years of experience have proven that the interests of dairy farmers are best-served when they are not dependent on outside or opposing interests to manufacture and market their dairy products."

The article went on to point out that few private or cooperative organizations could show such efficient management in the disposal of surplus milk.

As an example, the magazine noted that in the previous 10 years, sales of skim and evaporated milk had returned \$885,000 above what would have resulted if the Association had continued to supply milk to the former owners.

### 1935 FLOODS

Telling of the 1935 floods which hit the Fraser Valley, "Butter-Fat" said: "Never in the memory of old-timers has the Fraser Valley faced such demoralizing weather conditions.

"First, we encountered the icy grip of zero temperatures, which was followed by blizzards, snow and ice storms, which paralyzed all traffic and in some cases, demolished barns and buildings. To cap the misery, the floods came.

"Many people abandoned their homes or took refuge in upper floors, or moved in with neighbors on higher ground. Cattle and stock, where possible, were taken to higher ground. Communication to Delair and Sardis was cut off; power and telephones were out."

## 1937

### W. J. PARK RETIRES

The March, 1937 issue devoted a page to the retirement of Mr. W. J. Park.

He had held many executive positions with the Association, including president, secretary and general manager, as well as general manager of the Associated Dairies.

### ACT THROWN OUT

The B.C. Marketing Act (1934) and amendments (1936) were declared ultra vires in the courts by Justice Manson.

King George VI was crowned in May of 1937 and "Butter-Fat" recorded a little known fact—150,000

cartons of milk were distributed free to children along the parade route.

## 1938

### THE HOBBY FARMER

Our first president, E. D. Barrow of Sardis, wrote a letter to "Butter-Fat" that is a literary gem. He dealt with the "hobby farmer", and in particular with a rich city professional man who had decided to move his herd to Washington State because of the B.C. marketing plans.

Replying to this man's contention that a dairy farm must be a place of expensive buildings, Mr. Barrow wrote:

"Let me stress the fact that the immaculate premises so unctiously referred to . . . need not be the expensive edifices erected by business and professional men out of monies earned in urban pursuits, yielded from fortunate investments, or inherited from wealthy forebearers.

"Farmers spend their whole lives building and developing their premises bit by bit, year by year, out of the scrimps and saving of their arduous toil. It is an insult to the thrift and cleanliness of bonafide farmers and their wives to suggest that because they cannot provide themselves with the fancy premises hobby farmers are able to erect, their premises are unclean and their milk not pure.

"Let me repeat that real farmers don't object to wealthy city business and professional men spending their surplus money in fine cattle and beautiful barns and country homes. But the dairy industry of the Fraser Valley and the consumers of milk in Vancouver will not suffer one iota because Dr. — has moved his herd to Washington. There was an ample supply of high quality milk in the Valley before he set up his hobby farm.

"Real farmers here have been breeding purebred stocks of all breeds, supplying their neighbors and shipping to other parts of the world for over 40 years.

"God help the dairy industry if it has to depend for its advancement upon the hobby farmer!"

### TOMMY JOHNSTON

"Butter-Fat" has paid tribute to many haulers over the years. When one of them, Tommy Johnston, suffered a serious accident in 1938 near Central Park in the course of his duty, progress reports on his health were printed.

Tommy, of Sullivan, has ended his career as an active hauler, but he is still a faithful member of the FVMPA.

## 1939

### SINGLE AGENCY

The Single Agency for handling milk in the Vancouver market was knocked out in June, 1939 by the courts because of a minor technicality. "Butter-Fat" reports "a wave of discouragement and anger passed over the Fraser Valley."

Dean Clement, speaking to the FVMPA picnic that year, remarked "it was surely a case where the Association had too much to handle in an adverse situation in which 'a 17 per cent tail could wag a 83 per cent dog'."

At the same event, President W. L. Macken described the situation "as the most critical in our history." He cautioned against dropping prices on the fluid market to fight the independents, saying it was "not the solution."

W. J. Park said many members had appealed to him, stating, "We have all we can stand and the only thing now to do is to cut the price down to bedrock." He also warned that the distributor was in a better financial position than the FVMPA, and "it would mean putting some of our own men out of business."

