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Butter-Fat Magazine

JANUARY-FEBRUARY, 1974



50 YEARS OF
BUTTER-FAT

Supplement, page 15

BUTTER-FAT
PUBLISHED MONTHLY IN THE INTERESTS OF DAIRY FARMERS
BY THE FRASER VALLEY MILK PRODUCERS' ASSOCIATION
1923

FRASER VALLEY MILK PRODUCERS' ASSOCIATION

BUTTER-FAT
PUBLISHED MONTHLY IN THE INTERESTS OF DAIRY FARMERS
Fraser Valley Milk Producers' Association

MERRY CHRISTMAS

ADVERTISING HER BUSINESS

BUTTER-FAT
PUBLISHED MONTHLY IN THE INTERESTS OF DAIRY FARMERS
by the FRASER VALLEY MILK PRODUCERS' ASSOCIATION

Fraser Valley

BUTTER-FAT
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On the Way to the South Pole

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Vancouver's New City Hall

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OUR CONTRIBUTION TOWARDS WINNING THE WAR

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HONOR ROLL

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A FINE EXAMPLE OF THE GUERNSEY BREED

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CENTRE OF ATTRACTION

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Butter-Fat Magazine

BIF

50 YEARS OF BUTTER-FAT

"Butter-Fat" is fifty years old. How and why did it start? Well, the historical data available is a bit meagre . . . just the bare facts.

The 1923 annual meeting minutes regarding the magazine, or the bulletin as it was first called—was proposed as a compromise.

A. C. Lavoie presented a lengthy resolution to the meeting, pointing out that members should be given a great deal more information about their FVMPA business.

The motion lost for want of a second. The discussion which followed led to another resolution by J. C. Calhoun "that a bulletin be issued monthly and sent out to each member."

Pioneer dairyman E. A. Wells of Sardis seconded the motion, and "Butter-Fat" was born.

In choosing a name for the publication, 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 that 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."

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

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.

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 50 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 in the late fifties.

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."

THE EDITORS



Percy Collin

The first editor, and the man who, by his creative skill and knowledge of the agricultural scene, guided "Butter-Fat" magazine through its first 29 years from 1923, was Percy Collin. His contribution to the success of the FVMPA is recognized in the monthly chronicle of events about the organization, their problems and their progress.

The second editor was Jack Gray who joined the Association in 1952, and served as editor for the next ten years.

In February, 1962, Mike Poole, who had worked as assistant editor, became editor, a position he held until September 1965, when he resigned to take a job with the C.B.C. Agriculture and Resources Department.

Jack Jamieson took over as editor in September 1965 and held the post until August 1969 when he returned to operate his own weekly newspapers in the Okanagan.

Tom Low, who had been assistant editor since November 1967 was appointed editor in September 1969 and is presently the current editor.



Jack Gray



Mike Poole



Jack Jamieson



Tom Low

1923 - 1933



Top Left

An FVMPA picnic at Agassiz in the early twenties brought such Association stalwarts as Bert Reade, Norman Richardson and Henry Rive. 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. 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. During 1924, Butter-Fat played an important role in the campaign for expansion and purchase of Association plants to handle the growing volume of milk being produced.

Top Right

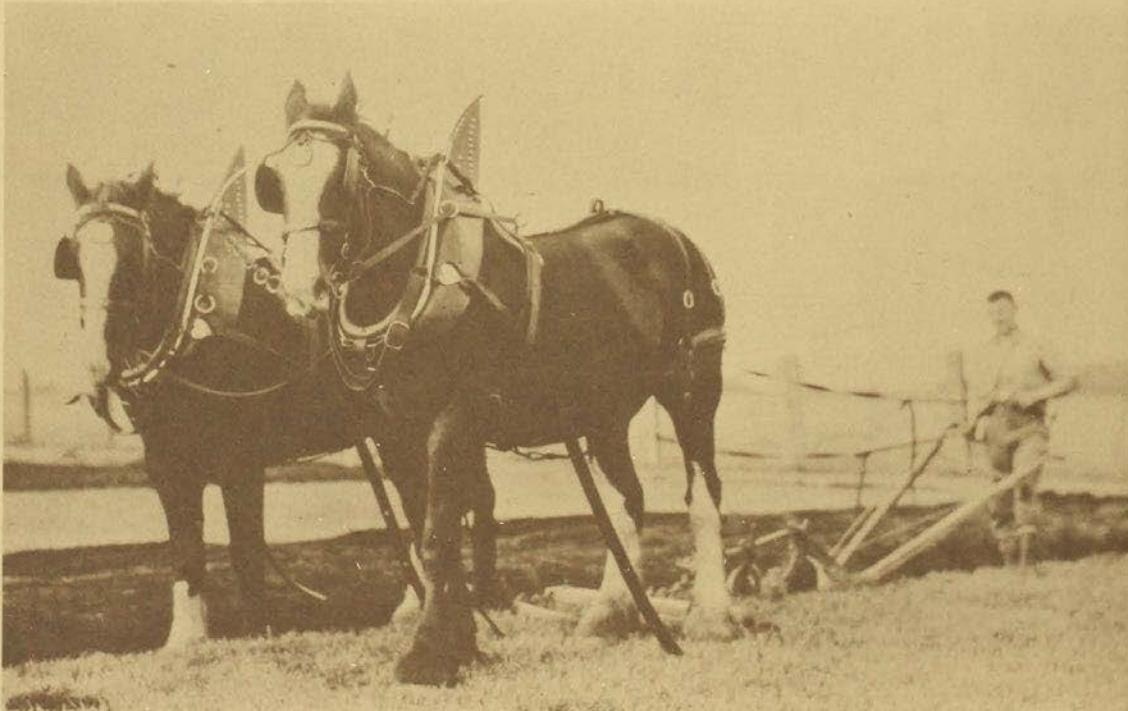
The Dairyland Reception Room hosted visitors to the Eighth Avenue plant as early as 1923. It was introduced after the moving of the head office from the Rogers Building to the new plant. Butter-Fat encouraged members to visit their Association facilities. "Again we extend a hearty invitation to all to visit us in our new quarters. Take a No. 1 streetcar, say Fraser Valley Dairies to the conductor—that's all."

