

Price \$1.75

The HISTORY of S.O.D.I.C.A



by

BERYL WAMBOLDT



ABOUT OUR COVER

The artist is Jack Akroyd, a British Columbian who spends considerable time each year studying in Japan. He has a particular interest in Dairy Farmer Co-operatives. The symbolic front page he designed for the "History of SODICA" shows the hands of dairy farmers reaching out both towards their faithful cows and their income-producing can of milk. Overall is the theme of friendly helpfulness of farmers in co-operative organizations.

DEDICATED TO THOSE WHO
HAVE AND WHO ARE
DEDICATING THEIR LIVES
TO THE
OKANAGAN
DAIRY
INDUSTRY

*"For we are all labourers
together with God."*

1 Cor. 3:9

Enderby, B.C.

1965



1965 BOARD OF DIRECTORS

Back Row: *R. Freeze, G. Thomson, E. Prouty, E. Skyrme*

Front: *R. Saunders, E. Stickland, W. Inglis*

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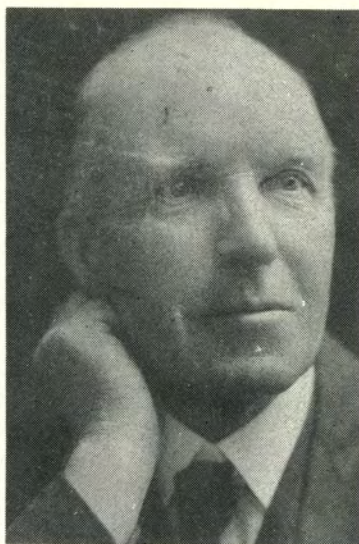
FIRST PRINTING JUNE, 1965

PRESIDENTS OF S.O.D.I.C.A.

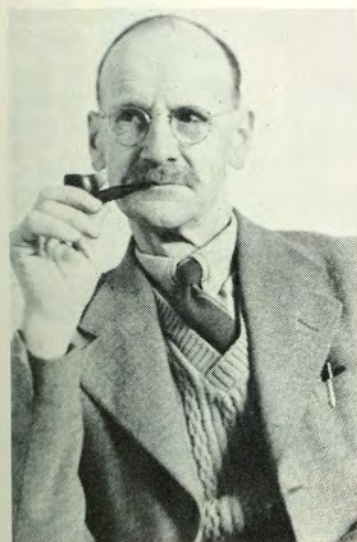
1925 - 1965



CHAS. PATTEN
1925 - 1936



R. J. COLTART
1936 - 1939



SAM HALKSWORTH
1939 - 1958



ED STICKLAND
1958 -



FIRST BOARD OF DIRECTORS

Back Row: E. CLARKE, S. HALKSWORTH, J. R. FREEZE, J. GILLIAN.
Front: R. PETERS, R. J. COLTART, CHAS. PATTEN, J. MCCALLAN.

PREFACE

In 1811 the first crops ever to be planted on B.C.'s mainland were planted and harvested by Daniel Harmon, lieutenant for the Northwest Fur Company, following Simon Fraser, at Fort Stuart, New Caledonia, now Fort St. James, B.C.

During the last half of the 1800's the "Overlander Party" brought the A. L. Fortunes to Enderby, Schuberts to Armstrong, and Father Pandozi had opened a mission near Kelowna. Pioneer families like the O'Keefes, Cummings, Moses Lumby, Croziers and the Grey family of Mara were some of the Okanagan's first settlers. Many more soon found their way into this fertile valley.

These men and women had found what they sought—that spot of land to call their own in a newly opened district, theirs to shape and mould—the family farm.

From a family farm with proud, courageous and ambitious men and women, one or two cows, a few chickens and a setting of eggs, most of our finest farms came into being.

Besides courage and faith, it was obvious there would be men of vision and leaders in the evergrowing community among these pioneers, and so it became inevitable as the farms grew and became productive, that some organization to find a standard of marketing was becoming necessary.

In England, in the year 1844, a group of twenty-eight weavers, poverty-stricken, in the town of Rochdale, had decided something must be done to improve their way of life, and they found the nerve to work together for their own protection and profit, thereby, unknowingly, opening a new era in the business world. Theirs was the first true co-operation of individuals and business.

Their principles were simply a code of common sense that paid off and grew eventually into a fifteen million dollar business.

To begin with, they had vision to see beyond today into the future.

They had the adaptability to meet changing conditions in a progressive world.

They applied the working of democracy to business.

They believed in keeping their members informed and they accepted the responsibility of fairness and honesty.

These principles, along with a tolerance for their fellow man are still the basis of any business today, either farm or co-operative.

So it was inevitable that such a form of marketing should appeal to the farmers of this area seeking a favorable form of selling their dairy products.

E. B. W.

CHAPTER I 1925-1935

"There is a tide in the affairs of man,
Which, taken at the flood, leads on to fortune."

—Shakespeare; Julius Caesar IV:3

In a home in the North Okanagan area, a framed certificate hangs on the wall; this states that this particular piece of paper is the No. 2 Capital Share Certificate issued on January 18th, 1926, by the newly formed Okanagan Valley Creamery Association. The story of S.O.D.-I.C.A. begins here and as the old familiar saying goes: "mighty oaks from little acorns grow," so from humble beginnings when determined farmers put fifty cents each on the table to finance the newly born Association, it grew to proportions to keep the faith and fulfill the expectations of its originators beyond their most hopeful visions of that day, but not without a story of determination and enterprise.

During the month of June, 1925, meetings were being held in the Armstrong City Hall to determine the wisest way to wind up the business of the "North Okanagan Creamery Association," located on a side road half a mile off the main road between Armstrong and Enderby. The N.O.C.A. (from which the famous Noca brand derives its name) had run into difficulties when they found the overhead and a lack of good sales contacts cut too deeply into the profit to survive much longer. Finally an open meeting was called for June 30th, 1925, to decide which road to take for the future marketing of Okanagan Dairy products.

ORGANIZATION

A large animated meeting heard two proposals when first a suggestion from W. J. Park of the Fraser Valley Milk Producers Association was read to the effect that if an amalgamation between Salmon Arm Creameries and NOCA could be arranged and another \$18,000 worth of capital added to the \$18,000 held by the Association, the additional sum to be raised by the sale of seven per cent bonds, the Fraser Valley Milk Producers Association would be willing to undertake the supervision and management of the newly formed Association at cost.

James W. Skelly, on behalf of P. Burns and Co., stated his company was prepared to either buy the building and equipment outright and rent it back to the farmers for a nominal sum and to provide a sales outlet for Noca butter at one cent per pound charge, for financing and management or to form a co-operative scheme with the Okanagan shippers.

After much discussion a vote was taken; first as to which proposal to accept: the Fraser Valley Milk Producers' Association's, or P. Burns and Co., resulting in 62 votes in favour of P. Burns and Co., and 22 for the F.V.M.P. Association.

Following this, another vote was taken to decide which proposal offered by P. Burns would be the most acceptable to the farmers, resulting in a 43 to 35 vote to sell outright to P. Burns and Co.

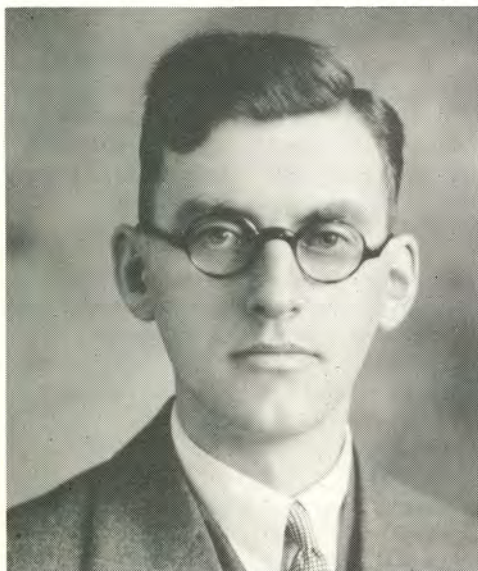
James W. Skelly then met with the Directors on behalf of Burns and Co. and agreed to take over the Creamery on July 1st, 1925 and to carry on for the present in the Armstrong Creamery as before. (Printed in "Vernon News"—July 2, 1925.)

Directors of the NOCA Association: President C. J. Patten, Armstrong; Vice-president R. J. Coltart, Enderby; R. A. Copeland, Lumby; W. S. Cooke, Armstrong; Thos Grey, Mara; Major P. J. Locke, Lavington; to act as an Advisory Council.

GOES INTO OPERATION

On July 1, 1925, the Association went into operation with 385 shippers, producing 338,301 lbs. of butter in the months of 1925.

The Agreement with P. Burns having been signed on July 1st, the Association was duly registered in Victoria as the Okanagan Valley Co-operative Creamery Association in accordance with the Co-operative Association Act of British Columbia with Arthur Cochrane, lawyer and former M.L.A. doing the legal work, dated October, 1925.



T. EVERARD CLARKE
1925

T. Everard Clarke (of whom more will be written in a separate chapter), then sales manager for P. Burns at Lethbridge, Alberta, took over the organizing of the new Association as manager and, with the exception of eighteen months, has piloted the Okanagan Dairy Association "ship" through storm and tranquility. Here may I quote Dr. W. B. McKechnie, Armstrong, a bright and cheery ninety-seven-year-old gentleman, a farmer

in the area for forty-four years, who told me recently: "no one can deny Everard Clarke's ability as a good manager and a good leader. He has done much for the farmers of the Okanagan, not only as their manager, but by introducing many progressive innovations and techniques for the welfare of the farmers and the Okanagan Dairy Industry." (Dr. McKechnie died at Armstrong on May 3, 1965.)

That Mr. Clarke still heads the now large S.O.D.I.C.A. organiza-

tion after forty years speaks for itself; that he has been a dedicated manager is obvious.

NOCA BUTTER

That Noca Butter was a top brand was also soon obvious when the first Annual Meeting of the Association was held in March, 1927. Its shippers were being paid three cents per pound higher than any other Creamery paid. Three buttermakers were employed at the Creamery, Walter Patten, Hugh Atherton and Alfred Anderson; and 450,000 lbs. of butter had been manufactured in the first full year of operation.

\$196,872.84 had been paid to shippers for butterfat.

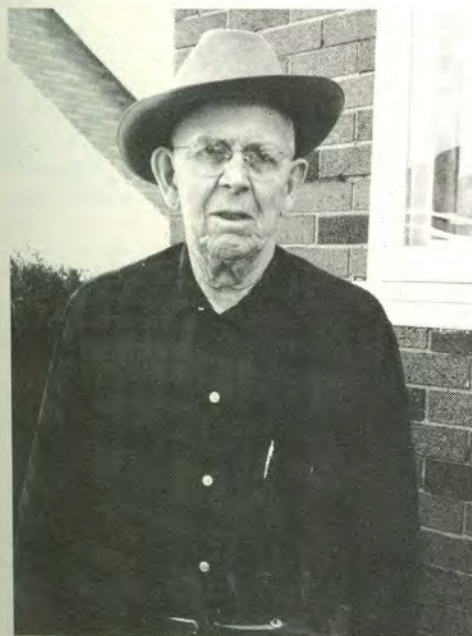
\$7,798.14 had been paid for wages.

\$9,197.83 had been paid for freight, hauling and handling.

\$260,973 worth of business had been transacted and \$1,845.43 net profit. This was audited by the firm of Crehan, Mouat and Co., Auditors. Following this meeting 576 Bonus cheques were mailed to patrons.

CREAM SHIPPERS

There were now over 500 shippers between Revelstoke and Kelowna and with roads as we know them today still an engineer's dream, and with most snow ploughing by courtesy of the farmers who kept the roads open, the task of collecting the cream was no easy one. In 1927 a system something like the following was in effect.



NELS GRIFFITHS

Nels Griffiths (now retired and living in Armstrong, and father of Mae, Mrs. Bill Cameron, Editor of *The Cream Collector*) made two trips a week to Mara, bringing 80 cans of cream to a trip. So punctual was Mr. Griffiths it was jokingly said that the C.P.R. set their watches by him. At the Enderby Growers (now E. H. Coulter), he picked up Joe Vyshold's load from Trinity Valley — north end — Don Saunders (father of Director Reg. Saunders), hauled cream from the south end of Trinity Valley to Lumby,

W. C. Craig made two trips a week from Cherryville to Lumby, George Warner from the south end of Mabel Lake to Lumby and Ed Lawrence hauled from Lumby to Vernon. Ivor Ginn hauled from Deep Creek; Don Pament from Falkland and young A. C. Thompson from the Commonage. Revelstoke and Kelowna cream came by train.

About the time Okanagan Creamery Co-operative was being organized, on a farm not too far from the Creamery, a four year old Jersey cow "Pretoria Oxford Janet" was producing what turned out to be a World Record, that she held for many years before it was broken. She completed her lactation on Jan. 26th, 1926, having produced 14,935 lb. of milk and 872 lbs. of butterfat. This record was finally broken but not until after 1946.

"Janet" belonged to Foster Whitaker, now Reeve of Spallumcheen. His father, Henry Whitaker, was born in Nottingham, England, and decided to come to Canada to live. In 1910 he purchased Rosedale Farm—34 acres about three miles out of Armstrong.

Here his family were born, and Foster attended school in Armstrong. The teacher at that time was interested in agriculture, so a Calf Club was formed and through the Government Agent twelve purebred Jersey calves were purchased, from Quebec. Each member drew a calf and this one came to the Whitaker farm as Foster's calf.

Mr. Foster Whitaker recalls that in the 1920's it took over two hours to travel the soft, rutty roads in Spring to drive the team and wagon to town. Walking was quite common and on nice Sunday afternoons a stream of people would walk up the "pipe line" (city water line) and picnic up Fortune Creek. Around May 24th, when the water is highest, the "Devil's Pot" is quite spectacular with water plunging over the huge rocks just below it. These were the days before "Blacktop highways" when people made their own pleasures and enjoyed their own communities.

CREAM COLLECTOR

In January, 1927, the now familiar "Cream Collector" Volume 1—Issue 1, appeared along with the monthly cream cheque. On it was the over line "We Are Not Milking Cows For Honor and Glory," with the manager, Everard Clarke, as the Editor.

Along with other shippers we met through its pages, "Ima Bumfeeder" or "How Not to Farm"; "Hesa Goodfeeder"; "Mrs. Nosey Naybor," all friends of the Editor with cartoons to match.

The timely bits of poetry by J. S. (Mrs. Don Saunders) which along with others appeared for several years to delight the readers of these early issues of the "Cream Collector," were combined with much valuable advice and items of current interest to Dairying and informative editorials.

The Office staff was located in the Vernon Creamery Office building, and members were Winifred Miles, Priscilla Miles and Gilbert Johnson. Ron Cull, now Assistant Manager, joined this staff in 1927.

SUCCESSFUL YEAR

In honor of the successful year the new Association had experienced, Vernon News Editor W. S. Harris published a Dairy Supplement to the March 30th issue of The Vernon News.

BUTTER PRICE SLASHED

All was not Utopia for long, however, in June, 1927, local competing privately owned dairies got together and slashed their butter prices completely upsetting the local market until it was straightened out by direct and prompt action from the Association Directors.

FIRST MILKING MACHINES

In Lumby, Tom Ward had bought a DeLaval Milking Machine which attracted a great deal of attention and brought people to the farm every evening at milking time to watch. Before the year ended, E. Skyrme, one of the area's most progressive farmers, had purchased one for his thirteen year old son, Ernie (now a Director for S.O.D.I.C.A.) to operate, and C. W. Husband, Lavington, had installed one also

DISASTER

Then, as is wont to happen, disaster fell. On Sept. 3rd, 1927, a Saturday afternoon, fire completely demolished the Creamery buildings at Armstrong.

While the flames were still reaching skyward, Everard Clarke was already on the 5 o'clock train from Armstrong to connect with the night train to Vancouver from Sicamous. There he routed DeLaval personnel out and succeeded in loading a churn on the next train out of Vancouver; the Creamery staff set this up immediately it arrived. A pasteurizer had been rushed to Vernon from Burns in Kamloops and cream was churned as usual on Monday. All trucks ran on schedule.

Mrs. Saunders' poem expresses this happening very nicely:

'Twas Saturday in Armstrong
The town drowsed in a haze.
When suddenly, there darted forth
A flame, a vivid blaze;
And East and West and North and South
The News soon travelled round,
"The O.K. Co-op Creamery
Is burned right to the ground."

And North and South, and East and West,
The telephones did ring,
And by their calls, Directors all
Unto the scene did bring.
While many hundred farmer folk
Bemoaned with anxious hearts
"What shall we do with all the cream
That's shipped around these parts?"

When, lo, steps to the rescue
 A handful, small, of men,
 Who put their brains together
 And acted there and then.
 Again the phone was ringing,
 Its tone was sharp and stern:
 "Please send to the Okanagan
 A whacking butter churn."

And on the Monday after
 The farmers' cream arrived,
 From North and South, and East and West
 The usual was supplied
 Upon that very evening
 Were churned the golden pats,
 While non Co-operators
 Stood by and doffed their hats.

A hundred years after
 This tale shall still be told,
 Of "that efficient Creamery"
 In the smart days of old.

—J. S. Oct. 1927

NOT TO REBUILD

The Directors, meeting the following Tuesday, decided not to rebuild in Armstrong at once but to carry on temporarily in Vernon.

Two full years were drawing to a close, and the Creamery at Vernon was working at full capacity when late in 1927, with Christmas shopping in full swing, the price of butter dropped again. This time the culprit to force the price down was an importation of New Zealand butter which ended eventually in a real melee which comes later on in our S.O.D.I.C.A. history.

The cream patrons had Christmas on their minds, scanning ads in the Cream Collector and The Vernon News, just waiting for their December cheques. Sleighs were selling for 90c to \$4.50; skates, 75c to \$6.00; men's shoes for \$4.95 and women's for \$2.95, and a 1928 Model Super Six Deluxe Essex Sedan was selling for \$1,000.00 at Monk's Garage.

CONTROVERSY

"Letters to the Editor" ran pro and con in the pages of local newspapers along with Editorials concerning the final decision to continue on in Vernon and not rebuild the Creamery at Armstrong, however at the 1928 Annual Meeting, it was finally agreed by the majority that a more efficient operation could be maintained in Vernon. This and the Australian Treaty were the main items on the 1928 agenda.

The rift that followed this Annual Meeting was unfortunate, the decision of many Armstrong shippers to form their own creamery and rebuild in Armstrong is said, by many, to have stemmed from this meeting.

CLARKE FIRED!

Much of this became pertinent when the 1929 Annual Meeting took place and before it was over Everard Clarke had been fired. This was not a unanimous decision because reported in *The Vernon News* of April 11th, 1929 at a farewell dinner for Mr. Clarke at the Chateau Cafe, Vernon, Vice-president R. J. Coltart stated he considered him "a real manager and personally would have liked to have seen him left to do the job he was brought here to do." Mr. Coltart added he really doubted if more than six people at the Annual meeting really wanted this dismissal, but none spoke up and men like Mr. Coltart were overruled. Mayor Prowse of Vernon spoke words of regret at Mr. Clarke's leaving the Creamery and the City.

FIRST STEP FORWARD

A Mr. Martyn, W. Patten, and then a Mr. Saunders followed in Mr. Clarke's footsteps, and in 1930, with bankruptcy staring the Directors in the face, a loss of about 50% of the support of the association and a drop in their butter sales, the Okanagan Co-operative Creamery Directors persuaded Mr. Clarke to return. This could be justly considered the first key point in the history of S.O.D.I.C.A. when they finally succeeded in bringing him back as manager with an ironclad contract that many shippers heard him explain once again as late as the Annual Meeting in 1963.

DARK VOID

When speaking about this period of his life, Mr. Clarke told me it seemed like a "dark void" to him at that time.

A young, enthusiastic man of twenty-six years of age, the son of a very public-spirited man, he explained that under his father's influence he had developed strong "Idealistic views" about the justice and fairness and mutual helpfulness of farmers' co-operatives.

So to naively attend his Association's Annual Meeting as their young, enthusiastic manager, completely innocent of the fact that some members had precipitated the plan that the Board of Directors could do the managing and a "working Manager" (today this would mean a plant man and a member of the labour union) could relieve Mr. Clarke of his duties and thus find himself at the end of the meeting, fired, without notice and no previous explanation, by a majority vote at this meeting, was a shattering experience.

As Mr. Clarke explained to me, it was not just only disillusioning and a sad blow to both his ego and his self-confidence, but he had a sick wife and three young children, and feeling secure in his position he had just purchased a home in Vernon.

DANGER IN SILENCE

This seems to be one of the dangers today as well as forty years ago;

this may have been the first such incident when "mob" tactics prevailed, but it was not the last. There is a tendency to let a few "talkers" sway a meeting, instead of each man standing up for what he considers right. Too often what happened is regrettable later, but could have been prevented before the damage was done. It is our duty to see that justice prevails in our midst.

HARRIS NEGOTIATES

And so it was with this incident too, the same Board of Directors soon learned they could not do without a professional manager. Their business tail-spinned, they fought amongst themselves, large numbers of their members quit to go to the nearby Salmon Arm Co-operative Creamery. Finally with an \$11,000 debt and technically bankrupt, the Board persuaded W. S. Harris, Editor of *The Vernon News*, and personal friend of Mr. Clarke's, to go to Calgary and try to persuade him to return to the Okanagan on almost any terms.

P. Burns and Co. had heard about his dismissal immediately and offered him a good job, at increased salary with that Company again to organize increased milk production among forty Burns Dairy plants in Alberta, Saskatchewan and Manitoba, as well as establishing a paper called the "Cream Producer." He had sold his newly acquired home to a Vernon lawyer named Gordon Lindsay, and the Burns Company had paid the expenses to move him back to Calgary.

WHY!

Feeling that a lesser man would have, and with every right to, had nothing further to do with the Okanagan Co-operative Creamery Association, I wondered why he finally allowed himself to be persuaded to return to a chaotic condition that was none of his doing.

His answer is quite typical of the Manager who has brought this Co-operative through many storms since. He stated:

"I returned in the fall of 1931, took stock of the situation and insisted upon a management contract stating that individually I had found farmers wonderful people, but massed together at times they were subject to fits of sudden hysteria and when things were going good, to imagining professional management could be dispensed with and that ever willing directors, with the best of good intentions, could take on the complex details of administration in one of the most complicated industries."

STABILIZING FORCE

Mr. Clarke states that the management contract he signed then has been a great stabilizing force in the affairs of the association ever since. It provided continuity of management throughout the years. It provided security for all regular employees, who knew who their one boss was, compared to chaotic situations arising when several members of a Board of Directors act out of their own ideas of exercising authority; often in situations where they are not fully familiar with all the details and also lack experience.

DREAMS OR GOALS

Speaking about his personal feeling about returning to the Okanagan, apart from the business aspect, Mr. Clarke told me probably psychologists would say he was fulfilling his original early dreams of harmonious co-operatives. Actually he felt he had never lost his deep belief in the benefit of co-operation of the farmers but he had learned a lot about it and found out that there has to be a central theme in the farmers' consciousness of co-operation. The farmers have to be able to see their goals on two levels, not just one. These are the level of the individual and his farm, and the other level is that of the farmers' co-operative as a group entity.

Individual fulfilment of the desires of the farmers can occur ONLY where they have group strength to protect them and stimulate and develop a system of co-operative values within which each farmer can find himself, or lose himself, and such groups simply do not grow by themselves.

MUST CO-OPERATE

They will grow, and they will survive, only if the farmer members are able to give devoted attention to the welfare of their Co-operative as a group. In this sense, every farmer lives for himself, but also for his Co-operative as a group. In this sense every farmer lives for himself but also for his co-operative as far as his dairy business is concerned. His goal must not be only the individual fulfilment of his own farming interests but the enrichment and strengthening of the whole co-operative marketing organization.

As Longfellow once said in his famous "Hiawatha"—"all your strength is in your union. All your danger is in discord."

KEY MEN

Two more of the Association's key men had joined the staff, Bill Cameron, who had previously worked for the Palace Creamery in Enderby and joined the Association when this creamery amalgamated with the Okanagan Creamery in 1928; and Larry Antilla in 1929. John McPherson was collecting cream in the Enderby area and by the time Mr. Clarke returned to his former post, the Okanagan, like the rest of Canada, was beginning to feel the effects of a depression that later made history and is still slangily referred to as the "Dirty Thirties."

BUTTER DUMPING

By 1932 shippers to the Association had reached the 800 mark. The biggest battle just then was to keep third class Alberta butter out of this area, selling for as low as 11c per pound to compete with the local Noca butter, where farmers were being paid 18c per pound for butterfat in May, 1932, as compared to 8c and 10c in Alberta, delivered to the Creameries.

The slogan "Don't Send a Nickel Out of the Okanagan" became popular with farmers and merchants alike.

DEPRESSION

While men rioted in Vancouver and others searched the garbage cans for food in the same city, or swept clean grain car floors to take home for soup for hungry families life went on a little more securely on the farms of this area, while money was not too abundant, there was usually food.

The farmers of the area had launched on programs to improve their cattle.

JERSEY

On April 9th, 1932, the Jersey owners organized the Okanagan Jersey Club. Shortly after a "Bull Ring" under the direction of W. T. Hunter, Jersey Field man in co-ordination with the Association Director J. S. McCallan was set in action and this proved instrumental in bringing a battery of high class Jersey bulls for service on various farms throughout the Valley. Some of these better animals being used by the following farms at that time: Mrs. E. S. Craster; A. T. Howe; O. H. Smith; Thos. Fowler; W. A. Bradley; J. McCallan; Ross Lockhart; J. C. Hopkins; F. E. Pool; E. Stickland Sr., and J. Robertson Sr. Many of these offspring went on to form a nucleus for future fine herds in the Valley.

GUERNSEY

A Guernsey Bull ring operated at Malakwa and Solsqua on a slightly smaller scale with one animal at the farm of A. Holm, Solsqua, with F. Rantassalo, F. Bossley, H. E. Kelly, A. Bertois, J. Jussila, F. Jackson, C. Silta and W. Rinta participating, while the second ring was set up at the S. Ylisto farm with Mat Teto and Sam Moe also participating.



Ayrshires, Fintry Farm, West Side Okanagan Lake.

A former Glasgow newspaper owner, Captain J. C. Dunwaters, buying Capt. Short's pre-emption, renaming it Fintry in 1909, had established his famous Fintry herd of Ayrshires at Fintry Farm on Okanagan Lake, and the Ayrshire herds of Lou Brydon, W. Sydney, E. Naylor, Morris, J. Cross, E. Skyrme, C. Husband, Harrop and Coltart and Halksworth were flourishing.

HOLSTEIN

The Holstein herds of A. Buysse, T. Worth and others were competing well, but the Holsteins had not yet gained prominence in the Okanagan.

"Andy" Sigalet, J. Gillian, J. Bell, and W. C. Ricardo had fine herds of Red Polls, and the Proctors of Mabel Lake, Shorthorns.

George Anderson of Swan Lake had his indestructible "Cactus Eaters" known by all old time patrons.

Both R.O.P. and Cow Testing Association representatives worked throughout the Valley.



Butterfat King ED STICKLAND SR., on Horse; R. J. COLTART and T. E. CLARKE on Fence—Enderby, 1934.

Competition was keen and lively, but friendly and all in good fun, with Ed Stickland, Andy Sigalet, J. R. Gillian, W. B. McKechnie, Ivor Ginn, Mrs. Craster and J. Moore among the usual top contenders during these years. In 1932 Ed Stickland, father of S.O.D.I.C.A. Director President Ed Stickland, was Butterfat King, milking 16 Jerseys and shipping 5,889 lbs. of butterfat.

AMALGAMATE

Private dairies in Lumby and Enderby had amalgamated with the Association during 1928 and the Association now had a plant at Enderby with Jim Moore, followed by E. S. Skelly and Bill Cameron operating the plant from 1928 on. In 1933 a new storage room was added to the Enderby plant and a turbine can drier installed.

NEW ZEALAND BUTTER

Canada had a Trade Treaty with New Zealand under which tariffs and regulations were made governing trade between the two countries, so when New Zealand shipped a quarter of a million pounds of butter to Canada in 1933, nothing could be done except to proceed in accordance with the terms of the Treaty. However, when 6,000 boxes of New Zealand butter was put on the Vancouver Market, the Okanagan Creamery Directors met at once and dispatched telegrams of protest to the Prime Minister, Minister of Agriculture, Minister of Trades and Commerce, and Commissioner of Customs as well as letters seeking the support of 400 other Creameries throughout Western Canada, who in turn poured telegrams of protest to Ottawa. The direct result of this being the removal of the 6,000 boxes from the market for use in the provisioning of in-bond ships sailing from Vancouver's Port and a promise that no more New Zealand butter be brought in.

MEET H. H. STEVENS

This was reiterated when Grote Stirling, M.P., arranged for a meeting between a Directors' delegation and the Hon. H. H. Stevens, Minister of Trade and Commerce, at Sicamous on a Sunday evening, June 4th, 1933, when Mr. Stevens assured them no more New Zealand butter would be allowed into Canada, that the New Zealand Pact would be scrapped, if necessary, to protect the Canadian farmers.

GRAIN CHAMPIONS

While Morrice Middleton of Vernon and A. J. Fisher, shipper from Armstrong, were winning First Prize Honors for Rye and White Winter Wheat respectively, and K. B. McKechnie runner-up in hull-less barley at the World Grain Fair in Regina, Noca butter had also started its winning way.

NOCA CHAMPION BUTTER

Walter Patten, buttermaker at Vernon Creamery, won First Prize at the Vancouver Exhibition with the first Noca entry ever to be entered in a competition, a fourteen lb. slab of Noca butter. Winning 97.5 pts. out of a possible 100.

By the end of 1935, Noca Butter from both Creameries, Vernon with buttermaker Walter Patten, and Enderby's "Ernie" Skelly and Bill Cameron had won three British Columbia Championships—1933-1934-1935—with a Diploma from the Vancouver Exhibition Association in recognition of the first Creamery to ever win three Championships in a



Picture of ERNEST SKELLEY, Old Enderby Creamery, BILL CAMERON

row; along with fourteen first prizes from Vancouver, Brandon, Regina, Ottawa and Toronto.

During the depression years many Relief Camps to house unemployed single men had been set up around the Province. Six of these were located in the North Okanagan region and were supplied with Noca butter through five month contracts issued by the Federal Government.

CALF CLUBS

Calf Clubs were flourishing then, too, although only the Ayrshire Club seems to have sent reports, so we find the names of Donald and Grace Harrop, Mildred, Norma and Wilbur Brydon, Ernie Skyrme, Harry Naylor and Frances and Lawrence Sidney in Club news. Capt. Dunwaters donated a Fintry heifer calf to a member of the Ayrshire Calf Club each year at the Armstrong Fair. In 1934 Mildred Brydon, now Mrs. W. H. Hartman, won a heifer calf she named "Cinderella," and "Cinderella" went on to lead her class for Canada in later R.O.P. lists.

McKechnie Jerseys were in big demand on the Prairies and shipments of Okanagan Ayrshires to Hong Kong and Japan were being organized by Peter Scott, B.C. Ayrshire Field Man (still living in Vernon).

F. C. WASSON

F. C. Wasson made regular inspections of all creameries of the Okanagan for the Government, grading cream and checking the butter-makers to see that regulations were being carried out uniformly at all plants.

In 1934 the Board of Directors were re-elected "enbloc"—President C. J. Patten; Vice-president R. J. Coltart; R. Peters, J. McCallan; J. R. Gillians; J. R. Freeze; S. E. Halksworth and Everard Clarke, secretary-treasurer; this was moved by W. C. Craig of Lumby who stated this board had done excellent work and he believed in keeping them there.

Speaking to the Vernon Rotary Club in 1934, R. C. Palmer of the Summerland Experimental Farm stated that there were more Jersey cows being milked on Okanagan farms than all other breeds combined at this time.

BILL No. 51

Bill 51 "The National Products Marketing Act" establishing a Government Commission known as "Dominion Marketing" came into being in 1934 with the power to regulate time, place, manner and amount of any product of Agriculture, sea, lake, river, forest or food or drink manufactured from any such product. Under a British Columbia "Special Powers Act" Bill 51 went into effect in this Province immediately. Percy French, B.A.A. of Vernon, was appointed Agricultural Representative on the Economic Council, Special Powers Act.

When in 1934 fire destroyed the Kelowna Creamery and the Vernon Creamery churned the butter for its stranded patrons, it was the second time Okanagan Creameries had played the Good Samaritan role. The year before, the manager of the Penticton Creamery absconded on the midnight train taking the monies for both the shippers' cheques and the operating funds. On the advice of Penticton bankers and business men, some twenty shippers sent their cream to the plant in Vernon.

BUTTER STORED

The Board of Directors, ever mindful of their responsibility to their Association members, decided in May, 1934, that butter markets the world over were being completely demoralized. Canada had a surplus of 3,069,000 lbs. of butter. The Soviet Union had increased butter output by 280 per cent. Denmark had tried to cope with the situation by destroying 200,000 of the poorest cows in 1933, and Holland was then destroying poor producing cows at 1,500 to 2,000 a week. In the face of this outlook it was moved that the Board recommend an elastic policy to be left in the hands of the Secretary and that the butter be stored until the markets of the World became more stabilized.

ARTIFICIAL INSEMINATION

The July 1934 "Cream Collector" published an interesting article telling of studies being made in Cambridge, England; arrangements having been made with an L. K. Elmhurst of Dartington Hall to Experiment to artificially impregnate dairy cows. Mr. Elmhurst undertook to equip the necessary laboratory and provide equipment.

Russia had already used artificial insemination, successfully transporting sperm by means of aeroplane to cows 1,000 miles away, while in Canada, Prof. J. M. Brown of Manitoba Agricultural College, Winnipeg, was also experimenting. He predicted in a few years 800 dairy cows could be impregnated by material from one bull and be available to breeders hundreds of miles apart.

In September, 1934, the Board of Directors issued instructions to pay up additional income tax to the Government demanded in 1932 returns; everything had been done to avoid this, but it was found that 20% of the patrons were not shareholders, thus no exemption could be granted. To prevent a further recurrence of this, the Board of Directors asked every shipper to become a shareholder.

CONTROLLED MARKETING

The first news of controlled marketing schemes being submitted to the Provincial Marketing Board by the Fraser Valley Milk Producers Association; the Independent Dairymen of the Fraser Valley along with potato, cattle and egg industries came in November, 1934. The first step was to build a market plan for the Fraser Valley Dairy Industry out of two schemes submitted by Co-operatives and Independents to be laid before a public meeting in Vancouver and so enable ALL interested persons to make known their views. Regulations stated that a ballot may or may not be required, with the Board to decide whether a ballot be taken or not.

CLARKE AND COLTART

When on January 2, 1935, Market Control went on all Fraser Valley milk being shipped to the Vancouver market, and the control of all B.C. milk was to be settled in the next Legislature, it was thought among dairy circles this might involve new price Legislation. On Feb. 18th, 1935, Vice-president R. J. Coltart and Secretary E. Clarke met with other dairymen of B.C. in Vancouver to organize a proposed butter marketing scheme.

DISAGREE

The proposed plan was to be in the hands of three men known as the "Board" to have absolute powers to run the butter and cheese divisions of the Dairy Industry; made up of one producer, one wholesaler, and one retail representative. Neither Mr. Coltart nor Mr. Clarke agreed with only 33.3% representation going to the producers thus affording them no chance of control whatever. The producers were to be taxed for the upkeep of the "Board" as well as to be taxed to permit the export of cheese and butter to foreign countries, thus insuring against loss to the

exporter. Fearing further dumping of Prairie butter on the B.C. Market, the Okanagan Directors wished for an interlocking legislation in the Prairie provinces to protect the B.C. farmers who would otherwise, they believed, have to pay the costs while 66% of the profit would return to the Prairies. Therefore the Okanagan Directors' delegates opposed the plan which F.V.M.P.A. Manager A. Mercer, and H. Rutter, Manager for P. Burns Produce Division in Vancouver were pushing for control legislation. (This was defeated at the next Legislature.) Mr. Coltart made an extensive report of this meeting held in Vancouver in the March, 1935 "Cream Collector" to the shippers.

R. J. COLTART TO PRESIDENT

When the Annual Meeting for 1935 was held, President C. J. Patten called Vice-president R. J. Coltart to the Chair, thus relinquishing a post he had held since the formation of the Co-operative in 1925. In relinquishing the Presidency, Mr. Patten said four years previously the Association was in very bad shape, with losses totalling over \$6,000, sales of butter and collections of accounts had been demoralized. The 1935 statement showed total sales of \$181,000.00 with only one amount of \$90 outstanding. The Association now had \$4,200 in cash in the Savings Bank and owed no one. Mr. Patten gave credit for this excellent showing to the Manager. Mr. Clarke in turn replied the credit was due to the supply of good cream going into First Prize Noca Butter, and the wise leadership of the Directors in the Association's business.

Perhaps the Report given at the Annual Meeting best sums up the first ten years of the Okanagan Valley Co-operative Creamery Association.

"1935 was the tenth and best year ever enjoyed by this Co-operative Association. Higher prices had been paid for butterfat. A surplus had been produced through economical operating, co-operation of Interior merchants in buying Noca butter and paying promptly. The surplus totalled \$5,400 and was to be used to pay a bonus of $\frac{1}{2}c$ per pound butterfat shipped by all patrons during 1935.

Noca Butter had captured fifteen first prizes during the year and forty prizes in all, Walter Patten being three times B.C. Champion Buttermaker."

At the close of 1935 over 350 new separators had been sold over the past eight years.

GOOD CATTLE

The Willowburn herd of Lou Brydon and Capt. Dunwater's Fintry herd were consistent leaders in the monthly R.O.P. tests and Andy Sigalet's "Fintry Roy" had produced daughters that captured 21 prizes in competition.

All other breeds were flourishing as well.

With the same old question still unanswered—"Why do Cream tests vary?" the Association slipped into its second decade of business.

"The march of progress is the conquering of impossibilities,

The mountain that cannot be climbed may be tunnelled."

1936-1945

This could be known as the "stormy decade," not as much within the internal workings of the Okanagan Co-operative Creameries Association as to the world affairs of that day. From 1936 to 1939 the "depression" was still prevalent and in September, 1939, the rumours of World War II became reality, lasting simultaneously to the end of Sodica's second decade.

ICE HOUSES

Butterfat had risen to 30 cents per pound and the farmers were busy putting up ice in their ice-houses to be sure of the Special Grade during the hot summer.



PERCY WAMBOLT
*Storing Ice for Cooling Cream
in Summer*

Before Rural Electrification came to the Okanagan farms, the farmers had to take advantage of the cold weather to fill their ice-houses. We, in Enderby, bought ice through Alec Jones of the Indian Reserve, where it was cut on the sloughs formed by the Shuswap River, in blocks, and sold. These were hauled mostly by horses and sleigh, because it was the easiest to load at the river bank. This was taken home and stored in layers, well packed between and around the blocks with sawdust. In summer large chunks were used in the vats the cream cans were cooled in, and stored until cream day.

Charlie Warren, of Lavington, was a little more ingenious than most of us; he made his own, by building frames in his back yard and flooding regularly until he had a good thickness to take out in blocks and stored!

TAKES A THIRD INTEREST IN CREAMERIES

During 1930 and 1931, the Association had found itself some \$11,000 in debt. The Directors now requested manager Everard Clarke to negotiate with P. Burns and Co., Calgary and he was happy to report back that the Burns Co. had wiped out over 50% of this debt. The Association paid over \$4,500 of their losses back. Now, in January, 1936, the Association had accumulated sufficient funds to take a \$10,000 Cash Interest in the Creameries which would enable them to take over a third interest in the Vernon and Enderby Creameries.

It was decided to try and start in on the long-range policy of purchasing the physical assets which previously had been rented from P. Burns and Co. Mr. Clarke was instructed by the Board of Directors to commence negotiations to pay cash for a \$10,000 one-third interest and to get an option to purchase the balance of the buildings at Enderby and Vernon for \$20,000.

The Burns Co., were far from anxious to sell out their interests in the dairy industry in the Okanagan so it took some hard negotiating to obtain an irrevocable option.

SECOND CRUCIAL POINT

This was a second most crucial point in the growth and history of S.O.D.I.C.A. As fate may have destined it to be, the incident that Mr. Clarke regarded as a "dark void" in his life probably turned out to be a very important moment in his life and in the growth of the Co-operative Association. I believe it was Huxley who once said, "Experience is not what happens to a man. It is what a man does with what happens to him."

If the Creamery Co-operative had not been able to negotiate that option in 1936, when conditions were far from buoyant, it would have cost them a much higher price later. Also ten year options were rare, and this meant an outstanding bargain to the Association. *Because* he had a long term management contract, and no fear of getting fired again, Mr. Clarke felt his future was here with the farmers of this area, and he literally convinced the Burns' executive that if they did not give the Co-operative the option they sought, the Creamery Association would start on its own and build its own plant. Thus he succeeded in his vital mission.

My own Uncle, R. J. Coltart, spoke many times of the advisability of having intelligent and conscientious men on the Board of Directors, who believe in policy-making on a long-range scale, in seeing there is good, sound management and money to run the business, and then are able to watch and measure this performance. A few days ago Robert Carlin, a Director some twenty years after my uncle, said much the same thing to me in these few words: "Sodica has from the beginning had many hurdles to clear, but the planning and the decisions have always been directed to the road of progress."

PROCTOR FARM

Cream from Mabel Lake was now being hauled in once weekly, picked up at the Proctor farm, and coming from the herds of Warners, Andy Sigalet, C. Gordon, H. Sigalet, G. Ruckes, Schults, Clowrie, Lawrence and Rowles, and graded 100% Special consistently. Nels Griffiths made his headquarters at the Proctor home, North of the Falls, in the River Valley, which had been established in 1892 after Mr. Proctor had spent a year with a pack horse in the Cariboo Country. Deciding to go down to the Okanagan he settled at Maebel Lake where he had the Post Office for forty-five years, two months. Beginning in 1903 he ran the stage from Mabel Lake to Lumby, and he was the original weather

station operator for the area and still in active control of that when he passed away in 1952. (His daughter, Annie, has carried on with this since. His son, Paul, and his son still operate the home place.)

FODDER PRESERVATION DISCUSSED

An article in the "Cream Collector" that winter by J. V. Munroe, Deputy Minister of Agriculture, on A.I.V. Fodder Preservation explained the usefulness in the North Okanagan of the silo or pit method of fodder preserving developed by Dr. Artturi I. Virtanen, a bio-chemist in charge of the Valio Butter Export Association of Finland—"fresh fodder treated, layer by layer, with the definite amount of acid sufficient to prevent all detrimental processes in the fodder mass. The fodder, after treatment in pits or stacks, is covered with earth and it will keep for years without any noticeable loss in nutritive value, according to the claim made for it by the inventor." A general meeting of the Association shippers had requested information concerning the "A.I.V. Method" so this was informative.

Back with its headaches once more to dampen the spirits of cream shippers came more New Zealand butter, 61,000 pounds entered Canada by the Port of Vancouver. This time, however, under "Article Four" of the New Zealand Treaty an order-in-council had been passed by the Bennett Government in 1932 making the imposition of current dump duties mandatory; delivered in Vancouver at 21c per pound plus a 9c dump duty, giving local butter ample protection on the market.

CATTLE PRODUCTION GOOD

Holstein cattle were beginning to gain much prominence in B.C. news with Colony Farms "Vrouka B. Colantha" making a record of 25,904 pounds of milk and 866 lbs. butterfat, while G. A. Paull and Sons of Chilliwack were selling fine Holstein cattle out of "La Vata Blossom," a show cow, also "Paulholm Inka Prince," brother of "Paulholm Inka Pride"—a Junior Champion at Vancouver's 1935 Exhibition for Paulls.

Here, in the Okanagan, Mrs. A. I. Brydon had won a Special Cup from the Canadian Breeders' Association for the highest record made in Canada (Ayrshires) in 1935 on twice daily milking by her "Southwick Miss Murray 2" having produced 15,185 lbs. Milk and 770 lbs. Butterfat.

NEW SHIPPERS FROM SALMON ARM

Saturday, April 11th, 1936, thirty-four shippers from the Salmon Arm area made their first shipment of cream to Vernon after earlier negotiations with Director J. R. Freeze and John McPherson, who hauled it. They came mainly from the Silver Creek, Carlin and Tappen area.

Shippers and consumers alike, in the days of 1936, were loyal to their Noca butter and their Creamery. When outside products were brought in to compete with the home market the response was so poor it just didn't pay its way and soon disappeared from the shelves.

A huge DeLaval heavy duty churn weighing 5,800 lbs. was newly set up in the Enderby Creamery that spring, churning 3,000 lbs. of cream at a time and turning out 1,200 lbs. of Enderby's team of Skelly and Bill Cameron's prize winning butter. 290,000 lbs. were made at the Enderby Creamery in 1936. July butterfat price was 20c per lb. special and 900 shippers were now member shippers.

Pictures of Ernie Skelly and Walter Patten, both champion Butter-makers, were gracing the pages of Eastern Dairy magazines for a Beaver Chemical Company Campaign.

Noca Butter had won 60 prizes in four years, five Championships and 21 Firsts when following an inspection of the Vernon Creamery, Lieut-Governor Eric Hamber ordered a regular supply of Noca Butter to be shipped each week to Government House in Victoria. He paid a visit to Noca Dairy, where he watched the amazing skill of Mrs. Helen Land, Noca's butter wrapper.

THE CACTUS EATERS

George Anderson of Swan Lake Ranch, enjoyed poking fun at the butterfat king competitions that went on with the top shippers of the Association. He liked to call his herd "the cactus eaters," but very often his twenty-three "cactus eaters" led the list of production as they did in September of 1936 with 625.9 lbs. of Fat. (Today a lovely herd of Black Angus, as well as a dairy herd, belongong to Bud Anderson, son of George, graze on the south end of Swan Lake beside Highway 97.)

BIG BUILDING PROGRAM

At the Vernon Creamery a big building program was underway; a new boiler and boiler house, brick and cement wall to enlarge the creamery building and double the capacity of storage, was being built, as well as a separate cream receiving room and double in size office accommodation.

1936 was proclaimed by the Directors to be the "greatest" with 150 new shippers and a 75,000 lb. butter increase.

"Fintry Honeysuckle" (Ayrshire) won the top producer award for 1936 in Canada, with 18,922 lbs. of milk and 918 lbs. of butterfat testing 4.8% from the herd of Capt. J. C. Dunwaters of Fintry on Okanagan Lake.

MARGARINE BATTLE STARTS

Norman S. Clarke, of Didsbury, Alberta; Gilbert McMillan, Huntingdon, Quebec and Alan Fraser of Ottawa, representing 318,000 dairy farmers across Canada, began their long battle against imported vegetable oils and animal fats, requesting that a 3c to 6c duty be applied. This was strongly opposed by large meat packing, soap manufacturing and paint and varnish concerns. Norman Clarke was the father of Association manager Everard Clarke, and was working to the common interest of all Canadian Farmers on this vital issue.

MUCH LOCAL INTEREST

So many people were enthusiastically visiting the new addition to the Vernon Creamery that the staff requested they wait until completion, May 15th. A huge electrical churn, which churned 4,000 lbs. of Noca butter each week-day had been installed; a sister machine operated at the Enderby plant as well. John McPherson's 2-ton Ford truck was bringing 93 cans from Salmon Arm. A dial gravity scale was in constant use at the Vernon Creamery, while Enderby's Fairbank's cream weighing scale handled hundreds of cans a week. Before starting to weigh, Mr. Skelly tested his scale first with a fifty pound Government stamped test weight for accuracy.

To have good support from the press has always been a joy to the Okanagan Creamery Association, and one of its most consistent boosters was W. S. Harris, owner and editor of "The Vernon News"; when Enderby's Noca butter won the highest award at Ottawa in 1937, part of his "Editorial" ran like this—

"The Ottawa Valley has long been considered the heart of Canada's dairy industry. There are splendid herds and the men with inherited fortunes. But with all their creameries and fine old farms, they were unable to compete with Enderby. At the recent Exhibition, Enderby was awarded 97 points out of a possible hundred, and received the highest award.

"Think not only of the comparison of size, age and experience but also the disadvantage of distance. The 800 creameries of Ontario were within a few hours distance of Ottawa, but little Enderby was 3,000 miles away. Little Enderby's entry of butter travelled four days and three nights in an express car at the hottest time of the year. In spite of these obstacles the Okanagan entry triumphed."

This gave Mr. Harris and many like him great pride in the butter-makers and the Association. It took good cream along with great skill to produce that kind of championship butter.

So many awards had now been won by Walter Patten, Ernie Skelly and Bill Cameron, that a case was built to enclose the ribbons and awards to be kept on view at the Creamery office (where it still is).

DANGEROUS BULLS

For several years the "Cream Collector" editor had constantly warned the readers about the danger of handling bulls, especially those considered quiet; apparently the "it can't happen here" attitude continued until it DID happen here, fortunately not a fatality, but E. Stickland Sr., Enderby; H. Osler, Salmon Arm; and W. Popovich were all attacked and hospitalized by the bull they trusted, proving the Editor's warnings were good common sense. This rash of incidents involving bulls around the same time began a lively controversy among the shippers as to certain phases of the moon affecting bulls and making them more ferocious at such a time.

STARLIGHT

At the Summerland Experimental Farm a 15 year old Jersey cow, "Calgarth Starlight," had become the highest producer in the mature class for Canada with a production of 9,524 pounds milk and 553 pounds of butterfat at 5.81% test. Born Dec. 14, 1920, she was a foundation cow at Summerland, purchased from R. C. Philipson, Chilliwack. At one time she held the World Record for Lifetime Butterfat Production with 7,757 lbs. Fat. Her highest year (10 yrs.) was 14,138 Milk, and 831 lbs. of Butterfat. She completed her final lactation at 16 years of age.

Cow Tester Alfred Johnson reported A. Buysse's herd of nine Holsteins was the top herd for December, 1937 with 1,295 pounds of milk, and 45.5 lbs. butterfat, followed by the Jersey herd of Leslie Veale, also nine cows with 806 lbs. of milk and 41.4 lbs. of butterfat.

Business in 1938 started off with a bang when 50,000 lbs. of good Noca butter the Directors had held in storage pending better market conditions, were sold to good advantage during February.

DEPRESSED CONDITIONS

Milk at this time sold for 9c a quart and 5c a pint, and when butter rose to 40c a pound immediately, in the larger cities, letters appeared in the newspapers protesting the prices. In the cities of Winnipeg and Toronto members of the Women's Willing Workers League marched with placards urging people to "BUY NO BUTTER OVER 30c" and "DAIRY COMBINES UNFAIR TO HOUSEWIVES," but by May butter had nosedived 10c in price, back to 30c a pound again, but flour sold for \$4.25 for a 98 lb. sack; raisins at 2 lbs. for 27c; porridge oats at \$1.10 for a twenty pound bag, and oranges were 3 dozen for 53c here in the Okanagan Valley. Four thousand unemployed men were said to be walking the Vancouver streets, with every freight train bringing more seeking work.

NEW TRUCK

Nels Griffiths traded his truck that had logged 125,000 miles and kept him late only twice in four years, in on a new three ton International. Mr. Griffiths carried 134 cans from the Armstrong district.

About this time the O.K. Freight lines began hauling Noca Butter to Penticton on their 10:30 A.M. run. A frigidaire was installed by the trucking company in their Penticton office-depot, where butter was held overnight at 30 degrees, going on to Osoyoos, Oliver, and Princeton on the regular runs.

Up until 1932 Cream Separators had been on the free list, tariff wise, but in 1938 new tariff agreements were revised and a duty of 25% imposed. Farm machinery carried a tariff duty of 7% also.

C.T.A. PICNIC

On May 28th, 1938, the Cow Testing Association presented Alec Lamb with a sterling silver cup donated by the Lumby Agricultural Association for the highest producing cow in the North Okanagan Cow

Testing Association. Mr. W. C. Craig, of Lumby, made this presentation at a picnic held at Kalamalka Beach when the North and South Okanagan Cow Testing Clubs united for a joint outing. Guest speakers were W. Fleming of Summerland Experimental Farm; Dr. Gunn, Livestock Commissioner, and Henry Rive, Dairy Commissioner, Victoria, B.C. The cow was "Dahlia," Jersey, producing 448 lbs. of butterfat at six years of age. Mr. Lamb had a herd of seven Jerseys, all producing over 400 lbs. of butterfat annually.

Captain J. C. Dunwaters, long a boon to Ayrshire breeders in B.C., donated his 2,500 acre estate "Fintry Farm" to the Fairbridge Farm Schools and returned to Scotland to reside. Captain Dunwaters was responsible for introducing some of the world's finest Ayrshire cattle to the Okanagan Valley. I am indebted to Mr. Peter Scott, for many years Ayrshire Field man and now retired and living in Vernon, for the following, taken from the "Ayrshire Review." "The third consignment of Ayrshire cattle within a year leaves for British Columbia per "S.S. Castilian" on April 25th. As was the case last year the Rt. Hon., the Earl of Stair had received an order from Capt. Dunwaters of Fintry, B.C. to send thirty in-calf heifers and eleven calves. These have all been selected from the herds in Wigtownshire and the Stewarty of Kirkcudbright. Captain Dunwaters is a real Ayrshire enthusiast and is doing his utmost to get herds established in the various Government Farms in Canada. He expects to offer this latest consignment for sale sometime after arrival." A Mr. McBryde, now living on Vancouver Island came out to Canada with one of these consignments, and says he landed at Armstrong on June 12th, 1930, and stayed there for 21 days until after the cattle were all sold to the various buyers, then went down to Fintry to work for Capt. Dunwaters.