Walter Leek, past president of the Vancouver Exhibition, said the members of the FVMPA were "a long-suffering people . . . there is nothing you haven't offered to do at one time or another if the other fellow would play ball with you . . . nothing has been left undone to straighten out this mess . . . but there seems to be too much selfishness in the world. You farmers have been the finest milk cow for the legal profession in B.C."

# POETRY

Poetry was a popular medium of expression in early issues of "Butter-Fat".

Although most of the compositions came from members, praising cooperation or the Association, customers and even management occasionally got in to the act.

A Vancouver customer resorted to rhyme in his complaint to the milkman:

## THE KICK

*Mr. Fraser Valley Dairy man,  
We wish by this little note  
To thank you for your services  
And of your milk to quote  
That though you cannot help it,  
Your milk is getting thin  
And just for comparison  
It's like aluminum to tin.*

Please don't leave any more after this morning. Please leave us a bottle of Creamo. THANK YOU.

Not to be outdone, Sales Manager H. J. Price sharpened his quill and fired off the following reply:

Dear Sir:

*Your written word and charming  
verse  
Received and duly noted.  
Your criticism though adverse  
Was kindly tempered, though  
much worse  
Has often to our men been quoted  
By worthy friends, who just like  
you  
Had got their information wrong.  
Just toddle round and say, "How  
do,"  
We'll be right glad to show you  
through,  
And bring your wife as well, along  
Comparison is seldom right,  
'Tis better not to make it.  
Things black look better when  
the light  
Of first hand knowledge turns  
them white.  
Our hand, Sir, come and shake it.*

G. M. Davis of Chilliwack was a frequent contributor. Three of her efforts follow:

## THE MILK SITUATION

*We used to buy our butter,  
And our quart or so of milk,  
But we never worried if the  
farmer,  
Dressed in rags or silk  
We never thought of B cows,  
Nor flavors caused by scent,  
And lost no sleep concerning,  
The butterfat content.  
Today the farmer's on the spot,  
They watch his every movement;  
they taste, and test, and smell  
the milk,  
Demanding more improvement.  
And the farmer is not fit to milk  
If he is shabby and needs pity,  
While the well-dressed farmer is  
a robber,  
Who sponges off the city.*

## FUMING WHILE CONSUMING

*They waged their war on  
butterfat,  
And kept us close to starving,  
While we bemoaned the poor  
old cow  
Her sacrifice of calving.  
And now that feeds are going up,  
And foodstuff prices soar,  
They write their letters to the  
news.  
And curse the cost of war.*

## THE FARMER GETS IT IN THE NECK

*The city housewife bought some  
shoes—  
The price was up a bit,  
But what's another dollar  
If the shoes have style and fit?  
It makes small difference to her,  
If prices go sky high,  
Her husband has a steady job,  
She has the cash to buy.  
Her hair is waved, her nails are  
pink,  
Her gowns New York designed,  
She smokes and has her little  
drink—  
No mortgage on her mind.  
But let potatoes rise a bit,  
Or butter, eggs or milk,  
Then listen what Milady says,  
With others of her ilk.  
"We must tell our local  
member,"*

*"We'll inform the daily news,"  
"A convention of the Housewives  
League,  
Will fix those grafting rubes."  
They know not of a load or debt,  
Of anxious hopes and fears,  
Of ailing cattle, drought or  
blight  
The pinch of leaner years.  
Would they who never did  
without,  
Nor felt the sweat of toil,  
Be base enough to rudely crush,  
These soldiers of the soil?"*

## LADIES WILL PLEASE REFRAIN FROM READING THIS ITEM

*If you had to stand on your  
head,  
But I knew you'd get at it  
somehow,  
read,  
This poem you've already  
million,  
Now I'll wager ten cents to a  
show,  
If she has the least chance of a  
somehow,  
But she'll manage to get at it  
to know.  
It's something she ought not  
worryes a woman,  
If there's anything which  
—"Butter-Fat", 1929*

## DO YOU JUST BELONG?

*Are you an active member,  
The kind that would be missed;  
Or are you just contented  
That your name is on the list?  
Do you attend the meetings,  
And mingle with the flock,  
Or do you stay at home,  
To criticize and knock?  
Do you ever go to visit,  
A member who is sick,  
Or leave such work to just a few;  
Then talk about the clique?  
Now think this over, members,  
You know the right from wrong  
Are you an active member,  
Or do you just belong?*

Mrs. Hugh Ferguson, Chilliwack  
"Butter-Fat", December, 1942

# In Modern Times

## 1940

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### A MOTION DEFEATED

A 1940 Council of Locals meeting turned down a motion from the upper-Valley Locals Central Executive that directors be elected by districts. Another resolution reducing the number of directors from seven to five was also defeated.