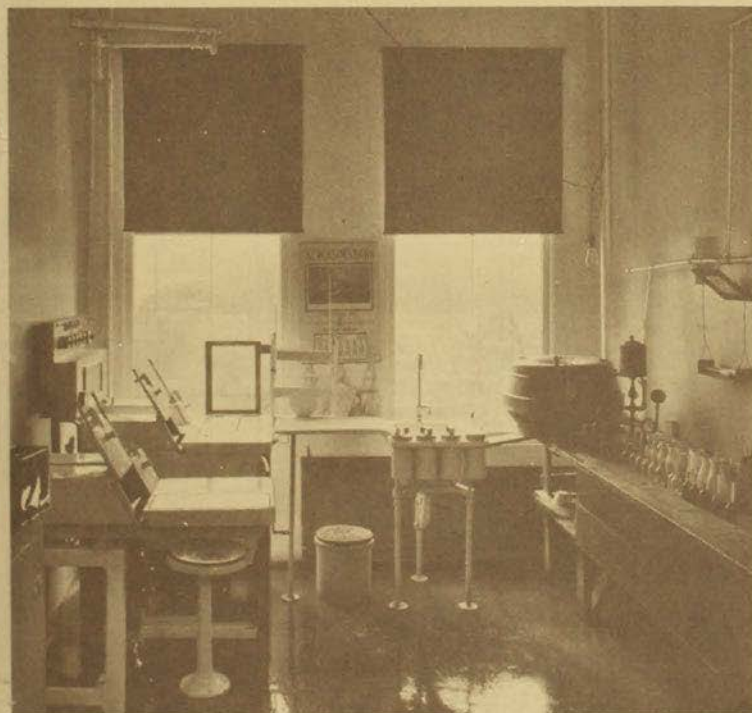
Bottom Left

Plowing matches were big events in the rural community of former days. This photo of 1927 which formed part of an early Fraser Valley film, shows Ken Davies, son of Director Alex Davie, behind his team. While today's farms utilize modern equipment, the art of plowing with horses still exists for competition. It is the horse teams which draw the major crowds at present matches.

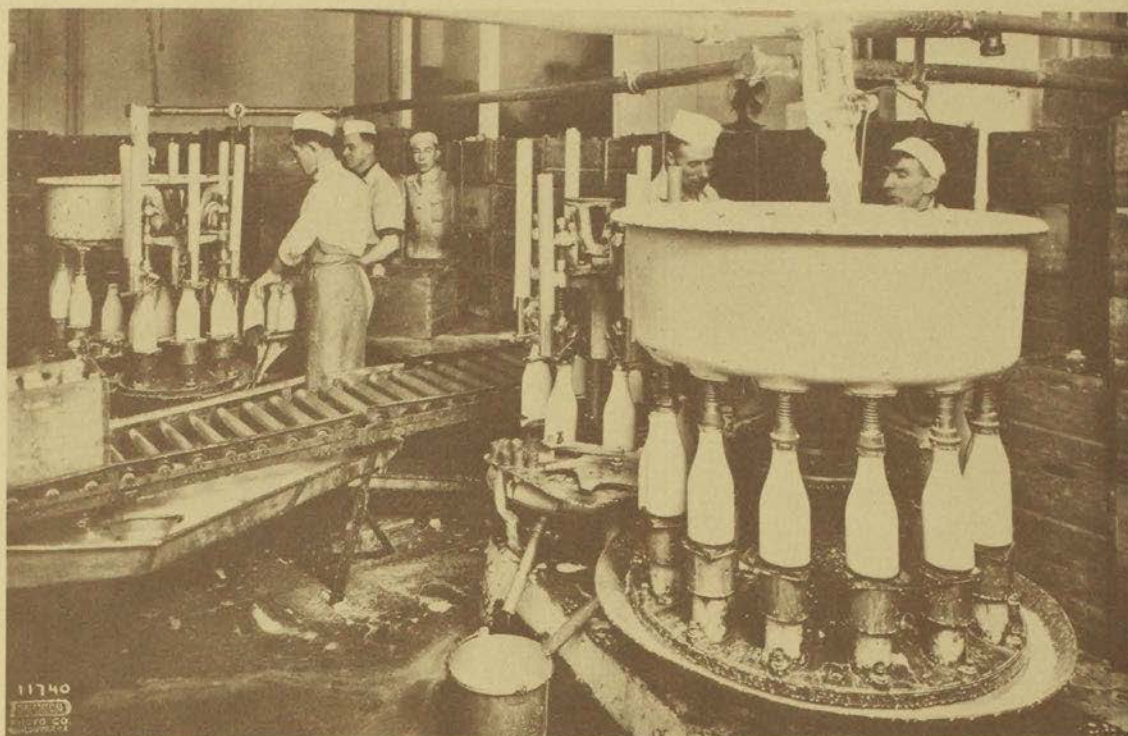
Bottom Right

This is how the butter-fat test room at the Eighth Avenue plant looked in the early twenties. The Babcock test for butter-fat was developed in the 1890's by Dr. Babcock of Wisconsin University. The original testing method, apparatus and chemicals were used up until recent years.