BUTTER PRICE BATTLES

The constant battle to hold butter prices steady went on relentlessly for the management and Directors of the Association. Three hundred men were working on the Big Bend Highway project under the authority of the Federal Government and were being supplied with Alberta butter while B.C. farmers worked to pay their taxes to buy this butter. Even in B.C. co-operatives were underselling neighboring co-operatives; in 1938, three B.C. Creameries worked to receive a fair price for their shippers on a contract with Tranquille Sanatorium, only to have another B.C. Co-operative undercut the price by 4c per pound thus causing Director J. R. Freeze to propose some benefits should be derived under the Natural Products Marketing Act, now *intra vires*; he suggested Alberta butter should be only allowed into B.C. if there was a shortage here and it should be confiscated if sold at a lower price.

During August and September Fair Season both Vernon and Endorby buttermakers were entering Noca butter in Major Exhibitions across Canada, receiving 35 First Prizes by the end of 1938, and a diploma for winning B.C. Championship six times in a row.

BILL CAMERON MARRIES

Although 1938 was exceedingly dry with poor pasture conditions prevailing, a long, open autumn was enjoyed with greatly increased production resulting and $7\frac{1}{2}$ thousand more pounds of cream were shipped during the last week in October than in the same time of the year previous. Enderby had an output of 94.89% First Grade butter and Vernon 90.55% for 1938.

During the month of September, 1938, Miss Mae Griffiths resigned her position of stenographer and bookkeeper at the Vernon office to become the bride of Bill Cameron on October 5th. Miss Jean Finlaison replaced Miss Griffiths.



R. J. COLTART of Enderby

and would only pay attention to the facts that he called "hard evidence." Anything he believed in he would battle for, and was fearless in disagreement.

One instance was a real knock-down, drag-out battle with Swift and Co., when, as President of this Association, he went with W. S. Harris (Vernon News), Hon. K. C. MacDonald, then Minister of Agriculture in B.C., and Manager E. Clarke, to Vancouver to confront and accuse the gigantic Swift Co. of not only cutting butter prices in the Okanagan Valley, but actually selling inferior and short weight butter as well. This battle on the farmers' behalf took place when they met Swift's top Canadian Manager in the Vancouver Hotel. Swift's representative threatened with a libel suit and intention "to take his (Dick Coltart's) farm (Valecairn) away if they won the case" (the farm we live on now). He

LOSS OF PRESIDENT

When the Directors held their December meeting just before Christmas of 1938, they purchased a very comfortable easy chair to present to their ailing President, R. J. Coltart. It was hoped that before Spring "Dick," as he was known to his friends, would be back fighting for the farmers' rights he so firmly believed in, but it was not to be and Mr. Coltart passed away April 8th, 1939 at Valecairn Farm, his home since 1904, in Enderby. He believed in living and let live, and his word was as good as his bond.

I think most people who knew Mr. Coltart respected him, and those who worked with him on the Board of Directors considered him far-sighted and level headed. He would never listen to idle rumours

stood with that New Brunswick staunchness of his and said he felt "The Swift Co., actually controlled from Chicago, had NO RIGHT to damage a small group of co-operative farmers in the Okanagan Valley who were absolutely no threat whatever to Swifts and merely wanted to sell their own product in their own home area." There was no libel action, and I'm sure Swift Canadian Co. respected both the Co-operative and its staunch farmer members who believed in it enough to be fearless against a powerful company like Swifts. This was only one incident of battle he did on the Co-operative's behalf—and ours—it is because of pioneers of his calibre, and Mr. Freeze, Mrs. E. S. Craster and Sam Halksworth, that we are able to be secure in our Co-operative today.

It is also worth mentioning here that the Hon. K. C. MacDonald, a man whom Mr. Coltart ran against in a political campaign, but considered a personal friend, fought along with him on the Swift issue, both willing to go through fire and water for the dairy farmers of the Okanagan.

We could use some of these spirited men today to protect our market again against large interests invading our little home market. This is much the same situation, no one can harm them because they are protected by their large surplus, keeping competition out.

Following Mr. Coltart's death, S. E. Halksworth was elected President of the Board of Directors, and J. R. Freeze, Vice-president, along with R. Peters, J. Gillian, J. McCallan and two new members, Mrs. E. S. Craster, Lavington, and Mr. David Jones, Enderby.



1939 BOARD OF DIRECTORS

Back Row: D. JONES, J. R. FREEZE, J. MCCALLAN, J. GILLIAN.
Front: S. HALKSORTH, R. PETERS, MRS. A. S. CRASTER.

WIN FIGHT FOR FARMERS

The Canadian farmer won his fight before the Tariff Board in May of 1939. Norman R. Clarke of Alberta and the committee he served on made four extended trips to Ottawa to meet with the Tariff Board, whose final decision was to place a 3c per lb. tax on all vegetable shortening and 2c per lb. for vegetable fat for soaps, thus eliminating the direct competition with Canadian farmers' animal fats and butter. This was immediately blocked by the British Government as a violation of the 1937 Empire Trade Agreements, however.

During the harvest season of 1939, tons of Okanagan tomatoes and vegetables rotted on the ground; because of the depressed conditions in the Prairie provinces, there was just no money to buy anything. In spite of these desperate general economic conditions, the Co-operative accepted and paid premium prices for all the cream produced.

FIRST A.I. FIELD DAYS HELD HERE

The Russians led the world in Artificial Insemination, 230,000 animals having been impregnated with 89% calving in normal course. It was by mere coincidence that on the very day that Dr. Taduev Oldbrycht reported that Italy had achieved 100% success in Artificial Insemination to the World Agricultural Congress, in Dresden, Germany, that two special field days had been organized through the efforts of the Co-operative Creamery Association, and their team mate, the University of British Columbia. The first was held August 1st at J. McCallan's farm in Armstrong and the second at Frank Christian's farm in Lumby on August 2nd. Over three hundred farmers attended the two scientific days. Dr. S. N. Wood, D.V.M. Dept. of Husbandry, U.B.C., gave demonstrations of Artificial Insemination. As a result of this demonstration a bull calf was born on the following May 8th to W. P. Nash's Jersey cow, Marie, the first artificially inseminated calf to be born in the Okanagan thus bringing this world wide agricultural endeavor right to our farm gates.

Also at this time Holsteins "Inka Sylvia Beet's Posch," "Colony Koba McKinley 19th," "Colony Flood Romeo," "Sir Bessie Ormsby Fobes 40th" were being used in offspring tests at Colony Farm. "Sir Bessie Ormsby Fobes 40th" proved the best sire ever used in the herd, but regrettably he died before reaching the age of four. These names are still familiar to Holstein breeders today.

FIRE AT ENDERBY CREAMERY

The Directors had just held a successful meeting in mid-August, hearing that through their persistent efforts the Association had obtained the butter contract for the Big Bend workmen's camp and had decided to have 1/5th cent per lb. of butter set aside for an advertising fund when a call came through from Enderby that fire had partly burned the Creamery in Enderby. Fortunately none of the Skelly family who lived in adjoining quarters was injured. It was thought "spontaneous com-

bustion" in the attic in the summer's heat might have started the blaze. By now the Directors and Management were hardened through adversity, so they responded vigorously.

David Howrie, contractor of Vernon, was quickly given the contract to build the new Enderby Creamery, and this got under way in September.

Also in September World War II became a grim reality and the Valley along with the rest of Canada found itself emerging from a depression only to be thrust into a War.

With the World at war, cream prices rose from 18c per lb. butterfat in June, 1939 to 27c per lb. in September. Immediately the urban public began to cry "PROFITEERING—why has butter gone up?" Vancouver's Mayor Lyle Telford stirred up a hornet's nest when he proclaimed "butter prices were rising needlessly" and letters to the contrary flew from Directors and shippers alike. They said the farmer's share of the consumer's dollar during the previous year of 1938 was the smallest in four years; statistics showed that out of every dollar spent for fifty-eight important foods, only 40c of that dollar went into the farmer's pocket.

During 1939 John H. Wood was Cowtaster for Salmon Arm-North Okanagan with the herds of Halksworth, Veale, Buysse, Lamb, McKechnie and Nash noted regularly. "Small herds" held ten cows and under while "large herds" were over ten cows. Malcolm Gibson tested in the area known as Okanagan and Coldstream Ranch, W. R. Powley, Duncan Fraser, C. G. Montgomery, M. W. Marshall, R. J. Veale, and W. A. and G. D. Cameron were mentioned regularly.

Word was received in November of the passing in Scotland of Capt. J. C. Dunwaters, "The Laird O' Fintry." As mentioned previously Capt. Dunwaters had contributed much to the Okanagan dairy industry. His gift of a herd of thirty-four Ayrshire cattle to the University of British Columbia in 1928 is still reverberating on Ayrshire farms throughout British Columbia. According to Prof. J. Berry, the present female line of the Ubssey Ayrshire herd are direct descendants of the original Scottish cows given by Capt. Dunwaters. His gifts to the Calf Clubs and Ayrshire Breeders Association were the foundation of present excellent Ayrshire dairy herds producing fine milk now.

NEW DRESS FOR NOCA BUTTER

Noca butter came out with a bright new dress, with "FIRST GRADE" and "NOCA" in prominent positions and one side panel showing medallions representing the highest awards won by NOCA every year since 1932 at the Vancouver Exhibition; the other panel drawing attention to Noca's many first prizes. Attractive packaging is a basic policy of the Association. Quality foods must dress to satisfy "impulse buying" women who were starting to crowd the supermarkets.

January 8th, 1940, Britain rationed butter and bacon. The entire Canadian output of bacon went to Britain when Canada agreed to ship 4,480,000 pounds of bacon weekly, the price agreed upon for Wiltshire sides at \$20.18 for an English hundred weight of 112 lbs., f.o.b. Cana-

dian Seaboard to extend to October 30th, 1940. All butter produced was urgently needed.

The opening of a modern creamery in Enderby had long been the dream of R. J. Coltart, and when the new building was opened in December, 1939, by Hon. K. C. MacDonald, his vision had become a reality; it was a pity he had not lived to see it.

Editor H. M. Walker, in his "Enderby Commoner," described the churning room of the new Creamery thus: "a wonderfully large area with 14' ceilings and two large ventilating skylights. No factory in North America has a finer work room." Mayor Chas. Hawkins of Enderby gave a brief address as did Director President S. E. Halksworth. Members of the Board and their wives along with a large gathering of patrons enjoyed sandwiches and coffee served by Mrs. S. Wilson.

The winter of 1939 hay sold for \$9.00 per ton and dry fir wood, sawed to 12" for \$5.25 per cord. Mrs. Joe Miska wrote a letter to the Cream Collector that was eventually reprinted in many Western papers as well as the "Ottawa Evening Journal" and "Toronto Globe and Mail" regarding butter prices and farming.

Craigdarroch Farm, the farm of J. Robertson Sr. of Mara, had twenty Jerseys milking, good, producing daughters of "Brampton's Good Volunteer," "Tapon's Nobly Born," and "Colony's Glow Oxford," the latter bred by Thos. Fowler, Armstrong. Max Dangell had thirteen heifers, daughters of "Lindell Prince" from the Lindell Farm of E. Dumville, Sardis.

SKELLY RESIGNS

E. S. Skelly, popular champion butter maker of the Enderby Creamery, resigned from the Association in December, 1939. The Board of Directors greatly regretted his decision to leave. Mr. Skelly came to the Enderby Creamery in 1930 from Daysland, Alberta, where he had been in charge of the Burn's Creamery.

W. C. (Bill) Cameron replaced Mr. Skelly as Manager. Enderby born, Bill had worked in the Palace Creamery and for Karnagle at Lumby from the age of sixteen years, joining the Creamery Association in 1928. He had been assistant Superintendent at the Vernon plant for fourteen months before moving back to Enderby.

In 1940, Noca Butter had again chalked up 43 first prizes. It was Canada's most famous dairy product. M. Middleton won First Prize for Rye for the third time, further evidence of the ideal farm lands of the Okanagan area.

While Vancouver housewives were busily protesting the price of food, the Vancouver Trades and Labor Council were urging the Provincial Government to accelerate the production of foodstuffs in B.C. as a war emergency, and the Hon. James Gardiner, Minister of Agriculture in Ottawa, was predicting that 1941 would be the "toughest year yet for Agriculture."

BUTTER PRICE FIXING

Early in January of 1941, the Association sent four telegrams to Ottawa. They went to Prime Minister, Hon. W. L. McKenzie King; Hon. J. G. Gardiner; J. F. Singleton, Director of Marketing and H. B. McKinnon, Chairman of Price Spreads Board. The messages from the Co-operative Association urged them to establish a minimum of 30c, floor price, for the first grade creamery butter. Their efforts paid off for Canadian farmers. Before the month was over a letter agreeing to the principle of fixing a minimum price had come. It was from Hon. J. Gardiner, Minister of Agriculture, Ottawa. Corporations were said to be buying spring and summer outputs of butter at the lowest price and selling them in winter at great profit, thus enraging both producers and consumers alike. During the first world war, butter rose from 30c in 1914 to 70c per pound in 1919 and then dropped to 50c by 1920. The Association leaders protested strongly against such exploitation.

H. B. McKinnon, Chairman of Price Spreads Board, issued proclamations to all hotels and cafes in Canada to conserve butter in the hope that rationing might be avoided in Canada, thus only one-half an ounce of butter could be served to each diner. The consumers were being taught to eat less butter.

BUTTERFAT KING EASES OFF

After contesting his position as "Butterfat King" for ten years, Ed. Stickland Sr. said that the time had come for him to "ease off." Mr. Stickland had come to the Grindrod district around 1921, after working at the Palliser Hotel in Calgary for many years. Shortly after he began to dairy farm he suffered a devastating blow. He had the misfortune to find twenty-three of his cows dead one morning after they had broken into a bag of blasting powder. Almost his whole herd was poisoned by it. In spite of this terrific blow, he persevered and got back on his feet again. Recalling the contests for butterfat king over the past ten years, he said Andy Sigalet gave him the hardest run, but H. Trussler, Sidmouth; Dr. McKechnie and son Ken, L. F. Carscallen, Westwold, and D. M. Smaha gave him a "few gray hairs, too." Now he planned to just ease off and leave the race to the rest.

Skim milk, of course, was always a valuable product in this cream shipping era, when hogs and calves were an essential product on every shipper's farm. On March 5th, 258 hogs were shipped from Armstrong by Fred Murray to Burns and Co. Ltd. in Vancouver. Of this shipment, 149 graded Select, carrying a premium per hog of \$1.00, and 126 graded B1. Ernie Winterhalder of Deep Creek shipped fifteen, all grading 100% Selects, these were shipped in four lots.

SILVER MEDAL FOR OWL

Ottawa Livestock R.O.P. awarded a Silver Medal Certificate to "Gamboge Owl Interest Isobel," a Sr. yearling Jersey who led Canada in both milk and butterfat in her class, producing 9,006 lbs. of milk and 427 lbs. of fat in 305 days. She was owned by Daniel H. Leech of Salmon

Arm, B.C. "Fintry Nigella," of Fairbridge Farms School, Fintry, was second highest Ayrshire cow in Canada in the 4 year old class, producing 12,409 lbs. of milk and 539 lbs. of butterfat in 305 days. Another high record was John Fowler's "Lansdowne Lady" with 9,481 lbs. of milk and 518 lbs. of butterfat.

Six week old pigs sold for \$3.50 each, and in the Cream Collector ads, a team of mares, 3 and 5 years old, were being sold for \$100; a good Ayrshire "to freshen soon" for \$50.00.

Larry Antilla returned from a three month course in Dairying with his diploma, and was feted by his co-workers at the Palm Room in the National Hotel, Vernon, where he was presented with a framed picture of the Board of Directors, suitably inscribed. After eleven years with the Association, Larry was promoted to Assistant Superintendent, not only because of the diploma, but because of his capability and conscientiousness.

Both the "Ayrshire Digest" and the "Holstein-Friesen World" were focusing their attention on "Calfhood Vaccination" and urging all owners to consider this very seriously and favourably to their own benefit. This was now read carefully and discussed thoroughly at a Director's meeting, and it was decided to learn more about this.

REVOLVING SHARES

In April, 1941, the Association's "Revolving Shares" plan came into being. The plan was to be this: "A bonus of $\frac{1}{2}c$ per lb. be paid to every patron on all butterfat shipped to either Vernon or Enderby Creameries, in 1940. This bonus was being distributed in fully paid up \$1.00 shares of Capital Stock in the Association. These shares are non negotiable and non-interest bearing, and can be transferred only with the consent of the Board of Directors." The reason for the "consent of the Board of Directors" clause was to prevent sharpers from buying shares cheaply from unsuspecting farmers who might not realize their true value. In 1946 (six years) the Okanagan Valley Creameries Co-operative Association will "call in" all 1940 series shares. It will then pay cold cash for each share. This plan is used by many successful co-operative organizations and works to the benefit of the farmer.

The Board also decided to buy \$3,000 worth of Victory Bonds, their far sightedness seeing the opportunity to aid the War effort, and also earn a 3% interest for the Association as compared with the average $1\frac{1}{2}\%$ Bank Interest.

ARTESIAN WELL

Seeking water for its operations, the Vernon Creamery sank a well into what was thought must be a subterranean stream flowing beneath the Creamery. So clear and so pure that although 300 gal. a minute are pumped from its stream, its rate of flow underground was barely discernible. The only access to this subterranean stream was through the Creamery where submarine lights had been installed and one could look through a plate glass window at the crystal clear water flowing below the cement cribbing which had steps enabling anyone to

descend should the need arise. This was thought to be an underground river flowing into Okanagan Lake.

FLASH—GAS RATIONED!

July 15th, gasoline became rationed in the Okanagan Valley along with the rest of Canada. Sales were to be restricted to hours from 7 a.m. to 7 p.m. Non-commercial use of gasoline was to be cut down to fifty percent of what it had been. War measures to conserve gasoline and oil for War purposes was the reason given. Thus began the first real rationing Canadians had felt in World War II.

LOST ANOTHER PIONEER

This same month of July, the Association lost another of its pioneer members when Thomas Gray passed away at his home in Mara. Mr. Gray was a member of the first Board of Directors in 1925, and more will be said about him in a subsequent chapter.

Owing to the extreme shortage of laborers in these war years, many farmers were buying milking machines, and Walter Patten and Bill Cameron were kept busy installing DeLaval milking machines.

Noca again won the Grand Aggregate Diploma awarded to the Creamery receiving the highest total score in all classes at the Canadian Pacific Exhibition in Vancouver, for the ninth successive year. This was no small feat; from 150 to 300 creameries competed at the large exhibition. About 60 entries in each class competed in 1941.

Manager Bill Cameron of the Enderby Creamery, invited patrons of the District to call at the Creamery and see the new cold storage plant there, built by Paul deBono, Vernon contractor, and completed under the direct supervision of C. Bookman, representative of the Canadian Ice Machine Co., of Vancouver. The most modern storage plant in the Okanagan, it will hold 40,000 pounds of butter and temperatures may be adjusted to any degree down to 20 degrees below zero.

MORE WARTIME NOTICES

Pages of Wartime Notices began to appear in newspapers and publications as more and more restrictions came into being. The announcement that farmers would be allowed 88 units of gasoline, or 352 gal. per year was met with a sigh of relief; few farmers felt they would be using that much gasoline in a year. At this same time we were warned to watch our cream cans carefully. On January 19th, Notice No. 163 was issued by the Wartime Prices and Trades Board "respecting Farm Machinery and Equipment, sales, terms and inventories." This was followed by Order No. 95 respecting "Linseed Oil and Linseed Oil cake meal" and setting the price at 71c per gallon (f.o.b. mills) and \$40.00 per ton (f.o.b. mills).

Japanese successes in the Pacific area had curtailed the supplies of tin, and the War Measures Act affecting cream cans went into effect; along with it came measures to save tires, sacks and bags.

MR. MCCALLAN RETIRES

At the April Annual Meeting, Mr. J. McCallan retired from the Board of Directors because of ill health; Mr. McCallan had been elected to the Board in 1930, and had served it well for twelve years. His son, called Jim Jr. by his friends, was immediately elected in his father's place. A smoking set was presented to Mr. McCallan at this time.

The subject of "Calfhood vaccination" was discussed again and the Secretary of the Association requested to write Graham School, Dairy Farmers of Canada, and also the Health of Animals Branch, Ottawa, for more information regarding abortion and calfhood vaccination.

An 8,648,800 lb. butter shortage was reported in Canada, and the Wartime Prices and Trades Board recommended an advance of 5c per pound butterfat to producers, and to assist the farmers in their dire need of farm labor, an Unemployment Commission was established at Vernon, B.C. No farmer was to be drafted away from essential farm production.

REGINA FOR BUTTER

Through a reliable source, Manager Clarke came to know about an extreme shortage of butter coming about, and was told where he could buy the last 10 carloads of butter left in Western Canada, considered surplus, and being offered for sale. These were at the Saskatchewan Co-operative Dairy, Regina. Three other Vancouver butter buyers were already on their way to Regina by train. Not one to let grass grow under his feet, Mr. Clarke contacted President Sam Halksworth, and gained his unwilling, but agreeable, permission to charter a plane at the Vernon Airport and fly to Regina. Mr. Clarke tells me this was quite an experience as the weather was particularly stormy but he had Peter Dycke, now of Dycke Bros. Garage in Lumby, as his pilot. When they reached Lethbridge, the weather had become even worse, and the weather meteorologists advised them against trying to fly through such a storm to reach Regina. However, as they waited a "North Star" passenger plane on the Trans Canada Airline service came into Lethbridge, and the pilot told them the storm did not go above 9,000 feet. So they decided they could do this without oxygen and proceeded to Regina. Leaving Vernon at 4 a.m. they arrived at Regina at 11:30 a.m. in spite of the adverse weather, and Mr. Clarke was able to invite Mr. Jack Turnbull and Mr. Stuart Leigh, the Manager and Secretary of the Saskatchewan Co-operative Creameries, to have dinner with him at the Saskatchewan Hotel. During dinner they sold him the entire 10 carloads of butter at a price of about 42c per lb.

GOT THERE FIRST

While they were still having dinner, the three buyers from Vancouver came into the dining room for dinner but they were too late. Noca had just acquired 250,000 pounds of butter and none was left.

The butter was placed in storage in Bulman's Cannery in Vernon as the Association did not have sufficient storage for this amount, and for the following winter S.O.D.I.C.A. was able to dominate the market of British Columbia with the result S.O.D.I.C.A. made about \$66,000 profit, which is another good reason why this co-operative has been able to thrive on the original investment of only 50c each from the farmers. This came at just the right time, because the Association was trying to change from being a butter manufacturing plant solely, and become an all purpose dairy plant, with the idea of purchasing the Royal Dairy in Vernon.

When I contacted the pilot, Peter Dycke, about this trip, he said he remembered it very well. He recalled a chap named Bert Murphy of Lumby, then working at the Vernon Airport, went with them and Mr. Clarke took along a few crates of Okanagan cherries, as it was in early July, to serve as "ambassadors of goodwill." He said "we did have a bit of weather, and could see neither ground nor sky for a considerable time east of Lethbridge, but the radio beam was with us. The aircraft we flew was an Anson Mark 5; it would cruise at about 180 miles per hour, not bad for those days. The trip home was uneventful and practically perfect; we stopped in Lethbridge for supper and to refuel, then home again over the mountains to Vernon. Mr. Clarke was an excellent and interesting passenger; he said he enjoyed the trip immensely and so did I." The best of all was that the Co-operative Mr. Clarke managed made the farmers \$66,000 through this energetic and courageous decision.

Early in November, 1941, Order in Council No. P.C. 8526 was passed authorizing the Dairy Products Board "To buy Creamery butter for storage or otherwise. The prices to be paid to be determined by the Dairy Products Board with concurrence of the Wartime Prices and Trades Board, and shall have regard for the legal maximum price for normal fluctuations of butter prices."

By the fall of 1942 the butter shortage in Canada was said to be fifteen million pounds. Butterfat sold at 42c per pound and farmers were being urged to put their cows on a twenty-four hour shift. It was illegal to have more than 500 pounds of scrap iron around your farm. All old pieces of machinery were disposed of for the War effort program.

Norman S. Clarke had passed way at his home in Didsbury, Alberta on July 9th, 1942. Known to us as "Everard Clarke's father," Mr. Clarke was known to a much larger circle as a "friend of the farmers" and a battler for the farmer's rights. The Western member of a three man national committee, his efforts in the fight against oleo-margarine were known and appreciated by Canadian dairymen. He was a dairyman from his early life in Nova Scotia to Didsbury, where he farmed and raised four sons. One followed his father's footsteps to the National Dairy Council of Canada, while another managed his Didsbury Jersey herd. Mr. Clarke was a Life Member of the National Dairy

Council of Canada, a Life Member of the Alberta Dairy-men's Association, having been President in 1924 and a Director for many years. He was also President of the Alberta Dairy Cattle Breeders' Association from 1935 until his death.

Under a War Relief Program, a seed campaign was under way to supply \$10,000 worth of high quality grain, vegetable and forage seeds as a gift from the people of the United States to the people of the Soviet Union to replant the scorched earth of 1942 Russia, while here at home we were gathering all old fur pieces and old or new hides for coats and furlined hoods for the men of the Mermansk convoys who were suffering the Arctic cold to get weapons and food through to Stalingrad. All exports of calves or beef cattle were prohibited except by the Wartime Food Corporation.

CORN FOR CATTLE

Always a leader in the field of helping the farmers, that spring the Association distributed several varieties of hybrid corn around the various farms to be tested. Many fine fields of corn were grown and a picture of Ed Stickland's (Sr.) was so outstanding it appeared in Saskatoon's "Western Producer." Many thousands of tons of Silage have since been grown.

Even the Bus Companies were feeling the gas restriction, and could only allow their buses to travel fifty miles and people were urged to take the train to Vernon, thus conserving gas and rubber. We were reminded a bomber needed 80 tires.

The Jersey Breeders had a little poem distributed:

HER LITTLE BIT

She feeds the calves, she feeds the pigs,
She feeds the chickens too,
She feeds the baby in the crib,
And makes the butter too.
She makes the puddings, cakes, and pies,
And also creams the tea,
Besides a contribution sent
To a child across the sea.
Seems she does her little bit
In a way that shows us how
You couldn't expect much more of her
When she's only a Jersey cow.

(A. Lansbury, Sask.)

FARM LABOUR PLAN

Signed by the Hon. K. C. McDonald, Minister of Agriculture, the British Columbia Farm Labour Plan became effective March 1st, 1943. Requested by the largest delegation ever to meet the Provincial Government, it was an organized plan of farm labor supply that would give reasonable assurance that what farmers planted that spring

would be harvested that fall. Specifically they asked that the Dominion Government be required to participate on a cost sharing basis similar to that effective in Ontario.

A Committee was formed to direct organizing of all farm areas into Provincial Districts. Reeve Stanley Noble of Spallumcheen attended as a delegate, and was appointed to the Farm Labor Advisory Council. In his Municipality alone, 275 men and 15 women were in the armed forces. 400,000 Canadian farmers were serving with the Armed Forces overseas. During this time Everard Clarke, Manager of the Creamery, was requested by the Federal and Provincial Governments to supervise the distribution of farm labor in the area of British Columbia, from Williams Lake to the B.C. border; this he did in addition to his regular work as manager of the Creamery. He was paid \$350.00 per month and travelling expenses. The \$350.00 per month he turned over to the Creamery Association, totalling over \$7,000 for the length of time he worked, and the Association benefitted from his earnings.

RETIRES

Richard Peters, one of the original Board of Directors, decided after eighteen years he would retire. The Electrical Business he had started in Vernon, "Okanagan Electric," had reached a point where its rapid growth necessitated the sale of the herd of Jerseys that once supplied the passenger boats that plied Okanagan Lake, from Okanagan Landing to Penticton, with good Jersey milk.

A. Buysse's Holstein herd and the Summerland Jersey herd were making high records for their owners. After a hard winter during which he and his step-daughter, "Doll," milked a large herd of cows and fed 80 head of cattle, while "Doll" recuperated from a major operation, and he ended up in hospital too, Mabel Lake pioneer "Andy" Sigalet decided that 74 years was a good age to hand over the reins to his daughter and son-in-law, Mr. and Mrs. Isaac Mueksh.

A MINUTE'S SILENCE

When the Annual Meeting was held in April, 1943, the gathering stood for a minute's silence in memory of a staunch friend of Okanagan farmers and the Association, Mr. W. S. Harris, who had recently passed away. Publisher and Editor of "The Vernon News," Mr. Harris' two sons, Frank and Allyn, were both overseas at this sad time. Everard Clarke, who knew him well, said, "He was one of the great and good men of Canada."

This Annual Meeting gave the Board of Directors full authority to go into the business of milk distribution in Vernon.

CATTLE FLOURISHING

While news told us that the War in Holland had reduced the cattle population there by 50%—three million head had been slaughtered in Europe under Axis domination—cattle clubs here were flourishing. Two carloads of Holsteins had been brought in from Colony Farm,

and J. Grauer; A. Buysse, B. Thornton, Mr. Owens and H. A. Brooke had good Holstein herds and a good active Holstein calf club was organized. The North Okanagan Jersey Club was active, and the Jersey Bull Ring, consisting of a battery of selected bulls purchased by the Dominion Government and distributed to selected farms, where they stood at service, was operating effectively.

Among these Jersey bulls was "Brampton Violet Standard" that J. McCallan (Jr.), then a teen age boy, bought for \$300. After use as a sire on the McCallan farm he was moved to A. T. Howe's Patricia Ranch, Bulman's at Kelowna, and finally to Summerland Experimental Farm. Suddenly his worth was realized, and he was shipped to Quebec. The highest producing Jersey cow for May, 1943, on Canadian R.O.P. was his mother, "Brampton Violet," a three times per day milker giving 14,756 lbs. milk and 888 lbs. of butterfat with a 6.1% test. Mrs. E. S. Craster's four year old from Cwmdale herd led R.O.P. lists for Canada in November with 7,949 lbs. milk and 489 lbs. butterfat at 6.1% test, while John Fowler's six year old "Lansdown Lady" produced 13,111 lbs. milk and 761 lbs. fat at 5.5% to lead her class on R.O.P.

DAIRYMEN'S ASSOCIATION

A B.C. Dairymen's Association was formed at Kamloops in that fall of 1943, electing R. J. Skelton, Salmon Arm, President; R. W. Bourne, Kamloops, Vice-president; Everard Clarke, Vernon, Secretary; Directors—John Fowler, Armstrong; R. Palmer, Okanagan Landing; T. W. Hambrook, Vinsulia; F. D. Thompson, Quesnel and S. E. Halksworth, Grindrod.

BUTTER RATIONED

As a bad omen to a poor winter, on December 21st, 1943, butter became rationed in Canada. That same month, truck driver Vern McFarland had five toes frozen and the Moore family on the back Enderby-Armstrong Road had their barn burn down on the coldest night of winter. Somebody suggested a medal for Farmers!!

1944 marked the Centennial of the founding of the first co-operative to be formed in Rochdale, England. They would surely have been pleased could they have realized S.O.D.I.C.A. would result.

BUYS ROYAL DAIRY

Starting the new year of 1944 off on the right foot, the Association purchased the Perfection Products, known as the Royal Dairy in Vernon; a milk and ice-cream business purchased from Mr. and Mrs. F. A. W. Graham. A cash payment of \$12,000 was made, leaving a sum of \$33,000 still to be paid. This sum to be returned to the Association during the next three years by a system of deferred payments which had been agreed upon by the Milk Producers' Association. Thus by the end of 1946 the liquid assets of the Association would be the same as before as far as the cash payment was concerned. This milk distribution business and ice-cream business was to be operated as a department of the Creamery.



JACK FUHR . . . NOCA's First Milk Delivery Truck, 1944

Premier John Hart announced that all "farm improvements would now be exempt from taxation." At this same time there was an extreme hay shortage in the Valley, and straw was selling during March and April, 1944 for from \$15 to \$20 a ton.

NEW HEALTH BYLAW

All Directors were re-elected at the 1944 Annual Meeting, and it was reported that the Creamery had made steady progress and had paid producers half a million dollars more than the market price for their cream since it had started. In a private business farmers would not have received these additional payments.

At this meeting, Alderman Fred Harwood, Chairman of the Board of Health, Vernon, gave the meeting a review of the new Health Unit and the new Milk Bylaws in Vernon. He stated farmers would be obliged to bring all dairy barns up to Grade A or Grade B standards, and submit to barn inspection by a trained medical officer. Barns had been inspected, 562 cows had been tested for T.B. and 28 farmers had been given 30 days to meet requirements—or else.

A new method of milk testing called "Rezazurin test" had just been recognized as much superior to present methods.

This Annual Meeting also went on record as approving the formation of an Artificial Insemination Club to be started up and carried forward under the aegis of the Farmers' Institutes and requested help from the Hon. K. C. McDonald, B.C. Provincial Minister of Agriculture, to get the club successfully launched. Stephen Freeman gave an interesting report of a meeting with Dr. Gunn, Livestock Commissioner, regarding "Calfhood Vaccination."

A.I. CLUB ORGANIZED

Following this meeting initial steps were taken during early June, when meetings were held at Grindrod and Armstrong, regarding the inception of an Artificial Insemination Club for the North Okanagan area. Organizer W. D. Davies, Livestock and Poultry Division, Dominion Department of Agriculture, had been brought here through the efforts of the Creamery manager, Everard Clarke. Canada now had seventeen units functioning efficiently with artificial breeding. On June 29th, the North Okanagan Herd Improvement Association was formed with President, Dave Jones, Enderby; Vice-president, John Fowler, Armstrong; Secretary-Treasurer, Rev. W. J. Selder, Enderby; and Directors: E. Dockstader, Armstrong; J. Robertson, Mara; Ross McLeod, Salmon Arm; A. J. Grayston, Enderby; I. Moen, Salmon Arm; and J. Gregg. A membership fee of \$1.00 was set, and the Board of Directors of the Creamery Association made a \$200 grant to the newly formed Club to help get it started.

Percy E. French, President of the B.C.F.A., and Everard Clarke, on behalf of Dairy Farmers of Canada, spoke to the Interior Dairymen's Association meeting, resulting in that group deciding to become affiliated with both Provincial and Dominion organizations for the benefit of the farmers. Following this the meeting went on record as requesting the Agricultural Food Board to increase butterfat to 50c for winter production.

August 9th, Bill No. 134 establishing the "Farm Improvement Loan Act" was passed by the Legislature.

RURAL ELECTRIFICATION

A Committee to work toward Rural Electrification had been established within the Association's Director members at one of their meetings, with S. E. Halksworth as Chairman, so when T. Gibson, Manager of West Canadian Hydro Electric Co. (then supplying the Okanagan area), spoke to the Enderby Board of Trade predicting briefly that rural electrification would be a pressing post war project, and gave detailed information as to costs and problems, it was an interesting and timely topic. Only 20% of Canada's rural homes had electricity at that time; picture one house in every five in a city block WITH electricity as comparison, and imagine how strange this would seem.

Shortly after Mr. Gibson's talk in Enderby, a meeting the Co-operative called during December, 1944, and attended by men and women from Winfield to Chase, Westwold to Lumby, to hear more about the advent of rural electricity, was held in the Fruit Union Hall, Vernon. Everard Clarke, C. A. Hayden, and T. Gibson spoke briefly; Mr. Gibson said 120 farms had been electrified in the area in 1943. S. Weston of the Public Utilities Committee, and the Government Engineer preparing the Rural Electrifications plans, was the main speaker at the request of S.O.D.I.C.A. It was moved by P. E. French, and seconded by W. A. Monk of Grindrod, that the North Okanagan

area was most suitable for a test area, and this meeting endorsed bringing Rural Electrification as soon as possible.

Immediately Vice-president Director J. R. Freeze rose to his feet and spoke vehemently and frankly on the necessity of Public Ownership. He sparked the meeting with his motion, seconded by Stephen Freeman —“that this meeting go on record as being in favour of public ownership of the production and distribution of electrical power.” CARRIED. 1415 farms in the North Okanagan had no electricity at this time.

WORTH \$60

The end of 1944 found the original investment of 50c per farmer to be now worth \$60.00 to him. The net worth of the Association, carefully built up through the years, was \$75,000. Total appraised value of the three dairy plants was \$115,000, according to the General Appraisal Company, Vancouver. The Board of Directors decided not to request patrons for further capital investment, but instructed the secretary to raise \$40,000 on a mortgage on the property.



Late PETER
CLASSEN, *One of*
NOCA's First
Bookkeepers in the
Vernon Office.

Beginning Jan. 1st, 1945, the 1,256 shareholders entirely controlled three dairy plants worth \$115,000, from which there were over half a million dollars in annual sales. Over one million pounds of butter, one and one-half million quarts of milk, and ten thousand gallons of ice-cream were distributed during 1944.

OWNERSHIP

The Board of Directors proudly announced that \$45,496 cash had been paid to P. Burns and Co. for the complete ownership of the Enderby and Vernon Creameries. A five year contract retaining Burns as sales agent was also signed, thus pledging there would be no butter sold in this area by Burns to compete with Noca. All agreed that the twenty years during which the Association was striving to attain complete ownership for their farmers, was one of harmony with the Burns Co. The sale of Bonds had been most encouraging and 100% was hoped for soon.

At the April, 1945, Annual Meeting, plans were put in motion for the Board of Directors to form a committee to work on building plans to house both the dairy and creamery plants. They also endorsed, owing to war regulations governing paper scarcity and regulations as to advertising, that a 50c per year charge for the “Cream Collector” be effected.

President S. Halksworth reported on the Rural Electrification Committee, and said a Bill had now been drafted and passed by the Provincial Government in Victoria which would eventually bring electrification to Interior farms. Director Dave Jones reported that despite a few headaches and setbacks the North Okanagan Artificial Insemination Club was showing progress.

SHORT CEREMONY

A short ceremony was held at the Vernon Creamery office when President Halksworth removed the "Okanagan Creameries Ltd., Reg'd. Head Office" sign from the front of the building, thus ending the holding company set up in 1936. Mr. Chas. Bloom of Lumby proposed a vote of thanks to the Directors for having done a wonderful job for the Association.

The Conservative Party of Canada, led by John Bracken, himself a farmer, made an issue of his declaration that Co-operatives should not be taxed, and the Hon. J. L. Ilsley announced a tax probe of Co-operatives would be taken.

Here in the Okanagan a North Okanagan Health Unit had newly been set up.

Word had come to Mr. and Mrs. Ed Emeny that their son, Frank, pilot in the R.C.A.F., had been awarded the D.F.C. for aircraft action with the Eighth Army Front in Italy, while sad news had come to Mr. and Mrs. E. Skelly (now back as Manager of Enderby plant), with the loss of their son, Harry, with the R.C.A.F. in Holland, in a plane crash on June 23rd, 1945, almost on the eve of his return to Canada.

TWENTY YEARS

The second decade of the association drew to a close and excerpts from a letter to the "Cream Collector" by Director Freeze might be a good summation of these past twenty years.

"Do you remember in 1931 when we were greatly in debt and things looked black; we induced Everard Clarke to come back. We had a Directors' meeting and Chas. Patten and Dick Coltart reported that 'enemies of the Association' were spreading the word that because we paid rent to Burns we were not a real co-operative.

We discussed the possibility of sometime taking over the plants but it certainly looked black at that time. The FIRST thing was to straighten up the debt incurred through the past management. BUT IN THAT HOUR OF DARKNESS WAS BORN THE IDEA WHICH HAS NOW RESULTED IN THE TAKING OVER OF THE PLANTS BY THE FARMER. The little oak tree seed sown in the hours of distress has grown to a sturdy oak tree."

Four years paid back the losses and laid a foundation. When the option was obtained from Burns in 1936 it looked a long way ahead as most patrons had invested only 50c and the black depression of the '30's caused the understanding Board not to ask for more from their

producers. A holding company had been set up, and in 1939 a revolving fund idea developed to allocate to producers their share of deferred payments, and thus create a fund which would take care of unpaid balance of the option and not detract from the price of butterfat to producers.

A portion of this revolving fund was used to take over the milk business in Vernon, greatly increasing the Association's assets.

While we will have interest to pay on a mortgage, this will be much less than the rent we have paid the past years.

We owe a debt of gratitude to the business men of the Okanagan for their loyal support.

We owe a debt of gratitude to our loyal producers who have staunchly supported their Association and their own home town business.

We owe a debt of appreciation to a loyal, hardworking and capable office staff who have devoted their lives to our Association.

The future looks brighter indeed."



"Let me look upward into the branches of a towering oak and know it grew straight and strong because it grew slowly and well."

—Author unknown.

1946-1955

By 1946 frisky calves were kicking up their heels in many Okanagan barns, proving the worth of the Artificial Insemination Program. The North Okanagan Club with John Fowler, President; J. Robertson, Vice-president; and Dave Jones, Secretary-treasurer, had acquired the services of Russell Caldwell and Ralph Cave as technicians, following their graduation from a special course in Artificial Insemination in Regina.

B.C.'s population had risen by about 68,000 with Vernon now claiming a population of 8,000 people, adding more milk and dairy products consumers to the area.

Malcolm Gibson was Cow Testing Supervisor, and Lamb, McKechnie, Powley, Nash and Teece noted in the lists regularly, while E. Winterhalder led the Cream Shippers for January and February.

HIGHER PRICE

When Percy French left Vernon to represent British Columbia at the Western Conference of the Canadian Federation of Agriculture in Winnipeg, it was his aim to boost butterfat prices to 50c in 1946. Word was received a few weeks later that this raise could be expected, but the example set forth that a cow producing 500 lbs. of butterfat would bring the owner \$250.00 was met with little enthusiasm, as most

farmers agreed "the trick is to find 500 lb. cows." Hogs jumped \$3.00 in price at the same time.

With the spring weather, the B.C. Power Commission crew began staking out power lines for the rural areas, and S.O.D.I.C.A.'s Rural Electrification Committee continued pressing for fast action to bring electricity a little nearer to hopeful farm families.



Picture of lines being cleared, Rural Electrification Program, 1946-1948, North Okanagan area.

March 28th, the Legislature, sitting in Victoria, passed an Act making possible the appointment of what was then called a Milk "czar" for B.C. This Act was introduced by Agricultural Minister Frank Putnam. This Controller of the Milk Distribution Industry was to act as a separate commissioner, and was to have sole jurisdiction over milk, as the Public Utilities Commission had, to fix prices and control the distribution of milk. The Bill came into effect upon proclamation of the Lieutenant Governor and Order in Council. Milk was declared a Public Utility in 1944 under the Public Utility Act, but because it was subsidized 2c per quart by the Ottawa Government, it had not been treated as such until now, when this subsidy was to be removed.

SUBSIDY

The Secretary of the Agricultural Food Board, Ottawa, informed the Creamery, commencing May 1st, 1946, to April, 1947, a 35c subsidy per 100 lbs. of milk from May 1st to Sept. 30th, and 55c per 100 lbs. from Oct. 1st to April 30th, 1947 would be paid, 10c per lb. on cream and 20c per 100 lbs. of cheese milk.

An extraordinary resolution was endorsed at the Annual Meeting in April, 1946, to proceed with the building of an addition to the Vernon Creamery to house the dairy and equip it with modern machinery at an estimated cost of \$40,000.

During June the Cow Testing Club held a picnic on the lawn at the home of Mr. and Mrs. Arthur Teece, when W. C. Boss won the large Silver S.O.D.I.C.A. Challenge Trophy presented by President Halksworth of S.O.D.I.C.A. Their winning Jersey having produced 10,500 lbs. of milk and 504 lbs. of butterfat in 305 days. J. A. Lamb, previous holder of the Cup, was the winner of the Silver Trophy Cup.

FIXED PRICES

The first fixed prices were set by the newly formed Milk Board in July, 1946, for Greater Vancouver, Fraser Valley and Greater Victoria area; no other parts of the Province were affected, and the price levels were set by those established by the Wartime Prices and Trades Board which withdrew from the Provincial field on June 30th. Prices established were:—\$2.45 per cwt. of milk at 3.5% butterfat test with a variation of 5c for each one-tenth of 1% difference from the butterfat content of 3.5%.

During the autumn of 1946, F. C. Wasson, Okanagan Dairy Inspector was promoted to Provincial Dairy Commissioner, and George Johnson replaced him in the Okanagan. Dr. Gunn announced a veterinarian team would test cattle in the Enderby, Grindrod and Mara area for tuberculosis. This was done, resulting in only two or three suspects being found and destroyed in the entire area.



GEO. D. JOHNSON replaces F. C. WASSON in Okanagan as Dairy Inspector, 1946.

The October Issue of "FOOD FOR CANADA" featured displays of the champion NOCA butterwrap with the caption "From the point of view of energy and attractiveness, NOCA tops the list."

B.C.F.A. REPRESENTATIVE

S. E. Halksworth was selected by the 13th Annual Convention of British Columbia Federation of Agriculture to represent the Interior Dairyman, much to the satisfaction and pleasure of the Okanagan farmers who knew that in Mr. Halksworth, they had a strong rep-

resentative who would fight for the farmer's rights and the betterment of the area's dairy industry as a whole.

By the end of 1946, Total Assets of the Association were \$217,847.00 with Total Liabilities (mainly to farmers) of \$84,326.00 with a Net Worth of \$133,521.00. This meant that if the Co-operative were to be sold, the audited Balance Sheet showed there would be \$133,521.00 to be distributed in cash to holders of revolving shares. \$650,000 business was generated in 1946 and the Board of Directors were: S. E. Halksworth, President; J. R. Freeze, Vice-President; D. Jones, Enderby, E. W. Stewart, Salmon Arm, Mrs. E. S. Craster, Lavington, A. Buysse, Armstrong.

GOOD PRODUCERS

Many excellent cows were in the Okanagan Valley; Joe Lamb of Armstrong had a herd of seven Jersey cows and at one time three of his cows placed first, second and third on C.T.A. lists. When asked why his cows were always so high on these listings, he said, "I have a good bunch of cows and I'm very attentive to them." Summing up the essence of good dairying, T.L.C. (tender loving care).

Ayrshireman Lou Brydon had sold a bull "Willowburn Rawlpindi" to A. L. Young of Brooks, Alberta, and one of Dr. McKechnie's Jerseys won S.O.D.I.C.A. Challenge Cup for 1946 with 530 lbs. of butterfat.

Father O'Grady of the Kamloops Indian School was high in his praise for the Harry Worth "Moorcross" Holsteins he had bought for the school. Two of them, "Moorcross Hawthorn Ormsby" and "Moorcross Pansy Ragapple" produced 20,031 lbs. of milk and 772 lbs. of butterfat at 3.7% and 19,329 lbs. of milk and 710 lbs. of butterfat at 3.6% respectively and he was definitely in the market for more of them.



"Galanthus Victor," Jersey Bull, held by B. Palfrey, Vernon, Parish Show, Armstrong, B.C.

FIRST PLACE

Two important events took place in February, 1947, in the

Vernon Creamery Plant. Ron Cull was appointed Assistant Manager in charge of Accounting and Sales. And on February 9th, Superintendent Bill Cameron left Vernon for Pullman, Wash., where he joined in a class of some two hundred Dairy Plant men from over the United States, averaging about forty-five years of age (a lot older men than our Bill). When Bill returned to his position on March 10th, he brought honor to himself and the Association with him, placing *first* in "Milk grading" for which he was awarded a Diploma of Merit in Milk Grading by the International Foundation, New York City, U.S.A.

The large packing plant interests were still continuing their strenuous campaign to have the Legislature pass the Bill permitting the manufacture, importation, and sale in Canada of oleo-margarine. Introduced by Senator Eulor again in 1947, it was defeated for another year to the farmers' relief.

LOOSE HOUSING

A new venture in barns was being tried out in the Eastern States, and was being recommended by the Federal Department of Agriculture. H. A. Mason, B.C. Senior Produce Grader, spoke to Okanagan Farmers at the Interior Dairyman's Association, and introduced the subject of "Loose Housing and its Advantages", showing charts and figures at the same time.

AGREEMENT

On Tuesday, May 6th, 1947, the Agreement between the Salmon Arm Creamery Association and the Okanagan Valley Co-operative Creamery Association was signed by Ivan Wright and G. Larson, for Salmon Arm Creamery, and S. E. Halksworth and J. R. Freeze for the Association.

"The Salmon Arm Creamery was organized in 1915 under the guidance of A. A. Brooke, (since moved to Cloverdale) and a Mr. Robb, Manager of the Bank of Hamilton in Salmon Arm. J. A. Magar and A. Reid and various other farmers helped to start it. A small loan was made available from Victoria after the assurance there would be 350 cows available. The first season's output was a few thousand pounds which increased yearly until a peak of over 600,000 lbs. of butter was manufactured.

Ice for use the first summer was cut out of the Shuswap Lake during the winter of 1915-16, by means of farmers' "ice-making bees." The first manager and buttermaker was R. Karnagel, who pioneered the organization with "shoe string capital".

B. C. Wright, who came to the area in 1914 from England, was the first cream hauler from the Silver Creek District to the Creamery. He used a sleigh in winter, and a democrat in summer." (written by Ivan Wright in August, 1950 "Cream Collector").

The names of A. A. Brooks, Charlie Brooks, J. Ede, Alex Reid (chairman) and Tom Owens appear as the first Board of Directors of the Salmon Arm Co-operative Creamery Association.

CHANGE OF NAME

At a meeting of the Board of Directors following the amalgamation of the two co-operatives, it was decided to request the Registrar of Companies to grant a new name to the Association. "Shuswap Okanagan Dairy Industries Co-operative Association" was chosen, and subsequently endorsed by the Registrar of Companies, and so S.O.D.I.C.A. was named. Speaking to his fellow Board Members, President Halksworth welcomed the new members, P. C. Inglis, Lumby; Ivan H. Wright and G. B. Larson of Salmon Arm to the Board. He stressed friction is a destructive thing causing wear and tear and loss to all.

During the spring and summer of 1946, members of the Association had, through the Creamery, tested various types of hybrid corn. Many fine stands of tall, healthy corn were noticeable in the area as a result, and when the Norwegian Educational Authorities sent a request for information about life in general throughout the Okanagan, the Association was gratified to give pictures of Ross Lockhart standing in his fine field of hybrid corn; Mrs. Ed. Lacey's dairy cattle pasturing at Osoyoos; and the Vernon Creamery, to the Vernon Grade School who were preparing the portfolio to send back to Oslo, Norway.

IMPROVEMENTS

Paul DeBono, contractor, commenced work on the addition to the Vernon Creamery on June 6th, and a churn, said to be the largest in B.C. was installed at Salmon Arm Creamery on July 5th. A DeLaval Vane Churn No. 5, it had a capacity of 1,800 pounds of butterfat at one churning.

By November, construction at the Vernon Creamery included a new office, receiving room, new can washing equipment, and a new laboratory. New refrigeration equipment was installed, including a popsicle tank and ice cream freezer, with a capacity of 100 gallons of ice cream per hour. While at the Salmon Art Plant, a new receiving tank had been installed, and two cream pumps, one for raw and one for pasteurized cream. Building of the new plant in Salmon Arm was planned for the spring of 1948.

NEW FARM DAIRY BUILDINGS

Building was also prevalent around the farms of the area where many good, new dairies or milk houses equipped with cooling tanks and cooling systems; hot water tanks and double sinks for washing up, as requested by the Department of Agriculture, were being constructed, this being essential to ship to the fluid milk market.

Cream prices had risen to 63c by October, 1947, and Hon. J. G. Gardner warned producers controls might be re-imposed if the upward trend continued.

FIRST REFRIGERATION TANK

The Association bought its first refrigeration truck in November, 1947. Everard Clarke and S. Halksworth visited all the dairy plants in

Spokane, and then went to Seattle and Everett, Washington, and scouted and searched until a second hand discarded refrigerated truck was found, that they paid around \$200.00 for. At the same time a new International chassis was bought.

B.C. POWER

Vernon was chosen by the B.C. Power Commission as the Electric Power Centre for the Interior Region for all Government projects for the area from Terrace to the Kootenays, with the former West Kootenay Power and Light Manager, Thos. Gibson in charge. Key personalities in the extensive Interior Development Projects included: W. A. C. Bennett, M.L.A.; T. Gibson; S. R. Weston, Chairman of B.C. Power Commission; Everard Clarke, Rural Electrification; Forest Shaw, Commissioner, Victoria; A. B. Ritchie, M.L.A. Salmon Arm; and Mayor David Howrie, Vernon.

The B.C. Power Commission announced that Whatshan Lake, 70 miles East of Vernon, had been selected for the site of the biggest Interior development.

KIEL, GERMANY

A request from the Library and Archives of the Experimental and Research Institute of the Dairy at Kiel, Germany, was received, asking for copies of the "Cream Collector" in exchange for publications of theirs, brought the world a little nearer, and made one realize how valuable to strangers are those things we oftentimes take for granted.

HERDS

The disposal of the A. T. Howe Jersey herd and the sub-division of the A. T. Howe Ranch was announced by the new owners, Fred Gaven and his associates, "Vernon Homes Ltd."

F. E. Poole, Herbert Graves, Armstrong, and Geo. Derby, Lumby, purchased Jersey bulls from Henning's Sylvan Jersey Farm, Arlington, Wash., noted Jersey breeders.

W. Seibt of Trinity Creek was making good records with his Jerseys on C.T.A., and Cliff Husband's "Birchglen Ayrshires" on R.O.P.

THE FIRST MILLION

It was also announced in December, 1947, that for the first time, S.O.D.I.C.A. sales had exceeded one million dollars.