### CATTLE PROTECTED

Dairy cattle were taken off the Island of Jersey early in the war and landed safely in England. "Butter-Fat" reported in 1940 that it was believed the same action was taken with other Channel Island cattle.

### BUTTER 35 CENTS

December, 1940 was the month the Wartime Prices and Trade Board (remember the name?) fixed the wholesale price of butter at 35 cents per pound in Vancouver.

## 1943

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### ANGRY YOUNG MEN

Council of Locals heard 'angry young men' advocate a milk strike, full control of the fluid market, a price war, pepped-up local meetings, enlisting labor support, and a charge that the Association had not progressed in the past 10 years.

H. J. Skipper pointed out that no more than 50 per cent of the farmers would ever stay together for a strike.

Alex Mercer came to bat and said that ample experience over the past 25 years had shown that when everything was going along well, very little interest was taken in Local meetings. But if there were problems—look out.

A full house could be guaranteed, with a real Donnybrook.

The directors were backed up against the wall and "given Hail Columbia," said Mercer. He took exception to the charges of no progress, asking, "what other organization in Canada had made the same progress as the FVMPA?"

President Macken complimented the young men on their participation in the meeting, but took issue with the 'no progress' charge.

He traced the Association history, from the time we had 1200 members, the determined effort to sign up all dairy farmers voluntarily, the purchase of Pacific Milk, the erection of modern manufacturing plants, and the efforts to stabilize the city market.

"There is not another place in Canada where the producers are getting as high a pooled price as the FVMPA," he said.

Commenting on labor support, Mr. Macken believed this was impossible as "labor organizations were only interested in their own affairs."

### A PURCHASE

Members of the Association in attendance at the special general meeting held in Mission on December 7, 1943, voted 90 per cent to approve the purchase of the Associated Dairies Ltd. stock held by shareholders other than the FVMPA.

A resolution was endorsed authorizing a \$500,000 bond issue with members given first opportunity to take up the issue.

### IN THE WAR

A 1943 issue of "Butter-Fat" reprinted this news report from a war correspondent:

"When General Montgomery's Eighth Army swept past Libyan territory formerly occupied by Marshall Rommel's troops, munitions were not the only important materials taken.

"Included in the rich booty were vast quantities of canned goods, particularly interesting were the stocks

of food previously in the hands of the British which the enemy had captured during Rommel's earlier successes.

"Some of these re-captured provisions and stocks found in other North African warehouses bore labels well-known in British Columbia, amongst which were some condensed milk packed by the Fraser Valley Milk Producers' Association."

### PAPER SHORTAGE

A wartime shortage of paper hit "Butter-Fat" when the War Time Prices and Trade Board limited the amount of paper available for magazines and newspapers.

Later in 1943, another edict directed the publication to use newsprint rather than fine, magazine stock paper.

## 1944

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### DAIRYLAND

How did the name 'Dairyland' become our trade mark? The story, reported in "Butter-Fat", starts in 1938.

The Association was impressed with the 'Darigold' brand used by our friends in Washington. It could not be used in B.C. but it suggested the word 'Dairyland'.

This name, it was found, was already registered in Canada by a New Zealand dairy cooperative. It had never been used in Canada by the New Zealand people "but they refused steadfastly to sell it to us," declared W. L. Macken in a "Butter-Fat" article.

He relates, "By mere chance we met their president here in Vancouver on his way home from England. A friend of ours brought him to see us, and before we parted a deal was made."

Associated Dairies gradually introduced the name and when FVMPA took over full control of Associated in 1944, Dairyland became the name

of the fluid milk division of the Association.

In the first month of complete ownership, the settling rate went up three cents per pound butter-fat.

### A NEW DIVISION

Arctic Ice Cream became a division of the Fraser Valley Milk Producers' Association in May, 1944.

### A. I. UNITS

"Butter-Fat" reported that on March 27, 1944, Dr. Jack Berry organized a meeting consisting of producers, representatives of the Provincial Department of Agriculture and the University of B.C. The meeting, held at the Emergency Farm Labor Office, heard Mr. W. D. Davies of the Dominion Livestock Division describe the operations of artificial insemination units.