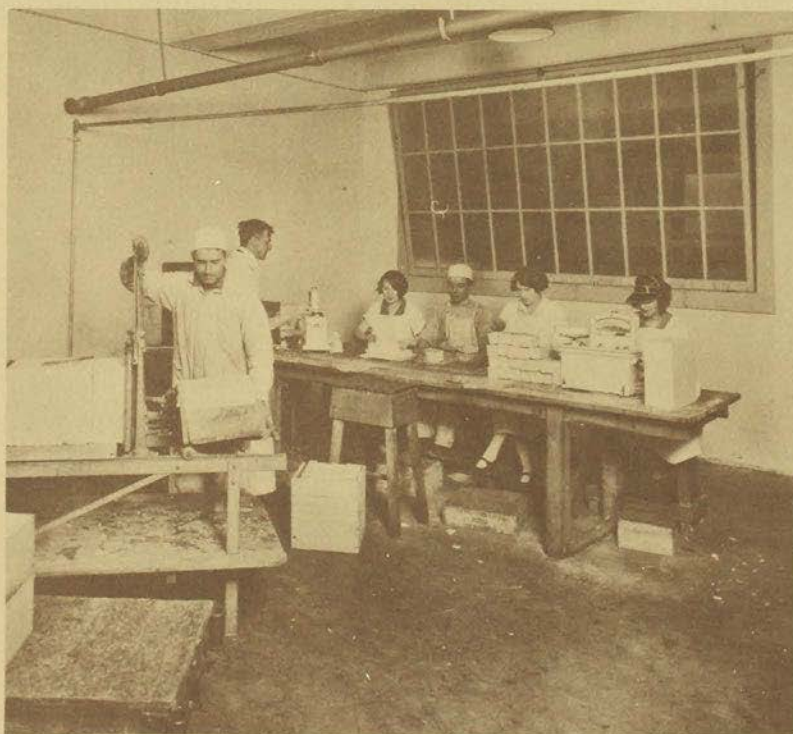




Prize winning babies were a regular feature in early issues of Butter-Fat. This boy, one Frederick E. Gallaher took the grand championship in the Better Babies contest at the New Westminster Exhibition of 1926. Freddy, who was raised on Fraser Valley milk was, at the time, consuming three pints a day of "Selected Gurnsey."



Considered the latest equipment of its day, this bottle filler of 1926 had a capacity of filling and capping 65 bottles per minute. This photo shows the production floor of the Fraser Valley Dairies, forerunner of the FVMPA's Eighth Avenue plant.



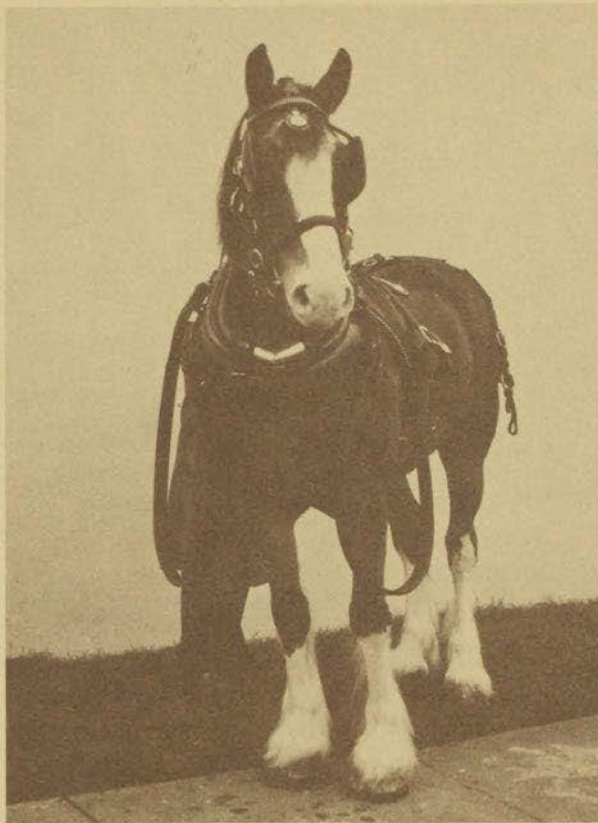
Dairy workers are busily engaged in cutting and wrapping butter by hand in the Butter Room at Eighth Avenue. Wooden boxes containing 56 pounds of butter were brought to Vancouver by truck and B.C. Electric train from the Sardis Utility Plant. An updated version of this system exists today.



Mr. J. W. Miller served as FVMPA President during depression years of 1931 to 1934. At the 1934 Annual Meeting, he stressed that orderly and profitable marketing of milk could only be brought about by Federal and Provincial legislation.

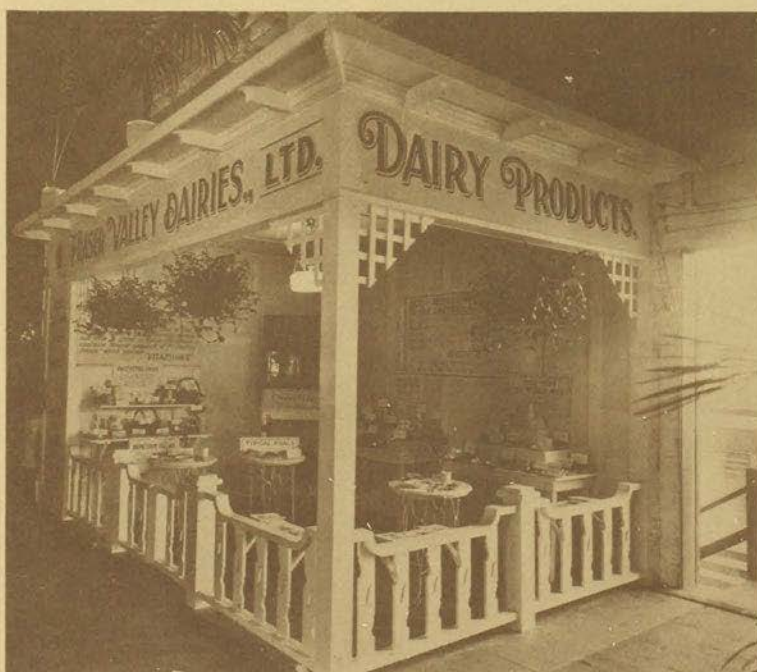
1933-1943

The Association was proud of its horses. Delivery horses such as this splendid Clydesdale were often taken right off their routes to win prizes in the draft classes at the Provincial Exhibition. In the late thirties over 100 horses were still kept in the stables at the Eighth Avenue plant, although trucks were on the increase.



Special events such as the visit of a king and queen were often recorded on early Butter-Fat covers. In June, 1939, Their Majesties King George and Queen Elizabeth made a state visit to Canada and the United States. This photo, taken by T. Underhill, was in great demand, having sold over 10,000 prints at the time of publication.







Top Left

Dean Clement of the Faculty of Agriculture at UBC addressed a 1933 FVMPA picnic at Second Beach in Vancouver. At this time, the Association was emerging from one of the worst crisis in its history—with depression times, non-cooperators and slashed prices. The butter-fat return from an equivalent of 27½ cents at the end of 1932 rose to 36 cents at the end of 1933.