BUTTER CEILING

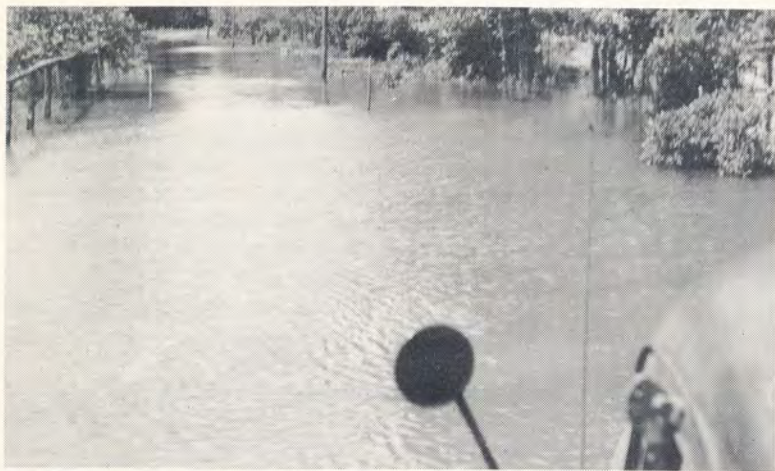
A butter ceiling of 67c basis Montreal market, was set for Canada at the start of January, 1948. City consumers, forgetting the restrictions placed on farmers during butter rationing, blamed them now for not producing enough. Another incident of the lack of understanding between consumers and producers, the consumers not realizing it takes over two years to bring replacement animals into production.

Addressing the Interior Dairymen's Association Convention, F. C. Wasson, Dairy Commissioner said: "Every farmer should have a herd

capable of averaging one pound of butterfat per day per cow. The average for B.C. (1948) is approximately 225 lbs. of butterfat per cow per year, and while this is the highest average in Canada, it could still be further improved. We must emphasize MORE production per cow and MORE production per acre."

MILK QUOTA

The subject of milk quotas was beginning to permeate the Okanagan, so on March 30th, 1948, a meeting of fluid milk producers was held in the Armstrong City Hall, when Milk Quotas were thoroughly discussed, and a Committee consisting of W. C. Cameron, R. Whipple, J. McCallan, W. Dockstader and Cliff Husband were appointed to draw up a plan for a test of the use of the Quota system during the month of May, and again in the fall of the year.



J. McPHERSON's *Milk Hauling Truck* near the Bell Farm, Mara, B.C., 1948.

FLOODS

June of 1948 will long be remembered by the Fraser Valley residents, when the mighty Fraser River flowed over its banks and caused havoc in the area. Here in the Okanagan, many parts were hard hit by floods, too; a cold spring suddenly developed into a hot spell and caused an unpredicted sudden run-off bringing floods to the Lumby end of Mabel Lake, Trinity Valley and Ashton Creek, Mara, Grindrod, Sicamous, Silver Creek, and areas around Shuswap Lake and Eagle Valley.

Mr. Alex Woods said that during the floods in 1948, when the C.P.R. was not able to run either for 19 days, he gathered the cream from the Eagle Valley and brought it to Old Town on a truck and

then he took it on a raft to Salmon Arm and was able to go almost to the crossing of the Railway track, the water was so high. Mr. Clarke came up with Peter Dycke in the plane to ask him to do this, but Mr. Woods said he had already delivered the cream and was home again. However he did get his reward when Peter took him for a ride in the plane—his first—and he had a good look at his farm from the air.

Old Town, or Eagle City, is near the mouth of the Eagle River, and can be reached by car by turning left one-half mile east of the ferry on the way to Revelstoke (old road). During the C.P.R. construction days when Sicamous was known as Perry's Point, Old Town was the base for supplies, being the last point that could be reached by water. At that time it had a floating population of from 500-1,000 people, complete with saloons and dance halls. A house and a sawmill stand there today.

PIONEER PASSES

In August, 1948 (27th), Mr. Ernie Skyrme Sr. passed away at his home in Grindrod. Mr. Skyrme came from his home in Herefordshire, England, to the Okanagan in 1895 and first worked for early settlers in the Knob Hill area. He left to fight in the Boer War with the 17th Troop, Transvaal Corps, returning to the Okanagan at the end of the war to work on the Stepney Ranch (near Kelowna) and the Hazelmere Ranch which he later bought. For fifteen years Mr. Skyrme worked for Mr. Geo. Heggie on the L. and A. Ranch and it was there that his son, Ernie Jr. was born. Always a kind neighbor and one to whom many people in the community turned for advice about farming and information, especially about the care of animals, at which he was adept. He was a hardworking man who found time to help his fellowman.

During 1948 Mr. Nels Griffiths retired after a long, faithful twenty-three years service on the S.O.D.I.C.A. staff. More is said about Mr. Griffiths under Management and Staff.

RURAL ELECTRIFICATION

By 1949, Rural Electrification had come to most Okanagan areas. Mr. Richard Collins, now Interior Sales Co-ordinator for the B.C. Hydro, then known as the B.C. Power Commission, kindly supplied me with the following data regarding the growth of Rural Electrification in the North Okanagan.

"The first area in which work took place was in Oyama, Winfield, Okanagan Centre and Carr's Landing. Here pumping for irrigation purposes was of prime importance, in fact, the whole future of fruit growing in that area depended on low cost pumping facilities for sprinkler irrigation.

This was followed by rebuilding and extensions in the Lavington, Lumby and Rollins Lake area.

Large scale extensions started when the rural districts of Armstrong, Enderby, Mara Lake, Grandview Bench, Deep Creek, Canoe,

Salmon River Valley, Tappen, Notch Hill, Sorrento, Sicamous and Malakwa projects were completed.

During the years from 1947 to 1951, an average of over 100 miles per year were constructed, and an average of 800 customers per year added. These were the years of greatest growth. However, in 1951, lines were built to serve the Falkland, Westwold and Monte Creek area.

The building, maintenance and servicing of this sparsely populated area has been financed by the revenue from within the district. From the start, the farmer or rural dweller was subject to a special minimum bill designed to meet the interest and sinking fund charges on the line, and many hundreds of miles and thousands of customers were connected with no capital cost to the user whatsoever. In later years, contributions in cash or kind were required on some of the more costly extensions in order to make it economically feasible to build the extension.

From a distribution system in 1947 of 233 miles, today (1964) this District of the B.C. Hydro serves and maintains eleven hundred miles.

In the earlier years, electricity on the farm was confined to lighting and milking machines. However, with the changes in milk regulations and the advent of time and experience greater use is being made of this 24-hour servant."

More will be said of the effect of Rural Electrification on the farm in a succeeding chapter.

COLDEST WINTER

The winter of 1949-50 will long be remembered as one of the Okanagan's coldest winters when the mercury dipped to 50 degrees below zero for about three nights in some areas. Slides blocked the Fraser Canyon, and the valley was practically isolated, but the cows were milked as usual, and milk and cream hauled as usual and no one really suffered, thanks to the area having a good home market.

Everybody stayed close to home and the "Cream Collector" ads showed dairy cows were averaging about \$165 each when sold, weaner pigs were selling for \$8.00 each and farmers had time to plan their breeding programs to have heifers or several cows to freshen in September and October, thus helping to maintain a steady milk production and encourage a level year round production, prices usually being higher in the fall.

The Association now owned eleven vehicles, prior to 1944 only two trucks were operated by the Association.

HARVARD COURSE

Speaking to a Rotarians' luncheon meeting in the National Hotel in Vernon, Everard Clarke said: "A new social order is emerging in the world of business. Business men figuratively must "take vows of poverty" and dedicate their lives to service of their fellow man as the

only method of saving civilization as Canadians and Americans know it."

Mr. Clarke had just returned to Vernon after having graduated from the Harvard University Advanced Management Program. During 1947, Harvard University had established an Advanced Management Course and because of Mr. Clarke's association with S.O.D.I.C.A., and because Dean Stanley Teale was especially interested in the development of all types of Co-operatives, he received an invitation to take part in this program. The Board of Directors approved of this and Mr. Clarke spent four months, September to December, 1949, at Harvard.

On his return home, he urged the Board of Governors and the Senate of the University of B.C. to establish courses here in the Okanagan. These were conducted for four years in the High School in Vernon, and attended by professors from the Faculty of Commerce. More will be said about these courses in a later chapter of this History, but at this time eight of S.O.D.I.C.A.'s top men attended these classes, and received diplomas.

CHAMPION ICE CREAM BUTTER

On March 2nd, 1950, Bill Cameron, using ordinary fresh milk and cream produced in the North Okanagan, won the only award of any kind given to ice cream from the Dominion of Canada. There were 35 entries in the International Judging Competition at Pullman, Washington from as far East at Chicago. His entry of Vanilla Ice Cream was awarded a Certificate of Merit. A 10 lb. entry of Salmon Arm butter made by George Borstel and Abe Enns from the ordinary run of cream produced in the Salmon Arm area was also given a Certificate of Merit.

BURNS CONTRACT DROPPED

The questions as to why the contract with P. Burns and NOCA butter sales had been terminated were answered at this meeting in April, 1950, when General Manager T. E. Clarke, at the request of S. Freeman, Lavington, explained the price of butter had been cut when Burns Co. Ltd. started to sell their own. It was suggested the Directors were too timid and had not brought the facts out plainly enough. Mr. Clarke suggested, in answer to these charges, that those at the meeting make a public statement and sign their own names to it. This challenge was not accepted by the meeting or by those who thought more drastic action should have been taken.

All Directors were re-elected at the meeting and at this same meeting, it was approved the Co-operative collect 1c per pound during the month of June for advertising to combat Margarine in a nation wide campaign sponsored by both the Dairy Farmer of Canada and the National Dairy Council.

REPORT OF B.C.D.A.

The report of W. H. German, Secretary for the B.C. Dairymen's Association at the 1950 Convention stated butterfat prices had fallen

about 10c a pound in 1949. He referred to prices right across the board for all types of milk. He also said the average cash income per dairy farmer in B.C. was \$900 cash during 1949. B.C. made 3½ million lbs. of margarine in 1949, after the farmers of Canada had lost their long battle against legalizing the sale of margarine. Mr. German concluded his report saying: "I think it is a crime the people of B.C. do not support their own farmers."

At the same meeting the Hon. Harry Bowman (now deceased), Minister of Agriculture, paid tribute to Mr. E. C. Carr, the "one man Milk Board" at that time, stating he considered Mr. Carr had done a fine job for the fluid milk producers in B.C.

Mr. Bowman also stated he could see no reason for fluid milk to be shipped into Central B.C.; the Interior dairy farmers were quite able to produce all the fluid milk to be required there.

R. J. SKELTON PASSES

R. J. Skelton, well-known Salmon Arm Dairy man and well-known to the Okanagan farmers, passed away at his home on May 4th, 1950. He had been manager of the Salmon Arm Creamery for 24 years prior to its amalgamation with S.O.D.I.C.A. During the last seven years of his life, Mr. Skelton was president of the Interior Dairymen's Association. He was a graduate of the Ontario Agriculture College, Guelph, Ont., and served as Mayor of Salmon Arm for four years.

GOLDEN BRICKS

On July 1st, 1950, S.O.D.I.C.A. had produced 18,847,422 lbs. of "golden bricks" of famous NOCA BUTTER in the past 25 years since its organization in 1925. During the same period of time the total income to the Association, mostly paid to the farmers, had been almost \$10,000,000.

MILK BOARD REQUESTED

While S.O.D.I.C.A. prepared for a giant silver anniversary picnic to celebrate its 25th birthday, the Kelowna Primary Milk Producers' Association made application to the B.C. Milk Board requesting the control of production and distribution of milk in that area. This application was supported by the Kelowna producers, Kelowna Creamery Co., Ltd., and Lakeview Dairy and was opposed by S.O.D.I.C.A. and the Armstrong Cheese Co-operative Association, whose main point of opposition was for a small area, such as Kelowna, to be designated; but were not opposed to the whole area of the Okanagan, including Kamloops and Revelstoke. A decision by the Milk Board was reserved at this time because some problems in the area did not fall within the jurisdiction of the Milk Board.

CONSULTANT

Dean F. M. Clement had been engaged as a consultant through the combined efforts of S.O.D.I.C.A., Armstrong Cheese Co-operative and the Interior Dairymen's Association, and in July, 1950, some 50

dairymen from Kamloops, Revelstoke, N. Okanagan and Kelowna met to hear Dean Clement's report. Mr. E. C. Carr, sole member of the B.C. Milk Board, was also in attendance. Dean Clement recommended that the Okanagan, including Kamloops and Revelstoke, be one area for the production and distribution of milk. He advised a pooling system should be worked out between the co-operatives at Armstrong and Vernon; they could then deliver milk to other points in the Valley at a uniform price, the co-operatives to pay delivery charges. This would protect the dairy farmers at each point.

This report was discussed generally and met with approval from some and condemnation from others.

E. C. CARR

Mr. Carr explained the Milk Board procedure and strongly emphasized that IF the Milk Board came into the area, milk quotas WOULD be set up. He explained these quotas would be permanent and farmers who increased their production would have to accept surplus price for increased production. He stated farmers at Kelowna and Kamloops would be given a license to sell only as much fluid milk as they were able to produce in the winter months. A permanent quota would be based on their winter production and set at that. No decisions were reached at this meeting, and the application to the B.C. Milk Board was left dormant for the next few years.

SILVER ANNIVERSARY

With that problem settled for the time being S.O.D.I.C.A. turned to plans for its giant picnic held on July 27th, 1950, celebrating the 25th anniversary of its founding. The basic principle of S.O.D.I.C.A. through the years has been "the greatest good for the most people", coupled with the earnest belief in constructive action and hard work at all times by both the members and the staff to make a successful manufacturing and merchandizing team.

Welcoming the people, President Halksworth paid tribute to the pioneers of S.O.D.I.C.A. who 25 years before found themselves practically wiped out by fire, butter unsold, and the farmers were paid only because the board of directors had signed notes to cover the cream cheques; about all they had left was the brand name of the butter, "NOCA".

Through foresight, faith and hard work the same "Co-op" 25 years later was worth over \$200,000 in buildings and equipment, that it owned outright, and was enjoying over a million dollars a year business.

PIONEERS LAUDED

Naming the men he had worked on the board with in earlier years as friends, he recalled, "Charlie Patten, Dick Coltart, Dick Peters, Jim Gillian, Jim McCallan, Major Locke, Tom Gray and Tom Skyrme who served as an advisory council during the first four years.

Russell Freeze and Mrs. Craster who did yeoman service, too. Although a few had passed on, they had been able to see their co-operative on the way to success, and those still with us at that time knew their dream had come true and their faith had been rewarded."

STAFF ALSO

"Not only the pioneers among the members, but also on the staff; Pete Classen, Ron Cull, Bill Cameron, Larry Antilla, Ernie Skelly, Helen Land, Walter Patten, Nels Griffiths, John McPherson and certainly the man who has been the dynamo and sparkplug that has kept our Association ticking," Mr. Halksworth continued, saying he meant "Everard Clarke, who," he considered, "had contributed more to the interior dairy industry and to S.O.D.I.C.A. particularly than anyone. Since his return as manager in 1931, they had never looked back, only ahead."

A crowd of 2,500 to 3,000 members of farm families had gathered from the time of the opening festivities in the beautiful Armstrong Park until lunch time when the park was a scene of happiness and merriment as family groups with their open picnic baskets relaxed side by side and enjoyed the good cheer in such lovely surroundings and a perfect summer day.

NOTABLES AS GUESTS

A central table had been set up for visiting guests, presided over by R. Peters, an original director of the association. The Honorable Harry Bowman, Minister of Agriculture, Victoria, made a special trip over to attend. At the central table Mr. Peters also welcomed: A. B. Ritchie, M.L.A., Salmon Arm; C. W. Morrow, M.L.A., Vernon; A. W. Lundell, M.L.A., Revelstoke; Lt.-Col Villiers, Lt. Finney and Lt. Braun, Vernon Army Camp. Reeves, aldermen, school inspectors and the press was represented as well.

A highlight of the gathering was the presentation of a silver tray to Everard Clarke in appreciation of his years of service as general manager.

Swimming events moved to the park's pool and races and field events to the large Fair Grounds nearby for the afternoon and only evening chore time dispersed the cheery crowd after a day of fun and neighborly visiting, and all expressed the hope "it wouldn't be too long before we can do this again." And they went home gratified to know their co-operative had made a successful transition from "butter only" to a complete line of dairy products, to widen the markets; three plants, fully owned, worth over \$200,000 and their Co-op had paid \$10,000,000 over the years in cash to them for dairy products. Rural electrification had been a major project and 900 separators, 250 milking machines, water systems (pumps) and various benefitting equipment was sold to the farmers through their co-operative. It was felt good administration and loyal merchants working with conscientious and hard



Late J. R. FREEZE presenting T. E. CLARKE with Tray on 25th Anniversary of S.O.D.I.C.A., with late Hon. Harry Bowman, then Minister of Agriculture; late Sam Halksworth, and late R. Peters, looking on.

working farmers marked this milestone in good human relations, and the Christian principles set down by the first co-operative in Rochdale, England.

"Take heed and beware of all covetousness. A man's life does not consist of the abundance of his possessions."—LUKE 12, verse 15.

During the fall of 1950, District Agriculturist George Muirhead and Jack Caplette, Vernon, reported local farmers had placed orders with them to bring over 100 calves from the Fraser Valley.

The North Okanagan Health Unit was now functioning as expected with Dr. W. R. Best, E. B. Winstanley and Dr. Kennedy on the staff.

NEW SECRETARY

Miss Jean Marshall (now Mrs. Wm. Skobalski), joined the S.O.D.I.C.A. staff as Secretary to E. Clarke. A daughter of a well known farm family in the Armstrong area and active in 4H circles. Jean soon became a valued member of the S.O.D.I.C.A. office staff. About the same time John McPherson suffered a unique and painful accident and was confined to bed. While changing a truck tire, the rim flew off into his face, giving him severe chest and stomach blows as well.

Cows were advertised for sale at the going price of \$225.00 and weaner pigs at \$10.00 each for six week old piglets.

The first Dairy and Field Crops Clinic ever held in B.C., sponsored by the B.C. Dairymen's Association and Dept. of Agriculture and working with S.O.D.I.C.A., was held Nov. 8th—23rd in various Okanagan communities.

LOOKING TO THE FUTURE

Looking to the future requirements of the rapidly expanding Okanagan area, W. C. (Bill) Cameron, S.O.D.I.C.A.'s Production Manager, addressing a meeting of business and political leaders of the area, stated 2,000 more cows were needed in order to produce sufficient milk and cream to take care of the requirements of the Valley's growing population (1951).

The Co-operative was still encouraging the farmers to plan their breeding program to have fall fresheners, making possible a more uniform all year round production, as well as having increased production when the prices were higher to the producer.



Cwmddale Herd of Mrs. E. S. Craster of Lavington

CWMDALE JERSEY FARM SOLD

Before 1951 had advanced very far on the calendar, the Cwmddale Jersey Farm of Mrs. E. S. Craster of Lavington was sold. Mrs. Craster's colorful history will be told briefly in the succeeding chapter about Directors, but it is interesting to note that while the new owners, the Reiswig family, were from Peace River themselves, an earlier member of their family, George Reiswig, had pre-empted land in this area seven miles east of Lumby, in 1903, and was the first postmaster when the Reiswig P.O. opened May 1st, 1904 (it closed in 1912). Reiswig Creek is also named after this same pioneer. So here was a familiar family name in the annals of Okanagan history returning to the district.

SALMON ARM PLANT

Hon. E. C. Carson, Minister of Public Works, accompanied A. B. Ritchie, M.L.A., to the Grand Opening of the new Salmon Arm Creamery on Feb. 8th, 1951. In a radio broadcast prepared for the occasion by Radio CJIB, Vernon, Mr. Carson spoke highly of the Creamery and remarked that the first power churn brought to the Interior was fifty years ago when his father brought one into Lillooet, B.C.

The Grand Opening was attended by about 500 people. Frank Marshall, Editor of the "Salmon Arm Observer," printed a special eight page section on the momentous occasion and its value to Salmon Arm and area.

At the opening ceremonies a crypt containing motion pictures of the 25th Anniversary Picnic, and other interesting documentary features were placed in the Creamery with a bronze plaque covering it. This is to be opened again in 1975 at the Golden Anniversary Celebration.

KELOWNA SHIPPERS JOIN

Following a series of previous meetings among themselves in Kelowna, twenty-six farmers sent a signed petition to S.O.D.I.C.A. requesting S.O.D.I.C.A. build a dairy plant in Kelowna. They agreed to purchase \$10,000 in the Revolving Shares Fund, and to sign a five year contract to ship all their milk to the Association.

Having succeeded in their long fight with the dairy industry, assisting in every way possible to legalize margarine in the Province, some women's groups became determined to take even further steps, when on March 9th, 1951, a delegation of 24 members of the Provincial Council of Women, led by their newly elected President, Mrs. Rex Eaton (who later became the consumer representative on the established three man Milk Board) met the Provincial Cabinet. They demanded coloring (the same yellow as butter) be used in Margarine. They also asked for a woman member on the about-to-be-established three member Milk Board.

Some years ago, I clipped a copy of the following poem which I think speaks volumes in itself as to the misunderstanding between city and country women. The old saying that you must live with someone or something to really know it well, is true here, too. A little meeting on common ground could work wonders.

"THE COST OF HIGH LIVING"

(by Gertrude M. Davis, Chilliwack)

My cousin Lettie envies me, I really know not why!
Her husband has a steady job, with wages fairly high;
She spends a lot of money on her hair, her nails, her clothes,
On beauty creams, and cigarettes, exquisite things like those.

She has her furs, her golf and bridge, she gambles sometimes, too,
 And thinks a party is a "flop" without a drink or two;
 Yet she complains about the cost of butter, eggs and meat,
 And says she finds it hard, in town, to make the both ends meet.

And when she comes out to our farm she is quite envious
 Comparing what they have to eat, with what they have with us.
 She thinks the things we produce are absolutely free,
 The work behind our wholesome meals, my cousin fails to see.

Yet, while she played her golf and bridge, I weeded, baked and
 canned,
 I milked and churned, and picked things, at haying lent a hand.
 We saved and skimmed to buy the land, worked hard throughout
 long days,
 Deprived ourselves of luxuries and lost in many ways.

What Lettie really envies are the fruits of years of toil,
 And keen ambition to produce a living from the soil,
 But if she started spending less on vain things for herself,
 She'd buy more butter, eggs and meat to fill her pantry shelf.

Another step in the path of progress was taken by S.O.D.I.C.A. in April, 1951, when a DeLaval stainless steel "vapor type" cottage cheese vat, capable of handling 3,000 lbs. of defatted pasteurized milk per batch was installed in the Vernon Plant.

J. R. FREEZE RETIRES

When the Annual Meeting took place in April, 1951, Director J. R. Freeze retired after serving twenty-four years, from 1927 to 1951 as a very capable member of the Board. His son, Russell, was unanimously elected to take his father's place as a director (and he still is).

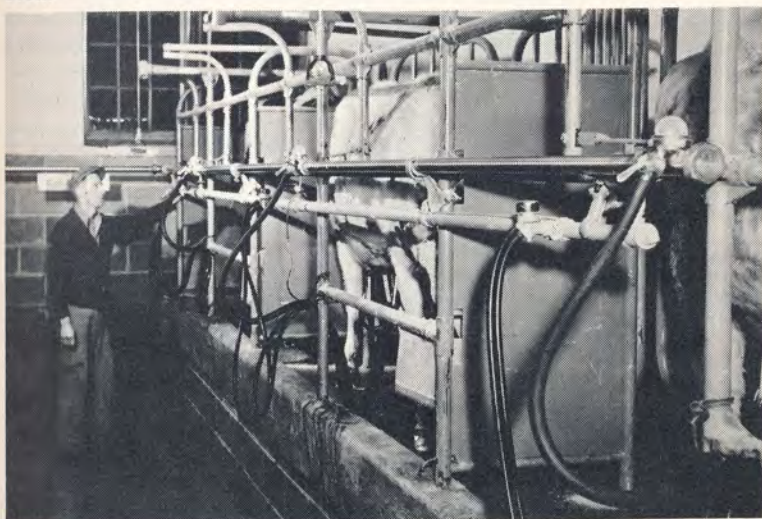
President Halksworth paid tribute to Mr. Freeze and also to E. C. Stewart, who also retired after eight years representing Salmon Arm on the Directorate. Speaking of Mr. Freeze's long record of service to the Co-operative, he said, "J. R. Freeze is a man of the very highest quality in every sense of the word. Honest, clean living and a very well read, deep thinking man. He has never made snap decisions, but his foremost thought was "what is the best for our Association and its members?" Always a great believer in co-operation his last advice as a Director was to always live up to the old Rochdale pioneer co-operative slogan "Each for all and all for each."

While Mr. Stewart had not served as long as Mr. Freeze, he had also served well and shown the same fine qualities of sincerity of effort and co-operation.

MILKING PARLOUR

Back in 1947, Mr. H. A. Mason, Senior Produce Grader for B.C.,

had introduced "loose housing" to the Okanagan dairymen in a speech to the Interior Dairymen's Association. And now on "Yew Tree Farm," the home of Mr. and Mrs. Ernie Skyrme, Grindrod, B.C., the Okanagan's first milking parlour was in use. Milking three cows at a time, this was a DeLaval system, the first system of its kind in the Okanagan, and was installed by S.O.D.I.C.A. We took Jean Howarth, then a daily columnist for the Vancouver Province, down to visit the Skyrme parlour while she was visiting us and her columns from this area were read with much interest. At that time 94 visitors had signed the "visitors' book."



First Milking Parlour in B.C. Interior, De Laval, installed by S.O.D.I.C.A. at E. Skyrme Farm, Grindrod, B.C., 1951.

GREEN PASTURE

Grindrod also had another first that summer, too. A few years previous a meeting had been held at the Skyrme home when a man from Ontario spoke of a new kind of grass seed; the topic of his address is listed as "Green Pastures." As a result of his talk to this gathering, Max Dangel of Grindrod ordered a quantity of this special grass seed from Ontario. This he never regretted, for, from May to August, he fed thirteen cows on nine acres of pasture. This nine acres was divided into three fields each. He put $1\frac{1}{2}$ acres in a silo 32 ft. high by 11 ft. 4 in. wide. This fed 11 cows at 30 lbs. per day for six months during the winter.

PLANT MANAGER

Two more valuable staff members had been added to the Association staff, Walter Bennett and Clarence Hendrickson.

Clarence Hendrickson became the Plant Manager with Walter Hlina as assistant. Mr. Hendrickson came to S.O.D.I.C.A. from the North Alberta Dairy Pool, and came first to the Salmon Arm Plant. He holds a Certificate of Merit for his performance in 1950 when 90% of all cheese made at the Bawlf, Alberta plant graded first grade. He is also a graduate of two short courses in Dairy Science at the University of Alberta.

Walter Bennett, of the Office Staff, joined the Association in 1946 as a milkman, and then moved into the position of ice-cream truck driver for Vernon-Salmon Arm areas. Walter completed Intermediate Accounting with the International Correspondence Schools, and making Grade A marks throughout the entire course, was moved to the Office staff.

BONDS

At a meeting held in Salmon Arm the previous year (1950) a decision had been reached to issue Bonds. Subsequently in August, 1951, through the efforts of Lindsay and Kidston of Vernon, and the Registrar of Companies in Victoria, a \$100,000 Bond Issue was set up. These were First Mortgage Bonds, paying interest at 5%. The Board of Directors had now decided to sell more of these to obtain working capital for the Association. In 1950, fifty farmer members of the Co-op were holders of Bonds and were paid interest on Sept. 1st and March 1st. The Board felt another hundred member bond holders should be added.

ROYAL COUPLE

On Friday, October 19th, at 2:25 p.m., the Royal Train carrying Princess Elizabeth and Prince Philip on their first Canadian Tour stopped at the Salmon Arm C.P.R. station. With the authorization of the Department of State, the Mayor and Aldermen of Salmon Arm Council presented the Royal Couple with a Salmon Arm Cheese. This had been made June 2nd in the Salmon Arm Creamery, wrapped in special gold foil paper and purple ribbon secured for this special package by the paper department of Kelly Douglas Co.

KELOWNA PLANT

December 14th, 1951, the Mayor of Kelowna, Board of Trade, Government Representatives and the Board of Directors of S.O.D.I.C.A., met in the Royal Anne Hotel, Kelowna, and went in a group to the new Kelowna Plant, owned by the Association.

Laid out by R. (Ron) Cull, assisted by G. D. Johnson, Provincial Creamery Inspector, and W. K. Noppe, M.R.I.A.C. architect, the new plant was a model of efficiency and dairy plant organization. It handled a large volume of milk with a small amount of labor.

W. C. Cameron of S.O.D.I.C.A. was responsible for the moving of the equipment from the Lakeview Dairy, on the other side of Kelowna, and setting it up along with the new equipment, moved to the new plant on Richter St.

CHRISTMAS MESSAGE

In a Christmas message Bill Cameron said: "During this year (1951) I installed 19 new cream separators, 21 Magnetic DeLaval Milkers, 2 combine milkers (Skyrme and H. Ludwig), 29 pressure systems (water), and an uncounted number of milk coolers, automatic heaters, home freezers, and helped to revamp barns and dairies. This coming year, 1952, we have been honored by selection as distributors of irrigation equipment made by Major Aluminum C. although only 20 outfits are still available owing to wartime metal allocation. I look forward to another twenty-five years of happy work for the Co-op farmers."

The Association Sales for 1951 were \$1,155,886; \$732,321 Cash was returned to the milk and cream shippers, plus \$55,000 in reserves owned by members. \$343,839 was spent in the Valley for fuel, supplies, taxes, wages, etc. Farmers had spent \$75,000 improving dairy barns.

To complete a highly successful year, word was received from Princess Elizabeth and Prince Philip, through their emissary, thanking Salmon Arm for their presentation of Noca Cheese during the Royal Tour.

The year 1952 began with honors to the district, when a S.O.D.-I.C.A. member, Frank Pincosy, became the Reserve World Champion Potato grower. And at that same time Ian McKenzie and Len Wiest joined the Staff.

NEW KELOWNA DAIRY

On January 21st, 1952, the new Kelowna plant commenced operation. Milk cans coming into the plant on a conveyor were dumped into an automatic weighing machine. Milk was graded, sampled, then pumped into pasteurizers. Cans were washed on a new DeLaval Rotary Can Washer. A DeLaval automatic bottle washer gave the bottles eleven different washings and sterilizing treatments, insuring sterile bottles for the product to be sold in. The sterile bottle is not touched by human hands until it has been filled with milk and capped; from there it travels on the conveyor to the storage room (cold storage).

Storage facilities for all products are available, with ice cream—cold storage capable of accommodating 4,000 gallons of ice cream at a temperature of 15 degrees below zero.

Henry Amendrud was in charge of the new plant, and A. T. Roth was in charge of milk distribution. He operated a fleet of six retail delivery trucks.

25 YEARS FOR RON

A special feature of the April, 1952, Annual Meeting was a presentation of a sterling silver tray to Mr. and Mrs. Ron Cull on the 25th Anniversary of his joining the Association Staff. Mr. Cull started at the Vernon plant in March, 1927, when the Association was not yet two years old, and he has played an important role in its expansion. Ron was raised on the dairy farm in Vernon where his father, F. H.

Cull, kept Jerseys. He had seen the business grow from a "butter business" only, to a fluid milk business and ice cream, in 1944; amalgamation with Salmon Arm in 1950 to add cheese manufacturing, and finally in January, 1952, a new branch in Kelowna. Mr. J. R. Freeze, a long time Director now retired, made the presentation.

"ALL CANADIAN CLASS LEADERS"

The cows around the Valley were winning service recognition, too. Two Ayrshires were ALL Canadian Class Leaders:

Mrs. A. T. Brydon's "Willowburn Miss Murray" 12,593 lbs. milk, 544 lbs. fat; Harry Naylor's 2 yr. old "Deep Creek Brownie IV" 9,000 lbs. milk, 363 lbs. fat. P. J. Wilsdon's Jersey "Claremont Twinkling Primrose" won a Jersey Roll of Honor Certificate as a Senior 2 yr. old producing 10,052 lbs. of milk and 519 lbs. of butterfat in 305 days.

SALMON ARM CHEESE

Lt. Governor Clarence Wallace, on an Official tour of the Interior, inspected the Salmon Arm Creamery on Aug. 7th, at 4 p.m., and was shown the cheese making process by Salmon Arm Manager George Borstel. During 1952, Salmon Arm Cheese was requested for presentation to many prominent figures of the World. In September, 1952, Salmon Arm Cheese was presented to Prime Minister St. Laurent when the Prime Minister met a group of Salmon Arm citizens at Sicamous. Also in September, an order was received from C. Gordon Brown, Hon. Sec'y., Air Force Veterans' Association of Canada for a wedge of cheese to be sent to England for Sir Winston Churchill, Lord Tedder, and Chiefs of Staff of Royal Air Force.

A leading men's Club of Vancouver purchased 2,000 lbs. of cheese for their Club, and later in the year a 900 lb. order of Salmon Arm cheese from the Royal Canadian Navy for Christmas meals in the Officers' mess and Men's mess, Navy Dock, Esquimalt, made an impressive list of orders for Salmon Arm Cheese.

DOMINION RANGE STATION

A visit to the Dominion Range Experimental Station pastures, six miles out of Kamloops, on the road to Tranquille, set up in 1948, was of much interest to S.O.D.I.C.A. members. The chief project of this station was to find ways and means to improve grazing for sheep and cattle and still conserve the range lands. An editorial called "Today's Editorial" in the Kamloops Sentinel (Aug. 29th, 1952) describes this trip and venture.

"Agriculture's new star, the star of the future—a new vision of farming is exercising the minds of North Okanagan Dairymen these days. The vision engulfed them a couple of weeks ago when Shuswap Okanagan Dairy Industries Co-operative Association sponsored a visit to the Dominion Range Experimental Station here. There the dairymen from Kelowna, Vernon, Armstrong, Enderby and Salmon Arm saw

permanent pastures that have been developed under sprinkler-irrigation and heard how grassland management has produced amazing dividends in greater meat production per acre. Naturally, the North Okanagan dairymen translated the Range Station's beef-production figures into milk, and they went away talking to themselves."

Commenting on the S.O.D.I.C.A.-sponsored visit to the Range Station, Everard Clarke of Vernon, the Organization's General Manager, declares that many of the dairymen went home with a completely new idea of the future of agriculture. Several stated that "old fashioned dairy farming" is a thing of the past. "The star of the future is shining," said Mr. Clarke, "for the farmer who will know what he is doing and who will use modern methods of science."

NEW FACES

The North Okanagan Cow Testing Association meeting at the home of W. C. Boss were introduced to Mr. Sam Baehr, the new Supervisor for the area, by Mr. J. Mace, Victoria. Mr. Baehr was formerly herdsman for H. Bose, Langley and Crystal Farms, Ladner. J. H. Thompson was also presented with the S.O.D.I.C.A. Challenge Cup.

Richard (Dick) Collins joined the B.C. Power Commission in Vernon as Customer Relations Development Officer. Mr. Collins served as Agricultural and Rural Development Officer for the Southern Electricity Board in England, so has had wide experience with power problems on the farm.

REX PATTERSON

During the fall of 1952, the man who invented the well known Patterson Buckrake visited the Okanagan. The Patterson family were en route to New Zealand from their home in Hatchworn, Basingstoke, Hampshire, England. They operated eleven dairy farms in Hampshire where approximately 1,000 to 1,100 dairy cows were milked. Mr. Patterson and family spent two months in Australia and New Zealand and revisited the Okanagan on his way home to England. He spoke to S.O.D.I.C.A. meetings held Dec. 5th and 6th.



"Summerland Flo"
Long Distance
Butterfat
Champion—
133,195 lbs. Milk,
7,856 lbs. Fat, in
13 Lactations.

CHAMPION COW

While the farmers were still discussing the use of Patterson Buckrakes, word came to the Valley that "Summerland Standard Flo" No. 79669, became Canada's Living Long Distance Butterfat Champion Jersey Cow, having produced 133,194 lbs. of milk and 7,856 lbs. of butterfat in 13 lactations. "Flo" was from the herd of the Summerland Experimental Farm.

COLORFUL CAREER

Another colorful pioneer was taken from the Okanagan with the death in October, 1952, of George Anderson of Swan Lake, near Vernon. Mr. Anderson came to the North Okanagan in 1880 and today Highway 97 runs between his fields dotted with black Aberdeen Angus beef cattle and a dairy herd of Holsteins, at the south end of Swan Lake. His letters to the "Cream Collector" were classic, and like the late Will Rogers, contained kernels of good, sound homespun, pioneer philosophy with the true George Anderson touch. He derived much pleasure poking fun at the "Butterfat Kings" and his own herd, which he called Anderson's "cactus eaters."

EXPANSION

Because of a steady increase in fluid milk to the Vernon Plant of S.O.D.I.C.A. during the year 1952, contractors Fred Klymchuk and Son were busy during the winter changing the plant layout. More space was provided for the handling of milk and equipment re-located to receive and process a greater volume of milk quickly. A 5,000 pound holding vat was added to the equipment.

S.O.D.I.C.A. members were pleased to learn 1952 had been another top year ending with 1½ million dollars in sales.

K. R. Young, Torr's Farm, Kelowna, received word his Jersey cow, "Torr's Marguerite" topped all Canada on R.O.P. in the Mature Group, producing 11,834 lbs. of milk and 641 lbs. butterfat in 305 days, and was awarded a Gold Medal by the Canadian Jersey Cattle club.

TO IRRIGATION SCHOOL

Remembering the adage "if winter comes, can Spring be far behind?" S.O.D.I.C.A.'s Bill Cameron and Len Wiest left for Portland, Oregon, to attend the School of Irrigation from Feb. 2nd to 6th. This is the top school for advanced instruction in the layout of sprinkler irrigation systems. Because of their work installing irrigation systems in the North Okanagan during 1952, both men were invited to attend these classes along with irrigation hydraulics engineers from throughout the North Western United States.

Paralleling this a "Green Pastures Program" meeting was held in Vernon, Feb. 4th, chaired by Mr. G. A. Luyat, Supervisor of District Agriculturists, Kamloops.

Mr. Luyat made a report to about thirty men representing the

district between Kamloops and Kelowna regarding the benefits of Green Pastures Programmes now operating for several years in the United States.

Other speakers were: A. E. Royce, Manager, Bank of Montreal, Vernon; Nelson Wallace, Manager of S-A-F-E, Salmon Arm; P. W. Meek, Manager, Bank of Nova Scotia, Kelowna. A fund raising committee consisting of Andy Johnston, Frank Harris, Ross McLeod and Art Wilson was appointed. These men were authorized by the meeting to gather a fund of approximately \$300 for the purpose of paying the bills incurred by the "Green Pastures" programme committee.

PROTEST

On the instructions of the Board of Directors, a strong protest was sent to the Hon. K. Kiernan, Minister of Agriculture, Victoria, protesting that no definite action had been taken during Legislature with regards to substitutes for and in creamery butter. Copies were also sent to Hugh Shantz, M.L.A., and Mr. A. Reid, M.L.A., Salmon Arm.

HOMOGENIZED MILK

Commencing on Friday, Feb. 13th, "The Build Up Boys of Noca" under Jack Fuhr, namely Roy Eastwood, Al Blaesar, Geo. Baker, Bob Quist, Paul Malysh, Mickey Tychowsky, began delivering Homogenized milk for the first time in Vernon. These energetic Noca Route salesmen served 1,500 homes and thirty-five stores and restaurants in Vernon.

A. T. Roth, Noca's Kelowna distributor, received word that his son, Ron Roth of the Royal Canadian Navy, Esquimalt, had been chosen to act in the guard of honor at the Coronation of Her Majesty, Queen Elizabeth II, on June 2nd, 1953. Ron will attend as a member of the crew of the "Cayuga."

T. SKYRME PASSES

Early in March 1953, Thomas Skyrme, one of the men who, along with Chas. Patten, R. J. Coltart, Mr. Keary, and A. E. Morgan, in 1916 helped organize the original North Okanagan Creamery Association, known even today as NOCA, passed away at his home in Grindrod; one pioneer who had seen the association grow from a dream and a hope, to a thriving prospering reality.

PRESENTATIONS

Along with the Association's growth had been enmeshed the lives of many of the staff. Bill Cameron, who began with the Association as a young lad of sixteen years and had risen to Production Manager by 1953, was presented with a sterling silver tray, marking his twenty-fifth year of service. J. R. Freeze made the presentation to Mr. and Mrs. Cameron, and the good wishes of all members went with it, and that the popular Production Manager would be around for another twenty-five years.

J. R. Freeze was also the recipient of a Life Membership with

S.O.D.I.C.A., presented by President S. E. Halksworth, with sincere appreciation for the long years he gave of his time and wisdom on behalf of his fellow farmers and their Co-operative.

FLOOR PRICE

A floor price of 57c for butterfat (per lb.) was established for the next two years. While many felt this was not very high in respect to production costs they were mindful of the improvement from the 1930's, when butterfat dropped as low as 13c per pound.

President S. Halksworth and Vice-president A. Buysse, Directors J. Thornton, R. Carlin, I. H. Wright, R. C. Freeze, Reg Saunders and Gaspar Risso were elected Directors in April, 1953, when the Annual Meeting heard another encouraging report—

Sales were	\$1,361,000.00	
Operating costs	376,292.34	or 27.6% of sales
Net worth	433,731.12	
Reserves	52,380.42	or 3.8% of sales
61.7% of butterfat was churned into butter.		
38.7% went into fluid milk sales or cheese.		

The Vernon S.O.D.I.C.A. Plant held a very successful *Open House* on April 24th, between 7 and 10 p.m. when 2,000 citizens of Vernon and area visited the modernized creamery and viewed the new and up to date equipment installed.

Through the years the subject of CalfhooD Vaccination toward the control of Brucellosis (Bang's Disease) had been discussed many times at meetings and now a Province wide compulsory CalfhooD Vaccination Program had just been instituted.

DR. WILCOX VISITS

With Spring, had come renewed interests in the "Green Pastures Program," and members were looking forward to the growing season with eager anticipation. Dr. Wilcox, Research Officer, Summerland, and R. G. Garry, Soils and Irrigation Specialist, Dept. of Agriculture, Kelowna, accompanied W. C. Cameron and Len Weist on a tour of farms in the Salmon River-Vernon area. Both men are well versed in field work, and both commented favourably on the growth of irrigation and its benefits to the Okanagan growers.

PRODUCTION CHANGE

For many years the S.O.D.I.C.A. organization had stressed a breeding program to have "fall fresheners," thus assuring an all year level of production and not just a "flush" in spring and early summer. By 1953 the influx of tourists began to present a new picture to both management and producers. During the hot July days, the volume of milk coming in to the Vernon Plant alone dropped 7,000 lbs. of milk per day (70 cans) while the milk sales increased to 75 cans per day. The Board of Directors and management met to discuss this urgent problem. After much deliberation, it was finally decided that in a Valley

like the Okanagan, with heavy tourist traffic during July and August, a farmers' co-operative would need a surplus of 70% in May. This could be taken care of by manufacturing butter, cheese or powdered milk, the Directors believed. It was hoped that a change of production practice could be brought about in the established breeding program to now have a part of the herd calve early in July and August to meet increased milk sales.

LARGEST IRRIGATION SYSTEM

At 3 p.m. on Monday, July 27th, 1953, the Hon. Kenneth Kiernan, Minister of Agriculture, Victoria, turned the valve on the Tierney O'Keefe farm at the head of Okanagan Lake, sending thousands of gallons of water surging through miles of aluminum pipe into 200 sprinkler irrigation heads.

This was a large step forward in the "Green Pastures Program" inaugurated in the autumn of 1952 in the S.O.D.I.C.A. Board room at Vernon. President Halksworth commended Tierney O'Keefe as one of those who stayed on the farm and who is doing a wonderful job.



A THRILLING MOMENT

Tierney O'Keefe; Syd Bowman, of Major Pacific Irrigation; Honorable K. Kiernan, Minister of Agriculture; W. C. Cameron of S.O.D.I.C.A., and W. Runkle, Aluminum Company of Canada. The system sprinkles nine tons of water per minute on 200 thirsty acres. Largest Green Pasture project in Western Canada is seven miles from Vernon—8,000 feet of pipe comprise this system.

In all, there were between three and four miles of gleaming aluminum irrigation pipe set out in a strategic pattern to give the

maximum sprinkler coverage. The upper field system incorporated 100 new acres, and powered by two 50 h/p electric pumps, supplying 1,400 gallons of water per minute. The lower field was powered by a 25 h/p pump supplying 450 gal. per minute, making a total of 1,850 gal. of water per minute. The water used was Otter Creek, which flows through the O'Keefe Property, and the power supplied by B.C. Power Commission.

This largest sprinkler system in Western Canada was engineered and installed by S.O.D.I.C.A.'s Bill Cameron and Len Wiest, assisted by Sydney Bowman of Major Pacific Irrigation Ltd.

R. Glen Garry, Soils and Irrigation Specialist of the Dept. of Agriculture, Kelowna, did a tremendous amount of work toward this project as well.

INSPECTION TOUR

Culminating the first "Green Pastures" season, an Inspection Tour was held Sept. 21-22-23rd when about 30% of all new pastures were inspected by Norman Putnam, Field Crop Commission, G. A. Luyat, Supervising District Agriculturist, Kamloops, B.C. and R. H. Cull, S.O.D.I.C.A.

A change in the District Agriculturists brought J. C. Ryder to Salmon Arm, replacing D. M. Hamilton, and Rod Bailey to Vernon.

The Cow Testing Association became officially known as Dairy Herd Improvement Association with the herds of Wm. Parker, B. Palfrey, W. Seibt, L. Veale and D. McEwen high in the listings at that time.

HONORS

John Pincosy and Brian Veale took National Honors at the "Royal" (Toronto) as Potato Judging Champions in 4H Competition.

Salmon Arm Cheese was taken to Pope Pius XIIth by Alderman J. Rivers, Salmon Arm, a nephew of the Grand Chamberlain of the Grand Duchess of Luxembourg, who will be in Europe to visit.

NOSTALGIA

A note of nostalgia prevailed when on Thursday, Dec. 3rd, the old International truck (Cream) was taken out of service. Nels Griffiths, who drove cream trucks 25 years for the Association, started this one on the road in 1941, and it had rolled up 400,000 miles in its twelve years service, Bill Skobalski being the driver during its final period, and who now became the proud driver of its replacement, a brand new three ton machine.

Figures compiled at the year's end continued to show a rising trend:

Sales for 1953 were\$1,500,000

Plant Value 400,000

Shippers received 904,666

Employment figures showed 30 employees.

There was a 90,000 lb. butterfat increase in 1953.

10 miles of irrigation pipe with 571 nozzles brought about a

44% increase in production to the farmers who used it in 1953.

MEMBER OF PARLIAMENT

George McLeod, Social Credit M.P. for the North Okanagan, took up the subject of removal of the Summerland Jersey Herd from the Summerland Research Station in his "maiden speech" in Ottawa, and was effective in that the rumoured move did not take place, much to the appreciation of the Okanagan Dairy Industry.

MORE THAN 25 YEARS SERVICE

Two more of S.O.D.I.C.A.'s faithful workers celebrated their 25th Anniversary with the Association. John McPherson was presented with a Silver Tray in appreciation of 25 years continuous service to the Co-operative. In replying, Mr. McPherson looked back and recalled the many changes, of which Rural Electrification brought the most beneficial changes to farming, he thought. This, of course, was instigated by S.O.D.I.C.A. and accelerated by their alert and enthusiastic Committee. Choosing an outstanding Individual Producer was difficult, but he mentioned especially a lady of seventy years, Mr. Lindberg, living near Notch Hill, who lived alone and did the work herself. Although she had over half a mile to bring her can of cream to his truck, she was never late, winter or summer. He recalled Ed Stickland's "Butterfat King's Days" (this was Ed Stickland Sr.), the burning of Burton Miller's new barn, cows, new cream separator and feed at Tappen and the way the neighbors, Association Directors, members and the staff turned out to help in this tragic happening. Mr. McPherson predicted we would see "greater and better changes in the future. The development of this Valley has only begun."

L. ANTILLA

The same month Larry Antilla looked back over his twenty-five years in the Plant and recalled his fellow workers: Ron Cull, accountant (now Manager); Bill Cameron, buttermaker (now Production Manager); John McPherson (still going strong); Mrs. Helen Land, butter wrapper with her amazing speed and skill. He recalled the beginnings when he started as a can washer, tester and general plant work at the Vernon Dairy (he is now Head of the Shipping Dept.), and the remarkable expansion throughout the Valley S.O.D.I.C.A. has made.

TRENCH SILOS

During January, 1954, a tour of Trench Silos around the Valley was made by G. A. Luyat of Kamloops accompanied by Rod Bailey and Jim Ryder, District Agriculturists. A substantial increase in milk production had been noted on several farms; these appeared to be the farms that had participated in the "Green Pastures Program" and now had the benefit of grass silage for winter feed as well as having luscious and succulent pasture during the summer.

CHRISTMAS GIFT

Salmon Arm cheese again went travelling as Christmas rolled by; word came to the shippers that Paul Hermuses, Associated Press writer located in Athens, Greece, visited his Uncle, Jeff Hermuses of the National Cafe, Vernon. On his return to Athens, he presented the cheese to Col. Levidels, Grand Chamberlain to King Paul I, of Greece. This was a Christmas gift to King Paul I of Greece from the City of Vernon.

Good cows were still making better records as the years went by; Don McEwen's two-year-old Jersey "Lily" produced 10,384 lbs. of milk and 456 lbs. of butterfat; Cliff Husband's three-year-old Ayrshire, "Fintry Iska 2" produced 12,062 lbs. of milk and 525 lbs. of butterfat; and his four-year-old Ayrshire "Lomand Cora" produced 13,573 lbs. of milk and 613 lbs. of butterfat; his ten-year-old Ayrshire "Willowburn Shamrock" had been a Grand Champion four times.

The Palfrey herd of 17 Jerseys averaged 50.2 lbs. butterfat during the month of May.

Government land clearing under the new Land Clearance Act was beginning to function locally with 675 newly cleared acres in the Salmon Arm-Shuswap area to a value of \$46,622. The cost of clearing and piling stumps was estimated at \$61.33 per acre.

FOR SALE

Advertised locally was a 95-acre farm for \$6,000 cash. Jersey cows two years and over were advertised from \$135-\$150 each; a Percheron gelding, eight years old, with double harness for \$100. Hay was almost impossible to sell at the going price of \$12-\$15 per ton baled. Sheep were \$10 per head and "springer" cows were in great demand at approximately \$225 each.

CHANGES

Pat Hibbert replaced Sam Baehr as the D.H.I.A. supervisor in the North Okanagan route and Cyril McAulay came to the Valley as the new representative for the DeLaval Co. Many new shippers were now joining S.O.D.I.C.A. from both Kelowna and Notch Hill districts.

The Edgewood Co-operative Cheese Factory closed its doors during the summer of 1954, causing shippers from the Arrow Lakes area to join S.O.D.I.C.A. When the lake steamer "Minto" was taken out of service on the Arrow Lakes, it cost \$18 per ton to ship alfalfa hay out of the area and the selling price was \$19 per ton.

YAKIMA TOUR

In June, 1954, a group of Okanagan dairymen visited Yakima, Washington, on a "Grassland Tour". Following the building of Grand Coulee Dam thousands of previously arid and unproductive acres of land were made highly productive by the use of irrigation and cheaper power brought this within the range of the farmers' pockets. The farm of Sandy Roberts seemed to be the impressive one for the Okanagan group.

Here 50 cows were being milked, with a shipment to the dairy of 23 cans of milk a day, testing 5.3%. Thirty acres of the farm was in grass or hay. During 1953 there were 55 head of cows put on the pasture 56 days after planting. Mr. Roberts reseeded every two years. Two hundred tons of alfalfa, pea-silage and all grain was purchased.



1954 "Grassman of Year" FRITZ HUBNER, presented with Trophy by E. CLARKE.

ON DON WRIGHT FARM

Before



*Clearing Cottonwood,
Silver Creek.*

After



*Tetra Rye Pasture,
E. WRIGHT.*

Open housing with ample bedding was used and a long, covered feeding shed gave shelter to both feed in the manger and cattle as they ate.

1954 GRASSMAN

During August, the Green Pastures Tour took place and the 1954 "Grassman of the Year", Fritz Hubner of the B.X. district, Vernon, was chosen. Ivan Wright, Salmon Arm, was named "Dairy Grassman of the Year". Ross McLeod had the "Best Dryland Pasture"; Don McEwen, the best overall pasture planning; Ray Lidstone, Lumby, had the best managed pasture and range; Russell Freeze, the outstanding pasture yield, and Dr. V. DeOndarza, the award for outstanding pasture management.

Many prizes were presented by interested firms, and the guest speaker for the day was Dean Blythe A. Eagles, of U.B.C., who gave an inspiring address on "Grass", pointing out that without grass there would be no living thing on earth.

HONORS TO MANY

Another honor came to a S.O.D.I.C.A. family when "Yew Tree Farm", the farm of Ernie Skyrme of Grindrod, B.C., was selected the "Farm of the Year" by the B.C. Power Commission.



1954 Farm of the Year, B.C. Power Commission, "Yew Tree Farm," Grindrod, B.C., owned by Mr. and Mrs. E. Skyrme.

While at the P.N.E., Eric Hornby, Armstrong, won the Pym Trophy for livestock judging, in the 4H Club competition, and F. Pincosy took 13 prizes and three championship ribbons at the B.C. Potato and Vegetable Show in New Westminster.

J. R. FREEZE PASSES

One of the sad things to occur early in the new year of 1955 was the sudden passing on January 8th of former director J. R. Freeze at

his home. Mr. Freeze was one of the early directors of S.O.D.I.C.A. and served it well.

Born of good Canadian pioneer stock, Mr. Freeze had strong convictions as to fellowship and harmony and believed in the development of the Association for the benefit of everybody, and was extremely alarmed about the dangers of factions within a large farmers' group. A great reader and an excellent artist, who preferred "to give" his paintings rather than to sell them, he was also a creative wood worker which he thoroughly enjoyed. Although he might disagree with one's opinion, he always held kindness in his heart for everyone. An example we all might follow.

MILK PRICE CUT

When the board met on February 8th, it was confronted with a \$40.00 advertisement in the "Kamloops Sentinel," published on January 31st, 1955, by the Valley Dairy (Armstrong Cheese Co-operative Association), announcing a slash in milk pricing:

1. Price of milk was reduced 1c.
2. The butterfat content in milk was increased from 3.5 to 4%.
3. Deliveries to Kamloops homes were increased 52 times in a year.