To discuss the formation of artificial breeding units in the Fraser Valley a few days later, a Chilliwack club was formed of 63 members with Harold German as president, John Kirkness as vice-president and H. C. Clark as treasurer.

About the same time, Tom Berry chaired a meeting in Langley, from which a committee of 10 farmers was selected to organize a club.

## 1946

### A TESTIMONIAL

A. M. Mustakim, Penang, Malaya, sent the following letter about Columbia evaporated milk (Pacific Export Brand):

"I have great pleasure to inform you that I have today opened an only tin of the above milk (No. 367K), which was kept by me since the Japanese occupation of our beautiful island.

"In my opinion, the contents have created a record for its freshness and nutritive value. Although the can was a bit rusty on the outside, the milk was as liquid as our rubber latex in its form.

"I should like to mention that in my possession there was also a tin of evaporated milk of another brand, the

contents of which when opened in 1942 was found to be hardened and the tin bloated at both ends.

"This clearly proves that the process of packing and the quality of the milk you are manufacturing are superior to any other concern in your line anywhere.

"It is a source of wonder to me how your product could stand such rigorous climate of very hot and frequent rains of the Tropics, the whole period was four years."

## 1948

### MACKEN RETIRES

President W. L. Macken announced his retirement at the annual meeting and received the applause of the members for his 25 years service on the board of directors.

Former Presidents W. L. Park and E. D. Barrow moved and seconded a motion of thanks to Mr. Macken for his service to the Association.

In a farewell message in the March 1948 issue of "Butter-Fat" Mr. Macken wrote:

"I expect I will be like the retired old fire horse of long ago which ran to every fire when he heard the alarm; when the subject of milk marketing and our Association comes up, I will be going to bat for you, living again the stirring experiences of the last 25 years."



W. L. MACKEN

### THE FLOOD

The Fraser River went on the rampage in June, 1948, bursting dykes and flooding 38,600 acres of Fraser Valley farmland.

When the water receded in July and August, hundreds of dairymen returned to find their homes and possessions ruined and their land covered with mud and debris.

The people of the Fraser Valley worked tirelessly to save cattle and get as much milk as possible to the plants. "Butter-Fat" reported:

"Through the combined efforts of the government, municipalities and those farmers who were outside the flooded areas, accommodation was quickly found for some 25,000 head of cattle evacuated from the low lands.

"The airport of the RCAF near Abbotsford became Canada's largest dairy farm overnight. Here, green feed was cut from its extensive acreage and buildings were converted into milking sheds. More than 1000 head of dairy stock were fed and milked and their owners given housing accommodation.

"From all different points milk was collected, and in some instances, under hazardous conditions. Various modes of transportation were used, including rowboats, barges, launches, fish-packing boats. Truck drivers plowed through water 3 feet deep to deliver their milk loads to the plants."

### NOT THE FIRST

"Butter-Fat" was not the first publication put out by the FVMPA. On the occasion of the magazine's 25th birthday, Editor Collin wrote:

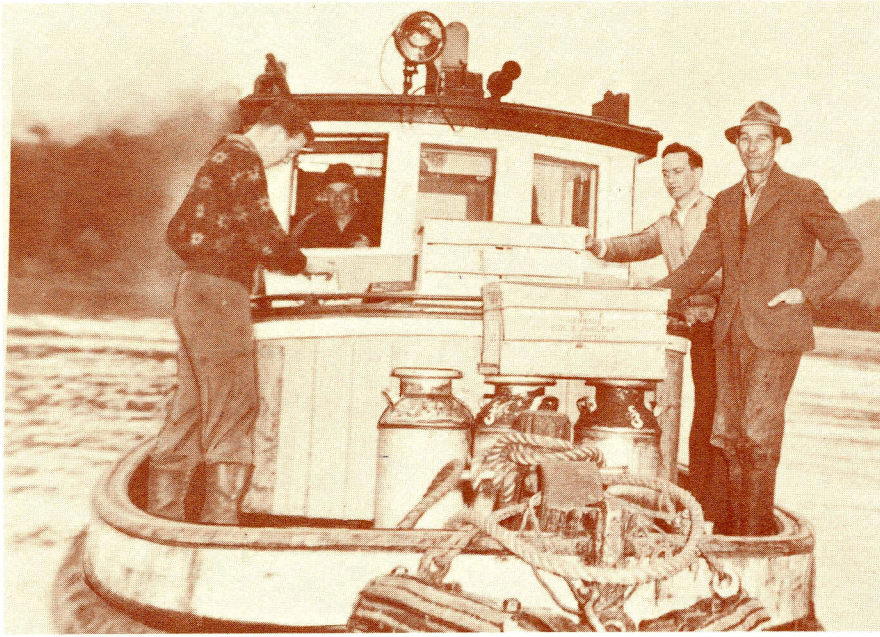
"It may be of interest to our readers to learn that "Butter-Fat" is not the first official organ of our Association.