Top Right

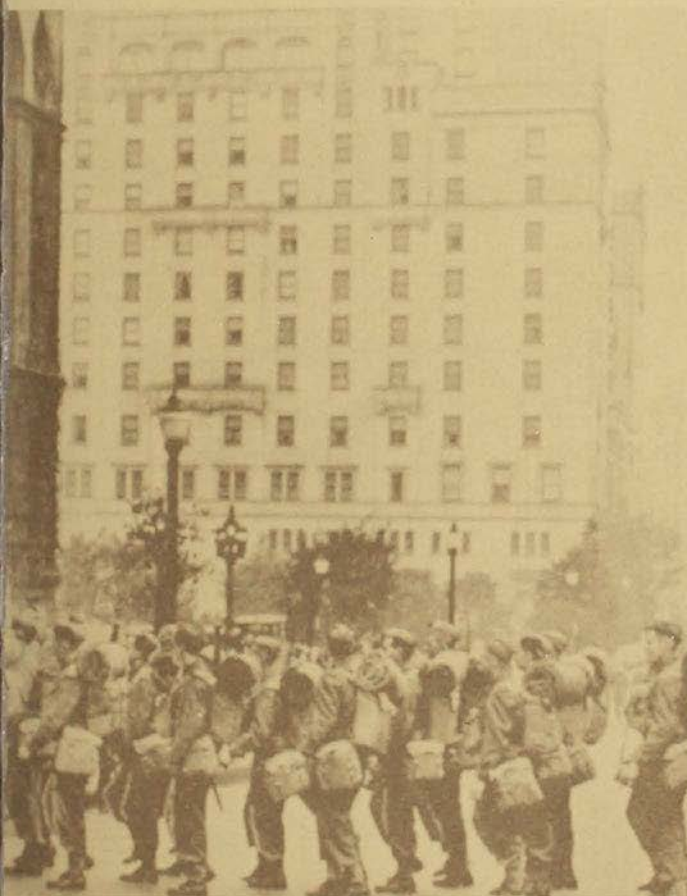
The Pacific Milk Company plant in Ladner was purchased by the FVMPA in 1924, along with the brand name and other assets. Production was shifted to the new quarters (above) at Abbotsford in 1928. A market for Pacific Milk was established in England at this time, Mr. J. R. Ray in the Commercial Intelligence Journal writes, "This particular brand of Evaporated Milk was unknown here in England, three years ago, but it is now so popular that wholesale dealers in England have only one complaint to make, "We cannot get sufficient quantities of it."

Bottom Left

The FVMPA traditionally entered an exhibit each year at the Pure Foods building of the Provincial Exhibition. Early booths stressed the nutritional aspects of milk; at later displays, new products such as powdered skim milk were sampled. The present entry is an ice cream selling booth.

Bottom Right

Wartime Butter-Fat cover of October, 1940, showed British Columbia troops, including the Westminster (47th Battalion) marching into their temporary barracks, the old Hotel Vancouver. The new Hotel Vancouver, under joint management of the Canadian Pacific and the Canadian National Railways, is in the background.



FRASER VALLEY BUTTER

Discriminating Housewives Prefer "Fraser Valley" Butter . . .

Because it is the Best!
Because of its unvarying freshness.

Because of its Sweet Cream flavor and delicious taste and

Because "Fraser Valley" Butter is a truly British Columbia product, creating employment for British Columbia farmers and workers.

These reasons are given in hundreds of signed testimonials received from discerning buyers of butter, who realize that in "Fraser Valley" Butter there is a superior quality and unequalled value.



Remember Lidice

We MUST win..Buy Bonds

BRITISH COLUMBIA ELECTRIC RAILWAY COMPANY

JURY DUTY
TWO POINTS OF EXCELLENCE WORTH
I DRIP TO YOUR ATTENTION
TWO MOST VALUABLE POINTS - IN
FLAVOUR LOSS PREVENTION

Pacific Milk
THE CHOICE OF FAIR JUDGES EVERYWHERE

LISTEN!
In every sea shell from the shore
A child may hear an ocean roar
What ocean? Must I be specific?
Then likely it's our own PACIFIC

Pacific Milk
Sweet words in Children's ears

NAPOLEON
If exiled on a lonely isle,
As happened twice to me,
You'd miss those things around at a
Mon Dieu, I know, ah out!

Pacific Milk
and by the best & latest general

AGASSIZ
The most fine, strong Nature told
in mountains, lakes and wide valleys
How its milk, stored for rapid
And quick, showed the road to

Pacific Milk
who popular in Agassiz's

The attractive advertisements
thousands of travellers every
of the B. C. Electric

DIAMOND BRAND

Buckerfield's LTD.

BETTER FEEDS

VERNON & BUCKERFIELD
Foot of Rogers St. Vancouver, B. C.

August 1923 BUTTER-FAT Page Eleven

APPETIZING, INVIGORATING, REFRESHING
The delicious flavor of
FRASER VALLEY ICE CREAM
makes it the general favorite with young and old.
For the Community Hall dance, party or picnic, and for every
occasion where ice cream is needed

Buy your own product because it is the best. Phone Seymour 1306

Fraser Valley Ice Cream Co.

Hornby St., Vancouver, B.C.

YOU
THE D

This new
saved many

We have
(long form
address for

FRASER

405 EIGH

PACIFIC MILK



Pacific Milk, rich and creamy, is the TREK MAJESTY.

MOTHERS AND GRANDMOTHERS, TOO!

My Ma's the smartest in the world. No one can fool her (but myself). It's mother who drops in the fat. She's got what's needed in the store.

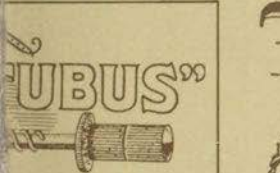
Pacific Milk
for fruit, whipped cream, coffee

ANGELS OF MERCY

Do angels visit this old world? No one can say precisely. But if an angel comes along, The nurse will do quite nicely.

Pacific Milk
for fruit, whipped cream, coffee

Shown above are seen by
and inter-urban streetcars
in Vancouver.



OPEN
CLOSED

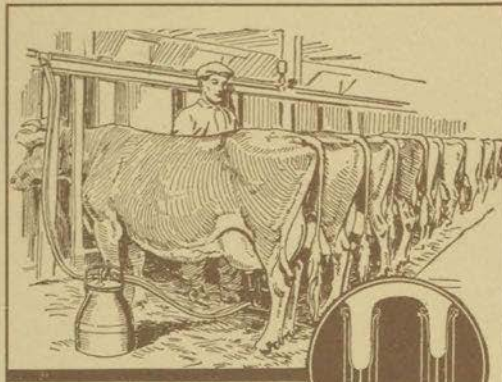
DO YOU KNOW

NEED A LACTUBUS TUBE

silver milk tube has
from permanent injury.
another shipment of the
which we will mail to any

MILK PRODUCERS' ASSOCIATION

VANCOUVER, B.C.