The following Monday, February 7th, another large display was printed in the "Sentinel" followed by a broadcast over CFJC radio station by the Armstrong Cheese Co-operative Association offering milk to Kamloops homes at 20c for the first quart and any over the first quart for 18c. Up to February 1st their milk had sold at 23c in Kamloops.

THIRTY YEAR MARKET

S.O.D.I.C.A. had always enjoyed a good market in Kamloops for their NOCA butter. From 1925 throughout the years they were solely butter manufacturers, and both NOCA and Salmon Arm brands received a premium price of 2c per pound over any other kind of creamery butter.

Following World War II, Mr. Schrauewn and a group of farmers started a dairy called Kamloops United Dairies. This in turn was sold to a group of business men who soon commenced a campaign to sell it to S.O.D.I.C.A. at \$140,000. However after S.O.D.I.C.A.'s key men had studied the situation they decided it was not a good investment for their farmers, and they felt the farmers' co-operative could get into business in Kamloops in a far less expensive manner than that. In fact, only cold storage space was rented to begin with. However, United Dairies succeeded in selling to the Armstrong Cheese Co-operative Association.

LICENSE DENIED

When S.O.D.I.C.A. applied for a licence as a milk distributor in Kamloops, it was denied; the B.C. Milk Board took legal action, and Everard Clarke, S.O.D.I.C.A. general manager, was summoned and appeared in court for illegally distributing milk. He was fined \$15.00

and costs for being responsible for S.O.D.I.C.A.'s farmers selling milk in Kamloops. This he paid from his own pocket.

This brought down a storm of protest in women's groups in Kamloops, and Armstrong Cheese reduced their price while S.O.D.I.C.A. held firm.

CLARKE QUOTED

The Vernon News, (March 3rd, 1955), quoting Everard Clarke, stated: (This item is condensed, but may be seen on file in its entirety) "In October, 1953, we (S.O.D.I.C.A.) commenced wholesaling milk in Kamloops stores, following a long period when we had shipped other dairy products, including milk. Our application to the Kamloops City Council for a wholesale licence, was refused. S.O.D.I.C.A. continued to supply store customers, and in July, 1954, were charged with selling milk without a Certificate of Convenience and Necessity, from the Public Utilities Commission.

Following months of negotiations, we were finally given a licence to wholesale and retail milk in the City of Kamloops.

In this involved and confused situation, there are many other side issues, but the above constitutes a resume of the principal points."

This article may be checked, it appeared in "The Vernon News"



Plenty of fresh, Okanagan milk was on the menu for Pentiction V's when they travelled to Germany to capture the World Champion Hockey Title in March, 1955. Here from left, Bill Warwick, Mike Shebaga, Dick Warwick, and Coach Grant Warwick, drink NOCA milk shipped via air express from the Okanagan to V's table in Dusseldorf, Germany. Daily shipments of fresh milk for two weeks have won acclaim as being record long distance shipments.

on March 3rd, as well as the "Vancouver Province" and the "Kamloops Sentinel".

PENTICTON V'S

When the famous Penticton V's Hockey Team represented Canada in world amateur hockey championship games, daily shipments of NOCA milk were flown 4,000 miles from Vernon to Dusseldorf, Germany, the longest long distance deliveries ever recorded (this record still stands in 1965). The Penticton V's, of course, won the world championship, winning every game.

NEW INSTALLATIONS

The installation of a 2,000 gallon storage tank of stainless steel plate, capable of dropping the temperature of milk from 60 degrees to 40 degrees instantly, was just a part of S.O.D.I.C.A.'s expansion plan for the Salmon Arm plant. The capacity of the plant is to be doubled, an addition constructed on the west side of the building. It is anticipated the 1955 volume of milk will exceed 1954 by three million pounds.

APPROVAL

The director's meeting in Vernon in January, 1955, gave considerable attention to the "so called milk price war" during the past year. They unanimously went on record to submit that *both* the North Okanagan dairy organizations should confer through their managers on all future price policies covering dairy products produced in the North Okanagan or adjacent areas and marketed by them. They suggested that each association post a bond of \$5,000 in favor of the other association failing to abide by any policy agreed upon between them.

The S.O.D.I.C.A. Directors were unanimous in expressing complete approval of their executive and their staff and officially went on record as approving emphatically the integrity of the men who are responsible for the selling of their dairy products.

"The Kelowna Fluid Milk Producers," as they were previously known, applied to the board of directors by application, to become full members of S.O.D.I.C.A. and were accepted. Gaspar Risso, of Kelowna, stated his gratification that the board were willing to concede to the wishes of the Kelowna dairymen.

TRIBUTE

Tribute was paid to Comazzetto Brothers of Kamloops also. These brothers sold milk to Kamloops housewives from their father's own farm. Later Bob Comazzetto was route manager for the Kamloops United Dairies when Stan Schrauewn was manager there. They took over the NOCA sales when NOCA started routes in Kamloops without one single customer (home) on February 8, and now in April they have nearly 700 home customers, even though NOCA milk sells at 20c—2c higher than its competitors there.



This is the Original Kamloops Building Constructed in 1955

President Halksworth made a plea for harmony among the Okanagan farmers at the annual meeting in April, 1955.

RIVERS BOUGHT

An extraordinary resolution was endorsed at the meeting to buy the "River's Dairyland" at Salmon Arm for \$12,000, and to establish a small plant, warehouse and storage on the outskirts of Kamloops, and elsewhere in the Okanagan at the discretion of the board of directors.

Max Dangel, president of the Grindrod Farmer's Union, tendered complete approval of the directors and management of S.O.D.I.C.A. in connection with the selling of milk in Kamloops.

A. BUYSSE RETIRES

A. Buysse, a S.O.D.I.C.A. Director for 17 years, having sold his farm at Armstrong, retired at this meeting. Glowing tributes were paid him for his fine and loyal work, and plans made for a later presentation in tribute of such. Warren Graves, Armstrong, was elected to replace Mr. Buysse on the board.

The association went on record as being opposed to any amalgamation of the two dairy co-operatives. They believed S.O.D.I.C.A. was in a strong, healthy financial position, and any move to jeopardize this should be carefully considered first.

NEW ROUTE

The Dairy Herd Improvement Association planned to commence a new route in the Okanagan in the near future.

Wright Bros. won the S.O.D.I.C.A. Challenge Cup, their "Blackie" produced 14,181 lbs. of milk and 614 lbs. of butterfat.

"Carrie," E. W. Stewart's two year old, produced 14,337 lbs. of milk and 557 lbs. of butterfat. Ivan Wright was again "Grassman of the Year 1955," and A. J. Dunbury of Salmon Arm was awarded the 1955 "Farm of the Year" title by the B.C. Power Commission.

NATIONAL RECOGNITION

National recognition was given S.O.D.I.C.A. at the National Dairy Council of Canada annual meeting. This was a gold plaque presented to S.O.D.I.C.A. in honor of its record shipment of fresh Canadian milk (in paper), from Vernon to Dusseldorf, Germany. This was presented to Everard Clarke by G. S. Bennett, of Montreal, president of the Continental Can Co. This company manufactures Purge milk cartons which were used in the shipments.



PRESENTATION OF GOLD PLAQUE AT NATIONAL DAIRY COUNCIL CONVENTION

Recognition of World Record long distance fresh NOCA milk shipment from Vernon, B.C., Canada, to Dusseldorf, Germany. Left to right: Grant Carlyle, President National Dairy Council of Canada; G. S. Bennett, President Continental Can Company, Montreal; Everard Clarke, Vernon, B.C. Mr. Clarke said he gave S.O.D.I.C.A. farmer members full credit for the quality of NOCA milk. Everyone in the Okanagan knows that NOCA dairy products have long been outstanding for especially fine flavor which is good to the last. S.O.D.I.C.A. farmers are invited to examine Gold Plaque in office at Vernon.

INNOVATIONS

A venture called "Fireside Evenings" began through the winter of 1955, and these have proven to be very popular among the shippers. These are social evenings arranged by a shipper in a district when neighboring S.O.D.I.C.A. members are invited in to relax and enjoy an evening of pictures and "cow talk" with Production Manager Bill Cameron and friends. Refreshments are served by the hostess.

T. P. Harvey and Charles Crozier joined the S.O.D.I.C.A. staff in 1955.

HUPEL

Late in 1955 Mrs. L. F. Hoffman, assisted by T. Gibson, general manager, B.C. Power Commission, threw the switch at Hupe. This left only the Celista district still to be electrified.

THIRTY YEARS

S.O.D.I.C.A. had now passed its 30th birthday on July 1, 1955. The first issue of the "Cream Collector" quoted these figures: After the First Full Year the Report, March 19, 1927:

Business transacted	\$260,993.00
Paid to shippers for butterfat.....	196,872.00
Net profit realized	1,845.43

In 1955:

Sales were	\$1,822,042.50
Cash paid to members.....	1,050,876.40
Surplus	47,000.00

There was an 8.4% increase in production.

The farmer received 63½¢ of his dollar back during 1955.



SAM HALKSWORTH
presents
R. H. CULL
with a Gold
Watch in
Recognition of
Sales Increases in
1954.
Others in picture
are W. Graves,
C. Husband and
R. Freeze.

THE CO-OP TREE (from *Maritime Co-operator*)

Co-operators are like apples on a tree. The "windfalls" are anybody's men. They are really not co-operators at all. They drift hither and thither, buying and selling, wherever the convenience of the moment dictates.

The "shakedown" are a half-notch above these. They become members and remain loyal as long as it is to their advantage. At the first "better offer" they are away again.

The "hand picked" ones last a little longer, but they finally succumb to attractive propositions and wheedling arguments. These are a real loss to the association, and sometimes it is the fault of the association they can be picked off.

But the good old standbys at the "top of the tree"—they are the ones who keep the association going through thick and thin, through storm and catastrophe.



They are sound to the core. God bless them!
*"It was I who raised from famine all the hordes and tribes of man
I have never ceased nor faltered since the tilth of fields began."*

—Song of the Plough

1956-1965

Reviewing the year's report of 1955, President Sam Halksworth exclaimed: "The old milk cow can take a big bow for that, too, darn her old hide; we wish her the devil at 5:30 a.m., but we forgive her on the 19th of every month!"

We can thank the old milk cow for helping to open up the west; they are the greatest single aid to farming people have known. Known as the "foster Mother of Mankind" she was the homesteader's first possession. To what extent her milk and butter have sustained early settlers cannot be over-estimated. The first cattle were usually of a general purpose type, supplying both dairy products and meat, and frequently steers were broken to the yoke and did the farm field work.

HERD SIRE

Mr. Alex Woods, Sicamous, told me recently of using the herd bull in such a way when he said: "I, for many years, used the herd sire to do all the work on the farm, and when it became too difficult to take the cream across the Lake (Shuswap) on a hand sleigh, I used the bull. I did not do this unless I had to, because I didn't like to leave the animal tied up in the cold. I worked bulls for twenty years until I gradually worked over to more power, first by working a horse with the bull, and finally getting a tractor."

Mr. Woods has now retired and is "missing my cows after so many years."

PLAN CAREFULLY

Director R. Carlin, in his 1956 New Years Greetings to S.O.D.-I.C.A. shippers quoted the late Senator P. Burns' answer to the question, "Do you think a young man starting out in life today has the same opportunities as those of the early days?" He replied, "Greater than ever—take all I possess, replace it with my youth, a pair of denim overalls, and a straw hat." Mr. Carlin added he believed this to be sound advice for those who have the energy and courage to plan carefully and then make it work out.

And this, too, has been the secret of the progress of S.O.D.I.C.A. They have had the energy and the courage to plan carefully, and then make it work out.

DECADE OF CHANGES

The decade beginning to unfold was to bring many changes to the Dairy Industry as a whole, and to the Okanagan in particular.

This began to evolve in January, 1956, when, following the "Clyne Report" twelve new barn inspectors in the Fraser Valley went to work in an immediate effort to "clean up the B.C. Milk Industry" in the words of Agricultural Minister Kenneth Kiernan. Inspectors Dr. George Clarke, Kamloops, and Dr. I. D. Clarke of Penticton said no problems had arisen in the Okanagan to date.

With new regulations springing up on all sides, some wit came up with the following:

Longed for:

A cow of modern make
That milks five days for leisure's sake,
That sleeps on Saturday, snores on Sunday,
And starts again afresh on Monday.

Wished for:

A herd that knows the way
To wash each other day by day.
That never troubles to excite us
With chills and fever and mastitis.

Sighed for:

A new and better breed
That takes less grooming and eats less feed,
That has the reason, wit and wisdom
To use a seat and flushing system.

Prayed for:

Each weekend long and clear,
Less work to do from year to year,
And cows that reach production's peak,
All in a five day working week.

Looked for:

Officials by the mob,
To guide the farmers at their job,
To show the stupid breeders how
To propagate a five day cow.

—Anonymous.

(Sent me by Geo. Bennett, Victoria, B.C.)

NEW ACT

Meeting on January 6, in their board room, the executive of the board of directors reviewed a 17% sales increase in 1955, related to an 8.4% butterfat increase, and deemed it reasonable in view of the sales outlook to ask the producers for a 10% butterfat increase in 1956.

Bill No. 70, known as the new "Milk Industry Act," was studied and it was decided it looked good and had "teeth in it."

Vernon Ellison of Oyama, president, B.C. Federation of Agriculture, was asked to serve as a member of the Agricultural Advisory Committee to the Hon. James Gardner (Ottawa), and the Agricultural Prices Support Board, as representative of the farmers of British Columbia.

This committee is made up of the Deputy Minister of Agriculture, and one farmer representative of each province.

HERDS ON TEST

D.H.I.A. testers, Pat Hibbert and Arne Colley, reported the number of North Okanagan herds on tests had doubled in 1955 with 48 herds and 767 cows tested.

Wm. Parker, L. Veale, R. A. Maddocks and W. Seibt had the five top herds on D.H.I.A. A lifetime record was awarded K. B. McKechnie's Jersey, "Betty II," 103,641 lbs. of milk and 5,603 lbs. of butterfat in 12 years.

The S.O.D.I.C.A. Challenge Cup was won by W. Parker's four-year-old Jersey, "Abelcraig Blossom," with 10,510 lbs. of milk and 610 lbs. of butterfat.

BRUCELLOSIS

W. Sigalet, at the request of the Board of Directors, attended a meeting called by the B.C. Federation of Agriculture and B.C. Department of Agriculture regarding the proposed plan for the control of brucellosis. Reporting back to the board, Mr. Sigalet visualized in five years this scourge of cattlemen would be a thing of the past. The Department of Agriculture would pay for the vaccination of every calf in the province of British Columbia.

This subject had been discussed many times through the years at S.O.D.I.C.A. meetings and committees formed to work on this. F. Kreuger replaced I. Wright as a director at this meeting.

The brucellosis program became official following Hon. Kenneth Kiernan's announcement to that effect in May, 1956.

LOST LICENCES

By the spring of 1956, 200 Fraser Valley farmers had lost their fluid milk licences—10% of the farms were rejected. The new act pertaining to fluid milk grading was being used in all Okanagan dairy plants. No fluid licences had been lost, but a number of shipments were being accepted as manufacturing milk only.

GRADS

Ron Cull and Bill Cameron were successful graduates in April, 1956, receiving diplomas for a four-year course in Business Management, from Prof. Earl McPhee, director of the School of Commerce. Fifteen graduates received diplomas. More will be said regarding this course in a subsequent chapter of this history.

As spring approached, "a bunker on every farm" became the 1956 slogan for the Green Pastures program.

LAING BLASTS

The new Milk Act was being blasted by Liberal leader Art Laing, who said, "the 'core' of this matter was the equalization, or, in other words, the dividing up of the high priced market, such as Vancouver, among all milk producers." Mr. Laing said "up to now, 80% of the Vancouver fluid milk market had been served by Independent Dairy farmers. Under the new act, every dairy farmer would have a right to market his share of fluid milk in Vancouver." Mr. Laing declared the Independents would fight this!

NOT SURE

D. Nicholson, president of F.V.M.P., said it was too early for him to comment until he had studied the government's plan for operating the new milk act. However, he agreed with it in theory, saying "equalization of returns to farmers is the only means to bring about a fair and lasting solution. Without it, the act won't stand."

OKANAGAN AREA

Here in the Okanagan, there was no comment. The milk situation in the Okanagan had been on an even keel compared to the fighting that had gone on consistently in the Fraser Valley. Most Okanagan farmers had never wanted to come under the control of the B.C. Milk Board.

Speaking in the Mt. Ida Institute Hall on May 8, 1956, G. D. Johnson, Provincial Dairy Branch, Kelowna, warned some 100 farmers present that under the new milk grading regulations, "repeaters" would feel the effects of the amendments sooner or later. He expected Bill No. 70 would be brought into full force by June 1.

BILL No. 70 NOW LAW

The new bill No. 70 actually became law on May 17, 1956. Immediately there was a shake-up in the Milk Board personnel. Mrs. Rex Eaton, of the Women Consumer's League, and Prof. H. King, had been members of a three member board since August 14, 1951, prior to which E. C. Carr had been B.C.'s "one man milk board." Now Mrs. Eaton and Prof. H. King were replaced by Prof. W. J. Anderson of the Agricultural Economics Division, U.B.C., and technical adviser to the Royal Commission, and George Challenger, a well known Jersey dairy farmer and agriculturist for over 30 years in the Chilliwack area.

Agriculture Minister Kiernan, in an address at Chilliwack, stated, "I am dedicated to the principle of equalization and we (government) intend to make it effective." The "Chilliwack Progress," reporting on the meeting quoted Minister Kiernan as saying the inequalities on the fluid market over the years were "basically wrong." In his opinion, the milk industry was "a house built on sand." He cautioned that the Clyne Report and the new milk act would not necessarily solve all the prob-

lems of the industry. It was pointed out by Mr. Kiernan if a farmer did not produce his quota in winter, his quota would be distributed to others who were able to produce in excess of their quotas.

To date the Okanagan dairy industry went about its business as usual, little affected by the new milk act.

GREEN PASTURES

Following the annual Green Pastures tour, J. Katchen of Silver Creek was voted 1956 Grassman of the Year.

August 29, 1956, the full complement of directors, President Halksworth, R. C. Freeze, R. Saunders, R. Carlin, E. Stickland, G. Risso, C. Husband, W. Graves, F. Kreuger, met to discuss the growing market in the Okanagan. The percentage of fluid milk sales to total production of milk had risen to 66%. Fluid milk return to the producer in June, 1956, had risen 10c per lb. butterfat more than in June of 1955. In view of the new milk act, regulations being under study at the coast, the strike action threat in one dairy plant and the recent increase of 1c per quart, the directors decided upon "a wait and see policy."

INVITE SPEAKER

It was also decided that as soon as the B.C. Milk Board had obtained practical experience under the new orders at the coast and Vancouver Island, that Dr. W. J. Anderson of the Milk Board, be invited by S.O.D.I.C.A. directors to attend a special meeting of the board in Vernon.

A resolution was moved by R. Saunders and seconded by Warren Graves that the following resolution be sent to the Minister of Agriculture: (Please note that the B.C. Milk Board had not yet come into the Okanagan.)

"That WHEREAS there is a visible coming shortage of fluid milk in the Okanagan during the months of July and August, owing to increased population during that time, at a time when the flow of milk has passed its flush peak, and

WHEREAS the sale of fluid milk is the most profitable to the dairy farmers,

THEREFORE BE IT RESOLVED that this meeting (August 29, 1956), of S.O.D.I.C.A. Directors go on record as requesting the Provincial Department of Agriculture's Extension and Development Branch to institute a comprehensive extension policy to assist the family dairy farm operators in the North Okanagan to substantially increase milk production during July and August of each year.

Such help as more and better dairy cows on the family farms, sensible and practical enforcement of new milk quality regulations, more emphasis on green pastures and silage programs, more support for D.H.I.A. recommended.

FURTHER, BE IT RESOLVED that this meeting go on rec-

ord as unanimously expressing its approval and appreciation for past assistance and encouragement to Okanagan dairy industry from the B.C. Department of Agriculture."

Carried unanimously.

NEW STATEMENTS

Commencing August 1, 1956, S.O.D.I.C.A. discarded the old milk statements and began the new statement slips where the prices and percentages used are more easily understood by the patron. The statement was drawn up by Dr. W. G. Anderson, newly elected member of the B.C. Milk Board.

FARM UNION MEETING

A meeting was called by the "milk committee" of the Farmers' Union on August 6, 1956, in Hedgemen's Hall, in a movement to obtain better returns for milk. The meeting requested a quota system to ensure that each milk producer receive a fair share of the fluid market, and a minimum price of \$4.80 at the farm, per 100 lbs. of milk of 4% standard test, with a differential of 6c per point butterfat. Both Everard Clarke, general manager of S.O.D.I.C.A., and J. Mullen of Armstrong Cheese Co-operative, attended this meeting, and both favored the plan to increase milk production and farmer's income.

FINE RECORDS

Okanagan cows had been making fine records during 1956 with Canadian Ayrshire R.O.P. records for:



Willowburn Fan

Lou Brydon's Jr. 4-year-old "Willowburn Fan": 12,920 lbs. milk, 493 lbs. fat.

Cliff Husband's Jr. 3-year-old "Birchglen Crocus": 10,492 lbs. milk, 468 lbs. fat.

A. V. Smith's Jr. 2-year-old "Mt. Carpenter Lily": 10,466 lbs. milk, 456 lbs. fat.

And in the Jersey breed—

Summerland Experimental Farm's Sr. 2-year-old "Summerland Jes-

ter's Gem": 9,300 lbs. milk, 492 lbs. fat. Silver Medal Certificate. Summerland Experimental Farm's "Summerland Pandora Burnedette": 11,283 lbs. milk, 719 lbs. fat.

Wm. Parker's Jr. 2-year-old "Abercraig Melody's Mariner": 8,601 lbs. milk, 448 lbs. fat.

TELEVISION AND RADIO

Lorraine and Frank Smith, children of Mr. and Mrs. A. V. Smith, were chosen to appear on "Country Calendar" television program, demonstrating the care and use of a milking machine as they did at

Vancouver Pacific National Exhibition. Both were members of the Armstrong 4-H Ayrshire Calf Club, led by Mrs. Cliff Husband.

S.O.D.I.C.A., too, went on the air, October 21, 1956, at 6 p.m., when a radio script "The NOCA Story," by Maury Gwynne, CJVI, Victoria, was also broadcast to interested farmers over both CJIB, Vernon and CKOV, Kelowna.

COLD STORAGE

During October a meeting of the full board of directors was held and the signature of President Halksworth placed on a contract between S.O.D.I.C.A. and the Department of Agriculture, Ottawa. This contract made possible the construction of a cold storage depot in the City of Penticton, the erection subsidized through a substantial grant from the cold storage division of the Federal Government of Agriculture.

MILK BOARD HERE

By the fall the controversial Milk Act had induced a group of Okanagan farmers to want to meet with the Milk Board. A meeting of farmers and distributors met in Vernon and heard both Mr. E. C. Carr and Dr. Anderson explain the workings of the B.C. Milk Board, and the equalization method, explaining the price to the producer as controlled, but not to the consumer. A discussion of farm premises inspection and issuing of licences followed, answered by Dr. K. Mustard, veterinary inspector of the Livestock Branch.

In answer to the question, "If the Milk Board does come into this area, will the farmer get more for his milk?" Mr. Carr said he could not answer this, it would depend on equalization, the quota price being based on the average of prices paid during 1949-1953 period.

RESOLUTION DEFEATED

The resolution to establish one milk marketing area in the Interior put before the annual convention of District "G" Farmer's Institutes held in the Deep Creek Hall on November 6, moved by Frank Kreuger and seconded by Bruce Aten, was defeated. Some delegates felt they did not know enough about the question. W. A. Monk, vice-president of Armstrong Cheese Co-operative, said "the resolution was not filed early enough therefore was out of order."

NEW MINISTER OF AGRICULTURE

By this time the Hon. Kenneth Kiernan had assumed the portfolio of Minister of Mines, and a new Minister of Agriculture, Wm. Ralph Chetwynd, had been appointed. Mr. Chetwynd began his agricultural life in Canada by operating a farm in the ill-fated Wallachin area, and was manager for the large holdings of the Marquis of Angelesey at Wallachin. After service overseas and the failure of the Wallachin holdings, Mr. Chetwynd joined the world famous Douglas Lake Cattle Co. He became interested in polo ponies and bred and trained many outstanding ponies. He played in polo tournaments himself throughout the U.S. and Canada. He turned to sheep breeding in the 1930's, and

in 1942 joined the P.G.E. as general trouble shooter, and was elected to the B.C. Legislature in 1952 as member for Cariboo.

FAMINE AHEAD

Dr. Arnold Toynbee, one of the world's great historians, had come to some conclusions about the future. He thought an atomic war was an unlikely happening, but foresees the population growth, carrying with it the threat of world famine, to be the greatest problem that lies ahead. Dr. Toynbee's views were noted by S.O.D.I.C.A. directors and drawn to members' attention with pleas for more production.

APPLY FOR MILK BOARD

Early in January, 1957, the S.O.D.I.C.A. directors made formal application to the Lieutenant-Governor-In-Council through the Minister of Agriculture to have a production area defined under Section 40(c) of the B.C. Milk Industry Act.

S.O.D.I.C.A. directors felt that uniform prices should be paid in the Okanagan for the same quality and class of milk. They were also of the opinion that equalization provisions of the Milk Board would be beneficial to the dairy industry of the Interior.

E. C. Carr informed the directors not less than one month would be required to prepare the necessary order after the production area had been defined by an Order In Council of the B.C. Government.

LABOR DISPUTE

Right on the heels of this decision, came labor disputes with the Teamster's Union over milk deliveries. The board of directors secured the service of Len Wood (now the late Len Wood), of Armstrong, as their representative on the Labor Dispute Board of Arbitration.

At a meeting of S.O.D.I.C.A. shippers in the Vernon Fruit Union hall, R. C. Freeze was again chosen to represent the producers of that area on the Board for 1957.

A full discussion of the Milk Board and milk quotas was held, and it was put to a vote as to whether the producers wished to have the Milk Board. Not a single producer voted in favor! They stated that S.O.D.I.C.A. prices were very good and could see no advantage in bringing in the B.C. Milk Board.

In the meantime L. S. Parsons had been appointed as chairman of the arbitration board to replace Len Woods. This Mr. Halksworth refused to accept. In May S.O.D.I.C.A. Directors requested the attorney general to have his department conduct an investigation. Finally on July 30th, S.O.D.I.C.A. general manager, T. E. Clarke, and A.C.C. manager, J. Mullen, gave evidence in the arbitration hearing in the dispute between the two dairy co-operatives and the Teamsters' Union. The three man arbitration board: T. G. Norris, Q.C.; T. E. Ellis, Q.C. and L. S. Parsons, chairman.

During February, 1957, a Cherry Burrell Pasteurizer HTST (High Temperature, Short Time) was installed in the Vernon plant

to handle the increased capacity needed for the rapidly growing market for NOCA products. Milk, with the new system, is pasteurized to 162 degrees F. for 17 seconds. A flow diversion valve, electronically controlled, insures that every drop is pasteurized to the correct temperature. Milk flows directly from the pasteurizer to the cooler, where it is instantly cooled to 34 degrees, and then to the sterile bottles, capped and hooded and placed in a refrigerated room ready for delivery. Clarence Hendrickson, plant superintendent, estimated it would save the farmers about \$5,480. It would save 4,000 man hours per year in the plant. 5,040 lbs. of milk per hour in continuous operation will be handled. Made of stainless steel, it is cleaned and sterilized without being touched by human hands. The objective set by the Vernon plant for 1957 is 62 gallons per man per hour.

NEW DIRECTOR

Gaspar Risso retired as a director on January 30th, saying due to the pressure of farm work he found he could not do justice to both. R. C. Freeze, vice-president, said he was sorry to see Mr. Risso leave the Board. He had served his fellow Kelowna farmers well, and always thought in terms of what was best for all. Gifford Thomson, grandson of a Kelowna pioneer settler, replaced Mr. Risso on the Board.

These district meetings were being held as is customary during January and February annually, the main topic of discussion in 1957 being the entry of the Milk Board to the Okanagan. In every area it was a majority show of hands "not in favor" until much more thought and more information could be ascertained on the jurisdiction of the Milk Board.

GIVES ADDRESS

S.O.D.I.C.A.'s general manager, T. E. Clarke, was invited to address the Dairy Farmers of Canada Convention in Winnipeg in January, on "Merchandising". This organization represented 460,000 farmers milking cows in Canada. The "June is Dairy Month" campaign originated with this group. Reported at this meeting was the fact that there were 24% less farms now operating in Canada than two years ago, in 1955.

Several changes pertaining to the dairy industry had come about at this time. Pat Hibbert, the D.H.I.A. supervisor in the North Okanagan, had bought himself a farm, and H. Loewen had replaced him.

500 LBS. NOW

The D.H.I.A. reports showed more outstanding cows with:

Palfrey's Jersey "Brownie Jr." (6 yrs.) producing 8,568 lbs milk, 553 fat at 6.45%.

Peerless' "Jean" (Ayrshire, 2 yrs.) producing 10,864 lbs. milk, 532 fat at 5.27%.

Saunders' "Bambi" (Jersey, 4 yrs.) producing 8,864 lbs. milk, 517 fat at 5.83%.

Stewart's "Kate" (Holstein) producing 14,437 lbs. milk, 607 fat.
 McLeod's (Ross) "Cutie" (Holstein) producing 11,674 milk, 510 fat.
 Wright's "Darkie" (Jersey) producing 10,250 lbs. milk, 509 fat.
 Wright's "Blueberry" (crossbreed, 2 yrs.) producing 10,822 lbs. milk 465 fat.

PENTICTON DAIRY BOUGHT

At the Annual Meeting of 1958, an extra-ordinary resolution was approved, empowering the Directors to purchase the assets of the Pentiction Dairy and Ice Cream Co., and of Mr. and Mrs. M. Parker of Pentiction for \$78,000.

MANAGER'S REPORT

In his report to the Annual Meeting General Manager T. E. Clarke reported under the heading of administrative policies and direction. He said the policy of the Co-operative for many years had been to build up a well-equipped, well-organized, and well-directed farmer-owned co-operative.

The number one principle of the Directors was the policy to secure the greatest possible cash return to the producers, through supplying the largest possible share of the local home market.

Mr. Clarke explained that there were three important groups with somewhat conflicting interests to be satisfied. These were the dairy farmers who produce the milk and cream; the dairy plant employees, and finally the large group of retail and wholesale customers and consumers of the products. It had been the top policy of S.O.D.I.C.A. for many years to give fair and just consideration to the interests of each of these groups. The general policies were laid down by the board of farmer directors, then the carrying out of these policies was left to the staff.

Mr. Stickland became vice-president in place of Mr. R. Freeze who wished to be just a director.

Within a year of his appointment as Minister of Agriculture, Mr. Ralph Chetwynd died on April 2, 1957 in Victoria of a heart attack.

614 LOST LICENCE

Some 614 dairy farms had lost their fluid milk licence in the Fraser Valley, while in the Okanagan, only ten had been cut off, two of which were SODICA shippers.

Dairy Herd I.A. and R.O.P. cows were again producing wonderful records.

K. Young's B.C. Champion Jersey had won the Savage Cup, Pinder Cup and Henning's Trophy and had produced:

"Torr's Folly"—9,500 lbs. milk, 510 lbs. fat CWP
 A. V. Smith's Holstein "Shady Morn Linda"—15,369 lbs. milk, 526 fat, 3.99%
 E. W. Stewart's Holstein "Betty"—15,530 lbs. milk, 552 fat.
 Wright Bros. 2 yr. Jersey "Rose"—8,149 milk, 449 fat

W. Seibt's 3 yr. Jersey "Nellie"—9,744 lbs. milk, 526 fat, 5.4%.

Wright Bros. 4 yr. Jersey "Glory" won the S.O.D.I.C.A. Trophy with 11,560 lbs. milk, 686 fat, 5.9%.

Pinson & Watson won highest herd average—12,582 lbs. milk, 550 fat.

F. McRostie started on his rounds of milk collecting the morning of July 8th, 1957, with a brand new Transtar Studebaker 8-ton heavy duty truck, 196 H.P., at 4,000 R.P.M.'s.

S.O.D.I.C.A.'s 800 cream shippers received the news the floor price of butter had been raised from 58c to 63c per lb. owing to a decrease of 33 million pounds of butter stocks in Canada during August, 1956-57.

J. Ryder, District Agriculturist at Salmon Arm, was transferred to Victoria at this time in 1957, and Des Hazlette took over the duties of District Agriculturist in the Salmon Arm area.

N. P. STEACY

Premier W. A. C. Bennett also announced the appointment on Friday, 13th, of N. P. Steacy as Agricultural Minister for B.C. Mr. Steacy was manager for Borden's for many years and served as both pilot and instructor with the Royal Flying Corps during the First World War.

Gaining first-hand knowledge, S. G. Pant of Planning, Research and Action Institute, Lucknow, U.P. Northern India, participated in the 1957 Green Pastures Tour during which Jack Katchen was proclaimed 1957 Grassman of the Year for the second successive year.

Monday, November 25th, 1957, NOCA Vita D milk enriched with 800 units of vitamin D per quart (170 per 100 c.c.) was placed on the Okanagan market.

NEW ON MILK BOARD

A change in Milk Board personnel came when George Challenger resigned from the B.C. Milk Board to give way for J. D. Honeyman, newly elected producer representative on the board. Mr. Challenger was appointed to the board by the B.C. Government in 1956. Mr. Honeyman was elected by the Fraser Valley producers. Mr. Honeyman operates a 158 acre dairy farm with a herd of 70 head, 35 milking. He served in recent years, prior to 1957, as president of Ladner Local, Fraser Valley Milk Producers' Association.

Rod Bailey, District Agriculturist left the Vernon area to serve in Thailand under the Colombo Plan.

DOMINION DEPARTMENT OF AGRICULTURE

Mention of Art Gall's visit inspecting Okanagan dairy plants for the Dominion Department of Agriculture reminds one that this is a routine check approximately every four months by a representative of the Federal Department of Agriculture. A check is made in Salmon Arm, Enderby, Armstrong, Vernon and Lumby in both stores and dairy plants to ensure the weight and moisture content of the butterfat,

total solids content of ice cream and a check on the weighing of all packages of cheese.

POSTPONED

The Milk Board set-up, originally scheduled to commence in the Interior on November 1st, was postponed to a later date. No definite date had been set and a further meeting between the milk distributors and Mr. Carr was expected before operations finally started.

Route 3, a third D.H.I.A. Route that had been anticipated and worked for, was established late in 1957 with Jack Stephenson the new Route Supervisor.

Bruce Helmkey and Tom Davidson in Salmon Arm shared the Clarke Sales Vigor Trophy for 1957, showing a 4.7% sales increase in their area.

PRESIDENT PASSES

On November 18th, 1957, President Sam Halksworth suffered a stroke at his home in Grindrod and was removed to the Salmon Arm Hospital where he passed away on December 4th.

Mr. Halksworth had assumed the Presidency of the Board of Directors in April, 1939, following the death of R. J. Coltart, and had been a director from the first organization of the co-operative in 1925, having been a member of the preceding co-operative, North Okanagan Creamery Association. He had been on the Board of Directors for 32 years and president for 18 years, the longest span of any of the three presidents. Mr. Patten had relinquished his chair to Mr. Coltart after 11 years, and Mr. Coltart passed away in 1939, after having been president for only three years. Mr. Halksworth had been president during the Association's growth from humble origin to a sound business enterprise. More will be said of Mr. Halksworth in a separate chapter.

At the first meeting of the Board of Directors held in January, 1958, Ed. Stickland was elected to succeed the late Mr. Halksworth as S.O.D.I.C.A. president with Reg Saunders as vice-president.

A.I. CLUB TAKEN OVER

The Salmon Arm and District Artificial Insemination Club called a meeting of its members and farmers to meet with R. J. Irwin, D.V.M., then in charge of the Artificial Insemination Centre, Milner. The club endorsed the resolution applying for assistance, to get it on its feet, from the B.C. Provincial Government. This resulted in the B.C. Government, through L. H. Shantz M.L.A. for North Okanagan, announcing that the B.C. Artificial Insemination Center at Milner would take over the Salmon Arm-North Okanagan Artificial Insemination Club. A complete re-vamping of plans for the A.I. set-up in this area had been completed and an office set up in Armstrong from which the men will work in the various areas to handle the Insemination program. Subsequently on April 15th, 1958, J. Allan moved from Abbotsford to make his home in Armstrong and manage the North Okanagan Artificial Insemination Unit.

Dr. W. H. Anderson stated an "economic farm dairy unit" should produce 200,000 lbs. of milk, per man, per year. This included growing the feed and general farm work. Twenty cows averaging 10,000 lbs. milk each was considered to be an economical "one man" unit.

MILK BOARD

February 10th, 1958, E. C. Carr, chairman of the B.C. Milk Board, announced that the order to bring the Kamloops-Okanagan area of production under the provisions of Part III of the Milk Industry Act, would commence operation on March 1st, 1958.

Mr. Carr also stated that an inspector would be located in the area, as early as possible, in order to have full time supervision of the industry under the order.

Later in 1958, John Comley moved to Vernon and commenced his duties as Dairy Farm Inspector as previously stated by Mr. Carr.

The financial statement issued in 1958 contained the following facts:

Revolving shares at 1c per lb. butterfat and credit to S.O.D.I.C.A. members Capital Distribution Fund which will average approximately 7c per lb. butterfat were in reserve.

The Vernon plant was worth \$300,000 and had storage capacity for 60,000 lbs of fresh milk per day.

Forty-three trucks were now owned by the S.O.D.I.C.A. organization, six of them refrigerated and two of the large transport type.

There were 494 wholesale accounts and 9,000 families served.

Butter support floor had risen 6c, from 58c to 64c.

At the 1958 Annual Meeting, Ernie Skyrme of Grindrod and John Pinson of Armstrong were elected as new directors.

SCHOLARSHIP

This meeting endorsed a proposal by the Board of Directors in the form of a resolution reading as follows:

WHEREAS the Faculty of Agriculture of the U.B.C. has made valued contributions to the agriculture of the province, and,

WHEREAS we, the members of S.O.D.I.C.A. wish to support the U.B.C.'s Development Fund,

BE IT RESOLVED that a grant of \$5,000 be paid by the Association at the rate of \$1,000 per year, for five years, to the U.B.C.'s Development Fund.

RESOLUTION

Extra-ordinary Resolution No. 1 was also approved by the members empowering the Board of Directors to spend \$20,000 on the Vernon plant and \$50,000 on the Penticton plant and to sell Association property at 67 Front St., Penticton; also the acceptance of a \$16,000 grant from the Dominion Government—P.C. 1958-3-70.



NOCA Dairy Penticton Plant, which employees approximately 20, and is situated on the outskirts of Penticton.

PIONEER LADIES PASS

The farmers and members of the industry were saddened to hear of the death in Grindrod of Mrs. Sam Halksworth only two months after her husband's death and of Miss Hannah Coltart, February 21st, at the age of 97, sister of the late R. J. Coltart, who made her home with the Coltarts from 1906.

Mrs. E. S. Craster, the only woman to ever serve as a director of the S.O.D.I.C.A. Board, died, February 10th, at the age of 83, and Mrs. Catherine Fraser, Armstrong, B.C., on January 23rd, in her 87th year. Mrs. Fraser was the youngest child of Augustus and Catherine Schubert, members of the famed Overlander Party of 1862. As a young girl, she came with her family from Lillooet, where she was born, and lived with her family on the farm now known as the McKechnie Farm. Four pioneer women who had worked hard and knew the pressures of farm life, yet would have chosen no other, in all probability, had passed on to their reward.

OUTPUT

S.O.D.I.C.A. had now grown to be the second largest co-operative dairy in B.C. The output in 1957 was:

- 5,000,000 quarts of milk.
- 750,000 quarters (9% btft) table cream.
- 700,000 quarts of whipping cream.
- 250,000 gallons (or 60 carloads) of ice cream.
- 400,000 lbs. of cheddar cheese.
- 1,000 farm families were member producers.

Milk in 1956 was worth 96c per lb. butterfat.

Milk in 1957 had risen to \$1.03 per lb. butterfat.

Blend price was \$4.11.

S.O.D.I.C.A. sales in 1957 totalled \$2,500,000 and a \$300,000 increase.

S.O.D.I.C.A. shippers were paid \$72,000 more than in 1956.

A 35-ft. refrigerator trailer was bought to truck milk from Vernon to Penticton and to Kamloops.

S.O.D.I.C.A. AND A.C.C. PROTEST

President Ed Stickland of S.O.D.I.C.A., and President John Fowler of Armstrong Cheese Co-operative made protests to the B.C. Milk Board because, while Revelstoke was included in the area to come under Milk Board jurisdiction this had now been changed, and Revelstoke, with its 4,000 consumers was now independent of Milk Board control. It was understood there would be no equalization support by the Revelstoke dairymen with the remainder of the dairymen in the Kamloops-Okanagan area.

Rumors that one dairy in Kamloops was seeking to have Kamloops taken out of the area, too, was causing concern, and all agreed that the rules should apply and if concessions were made at one point where could it end? A market with 4,000 consumers not pooling with the others would naturally affect every producers in the area.

ADVANCE PAYMENT

On April 30th, 1958, the first "advance payment" cheques were sent out to S.O.D.I.C.A. milk shippers. This represented approximately 80% of the value of their milk shipments for the first two weeks of April. The Board of Directors made the decision to do this due to the delay in accounting caused by the B.C. Milk Board now setting the prices which delayed the months cheque to the 19th or 20th of each month. An "advance payment" at the month's end will enable shippers to meet their commitments.

FARM LOANS

The Canadian Farm Loan Board announced farmers could borrow up to \$15,000 on first mortgage for all legitimate farm purposes. This could be not more than 65% of the appraised agricultural productive value of the farm (land and buildings) nor more than \$15,000 in any event.

During June a new ice-builder was installed in the Vernon plant, with a capacity of 20,000 lbs. of ice per day.

Stuart Fleming, M.P. for John Diefenbaker's Conservative government for Okanagan-Revelstoke was appointed to the Agricultural Committee of the House of Commons.

With the Green Pastures Program still an active force, another 100 acres of pasture were brought under irrigation by Okanagan farmers in the spring of 1958, and Jim Ryder, District Agriculturist, well known in the Okanagan, was transferred from Victoria to Vernon.



F. C. WASSON, Provincial Dairy Commissioner, Retires, 1958.

F. C. WASSON RETIRES

F. C. Wasson, Dairy Commissioner for British Columbia since 1946 and well known to the Okanagan prior to that date when he held the position of Okanagan Dairy Inspector, and made his home in Kelowna, was superannuated at this time. George Patchett was appointed British Columbia Dairy Commissioner succeeding Mr. Wasson. Mr. Patchett was born and raised in the Armstrong district, his parents being some of Armstrong's earliest settlers. His sister, Mrs. (Annie) White of Three Hills, Alberta, was the first girl

born in Armstrong. Mr. Patchett had technical training at the Ontario Agricultural College before service in World War I. Returning, he earned an outstanding reputation as a buttermaker and cheesemaker in Alberta and was one of the first official cream graders appointed in Canada. In 1928 Mr. Patchett returned to B.C. and managed the Cowichan Creamery at Duncan, B.C. for fourteen years. He became a Dairy Inspector in 1943 and Senior Dairy Inspector in 1948.

SEEKS INCREASE

On behalf of the Okanagan Valley Farmers, S.O.D.I.C.A. President Ed Stickland, also the Kamloops-Okanagan area member for the Advisory Council to the Milk Board, requested an increase of 20c per cwt. of milk of the B.C. Milk Board. Mr. Stickland was successful in reaching his goal of a higher price for the farmer.

JEOPARDY

But marketing being the competitive thing it is, the market was almost simultaneously jeopardized by a local chain store importing coast milk to compete with Okanagan milk. In a brief to Premier W. A. C. Bennett (related here in condensed form) pointing out the jeopardy the 4 MILLION dollar dairy industry was in, the S.O.D.I.C.A. executive of the Board of Directors explained that encouraged by the equalization between farmers in the Coast area under the New Milk Act, so that each farmer received his proportionate share of the fluid and manufacturing market provided each produced a product that qualified, the Okanagan dairymen voted the Milk Board to come into this Valley. The dairymen in the Okanagan depend on their local market for their

livelihood and their main concern was protection against the importation of surplus milk from other areas.

SECTION 57

It was the Directors' understanding, after a meeting with the Milk Board, that they could be assured of such protection, especially from imported milk originating in the large chain organization's plants in Vancouver. To inform them, Section 57 of the B.C. Milk Act was pointed out. This made it illegal to sell dairy products at a price which did not include all costs of transportation. It was also understood, the basis for checking, that we were so protected that all milk entering the area carried the rate charged by common carriers from Vancouver.

Thus assured, application was made for the Okanagan-Kamloops-Revelstoke region to come under the control of the B.C. Milk Board.

In order to give added protection against fluid milk imports S.O.D.I.C.A. accepted a lower based formula for this area than in effect in the Coast area.

ALLOWED IN

A Kelowna chain store had brought a cartoned milk in from their Vancouver plant in November, 1957, selling it below the prevailing Okanagan produced price-level. They were ordered to desist until their books could be studied as to Section 57. In June coast surplus milk was shipped into Penticton, and by October into Kamloops as well. The Milk Board advised they had no control over this situation; from the study of their figures they were satisfied they could ship the milk into this area in their own refrigerated trucks and not violate Section 57.

The Board of Directors of S.O.D.I.C.A. therefore respectfully requested that all milk coming into this area carry the transportation charges of the licenced common carriers.

Des. Hazlette, Salmon Arm, District Agriculturist, opened the 1958 Green Pastures Tour which Jack Katchen of Silver Creek won for the third successive year.

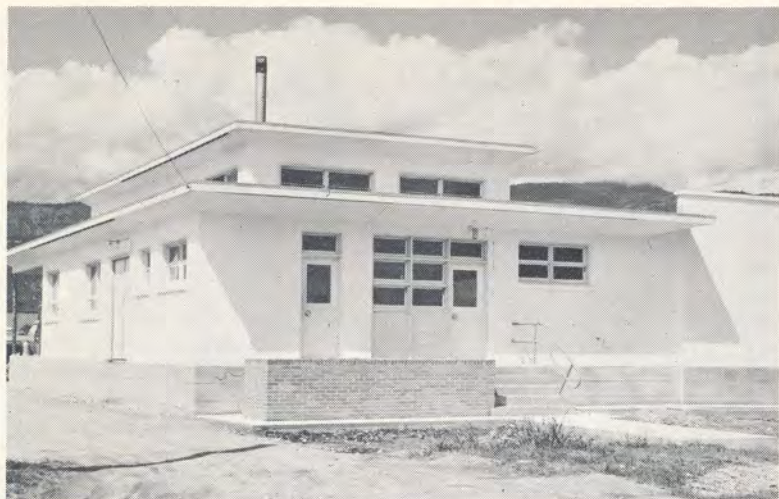
CHEESE FOR PRAVDA

When the Kelowna Packers hockey team left for Russia, on Nov. 3rd, they carried a 20 lb. block of Noca cheese with them to be delivered to Pavela Satychkow, Editor of Pravda, with the compliments of W. Beaver-Jones, editor of the Daily Courier of Kelowna, made available by S.O.D.I.C.A. Directors.

When you examine a Noca milk carton you will see a picture of Ogopogo—well known symbol of Lake Okanagan and also the picture of a shield. The shield is the Dewar Shield, the trophy presented each year to the district having the best exhibit at the P.N.E. For three successive years the Okanagan has won this award, presented first by Thomas R. Dewar, MP in 1905.

KELOWNA CREAMERY ENLARGED

Doubling the capacity of the present cold storage room, office and



The NOCA Kelowna Plant now employs approximately 22 and appears as above, an immaculate looking building.

receiving room, the new addition to the Kelowna plant was now under way. Two 12,500 lb. insulated milk storage tanks and other essential pieces of equipment to streamline the dairy operation are being installed. The storage tanks were installed by Chapman's large crane.

S.O.D.I.C.A.'s General Manager, Everard Clarke, a member of the National Dairy Council, was assigned by that organization to its important standing committee on legislation, therefore Okanagan dairy-men will have a direct knowledge through their manager of the change in the national dairy picture.

Early Sunday morning, October 19th, safe crackers entered the Salmon Arm Creamery, forcing a door open into the receiving plant. A counter was torn out and the heavy safe raised and turned over on its side, (indicating more than one person was involved), and a brand new calculator machine smashed, as it tipped over on it. A creamery axe, still missing, was used to hack at the bottom. Papers were strewn over the floor and \$500 in cash removed. Damage and loss were estimated at about \$1,500, but there was no loss to the co-operative owing to full coverage by insurance. A week later their Penticton safe was stolen.

TEAMSTERS

January, 1959, brought renewed demands to the Co-operative which stunned the dairy farmers when they learned that Teamster's Union business agents were demanding \$55 per month increase for dairy workers.

It was considered ridiculous, considering they worked on a "five day week", had medical protection, paid insurance policies, supplied with

overalls, were paid 50% toward uniforms and now asked for 50% for dry cleaning three times per month.

As one farmer said, "compare that with my seven days a week, medical and insurance paid by myself and my wife does the laundry!"

All Okanagan dairies together engaged L. J. A. Rees, Industrial Consultant, to assist in negotiating.

Mr. Rees met Teamster agents after dairymen representatives met and decided they were unable to meet increased wage demands. This was finally settled for a \$10.00 per month increase in pay in Jan. 1959, \$5.00 increase Jan. 1, 1960, and another increase of \$5.00 on July 1st, 1960.

TROPHY

To honor their father, S. E. Halksworth, Sodica President for eighteen years, his daughters, Mrs. Herb Scott and Mrs. Walter White, established the beautiful Halksworth Memorial Award to be presented to S.O.D.I.C.A. employees in annual competition as the "Dairy Personality of the Year." Chosen by his fellow employees, to be the first winner of this memorial to a fine dairy personality, was W. C. (Bill) Cameron.

Another presentation was made to John McPherson who commenced hauling for S.O.D.I.C.A. on Dec. 16th, 1928, and had completed 30 years. He was presented with a wallet for his valuable years and heartily wished another thirty years.

W. HLINA WINS

S.O.D.I.C.A. plant employees have been bringing honour to the Co-operative since the first NOCA buttermakers made the name NOCA synonymous with the best in the West, so when Walter Hlina, Plant Foreman at Vernon, won first prize for knowledge and judging ability in a competition with 53 American and Canadian cheese makers, he added another laurel to himself and his Co-operative. When he returned he had won \$15.00 in cash, a valuable Dairy Thermometer from the Taylor Instrument Co. and a year's subscription to the "American Milk Review", and \$50 from S.O.D.I.C.A. Board of Directors.

The Artificial Insemination Club had appointed Arne Colly, former Salmon Arm D.H.I.A. supervisor as a technician, and David Cullen was transferred from Chilliwack to replace him on Route I.

S.O.D.I.C.A. Board of Directors backed by civic groups, requested that a Farm Loan Branch Office be opened in Vernon. The resolution to this effect was mailed to Stuart Fleming, M.P.

"35,000 CLUB"

Through the pages of the "Cream Collector" the shippers shared the honor bestowed upon popular Jack Allan, Manager of the A.I. centre at Armstrong. Mr. Allan was acclaimed "Outstanding practitioner of A.I. in North America". He was presented with a fine gold Churchill automatic watch and a jewel pin. He also became a member of the exclusive "35,000 Club", an organization of only 30 members on this continent. To qualify, a technician must have completed 20 years

service or inseminated 35,000 cows. Mr. Allan started his career on April 18th, 1945, so qualified in 14 years, making this an outstanding achievement.

Bruce Aten of Salmon Arm was elected to the Board of Directors at the 1959 Annual Meeting which continued to show growth and progress.

700 LB. COWS

Wm. Seibt's Jersey cow "Nina" produced a total of 11,117 lbs. of milk and 739 lbs. butterfat to win the S.O.D.I.C.A. Trophy, followed closely by Wright's cow "Glory" with 725 lbs. butterfat. Ivan Danbrook had high herd average with 12,862 lbs. milk and 504 lbs. butterfat, and Wright Bros., the high low ave., 8,316 lbs. milk and 409 lbs. butterfat. These herds were on D.H.I.A.

FIRST BULK TANK

The first bulk tank, marking another step in the progress of the dairy industry on the farms of the Okanagan was installed in the barn of Frank Marshall, Okanagan Landing. It was a DeLaval round the barn pipeline milker and 300 gal. bulk tank.

All three clubs, Jersey Club, Holstein Club and Ayrshire Club held club meetings and field days during May, 1959, when a picnic lunch was enjoyed by participants at each.

Bloom and Sigalet Ranch, F. C. Marshall and Stickland were leading the top ten fluid milk shippers, when W. C. Cameron gave the 1958 annual report stating 1958 had been a peak year of production.

PEAK YEAR

132 fluid milk producers in 1958, producing an average annual milk shipment of: 125,839 lbs. of milk or 344 lbs. per shipper per day.

Milk shippers produced 63.4% of the butterfat.

Cream producers produced 36.6% of the butterfat.

Fluid milk production increased 12.9% over 1957.

Blend price increased 12.7c per cwt. to \$4.47 per cwt.

The average S.O.D.I.C.A. butterfat test was 3.9122%.

The average area butterfat test was 3.8829%.

Milk increase amounted to 2,044,902 lbs.

778 cream shippers.

70 cheese milk shippers.

Butter making decreased 5.4%.

Cheddar cheese increased 14.8%.

WILLOWBURN

The famous "Willowburn" Ayrshire herd of Lou Brydon at Falkland was sold to Clarence Adair, who purchased a farm at Silver Creek, having sold his farm at Langley.