"It was preceded by a four-page publication known as the 'Fraser Valley Milk Producers' News,' which lived a short space of time during 1917."

### FIRST WINNER

Barbara Walker of Mission became the first winner of the FVMPA Junior High School Public Speaking Trophy.





*Like many Fraser Valley dairymen, Ran Appleby, right, shipped his milk across the Fraser River by boat during the flood of 1948.*

## 1953

### PACIFIC LEADS

Pacific Milk led the way again in the Canadian evaporated milk field with the introduction of the enamelled can. Earlier "firsts" included the open-end sanitary-style food can and the vacuum-packed can.

Continuous pressure-sterilizing and cooling equipment, the most modern and efficient available, was installed at Pacific Milk Plant in December, 1953.

### ORDERS PROTESTED

Decontrol of milk (removal of price control at the retail level) and institution of quota systems brought overflow attendance at FVMPA Local Meetings to protest Milk Orders No. 40 and 41.

### GOOD CITIZEN

E. D. Barrow, first president of the FVMPA, was chosen "Good Citizen of the Year" by his fellow citizens of Chilliwack.

### INSECURITY

"B.C. Agriculture is faced with a feeling of insecurity such as it never experienced before," A. H. Mercer,

president of the B.C. Federation of Agriculture was quoted in "Butter-Fat."

Income at the farm in British Columbia was down \$11 million.

## 1955

### ROYAL COMMISSION

The Royal Commission inquiring into the milk industry opened its hearings at the Vancouver Court House on Oct. 25, 1954. The Hon. Justice J. V. Clyne was the sole commissioner, and T. G. Norris served as the Commission counsel.

After several weeks in the city, hearings moved to Chilliwack on November 15, and later to Ladner and Victoria.

"Butter-Fat" reported in the February, 1955 issue:

Milk war battles between co-operators and independents back in the dirty thirties were revived at the milk inquiry. Alex H. Mercer and Basil Gardom, longtime foe of the Association, clashed during the cross-examination of the FVMPA general manager.

The fireworks started when Gardom began what he termed a series of "unpleasant questions." He began

with a query as to whether Mr. Mercer would agree that in the thirties "acts of violence and sabotage" were carried out "accompanied by poisonous propaganda by the general manager of the Fraser Valley Milk Producers' Association."

An objection was raised by W. A. Sutton, the FVMPA counsel, that whether such statements were true is "only a matter of opinion." Justice Clyne allowed the question and Mr. Mercer replied he did not recall any poisonous propaganda or threats. He said, "I have never gone on the war-path, or anything like that."

He recalled an incident in Dewdney when a group of people tried to interfere with a milk delivery to a Vancouver dairy. If Association members were involved in the occurrence, the witness emphasized "they acted against the advice of the Board of Directors and myself." From his knowledge, he believed the truck was upset and the milk spilled.

Declared Gardom: "Three hundred farmers upset that truck. Justice Clyne commented that apparently there was extreme bitterness between co-op and independent shippers in the '30s.

The FVMPA general manager answered that the bitterness did exist at that time and added, "Co-op farmers are never going to accept the thing in a friendly way at all. You can't expect them to accept it."

Basil Gardom asked the witness if he had ever advised credit investigators for an insurance company that he (Gardom) had once been committed to a mental institution.

Replied Mercer, "I deny that. Even if I did think you were insane, I wouldn't tell anybody about it."

When Mr. Gardom asked if the witness was aware that the Gardom barn, filled with quality oats, was burned to the ground in 1931, Mr. Mercer answered, "I did hear you had a fire."