If You are Milking 10 or More Cows By Hand You Are Paying for a De Laval Milker

You are paying for it in the loss of time and the extra milk which a De Laval Milker almost invariably produces. Not only this, but you are losing the greater satisfaction which a De Laval will give you.



De Laval Test-cups fit all sizes of teats, whether they are large or small. The rubber liner is small enough to fit snugly about the smallest teats. This liner is held in a metal casing large enough to fit the largest teats when the liner is expanded. No metal touches the teat. Vacuum is applied only to the point of the teat.



An **F.V.M.P.A. Product**

The ARCTIC Ice Cream Co. is a division of the Fraser Valley Milk Producers' Association and ARCTIC ICE CREAM is an F.V.M.P.A. Product. . . . Also the well-known brand of Westminster Ice Cream will be sold under the name of

ARCTIC



A Service Gauged To Your Needs!

FRASER VALLEY FREIGHT LINES

The Quickest Way



It's play for the boys to clean the stables with a Loudon Carrier. Easy to load, easy to raise, easy to carry load to the pile. The only roller-bearing, worm-gear carrier made. Either chain or crank lift. The nicest working, most durable and reliable Manure Carrier Equipment made. Get special descriptive circular and detail of our interesting selling plan. Write today to
A. J. JOHNSON & CO., LTD.
381 Cambie St., Vancouver, B.C.

Let a Machine Do the Washing



Electric

1943-1953

Top Right

A Dairyland Sales Meeting at the Cambrian Hall about 1949 brought together the entire wholesale and retail sales force. This was just after the introduction of uniforms for driver-salesmen.

Bottom Left

Two local girls, Elsie Rinas (left) from Mount Lehman and Kay Kitzel (right) from Cloverdale posed in 1946 at the FVMPA picnic held at the Matsqui Municipal Park.

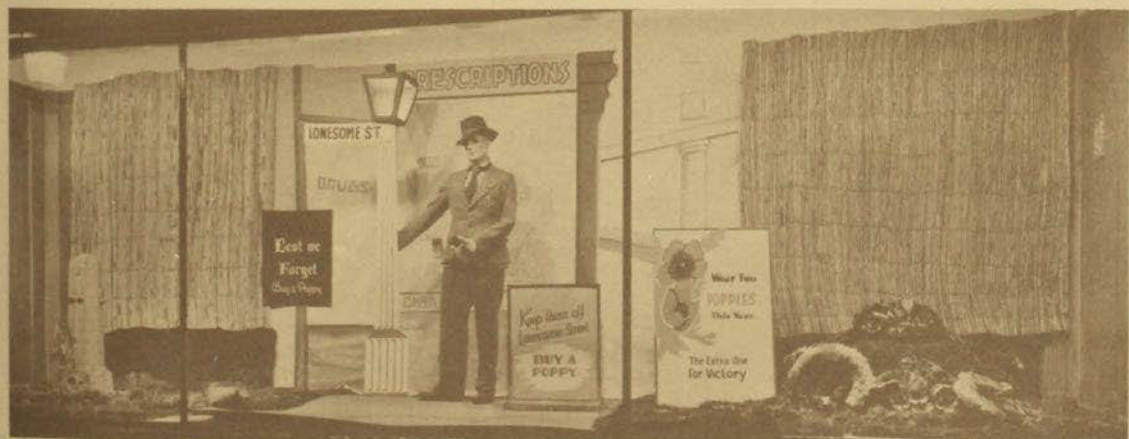
Bottom Right

Among the damage inflicted by the notorious flood of 1948 was the washing out of the Capilano Bridge on the North Shore. During the emergency, the Gulf of Georgia towing company lent its tugs to assist in supplying milk to West Vancouver. Loading up are Archie Mitchell, Howard Morton, and Sam Gray.

Bottom Far Right

Patriotic and community themes were represented in the large display window at the Eighth Avenue plant. The displays were designed and set up by Public Relations Officer, Les Golman.