The Brydon herd had been built up over many years, and was an Accredited Herd. Many class leaders for Canada, with butterfat records up to 770 lbs. were among "Willowburn" Ayrshires.



Willowburn Ayrshires at Falkland

GLASS TUMMY

At the Summerland Experimental Farm, four Jersey cows had undergone surgery in the name of research, when they had plexiglass windows installed in their flanks so researchers could look in and see what happens. Dr. J. McArthur said the movements of the cows' "tum-mies" resembles the action of a churn. This is a step in a program aimed at the prevention of bloat, which is a scourge to the farmer who finds his cattle highly susceptible to alfalfa bloating.

While Manager E. Clarke attended an International Business Conference at Harvard University, George Borstel of the Salmon Arm Plant was being awarded the National Safety Council Gold Pin, presented by Roy Evans, Management Training Consultant employed jointly by Federal and Provincial Governments. The citation read "This award is for your knowledge of handling people, understanding problems of human relations, and your knowledge of safety rules." There were 25 people in this competition and in recognition of his achievement, Mr. Borstel received \$25 from the Association.

SAY CHEESE

While the 1959 Royal Tour was in progress, a birthday party was held aboard the Royal Train to honor Mr. Norman James, Senior Press Photographer on the Royal Train, who was serving for the 14th time on a Royal Tour. Ray Timson, senior editor of the Toronto Star requested a piece of NOCA's wine-cured cheese be obtained, if possible. Clarence Hendrickson selected this special request, and Lorraine Bodnisky gift-wrapped it in gold foil and personally delivered it to the Royal Train with a letter to Mr. Norman James signed by Mayor Becker, Aldermen Coursier and Telfer. It was humorously pointed out that when a photographer wants a subject to smile he suggests they say "cheese". With this gift of cheese, he was asked only to smile, as Noca cheese would do the "trick".

Noca Dairy was honored when in October 1959, their General Manager T. E. Clarke was elected to the Directorate of the National Dairy Council of Canada, and as such will represent British Columbia.

DUMPING

During the autumn of 1959, Shannon Dairies of Vancouver rented the Kelowna Creamery (not the S.O.D.I.C.A. plant), in Kelowna, and installed a cheese vat in it, and began to purchase Class I milk from Okanagan farmers at Class III prices. The farmers were subsidized by Armstrong Cheese Co-operative, S.O.D.I.C.A., and Dutch Dairies, Kamloops, who deduct monies from the producers to make up the \$2.37 per can not paid by Shannon Dairies. Shannon Dairies began shipping milk and dairy products into the Okanagan from the Vancouver area creating a surplus of Class I milk to an approximated 30%, or a loss of \$284,000 to the Okanagan farmers thus hurting the area's economy. The farmers requested that the government take action immediately, and eliminate the "dumping" of milk into the Okanagan area.

Shannon Dairies at this time supplied Kelly Douglas chain stores. Lucerne Dairies supplied Safeway.

PROPOSAL

When the B.C. Federation of Agriculture convened in December, John Fowler of the Armstrong Cheese Co-operative Association proposed that Section 57 of the Milk Industry Act be implemented by the B.C. Milk Board. This was reiterated by S.O.D.I.C.A. and the Attorney General was asked to enforce it immediately. Gifford Thomson explained the situation on behalf of S.O.D.I.C.A. and was backed by Bruce Aten.

B.C.F.A. Manager Walls asked the Okanagan delegates what authority they had to say that fluid milk was being "dumped" in the Okanagan when the B.C. Milk Board had declared itself satisfied Fraser Valley dairies were paying full fluid milk prices to the producers for the milk being shipped into the Okanagan plus full freight charges?

SATISFIED

B.C. Milk Board Chairman E. C. Carr was invited to speak on the subject but declined.

J. J. King of Chilliwack declared it was strictly up to the Milk Board to decide if Section 57 is being flouted and T. J. Robertson, of Delta, recommended no action to change Section 57 should be made until the Supreme Court ruling is obtained.

TABLED

Both Okanagan resolutions were then tabled and Leslie Gilmore's move for reimposing full control through to the consumer was introduced, receiving overwhelming support.

LOCAL MILK ONLY

District "G" Farmer's Institute had passed resolutions brought up at their convention re Coast milk in the Okanagan, and in December

received a wire from Victor F. McLean, President of Kelly Douglas and Co. stating he was sorry there had been any misunderstanding, and he realized the interests of the local dairy industry. Thus, in future "Super-Valu" and "Red and White" chains in the Kamloops-Okanagan area would carry only locally produced milk.

FARM LOAN BILL C67

Stuart Fleming, M.P., explained the new Farm Loan Legislation to the Farmer's Institute Convention in Winfield. Bill C67 is a new bill and a long term mortgage credit act. It may be used to acquire farm land, to purchase machinery and fertilizer, to build farm buildings, to clear, drain, and irrigate land, to discharge liability or to increase the farm to an "economic unit". In one section there is no age limit and up to \$20,000 may be borrowed at 5% interest over a period of 30 years. Young farmers 21-45 years of age may borrow up to \$27,000 at 5% interest over a span of thirty years. A five years experience in farming or the equivalent must be shown to borrow this.

NOCA 1950's HONORS

Perhaps the beginning of 1960 might be a good time to itemize the honors that had come to Noca Products and staff during the 1950's.

Noca Ice Cream won 1st Prize in International Competition.

Salmon Arm butter won a Certificate of Merit at the same time.

Walter Hlina awarded "Outstanding Dairy Personality" at University of Alberta Dairy School.

The Salmon Arm Cheese Plant was featured on the front page of the Canadian Dairy and Ice Cream Journal.

NOCA CHEESE PRESENTED TO:

The Royal Couple by City of Salmon Arm.

Prime Minister Louis St. Laurent by the City of Vernon.

Prime Minister Sir Winston Churchill by Canadian Air Force Veterans.

Members of B.C. Legislature by Hon. L. H. Shantz.

King Paul 1st of Greece

Pope Pius XII in Rome by City of Vernon.

World Hockey Champions Penticton V's by S.O.D.I.C.A. directors.

Right Hon. J. Gardner by the Board of Directors.

"Pravda" through Kelowna Packers hockey team by "Kelowna Courier".

The Royal Train by Pressmen.

Birthday party for photographer on Royal Train by reporters.

☆ ☆ ☆ ☆

NOCA received Gold Plaque for World Record Shipment of fresh Canadian milk flown 5,000 miles from Vernon to Dusseldorf, Germany for Penticton V's, on fourteen consecutive days.

Noca bowling team won 62 trophies.

R. H. Cull and *W. C. Cameron* received diplomas for successful completion of 4 year U.B.C. Business Administration Course.

I. R. McKenzie for 3 years Business Administration Course.

Clarence Hendrickson, *W. S. Bennett*, *Butch Kaneda*, *C. Crozier* —1 year certificate for same course.

W. C. Cameron won the Halksworth Dairy Personality Trophy.

W. Hlina won the International Cheese Judging Contest.

Everard Clarke invited to Harvard Business Administration Conference.

Everard Clarke elected to National Dairy Council.

George Borstel won National Safety Council Gold Pin.

Noca Dairy won Blood Donor Shield.

☆ ☆ ☆ ☆

FARMERS TOO

Not to be outdone by the administration's laurels, *Ed Stickland* and son, *Norman*, won the "Butterfat King" title *again* shipping 20,040 lbs. butterfat in 1959. *Don Harrop's* Ayrshire "Swan Lake Yvonne" was awarded a Gold Seal Certificate by the Ayrshire Breeders Association of Canada. In eleven lactations, she produced 106,362 pounds of milk, 4,664 pounds of butterfat at 4.39% in 3,441 days. She was not entered on R.O.P. until she was a mature cow; as a 7 year old she produced 11,753 lbs. of milk, and 562 lbs. butterfat at 4.78% in 365 days. She commenced her last lactation at 17 years of age; and *A. V. Smith's* "Orchard Brook Rose" led the Canadian R.O.P. 9 year old Class in December, producing 13,450 lbs. of milk and 593 lbs. butterfat at 4.41% in 305 days.

NOCA milk from the Kelowna branch also received a perfect score from the Kelowna Health Unit and the "Good Housekeeping Shield", an inter-plant competition moved to the Salmon Arm plant.

R. J. CARLIN, DIRECTOR

As has been pointed out before many of S.O.D.I.C.A.'s directors are members of pioneer families. The opening of the new hall built by the Tappen Women's Institute, built on property donated to them by S.O.D.I.C.A. director *R. J. Carlin* took place recently (1960) with the honor of cutting the ribbon symbolizing the opening of the doors given to *R. J. Carlin*. The district known as Carlin is called after *Mr. Carlin's* father.

AUTOMATION

Automation came to the head office of *Noca Dairy* when effective January 1st, the accounting procedure was processed with a National Cash Register 31-M accounting machine. These are the long pink slips we receive along with our cheque each month providing the producer with information at his finger tips.

PRINCE GEORGE REQUEST

R. Ludwig of Northern Dairies in Prince George made a special trip to Vernon to try and arrange shipments of NOCA milk and NOCA

dairy products to Prince George. Mr. Clarke, NOCA general manager, referred this to Mr. E. C. Carr, suggesting this transaction should be handled through the B. C. Milk Board.

Early in 1960 a \$50,000 expansion program at the Vernon plant began, and before the month was over the farmers were again holding meetings with the B. C. Milk Board.

ADVERSE EFFECT ON TAKE-HOME PAY

One question asked at a meeting in Salmon Arm (February 8th, 1960) was as to the advisability of combining with the Coast as one Milk Board area. Mr. E. C. Carr pointed out that cows and quotas would then move freely between the two areas. He stated that the fluid utilization in the Okanagan was 71% as against only 52% in the Vancouver area. This could have an adverse effect on the take-home pay to the Interior producer.

The question of an evaporating plant in the Okanagan to give local shippers a Class II Milk Market was queried and Mr. Carr replied that at the present time they received \$1.00 more for Class III milk than they would receive for Class II milk, due to eastern competition. He also pointed out that the milk supply in this area was by no means able to support a condensery.

ADVERTISING

Direct action was taken by General Manager Clarke following Lt. Governor Frank Ross's speech from the throne opening the B.C. Legislature, announcing that the Government would undertake an extensive promotional campaign to encourage the consumption of B.C. food products. Mr. Clarke at once contacted Canadian Advertising Agencies and Dairy Commissioner George Patchett in Victoria, pointing out two very important farm items, Okanagan creamery butter, and Okanagan cheddar cheese.

Clarence Hendrickson, Walter Hlina, Marinus DeJong and George Borstel completed yet another course in their endeavour to give the Association the best service available. This time all four men passed their examination following a four-month correspondence course in refrigeration, steam and equipment, with the examiner Mr. Henry Justason of Vancouver Vocational School giving a three day practical instruction course at the Vernon plant followed by both oral and written examinations.

Top cream shippers were: Naylor, Gillis, Dangel, O'Brien, Speed Silver, Andrews, P. Edwards, Smaha and Riley.

MARK TEN MORE

During March 1960, the issue "Mark Ten More" Cream Collector, the work of the editor, Mae Cameron, came into our homes. This issue was much appreciated by the long time shippers as the articles and times told the story of NOCA and contained personal sketches of key personalities of the Association. New shippers learned more about the

Association they had joined, and found it didn't just "happen," it took a lot of hard work and careful administrating.

It has been said, "Co-operation must be practised by everyone, by those who are supervising as well as those who are supervised. It is a voluntary thing, a two way steet, a way of living in which people work together to get something done". This seems to have been particularly effective throughout the S.O.D.I.C.A. growth.

RECORDS

Not too many years back in the History, we mentioned an economist's report on the income from a cow giving 500 lbs. butterfat, and that people said "fine, but where is there a 500 lb. cow?" Now, by 1960, many cows were producing 500 lbs. and more, of butterfat, annually for their owners; herd averages were over 500 lbs. The D.H.I.A. reports for the Okanagan showed 26 cows produced over 600 lbs. of butterfat in 1959 and "Gertie", a Jersey-Holstein cross in D. Wright & Son's herd won the S.O.D.I.C.A. Trophy, producing 14,627 lbs. milk and 752 lbs. butterfat. The highest herd average was won by N. Edwards with a production of 11,724 lbs. milk and 561 lbs. butterfat.

INCREASE

Also by 1960 Class I milk production had reached 20,000 lbs., or an average of 389 lbs. milk per farm per day, a 9.7% increase. Farmers received 60c of their dollar in returns. The Association now had 34 milk routes, 28 of these being retail and 6 wholesale refrigerator trucks. 126 employees were part of the NOCA enterprise.

"Open House" was held at the newly modernized Vernon plant, May 1960. Between 17 and 20 local men had worked during the winter months to back the winter works program when approximately \$60,000 was expended in renovations. The work was carried out by local contractors.

The overall expansion reached 50% and the building tripled the dry storage warehouse and added lunch rooms and washrooms. A new cottage cheese packaging machine was an original idea of staff members. At the rate of 1,080 cups per hour, this machine measured out the exact quantity of cottage cheese to fill each cup, applied the lid and date stamped each package.

The pasteurizing room was extended by 200 square feet, and a new floor laid. The high temperature short time pasteurizing equipment capacity was increased from 5,000 lbs. per hour to 8,000 lbs. per hour.

Cold storage facilities for milk storage was increased 35% and an extra 1,400 feet of loading dock facilitated faster and more efficient loading of the refrigerated trucks and freighters.

A new cheese room was added for the storage of cheddar cheese with a temperature of 40 degrees and a 50% enlargement of the butter room, kept at 10 degrees below zero. Beyond these the ice cream

storage room was also doubled in size and is kept at an icy 22 degrees below zero.

A new boiler house and boiler providing gas-powered steam was added as well. The new 140 foot garage will house 14 trucks. During the 1959-60 winter, six new trucks were added to the NOCA Fleet. Two of these were large walk-in refrigerated units, especially built for transport.



Modernized NOCA Dairy Plant, Vernon, B.C., 1960.

OPEN HOUSE

"Open House" festivities were an overwhelming success with 3,000 people visiting the newly expanded plant. From 4:30 to 5:30, and 7:30 to 8:30, "Miss Betty," hostess of the popular Romper Room program seen on CHBC-TV daily, appeared to greet children and their parents, proving to be a very attractive addition to the "party."

The producing farmer realizing the importance of the loyal support they had received through the years from merchants went on record in voicing their appreciation to the merchants of the area.

It was pointed out that S.O.D.I.C.A. is now a three million dollar local industry; the monies paid to shippers and employees each month circulates continuously in the Valley's economy.

The farmers have invested sums of money for farm machinery and land improvement to expand cattle operations to safeguard the Okanagan Valley's "home markets."

HOME MARKET VITAL

Situated as this area is, winter weather with slides and floods on rail lines and highways block transportation quite regularly, in adverse

séasons. Revelstoke Division, C.P.R. confirm that in 1929 the Stoney Creek Bridge went out causing the railroad to be tied up for three weeks, and again in 1935 or 1936 when a very heavy snowfall took the line out for another week. Floods in the Fraser Valley in June of 1948 halted railway transportation for eighteen days. Geologists say the situation of our railways and highways make them especially susceptible to slides and washouts. The Okanagan dairy farmers feel they provide a permanent and valuable service to the area by guaranteeing a reliable product 365 days of the year. "As close as your front doorstep" is really a true statement.



"NOCA Always Gets Through"

NOCA VIA AIR

Speaking of the disastrous flood of 1948 when no trains ran for nearly three weeks, NOCA was contacted by certain big customers in Vancouver to ship NOCA butter, in one pound prints, by air lift to Vancouver and again S.O.D.I.C.A.'s friendly pilot, Peter Dycke and his "flying machine" did yeoman service, flying a round trip every four hours, loaded to capacity with good NOCA butter. True to their canny ways the management arranged to have the "Anson" make the return trip "pay off" by bringing back ice cream cartons, sugar and needed supplies for operating a dairy plant.

Never have hospitals, institutions or mothers and babies of the Okanagan been faced with a threat of a shortage of fresh milk or dairy products, thanks to their dairy farmers and S.O.D.I.C.A.

TO COPY S.O.D.I.C.A.

S.O.D.I.C.A. received a request from Comox Co-operative, Vancouver Island, for a copy of the Association's rules from which to pattern a realistic capital structure for their organization. Mr. Leon J. Ladner, Q.C., and prominent Vancouver barrister, drew up the rules of

S.O.D.I.C.A. and revised them completely in 1946. The rules were designed with the welfare of all S.O.D.I.C.A. members in view and have been followed strictly ever since by S.O.D.I.C.A. directors.

MISS NOCA

Seven lovely farm girls competed for the title "Miss NOCA" during the summer of July, 1960; Rosemary Riley of Celista, Dorothy Goodgame, Salmon Arm; Pat Ginn, Deep Creek; Mitzie Schaafsma, Tappen; Wilma Ayer, Enderby; Mae Dangel, Grindrod, and the winner Joyce Moilliet, Vernon. Miss Moilliet went on to Vancouver to compete for the title of B.C. Dairy Princess. Judges were Art Hay, Lumby; Mrs. Vera McCulloch, Vernon, Tom Willis, Kamloops and G. D. Johnson, Chairman of the Okanagan Princess Competition. Miss Moilliet was from Vavenby, B.C., the daughter of Mr. and Mrs. T. K. Moilliet. At that time she lived with her aunt, Mrs. E. A. Rendell, Coldstream, while attending Vernon High School. However, Miss Moilliet became ill, and was replaced by Rosemary Riley, runner-up; Miss Riley lost out in the finals in Vancouver to Miss Clara Taylor of Saanich.

Route II D.H.I.A. had a new route supervisor in 1960 when Ralph Taylor replaced Henry Louwen who moved to Prince George. Ralph worked for five years with the Scottish Milk Records Association before coming to Canada where he worked for the May farm on Lulu Island, then for the D.H.I.A. at Chilliwack.

ON TELEVISION

A climax to the 1960 Green Pasture Tour came with appearances on CHBC-TV of Albert Schock, Kelowna. M. Johnson of Kelowna, 1959 winner, said, where he grew 400 tons of corn in 1959, 40 carpenters were building the new Dr. Knox school today, one year later.

It was also announced that a farm program called "Country time" would commence on the CBC-TV network on Sept. 21st, 1960.

Also with the quickly changing times in the Okanagan the Board of Directors requested shippers to consider breeding some heifers or cows now (September) to freshen in June to ensure an adequate supply during the tourist season.

PENNY WISE

"Penny Wise" (Mrs. Evelyn Caldwell), columnist for the "Vancouver Sun" accompanied by editors and columnists writing for the women's pages in B.C. newspapers, visited Vernon and toured the NOCA dairy. The newswomen were on a tour sponsored by the B.C. Dept. of Agriculture and were accompanied here by District Supervisor G. A. Luyat and District Agriculturist J. Ryder, Vernon aldermen, and business men.

"Penny Wise" mentioned her enjoyable visit to the B. C. Palfrey farm and orchard overlooking beautiful Lake Kalamalka—"the lake of many colors," in a subsequent column in the "Vancouver Sun," as did

"Ethel Post," well known for her "Shopping Column" in the women's section of the "Vancouver Daily Province." D.D.D.

Sept. 27th, the Okanagan Telephone Co. completed the third unit of its direct distance dialing to make available "do it yourself" long distance dialing to 435,000 telephones in 66 communities and cities in B.C. The Okanagan Telephone Co. was the "first" in B.C. to provide this "instant long distance service" to its subscribers, rural and urban.

The growth of Penticton was re-echoed in I. R. McKenzie's report to a NOCA sales meeting held on the "S.S. Sicamous," showing a sales increase in 1960 of 35.9%.

S.O.D.I.C.A.'s Board of Directors, at their Nov. 1960 meeting sent a request to the Agricultural Extension Department suggesting additional agriculturists for the Okanagan. It was pointed out that the \$8 million dollar fruit industry had 32 research workers employed in the Okanagan while the \$3½ million Dairy Industry has only two.

B.C. REPRESENTATIVE

S.O.D.I.C.A. was honored, during the same month, to have President Pierre Cote of Quebec appoint its General Manager, T. E. Clarke, the B.C. representative to the Public Relations Committee of the National Dairy Council.

DIMINISHING

By the year 1961, only 18% of Canada's population were farming, feeding the urban 82%. This trend has had weakening effects on the once powerful farmer's voice in politics of our day, which is unfortunate, especially when one realizes everything starts with the farmer. Industry may be of the latest design in automation, men may run the latest invention in machinery, but basically all mankind must have food to survive. We need only to look at the starving millions in underprivileged countries to realize what a potent factor "plenty" is to every phase of our society. Hunger breeds disease and revolution.

IMBALANCE

But the Agricultural statistics show a great imbalance, for instance, in 1959 one hour's pay to an industrial worker would buy 10 pints of milk and only one year later, it had risen to where the same one hour's pay would buy 17½ pints of milk.

In 1939 the industrial worker spent 23% of his income for food and in 1960 with more and better food on the market this had dropped to only 20% of his income spent for food.

KELOWNA CREAMERY CLOSES

On New Year's Eve, 1960, the Kelowna Creamery dairymen met to consider their situation and decided to close their doors. The creamery was operated by Vancouver interests. As a result of their decision, seventy dairymen began shipping, Jan. 1st, 1961, to S.O.D.I.C.A.; thirty were fluid milk shippers and forty shipped cream.

THIRD MILLION

S.O.D.I.C.A. had shown a 20% increase in production, as well as a 20% increase in sales and had enjoyed a \$3,247,926.72 business in 1960.

In 1960 S.O.D.I.C.A. handled 72.57% of Okanagan's milk as compared to 60.18% in 1959.

"Growth in business is not an evil and size is no sin." While many regard a more successful competitor with pangs of jealousy and distrust, it is deplorable their success is not commended and their capabilities admitted. A small business man must recognize growth can be honestly achieved and this must be a basic concept, to grow with the times and thus successfully advance in their industry.

Early in the year, the Salmon Arm Cheese Factory was enlarged to provide a larger cheese making room and a new 20,000 lb. stainless steel tank with a clarifier, and a large culture storage room added to the plant. This plant making NOCA cheese employed 22 men, being a part of S.O.D.I.C.A. dairy industry in the valley.

In January, 1961, the pioneer farmer Lou Brydon passed away in Vernon. Known for their Willowburn Ayrshire herd, Mr. and Mrs. Brydon were well known early residents of the N. Okanagan.

LEADER OF INDUSTRY AWARD

Larry Antilla, shipping foreman at the Vernon plant, accepted the "Leader of Industry Award," a signal honor to S.O.D.I.C.A. when the dairy farmers' organization was selected in all North America to receive a recognition of distinguished achievement in the Dairy Industry. On behalf of the Ex-Cell-O Corporation of Detroit, Mich., Frank E. Lutes, president of Dairy Farmers of Canada, presented this award. Mr. Antilla, in accepting, said the exceptional quality of milk produced in the Okanagan and the team spirit of the careful employees made possible this outstanding record of achievement.

At the same time NOCA's chocolate ice cream was winning a Certificate of Merit in competition at Pullman, Washington.

General Manager T. E. Clarke travelled with the B.C. Trade Mission to Europe with a special job to do. In England he conferred with the United Kingdom Milk Marketing Board. Vice-chairman of the National Butter Committee, Mr. Clarke also met with Canadian representatives in Rome in connection with U.N.I.C.E.F. milk plant development in India. Canada was interested, with other democracies, in dairy advancement in certain regions of India.

NINA AND FRIENDS

"Nina," a Jersey cow owned by Henry Van Dalfsen, won the S.O.D.I.C.A. trophy, producing 667 lbs. butterfat at 6 years of age. "Nina" won the trophy in 1958 as a 3 yr. old, too, when owned by Wm. Seibt, who later sold his farm to the Van Dalfsen family.

Gordon Honeyman's high herd average of 15,889 lbs. of milk

and 571 lbs. of butterfat, and the high-low award for 16,712 lbs. of milk and 520 lbs. butterfat set an impressive record for 1960 production.

On Jersey R.O.P., David Hope's "Woodland Jester Priscilla" received a Ton of Gold Certificate, producing 2,163 lbs. butterfat in 1,461 days, and "Daisy," an Ayrshire owned by Mrs. E. A. Rendell, Clovelly Farms, produced 12,587 lbs. milk and 567 lbs. butterfat to lead her class.

NOCA ICE CREAM

The expanding market for NOCA ice cream motivated the installation of a new electronic freezer with the capacity of 1 ton of ice cream per hour, a triple-barrelled automatic ice cream freezer of the very latest design. Penticton cold storage space was doubled at this time too, the directors being well aware that unless they are able to cope with increased business, someone else will be only too anxious to step in and fill the breach.

QUOTA CHANGE

The summer of 1961 will long be remembered as one of the most dramatic in the family farm's battle to survive. For some years a faction of the Fraser Valley Dairy Industry had been advocating the freezing of quotas; faced with ever-increasing production creating large surpluses on the market, in spite of this and dire warnings, farmers kept on expanding their operations. At last during 1961 they were able to accomplish their purpose, to enforce controls.

Like most issues that make Canada the democracy it is, such decisions involving whole areas are bound to be controversial; we live, not in a state-controlled country, but as individuals. Thoreau once said "If a man does not keep pace with his companions, perhaps it is because he hears a different drummer. Let him step to the music which he hears, however measured and far away." So it is with farming: each farmer realized his own capabilities. The Milk Board had only been injected into Okanagan dairying in 1959, so when an Okanagan group became fired with the idea to follow the example of coast farmers and appeal for "frozen quotas," here, too, it met with open hostility.

Ed. Stickland, president of S.O.D.I.C.A. directors and also a member of the Advisory Council to the Milk Board, called a meeting of S.O.D.I.C.A. milk producers and invited all licenced fluid milk producers to attend, in the Parish Hall in Armstrong.

MEETING CALLED

Prior to calling this meeting, Mr. Stickland and fellow directors had met and discussed the proposal and finally requested Mr. Carr to attend a producer meeting and explain the proposed quota system. Mr. Carr felt the committee should have more time "to work out new changes which would be acceptable to all concerned." (Dated May 23rd, 1961.)

S.O.D.I.C.A. requested the opinions of their members on the following points:

1. Your approval or contrary opinion on Mr. Carr's proposed plan.
2. We would like to be able to forward to the office of the Federation of Agriculture for the consideration of the committee appointed at the meeting of May 12th, your opinion of the ideal milk quota system, or, if we can't go that far, to try and stipulate the factors that we feel should be included or discussed in the setting up of a new quota system.

3. We would like to have your opinion as to making the sale of milk quotas legal.

Attached to each copy of the above sent to producers was a copy of the proposed quota system.

The Milk Board held two meetings in the Okanagan. Both were combusive, with S.O.D.I.C.A. shippers mainly opposed to quota freezing, while Armstrong Cheese Co-operative mainly were favourable, it having been the brainchild of their directorate as to its inception in the Okanagan. Many of their shippers, however, did not agree, but no opportunity was given to voice a general opinion, as A.C.C. called no meeting to obtain the opinion of its membership as a whole.

Probably because of this vendor disagreement we seem to be plagued with in the Interior, the B.C. Milk Board overruled the popular vote as was announced later.

CLOSURE

Close on the heels of the bitter fight over the new quota system, in relation to the Okanagan Valley, came the disastrous bombshell of August 14th, 1961, when B.C. Central Credit Union refused to continue its credit to the Armstrong Cheese Co-operative Association, thus closing their doors.

This placed the Armstrong Cheese Co-operative Association producers in the disastrous position of having no outlet for their product, milk or cream.

To remedy this, the Milk Board directed S.O.D.I.C.A. to step in and take over the distribution and marketing of the dairy products of the former A.C.A. shippers.

The directors of S.O.D.I.C.A. emphasized they did not take these additional duties voluntarily, but did so at the request of a duly constituted Board (Milk) and would carry out the orders of the Milk Board with as much efficiency as possible under the immediate notice received.

MORNING OF SHOCK

This, of course, made the only bright spot in an otherwise summer of gloom for former A.C.A. shippers. One family describes it as a "morning of shock." The first indication they had that their summer's labour had been lost to them, financially, came when their milk truck driver said, "I have bad news this morning; the cheese factory has been closed, and your milk goes to NOCA Dairy." Not one director had

notified his district shippers, at least theirs hadn't. The wife said, "My husband became sick at his stomach; he'd worked hard all summer; and mid-August, with combining looming up to add to expenses, was a rough time to learn you had lost your pay cheque as of July 1st, and had milked cows day and night for six weeks for no money, although your milk was sent to the dairy every day. Had we taken the advice of the A.C.A. we would have been in debt a few thousand dollars for additional cows they had come to the farm suggesting we should buy." This family couldn't see constructive thinking in the same men fighting to bring a "freezing of quotas" into this area, yet advising their shippers to "buy more cows." Fortunately their loss, although over \$1,500, was much less than many. A bank loan tided them over their current summer expenses and until their first advance cheque from S.O.D.I.C.A. on October 1st, which was only a partial one, of course.

The first full cheque came again on Oct. 19th, so although not a day had gone by that the cows were not milked as usual, no money had come into the house from July 19th until Oct. 1st, and no notice from the Cheese Co-operative except two blank cheques. These are kept, along with shares received, in return for donating 5% of each monthly cheque to assist the directors. They said, "It was no hardship to ship to NOCA; we could have changed at any time, but most people dislike deserting a sinking ship. We at least stuck it out and lost. We do feel we got little thanks for it, and it has been a disappointment not to at least be given a lucid explanation, which we feel every member deserves. The farmers have received nothing in either money or explanation to this day."

This is only told in this history to point out the successful fundamentals in co-operation—

"The vision to see beyond today into the future."

"To keep members informed."

"The adaptability to meet changing conditions progressively."

"To apply the working of democracy (Rogets Thesaurus "the people") to business."

IN THE BREACH

When S.O.D.I.C.A. stepped in at the Milk Board's request and took on the task of receiving all their extra milk and supplying milk to all A.C.A. former customers with only 12 hours notice, not one drop was lost. Seven trucks were bought and operating by the time most of the bewildered farmers heard about it themselves.

Not happy about the effect of the proposed milk quota in the Kamloops-Okanagan area, S.O.D.I.C.A. directors sought legal advice to study the problem. While this was being studied, the Annual Green Pastures Tour was held and D. Rampone and Son named 1961 "Grassman of the Year."

When the National Dairy Council met in the autumn of 1961,

Everard Clarke was elected vice-president. Mr. Clarke's father was a charter member when the National Dairy Council was formed in 1918.

Mr. Clarke came back to B.C. to lead S.O.D.I.C.A. in a determined fight for the safety of the vital "home market" which is unique in the fact that its July and August sales requirements were accelerated by an enormous influx of tourists as well as a large Army Cadet Camp. To lose this home market would spell disaster, and apparently from the pointed suggestions that Class I milk was available from the coast, no understanding was forthcoming. No one in the Okanagan blames the coast farmers for trying to solve their own problem but likewise the Okanagan wished to be left alone with their own entirely different problem, which as yet has not been settled satisfactorily for most Okanagan dairymen.

NOCA CHEESE TO TOKYO

NOCA cheese was presented to Prime Minister and Mrs. John Diefenbaker in Vernon, Sept. 28th, 1961. Mr. Diefenbaker was guest speaker at a banquet gathering of approximately 900 men and women from all over B.C. attending a B.C. Municipalities Convention. The Prime Minister was so delighted with his wine-cured cheese, he took some NOCA cheese to Japan with him to present to His Excellency, Mr. Fredrick Bull, Canadian Ambassador. Resulting from this was an order for a whole block of NOCA cheese to be sent to Tokyo to be served at a state dinner attended by the premier and cabinet ministers of Japan. This, and B.C. turkeys was aboard the "Nichi Maru" when she sailed from Vancouver harbour, outward bound, Nov. 15th.

Nov. 1st, B.C. Milk Board filed Order No. 24, with the Registrar of Regulations in Victoria. This order reduced producers' quotas and "froze them" at a lower level. This was still under protest by Okanagan farmers where milk quotas had been in effect only 19 months. Backed by banks, boards of trade, and organizations, S.O.D.I.C.A. fought a losing battle on the farmers' behalf. Despite all protests, the farmers' decision was overuled and qoutas were cut back 15% and frozen.

Dairy Commissioner George Patchett retired at this time and K. Savage succeeded him as Dairy Commissioner.

During November, four members of the Central Co-operative Union of Russia, led by Mr. Eugenie Nevski of Moscow, toured the Okanagan Valley. A dinner in their honor was tendered by the S.O.D.-I.C.A. directors following a tour of the NOCA plant in Vernon, and the farm of Mr. and Mrs. E. Prouty of Armstrong.

1962

The new year of 1962 dawned as a year of uncertainty for milk shippers. S.O.D.I.C.A. sales had increased by \$570,220.49 or 16.8% to a record figure of \$3,464,049.25. 90% of Okanagan fluid milk producers shipped to S.O.D.I.C.A., although Dutch Dairies from Kamloops had purchased the now extinct Armstrong Cheese Co-operative

Creamery in Armstrong. Returns to farmers in 1951 were \$717,019.33, and now in 1961 returns to farmers were \$1,996,590.98 or a 178.45% increase in ten years. Every year since 1931 had been "the best year yet" to keep a steady growth and expansion with a healthy profit at all times.

During the same ten years dairy plant wages had risen from \$2,108 average wage to \$3,864, a rise of \$1,756 per year, or 83.3%.

RESUMED FIGHT

During January, with the March deadline looming ahead when quotas were to be "frozen" and the new system put into practice, S.O.D.I.C.A. resumed the battle to be given a year's moratorium to enable farmers to have time to adjust their enterprises to meet the set back. I am trying to be open minded about this subject as I write it, but now, after research for this history, I still feel this was a wrong turn forced on the Okanagan Dairy Industry, which is our concern today. It has been pointed out before that farming adds much to the economy of the area. When the Armstrong Cheese Co-operative farmers lost their income for the summer of 1961 the loss of their spending power was felt for a radius of fifty miles throughout the valley. The following table showed in the fall of 1959 the farmer expenditures in the Kamloops-Okanagan area each year, in local businesses.

New equipment costs	\$ 730,000.00
Wages for farm help	780,000.00
Car and Truck Costs	260,000.00
Gas and Oil Costs	280,000.00
Feed for Cattle	882,000.00
Power and Light	113,000.00
Taxes and Licenses	207,500.00
TOTAL	\$3,252,500.00

When R. J. Carlin decided to resign after ten years of wise and faithful service as a director for the association, it was deemed feasible to divide this area with Bruce Aten representing that area and relinquishing a part of his former area to R. C. Freeze.

ANNUAL MEETING

This Annual Meeting of 1962 recommended that a Cash Patronage Dividend Bonus of 1c per lb. butterfat be paid immediately on all butterfat received in 1961 from cheese milk, cream, and fluid milk licenced shippers who have signed market contracts. These took the form of "Gold Cheques" and the association asked they be cashed, if possible, at the grocery store, pointing out the benefits of the industry to all concerned.

During March, R. Hilton took up residence in Vernon. Mr. Hilton had been appointed resident manager of the Farm Credit Corporation and was now available for consultation on all matters pertaining to

Canadian Farm Credit Corporation's interests. This office had been long hoped for and will be of great value to farmers wishing to establish loans. Mr. Hilton comes to the Okanagan with vast experience, having spent twelve years in the Langley area with the Canadian Farm Credit Corporation.

The famliar NOCA trademark was registered for all Canada. No. 125,027, the certificate bearing the seal of the Dominion of Canada was received recently by the Board of Directors, thus protecting NOCA milk and ice cream throughout Canada.

SWAN LAKE YVONNE

Donald Harrop's Ayrshire cow "Swan Lake Yvonne" received a Gold Seal Certificate. She has now produced 124,080 lbs. milk and 5,410 lbs. of butterfat, 4.3%. "Yvonne," in her 19th year, is a daughter of "Fintry Magnet," one of the famous Fintry Ayrshire herd of earlier days.

May 1st, 1962, the federal government placed a consumer subsidy of 12c per lb. on all butter sold in Canada; this will bring the consumer price down to between 56c and 59c per lb., thus making it more competitive with margarine. The support price of 64c per lb. butterfat to farmers would remain unchanged to those producing milk for manufacture into butter, but there would be a drop to 52c per lb. to those who produce fluid milk and sell their surplus to plants for processing into butter. A drop from 32c to 26-27c was also in effect for that portion of cheese produced from surplus milk.

FINAL PAYMENT

The final payment on \$5,000 pledged to the University of B.C.



1962 AND PRIOR DIRECTORS

J. B. ATEN, E. PROUTY, G. THOMSON, E. STICKLAND, R. SAUNDERS,
R. FREEZE, E. SKYRME, and T. E. CLARKE.

Development Fund in 1957 was mailed to the Bursar on April 1st. The \$5,000 Noca Cash Grant is so that no Okanagan worthy student having completed high school would be unable to attend University. In acknowledging the payment to Mr. E. Clarke, Dean E. D. McPhee stated "Quite aside from the official formality, I am writing to express my very keen sense of appreciation of the work you have done, and your Association has done, in our development fund. The monies have come forward at a time when the student pressure has been building up at a very rapid rate and they have enabled us to make provision for many of our young people who could not otherwise have been accepted by the University".

The S.O.D.I.C.A. members have always enjoyed a beneficial relationship with the Faculty of Agriculture at the U.B.C.

ANOTHER MILK BOARD MEETING

A three hour discussion between some 75 producers and the three man Milk Board which took place in Vernon on March 27th and left much to be desired in the minds of many farmers. This controversial topic, praised by some and criticized by others, was here to stay, whichever side of the fence you were on. A governmental body, the Milk Board, sets the rules and there was little to be done about it but either cease farming or accept it.

1962 presentation of the S.O.D.I.C.A. trophy marked the first time a cow had produced 820 lbs. of fat to win the award: "Cupid," a Holstein cow owned by Fred Gabel, Kelowna. This trophy was first presented for competition in 1937 when the highest cow produced 440 lbs. of butterfat to win it. In 1958 the winning cow produced 739 lbs. of butterfat. Gordon Honeyman carried home the remaining trophies, his high 2 year old Holstein having produced 17,182 lbs. of milk and 633 lbs. butterfat in her first lactation.

To encourage greater efforts by the farmers to produce more Class III milk during July and August, S.O.D.I.C.A. announced a 25c per cwt. bonus above the Milk Board price to be paid on all Class III milk produced by qualifying producers during these two months.

BRUCELLOSIS FREE

The Kamloops-North Okanagan area was certified Brucellosis-free until April 1, 1965 and Tuberculosis-free until Sept. 1, 1964. The South Okanagan was certified Brucellosis-free to March 1st, 1965 and Tuberculosis-free until Oct. 1st, 1965. The milk ring tests of all fluid milk shippers in these areas was commenced to detect any flare-ups and also to assist in extending the present certification when it expired.

The Salmon Arm Cheese Factory was visited by Canadian Broadcasting Corporation's Agricultural Department, with farm commentator Ron Tarves and photographer Ray Lukow.

Honors came to a "small herd management" of a family farm when Mr. and Mrs. Marvin Kirton and sons Dean and Daryl, placed

third highest in all of Canada with their "Kaemar" Jersey records for small herd class.

WATER PROBLEMS

Water for the dairy use urgently became an issue this summer of 1962 when Vernon City Council suddenly decided to up its industrial water rates. A raise from \$50 to \$400 per month made it necessary to ask the City Council to reconsider. This they refused to do. Rather



RON CULL, S.O.D.I.C.A. manager, and WALTER HLINA, plant manager, test water from new well at NOCA Dairy, Vernon.

than create a fight over the water situation, S.O.D.I.C.A. engaged engineers of the firm of Slin, Bean and Co., Vancouver to plan a well for S.O.D.I.C.A.'s own use. Experienced well diggers then came in and punched a hole 364 ft. deep. The last 16 ft. were through solid granite. Several strata of gravel and of water-bearing gravel were passed through, but not sufficient to handle the needs of a large plant, especially a dairy plant. Although costly and at times discouraging, yet the "officials" of S.O.D.I.C.A. persisted in "getting to the bottom" in this instance instead of the top, and their willingness paid off when, after drilling slowly through 16 ft. of granite, an "ocean" of water was encountered. The water flowed right to the top of the 6" casing, with a temperature of 48°. Thus S.O.D.I.C.A. had an ample supply plus the City Council's "good will". The well is equipped with a 20 h.p. submersible pump at a depth of 240 feet inside the 6" wall casing, with a 15 h.p. booster pump at the top of the well which keeps a constant pressure on the system of approximately 70 lbs. per square inch. It is harnessed to produce 300 gallons per minute which is the top requirement of the Vernon plant. The well has been able to meet operation

requirements without any water being used through the city water meter, so it is expected the well will pay for itself in five years, at least.

SUBSIDY

The Federal Government decided to pay a 25c per cwt. subsidy on milk produced for manufacturing purposes by fluid milk producers in the three B.C. pooling areas; Kamloops-Okanagan, Vancouver, Vancouver Island; welcome news to all producers.

PROJECT

The Board of Directors of S.O.D.I.C.A. decided to commence a Student Research Project under the leadership of Dr. Blythe Eagles, at U.B.C. A special project committee had been appointed by the board, consisting of Dr. Blythe Eagles, Dean of Agriculture, U.B.C.; Dr. C. C. Strachan, Summerland Research Station; Dr. M. F. Clarke of Agassiz, N. F. Putnam, Field Crop Commissioner, Victoria; W. Hubbard, Kamloops Range Station; District Agriculturists J. D. Hazlette and J. C. Ryder, Salmon Arm and Vernon; W. C. Cameron, S.O.D.I.C.A., Vernon.

The purpose of the Committee was to decide what type of forage research could be done by a graduate student that the University could attract from some specialized area. It was hoped by the Noca Board that a type of research that had not been done before, but would be especially beneficial to the dairy farmers of the Okanagan area, would be set up. This project eventually took form and developed into the Noca Forage Graduate Scholarship Project Committee headed by Dr. Blythe Eagles, to formulate plans for a post-graduate agricultural student to work in co-operation with the Provincial and Federal Departments of Agriculture on forage research for the benefit of Okanagan dairy farmers.

S.O.D.I.C.A. will contribute \$1,000 per year for five years as a scholarship to carry out this research. It was agreed that the project should consist of testing on six different sites due to soil and climate variations. In addition, an evaluation of forages produced under different conditions would be made using animal feeding trials and other methods.

The Annual Grassland Tour was held during August, Leslie Veale winning the 1962 Grassman of the Year title.

"Woodlawn Jester Priscilla", Dave Hope's Jersey, won a 4,000 lb. Certificate to add to her Ton of Fat Certificate, her Silver Medal and Gold Medal.

LEAVE OF ABSENCE

In October, 1962, S.O.D.I.C.A. had the honor of granting leave of absence to their General Manager Everard Clarke who had been selected by the Food and Agricultural Organization of the United Nations in Rome to advise the Indian Government on the organization and administration of a vast system of milk collection and processing co-operatives. With the vast knowledge of a successful career of four decades in the Canadian Dairy Industry, Mr. Clarke was given the

specific task to submit a plan of organization envisioning establishment of 10,000 village milk-gathering and assembly co-operatives. S.O.D.I.C.A. was proud to relinquish Mr. Clarke for a year to help guide the destiny of the masses of India. It had been the years of progressive growth from humble beginnings of Noca Dairy and the synonymous leadership of Mr. Clarke as Noca's General Manager that attracted favorable attention, and so was chosen as a pattern for the Dairy Co-operatives of India.

By the end of 1962, 25% of Okanagan agriculture was dairying; 19,000 dairy cattle were on 1,500 farms from Penticton to Kamloops.

Kamloops-Okanagan population had increased to 130,000 people. S.O.D.I.C.A. had almost a 5 Million Dollar Industry.

A.R.D.A. ANNOUNCED

A new Farm Act, "ARDA", Agricultural and Rehabilitation and Development Act, was announced by Agriculture Minister Alvin Hamilton in the House of Commons on Monday, October 15th, 1962. This Act calls for Federal contributions of up to \$50,000,000 in the next three years for projects designed to improve marginal farm land; individual projects to develop rural areas and resources, soil and water conservation. Some forty types of projects are listed under the Act's agreements. Certainly serious consideration should be given to irrigation of the North Okanagan under such a program.

PRESENTATION

Prior to T. E. Clarke's departure for India, he was presented with a unique plaque, made from the photograph of the actual front page of the first "Cream Collector" which was edited by Mr. Clarke and published, (Vol. 1—No. 1) January, 1927. This page contained the following resolution, as timely today as it was in 1927:—

"*RESOLVED* that during 1927 we are not milking cows for honor and glory. We want more profits and are going to get them by milking more and better cows; feeding more and better feed; shipping more and better cream; and boosting for a bigger and a better Co-operative Creamery Association".

—"The conviction that dairying in the Okanagan is on the arc of an era of greater prosperity as the year 1926 closes has become general. So obvious to all are a multiplicity of signs, that leaders whose opinions are to be relied upon predict a period of expansion in dairying unparalleled in Okanagan history.

This is not altogether unexpected in view of the success achieved by the Co-operative Creamery Association in 1926 which has claimed the attention of dairymen over all of Canada and the patrons and shareholders have just reason for pride in the past record of their creamery."

(1927—January)

S.O.D.I.C.A. today is substantial testimony to the wisdom contained in the farsighted editorial written by Mr. Clarke thirty-five years ago.

WINS AT "ROYAL"

Congratulations were in order following Toronto's 1962 Royal Winter Fair, to A. Needoba of Salmon Bench, who took first prize for his entry of Netted Gem potatoes in the Table Stock class. He also took a second prize and several lesser prizes in other potato classes at this famous fair. About 1956 F. Pincosy, a S.O.D.I.C.A. member at that time also captured the Potato Championship at the "Royal."

Figures issued in Dec. 1962 showed a total of 572,212 persons crossed through the Rogers Pass between the opening date of July 30th to October 13th. An average of 11,392 a day used this highway from July 30th to September 4th, and 4,308 per day from September 5th to October 13th. Three main facilities badly needed are restaurants, camping and trailer areas, hotels and motels. Owing to the area's inaccessibility and avalanche hazard, these must be located outside both National Parks, Mt. Revelstoke and Glacier. (Salmon Arm Observer).

B.C. Tourist Association President, Ellwood Rice, speaking of the tremendous tourism boom, said 350,000 cars came through the Okanagan in three months. If only 100,000 of these each spent \$10 in Vernon we would have a million dollar industry. (Vernon News).

Speaking to a night school agricultural class in Vernon, Dean Eagles traced the history of man. In stressing the significance of agriculture, he said in the final analysis everything was purchased with food. "History has proven when man becomes apathetic toward agriculture, his civilization begins to decline. Agriculture is as good as the people who are engaged in it." Those who strive to improve do well for the industry.

JAPANESE STUDENTS

Two Japanese students, K. Hida and Yoshi Awaya, agricultural trainees, a part of a national exchange program arranged between Canada's Department of External Affairs and the Japanese Government, spent a week from Dec. 17th - 23rd, studying butter making and cheddar cheese making at the Salmon Arm plant. These students worked from April 1st on dairy farms in the Fraser Valley as they must earn their own remuneration. Manager George Borstel said they took a keen interest in all phases of cheddar cheese and butter making. From Salmon Arm the students went on to the Summerland Experimental Farm. Their week with S.O.D.I.C.A. was arranged by H. L. Ford of the Production and Marketing Branch of the Canadian Department of Agriculture in Vancouver.

The B.C. Milk Board rejected a proposal from the B.C.F.A. to amend the Board's order pegging the producer price of fluid milk.

But Board Chairman E. C. Carr said Dec. 27th, the issue is not yet closed. He suggested the Federation modify its proposal to include a floor price.

The B.C.F.A. proposal followed a Board order, effective Dec. 1st 1962, pegging the producer price at \$3 per cwt above the floor price,

based on payments for milk used for manufacturing purposes. (Vancouver Sun).

Following the above Order which became effective Dec. 1st, 1962, W. C. Cameron, Production Manager of S.O.D.I.C.A. attended a meeting held Dec. 14th with the Milk Board. Mr. E. C. Carr stated that Order No. 2 could NOT be rescinded; that it was the Milk Board's duty to see that there was a reasonable premium for fluid milk to produce an adequate but not excessive supply for the needs of the industry.

Under the new Order, coast dairymen would receive about 24c less per cwt.

W. C. Cameron of S.O.D.I.C.A. pointed out that Okanagan dairymen were not presently affected by this new order, that there was a shortage of milk at certain times in the Okanagan, and he would not like to see any changes made that would discourage Okanagan dairymen from increasing their production to take care of the needs of the area.

"DO IT NOW"

Working with the local winter employment "Do It Now" campaign, the Vernon plant added 5,250 cubic feet of "Okanagan sunshine" to the main warehouse. The temperature remains a balmy 80° with a controlled low humidity twenty-four hours a day. This fully insulated storeroom 46x12x10 ft. will house one carload of paper milk cartons.

520,000 quarts and 190,000 half-gal. stored in this room will last only six weeks. The very warm dry air is necessary to condition the cardboard used prior to their being waxed and filled with milk. Unless properly dried, leakage may occur. Prior to filling the new storage room the small condensing unit has taken an average of 2 gal. of moisture from the room each day.

"BLUE BOY"

When "Gilmore Magic Blue Boy," in service at B.C.A.I. Center, Milner, was designated as a Class Excellent Sire, the highest rating in Canada that a Holstein bull can receive, it created much interest here. "Gilmore Magic Blue Boy" has many daughters in the Kamloops-Okanagan area, being a popular A.I. sire through the Armstrong Unit. He also has relatives in this area too, on his maternal side. His grandfather was "Paulholm Burton Challenger" and his grandmother "Trixie Inka La Vata". The Paulholm herd, now of Armstrong has contributed many famous lines to Holstein breeding in B.C. "La Vata" comes down through the lineage of many fine herds and originated with a cow named "La Vata Blossom" that Mr. Paull told me they bought some years ago from a small herd of cows in Penticton. The Okanagan is indeed fortunate to have had this herd move to Armstrong in 1961. "Paulholm Topsy Bessie Flood" a star Brood cow, is the dam of another popular A.I. Sire "Gilmore Peter Ormsby". Two "Paulholm" sires are in service at Milner also.

FIRST TANK TRUCK

Progress in transportation form caught up with the Okanagan when Lloyd Duggan was awarded the Bulk Hauling Contract. The tanker, manufactured by DeLaval Co. at Peterborough, Ont., is stainless steel inside and out. It is mounted on a large International tandem axle truck Model F 1800, with 205 in. International tandem axle truck wheel base; "the largest tank in Western Canada."

Salmon Arm plant's achievement of producing cheese from January to November, 1962 that classified 97.4% as First Grade Cheese, made it eligible for the Government Premium. In January, a five pound block of Noca Cheese travelled to New Delhi, India to Mr. Clarke. Wrapped and mailed by Mr. and Mrs. Hendrickson, it arrived Feb. 7th, and Mr. Clarke reported the opening of the parcel by himself and other officials in his hotel was like a bunch of kids with a new toy. Good cheddar cheese is just now being found in the markets of India, so this was a real treat from home. Dairy experts from Denmark, Norway and New Zealand expressed their enthusiasm over the fine flavor of Noca Cheese.

More news of Mr. Clarke's endeavors came to the Okanagan when it was announced in London, England, on Feb. 17th, 1963, that T. Everard Clarke, of Vernon, B.C. had been elected a "Fellow" of the Royal Commonwealth Society whose President is H.R.H. the Duke of Gloucester.

The Okanagan farmers also learned March 1st, 1963, that new individual milk quotas had been released and a 15% increased quota allowed for June, July, August and September.

On Monday, February 25th, Jack Merrill drove the first Noca truck to travel the Rogers Pass Route, taking a load of ice cream to Dominion Dairies in Golden.



NOCA Driver JACK MERRILL
on first trip through Rogers Pass
to Golden, Feb. 25th, 1963.

Bulk tanks were becoming popular on the farms with some twenty-five installed and awaiting Lloyd Duggan's return from Peterborough with the new DeLaval tank truck. This commenced operation on April 1st.

The same month another step into S.O.D.I.C.A. history was taken when the Board of Directors announced the institution of Group Medical Insurance plan for their members, through the British Pacific Life Insurance Co.

MEETING

1963's annual meeting showed the greatest volume of sales on record, \$4,473,037.00, with fluid milk sales showing an 18.4% increase during 1962; 83.65% of all the fluid milk produced in the Kamloops-Okanagan B.C. Milk Board area as compared to 72.2% in 1961.

During March of 1962 the competitors abandoned the Merritt market which was turned over to Coast suppliers, reducing the utilization of Okanagan fluid milk and in January 1963, S.O.D.I.C.A. extended service into Merritt with a very satisfactory volume of sales.

Bruce Aten, who had sold his farm in Salmon Arm relinquished his Directorship to Walter Inglis.

Gordon Honeyman won the S.O.D.I.C.A. Trophy when "Charlotte", 3 year old, won him the trophy producing 18,764 lbs. milk and 719 lbs. of butterfat. On R.O.P. Dave Hope's Jersey "Woodlawn Royal Nina 7th" produced 11,587 lbs. of milk and 612 lbs. of butterfat at 5.2% in 305 days, and Don Harrop's "Swan Lake Spitfire Velma" Ex. 10 yr. old produced 14,506 lbs. of milk and 494 lbs. of butterfat and her four year old daughter, "Swan Lake Lucky Seven" V.G. produced 12,013 lbs. milk and 506 lbs. butterfat.

SCHOLARSHIP WON

During May, 1963, the University of B.C. awarded the Forage Graduate Scholarship to Stanislaw Freyman, born in Poland and taken to S. Africa by his family when Germany invaded Poland. After graduating from the University of Pretoria, he moved with his parents to a farm in the Fraser Valley. Mr. Freyman commenced his studies in plant science in the field of forage production in the Okanagan area, and it is expected will give his report at the 10th Annual Grassland Tour, Aug. 26th.