In response to other questions, the FVMPA executive said he had not heard of Mr. Gardom's milk cans being taken from the C.P.R. station at Dewdney and thrown in the Fraser River, nor did he recall ever telling the Association Dewdney members not to do any threshing or custom work for Mr. Gardom.



*President D. R. Nicholson headed the FVMMPA from 1947 to 1959 when the Association made great strides ahead. He had served on the board of directors for a number of years before he became president.*

How would a single agency affect the FVMMPA? President D. R. Nicholson told the Commission, "We would have to go out and bid for our supply of milk. It is feasible that an outsider might come in and outbid us on surplus milk. In four or five years our plants would become obsolete and deteriorate, if we did not have a supply of milk to keep them running.

"We have no reserves. Other companies could outbid us over and above the prevailing price, and put the 'producer-owned' facilities out of business.

"When the producer-owned organizations are out of the picture, the companies would buy milk at their own price. The single agency would be helpless in four or five years."

When the dangers to the FVMMPA of the single agency were outlined, 10 independent dairies reversed their previous policy, and came out for de-control and the single agency.

Dean Clement, former head of the University of B.C. Faculty of Agriculture, told the Clyne Commission:

"They (the FVMMPA) put up evaporating plants, they put up a utility plant, they spent their own money, and they gradually raised the marginal demand price or the price at which all of the product of the Valley could be sold. They deserve some credit for that . . . the FVMMPA, out of their

own efforts, their own capital, their own skills, and their own men, created a value of about \$3.10 a can or better which the independent operator had nothing to do with . . ."

After six and one half months of sittings, the Royal Commission adjourned on May 6, 1955. Mr. Justice Clyne heard 10,565 pages of transcript from over 143 witnesses and accepted 408 exhibits in the marathon inquiry.

The long-awaited Clyne Report was released to the public on November 15, 1955, by the Hon. Kenneth Kiernan, Minister of Agriculture. The Commissioner's report was highlighted by the following recommendations:

- A market-wide equalization plan
- An equal price for an equal product
- Price control at the producer level only
- Formula pricing of fluid milk

Kiernan said, upon releasing the report:

"I would dare to hope that as a result of this enquiry, age-old feuds will be eliminated in the industry, and that the elements that have tended to divide the farmer one against the other will be set aside."

Equalization of producer returns on

the fluid market came into effect on September 1, 1956, following Justice Clyne's recommendations.

## 1956

### FARMING COSTLY

Over \$52,000 capital was the requirement for a 70-acre dairy farm in the Fraser Valley in 1956, according to Dr. Walter Anderson. This farm would have 25 cows, seven heifers and seven calves, a barn, silo, milk house, machine shed, garage, and last but not least—a farm house. The unit would include about \$7,000 in equipment.

### E. D. BARROW DIES

The year 1956 ended with the recording of the passing on December 28 of our first president Mr. E. D. Barrow at his farm home near Chilliwack.

### IRATE DAIRYMEN

Maude the cow was the centre of attraction on February 10, 1958,



*J. V. Clyne visited the FVMMPA's plants during his Royal Commission inquiry into the B.C. milk industry. At Eighth Avenue, above, he confers with George Okulitch and L. A. Atkinson. In background, A. H. Mercer.*

when 350 irate Vancouver Island dairymen stormed the bastions of the Legislature in Victoria.

They demanded an audience with Premier Bennett over the Milk Board removal of the freight differential between the Mainland and the Island.

# 1958 TO 1963

## FIRST TANKER

The FVMPA's new farm bulk pick-up tanker went into service on March 20, 1958. Sixteen shippers were served on the first run.

## A TOUR

The year 1958 was the occasion for visits to the Vancouver 8th Avenue Plant by several of the FVMPA locals.

Chartered buses brought the members and their families into the city for the day, which included a plant tour, lunch and a couple of hours at a shopping center.

## AN ANNIVERSARY

June, 1958 saw the B.C. Ayrshire Breeders Centennial celebrated in a mammoth field day at the Edenbank Farm. "Butter-Fat" was there with cameras and note book.

## A PICNIC

Five thousand people attended the first international joint picnic of the Skagit and Whatcom County Dairymen's Associations of Washington State and the FVMPA August 8, 1958.