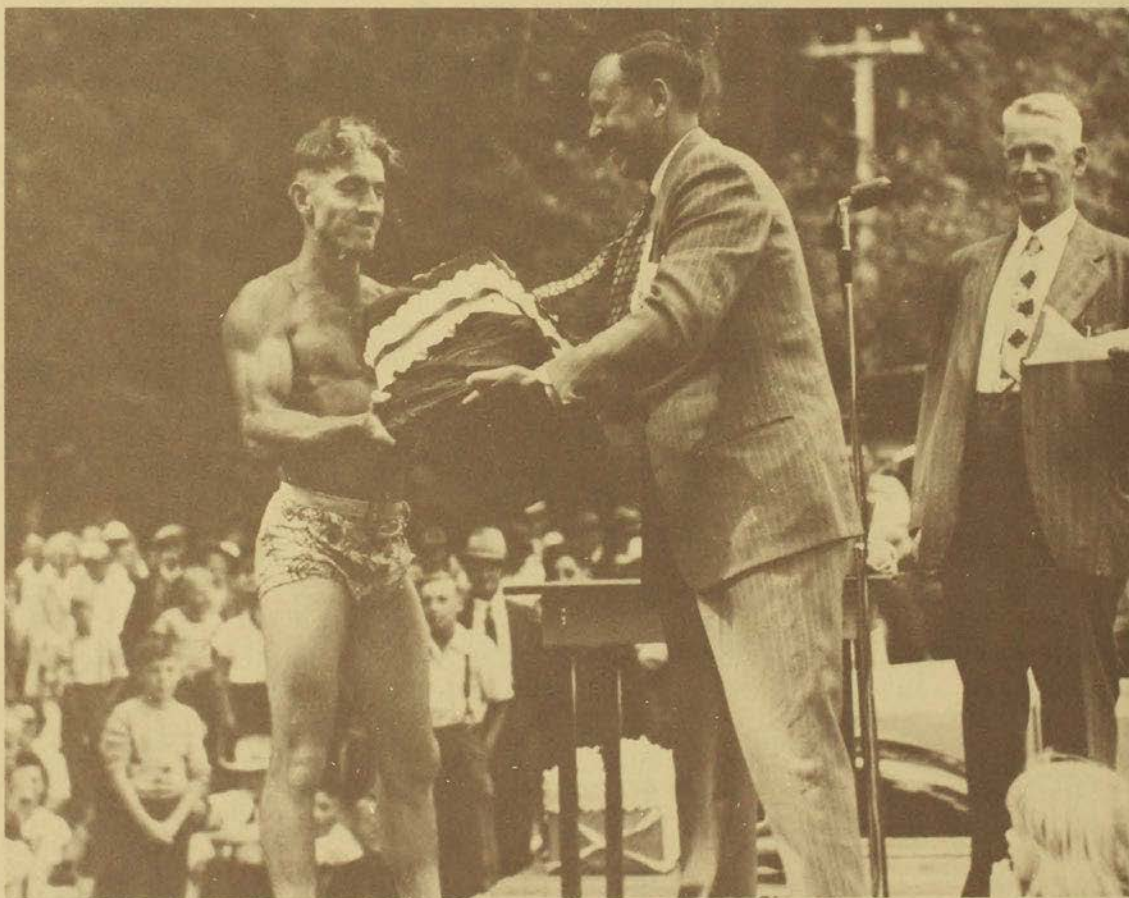




School children enjoy samples of Dairyland milk during a tour of the Eighth Avenue plant in the forties. The trade name, Dairyland, was purchased in 1944 from a New Zealand dairy cooperative. Butter-Fat reports, "They steadfastly refused to sell their name until by the merest chance their president happened to pop into Vancouver. A friend of the Association brought him in and before leaving, a deal was made."



W. L. Macken, FVMPA president and General Manager of Dairyland, retired in 1948. In a farewell message for Butter-Fat, Mr. Macken wrote: "I expect I will be like the retired old fire horse of long ago who 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 experience of the last 25 years."



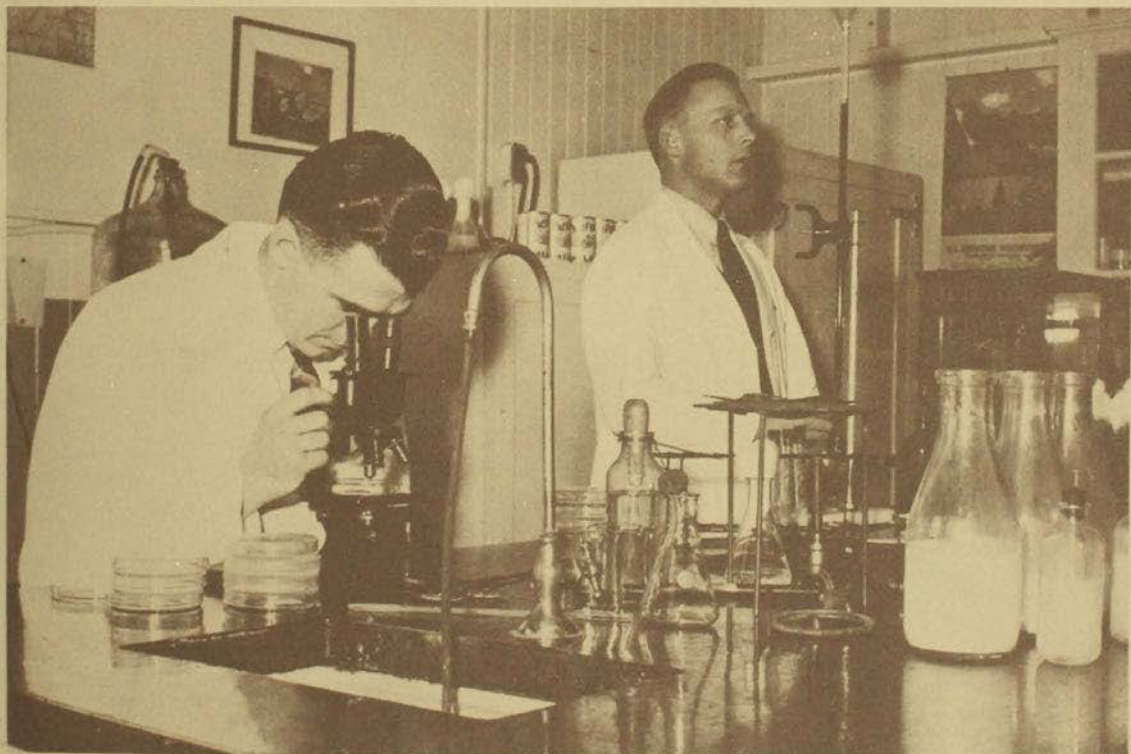
Mr. G. P. Epp (left) of Chilliwack received third prize at the 1950 FVMPA picnic for guessing the largest amount of milk powder manufactured in any one day at the Sardis Utility Plant. Making the presentation is Production Manager, George Okulich. At right is General Manager, Alex Mercer.