Roy Gates, who had been sales agent for S.O.D.I.C.A. in Enderby for 13 years, sold his business to Frank Kreuger, well known to S.O.D.I.C.A. members having served as a Director for the Salmon Arm area for several years.

The 1963 Grassland Tour ended at President Ed. Stickland's farm where Albert Rampone of Kelowna was named 1963 Grassman of the Year. C.H.B.C.-T.V. photographers were present and carried an excellent film and commentary of the event over C.H.B.C.-T.V. on August 28th newscast to their viewers.

Wilf Regehr commenced work in the farm service department September 1st replacing Bill Wright who moved to Calgary. Wilf worked 6½ years at Colony Farms so had had first hand experience with dairy cows and dairy equipment.



WILF REGEHR, S.O.D.I.C.A. Farm Service Dept., with De Laval Truck.

enable them to market 100% of their milk. In one area 23 out of 26 quotas had been sold and the practice was gaining momentum, especially in the Fraser Valley. Ways to stop the black market were being studied, according to the Minister of Agriculture, Frank Richter, who had released this article to the Vancouver Sun.

Many naive farmers, like ourselves, understood that, as set down by the Royal Commission under Justice Clyne, quotas were not a saleable commodity but only a measure of equalization of production payment measure. When were quota sales made legal? I've never been able to pin that down, somehow. Like Topsy, it "just grew," I guess.

And after further study Milk Board General Order 31 made Oct. 15th amended General Order 18. Under this order it would take a producer five years to earn his full quota and a quota may not be sold until it has been registered 5 years with the Milk Board.

Prof. W. J. Anderson, a member of the three man Milk Board and professor and chief of the Agricultural Economics Division of the Faculty of Agriculture of the U.B.C., resigned all positions to accept the role of executive director of the Canadian Research Council, Ottawa.

TROPHY WINNERS

"Woodlawn Jester Priscilla," leading the 12 year and over class, produced for her owner W. D. Hope, Armstrong, 9,751 lbs. of milk and 473 lbs. of butterfat. She holds a Lifetime Production Certificate having produced 92,157 lbs. of milk and 4,894 lbs. of butterfat in nine lactations.

Basil Edward's Ayrshire "Orchard Brook Ruby," was awarded a Gold Seal Certificate, having qualified by producing over 100,000 lbs. These certificates recognize meritorious lifetime production.

LOOPHOLE

Following "Quota freezing" as is inevitable, somebody found a loophole in the regulations, allowing farmers and speculators to "build" quotas and sell them to regular consumers. Some acquired a few cattle, obtained a quota, then sold it for \$18-\$20 per pound. The cattle would end up in the slaughterhouse. Some producers had acquired quotas to



Snowflake

"Snowflake," an eight year old Holstein, owned by Ivan Danbrook, won the S.O.-D.I.C.A. Trophy for highest butterfat production on D.H.-I.A. test with 733 lbs. of butterfat.

K. R. Young's "Torr's Gem's Vivian," 3 year old Jersey, won the Silver Seal on R.O.P. with 10,287 lbs. of milk and 571 lbs. of butterfat at 5.28%.

THEME FOR PRODUCTION

"More Milk Production" was the theme of S.O.D.I.C.A.'s 1964 annual meeting when R. H. Cull announced a 7.8% sales increase over the previous year and a 2.9% increase in production. It was hoped every farmer would increase his production by 10% to cope with the demands of the 1964 tourist season. Deputy Minister Alec Turner spoke on A.R.D.A.

An agricultural education meeting sponsored by S.O.D.I.C.A., with Director Reg. Saunders as chairman, was held at Lumby to learn the individual feelings as to the type of program they would consider most appropriate to their needs. The Department of Agriculture wishes to co-ordinate their extension programme to the farmer's needs.

To find a solution to the 1964 summer demand for bottled milk in the Kamloops-Okanagan, Dr. J. E. Miltmore and Dr. J. L. Mason of the Animal and Soils section of Summerland Research Station and District Agriculturist met with Everard Clarke and R. H. Cull. A two day milk-production-booster pasture clinic was held as the outcome of this meeting, on July 16th and 17th to give first hand advice and counsel on ways and means to increase production during the summer, particularly August. These were held at eight farms between Kelowna and Notch Hill, with two hour sessions during the day and one evening on both days. District Agriculturists J. Ryder and D. Hazelette and S.O.D.I.C.A.'s Bill Cameron worked hard on this, along with Dr. Miltmore and Dr. Mason and the outcome of this was tremendously successful.

The 1964 NOCA Forage Scholarship was won by Alfred Luttmerring, of Armstrong, B.C., who will continue the project started by Stan Freyman in the field of forage production and research.

CLARKE RETURNS

Early in July, 1964, Everard Clarke returned to his duties as

General Manager at S.O.D.I.C.A., after 18 months leave of absence to accept the role of advisor to the India government as to the setting up of co-operatives in India's dairy industry. S.O.D.I.C.A. welcomed him back.

Tests were made at the Vernon plant on six litres (about 13 qts.) of milk airlifted from the National Swedish Milk Co-operative. If the milk from Sweden passed the various tests, it should have the same success as S.O.D.I.C.A.'s daily airlifted milk to the Penticton V's in Dusseldorf had in 1955. It was this that caused the Swedish co-operative to select S.O.D.I.C.A. for its experiments. If successful, this could become a boon to travellers, campers, picnickers or anyone going to isolated places where fresh milk is unavailable.

Early in September, at the Freeze farm at Heywood's corner, the Agricultural Engineering District, B.C. Department of Agriculture, held an Irrigation Field Day, when G. L. Calver, senior engineer, Victoria, and assistants H. Lacy and K. May demonstrated and discussed the many factors of sprinkler irrigation. It was hoped another such day could be arranged in the spring of 1965.

Shortly after this, the 11th Annual Grassland Tour was held, and Reg. Saunders selected as 1964 "Grassman of the Year."

FAMINE IN FUTURE

Dr. Raymond Ewell, vice-president for research at the State University of New York warned the world that world famine is near. He predicted that by 1970, Asia, Africa and South America will be famine stricken because their population expansion is increasing more rapidly than their food production. This will be closely followed by India, Pakistan and China, and later by Indonesia, Iran, Turkey, Egypt and other countries of Latin America. He predicts these areas will increase by one billion people in the next twenty years while their production does not increase. This condition creates unstable governments that affect the world.

Canada's population is growing too. Canada Year Book (1964), reporting on the 1951-61 growth said this: "One of the most striking revelations of the 1961 census was the rapid growth of the population—about 3% per year or 30% in the 10 years. British Columbia increased by 463,872 people to have a total population of 1,629,086 people in 1961 census. In 1963 this had increased to 1,695,000, 4.1% increase. British Columbia is called home by 9% of Canada's population.

* Farmers reporting milk cows in Canada decreased from 455,000 to 309,000 between 1951 and 1961, but production increased 26% from 15,300,000,000 lbs. in 1952 to 19,300,000,000 lbs. in 1962. Selection and management have shown an annual increase of 2% per cow per year in this same period.



Milk Truck on Enderby-Sicamous Route, owned by F. McRostie, driven by Bert Mellish, 1964.

In 1962 only 10% of the total milk supply was kept on the farm as against 15% in 1952.

Milk delivered to the fluid market and manufacturing increased 32% between 1952-1962.

17% of total farm cash income derives from dairy product sales, milk, cream and butter.

Since 1951 the number of farms declined 22.6%. Value of capital invested in agriculture has increased 40%. \$600,000,000 more capital was invested in farm equipment. Livestock accounted for 60% of total farm product sales.

* Canada Year Book (1964).

Another Okanagan Jersey won a Ton of Gold Award, "Kenseith PJB Molley"—260688, owned by Marvin Kirton, Armstrong. In 1,454 days, "Molley" produced 2,004 lbs. To qualify for this award a cow must produce 2,000 lbs. butterfat in four consecutive years.

Pat Reid and Son, Salmon Arm also received honors when "Gloamin Golden Design," bred, owned and proven in the Reid herd, was designated a Silver Medal bull and a Superior Herd Sire by the Canadian Jersey Cattle Club, on the high production of his tested daughters: sixteen tested daughters with an average production of 9,087 lbs. milk and 483 lbs. butterfat at 5.31% B.C.A. 120-118 and 16 daughters (classified) that averaged 84.81%. At the same time the 2 year Jersey cow "Gloamin Design's Tulip" produced 9,354 lbs. milk and 546 lbs. butterfat at 5.48% B.C.A. 154-166, a Silver Seal Record.

The sale of the Gilmore herd at Lulu Island Richmond Farms on Sept. 28th, brought forth much interest in the Okanagan. Five Gilmore sires have been available to the A.I. unit and these are familiar names to local dairymen. It also brought to mind again that right here at home we have Elmore T. Paull, Armstrong, B.C. and his Paulholm herd whose brood cows and blood lines contributed much to the maternal side of both the nucleus of Gilmore's earliest herds and many of the familiar Gilmore A.I. bulls.

During the summer, Fraser Valley milk producers set up cold storage plants in Princeton and Kamloops and began moving their milk into those areas. As this area still has a surplus of 30% this was considered to be an unwarranted attack on their home market by S.O.D.I.C.A. The Okanagan Chambers of Commerce delegates meeting in Merritt, Oct. 7th, appealed to the Milk Board supporting S.O.D.I.C.A.'s en-

deavor to have coast milk stopped and local home markets protected.

Talk began to develop when some persons began advocating one Milk Board area for British Columbia which is alarming to thinking people. During January-August, 1964, Kamloops-Okanagan area producers received a monthly average of 34.9c per cwt. higher than the Vancouver area. During July alone the difference was 76c and in August, 73c. Most producers considered it undesirable for many reasons to have one milk board area.

This might also be an opportune time in this history to compare the individual farmer's deferred payment based on \$12,000 milk income per year.

COMPARISON OF INDIVIDUAL FARMER'S DEFERRED PAYMENT

F.V.M.P.A. and NOCA

F.V.M.P.A. Based on \$12,000.00 milk income per year.	
Total deferred payment for one year—\$12,000.00 X 3% ...	\$ 360.00
Total interest earned on deferred payment at 4% per year ...	14.40
Total tie-up of Capital for 15 years: 15 X \$360.00	5,400.00
Less interest paid by F.V.M.P.A. at 4%	1,728.00
15 year—Net fixed investment (capital loan)	\$3,672.00
NOCA Based on \$12,000.00 milk income per year	
Total deferred payment for one year: \$12,000.00 X 2½% ...	\$ 300.00
Total tie-up of capital for 15 years: 6 years X \$300.00	1,800.00
Subtract earnings on \$300.00 for 9 years at 4%	540.00
6 year—Net fixed investment (capital loan)	\$1,260.00

George Borstel and Jack Fuhr each completed twenty years service in S.O.D.I.C.A. during October. More will be said about these two valuable men in a subsequent chapter.

Early in November, 1964, H. Schaafsma of Tappen and Willis Jefcoat, Salmon Arm M.L.A. spent a full day in Kamloops and called on Kamloops food merchants. They spoke against the importing of Vancouver milk into the Kamloops-Okanagan area. Mr. Jefcoat said Mr. Schaafsma invited him to go and he was glad to do it. He said he felt our dairymen should have every protection and assistance in marketing their milk and cream and every public spirited merchant and citizen should help them do this.

Speaking to the Vernon City Council, Mayor Rice said he considered the move taken by Vancouver interests was unfair to producers who were meeting the demands of the B.C. Milk Board.

That S.O.D.I.C.A. producers be commended for meeting the challenge of supplying more fluid milk during the summer months of

heavy demand was recommended at the November Board of Directors meeting.

It is thought all farmers must be aware that it is most essential they fight to hold their markets in the crucial summer months. It is hard to understand how any Okanagan dairyman can feel otherwise. The private dairy shipper in the Okanagan derives the benefits of home market utilization through Milk Board equalization.

Reg. Saunders was elected dairy director for the Kamloops-Okanagan area at the 31st annual B.C.F.A. convention, Dec. 10th-11th in Victoria. Mr. R. Saunders and R. H. Cull of S.O.D.I.C.A. attended while Everard Clarke was guest speaker at the closing banquet.

Okanagan shippers appreciated the statement of Victor F. McLean, president of Kelly, Douglas & Co. Ltd., that the new Super-Valu to open in Kamloops will merchandise only Kamloops-Okanagan produced milk, continuing their policy to support local industry provided the quality meets the high standard they require and sufficient supplies are available.

It has been announced that George Green of Enderby will be chairman of the gigantic picnic planned for July, 1965, to celebrate the 40th anniversary of S.O.D.I.C.A.

The B.C. Federation of Agriculture after listening to S.O.D.-I.C.A.'s request for more quota, has decided there is justification for the request and has told the B.C. Milk Board they are in support of the S.O.D.I.C.A. petitions to the Milk Board.

The B.C. Milk Board held a meeting of fluid milk shippers in the Oddfellow Hall on Friday, February 26th, when they announced they (B.C. Milk Board) released for the 1965-66 marketing year 103,946 pounds daily quota milk to be allowed this area's shippers; 94,451 lbs. of quota was allotted for 1965-66. New shippers will be given a total quota of 1,260 lbs. daily and about 900 lbs. diverted from shippers who failed to supply their quota in the last milk year.

Mr. Clarke stated, "These increases are generally good but still not enough. We have got to have sufficient quotas to look after our own area."

As we go to the printers, the interior papers are continually announcing interesting developments of growth within the Okanagan; the Columbia River project destined to bring hundreds of workers to the interior during the next ten years, the opening of a 600-employee pulp mill in Kamloops, a survey of an inland waterway-canal which would bring both tourists and irrigation. A college is being anticipated. What the effect of Columbia River power will have on the future industry is undetermined.

All this and more bodes well for the future growth of S.O.D.-I.C.A. We wish it may continue to grow and prosper and hope we may be a part of the next exciting decade at the end of which S.O.D.I.C.A. will celebrate 50 years.

CHAPTER II

Pioneer Farms

"Generations come and generations go but the earth remaineth forever."

These words of Nina Moore Jamieson written about the passing of a pioneer tell the story well:

"How could they know him as we knew him? What knowledge had they of the long, honest days of ungrudging labor which he gave for the improvements of a corner of this country of ours? His work, and the thoroughness with which he performed it, helped to create the solidity of our present-day prosperity. He practiced no slipshod methods—what was done by his hands or under his direction possessed thoroughness and durability.

He kept the weeds cut in his fence corners and along the road side, a small thing, perhaps, yet characteristic of the man. These old men are dropping away from us, and much of our history dies with them, untold, for they deem it hardly worth telling. Their matter-of-fact attitude toward the necessary drudgery of existence and progress is one that we might study with advantage in these days of softer living and easier ways."

The pioneer was typical of his generation in that he did not seek to evade the hard tasks that lay in his path. Many a time I have heard him say, "A man can do anything he honestly tries to do—if only he doesn't get discouraged too soon." And, thinking of the hardships and difficulties of those days it seems that his words held truth.

This fact has often led me to marvel that our pioneer, though a man whose days were claimed by toil, yet retained a broad and kindly attitude of understanding and appreciation. He could talk without gossiping and could argue without recrimination.

He and the others like him, go down to the silent grave, and because they failed to advertise themselves, their work will soon be forgotten. Our pioneer was a man of deeds—honest, friendly deeds. He built well and faithfully. Canada is better today because of his straightforward years, and his example of uprightness.

Col. Chs. Fred. Houghton came to the Okanagan with Forbes George Vernon, chief commissioner of Lands and Works for B.C., and his brother Charles Vernon in 1863. All British Army officers, they mined at Cherry Creek in 1864 and held Coldstream Ranch in partnership. Eventually F. G. Vernon became the sole owner. Coldstream Ranch was sold to Lord Aberdeen in 1891 and was described as "a horse and cattle ranch of 13,000 acres; 2,000 cattle and 70 horses." By 1921 it had been taken over by Hon. Katherine Buchanan-McDonald, daughter of Lord Woolavington.

Many managers have been at Coldstream, among them Middleton,

Wills, Ricardo, Conkling and Duncan. Today Mr. C. D. Osborn manages Coldstream Ranch.

FAMILY FARMS SHIPPING TO NOCA IN 1925 AND STILL IN 1965

The farm carried on by Don and Irene Wells of Grindrod is one of the first farms to be made productive in the Grindrod area. The farm today is a combination of the Lambert and Wells farms, brought together when Don's grandmother, a widow, married Mr. Lambert. Her son, George Wells and his wife (Helen Monk), farmed until Mr. Wells' untimely death in 1943, leaving his widow and young son, Don, to carry on. After Don's marriage to Irene Cave, Mrs. Wells (now Drake), retired and Don took over the farm. He has a fine herd of Holsteins and four young "hired men" growing up to help Dad.

* Bordering the Wells farm is "Yew Tree Farm," home of Director Ernie Skyrme and family. Since E. Skyrme, Sr., bought this farm back in 1917, it has been one of the most progressive farms in the area. More is said about the Skyrme's farm under S.O.D.I.C.A. Directors.

Don McEwan farms the land originally owned by his father, George McEwan. Don began farming following service in the R.C.A.F. during World War II. He and his wife Edith (Bennett) have built up a fine, progressive farm, a good herd of Jersey cattle and an activity minded family. Don has held many offices, serving many years as chairman of the school board in the area. Mr. McEwan, Sr., came to Grindrod in 1908 and following the First World War bought the present day McEwan farm.

* Mr. and Mrs. Max Dangels farmed many years in Grindrod where Dangel Jerseys and pasture grasses, along with Mr. Dangels' long service as District "G" Farmers' Institute secretary have made them well known to S.O.D.I.C.A. readers. Son Frank took over eventually and continues on the farm, shipping cream and selling livestock.

* Also at Grindrod, the farm of Sam Halksworth, President of S.O.D.I.C.A. for the longest of any of its four presidents to date and throughout S.O.D.I.C.A.'s most changing years, is now farmed by Mr. Halksworth's daughter and her husband Herb Scott. The Scotts have added a few Holsteins to the Halksworth "Ashgate" Ayrshires.

* The Gray farm at Mara began following the completion of the C.P.R. when Thos. Gray, Sr., who had worked on C.P.R. construction walked from Golden to Mara Lake where he homesteaded, the only others around being Mosiers. Tom Jr. has carried on the family farm with his wife Olive (Fenton, another pioneer family), milking a nice herd of Holsteins.

* John Robertson, Sr. and Jr. of Mara, have long been known for Jerseys. Known as "Craigdarroch Farm" they were members of the "Bull Ring" that left many "Brampton" lines throughout the area. Mr. Robertson, Sr., came to Mara from Scotland in 1907 and his

family were born on the farm. John Robertson, Jr., carries on with the Jersey herd.

* Jim Mack has been a constant shipper to S.O.D.I.C.A. from his North Enderby farm since purchasing it from his uncle, the original owner.

In 1921 C. Bramble and family moved to Enderby from Alberta and shipped cream to NOCA Dairy. Today, son Fred and his wife have a fine Holstein herd and ship fluid milk to S.O.D.I.C.A.

* Mr. E. Emeny and his family are one of Enderby area's pioneer families, arriving in 1888. When son Jim married Alice Skyrme (daughter of Thos. Skyrme, a director of the first North Okanagan Creamery Association), both E. and J. Emeny farmed, and have shipped to S.O.D.I.C.A. all through the years.

* Adjoining the Emeny's farm is the Ed Stickland farm, home of the "Butterfat Kings," Sr. and Jr., for many years. One of the larger dairy enterprises in the S.O.D.I.C.A. organization, Ed. Stickland and son Norman milk between 60 and 70 Jerseys. Mr. Stickland also is president of S.O.D.I.C.A.'s Board of Directors and more is said about him in that chapter.

* Nearby is the pioneer farm of Richard Fenton who came to this area before the turn of the century. A few years ago daughter Frances and her husband Harry Bartell took over the farm and now have a good sized Holstein herd on it.

Nestled up in the hills west of Enderby in a little valley of its own is "Valecairn Farm," first homesteaded by Mike Hupel in 1886, sold to Abram Gunter, and in 1904 Mr. Gunter's step-son, Richard J. Coltart, took this farm over. When illness began to slow him down in 1930, Mr. Coltart hired a young man from Nova Scotia, Percy Wamboldt, to help him. Following Mr. Coltart's death in 1939, Percy ran the farm for Mrs. Coltart and in 1942 he married Beryl Straiton, niece of Mr. Coltart from Vancouver, and they purchased the farm. Ayrshire cattle had been kept on this farm since 1904, but recently a nucleus of "Paulholm" Holstein heifers have been added to the herd.

* Robert Forster came to the Enderby area from England, and farmed just north of Enderby. Later his son Tony and family took over the farm and continue to keep a Jersey herd. This is "Donovan Farm" on Highway 97.

* The farm of J. R. Freeze at Salmon River and now operated by his son R.C. Freeze, a S.O.D.I.C.A. director, is another of S.O.D.I.C.A.'s pioneer farms. More information will be found in the chapter about directors.

* A. Schubert at Armstrong is an original shipper to S.O.D.I.C.A. He is a grandson of the pioneer Mr. and Mrs. Schubert who travelled to B.C. with the famed "Overlander Party," his grandmother being the only woman of the party, travelling with her husband and three children. Following a trip down the North Thompson River by raft, a

fourth child, a girl, was born, opposite Kamloops, where the party put into shore for the event. Schuberts later came to Armstrong area, the McKechnie farm being the original senior Schuberts' farm. "Gus" Schubert, as he is known, has shipped to S.O.D.I.C.A. since 1925.

* So has R. Mellish, also farming along the Otter Lake Road. Mr. Mellish came to the Armstrong area at the turn of the century from his native Prince Edward Island. Mr. Mellish ships cream and engages in mixed farming. Son Bert drives the milk truck on the Mara-Enderby route.

* One of the earliest farms is the Naylor farm in Deep Creek. Mr. Naylor told me some years ago he walked from Sicamous to where they now farm, in the 1880's, and the only sign of life was a cabin near where the John May farm is today, near Springbend, and a house on Mara Lake. Harry Naylor stepped into his father's footsteps and continues to raise purebred Ayrshires, "Deep Creek" Ayrshires, and ship cream.

* The Anderson farm on either side of Highway 97 at the south end of Swan Lake was originally farmed by George Anderson who settled there in 1880. While the fields abound with Black Aberdeen Angus beef cattle, Mr. Anderson's sons, who took over after their father's death, also have a fine milking herd of mainly Holsteins brought from the coast, and ship fluid milk to S.O.D.I.C.A.

* "Swan Lake Ayrshire" farm on the Kamloops Road, along the west side of Swan Lake, was originally farmed by W. H. Harrop and family. Following World War II son, Don, took over the farm and continues to raise prize-winning Ayrshires and ships fluid milk to S.O.D.I.C.A.

B. C. Palfrey is probably one of the oldest dairymen still producing milk. He started in 1918. At that time there was no creamery in Vernon and his cream was shipped to Kelowna. About 1919 or 1920 when the Vernon Creamery was opened by Mr. Harry Knight, Mr. Palfrey started shipping cream to Vernon.

In the late 1920's and early 1930's Bert Palfrey had a retail milk delivery route in Vernon, and supplied the Vernon Jubilee Hospital for 8 years. In 1952, Bert joined the Shuswap Okanagan Dairy and has been one of the leading milk shippers since that time. He still operates the dairy farm and a large orchard in the Coldstream area, with his sons, Frank and Ernie. At the present time they are milking 22 head and the total herd consists of 38 head. Bert says that one thing is sure, if you are in the dairy business, you can depend on receiving a cash settlement every month.

* The Kirshfelt farm in Mara was originally operated by Mr. Kirshfelt from 1923 until his death, and since then his daughter, Iris Kirshfelt and her mother have carried on with the farm and herd.

* Glen Davy is operating the Davy farm at Mara; his father came out first from Gravenhurst, Ontario, and then brought his wife out in 1908 to Mara, where they farmed and raised their family.

* R. Davison of Deep Creek, and his wife, the former Ruby Baird, also a pioneer family, have been long time farmers in that area, and constant shippers to S.O.D.I.C.A. through the years.

* A. Holland is an old time farmer and shipper of Lumby; this farm has been modernized and developed into a fluid milk farm by his sons, and is known as the Holland Bros. operation.

* A. Jakeman came to Canada from Midlands, Worcestershire, England, and began dairying here in 1920 and has produced continuously ever since. He died in June, 1965.

* Continuous shippers from 1925-1965.



CHAPTER III

Directors of S.O.D.I.C.A. - Past and Present

A true co-operative is headed by directors elected from within the group of members. A man or woman should assume such a responsibility of being a director after mature deliberation and then only with a determination to give an all-out effort to the organization. A director who has assumed his office for the chief purpose of his own personal gain is a definite liability to his co-operative.

A successful dairy co-operative must adhere to definite rules in regard to its directors. These should be laid down in the association's memorandum of rules. Directors should not serve in managerial or executive positions, and, if this must be done, it should have a full vote of all the members and with their full knowledge and understanding.

Most directors are fundamentally honest, but rumours are no respectors of persons, even directors, and the best way to prevent rumours is to see that no director assumes managerial or executive positions.

Successful farmers make the best directors. The value of a director should increase with experience and the members should be the best judges of who should be elected to the board. No member of the board or the manager should have family members employed in the co-operative, except with full knowledge and acceptance of the members.

Directors or management should not be financially interested in private enterprises that furnish supplies or services to the co-operative as this usually creates an undercurrent of resentment, no matter how honest it may be.

Directors should generate enthusiasm in the co-operative and they should believe implicitly in co-operation.

S.O.D.I.C.A. (NOCA) has been fortunate to have men of high calibre on its directorate all through the years.

Based upon the principles of the first co-operative formed in Rochdale, England, the Okanagan Creamery Co-operative Association was

organized in 1925. The first president of the Board of Directors was—

CHARLES PATTEN who, from its inception on July 1st, 1925, until his resignation in 1936, held this office. Prior to that he had been president of the original North Okanagan Creamery Association from its beginning in 1916 to the re-organization in 1925.

Born near Detroit, Michigan, in 1871, Mr. Patten came to Lansdown at the age of thirteen, with his parents, who established a flour mill at the south end of the Hulcar-Deep Creek district.

In 1909 he bought a farm in Pleasant Valley where his children, Walter, later a champion butter-maker for NOCA, and now a Vernon clothier, and Mrs. Evelyn Jamieson, were born. Ill health caused him to resign as president in 1936. He passed away in 1952.

The new Leonard Wood School has recently been built on the former Patten farm land.

RICHARD JOHN COLTART, or "Dick," as his friends and family called him, was vice-president of the association from its inception until he succeeded Mr. Patten as president. He was born in Douglastown, New Brunswick, in 1869 and after attending school there, he was articled to a law firm along with two other young men named Dick Bennett and Max Aitken, later known as Prime Minister R. B. Bennett, and Lord Beaverbrook. However, the law firm did not hold the interest of the adventuresome Dick Coltart and he followed the call of the west at the turn of the century, first to Ashcroft, then to Vancouver, where he was married. In 1904 his step-father, a bridge builder for the C.P.R. construction, who had stayed in British Columbia and bought a 175 acre farm near Enderby, found his health failing, and asked Mr. Coltart to take over the farm. The Coltarts came to Enderby in the winter of 1904. Besides being one of the organizers of S.O.D.I.C.A. (as we know it today) he was very community and civic minded. Besides his first love, the Creamery Association, he served as both alderman and acting mayor in the Enderby council. He also ran as a candidate on the Provincial Party ticket in provincial politics, running a close second to his old friend, Dr. K. C. McDonald. He was a member of St. Andrew's United Church, Knights of Pythias Lodge and the Okanagan Conservative Association. The Coltart farm had one of the first herds of Ayrshire cattle in the Okanagan when "Edenbank Bessie's Model" was bought from the E. Wells herd at Edenbank Farms, Sardis, B.C. as herd sire in 1905. Mr. Coltart passed away at his Enderby home April 13th, 1939 after a lengthy illness.

MAJOR P. J. LOCKE was born and married in Warwickshire, England. In 1908 he came to the Kootenays where he farmed until war broke out in 1914 and he commanded the Nelson contingent, joining with the 7th Battalion at Valcartier.

During 1915 Major Locke was participating in the second Battle of Ypres when he was gassed and taken prisoner.

While in Holland he met A. E. Dodd, owner of the Springfield

Ranch, Lavington, and in 1919, following armistice, Major Locke became manager of the Springfield Ranch, remaining there until 1934.

His only son was killed in 1942, while with the R.C.A.F. in World War II. Major Locke passed away in 1952. His widow, Mrs. Bridget Locke still lives in Lavington, B.C.

RICHARD PETERS was born in Rochdale near Manchester, England, in the very town that fathered the co-operative movement. He also had a very famous neighbor in this town named Gracie Fields, who sang as she worked in the textile mills as a very young girl.

1908 found Mr. Peters in Canada. Coming straight to the Okanagan Valley, he earned his first wages in Canada weeding onions for James Mutrie of Vernon. Following that he managed the Stepney Ranch, a large holding near Kelowna, moving to a farm of his own at Okanagan Landing in 1910.



MR. RICHARD PETERS, one of S.O.D.I.C.A.'s Original Directors, died March 13, 1965.

Mr. Peters was a director on the Board of Vernon Creamery for many years before it was sold to P. Burns, and later became a part of what is now S.O.D.I.C.A.

Eventually he opened the "Okanagan Electric" store, now operated by his sons, Joe and Saxon, and as this business grew with Vernon, he finally had to dispose of his Jersey herd and turn to the ever-growing electrical business. He was a very civic minded man with a great awareness of others and headed many successful committees for worthwhile causes in Vernon. Mr. Peters died March 13th, 1965. The accompanying picture was taken by Miss Kay Ritchie of the Vernon News who kindly forwarded me a copy.

JAMES RUSSELL FREEZE was born in Moncton, New Brunswick, on Dec. 6th, 1879. A short time later his family moved to Montreal, living there about six years and then coming West to Calgary. There Mr. Freeze became one of the twenty pupils to attend the first school in Calgary.

He was a veteran of two wars, serving in the Boer War with Strathcona Horse Regiment from Calgary and enlisting again in the First World War in 1915 in the 172nd Battalion and going overseas with that unit.

In 1905 he married Edith Lilie Gamble, of Regina, and brought his bride back to Calgary. He was a painter and decorator by trade until ill health forced him to move to B.C., where he settled first in the Pleasant Valley area then moved in 1913 to the farm he homesteaded

first in the Salmon River Valley, and in 1918 the family moved to Heywood's Corner onto the farm known then as the Morgan farm. Here he concentrated on dairying and for 25 years was a director of NOCA and S.O.D.I.C.A., serving as vice-president for a number of years. On his retirement he was presented with an honorary Life Membership on the Board, which he highly prized.

Mr. Freeze served on local school boards, promoted irrigation plans for the district, and I, personally, believe him to be the one individual most responsible for precipitating the Rural Electrification Program into the hands of the B.C. Power Commission, thus bringing it to the farm areas of the Okanagan at a much more accelerated rate than had it remained in the hands of a smaller private ownership company.

He was an avid reader, a very good artist and keenly aware of current events. An ardent C.C.F. adherent, he held many offices in that party. He had one son, Russell, and four daughters.

JAMES McCALLAN came to British Columbia, to the Fraser Valley, in 1886, and then to Ladner where he was foreman for R. P. Rithet Co. Fish Canneries at Ladner. Mr. McCallan managed a 640 acre farm for this Company for 17 years, having the distinction of bringing the first carload of horses brought out by C.P.R. from Ontario. When Rithets sold their farm at Ladner, Mr. McCallan bought 100 acres from them to farm. He was a councillor for six years at Ladner, but the damp climate of the coast caused him to trade farms with a Mr. Townsend of Armstrong in 1917, and he farmed there until his death in 1947. Mr. McCallan was an original Director of S.O.D.I.C.A. also. Mr. McCallan was a staunch Conservative and not too strong a supporter of the "co-operative movement" although his strong faith in Everard Clarke's ability to lead the "dairy industry out of the wilderness" (in the words of his son) made him a loyal and active supporter of the Noca Dairy, as he called it.

He served six years as a councillor and six years as Reeve in the Municipality of Spallumcheen, served as a Director and also President of the Armstrong Exhibition, and started the Fortune Creek Draining and Dyking Scheme.

Mr. McCallan raised very fine Jersey cattle, buying such breeding stock as Bampton and Lindell lines. He like pigs, and for some years had quite a large piggery operating at the farm.

W. S. COOK was born in Shrewsbury, England, in June 1884. He came to Canada and farmed in New Brunswick, Saskatchewan and Alberta before coming to Armstrong in 1922, where he became a Director in the first N.O.C.A. and then in the re-organized Co-operative that is S.O.D.I.C.A. today. Mr. Cook was Rector's Warden in St. James Anglican Church, and served on the Armstrong City Council later. He sold his farm and moved into town in 1930 where he was associated with E. Poole in the produce business, where he remained until his

death in 1938. His daughter, Mrs. David Smith, tells me her father loved to get away and go fishing, his fondest hobby.

JAMES GILLIAN came to Canada from his native Scotland and was manager at the Blue Springs Ranch, east of Lumby. Later he farmed for himself at Lumby and had a fine herd of Red Poll dual-purpose cattle. After selling his farm he worked as manager at the Bloom and Sigalet Ranch in Lumby.

THOMAS GRAY of Mara, was one of the real pioneers of the Okanagan and also one of the original Board of Directors for both "NOCA" and its successor S.O.D.I.C.A. His story is most interesting.

Mr. Gray was born in the little town of Naburn, on the River Oose, about four miles from York, England, July 20th, 1854, the third eldest of a farm family of three boys and seven girls. His grandfather worked 48 years on farm near Naburn, and his father (Thomas') Robert Gray was for many years a flour mill waggoner before turning to a produce dealer trade.

In turn Thomas Gray apprenticed himself on the farm working up to foreman at the age of eighteen. This paid him 30 pounds a year and he was hired yearly. Feeling not quite up to par in health the doctor he sought recommended an ocean trip and after his year had ended he sailed for Canada.

Landing in Halifax on the 8th of January, 1883, Mr. Gray proceeded to Toronto and then to an uncle's at Winchelsea, near Exeter, Ontario, where he stayed until spring, then hired himself out at \$20.00 per month to a farmer near London, Ont.

Following this he worked in Toronto, laying curbstones on King and Queen Sts., where Simpon's Store now stands. During the winter of 1883-84 he worked as janitor at Pickering College, near Toronto.

In 1884 he went to a quarry near Nipigon on Lake Superior and spent the summer quarrying red sandstone. His mail was received at a neighboring Hudson's Bay post. Wages ranged from \$2.25 to \$2.50 per day.

During the fall of 1884 he decided to go to New Orleans and being familiar with horses soon found a job as hostler. In spring he returned to Chicago where he read an "ad" for men to work in British Columbia on the Canadian Pacific Railway. Applicants for the job could buy a ticket for \$3.00 and Thomas Gray was soon on his way West to B.C.

MORE DISTRICT AGRICULTURISTS

He came as far as steel had been laid, to Beaver Mouth, near Golden and there he worked in the western section which extended east to Griffith Lake, sub-contracted to G. B. Wright. Andrew Onderdonk had charge of the Western Section.

Mr. Gray was at nearby Griffiths Lake when the famous Golden Spike was driven at Craigellachie; the builders met at Griffiths Lake but the track layers met at Craigellachie on Nov. 5th, 1885.

During the winter of 1885-86 Mr. Gray cut cord wood for the woodburning locomotives and trapped in Three Valley and Griffith Lake area.

He had planned to come through to the Okanagan in 1886 to look for land but found work at Revelstoke and finally April 1st, 1887, he set off with one Alex McLeod and hiked from Sicamous to Kelowna where they slept on the beach. There they parted and Mr. Gray started back up the Okanagan Valley, meeting a Mr. Ronald McLean, who ranched near Penticton and had a boat. The two men decided to go on together to search for land. Mr. McLean had a piece of land in mind that a man named Tom Ellis had surveyed but had not filed a claim on it, he thought. Reaching Vernon they could not get Mr. Dewdney to file it for them. Today it is the site of West Summerland.

Mr. Gray then met up with two partners, Mike Hupel and Joe Bishop, each with an interest in a quarter section of land 12 miles south of Sicamous. Mr. Gray gave Joe Bishop \$25.00 for his interest. However, when the land was surveyed it turned out Hupel had prior claims and had to pay Mr. Gray \$75.00 for work done.

In the spring of 1888, along with Alex McLeod again, they headed south once more, buying horses from Frank Young at the hotel at Lansdown, between Enderby and Armstrong today. They cut logs for a Pete McIntyre in the south Okanagan and then sawed them for Frank Richter of Keremeos. McIntyre offered Gray 160 acres if he would say but at the end of July he went back to the land near Sicamous. Instead of getting the \$75.00 from Hupel he gave Hupel \$75.00, the horse, saddle and bridle, and got the ranch in return.

Mr. Gray was the oldest settler and one of the first in the Mara district. He was married in 1894 to Miss Kathleen Hedenberg by Rev. Rosaman, a retired clergyman from the "Old Country."

In 1913 he made a trip to Australia on the "Niagara" (out of Vancouver) and returned on the "Makura."

(This item appeared in longer form in the "Similkameen Star," Princeton, B.C. at the time of his death, July 5th, 1941.)

His son Thomas Gray and wife are on the farm at Mara, still S.O.D.I.C.A. shippers.

ROBERT A. COPELAND farmed at Lumby for some years. When his health began to fail he sold his farm to Bloom and Sigalet. I know he and Mrs. Copeland lived in North Vancouver during 1939 at least, and Mr. W. Sigalet tells me he came back to Kelowna, passing away there. Everyone seemed to know Mr. Copeland, but not to give me much personal information about him.

ARSENE BUYSSE, from Belgium, in 1911 arrived in Chase, B.C., where he operated a cattle ranch. He then moved to Armstrong in 1919 and bought a very fine herd of Holstein cows. He farmed there for 36 years, until 1955, but disposed of his cows several years

before this. His Holstein herd had a butterfat average at that time of over 500 lbs. of fat.

Mr. Buysse served on the Board of Directors for 17 years and was always considered a clear thinker, and rendered valuable service to the Co-operative Association. He still takes an interest in the welfare of the Association and is a great admirer of Everard Clarke.

P. C. INGLIS of Lumby was a director for many years before retiring, and relinquishing the directorate to R. Saunders.

SAMUEL HALKSWORTH was president for almost nineteen years, from April, 1939, until his sudden death in December, 1957. Mr. Halksworth was born in Derbyshire, England and came to Canada with his three brothers in 1909. They settled first on a fruit farm at Swan Lake, near Vernon, but shortly after that they moved to Grindrod where Mr. Halksworth milked a fine herd of Registered Ayrshire cattle, which was one of the first herds on the Cow Testing Association.

A defender of men's rights, Mr. Halksworth was interested in the early C.C.F. movement and was active in the Farmers' Institute. He was the Okanagan director of the B.C. Federation of Agriculture for many years and up to the time of his death, served both that and his co-operative well. His leadership in perhaps the fastest changing period of both the production and business the Association has known will long be remembered by the members of S.O.D.I.C.A. who knew him.

MRS. E. S. CRASTER is the only lady board member that S.O.D.I.C.A. has had in its entire forty years.

Mrs. Craster was born Alice Owen Wilson in Shropshire, in 1874, the daughter of Rev. and Mrs. Wilson of Church Stratton. An accomplished musician she studied violin with the famous master, Sir Edward Elgar, and, also, as a very fine artist she specialized in animal paintings and sketches, having been taught by the universally known painter of animal life, Lucy Kemp-Welch.

In 1905 Edward Stanhope Craster came back to England following a period of life in the frontier west of Boise, Idaho, where he had established a horse ranch during the 1890's. The Craster family is well known in the Northumberland district where Craster House has been standing for 800 years, and is well known in Border Legend. Two Craster men have been knighted for their loyal service to the Crown, one by King Edward 1st and one by King Edward 2nd.

Edward Craster went back to England to make Alice Wilson his bride and they left directly for Canada. Hearing of the Chilcotin country, they left the train at Ashcroft and bought a team of horses and a democrat buggy and drove to the Chilcotin, living for a time in a log cabin there. The following year they drove back and down to the Okanagan finally buying land at Lavington, where they established "Cwmddale Jersey Farm," bringing Jerseys up the lake from Penticton (bought in the State of Washington) and walking them out to Lavington from Okanagan Landing.

Six sons and two daughters were born to Mr. and Mrs. Craster, three sons and one daughter living today.

In 1924 Mr. Craster became bedridden until his passing in 1930, and Mrs. Craster, a son and daughter, took up the reins. Mrs. Craster became a well respected figure in the dairy industry. So apt was her appraisal of Jersey cattle that P. Burns and Co. asked her to buy for them throughout the United States. She attributed this aptness to her studies as an artist which gave her a keen perception as to an animal's bone structure and build.

A member of the Vernon Symphony Orchestra, she retained her love of music, and although her busy life left her little time for painting, two of her oil paintings of horses may be seen hanging on the walls of the Okanagan Cafe in Vernon.

"Cwmddale" was sold in 1952 and Mrs. Craster passed away in Vernon in 1958.

A tribute to his mother came to me from her son Dick; when summing up his mother's zest for life he told me, "My mother was a remarkable woman; anything she did was successful for her, yet she shunned publicity."

DAVID JONES was born at Meadow Lee near Winnipeg, Manitoba and in 1904, at the age of ten, came with his parents to the farm at North Enderby that was his home for over half a century. He attended school in Enderby.

World War I took him overseas with the Fort Garry Horse Regiment, and on his return to Enderby in 1919, he married Miss Charlotte Sutton, a school teacher.

Through the years Mr. Jones has taken a keen interest in his church and community as well as his dairy activities. His father was a director of the first NOCA from its origin in 1916 until 1919 when Dave took over the farm.

Besides his work as a S.O.D.I.C.A. director, he has been secretary of the Jersey Bull Ring, secretary of the Cow Testers Association, president and secretary of the Jersey Breeders' Club, president and secretary of the North Okanagan Artificial Insemination Club, past president of Enderby Board of Trade, member of the Knights of Pythias Lodge and active all his life in St. Andrews United Church.

Mr. and Mrs. Jones sold their farm and "Shuswap Jersey Herd" five years ago and now make their home in Enderby where Mr. Jones has an insurance office.

RUSSELL CARLETON FREEZE was the unanimous choice of the Board of Directors to replace his father, J. R. Freeze, when he resigned. Russell was born at Armstrong, B.C. in 1915 and married Miss Minnie Kohut in 1940. They had one son born in 1941, but had the sorrow of losing him in 1945.

Mr. Freeze served as vice-president of S.O.D.I.C.A. for two years. He stepped down from this office to continue service as a director to

the present time. It is thought the continuation of this father-son directorate is somewhat of a record on a co-operative board.

Active in the C.C.F. party, he ran for M.L.A. for Salmon Arm in 1949, unsuccessfully, and is at present vice-president of the N.D.P. party for the same constituency.

He was a member of the Interior Vegetable Marketing Board from 1950 to 1951, and is now a director of Interior Vegetable Marketing Agency; has served terms of office as both president and secretary of B.C. Interior Vegetable Growers Association and helped organize and is president of Salmon River Co-operative Growers Association. Mr. Freeze is also secretary of the Salmon River Development Committee and a director of the Interior Provincial Exhibition. He farms 65 acres, cultivated and irrigated, and won the Grassland Award, Green Pastures (1954) for Outstanding Pasture Yield. He has about 40 head of cattle, mostly dairy Shorthorn cross and ships cream and raises veal. Potato growing is a part of Salmon Valley crops and Mr. Freeze grows 10 acres of Netted Gem Potatoes per year. He says his hobbies are politics, reading, and fishing when he has the available time.

IVAN WRIGHT was born in England and accompanied his parents when they came to Silver Creek in 1914. He was a director of the Salmon Arm Creamery Co-operative for twenty years prior to its amalgamation with S.O.D.I.C.A. He has had continuous residence in Silver Creek except for years he spent in the C.E.F. overseas during World War I.

H. D. McCALLAN (JIM) also followed his father's footsteps as a director of S.O.D.I.C.A. being immediately elected in 1946 to take his father's place. Born in Armstrong, he operated the Aluvia Jersey Farm on Highway 97 until 1952 when he sold it to Garnet Foster. Mr. McCallan is now manager at Bella Vista Farms, Milner, where 160 registered Jersey cattle and 700 pigs are kept. The Jersey herd on R.O.P. have a production of 10,500 lbs. milk and 530 lbs. butterfat.

E. W. STEWART was born in the State of Nebraska, U.S.A., and came to Canada at a very early age when his parents settled in the Northumberland County of Ontario. In 1920 he married and went to Saskatchewan where he stayed until 1935, moving to Salmon Arm then, and has been there ever since. He began shipping to S.O.D.I.C.A. in 1936 and was on the Board of Directors during the years that the amalgamation with Salmon Arm Creamery took place, and the name became S.O.D.I.C.A.

MR. LARSON. I asked Mr. Stewart to tell me something about Mr. Larson who served on the board a short time after amalgamating with Salmon Arm and I could learn nothing as to what had become of him. Mr. Stewart said Mr. Larson came from Yorkston. He passed away in 1953.

R. J. CARLIN (as written to me): "I was born in Minnesota,

arriving in the Shuswap Lake area at Kault, a sawmill operation, in Oct., 1898, with my parents. For years my father was connected with sawmills and lumbering for the Columbia River Lumber Co., and in 1912 he bought a farm at Tappen.

"We first shipped cream to NOCA, when John McPherson began, hauling from this area. John was an early riser and very punctual, picking up our cream about 5 a.m.

"I have lived in this district (Carlin) all my life excepting two years at St. Louise College, Victoria; overseas in World War I; three years in Calgary, and eleven years with the Powell River Co., returning to Tappen in the spring of 1943, taking over due to my father's illness and continued as a shipping member until I sold my herd in 1963. I think I succeeded Ernie Stewart as a director for this area.

"I was a charter member of the first Credit Union in B.C. Powell River obtained the first charter and my book was number 6. Also I was a director of our local co-op store for a number of years, Granite Trading Association, which is in its 49th year of operation. My father, J. A. Carlin was one of the original members, and a director.

"S.O.D.I.C.A. has from the beginning had many hurdles to clear, but the planning and decisions have always been directed to the road of progress."

EDWIN STICKLAND, president of S.O.D.I.C.A.'s Board of Directors since 1957, was born in Bournemouth, England. When he was nine years old the family moved to Canada, settling in Calgary. In 1919 his father decided to come to B.C., and came first to Tappen, then moved to the Jim Carlin farm at Grindrod. From there they moved to the A. D. Stroulger place and in 1924 Ed. Jr. left for Vancouver. In 1933 he began farming for himself on Sumas Prairie near Abbotsford, and in 1946, having already bought the farm his father was on, he sold his farm at Sumas Prairie and moved back to the Okanagan and started to ship cream to NOCA as his father had. He followed Dave Jones as director for the Enderby area. His main interests have been in building up the farm, increasing his herd, and in S.O.D.I.C.A.

REG. SAUNDERS was born in Trinity Valley in 1922 and lived there until he joined the R.C.A.F. in 1941, and spent the following four years in the airforce in Canada. Discharged in 1945, he helped on his father's farm until he bought the present farm in 1947.

He farms 150 acres and keeps around 80 head of purebred and grade Holsteins. He became a director when Mr. P. C. Inglis wished to retire and asked if he would put his name for nomination in his place.

Mr. Saunders has been on the Lumby Anglican Church Committee for many years and is just now serving as People's Warden.

He tells me he has little time for hobbies, unless it is his interest in growing bigger and better forage crops, but we who are members of S.O.D.I.C.A. know that much of his time goes toward S.O.D.I.C.A.

board work, especially now he is a director in the B.C. Federation of Agriculture.

K. R. YOUNG was born in London, England and came to Canada in 1939 because he felt there were too many people in England and he could see a better future for his children in Canada or South Africa. Fortunately, for us, he chose Canada.

Mr. Young, besides his service to S.O.D.I.C.A. as a director for some years, has been connected with the irrigation district affairs in Kelowna, especially Okanagan Mission area. He was president of the Kelowna branch of the Navy League of Canada and a member of the executive of the Board of Trade. His eldest son, J. R. Young, after sixteen years with the Royal Canadian Navy, has become an equal partner with his father in Torr's Farms Ltd., retiring as Lieut.-Commander.

GIFFORD THOMPSON was born in Kelowna, Oct. 17th, 1924, into one of Kelowna's pioneer families, his grandfather having settled in Kelowna in 1892, after spending some years in Kimberley, S. Africa, in the diamond trade (Ok. Historical Soc. Report, 1955). After returning to his native Shetland where he married, he decided, having sailed before the mast in his early days, to come to Canada, and influenced by publicity regarding the ventures of Lord Aberdeen, he came to the Okanagan and settled near what is now Kelowna.

This, then, is the heritage of S.O.D.I.C.A.'s Gifford Thomson. He served overseas with the R.C.A.F. as a commissioned Flying Officer-pilot. He was married in 1951 and has six children, five daughters and one son.

The farm, which I understand comprises some 400 acres, is operated as a partnership with his brother, Ken Thomson, as "Thomson Bros."

Mr. Thomson says when he gets the chance to, he likes to play bridge, go fishing, and—argue. Fortunately for S.O.D.I.C.A. shippers he does argue on our behalf, too.

BRUCE ATEN was born in Tisdale, Saskatchewan and came to Salmon Arm with his parents in 1923 at the age of five years. During the 1930's he became interested in farming and started in a small way shipping cream to the Salmon Arm Creamery.

During the 1950's, as a member of the Seed Growers' Association, he grew registered seed grains for which he developed a good market for registered and certified seed in the Salmon Arm and Kamloops areas.

Mr. Aten branched into the fluid milk market in 1955, shortly after becoming a director of S.O.D.I.C.A., and served on the board for a number of years. He saw many changes in the association, and the dairy industry, such as the introduction of the Milk Board and later the adoption of the quota system.

During his time as a director of S.O.D.I.C.A., he was closely

connected with agriculture in B.C. as a whole, as a director of the B.C. Federation of Agriculture representing Farmer Institutes for the province as one of the three directors elected for this purpose. He was president of the Salmon Arm Institute during which time it became very active in farm participation.

Mr. Aten has now sold his farm and says he thinks he works just as hard in his present work.

WALTER INGLIS originally of Scotland, farmed in the Fraser Valley, then in Williams Lake until 1958 when he purchased the Peter Arnold Farm in Silver Creek. Mr. Inglis keeps a large herd of Ayrshire cattle.

ERNEST SKYRME was born on the L. and A. Ranch near Vernon, B.C. His father, Ernest Skyrme, Sr., was one of the early settlers and is mentioned earlier in this history. The Skyrme farm in Grindrod has always been a progressive farm, having one of the first milking machines and later the first "milking parlour" type barn in the Okanagan. A bulk tank was added when they appeared on the market here.

Mr. Skyrme married Eleanor Mack, also a pioneer of the Enderby-Grindrod area and they have three children.

We, who know Ernie Skyrme, consider him a fine man, a good farmer, and a kind neighbor, as his father was before him.

He became a director following Mr. S. Halksworth's death and serves his area well.

CLIFF HUSBAND. Mr. Husband was born at Milita, Manitoba, and grew up in Vancouver, B.C. in 1919 the Husbands moved back to the prairie to Mortlock, Saskatchewan.

However, the dry years and the depression were just too tough and in 1933, in the fall, they set out west again in a 1 ton Model T Ford truck and travelled through Crow's Nest Pass to Nelson, Trail and Grand Forks. Mr. Husband said they didn't see one place in which they wanted to settle until they came to Armstrong, B.C.

He also said he is glad to have been a director for NOCA Dairy (S.O.D.I.C.A.), they have certainly grown and he hopes they continue to grow.

Anyone who has been in the valley for very long and is interested in cattle will remember Mr. Husband's very fine "Birch Glen" Ayrshires. I wrote an article for the B.C. Ayrshire "News Letter" last year relating to the high producing Ayrshire cows of the Peerless family in Deep Creek and found the familiar name of "Birch Glen" had been the foundation stock for many of these cows, too.

Mr. Husband says he has never had too much time for hobbies but always enjoyed sports and coached the Armstrong Ball Club for a while. I know he was also active in the Armstrong Fair Association for several years. Mrs. Husband was a very fine leader, too, in the Ayrshire

Calf Clubs in 4H work, members of the club under her leadership went to compete at the P.N.E. and appeared on television at that time.

Fishing and hunting and growing flowers all appeal to Mr. Husband. We, in the dairy industry, feel a fine dairyman was lost to us when he joined the logging industry.

When I began this history last summer, Mr. Husband's daughter-in-law, Mrs. Fred Husband, did much to help me in the formative stages of it in her position at the NOCA Dairy. Since then she has become the mother of a baby son, almost a New Year's baby for 1965.

ERNEST PROUTY. Ernest Prouty was born in Blaine, Washington, U.S.A., going to Alberta to live in 1910, where he stayed and ranched for twenty years.

In the year 1947 Mr. Prouty, who had visited in the Okanagan from his home in Southern Alberta, thought this was a most wonderful place to live. They were twenty-five miles from the closest school in Alberta. So he moved his family to the Okanagan taking up residence at Armstrong, B.C.

Mr. Prouty's interests are with Credit Union of which he was a director. Also Mr. Prouty is interested in the North Okanagan Holstein Club. These, along with running his own large "Sharbar Farms" operation and serving as a director of S.O.D.I.C.A. do not leave him much time for hobbies. However, he tells me he considers horses, hunting and fishing his favorite hobbies, when time allows.

Mr. Prouty has been the first producer to take the "Butterfat Title" from the Ed. Sticklands, Sr. and Jr., over a span of almost three decades. This was on 1964 production.

Other directors of S.O.D.I.C.A. have been—

G. Patterson, Penticton, B.C.

G. Risso, Kelowna, B.C.

W. Graves, Armstrong, B.C.

J. Thornton, Armstrong, B.C.

These men served their area well during their terms as directors and the association has been richer for having had their services.