The locale was Peace Arch Park on the border. William Mizen of Whatcom and Alex Mercer shared M.C. honors. Skagit General Manager Phil Cornelius and Association President D. R. Nicholson gave keynote talks.

## NEW PLANT

The 1959 annual meeting voted to build a new fluid milk-ice cream plant and head office to replace the present 8th Avenue—Arctic complex in Vancouver.

The resolution was moved by veteran FVMPA member Harry Quadling of Sumas, and the seconder was a founder and former president and general manager of the Association, W. J. Park.

## J. J. BROWN

J. J. Brown of Surrey Centre took over the reins as president of the Association in late 1959.

## \$3.7 MILLION

The FVMPA Board was given authority at a special general meeting in April to spend \$3,750,000 for the purpose of constructing a new fluid milk-ice cream plant and head office on 24 acres situated at Sperling and Lougheed in Burnaby.

## NEW PRODUCT

Sign of the times—Dairyland introduced a fluid milk "Daily Diet 900" product to enter the field of liquid reducing formulae.

## FIRST SHOWINGS

The FVMPA's new sound color 16 mm. motion picture, "Of Milk and People" began its first showings in January of 1961.

## A. H. MERCER DIES

Alex Mercer, the famous retired general manager of the Association passed away suddenly on March 4, 1961, at the age of 82.

## GROWTH

"In just over 20 years, the Association product total has grown from 5,968,892 pounds butterfat to 15,066,111 pounds butterfat," J. C. Brannick told the 45th annual meeting.

A record total of 372,756,496 pounds of milk was received at FVMPA plants—well over one million

pounds per day. Members received \$16.4 million out of the 1962 gross sales figure of \$29.5 million.

## CITIZEN AWARD

Director A. D. Rundle was named Chilliwack's "Citizen to be Recognized" in 1962.

## SOD TURNING

"In all my dreams and anticipations for this company back in 1917, none ever touched anywhere near the idea of the plant we are building today."

So said W. J. Park, a founder, first secretary and former president and general manager of the FVMPA as he officially turned the first sod July 26th for the new Association Burnaby plant.

Other speakers were President J. J. Brown, Reeve Alan Emmott of Burnaby and General Manager L. A. Atkinson acting as master of ceremonies.

John Laing and Company (Canada) Ltd., were awarded the general contract, on July 6, 1962 to build the FVMPA Burnaby Plant. Their bid was \$2,738,000.

## ELECTIONS

J. C. Brannick of Rosedale, a member of the FVMPA board of directors for 16 years, was elected president of the Association to succeed J. J. Brown.

H. S. Berry of Langley became vice-president, Gordon Park of Pitt Meadows secretary and A. D. Rundle of Chilliwack, executive member.

Other directors are J. C. Cherry, Mr. Lehman and two newly-elected men, P. J. Friesen of Poplar-Peardonville and Ron Robson of Barnston Island.

## SPECIAL MEETING

A special general meeting of the Association on March 22, 1963, held in conjunction with the annual general meeting at Mission voted almost unanimously for an additional expenditure up to \$1,500,000 for the new Burnaby Plant.



Members of the FVMPA Rosedale Local pose for their picture after completing a tour of Eighth Avenue Plant in 1958. Hundreds of members came to Vancouver on the tours.

Mayor Charles Thompson of Vancouver gets behind the wheel of the Association's first over-the-road tanker in 1948. This tanker was the first to be used in B.C.



The FVMPA had the first tanker in B.C. and one of the last horse and wagons in Vancouver. Long-time employee Dinty Blackman was photographed with the last wagon shortly before it was taken off the road in 1951.



Officers of the upper Fraser Valley locals, below, got together in late 1960 for a preview showing of the Association's new film, "Of Milk and People."





Some 60 dairymen gathered on the Sardis farm of E. A. Wells, May 30, 1930 to observe experiments with different kinds of fertilizer on pasture. Several familiar

faces appear in this group, including that of J. C. Brannick, ninth from right. The Wells farm is operated today by E. A. Wells' son Oliver.



FVMPA members in the Chilliwack area load food and clothing for the Christmas Produce Fund, which began in 1924. The goods were donated to Vancouver charities

for distribution to the poor. This photo appeared in the January, 1925 issue and was taken at the B.C. Electric station in Chilliwack.



1924 FVMPA ANNUAL MEETING, HAMILTON HALL, VANCOUVER