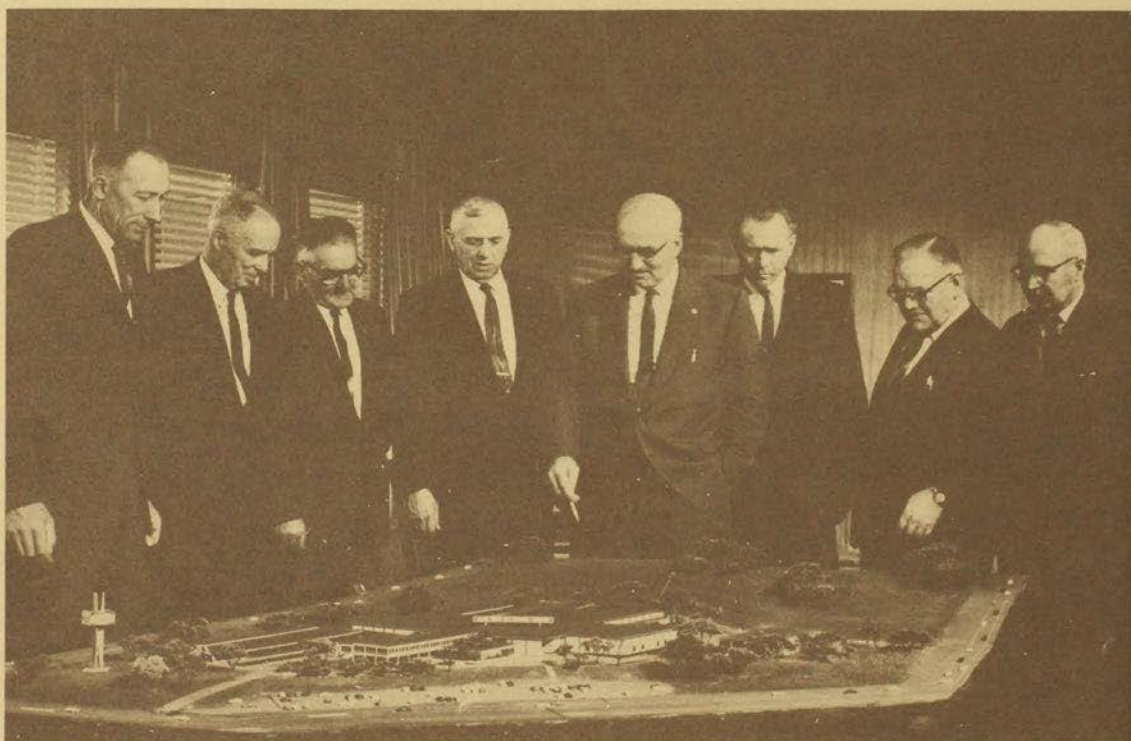
1953-1963

Turning first sod on the FVMPA's new \$2.7 million Burnaby plant site is former Association President and General Manager, W. J. Park. General Manager L. A. Atkinson and President J. J. Brown look on. Mr. Park expressed his delight in the venture. "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."



Operations Manager, Norm Tupper (left) and Assistant General Manager, Neil Gray during their days as plant bacteriologists in the early fifties. The Eighth Avenue Laboratory had remained virtually unchanged for many years.

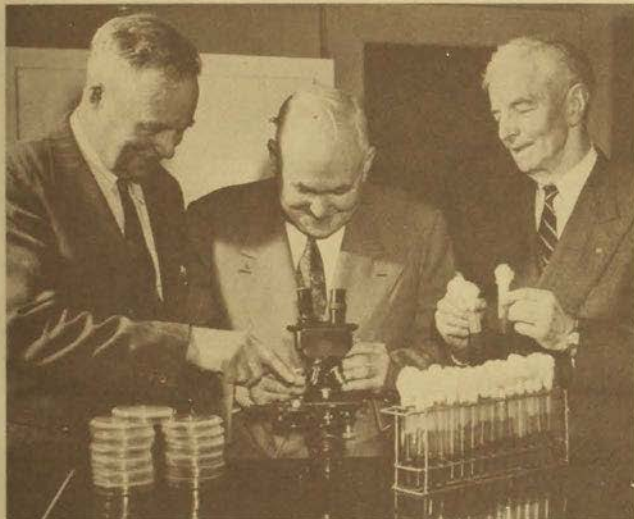






Opp. Page Top Left

The Royal Commission inquiring into the milk industry opened its hearings on October 25, 1954. Here, Commissioner, Mr. Justice J. V. Clyne (left) inspects the Pacific Milk plant with G. J. Okulitch. Regarding producer prices, Mr. Clyne stated: "There will never be any peace or stability in the industry and there will never be any certainty of a supply of safe, clean milk to the Vancouver area under a system of government control until there is equalization in the sense that every producer of milk qualified for use in the fluid market receives an equal price for an equal product."

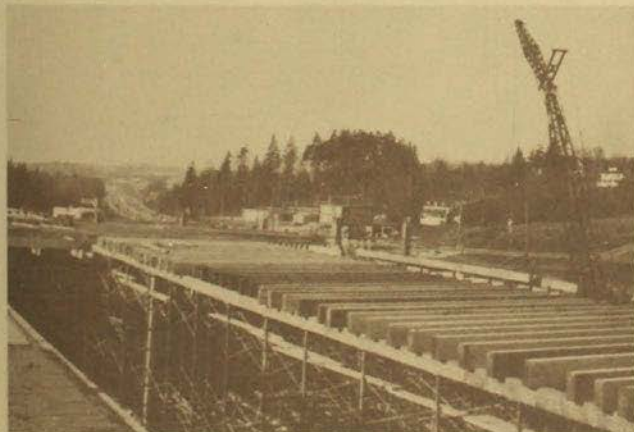


Opp. Page Top Right

Clara Taylor of Saanichton was the Canadian Dairy Princess of 1962. Here, she leaves on a 23 day goodwill tour of eight South American countries.

Opp. Page Bottom

Members of the FVMPA Board of Directors discuss the model of the new Burnaby plant. From left are: Clarke Cherry, T. J. Robertson, J. C. Brannick, J. J. Brown, H. S. Berry, Gordon Park, Arthur Rundle and L. A. Atkinson.



Top

Over 4000 FVMPA members and their families attended the Annual Picnic in 1956, held at the Federal Government Experimental Farm at Agassiz.

Centre

FVMPA Director, T. J. Robertson, President D. R. Nicholson and Vice-President T. M. Edwards examine laboratory equipment in the early fifties. Mr. Nicholson was Association President from 1948 to 1959.

Bottom

Butter-Fat kept an up-to-date account of the progress in construction of the Burnaby plant. The plan to build a new fluid milk-ice cream plant and head office to replace the Eighth Avenue-Arctic complex in Vancouver was voted in at the 1959 Annual Meeting. This view faces the Lougheed Highway toward Vancouver.



1963 - 1973

Top Left

Scissors snip, a broad white ribbon parts and floats to the steps and North America's most modern dairy plant is officially open. Mr. A. B. Young, president of the B.C. Consumers Association has just cut the ribbon in this photo taken at the plant opening on April 30, 1964. Reeve Alan Emmott of Burnaby holds the rosette at left and next to him is FVMPA Past President J. J. Brown. On the other side of Mrs. Young are J. M. Hartwick, President of the National Dairy Council; John Hillas, the first FVMPA employee and G. M. Strudwick, President of the Dairy Farmers of Canada.