CHAPTER IV

Management

Directors must evaluate the facts and decide what their co-operative needs in management. Then they should hire the best man for their needs. They must consider what this management is worth, not in terms of what producers are making, but what a competitive business would pay for a similar service. A poorly paid manager is usually a costly mistake.

A few years ago I read an article written by the owner of the Welch Grape Juice Co. Ltd., written when he had decided to relinquish his private ownership of the company and turn it over to the grape growers, as a co-operative enterprise. He stated this took much planning and time, because before he would relinquish this wholly, he wanted to be sure the mistake he considered to be the one weakness in co-operatives, generally, would not happen in this one. This he stated was in the realm of "Hiring a Manager," he felt co-operatives usually would not pay the salary that would draw the calibre of manager that private industry realized as a necessity. To prevent this happening to the company he was turning over, he trained the personnel and educated the grower members to the importance of equalling their manager's salary to that of private industry's level; thus when they paid for the best they could expect a performance to justify it.

A dairy manager should be interested in farmers and know the basic principles of dairy farming, of the feeding costs and all phases of the producer's problems as well as see all aspects of the merchandising of their product. Management consists of administration and formulation of policies. Organization, putting the determined policies into effect. He should have determination, faith in his own strength, and a vital drive for success in his work. He should have foresight, giving out a sense of purpose which binds the co-operative into an integrated work force. Fidelity which will cause him to fight for the rights of the organization, both staff and members, to defend them against injustices. He must be direct, fair, impartial, without prejudices or favoritism. And lastly, have patience, some people must be told, shown, and talked to, many times.

Besides a technical knowledge of his particular field, he must have the ability to display imagination, make sound decisions, sound judgments, and the courage to carry these out if he knows he is right.

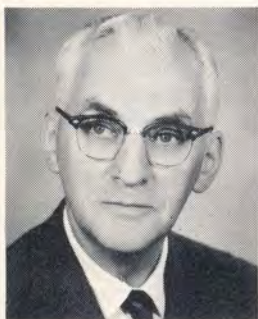
He should be able to communicate with members and staff clearly and understandably, avoiding sarcasm and profanity, and skillful in relaying orders to his staff. He should be able to delegate work loads and create incentives for his personnel. He should be able to appraise a man and be able to develop the right man for the right job. He should encourage self improvement, recognize good work and give honest praise.

He should allow a margin for human error and give only tactful and constructive criticism.

This, besides keeping himself well informed and able to be a leader among leaders in his field, makes a good manager. So now, if any of you would care to stop milking "old Bossie" and change jobs with Mr. Clarke you will know what is expected of you.

And, in case this sounds so much like the manager you really do have, let me hasten to say the above management qualifications came from "The New Business Encyclopedia" (1963 edition), which is my own personal property.

Truman Everard Clarke - General Manager



TRUEMAN EVERARD
CLARKE

When I first met Everard Clarke, he was a young man of about twenty-three or four, with a young wife and a small daughter he liked to carry in his arms. I was a teen-age girl staying here with my aunt and uncle after a bout of pneumonia. The young Clarke family spent many evenings here at the Coltart farm and while we did the supper dishes, the men milked the cows—by hand in those days—and carried the large pails of milk into the pantry where the whirl of the DeLaval separator and the hum of

the men's voices talking enthusiastically about the new Creamery Association as the cream was separated, still has a place in my memories. These were the formative years of what is now S.O.D.I.C.A. Because I can remember those days vividly, listening as I sat in the glow of the hanging gas lamps to the hopes and dreams, I know what an integral part of S.O.D.I.C.A. Mr. Clarke really is; I also know what S.O.D.I.C.A. means to him personally. He is dedicated to S.O.D.I.C.A., it has been his life's work and of several of those around him. Who could ask for or expect more of a man?

Mr. Clarke was born in Truro, Nova Scotia, but when he was only three months old, his father, then only 24 years of age, decided to come West. With his wife and infant son he arrived Dec. 3rd, in the Northwest Territories, having selected a "ranch" from a map. They walked, carrying their infant son, to the ranch and spent their first winter, fortunately a mild one, in a hastily built "sod house." (Mr. Clarke has said this showed a lack of good judgment, but courage, too.) Before too many years there were four Clarke boys and a fine Jersey farm near Didsbury, Alberta, where Everard Clarke attended school. His father was a very civic minded farmer, the first president of the Alberta Dairy Pool and a charter member of the National Dairy Council of

Canada. It is natural, Everard, after graduation from Mount Royal College in Calgary, should choose a career in agriculture.

In 1923 Mr. Clarke became administrative assistant to the general manager of the produce division of P. Burns Ltd. in Calgary. During the spring of 1925 when P. Burns bought the Vernon Creamery from H. Knight, Everard Clarke came to Vernon as manager. He helped to organize the infant co-operative which is now S.O.D.I.C.A. and has guided its destiny, always in the path of progress, and today, when numerous B.C. co-operatives have closed doors, S.O.D.I.C.A. is reaching a \$5 million per year business.

He may well be called a "dynamo," besides his busy life at S.O.D.-I.C.A., he has been vice-president of the National Dairy Council of Canada, a position he relinquished to go to India, when at the request of the Government of India, the Food and Agriculture Organization of the United Nations appointed him "Dairy Production Advisor to the Government of India." He lived in India from November, 1962, until February, 1964, and his work took him to every state in India except Assam during his stay there. The terms of reference were:

"To assist the government in the development of milk production and large scale organization of collection and distribution of rural milk supplies along co-operative lines."

His "Interim Report No. 17995" was presented in February, 1964, in a 26-page booklet by the Food and Agriculture Organization of the United Nations.

February 17th, 1963, Mr. Clarke was elected to the Royal Commonwealth Society in London, England.

He has held civic offices, serving a two year term on the Vernon City Council, 1936 to 1937. While president of the Vernon Board of Trade, he organized a committee to "bulldoze" the first road to Silver Star and was a former member of the Silver Star Provincial Parks board. Skiers now enjoying Silver Star as it is today may well appreciate his efforts on its behalf. Both he and Mrs. Clarke are ardent skiers themselves.

Mr. Clarke is honorary president of the Business Management Course which is mentioned in a following chapter. He is a Rotarian and a member of the Vernon Yacht Club. He has been on trade missions to the Orient and has travelled in Mexico and South America as well as to most of Europe, Asia, and parts of Africa. He is a member of the B.C. Research Council, at U.B.C.

While in India, Mr. and Mrs. Clarke became interested, through Mrs. Clarke's voluntary service work in an orphanage there, in the abandoned babies of India. They adopted baby "Christine" and became responsible for her welfare and education to young womanhood. They have three married daughters and six grandchildren of their own, three of their grandchildren are adopted.

Perhaps the words of Mr. Lionel Mercier, speaking to touring

university students in Kelowna last Sept. 16th, 1964, pay the best tribute to Mr. Clarke I could give to him:

"Here is a man who, in his youth, had taken as his goal and challenge in life, a bankrupt company to which most men would not have given a second thought, let alone considered that it had a chance to recover.

"Because of his faith in the basic industry of milk production, because of his diligence, persistence and hard work, he transformed this chronically sick company into one of the giant milk industries of the province of British Columbia, affecting the lives of virtually thousands of people in the dark years of the depression as well as the post-war years. All this was done by one man, whose faith and ability to surround himself with other men of ability, whose outstanding vision of greater and greater conquests, whose talent for constantly adjusting to changing conditions and techniques yet never faltering in his endeavour to reach the great goal set in his youth, enabled him to do what seemed to lesser men, impossible. He has built a great industry from the ruins of men who had lost faith. He has conquered time and space and, while doing this, has earned the respect and admiration of his fellows, not only in his city and province, but in the nation. This respect is so great, that he was selected by the Prime Minister of Canada as our official representative to the Indian Government to assist that great nation in the development of its co-operatives and milk industry.

"I submit to you that Mr. Clarke had a real and worthy goal, which has become a pinnacle from which we may observe further horizons, he has brought us this far—are you prepared to accept this example he has set and carve out a goal for yourself which will set you apart from men who are fort holders and put yourself in the league with the fort builders?

"I would leave this challenge with you: there are just as many forts to be built today as there ever were. You only have to buy a plot of land to build your fort on."

Assistant General Manager R. H. Cull



RONALD H. CULL

Ron Cull was born in Vernon and following graduation from school there he joined the staff of the Creamery Association in the head office in Vernon, while the creamery in Armstrong was still in operation, prior to the fire in 1927. His job was to look after the shippers' ledger and posting the cream accounts. He continued as office assistant until 1935 when he was promoted to take charge of all the accounting of the association.

Mr. Cull had worked for his pro-

motion, during the early 1930's he studied accounting by correspondence through the International Correspondence Schools in Chicago. In February, 1948, the association sent him to the Ice Cream Merchandizing Institute of America, in Washington, D.C., to obtain specialized training in the merchandizing of ice cream.

He recalls in 1927 the total sales of the association amounted to less than \$200,000 and the products handled were butter and eggs. By 1935 the Enderby plant had been purchased and was operating as a butter manufacturing plant with Ernie Skelly as resident manager.

During the years he was office manager, the association kept growing, a milk and ice cream business in Vernon had been bought and an amalgamation with the Salmon Arm Creamery had taken place, by the time he was appointed sales manager in 1947.

In the spring of 1957, he graduated from a four year extension course for young business executives called the Business Management Course, mentioned elsewhere in this book, and when Mr. Clarke left for India in 1962, he was appointed assistant general manager.

He has seen the association grow from a small butter manufacturing plant to the second largest co-operative in B.C.

Mr. Cull was married in 1935 and has two children.

He also is an ardent ski enthusiast and has a cabin on Silver Star; another hobby is woodworking at which he is adept and greatly enjoys.

Production Manager - William Charles Cameron



**WILLIAM CHARLES
CAMERON**

We, in Enderby, claim Bill Cameron as our own "local boy makes good." He was born and educated in Enderby and began his career in Enderby. Bill began with the association in 1928 when the creamery he worked for became a part of NOCA Dairy.

He holds a Third Class Steam Engineer's Certificate and is a graduate of the four Business Management Courses. He won first prize in milk judging (market milk) in international competition in Pullman, Washington with 248 plant superintendents — an extraordinarily high honor for any dairy plant man to achieve.

From 1933 to 1946, he participated in many keen competitions among buttermakers during which NOCA creamery butter took prizes at all major exhibitions across Canada.

Bill has held positions as supervisor of plants prior to becoming S.O.D.I.C.A.'s Production Manager in 1949 where he has become well known to every dairyman in the Okanagan.

One of the happiest moments of his career must have come when his fellow employees chose him to be the first winner of the Dairy Personality Award—created by the daughters of the late president, Sam Halksworth, as a trophy to be awarded in memory of their father.

Bill loves to hunt, especially pheasants in the fall of the year. In summer his boat, the NOCA IV, brings much pleasure to him, his wife, Mae, and son Gary (now married).

Mae Cameron, of course, deserves a part of this history, too. Since 1956 she has been the capable editor of the "Cream Collector" and is another lifetime S.O.D.I.C.A. personality, the daughter of Nels Griffith, a member of the S.O.D.I.C.A. staff herself until her marriage to Bill. S.O.D.I.C.A. has been an integral part of so many lives. Surely such a loyalty in personnel speaks volumes.

Most familiar words: "Ask Bill Cameron, he'll know!"

Vernon Shipping Foreman - Lawrence E. Antilla



Larry Antilla is in charge of NOCA's busy shipping department in the Vernon plant. Born and educated in Enderby, Larry started in the dairy business with the Karnagle family, then operating the Palace Dairy in Enderby.

On Dec. 1st, 1928, he went to work for NOCA in Vernon, and for several years he divided his time between grading, testing, recording the cream shipments and completing the monthly cream cheques.

LAWRENCE E. ANTILLA

Throughout a concentrated Dairy Course at the University of Manitoba in 1940-1941, Larry took top marks in thirteen subjects. At the time some of these subjects were not needed but S.O.D.I.C.A.'s field of operations has expanded so rapidly since then that the entire course he took at that time has been of substantial benefit to him, and to the association as a whole.

As shipping foreman, Larry keeps a careful watch on the stock, making certain there is always an adequate supply of NOCA Dairy foods and farm equipment on hand to keep the orders filled just as quickly as they come in.

He has now completed 36 years with the Vernon plant, and has been there through all the plant renovations and expansions that have taken place through the years.

Accountant - W. S. Bennett

Walter S. Bennett was born and raised in Vernon. After spending two years with the Royal Canadian Navy, 1944-1946, he returned to

Vernon and joined the staff of the NOCA Dairy as a milk driver salesman.

In 1949 he changed to the ice cream truck as driver salesman covering the territory of Vernon-Salmon Arm-Lumby. While doing this Mr. Bennett began a correspondence course in accounting, through his worthy efforts and I might add, top grades, in this course, he moved into the S.O.D.I.C.A. office in 1951 succeeding E. Johnson, Chartered Accountant, as office manager.

During 1959-1960 two National Cash Register Accounting machines were installed in the office, and were operated by Miss Marie Busch and Miss Irene Basell, who have set a standard that is hard to beat. They send out 400 separate account receivable statements every week, listing every purchase made by every account, and these statements are mailed within three days of each account's last purchase. This fine record has assisted the credit department to maintain a collection period of 21 days, and when you consider the tens of thousands of dollars that must be kept turning over and over to operate a business, this one department has a great part to play in the financial results of the dairy. Especially noteworthy is the fact that the increase of business since these machines were installed has been 69.8% and the volume of accounts received 54.29%.

Looking after the patron's shipments of cream and milk are Miss V. Trenholm and Mrs. M. Albertson at Salmon Arm, and in Vernon, Miss C. Steele and Mrs. H. Land, who has a notable record of employment with NOCA since 1927.

There are 21 employed in the accounting department, including the branch offices. Two men in the Vernon office, C. Crozier and S. Uzick have completed three years of correspondence courses in the Registered Industrial Accounting Courses, and B. Bruce has completed his second year in the Certified General Accountant's course.

It is with such fine help in the branches and the main office that Mr. Bennett feels he can say, proudly, he has had no increase in personnel in his staff since 1958.

Mr. Bennett is married and has two children.

Penticton - I. R. McKenzie

Mr. McKenzie began his work with NOCA as an ice cream truck driver in 1949, travelling from Vernon to Penticton, including Naramata. At that time S.O.D.I.C.A. did not have a branch south of Vernon.

After two years driving this truck, in April, 1951, he was promoted to salesman for the association, calling on accounts in the Revelstoke, Kamloops areas, and south to Osoyoos. This position Mr. McKenzie held for six years.

In April, 1957, S.O.D.I.C.A. purchased the Royal Dairy in Penticton, and Mr. McKenzie was sent to Penticton as branch manager, and to look after the territory from Westbank south to Osoyoos, east to Grand Forks and west to Princeton and Allison Pass.

The present distributing plant was opened in July, 1958, after a year working out of the old Royal Dairy plant upon becoming established in Penticton.

There are now five milk drivers delivering retail milk in Penticton proper, and two wholesale milk drivers. S.O.D.I.C.A. also has agents delivering milk and dairy products in Summerland, Peachland, Oliver, Osoyoos and Greenwood, also the S.O.D.I.C.A. drivers supply the Princeton and Keremeos area.

Penticton is the largest distributing branch of the association, in regards to volume of business handled, saleswise. An office is maintained there with a staff of two. Two reefer trucks work out of this branch, supplying the accounts in the South Okanagan with ice cream and frozen foods.

Penticton being such a popular tourist centre, two extra trucks are used to handle the increased business during the summer months. One delivers milk and the other delivers milk, ice cream and frozen foods.

Mr. McKenzie takes pleasure in saying that the Penticton branch has enjoyed a favourable increase in business each year since it was opened in 1957.

Plant Manager, Vernon - Walter Hlina

Walter Hlina was born and raised on a dairy farm at Notch Hill, B.C. After completing school at Salmon Arm, he began working for NOCA Dairy in May, 1948.

Walter attended a six month dairy course at the University of Alberta in 1949 where he received an award as the outstanding dairy personality at the university, he then took a course at the Calgary Vocational School. He has since attended several short dairy courses at the University of B.C. on labour management and work study.

In 1952 and again in 1959, Walter attended a dairy convention at Pullman Wash., receiving first prize in 1959 for cheddar cheese judging. This is an outstanding dairy accomplishment.

In 1950 he was promoted to plant foreman and in 1961 he became plant superintendent at the Vernon plant. "Wally" has worked in all departments in the various plants and also on the cream and milk trucks over the years.

Following his dairy course in Edmonton in 1950 he returned to the Okanagan and married Anne Bramble of Enderby. They now have five children.

H. (Butch) Kaneda

H. (Butch) Kaneda was born October 31st, 1922, in Vancouver, B.C. He attended Keith-Lynn Public School and North Vancouver High School, graduating in 1940. Following service in the Canadian Army he worked in a lumber camp, a fruit orchard and grocery stores.

In April, 1952 Butch joined the sales staff of the NOCA Dairy as driver-salesman on the Vernon-Salmon Arm ice cream truck. At that

time there were only two reefer trucks, one went north and the other south, from Vernon, and at present there are ten reefer trucks in the NOCA fleet.

After spending three years on this route, Mr. Kaneda was transferred to Vernon-Penticton route when Wally Zacour left to work for Canada Packers, for whom he is now sales promotional manager in their Vancouver office.

Three years after this a branch was established in Penticton under the management of Ian McKenzie and Butch was made a salesman covering the entire territory for the first year, and then for three years he covered from Kelowna north as salesman. When Mr. Clarke left for India, Mr. Kaneda was promoted to acting sales supervisor.

During 1958, 1959, 1960, he took the Business Management Course at Kelowna during the winter months covering "marketing," "industrial management," and "business finance."

In March, 1961, Mr. Kaneda attended a Dairy Institute held at Washington State University in Pullman, Washington.

He is married and has two children; Jimmy, 12 years old, and Danny, 3 years old.

Route Supervisor - Jack Fuhr



JACK FUHR with Delivery Truck, 1957.

Jack Fuhr started to work for NOCA Dairy in November, 1944, as milk salesman. At that time they had just purchased Royal Dairy and had one "stand and drive" truck, with two men on it to deliver to all the homes in Vernon, and one wholesale truck for the stores. Milk sold for 9c per quart.

In 1951 Mr. Fuhr became route supervisor for Vernon, with seven trucks in the delivery fleet; he also supervises 3 routes in Salmon Arm.

When NOCA began delivery in Kamloops twelve years ago, Mr. Fuhr went to Kamloops to establish the routes there, as a member of the team sent by S.O.D.I.C.A. at that time.

A noteworthy factor in this particular branch, as well as throughout the entire S.O.D.I.C.A. organization, is the small turnover in men. The following men complete the route staff:

Al Blaeser	14 years service
Charlie Hein	13 years service
Pete Goertz	12 years service
Roy Eastwood	13 years service
Paul Novakowski	12 years service

Art Stewart has one and one half years, and Howard Atkinson part time for three years and steady for one year. In Salmon Arm, Bruce Helmkey has had sixteen years service, but not all with NOCA.

Mr. Fuhr lives at Okanagan Lake with his wife, Marion and their two sons, Jim, aged 13 years, and Ron, aged nine.

Kamloops Branch - Story of the Comazetto Family

In 1900, at the turn of the century, Mr. Alexander Demarche immigrated to Canada from Italy. He established his home in Kamloops, working for the C.P.R. In 1909 he sent for his wife and family and in 1910 he established a general store in Kamloops.

Antonio Comazzetto had also immigrated to Canada, as a boy of seventeen years of age, seeking a better place to live. Arriving in Kamloops in 1914 he could not find work there so went to Ocean Falls. There it rains every days and the climate was too wet for him, so he left and went to Trail, but did not like the smelter. In 1917 he came back to Kamloops and began working for the C.P.R. In 1918 he became Section Foreman at Cherry Creek, some miles west of Kamloops.

In 1918 he married "Cesira," daughter of Alexander Demarche and they purchased their first cow. By 1919 Antonio Comazzetto and his wife had left the C.P.R. and moved to Kamloops. Purchasing three more cows, they farmed on the present Lorne Street at the North Thompson Bridge site, where the original farm home still stands.

Their milk business began to grow and thrive, so purchasing eight more cows, they moved to the Pleasant St. location, south of Kamloops, still in the city boundaries. Milk was delivered by horse and wagon and by sleigh in winter. There were no bottles at that time, but delivery was made in the can with a proper measure where the housewife provided her own container to put the milk in. Milk sold for 6c per quart at the time.

By 1930 automation came to the Comazzetto family and a motor driven vehicle was bought, a Chevrolet sedan with the back taken out for deliveries. In 1934 a Ford Model A was purchased and deliveries grew with the town.

With the rapid growth of Kamloops by 1943 they were forced out

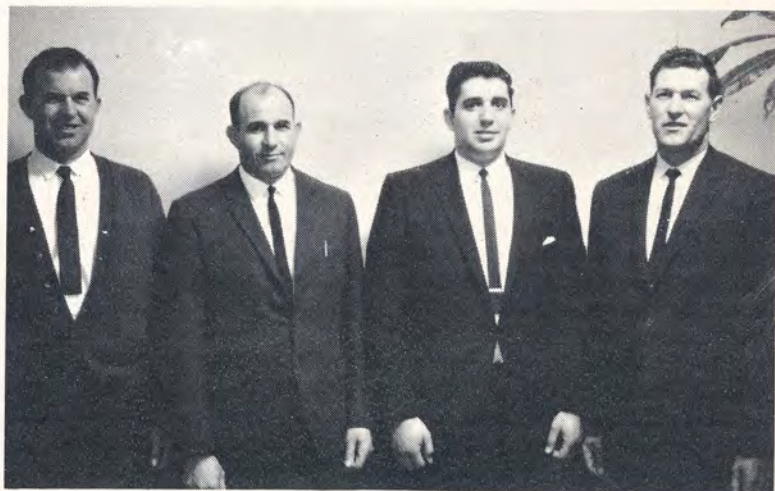
of the city limits and established themselves east of the city, remaining there until 1955.

There were five sons and four daughters in the Comazzetto family: Linda, Gino, Lindo, Bruno, Elsie, Enes, Reno, Mario and Emma.

On February 8th, 1955, S.O.D.I.C.A. established themselves in Kamloops with the Comazzetto family and purchased 3 trucks for home and store delivery with three employees.

Now, ten years later, they have 12 routes serving the Kamloops area from Kamloops to Vavenby via No. 5 Highway and to the west to Spences Bridge and south to Merritt.

Shipments are also made via railroad, transports and bus to other communities. There are eighteen permanent employees with three extra in the summer to cope with the many tourists who flock to the interior to enjoy the mountain lakes and streams.



COMAZZETTO BROS., *Kamloops Plant—Alder, Gino, Mario, and Bob.*

Kelowna Delivery - A. T. Roth History

A. T. Roth delivered milk first for Woodlawn Dairies in Smithers, B.C. from November, 1928 to July, 1929 then moved down to deliver for the Guisachon Farm Dairy from October 28th, 1934 to December, 1939, driving a horse drawn Bennett wagon, with handwashed and filled milk bottles.

In January, 1940, he moved to Kelowna and became agent for Kelowna Creamery. He had eleven customers as there were five dairies competing for customers there at that time: Tutts Dairy, Sanitary Dairy, Guisachon Farm Dairy, Bulman Cloverdale Dairy and the Ireland Goat Dairy.

Mr. Roth left the Kelowna Dairy to distribute milk for NOCA Dairy, March 31st, 1950, S.O.D.I.C.A. having rented premises at 525 Harvey Avenue there. He had six drivers on the road with him when he left Kelowna Creamery and they all stayed with him, delivering 1,400 qts. of NOCA milk the first day.

Mr. Roth said he worked seven days a week, including Christmas Day and New Year's Day for twenty years, and one period worked for four years without a day off (as bad as a farmer).

During the time Mr. Ireland was in the Air Force he delivered goat's milk for Mrs. Ireland, there being quite a demand for it at that time—about 35 quarts a day.

At the present time Mr. Roth has twelve routes on the road for S.O.D.I.C.A.

Kelowna Branch - Sam Biagioni

Mr. Biagioni tells me he is comparatively a newcomer to the association. He began in May, 1957, in the Penticton branch when S.O.D.I.C.A. bought the Royal Dairy and began distribution there. He started out on a wholesale milk route truck, moving to the ice cream truck for the following five years.

In 1963 he was trained for the position of salesman by Mr. McKenzie to enable him to take over in his absence. At the same time he learned all of the plant operations and each one of the routes in the Penticton area. This is a S.O.D.I.C.A. policy to enable employees to take over any position if the need arises, and also to have a working knowledge of the entire operation.

On November 1st, 1964, he was moved to the Kelowna branch as manager, following the untimely death of Mr. Amundrud.

Mr. Biagioni was born and educated in Penticton. He is married and tells me he has "two wonderful children."

Salmon Arm Branch - George Borstel

We feel here that George Borstel is another Enderby boy, like Bill Cameron and Larry Antilla, who has gone far in the S.O.D.I.C.A. organization.

He began his work with S.O.D.I.C.A. in October, 1944 on milk delivery in Vernon at which time they had only one full time delivery truck. From that he went to half time delivery and half time plant work, finally becoming a full time plant employee, at that time in a building west of the Vernon government sheds. In time he was moved to the present plant only it was a much smaller operation where he learned the fine art of butter making. For a year or two, George relieved on cream truck pick-ups and also relieved Mr. Skelly at the Enderby Creamery during holidays.

In 1947 he was transferred to the Salmon Arm plant following the amalgamation with the Salmon Arm Creamery at which time he worked with Mr. Skelton. He has been there ever since.

The first winter Mr. Borstel worked in Salmon Arm he says "the crew consisted of three men and one girl, and in the summer of 1961 we had 32 on the Salmon Arm payroll. The association has made great progress in the twenty years I have been with them."

Clarence Hendrickson

Mr. Hendrickson's career in the dairy industry began in a small operation in 1930, which involved the hand milking of the cows and the hand bottling of milk and cream for about 75 customers. He gained experience in cheese and butter making with Burns & Company of Bawlf and LeDuc, Alberta. Upon completion of a short course at the University of Alberta, he was awarded diplomas in cheese and butter making, as well as his grader's and tester's certificates.

He became plant manager of the Bawlf Plant in 1941 and in 1942 managed the North Alberta Dairy Pool until moving to the Okanagan.

Mr. Hendrickson served as president of the Cheese Makers' Section of the Alberta Dairyman's Association and also as director of this group. In 1951 he moved with his family to the Okanagan and was instrumental in setting up the cheese making operation for S.O.D.I.C.A. Cheddar cheese made under his direction has received world acclaim from time to time, and it has always received premium prices on the western Canadian cheese market.

In 1952 he completed a dairy short course in ice cream making at the University of British Columbia. Then, in 1954 he attended the University of Wisconsin and received advanced training in cheddar cheese making.

He and his wife Phyllis, have three children and five grandchildren. Their son, Rodney, is following a military career and has spent some time in the Middle East. He now holds the rank of captain. Their youngest daughter, Linda, is leader of the Vernon Girls' Trumpet Band, a group which has won numerous awards for its polished performances. Their eldest daughter used to lead this same band.

Clarence has seen the S.O.D.I.C.A. organization grow from a \$1,000,000.00 industry to its present position of more than \$5,000,000.00.

NELSON GRIFFITHS was the first truck driver NOCA Dairy had. Mr. Griffiths came to the Okanagan in the early twenties from the prairies.

For twenty-five years he hauled the farmers' cream and his reputation for promptness and punctuality was mentioned in the earliest pages of our history, it was indeed a rare occasion for him to arrive late at the farm gate or to miss a day's work. It is estimated he hauled 8,000,000 lbs. of butterfat for the association.

Mr. Griffiths retired in 1948 at which time he was presented with a beautiful lamp by General Manager E. Clarke, during a meeting of the Board of Directors.



NELSON GRIFFITHS . . . *First Truck Driver, 1927.*

Since his retirement he has continued to live in Armstrong. Now in his eighties Mr. Griffiths attributes good health to the many years of fresh air and strenuous exercise he had during his years with NOCA.

Mae Cameron, wife of Bill Cameron, is a daughter of Mr. and Mrs. Griffiths.

As I talked with people of the earlier days throughout the past few months I was impressed with the poignant feeling of nostalgia and respect people still have for both Mr. Griffiths and Mr. McPherson and the manner in which they went about their duties, sometimes under quite hazardous conditions.

PETER PALM came to work for NOCA Dairy in 1946, following service with the Armed Forces in World War II, originally coming from Alberta.

He has been in charge of the pasteurizing of NOCA milk and also the cottage cheese department at the Vernon dairy plant for some years.

JOHN MCPHERSON has hauled cream and milk for S.O.D.-I.C.A. since Dec. 16th, 1928. Before that he hauled for Karnagle to the Palace Creamery, Enderby. At that time NOCA Dairy purchased Mr. Karnagle's interests.

Mr. McPherson was born at Strathroy, near London, Ontario, and came with his parents to Enderby, Nov. 13th, 1910 and he attended high school here.

Many experiences, as he has travelled the Okanagan highways, have happened to John McPherson and could fill a book of his own but we picked out a few he considers stand out in his memory.



J. McPherson and Truck at Home, Enderby, B.C.

One harrowing experience is when he was asked to take an "expectant mother" to hospital but before he could get away it was found water had best be set "to boil" and John emerged as a competent "mid-wife." Mother and child still remember him and visit him from time to time.

Another time a farmer at Notch Hill with a badly broken hand with a protruding, angry looking bone asked him for help and to be taken to the hospital or doctor. John told the man to place his hand flat on the fender of the truck, then he brought his hand down flat and hard on the hand, snapping the bone back into a perfect setting and the doctor said he couldn't have done it better himself.

He recalls, with much humour, an incident in 1938 when he accompanied Mr. Clarke on a trip to Solsqua—in the spring. They found themselves up to the axles in a mud hole. Mr. Clarke noticed a man with a team of horses harrowing a field nearby so went to ask him to try and pull them out. He came over, looked it over, shook his head and began to walk away. "Aren't you going to help us?" said Mr. Clarke. "No," the farmer said, "anybody fool enough to get into a hole like that can just get themselves out." Mr. McPherson said they spent all afternoon digging themselves out of that hole. Which may explain to old timers of that area why the air had a peculiar blue tinge during the spring of 1938.

Mr. McPherson made special reference to me of our own old and cherished friend, Sam Roberts, now passed on. Sam was on John's first cream pick-up route and Sam was the last of the original shippers on his last cream route.

Sam Roberts and his brother, Bob, came from England at the turn of the century and settled near "Two Mile Crossing" off the road to Salmon Arm.

Sam went back to England with the Canadian Army in World War I, stopped one bullet in his forehead, recovered, rejoined and while

stationed in Scotland he met and married Agnes Hardy. They came to the farm at Enderby in 1919 and four sons were born to them. Two sons are still living, Peter, who for a time assisted E. Skelly at the Enderby NOCA plant and Alec who married Lois Halksworth (a niece of Sam Halksworth) and took over the family farm eventually.

During 1964, it was my husband's sad duty to help carry to their final rest two of S.O.D.I.C.A.'s old time producers, Sam Roberts in February and Ed. Stickland, Sr., in March, and Mrs. Ann Watt, one time cream shipper too, in April.

As Mr. McPherson and I reminisced he recalled many people and incidents of the old days and people like himself, who have been a very great part of the S.O.D.I.C.A. organization.

MRS. LOUISE SAMMARTINO was born in Armstrong, B.C., the daughter of Mr. and Mrs. Arthur Marshall, long time pioneers of Armstrong and Lansdowne areas.

She commenced working in the S.O.D.I.C.A. office on July 4th, 1943, at which time the office staff consisted of Ron Cull, Helen Land and the late Peter Claasen.

In addition to her secretarial duties for Mr. Clarke, she recorded the cream statements of the producers.

Miss Marshall left NOCA late in 1950 and was employed by Kelly Douglas and Company for a brief period before her marriage to Roly Sammartino, well known building contractor of Vernon.

They have three children: Debbie, 13 yrs.; Barry, 8 yrs. and Jody, 2½ years old.

During the past several years Mrs. Sammartino has been mainly concerned with the inventory control department, a job which is becoming increasingly important as the business grows and products become more diversified.

MRS. HELEN LAND was born Helen Litva at Albert Canyon, B.C. She began working at NOCA Dairy in July, 1928. At that time Ron Cull, Larry Antilla and Bill Cameron were her co-workers, along with Mr. E. Clarke as manager.

Helen worked in the butter wrapping and egg grading department for many years and has been cited many times for her speed and skill. She also assisted at one time in weighing the farmers' cream.

During the war years she began working in the office on a part-time basis and soon office work took up her full time. Her duties are mainly "tallying up the milk and cream producers' shipments and making up their monthly cheques." She is exceptionally adept at operating the comptometer, as well as other modern office machines.

Mrs. Land's husband Doug, operates a well known and successful garage business in Vernon and they have two children, both married. Valerie lives in Germany with her R.C.A.F. husband, and five children and Gary is a television technician in Vernon.

Mrs. Land's explanation of her splendid service record of 37 years: "If I hadn't enjoyed it, I wouldn't have stayed so long."

JEAN (MARSHALL) SKOBALSKI was born in Armstrong, the daughter of pioneer residents, Mrs. G. F. and the late Mr. Marshall.

Jean was a very active member in 4H Club work during her school years and when her cousin, Miss Louise Marshall, left the NOCA office Jean took her position in 1950, as secretary to General Manager T. E. Clarke.

In 1958 Lorraine Bodnisky became secretary to Mr. Clarke when Jean was promoted to office supervisor, which she handled with a remarkable talent for efficiency.

She is now the wife of Bill Skobalski, NOCA truck driver who replaced Mr. Griffiths when he retired in 1948. They have two young children.

NORMA PALM is a local Vernonite and has been the lab technician where she does bacteria control work and various other essential duties for NOCA.

She works with a thermostatically controlled incubator that maintains a given temperature best suited for bacteria development.

Samples are regularly checked by public health units and reports show that through careful plant operations in processing NOCA Milk is kept at the very highest level of quality at all times.



CHAPTER V

Administration

It is said by writers of note on business administration that . . . "It is the first duty of a business to survive." An account is given of the error made by the directors of the year 1928-29 in firing their manager. These were no doubt well meaning men, they were men who thought they could save money, they believed the directors themselves as a body of sensible people, could manage a technical business. Their plan was to have a foreman and not have anyone who would be designated as a manager.

What they overlooked was that managing a business must be a creative rather than an adaptive task. The more a management creates economic conditions, or changes them rather than passively adapts to them, the more it manages the business.

During the two short years Mr. Clarke was away, there were directors and three different plant men attempting to manage the business. The ensuing confusion arose in spite of the directors' ideas of doing the management themselves. During this period it is clear a lot of time

was wasted trying to find out what different people were supposed to do, rather than doing it, and the co-op's scarcest resource was wasted.

At the end of two years the business was virtually bankrupt. There had been little, if any, attempt made at collecting accounts from people they supplied with butter, much of the product was of unsaleable quality, the directors and whoever they had for plant manager at the moment, disastrously guessed wrong about the future trend. They stored three carloads of butter in Vancouver just prior to a serious decline in the wholesale butter market and thereby eventually lost \$11,000 as well as losing grades on butter which deteriorated in storage.

During this time a large number of members quit the association and sent their cream over to the Salmon Arm Co-op. This was the result of poor spirit and confused management, or what might even be called mismanagement. No one attempted to dissuade members from leaving. Panic spread unchecked. The directors were too bashful to solicit support from their own members.

The Board of Directors seemed to feel that all human achievement could be measured by muscle effort. However, eventually they seemed to learn one thing and that is that increased productivity, in a dairy plant, is not achieved by muscle effort. It is, in fact, never achieved by the laborer. It is achieved by doing away with muscle effort and substituting something else for the laborer. One of the substitutes is, of course, capital equipment and that is another form of energy, not muscle energy, but mechanical energy and planning.

Mr. Clarke, when he was unexpectedly, and without warning, fired by an annual general meeting, learned a valuable lesson. He was approached in Calgary, several times over a period of months, by Mr. W. S. Harris, editor and publisher of the *Vernon News*, and Mr. R. J. Coltart, vice-president of the association. Mr. Clarke finally agreed to return to the Okanagan. This was on condition that he would have a long term management contract. The contract was such that the Board of Directors would specialize in policy making. They would manage the business through delegating their powers to carry out their policies to one individual capable of setting and enforcing high standards of performance, someone who can prevent serious collection losses, such as had hit them such a sledge hammer blow.

Few things demoralize employees as much as to sit around waiting for work while management fumbles . . . no matter how much they pretend to themselves that they enjoy their paid rest. Few things constitute such a conclusive proof of management's incompetence in the employee's eyes. To schedule so there is always work for the men to do is not a minor matter. Mr. Clarke was capable of spelling out the details for each job in the whole dairy and the office, and showing what that job had to contribute to the attainment of the objective of the department, or of the plant, or of the whole association.

Mr. Clarke soon proved that competent management would bring

about success, although the depression was at its worst during the next five years, the co-operative made steady if not spectacular progress.

The policy that has been followed throughout the intervening years can be analyzed as follows:

1. The co-op. is managed by objectives.
2. The manager is willing to take risks, and plan for a long period ahead. He has the nerve, or courage, to permit his men to receive decisions from the "situation," at lower levels, and act on these, using their own initiative in progress towards the well known objectives.

3. He is able to make strategic decisions.

4. He is able to build an integrated team, each member of which is capable of managing and measuring his own performance and his own results in relation to the common objectives of the association.

5. Mr. Clarke proved that he was capable of communicating information fast and clearly to the directors and to the staff. He is a natural leader and able to motivate people by example. Often he was first on the job in the morning and last off it at night.

6. From years of experience, working for a large dairy and packing house company where he had been executive assistant to the general manager, Mr. Clarke knew a lot about producing milk on the farms. His father was a successful dairy farmer in Alberta. He had been trained in dairy plants in different parts of Alberta and he knew a lot about plant processing. He had that rare advantage of being able to see the association as a whole and to integrate each department's function in it. This is proven in the planning explained in the logistics.

Before leaving Harvard School of Business Administration in 1948, Mr. Clarke had been offered unusual salary inducements to manage a large New York City co-operative. It was a huge organization in serious financial trouble. He refused these pressures and returned to the Okanagan to continue with S.O.D.I.C.A. at personal financial sacrifice of major proportions.

Perhaps it should be explained that Harvard Business Psychologists had found Mr. Clarke to possess remarkable and unusual talents as a leader and administrator. In addition he has outstanding analytical powers and communicative skills. He is restless and sets forces in motion which sweep things along. He could not be called one to ride at anchor in any storm. There is nothing stagnant about his personality or energies. He designed the S.O.D.I.C.A. logistics format which is being followed.

1965 S.O.D.I.C.A. LOGISTICS

"Logistics" is defined thus: "The art of disposition and movement of material and personnel and strategy and tactics."

Following a policy of several years' standing, a Logistics Meeting is held during the first fifteen days of January each year. In 1965 the Logistics Meeting was held January 12th to 15th. The writer has before her a copy of 1965 Logistics, divided into four sections.

Pages 1-15 Plant Department

Pages 15-27 Sales Department

Pages 27-39 Production Department

Pages 39-44 Office Department

The table of contents is very revealing. It touches on the entire scope of managing the business, setting up objectives and measuring performance. The basic fundamental management policy is as follows:

1. Set definite objectives for each department and each person.
2. Provide material and equipment.
3. Motivate producers and employees.
4. Measure performance.
5. Develop people.

In 1965 there was a motion by W. Hlina, Plant Superintendent, seconded by Bob Comazzetto of Kamloops, that more emphasis be placed on the motivation of milk and cream producers and the measuring of performance of the milk production department. This is an example of direct planning action by two S.O.D.I.C.A. men. Many similar examples came to my attention.

It was considered that the welfare of the whole co-operative in the future depends to a great extent upon increasing the production of milk and cream. The remuneration of fourteen executives depends on success in all departments. The income of the farmers is a parallel situation to that of the key men.

TABLE OF CONTENTS OF 1965 LOGISTICS PLANT DEPARTMENT

1965 Statement of Management Policy
 Review of 1964 Operations, Vernon, Salmon Arm
 Labor, Fuel and Power Costs for 1964
 1964 Production Performances
 Inventory Control and Damaged Returns
 Report on Purchasing Policy
 Job Rotation and Staff Development
 1964 Plant Repairs and Maintenance
 Report on 1964 Plant Staff Meetings
 1965 Management Policy—How to Motivate
 1965 Production Objectives
 Plans for Handling Peak Production
 1965 Schedule Plant Staff Holidays
 1965 Program for Insect and Rodent Control
 1965 Program for Plant Housekeeping and Fire Prevention
 1965 Schedule for Job Rotation
 1965 Estimates of Plant Repairs and Maintenance
 1965 Painting Schedule
 1965 Sunday Working Schedule, Vernon and Salmon Arm
 1965 Plant Staff Meetings
 New Products for 1965—Quality Control
 1965 New Equipment Requirements

1965 Treat-of-the-Month Specials
Labor Saving Suggestions for 1965

SALES DEPARTMENT

1964 Sales and Objectives
1964 Selling and Delivery Costs
1964 Collection Problems
1964 Territory Analysis
1964 Sales Training Program, Staff Development
Accident and Safe Driving Report
1964 Packaging Policy and Quality Control
1965 Estimated Potentials
1965 Sales Potentials and Objectives
Estimated 1965 Population by districts
Proposed Plan to Handle Advertising in 1965
1965 Credit Policy
1965 Schedule of Sales Meetings
1965 Schedule of Staff Holidays
New Routes to be Established in 1965
1965 Truck Maintenance Schedule
1965 New Truck Requirements
1965 Schedule of Sales Campaigns
Weekly Sales Predictions for 1965
1965 Treat of the Month Specials
1965 Schedule of Sales Training
1965 Safe Driving
1965 Policy for Packaging and Standardization of Products
1965 Policy to Meet Competition
Special "June is Dairy Month" and 40th Anniversary Promotion
Presentation of S. E. Halksworth Trophy

PRODUCTION DEPARTMENT

1964 Milk Production
Producers Gained and Lost in 1964
1964 Hauling Costs and Bulk Hauling Report
Report on Milk Quality
Calls on Competitors in 1964
Milk and Cream Haulers Reports
1964 Farm Sales
1964 Cream Collector Performance
1964 Top Fifty Milk Producers
Estimated Production for 1965, 1966
Plans to Meet Production Requirements
Estimate of Milk Received at Vernon and Salmon Arm
Estimate of Butterfat for Churning
1965 Bulk Tank Prospects
1965 Milk Quality Control Program
1965 Schedule of Competitor Calls

1965 Estimates of Increases by Haulers
1965 Schedule of Haulers' Meetings
1965 Schedule of District Meetings
1965 Schedule of Fireside Meetings
1965 Farm Sales Objectives
1965 Truck Maintenance Schedule
1965 Cream Collector Schedule
1965 Green Pastures Tour
1965 Plans to Convert Cream Shippers to Milk
Suggestion by S. Uzick

OFFICE DEPARTMENT

Presentation of 1964 Operations
Review of Collections and Collection Period
Office Operating Costs for 1964
Report on Long Distance Calls in 1964
Presentation of E. Clarke Sales Vigor Trophy
1965 Office Production Schedules
1965 Holiday and Statutory Holiday Schedule
1965 Job Rotation and Staff Development
Report on Care of Cash and Records at Branches
Recommendations to Control Telephone Costs
Recommendations to Branch Managers
Proposed Study of Office Equipment Needs
1965 Office Equipment Requirements

Those who have examined the Logistics of S.O.D.I.C.A. are often much impressed by the thoroughness and scope of the detailed planning and the care with which clear-cut objectives are established for each person and each department, all leading to the ultimate achievement of the yearly objectives. It is considered that a department head should be sufficiently in touch with his job that he can establish, with the help of his staff, objectives that the business is capable of reaching, the 90% to 100% fulfillment bracket. During the last three years Mr. Clarke has not taken part in the planning and setting of performance objectives. This has entirely been done by the men he has trained and delegated powers to. They seem to enjoy measuring performance and planning new objectives.

The association probably does the most thorough job that is being done of measuring the market potential of its own area. During the fall each selling office makes a careful and accurate survey which includes obtaining a number of new power connections, number of telephone connections installed, new car registration, births of the area, deaths of the area, volume and flow of the tourist industry. New homes built are counted and the census of the whole area accurately determined. These men record details of water connections, and they talk to the bank managers, city officials and obtain help from government officials.

So thoroughly is the work done that in 1964 99.8% of the

objective for butter distribution was obtained. Milk and cream, 99.6%; chocolate milk, 103.53%; buttermilk, 97.33%; ice cream, 94.55%; ice cream mix, 102.66%; cheddar cheese distribution, 127.5%; cottage cheese, 108%; frozen foods, 107.8%; fountain supplies, 77.6%; farm installations 165%; ice cream cabinets, 136%. The latter two were frowned on as examples of too much excess over the objective of the departments concerned. Much weight is given to study before predicting, and then real accuracy.

It is a well known fact that the men of S.O.D.I.C.A. are well educated in their departments, and most dedicated to serving the welfare of the producers, the consumers, and the staff. The leaders are able to give most of the employees a vision and a sense of a mission. They seem to be able to satisfy their desires for a valuable contribution to their own community and society. In fact, it is not unknown for a NOCA milk salesman to stop his truck and sit and contemplate the school children playing in the yard at recess. He is estimating how much health, strength, energy and resilient muscles are there displayed in rampant activity before his very eyes. Proudly he considers that he, a NOCA milk salesman, is making a valuable contribution to the future health and energy and vitality and drive of the upcoming generation. He is delighted that NOCA milk is richer in calcium and other minerals, as Okanagan vegetables also are.

Being a leader in the S.O.D.I.C.A. management team entails a heavy responsibility. It is considered among the staff that there is nothing more destructive than to shirk these responsibilities for a group, and it is better to usurp responsibilities. The "situation" gives the orders if it is carefully attended and examined and listened to. The "situation," is often coy and speaks with a low voice. Because of this S.O.D.I.C.A. men court the "situation," and try to listen hard and carefully to all its reports to them.

It is a well known saying in the S.O.D.I.C.A. office that the orders, the instructions, are given by the "situation," that the bosses do not give orders but they strive with all concerned to ascertain the facts of the situation and then the situation itself will indicate what should be done. It is believed that an experienced team who work in harmony can obtain more information from the "situation," than any individual ever could.

The policies of the Board of Directors are based upon the Harvard publication of Melvin T. Copeland and Andrew R. Towl. This book long ago focussed attention on the relation of directors, both as individuals and a group, to the management.

The Board of Directors is responsible for directing the management of a corporation or co-operative. Directors, either individually or as a group, however, cannot participate directly in the multitude of functions required to operate effectively in a dairy business. The law typically states that the Board of Directors shall "manage" the business. Where this is tried in detail by directors, disaster usually follows. Sound

policies indicate that the board must direct the management of the corporation's affairs in a practical sense, by delegating operations to the executive to which it has given authority and to which the corporation's immediate welfare as well as its long term existence depend upon. The success of S.O.D.I.C.A. is in the main, the result of the wise, common sense with which the directors have performed their important but intangible function of making policy after deep study and then having skilled men carry out the policy.

The Board of Directors long ago selected T. E. Clarke as the co-operative's chief executive. As can be seen, this was a decision of far reaching significance and proved to be one of the most important of the directors' decisions.

Although the board delegates operations to the chief executive in his organization, the final responsibility for success rests with the members of the board. Thus, directors must provide executives with policies for guiding and directing the co-operative's activities.

A co-operative, to enjoy continued success, must be directed and managed with a spirit of enterprise. This spirit of enterprise must be reflected in the co-operative's policies. Moreover, the directors must encourage operating executives to exercise initiative and they must provide leadership in their own community and among the farmer members. They must explain basic policy and illustrate the importance in these technical times of really deep "know how."

It is considered essential that the S.O.D.I.C.A. directors must keep themselves adequately informed of what is going on within the co-operative and outside too. To do this, both overall checkups and policy checkups are required and carried out by the S.O.D.I.C.A. Board. The overall checkups serve to indicate the co-ops general condition and to give clues as to its strength and weaknesses. The policy checkup is a follow through to ascertain how a particular policy decision is working out in actual practice. Checkups do not imply any lack of confidence in the management. Rather, they are evidence of teamwork between the directors and the management which are essential to any corporate undertaking.

Important qualities that are considered desirable to be a S.O.D.-I.C.A. Director can be summarized as follows: honesty and integrity, compatibility, interest in the welfare of the co-operative as a whole, and a long range point of view, with the ability to evaluate changes and conditions and the ability to appraise men; courage; ability to ask discerning questions, and a spirit of enterprise and forwardness. While each S.O.D.I.C.A. Director may not possess all these qualities, a well balanced board such as S.O.D.I.C.A. has always had, and will have these qualities represented. A good board, moreover, will have balance in the age and experience of its members.

My observation is, and after hours and hours of research, that the tone and fibre of S.O.D.I.C.A. depends upon a deep striving for good

performance. I am reminded of what James B. Conant said in his book on principles of management and culture, "Each honest calling, each walk of life, has its own elite; its own aristocracy based upon the excellence of performance".

S.O.D.I.C.A. directors, members, and employees, have goals which, in their eyes, merit effort and commitment. They believe that their efforts will win them self respect and the respect of others.

The happiness of S.O.D.I.C.A. employees is most surely and obviously found in striving towards what they consider a meaningful goal. Deep within each of them seems to be a hard core of conviction, and self trust, that makes their achievement of building an investment of 50c each, from a small number of farmers, into a multi-million dollar co-operative business which has a backlog of over half a million dollars in Government Bonds in the Royal Bank in Vernon. The secured debt of the Co-operative at the time I write this is \$25,000 and total assets \$1,745,153.65.

Copy of Directors' Report and financial statement appears in Appendix I.

"Farming is an art founded on scientific principles. It is a partnership with soil, climate, transportation, location, market and management. Failure to co-operate on the part of any one of these might spell disaster."



CHAPTER VI

S.O.D.I.C.A.'s Associates

"Sodica" counts among its "teammates" many valuable associates. This chapter will endeavor to make a resume of this "point d'appui."

FEDERAL GOVERNMENT

"A.R.D.A." AGRICULTURAL REHABILITATION AND DEVELOPMENT ACT, is designed, through self help by communities involved, and supported by federal-provincial financing to improve living standards, develop income and employment opportunity in rural areas. A.R.D.A. has three aims: to make the best use of rural resources; conservation and development of soil and water resources; diversified economic growth.

PRAIRIE FARM REHABILITATION ADMINISTRATION

This has also brought water to orchardists in B.C.'s Interior.

FARM CREDIT CORPORATION

Loans to place farms on a more efficient operating basis. Also farm loans through chartered banks and guaranteed by Federal Government.

AGRICULTURAL STABILIZATION ACT

This ensures price support at all times to major farm products, and as need arises, to lesser crops.

CANADA DEPARTMENT OF AGRICULTURE

Divisions for livestock, poultry, fruit and vegetables, dairy products, plant products, and plant inspection, grading. A consumer section to promote the use of farm products, a transportation and storage section relating to the movement and storage of agricultural products. Premiums paid for top grades, subsidies for public cold storage, improvement of cheese factories, for transportation to fairs and exhibitions to encourage competition. Record of Performance programs, National Poultry Breeding Program and seed certification.

HEALTH OF ANIMALS BRANCH

Suppresses outbreaks of hog cholera; has eliminated bovine tuberculosis in Canada and is well into eradication of Brucellosis. Covers breeding, nutrition and management of livestock; disease control in plants and testing climatic varieties; processing and storage of fruit, vegetables, dairy products and other foods; new preparations of food; and control of pests, weeds and diseases.

DEPARTMENT STUDIES

Shelter belts, reclamation of peat bogs and marshes, dryland and irrigation farming, special crops, regional problems. Information service and economic market research to be of value to the farmer.

June 3rd, 1964, our own Okanagan Summerland Research Station celebrated its 50th year. This station has played a large part in the agriculture of this valley. Set up mainly for research of orchard problems, it has added a dairy herd, plant pathology lab, and entomology lab.

Dr. J. E. Miltmore and Dr. J. M. McArthur have worked diligently and successfully on a *bloat program*. Now they have been able to single out the dread cause as a protein found in legumes. It is hoped their findings may in future help develop a variety of alfalfa non-bloating, but as desirably nutritious.

Identical Twins are another animal science research used at the station. By using identical twins much money is saved as Dr. Miltmore states one set of identical twins can give as much scientific data as a herd of 50 unrelated animals. Dr. McArthur uses the identical twins on "rumen pH".

The Summerland Jersey herd are well known and have been mentioned throughout this History.

S.O.D.I.C.A. is indeed fortunate to have such valuable and pleasing associations with the Summerland Research Station.

According to Dr. Miltmore, the associations between the Research Station at Summerland and S.O.D.I.C.A. go back many years to when Mr. W. T. Hunter was superintendent, and when the late William



*Identical Twins, Animal Science Research, Dr. J. Miltmore,
Summerland Research Station.*

Fleming and later S. R. Noble were in charge of the animal research. In later years the late Dr. R. C. Palmer, Dr. T. H. Anstey and currently Dr. C. C. Strachan have been very interested in the growth of the dairy industry and have done everything possible administratively to assist this growth insofar as research was concerned.

Originally the emphasis was on the establishment of good herds of dairy cattle. To this end, the Research Station made available outstanding sires and breeding females. There were parish shows and there was an annual picnic at the Research Station. This effort primarily concerned the Jersey breed but the push toward more efficient and higher producing cattle undoubtedly rubbed off on the owners of other breeds.

There were serious mineral deficiencies amongst cattle in the area and it was the late Mr. Fleming who diagnosed iodine deficiency and recommended suitable mineral supplements. In those days various crops were tested for suitability to this particular area. Irrigation and management practices were developed for guidance of the then relatively young dairy industry.