Top Right

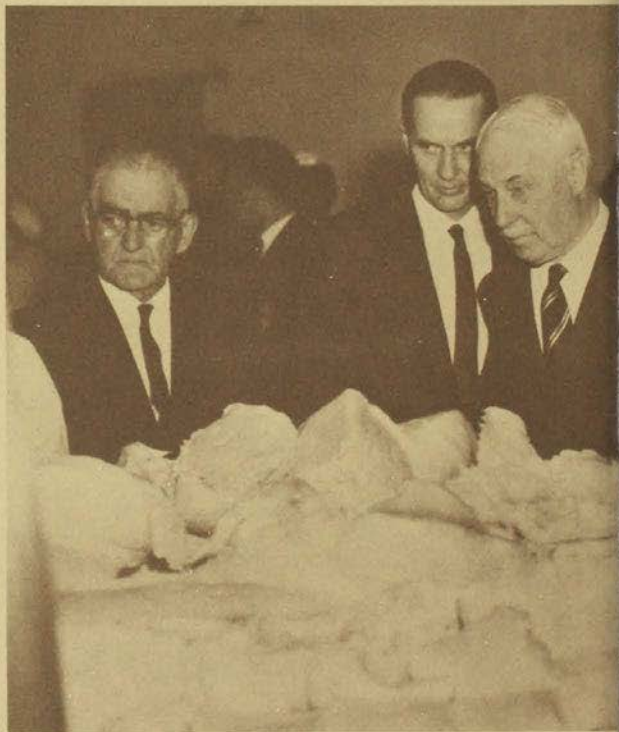
B.C.'s Lieutenant-Governor General George Pearkes toured the Sardis Utility plant in 1963. Accompanying Mr. Pearkes are (from left) FVMPA President J. C. Brannick and Murray Osten, Sardis Plant Superintendent.

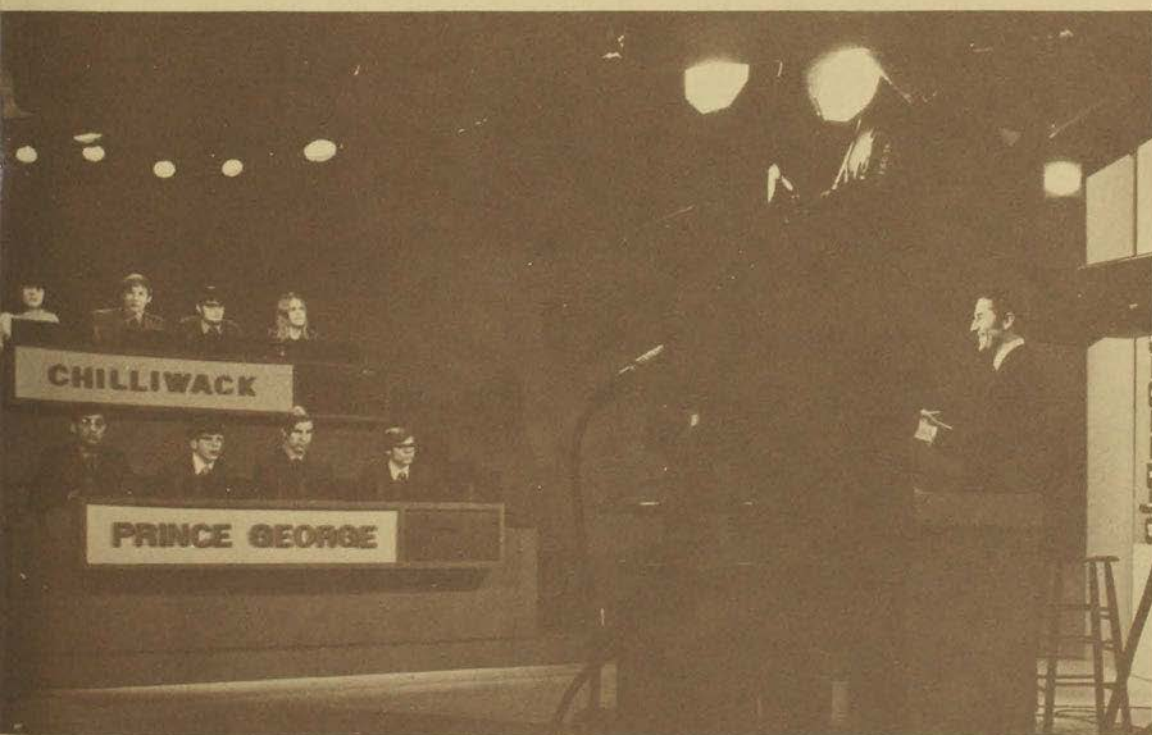
Bottom Left

Dimitri Polyansky, First Deputy Chairman of the Soviet Union's Council of Ministers, included visits to the Burnaby plant and the H. S. Berry farm in Langley in a full itinerary during his 10 day tour of Canada in 1966. Here Mr. Polyansky inspects the Berry's dairy barn. From left are Bill Berry, Mr. Polyansky and Mr. Berry, FVMPA President.

Bottom Right

Winning schools in the Reach for the Top competition have been featured in Butter-Fat since the FVMPA began sponsorship of the CBC weekly show in 1965. Quizmaster Terry Garner has conducted the program with flair for many years.







Above
Mr. and Mrs. J. J. Brown show their
colours at the National Liberal Leadership
convention in 1968. Mr. Brown, past
President of the FVMPA, was a delegate
from the Surrey area.

Top
Dairyland has contributed refreshments to hundreds of walk-
ers during the Miles for Millions annual walk around the city
of Vancouver. The proceeds have gone towards overseas
relief.

Bottom Left
FVMPA farm signs have been used since 1923. A new sign
was designed in 1968 and Butter-Fat ran a competition to
select the best hung sign. This arrangement by F. Pastorek
won an honourable mention.

Unlike many chronicles of our times, "Butter-Fat" has managed to complete more than fifty years of continuous publication.

As the official printed voice of the Fraser Valley Milk Producers' Association, the magazine has recorded a half century plus of service to the membership and to the dairy industry of British Columbia.

The pages 15 to 34 that follow bring to the reader, in pictorial and typographic form, a bit of nostalgia from earlier days.

May you enjoy the look back.