In later years the irrigation of pastures has become very important. The first irrigation of pastures seen by dairymen was probably at the Research Station or on field days at one of the two experimental sites in the Salmon River Valley. These experiments undoubtedly gave impetus to the Green Pastures Program which commenced shortly after. Results showed that it was profitable to irrigate in an area where the annual precipitation amounted to some 20 inches. Hitherto it had been accepted that in near desert conditions, such as the South Okanagan, that irrigation

was certainly essential and probably profitable. However, until our (Summerland Station) experiments it was widely questioned whether irrigation would increase yields or be profitable where fairly good crops could be grown without any supplemental water. This feature was one of the many important single contributions to date because the dairy economy today rests solidly on the extensive use of irrigated pastures for peak summer milk production.

Dr. J. C. Wilcox (raised at Salmon Arm) has played an important role in the change from furrow to sprinkler irrigation in the valley. The development of this more efficient irrigation method and refinements in the practices which are now employed by your dairymen have come from Dr. Wilcox's research. He has made many tests on the water requirements of crops in the North Okanagan and all major irrigation development plans which are presently on the drawing boards, use his figures in calculating the amounts of water required. Currently studies on efficiency of irrigation methods in the dairy industry are guided to a large degree by Dr. Wilcox.

Dr. J. L. Mason has effectively shown the importance of an appropriate fertilization through field experiments and through extensive survey of the fertility of status of alfalfa. He found that yields were sometimes only one-third or one-half of the potential because of inadequate fertilization.

When grass silage was first introduced, members of the Summerland staff participated in field days and in a silage tour at which time silage quality was assessed. Reasons for unsatisfactory ensilage quality processes were pointed out in order to help the dairymen make better silage the following year.

In the area of extension staff members, mostly Dr. Mason and Dr. Miltmore, also a Salmon Arm boy, have co-operated with the B.C. Department of Agriculture and S.O.D.I.C.A. officials on pasture tours and on field days of hay fertility studies. Last year we reached a very high degree of co-operation between industry extension and research during the Pasture Clinics. These clinics were very successful. (S.O.D.I.C.A. considers these were responsible for the very essential upsurge of milk in last summer's crucial period.)

*"With skill that spares your toiling hands
And chemic aid that science brings,
Reclaim the waste and outworn lands,
And reign thereon as kings."*

— WHITTIER

The Research Station feels it has received very strong support from the dairy industry and this has helped give them a good image amongst producers and with their superiors, Members of Parliament and the Legislative Assembly. Like every human being, while these men enjoy their work, they find stimulus in the appreciation given to them

by producers and dairy industry alike. This gives a sense of accomplishment to anyone in the field of endeavor.

There has been a tremendous development in S.O.D.I.C.A. due to management policies and leadership shown by the Board of Directors and the management team, Mr. Miltmore states.

GEORGE JOHNSON, Dairy Branch Dept. of Agriculture (B.C.)



Mr. George Johnson, well known to the dairy industry in this Valley commenced his duties for the B.C. Provincial Government's Dairy Branch, Department of Agriculture, in August, 1946, in Kelowna, B.C., where he also resides.

At that time Mr. Johnson's territory, as Dairy Inspector, stretched from the East and West Kootenay through the Okanagan and Caribou to the Peace River and west to Prince Rupert.

In 1951 an office was set up at Nelson, B.C., for the East and West Kootenay area, and in 1956 one was set up at Prince George for Central B.C., thus leaving the Okanagan Valley to Mr. Johnson.

During the summer of 1946 Mr. Johnson introduced milk grading—at that time not compulsory—on a voluntary basis using what is known as the "methlyn blue" method. This led to a development of compulsory grading in 1949.

In 1963 his branch took over the control of quality from the Provincial Department of Health in October, 1963. The Dairy Branch is now responsible for quality in all dairy products sold to the consumer.

Mr. Johnson tells me he feels that one achievement worthy of mention is the fact that through their endeavors the "shelf life" of milk has increased from 48 hours to from 10 to 12 days.

His associations with S.O.D.I.C.A. have always been amiable and co-operative. He assisted them in planning both their Salmon Arm and Kelowna plants when they were being built.

Mr. Johnson was born in England, leaving there at the age of 18, he found himself arriving in Canada at a time when it was engulfed in the depression.

He took work in a cheese factory in Saskatoon and while doing this took courses at the University of Saskatchewan. The time had come when he felt he should decide what he wanted to do with his life and deciding to go into the dairying industry, he entered the Agricultural College at Guelph, where he became the first person to win a Gold Medal from outside the Province of Ontario, for dairying. This was in 1937.

After his graduation from Guelph, he went to Toronto to work

in an ice cream plant and then out to the West Coast to Vancouver where he became Field Man in the Fraser Valley for Independent Dairies under Basil Gardom, who once lived in this area and will be remembered here.

World War II came along and he joined the Westminster Regiment retiring as a Lt.-Colonel from the Army.

When he was posted to Kelowna, he took a personal interest in the B.C. Dragoons and commanded them from 1951 to 1956. He has had personal knowledge of both the Vernon Military Camp and the Wainwright Camp.

Mr. Johnson tells me his hobbies are curling and golfing and he derives much pleasure from both activities.

JOHN COMELY, Dairy Barn Inspector—*B.C. Department of Agriculture*

Mr. Comely decided to make the move to Canada from Hampshire, England, coming first to work at the well-known farm of Jake Grauer on Lulu Island near Vancouver. Laughingly, Mr. Comely told me his introduction to dairying in B.C. was to have a milking machine stuck into his hands and the words, "Here, get with it" thrown at him. As he had never operated a milking machine before, he said he is quite proud of the fact that he finished only ten minutes behind the others.

From the Grauer farm, Mr. Comely moved to the show herd Jersey farm of the late Guy Fowler, near Milner, and then to the Barker Holstein farm at Chilliwack.

While working there,, the opening came to join the Department of Agriculture as a Dairy Premises Inspector, and Mr. Comely accepted it. After a year and a half in the Chilliwack area he moved to the Okanagan in 1958 when the Okanagan came under the Milk Board jurisdiction. He makes his home in Vernon in the Coldstream district.

JAMES RYDER, District Agriculturist — *B.C. Prov. Govt., Vernon*

Well known to the dairy industry around the North Okanagan, to both the younger 4-H Club members and their seniors is Jim Ryder. Raised himself on a Fraser Valley farm, Mr. Ryder has kept a keen interest in the dairy industry. Following his schooling in Abbotsford and Mission, he attended U.B.C. graduating in the Faculty of Agriculture in 1952. Following this he commenced his employment with the Department of Agriculture as Assistant District Agriculturist for the southern end of Vancouver Island with headquarters in Victoria. In 1953 he was transferred to Kamloops for three months, then moved to Salmon Arm as District Agriculturist.

After four years in Salmon Arm, Mr. Ryder was moved to Victoria in 1957 to become acting supervisor of 4-H Clubs for the province. Nine months later he was moved to Vernon where he has remained to the present time.

Mr. Ryder married a girl born and raised in Peachland, and both

members of the Ryder family are Okanagan enthusiasts. They have two sons, Michael, age 9, and Bruce, age 5 years.

Mr. Ryder says he "has always been greatly impressed with the natural opportunities that exist in the Okanagan area. We have a pretty desirable mixture of soil and climate for the production of high yielding crops. With the rapidly expanding market for milk being superimposed on these natural attributes of soil, water and sunshine, it was immediately apparent that this industry would thrive. This has certainly been borne out over the last 10 years with the specialization and intensification of milk production, and should continue."

The co-operation of the management and staff of S.O.D.I.C.A. has been of great pleasure to Mr. Ryder. He feels this especially with regard to the promotion of any production practices which will improve the economics of milk production and also provide for the ever increasing market.

The *Green Pastures Program* has been probably the most publicized of these production promotion policies, and this had begun before he came to the Okanagan, mainly through the efforts of Mr. Everard Clarke and Mr. Gab Luyat of Kamloops, along with some others. These men had the foresight and took the initiative in establishing this very useful program.

Mr. Ryder states that he feels "there have been no losers in the grassland competitions over the years because, really, everyone gains. Naturally where there is competition there must be winners, and it always has been excitingly interesting over the years to see just who would be declared "*Grassman of the Year*." On quite a few occasions through the years we have brought in official judges from outside the Okanagan. I consider it is a real credit to our producers that every one of these outside judges has personally told me how far advanced our dairymen are in the production of irrigated forage."

MR. J. D. HAZLETTE, P.Ag., District Agriculturist—*Salmon Arm area*—writes me as follows:

"My interest in farming and particularly livestock has been with me as long as I can remember. While city born and raised, I spent all my free time and holidays as a boy and teenager, on farms in the Delta and Vancouver Island.

In 1934 I commenced work with the U.B.C. herd under Mr. John Young and learned a great deal from this highly recognized livestock breeder and dairyman.

After several jobs in the wholesale grocery business and placer mining in the Yukon, I saved money to graduate from Kemptville Agricultural School. A stint in the army followed, and on release I completed my matric and proceeded to O.A.C. at Guelph for second year agricultural. I returned to B.C. and graduated in 1949.

Upon graduation I was employed by the extension branch of the B.C. Department of Agriculture and posted to Duncan, Vancouver

Island, where I worked until 1957. At this time I was transferred to Salmon Arm, where I have enjoyed working to date.

My association with NOCA began almost immediately for, in looking for a house in Salmon Arm, I met Bill Cameron through Jim Ryder.

I have always felt it fortunate that as a D.A. I was able to work through an organization which represented a large and important segment of the industry. The detail of making contacts was simplified to a large degree. As a D.A. our activities are varied and even in one segment of the agricultural economy we have to spread ourselves pretty thin. However, my association with NOCA in their Green Pastures Program has probably been the highlight of our co-operation. This program is of vital importance to the dairyman and the results have been effective. The job is not finished, however, and interest and effort must be maintained. Pastures also are only one of the many factors contributing towards efficient dairy farming, and I look forward in the future to co-operating with NOCA in other programs initiated for dairymen, for the continued improvement of the industry.

Congratulations to all who have worked and persevered to build the organization to its 40th anniversary.

North Okanagan Artificial Insemination Unit



J. D. ALLAN

Artificial Insemination Centre, Milner, B.C.

On April 14, 1958, Mr. J. D. Allan arrived in Armstrong as supervisor, a position he still holds.

Mr. Allan's statistics show that at the end of 1957, approximately 1,400 cows had been inseminated that year. His figures now read:

1958	Served	approximately	2,700
1959	Served	approximately	3,450
1960	Served	approximately	4,120
1961	Served	approximately	4,718

The North Okanagan Artificial Insemination Unit is located in Armstrong, B.C., and most farm families are familiar with the 546-4846 number.

In the 1930's we began to first hear of artificial insemination and to realize its potential value to each of our own enterprises.

After one or two tries to operate a club at the local level, which were not too successful, the provincial government announced on April 1, 1958, that the North Okanagan club had been taken over by them, revamped, and would be operated in affiliation with the B.C. Ar-

1962	(Quota restricted) dec.....	4,555
1963	Serviced approximately	4,747
1964	Serviced approximately	4,876

Back in the decade dated 1935-1945, I mentioned Mr. Palmer of Summerland as saying more Jersey cows were being milked in the Okanagan at that time than all the other breeds put together. Now, by the end of 1963 the picture has changed showing a new trend entirely.

Of the 4,747 cows serviced in 1963:

1,945	were serviced to Holstein
630	were serviced to Jersey
219	were serviced to Ayrshire
100	were serviced to Guernsey

—and a further trend showed an increase in service to beef of dual type cattle:

948	to Hereford
709	to Aberdeen Angus
196	to Red Polls, Shorthorns and Charlois.

By the end of 1963, a total of 670 Okanagan farms were using the artificial insemination service.

J. D. (Jack) Allan, supervisor, was presented with the National Association of Animal Breeders 20 Year Service Award at the annual meeting in Milner, March 19, 1965. During this period he has serviced 44,116 cows. In 1959 he received the N.A.A.B. 35,000 cow award as mentioned in our previous decade chapters.

In 1958, Mr. Allan, his wife and two daughters moved from Abbotsford to Armstrong to live when the unit was opened there.

Mr. Allan likes to bowl and play golf and my little private source of information tells me he is a talented musician and “digs a good jam session.”

Technicians Arne Colley and Don Huggins make up the North Okanagan unit staff.

Dairy Herd Improvement Association

In April of 1920, a group of dairymen in the Kelowna and Vernon districts agreed to put their herds on test and form what was then known as a cow testing association. They called it the Okanagan C.T.A. The first officers were: President, W. R. Powley; vice-president, S. M. Middleton; secretary-treasurer, A. W. Cooke; directors, J. A. MacMorland, D. W. Spice, W. R. Barlee, J. Spall.

The first tester was Mr. C. Rive. He was followed by W. S. Paterson in 1922 and H. Turnbull in 1923. The secretary in 1923 was Mr. T. G. M. Clarke, who, in 1925, became the tester. In 1927 he was transferred to the Comox C.T.A. and he remained with testing until his retirement in 1956. He now lives at 3449 Cook Street, in Victoria.

In addition to the above directors, some of the first members were: G. F. Coventry, J. F. Mutrie, E. E. Lewis, J. F. French, F. J. Day, Coldstream Ranch, T. Ward, and A. W. Lewington.

Money was apparently hard to collect, for in a letter dated February 3, 1923, the secretary says: "In looking over the prospects for the coming year I think that by the end of July if everything goes well and we do not have to meet some unforeseen expenditure that we will be able to pay off all our back debts including that owing to Chas. Rive." (He was supposed to get \$75.00 per month, but at that time had \$301.00 owing him.)

Cars were not taken as casually then as now since the secretary goes on: "If I can get anyone to run me up in their car, I intend taking the time and running up to the Armstrong district as I think we might get two or three good herds to come on test."

He apparently did this, for the list of directors for 1925 includes Dr. W. B. McKechnie, Armstrong, whose herd came on test in 1923. This herd would then be the longest continuously tested D.H.I.A. herd in the Okanagan. Dr. McKechnie remained on the directorate until 1933, when he assumed the presidency of the North Okanagan C.T.A., and remained president or vice-president until 1937. In 1941, his son, K. B. McKechnie came on the board of directors and acted continuously as director, vice-president or president until 1952. A debt of gratitude is obviously owed this family for their efforts with regard to the testing program in the Okanagan.

In July, 1929, sufficient herds were available to start another route. This was composed of herds in the Salmon Arm-Armstrong area and the first tester was Mr. A. Johnson, Salmon Arm.

In 1932, for reasons unknown to me at this time, a decision was apparently made to make the two routes into separate associations—one being known as the Okanagan C.T.A., and the other the North Okanagan C.T.A. First president of the new association (North Okanagan), was, as noted above, Dr. McKechnie, and the secretary for many years was Mr. Bernard Morris, Enderby. Mr. Johnson was succeeded in 1938 by Mr. John H. Wood, who remained until 1940 when he was transferred to the Delta C.T.A. Mr. Wood was connected with various phases of the dairy business until his retirement, since when he has become well known as fieldman for the B.C. Holstein Breeders Association. His present address is Box 351, Ladner, B.C.

With the advent of war in 1939, it became increasingly difficult to secure suitable men to work as C.T.A. cow testers. The result was the introduction of a 40 day test in some areas. This occurred in 1941 in the Okanagan, and at that time Mr. A. N. Purvis did all testing for both associations. A simultaneous decline in farmer interest resulted in Mr. Purvis testing 21 herds in the Kelowna area and 13 in the North Okanagan in 1942. This number declined until 1948, 15 herds being tested in one area and nine in the other. It was then decided to close

one association and carry the remaining herds under the Salmon Arm-North Okanagan C.T.A. designation.

By 1954, interest among dairymen had returned, suitable men were available for testers and the second route was re-introduced. This interest continued and, in 1957, a third route of the Salmon Arm-North Okanagan was started.

There is no indication of herd size until 1924, when 26 members had 384 cows on test for an average of under 12 cows per herd. Even in 1954, average herd size was only a little over 13 cows, whereas in 1963, average size was just under 30 (65 members with 1,920 cows on test).

In the April, 1960, issue of the "Cream Collector," you published an article entitled "History of D.H.I.A. Testing in the Okanagan." From this, if you are interested in this angle, you will have route averages from 1949 to 1959 inclusive. To bring this up to date, averages for the subsequent years are:

		<i>Completed Periods</i>	<i>Lbs. Milk</i>	<i>Lbs. Fat</i>
Route 1	1959	353	10,513	427
	1960	388	10,279	430
	1961	555	10,331	421
	1962	459	10,268	413
	1963	483	10,650	426
Route 2	1959	337	8,959	396
	1960	405	8,764	389
	1961	546	8,977	396
	1962	519	9,423	401
	1963	549	9,799	406
Route 3	1959	472	9,428	384
	1960	424	9,341	393
	1961	623	9,934	406
	1962	558	9,649	377
	1963	497	10,050	394

Again, if you are interested, 1963 figures for the table in the same article headed "cows reported with" are:

	<i>500 lbs. fat</i>	<i>600 lbs. fat</i>	<i>700 lbs. fat</i>	<i>Total</i>
1963	207	30	6	243

The following paragraph in this article, indicating the future number of cows in these classes has already been exceeded in a five-year period.

The highest Okanagan record to date was established in 1961 by a cow in the F. Gabel herd which produced 16,316 lbs. milk and 820 lbs. fat. This was followed by 1963 production of cows in the G. Honeyman and H. Van Delfsen herds respectively of 17,692 lbs. milk and 752 lbs. fat (1963), and 14,??? lbs. milk and 752 lbs. fat (1961).

(My appreciation to Mr. J. Mace for his interesting facts as to the early days of cow testing.)

Present dairy herd supervisors are: Ben Harrison, Route 1, Salmon Arm-Grindrod; Michael Abbott has just replaced Ralph Taylor on Route 2, Enderby-Armstrong; Harry Floyd, Route 3, Vernon-Kelowna. President, Don Wright, Salmon Arm; secretary, Mrs. E. Palfrey, Vernon, B.C.

British Columbia Hydro Authority

VERNON BRANCH

We have traced the rural electrification program in the North Okanagan from its beginning to a time when practically every rural district had become electrified, beginning about 1947-48, in the decade chapters of our History. S.O.D.I.C.A. played a major part through its Rural Electrification Committee, as we have read.

Today, in 1965, most dairy farms have electrical refrigeration for milk cooling, and electric water heaters for washing milking equipment; barn cleaning and ventilation systems are being used to a greater extent each year. With the modern milking parlor system the operation is entirely streamlined, especially with the use of a bulk tank. No farm is complete without an adequate pressure water system for stock watering and fire protection. Electricity is used to a large extent for rearing poultry and young stock, and is now being used on the farm for feed grinding, processing and conveying.

Most farm wives too, have been able to take almost full advantage of electricity for the home. She has all the modern appliances available for her use at the same rates as the urban housewife. A modern deep freezer should have a place in every farm home. It has always been the policy of the utility company to treat a farm service for all purposes, the same as a residential account, this being the lowest rate.

In the North Okanagan, one of the big uses during the hot months is for sprinkler irrigation. At the present time B.C. Hydro have nearly 1,500 horsepower pumping water on to the orchards and pasture lands of the district—1,000 h.p. of this is made up of pumps in the 1 h.p. to 15 h.p. bracket, proving that the small unit is a profitable operation for the farmer.

The increase in use of electricity on the farm has kept pace with the use in the home, though some farmers still have to be convinced of the low cost of this most versatile servant. Great financial saving can be made with feed grinding right on the farm with a low horsepower automatic hammer mill and conveyor.

Looking to the future, Mr. Collins, of B.C. Hydro, thinks that as an economic necessity farms will have to be of larger acreage, carry more stock and produce more. At the same time mechanization in the farm buildings will have to match the rapid strides in farm machinery. To enable the farmer to do this, he must look for a cheap source of

help which is virtually at his finger tips. Each year will see a steady increase in electricity used for irrigation purposes as less and less land is available for farming.

Just as the modern broiler poultryman handles thousands of birds by utilizing electricity to the fullest extent, so must the dairy, beef, hog or sheep farmer employ the same servant adapted to his own special problems. While the costs of just about every other commodity is steadily rising, since 1947, the cost of electricity has been steadily decreasing. If the farmer's electricity bill each year is rising, then he is getting proportionately greater service each year from electricity.

Some Statistics On Rural Electrification

Over 3,000 farms are served under the rural electrification program in the North Okanagan.

Consumption increased from bare minimum in early years to little under average residential use to date. However, on the larger, more progressive farms, consumption has increased to over six times the average residential use.

Average cost per kilowatt hour in 1947 . . . 4.2c

Average cost per kilowatt hour in 1962 . . . 2.3c

Average annual consumption on farm and home in 1950, 950 kwh.

Average annual consumption on farm and home in 1962, 3,600 kwh.

Average annual consumption on farm and home with full utilization of electricity in 1962—24,000 kilowatt hours.

If the district trend of electrical use is followed in the next ten years we could expect the annual use to be in the region of 40,000 kwh for this type of customer.

(My thanks to Mr. R. Collins, B.C. Hydro Authority, for his figures.)

University of British Columbia

The University of British Columbia has long been a helpmate to the S.O.D.I.C.A. organization, in many of its branches.

BUSINESS ADMINISTRATION (Management) COURSE

Probably one that has been most beneficial to the area at large, because of S.O.D.I.C.A., is the Business Administration Courses held in Vernon for several years and open to young business men of the community wishing to take advantage of them. When these courses closed in Vernon they were continued in Kelowna. These U.B.C. courses were organized by Everard Clarke.

Mr. W. R. Pepper, who was the registrar for these courses gave me the following facts about them. He explained that the inception of the courses was due entirely to Mr. Clarke's initiative. After his return from completing a course at Harvard University of "Business Administration," he induced the Vernon and Kelowna Chambers of Commerce

to look into the prospect of having the University of British Columbia institute such lectures on business to classes in Vernon.

The result was that the chamber appointed a committee consisting of E. Clarke, chairman; Mr. J. McCallum, manager of the Bank of Montreal, Vernon; Murray Gee, manager of Vernon Motor Products; and Frank Harris, publisher of The Vernon News. When organized, the classes were held in the Vernon High School every other Saturday for four months. The hours were from 9 a.m. to 3 p.m. with a one hour break for lunch. The lunch was provided by a group of ladies from one of the churches, usually Trinity United. The high school cafeteria being used for that purpose.

Students came from all over the North Okanagan. Some were from Kamloops, Clearwater, Enderby, Armstrong, Lumby, Kelowna and, of course, from Vernon.

Yearly enrolments are shown as follows:

Jan. 1954 to March 1954	47
Nov. 1954 to March 1955	35
Nov. 1955 to March 1956	34
Nov. 1956 to March 1957	24

The professors came from the staff of the U.B.C. School of Commerce and gave the same lectures that they gave to the U.B.C. students. I believe these covered "Marketing," "Industrial Management," and "Business Finance."

During April of each year there was a graduate banquet when certificates of standing were presented. Many of the business men of Vernon and Kelowna attended. The Dean, Professor E. C. McPhee, who was vitally interested in the venture gave a learned address on some business topics.

Dean E. McPhee himself commented on the success of these courses and told me he was "very happy to have his name mentioned in connection with S.O.D.I.C.A.," he considered Mr. Everard Clarke "one of your great men in the interior."

One of the professors at that time was Professor Ralph R. Loffmark, now the Hon. Ralph R. Loffmark, Minister of Industrial Development, Trade and Commerce for the British Columbia government. He wrote me as follows, in answer to my queries:

"Please feel free to refer to the fact that I was a professor who participated in these business management courses in Vernon, and that I approved of them as presenting a wonderful opportunity for business men in the community to extend and broaden their business experience and background."

Mr. Loffmark adds that I might be interested to hear that he grew up at Chase—so you people near Chase will probably be as interested to hear this as I was.

S.O.D.I.C.A. staff members completing the Business Administration Course included: W. C. Cameron, R. H. Cull, H. Kaneda, I. R. McKenzie, W. S. Bennett, C. Crozier, C. Hendrickson.

FACULTY OF AGRICULTURE

To my enquiries as to the associations S.O.D.I.C.A. has had with the Faculty of Agriculture at U.B.C., Dean Blythe Eagles stated: "Throughout the years the faculty has always been concerned with agriculture throughout the province and has done whatever it could to assist this vital and important industry. Its main function is the education of people for a career and service in the industry. In addition to courses for undergraduate and graduate students, we have also offered short courses of varying duration. These in most instances have been carried out in co-operation with the Dept. of Agriculture of the province. In connection with the dairy industry in particular, we have had for a long period of time the dairy short course which has been of significance to the dairy industry as a whole and has had its impact in the Okanagan Valley through S.O.D.I.C.A.

"Members of the Faculty of Agriculture have assisted your association in various ways at the technical level with respect to milk production and in the processing field, as well as in the area of agricultural economics.

In recognition of our efforts on behalf of the agricultural industry, with particular reference to dairying, your association has reciprocated by providing scholarship funds to assist worthwhile students to graduate study and research through the NOCA Forage Graduate Scholarship. This scholarship is intended to assist in particular a student in Plant Science in studies in the field of forage production.

"Our association with S.O.D.I.C.A., either with those directly engaged in production or in the processing and handling of their product, has always been most pleasant."

ECONOMICS BRANCH

Throughout this history have been mentioned such names as Dean Clements, and in later years Mr. Keith Action and Mr. Wiens. These men have done much toward advising and studying the trend of various business aspects related to the dairy industry for S.O.D.I.C.A.

We must also recall, too, that it was U.B.C.'s Dr. Wood that held the first scientific field days in the Okanagan many years ago resulting in the successful birth of the first artificially inseminated calf in the interior.

History of Milk Board's Entry Into Okanagan

As early at April, 1949, an application from Kelowna Primary Milk Producers Association to the B.C. Milk Board read as follows: "We, the primary milk producers of the district of Kelowna, request that the control of the production of and distribution of milk in this area be taken over by the milk board." This application resulted in a Milk Board hearing held in the Orange Hall on the 16th of May, 1949. The application supported by Kelowna producers, Kelowna Creamery

Co. Ltd., and Lakeview Dairy, was opposed by S.O.D.I.C.A. and A.C.C.A. The opposition was opposed to a small area, such as Kelowna, being designated but were not opposed to the whole area of the Okanagan, including Kamloops and Revelstoke. A decision by the Milk Board was reserved at this time because some problems in the area did not fall within the jurisdiction of the Milk Board.

Dealing with a report from Dean F. M. Clement, who had been engaged as a consultant by A.C.C.A., S.O.D.I.C.A., and the Interior Dairymen's Association, a meeting was held in Vernon in June, 1951, which was attended by Mr. E. C. Carr, chairman of the B.C. Milk Board, Dean Clement and about 50 producers. The Clement report recommending one area for production and distribution was not readily accepted. Mr. Carr was emphatic with respect to permanent quotas based on winter production for the Kelowna and Kamloops areas, which were reported as being short of supply in winter months. No decisions were reached at this meeting.

MEETING HELD

It was not until 1956 that any further action with respect to the Milk Board took place in this area. On the 29th of August, 1956, a resolution was passed by S.O.D.I.C.A. Board of Directors which read, in part, "that Dr. W. J. Anderson of the B.C. Milk Board be invited by the S.O.D.I.C.A. directors to attend a special meeting of the board to be held in Vernon."

On the 2nd of November, 1956, a meeting was held by the B.C. Milk Board, including Mr. Carr, Dr. Anderson, and Mr. Challenger, in the Oddfellows Hall in Vernon. Some 75 producers and representatives of distribution attended this meeting, at which time the members of the Milk Board explained the functions of the board and answered questions. The outcome of this meeting was a resolution put to the annual meeting of District "G" Farmers Institutes held at Deep Creek on the 6th of November, 1956, which read in part "that this annual meeting of District "G" Institutes go on record as requesting the Provincial Cabinet to establish one milk marketing area in the interior." Mr. W. C. Cameron spoke in favour of the resolution, but because the resolution had not been filed 3 weeks ahead of the meeting, it was defeated. In the November, 1956 issue of the Valley Echoes (edited and produced by Armstrong Cheese Co-op Assoc.), the report on the Milk Board meeting ended "Though nothing concrete came out of this meeting it was apparent that the producers do want the Milk Board. We feel that this would be a good thing for our area."

REQUESTED BY S.O.D.I.C.A.

At a meeting of the S.O.D.I.C.A. Board of Directors on 21st of November, 1956, a unanimous motion read "To request the B.C. Milk Board for advice regarding the best method of solving the milk hauling rate problem."

In an editorial in the December, 1956 edition of Valley Echoes it is stated "if the Milk Board is brought into the area, the dairy producer should have a much brighter and secure program to work on in the future."

At a meeting of the S.O.D.I.C.A. Board of Directors on 10th of January, 1957, "formal application to Lt. Governor in Council, through the Minister of Agriculture, to have a production area defined under Section 40 (c) of the B.C. Milk Industry Act" was made. Mr. Carr informed the directors that it would require not less than one month to prepare the necessary order. The directors were of the opinion "that the equalization provisions of the B.C. Milk Board will be beneficial to the dairy industry of the interior."

At the S.O.D.I.C.A. district meetings, held in 8 locations from the 22nd to 31st of January, 1957, Mr. Freeze, S.O.D.I.C.A. Director, outlined "How milk prices are calculated by B.C. Milk Board." At the Vernon district meeting a discussion was held, and "when put to a vote as to whether the producers wished to have the Milk Board not a single producer voted in favour."

A unanimous resolution was passed at the annual general meeting of S.O.D.I.C.A. on 9th of April, 1957, which read in part "to make certain that producer-vendors located in this area will participate and pay into the pool to be set up under the equalization provisions of the B.C. Milk Board, if and when such is applied to this area."

PLEBISCITE

On the 24th of May, 1957, the Hon. W. A. C. Bennett, Premier and Minister of Agriculture, directed that plebiscite be held to determine whether or not the producers of qualifying milk in the Kamloops and Okanagan districts (suggested descriptions of the Kamloops-Okanagan area of production obtained from the Legal Surveys Division, Surveys and Mapping Branch, Department of Lands and Forests on the 10th of April, 1957), wished the area defined as an area of production pursuant to Section 40 (c) of the "Milk Industry Act."

A covering letter outlining an area of production together with a description of the area and ballots were mailed to all qualifying milk producers and returnable to the Chief Electoral Officer, in Victoria by June, 1957.

Official sources at the S.O.D.I.C.A. office stated that they fully expected that the Milk Board vote would be endorsed by Kamloops-Okanagan dairymen, which was further endorsed by Mr. T. E. Clarke, General Manager, who said in part, "This is a good guarantee that the farmers will get a fair price. It should help to encourage the family farm."

By Order-in-Council No. 1628, approved on the 8th of July, 1957, the Lieutenant-Governor in Council defined the Kamloops-Okanagan area of production. The result of the plebiscite showed 70% of the producers who voted in the area favoured milk control.

APATHY

In the 1957 August issue of the Valley Echoes the editorial reports on the apathy shown by the producers. "In all two hundred and sixty-three producers had the right to vote on this question but only one hundred and sixty-one (61%) bothered to cast a ballot. Of this number, one hundred and fourteen (70%) voted yes, while forty-two (26%) voted no, and 5 ballots were spoiled." However, expressions of approval were made by officials of S.O.D.I.C.A. and others connected with the dairy industry in the area.

On the 27th of August, 1957, the settlement rate paid to producers during the years 1949 to 1953 inclusive were supplied to the Milk Board from the records of S.O.D.I.C.A., A.C.C.A., and Kelowna Creamery, presumably to be used as a basic rate for the Milk Board formula.

Approximately 150 interested producers attended a Milk Board meeting held in Vernon on the 26th of September, 1957. The Milk Board was fully represented by Mr. Carr, Dr. Anderson and Mr. Challenger, Mr. Carr explained the administration of the Milk Board and also announced that milk quotas would not take effect until March, 1959. At this time Mr. Carr expected the Milk Board would be in operation in the area by the 1st of November, 1957.

MR. HONEYMAN ELECTED

On the 16th of October, 1957, Mr. J. D. Honeyman, a F.V.M.-P.A. nominee as a producer member of the Milk Board, and an incumbent member of the Advisory Board to the Milk Board since March, 1957, addressed a well attended producer meeting in Armstrong. It was announced on the 24th of October, 1957, that Mr. Honeyman had been elected as producer member to the Milk Board replacing Mr. G. W. Challenger, who had filled that position since 1956.

Due to unforeseen problems, the Milk Board was unable to become established in the area by November, 1957. On the 10th of February, 1958, a news release stated "E. C. Carr, chairman of the Milk Board, announced today that an order to bring the Kamloops-Okanagan area of production under the provisions of Part III of the 'Milk Industry Act,' will come into operation on March 1st, 1958." It also stated that an inspector would be located on a full time basis.

The settlement rate for the month of March, 1958, was announced in a news release from the Milk Board on the 11th of April, 1964. This showed a Class I price of \$5.28 per cwt 4.0% with a .76 cent differential. Class III, 3.525 with a .63 difference, Class IIIA, 2.68 with a .63 difference and Class IIIB, 2.53 per cwt. with a .63 differential, giving a blend price of \$4.33 per cwt. 4.0% milk. This compared with an average blend price of \$4.11 per cwt. for the month of February, 1958.

On the 4th of June, 1958, a ballot was sent to all producers in the Kamloops-Okanagan area to vote for a representative on the Advisory

Committee of Producers to the Milk Board. Mr. E. C. Stickland was the successful candidate and was duly appointed to the Advisory Committee on the 9th of July, 1958.

With the exception of Dr. W. Anderson resigning from the board due to a posting outside the province, the members of the board and advisory committee to the board have continued to function in the best interests of the milk producers in B.C. and the Okanagan area.

My thanks to Mr. G. D. Johnson. Approved for reprint by Mr. E. C. Carr, Chairman, B.C. Milk Board, Dec. 2, 1964.

Vernon Military Camp

CANADIAN ARMY

Vernon has long been associated with the Canadian Army dating as far back as 1898 when the Okanagan Mounted Rifles was formed and military life in Vernon commenced.

In 1908 "C" Squadron Canadian Mounted Rifles was formed and was followed by a cavalry regiment in 1910, known as the "30th B.C. Horse." It fought during the First World War under the name of the 2nd Canadian Rifles. Former trooper, "107473, Pearkes, G. R." was among them. Today he is Lt. Governor of B.C.

Army units from Nova Scotia to Vancouver Island have been stationed at Vernon, and many thousands from every walk of life have been connected either directly or indirectly with Vernon's Army history.

The first permanent building to appear on Mission Hill was a drill hall in 1912. In 1915 the first large training group, 3,500 men, arrived, followed by 7,000 in 1916.

During World War II, Vernon became well known as a military town. An advanced Training Centre, No. S17 Infantry Battle School and the 13th Infantry Brigade made their headquarters here.

SOLE SUPPLIERS

It is S.O.D.I.C.A. who have been the sole suppliers of milk, cream, butter and cheese to the Vernon Army Camp since 1938. At one point over 7,000 troops were stationed there, and it was quite a scramble at times with the problem of such a fluctuating business when train loads of soldiers were moving in and out. Camp population would build up to thousands and then suddenly decrease as regiments left.

Since World War II, each July, Vernon has played host to more than a thousand military members from all parts of British Columbia. As well as a contingent of the Women's Army Corps about the same time.

Following the departure of the troops, early in July about two thousand army personnel, including instructors and cadets arrive in Vernon for the Summer Cadet Camp, which now embraces cadets from the four western provinces, Manitoba, Saskatchewan, Alberta and B.C.

S.O.D.I.C.A. is proud it is the only dairy in the interior of British

Columbia that is authorized to supply the cadet camp in Vernon, having been approved by the health authorities of the Canadian Army.

GROWTH OF CAMP

The extent of this military establishment is quite enormous. Originally it began on some land donated by the City of Vernon. Later more land was leased from both city and private owners. Later land was purchased. In 1941 a series of purchases were made bringing the total acreage to 447,208 acres.

Main camp buildings were erected between 1940 and 1945 when there were a total of 162 buildings. At present 106 units are maintained by the Dept. of Defense.

In addition, the department owns 522 acres in the rifle range area, and another rifle range, the Glenemma Range is leased from the Okanagan Band Indians.

"HOME AWAY FROM HOME"

Vernon is proud of its army establishment and to be the "home away from home" for Canada's youth each summer and S.O.D.I.C.A. producers plan breeding programs for the essential milk needed each summer to supply this vast camp and hundreds of parents it draws to the area as tourists visit their sons at camp during summer holidays.

S.O.D.I.C.A. producers and management are proud to be the suppliers to the Cadet Camp each summer on Mission Hill, Vernon, B.C.

(Thanks to Mr. Howard Thornton for the history of the Vernon Military Camp.)

CUSTOMER RELATIONS

WHAT IS A CUSTOMER?

A customer is the most important person in our business. A customer is not an interruption to our work—he is the purpose of it. We are not doing him a favor by serving him—he is doing us a favor by giving us the opportunity to do so. A customer is not dependent upon us—we are dependent upon him. A customer is not an outsider to our business—he is part of it. A customer is not a cold statistic—he is a flesh and blood human being with feelings and emotions, biases and prejudices. A customer is not someone to argue or match wits with. Nobody ever won an argument with a customer. A customer is a person who brings us his wants. It is our job to handle them profitably to him and to ourselves.

Compliments of Dun and Bradstreet of Canada, Limited.

ADVERTISERS IN THE VOL. 1, NO. 1, "CREAM COLLECTOR"

Jan. 1927—8 pages

- * DeLaval Company
Shields and Co. Lumby
I.X.L. Service Station
- * W. G. McKenzie and Son, Vernon, B.C. (men's outfits)
Chas Wood. (shoe store)

- Unity Poultry Farm, Lavington
- F. B. Jacques and Son
- Berry Drug and Book Co. (Rexall)
- Okanagan Grocery
- Vernon Hardware
- * J. S. Galbraith and Sons
- * Bloom and Sigale—Vernon and Lumby
- Empress Theatre, Vernon, B.C.
- * Watkins Garage
- *—Still advertising in the "Cream Collector"



MRS. MAE CAMERON, *Editor of
S.O.D.I.C.A.'s Monthly
Publication, "Cream Collector."*

During the year 1927, this list grew from the 14 above to number 82, embracing the entire Okanagan area, by December, 1927, and the "Cream Collector" grew to 16 pages in the same time.

This association's monthly publication has continued throughout the years. Everard Clarke edited the magazine until 1956 when Mrs. Mae Cameron, wife of Bill Cameron, assumed the editorship of this informative and interesting source of local farm news and news pertaining to the dairy industry as a whole relating to the problems of local dairymen.

LEON JOHNSON LADNER, Q.C., B.A., LL.B.—

S.O.D.I.C.A.'s long-time legal adviser and the man who set up the rules and foundation formula that S.O.D.I.C.A. adheres to strictly today is Leon J. Ladner, Q.C., B.A., LL.B. Mr. Ladner came originally from Ladner, B.C., a town of approximately 3,500 population, situated about fourteen miles south of Vancouver, British Columbia. It is named after his father and his uncle, his father having established there the first salmon cannery on the Fraser River. The two brothers, Thomas E. Ladner and William H. Ladner, came from Cornwall, England, crossing the United States from Omaha to Sacramento in 1852 by means of a covered wagon. The journey lasted over five months, with many perils and hazards caused by hostile Indians. The brothers arrived in British Columbia in 1858 in the famous "Cariboo Gold Rush" and proceeded at once to Yale and Barkerville.

Mr. Ladner was educated in the public schools at Ladner and

New Westminster, obtaining his degrees of B.A. and LL.B. from the University of Toronto. After some years in the practice of law, he became a Member of Parliament for Vancouver South and remained



LEON JOHNSON LADNER
Q.C., B.A., LL.B.

a member for ten years, being succeeded by his former law associate, Hon. Howard C. Green. While in Parliament Mr. Ladner was a member of the banking and commerce committee where he took an active part, particularly in connection with the establishment of what is the Bank of Canada.

Mr. Ladner has been in the practice of law for many years, his present firm being Ladner, Downs, Ladner, Locke, Clark and Lenox. He was appointed K.C. in 1928. In 1920 he became Honorary Consul for Belgium, a position which he retained over 20 years.

Mr. Ladner is a member of the Board of Governors of the University of British Columbia, and also an honorary lecturer in the Faculty of Law. He has recently been a member of the Royal Commission on National Energy. He is an honorary life member of the Canadian Legion, the Canadian Authors' Association and the Vancouver Board of Trade, also a member of several clubs: Rotary Club, Vancouver Club, Faculty Club and the University Club.

Mr. Ladner has been active in the industrial, financial and business life of this Province and was one of the founders of Western Canada Steel Limited and Hawaiian Western Steel Limited.

Mr. Ladner is a director of the National Board of The Toronto General Trusts Corporation and Chairman of the local Advisory Board. He is also a director of Rayonier Canada Limited, Okanagan Telephone Company, Elk Creek Waterworks, Pitt Polder Ltd. and other companies.

Quotas

If there is one overriding attitude shown throughout the 40 years of its history, by the SODICA Dairy Co-op, it is that its executives and directors willingly squandered themselves for a purpose, and this purpose has consistently been to help the dairy farmers of the area and to protect them and their families. In doing this, those concerned have been willing to confront, on a hand-to-hand basis, individuals, situations, boards, and what were believed to be harmful but rigid regulations.

The dairy industry, and the farmers associated with it, thrived in the Kamloops-Okanagan area and there was fine harmony with the B.C. Milk Board, until the year 1961. In that year, for no reason which has ever been satisfactorily explained, the farmers' milk production quotas were arbitrarily cut back 15%. If it was the intention of those responsible to decrease production, and to inflict heavier costs on the farmers, their efforts were markedly successful.

Milk production declined rapidly, regardless of the basic facts that the population of the area was growing rapidly and more milk for the homes and families urgently needed, prices of milk quotas sk-rocketed, and some farmers paid \$15.00 to \$20.00 per pound for the privilege of milking cows and supplying the consumer with milk. A tax on the farmer who bought a quota became equal to \$50.00 per quart of milk he produced for the health and welfare of the people generally. Surely a ridiculous situation never dreamed up by Hon. J. V. Clyme.

For the following three years, milk production quotas in the Kamloops-Okanagan area of the Board increased less than half as much as the increase in the demand for milk. This was because of an unrealistic, irrational, and arbitrary method of restricting milk production quotas. The increase was based on the increase of sales of milk during the "quota" months. These were the winter months and the Kamloops-Okanagan area. Fifty percent greater sales occurred in the opposite season of the year, the summer months. This fundamental factor was deliberately ignored by the Milk Board.

Continuous representations were made to officials of the B.C. Milk Board. At the time quotas were frozen, T. E. Clarke, and SODICA directors were lone voices at a meeting, pointing out that the proposed new quota freezing regulations were bad for the farmers, they were wrongly set up for the Kamloops-Okanagan area, and that they would cause an increase in the farmers' milk production costs.

The events which followed illustrated that even though no one agreed with them at the time, SODICA men clearly saw the bad results. Their opinions proved to be prophetic. A monthly pooling plan, such as had been previously followed by the co-operative, was the fairest and best for the Okanagan farmers. The rigid frozen quota system inflicted hardship on smaller producers, and when a farmer paid from \$10.00 to \$20.00 per pound of milk, for quotas which were worthless

unless the milk was actually fluid Class I milk, that farmer was facing probable losses and certainly increasing his cost of production.

Mr. Clarke and the SODICA directors, were finally aroused to action. President E. C. Stickland sent a letter to every community organization in the Kamloops-Okanagan area and requested their support to help the farmers of the Okanagan obtain increased quotas from the B.C. Milk Board, and not have to borrow thousands of dollars from the banks to deal with what really became a "bucketshop" for quotas. Mr. Clarke spoke on a Provincial television hook-up and fearlessly criticized these policies of the B.C. Milk Board. His actions and those of his directors were quickly followed by the president and directors of the shareholders of the Fraser Valley Milk Producers Association.

At the 48th Annual Meeting of Fraser Valley Milk Producers Association held in Mission City in March, 1965, much emphasis was put on the quota system.

Commencing with J. C. Brannick, president, who in his Presidential Report announced he and his directors "had studied British, Danish and other European marketing plans along with New Zealand and B.C. systems and *now recommend* a "fluid pool abolishing the present Quota".

The fluid pool would establish bases which would have little or no value. At the present time quotas are selling in the Fraser Valley at \$15.00 to \$20.00 per pound.

Concerned with the fall-out of 408 quota shippers and 10 non-quota shippers since 1961, leaving many empty farms, Mr. Brannick felt the present system should be reviewed with three things in mind:

- (1) To give the beginner a better break.
- (2) To give the present shipper some encouragement and incentive to continue and increase his quota.
- (3) Over a period of years bring the industry to a realistic form of equalization.

As is usual in this controversial field of Milk Quotas there was divided thought.

Questions such as "where is there equalization when one man can go to the bank and buy quotas?", while another suggested the Milk Board had become a "brokerage".

When the final vote was taken it was about three to one in favor of asking the Milk Board to divert five percent of excess milk to quota.

One of the most thought-provoking remarks came from Director Clarke Cherry who said, "quotas make 'individuals' of people, not 'co-operators'."

The day after "Country Life" arrived in our mail with most of the above facts and many others a "Report of the Ontario Milk Industry Inquiry Committee", newly published, came in the mail, too.

(Since writing this Mr. Brannick states "Country Life" misquoted him!!)

In Ontario the Milk Industry Enquiry Committee *recommend*

compensatory payment by the Ontario Government at \$5.00 per pound per day to fluid milk shippers holding quotas and quotas thus be abolished on the day on which the recommended Milk Producers Pool begins to operate.

The following points were picked out to give readers of this book a condensed version of the crucial points discussed and recommended by the Ontario Milk Industry Inquiry Committee.

Quote from the "Report of the Ontario Milk Industry Inquiry Committee, page 77 (1) Compensation to holders of fluid-milk quotas: "Termination of the quota system presently established in Ontario fluid milk markets has been recommended earlier in this report. We have proposed, as substitute, a new arrangement wherein "bases" having little or no value would become possible for all producers "A milk."

Fluid milk quotas now have substantial, though varying, value because the holder receives higher prices for his product than he would enjoy without a quota. There have been recent reports of quota transfers at prices ranging from \$10.00 to \$20.00 per pound.

To the milk producers, the cost of a fluid milk quota is an investment. Those who possess quotas have generally acquired them in one of three ways: by outright cash payments for this intangible asset; by paying more than the value of the tangible assets for cows or farms having quotas associated with them; or, through the years, by conducting their dairying activities with the skill and patience that have resulted in the slow acquisition of quotas. Whatever the method, there is an investment of capital that represents cost to the producer, increases the price for which he must sell his product, and results ultimately in higher retail prices.

Dr. Hans Mestern, Canada Department of Agriculture, has recently estimated that capitalization and interest charges of quotas amount to 95c per 100 pounds of milk, or 2.5c per quart. Some question this computation but the generality of his conclusion cannot be denied. . . . Society as represented by the government of Ontario, its agencies legislation, and regulations has encouraged and supported the present quota system and its predecessor forms for almost 30 years. . . . the milk industry has embraced the quota system. Quotas, sometimes called bases, and quota committees have been and are established in nearly all fluid milk markets. They are an integral part of the market agreements now operating with the approval of the Milk Industry Board.

It is reasonable to say that almost every milk producer in Ontario at this time has been influenced by the quota system in making fundamental decisions concerning his participation and investment in the milk industry.

The Inquiry Committee explains the principle of compensation to those who suffer loss or injury through no fault of their own. They cite the shift to diesel locomotives causing firemen to be redundant; automation in the steel-working industry; new shipping equipment re-

placing stevedores. The St. Lawrence Seaway destroying communities and freeways devaluating property to owners.

Under the heading (iii)Compensations and Quotas B-2—Page 80: The examples cited in the preceding subsection illustrate compensated change. In each case widespread benefits are obtained without penalty to a few people. Compensation overcomes resistance change, provides equity, and permits economic advances.

The elimination of fluid milk quotas would result in lower costs of production, and this reduction would be reflected in lower consumer prices. At the same time, the elimination of quotas would destroy the investment that fluid milk shippers have made in their quotas. It seems reasonable, therefore, that society assign some of these future savings to compensate those who—through no fault of their own, since they were acting within the rules established by society—would otherwise bear the principal burden of loss.

(IV) Recommendations:

We recommend that the Ontario government undertake to make compensatory payments of fluid milk shippers holding quotas at the date that our recommended base system comes into effect, probably on the day on which the Milk Producers' Pool begins to operate.

The Government of Canada should be persuaded to participate in this undertaking. The federal government's present policy appears to be to reduce or eliminate traditional forms of aid to the milk industry, and to foster a new agriculture in which farmers will be efficient and independent of subsidies, supports, and other aids.

The elimination of present fluid milk quotas system in Ontario would do much to encourage and assist small or marginal milk producers to enter into new activities. Others would be assisted to establish more substantial and efficient operations. There would be action to rationalize and modernize the milk industry. These results seem likely to attract the admiration and financial support of the federal government.

Compensation to quota holders is another example of the circumstances in which the governments of Canada, Quebec, and Ontario might work together toward important achievement, and we recommend that such opportunity be recognized. However, we realize the danger of undesirable delay in coming to agreement in this important and intricate situation, and recommend that action be not deferred.

We recommend a one-time payment free of any restriction as to use by the recipient. Distribution would be made under supervision of the Ontario Milk Commission, with due precautions in order that there be equitable settlement among quota holders.

We recommend that the unit of quota compensation be, say, \$5.00 per pound per day. Based on 1964 fluid sales in southern Ontario, the amount involved would be of the magnitude of \$20,000,000, that is five percent of the estimated retail selling price of milk and milk pro-

ducts in Ontario in 1963. This seems a modest price for such important benefits.

(The above is from pages 77 to 81 in the newly published report of the Ontario Milk Industry Inquiry Committee.)

The Ontario Milk Inquiry Committee's Comments on Rural Adjustment. Page c-7. . . . 217

The major problem of the dairy industry, and indeed the problem of agriculture itself, is to ensure that adjustments in the number of farm people keep pace with changing economic circumstances.

The price system produces the need for adjustment and is, as we have said above, impersonal. But that does not mean that governments do not have a responsibility for persons. It is not enough to say of low-income producers, "Let them do something else." Federal and provincial governments have a responsibility which they can best meet through (i) maintaining conditions of high employment and economic stability in the economy as a whole and (ii) assisting the transition of displaced producers to new and better rewarded occupations.

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Adjustment is impeded by the difficulty of transferring farm skills to non-farm employment where important specialization and skills of another kind are required. Thus, those who have been farming for some time find they are no better off than new entrants to the labor market. In fact they may be worse off because of the general aversion to hiring older workers, and because the younger men are likely to have a better formal education in terms of both of years and quality.

FAMILY FARMING

The fixity of human resources in dairying, and the problems of adjustment, relate to the considerable concern expressed to the Committee on the future of the "family farm". Producers supporting the family farm as a way of life pointed out:

"It is a happy way to live."

"There is a lot more in farming than dollars and cents."

"We are dealing with people, besides industry, and besides things, and the rural population has decreased a lot and it will further decrease. It is increasingly difficult to maintain some of the rural things that are of tremendous value."

Any breeder of purebred stock knows you have to get fresh blood lines once in a while. Where is the city going to get fresh blood lines if you destroy the rural people?

The family farm, an economic and social unit, is the form of agriculture organization typical of the milk industry in Ontario. As far as can be seen milk production in Ontario will predominantly take place on farms fitting this definition ("where most labor is provided by the farmer and family at a level considered acceptable by them and the community at large.")

If this be so, then the advantages and benefits of farming as a way of life will still be obtainable from dairy farming as a family business.

THE SOCIAL PROBLEMS OF ADJUSTMENT

Adaption and adjustment to new circumstances inevitably follow economic change. As we have indicated, adjustments in agriculture are complicated by its competitive structure, the rapidity of change, and the high degree of fixity of its resources. The latter is by far the most important aspects of the problems of adjustment, and is the root of the social difficulties which must be confronted.

The Committee recognizes that rapid migration from rural areas can result in great social and economical costs to rural communities. These include the effect on local institutions and businesses, the loss in property values, and the rising costs per pupil of operating good school systems in areas that are solely dependent on a sparsely settled farm population. Churches lose membership and eventually close. Over the years the steady increase in population, especially of young people tends to rob the rural community of its vitality.

This Committee offers no universal remedy for the problem of the farmers caught in the whirlpool of change and adjustment. We believe, however, that there is public responsibility and an urgent need for positive policies and dynamic action.

The average age of today's Canadian farmer is between 50 and 55 years and they constitute a little over 20% of the general age group in Canada. Canada has a population of 45.7% under 15 years compared to the above 45-54 age group of Canada 33.5%, 55-64 age group of Canada 19.8%, and only 2/5 of Canada's entire population now live on farms as compared to the turn of the century when two thirds lived in rural areas.

An editorial in April 15th, 1965 issue of "Family Herald" states—"Believing that as long as there are hungry people in the world it is immoral not to do their best to feed them, farm people have traditionally opposed policies which were aimed at restricting their production below the normal capacity of their resources."

Recent warning by Dr. R. B. Sen, Director-General of Food and Agriculture Organization of the United Nations, support this view when he states that the next 35 years will be a most critical period. "Either we take the fullest measure both to raise productivity and to stabilize population growth or we will face disaster of unprecedented magnitude.

Dr. Sen indicates political, institutional and economic barriers prevent a fundamental and world-wide agricultural revolution. These apply to Canada also and some of the barriers are to be found in world trade patterns and agreements and outmoded policies for resource development and marketing. "But not all fault is at the government level, there are individual producers and producer groups who have sought to maintain some favorable (to them) status quo regardless of its national or international effects."

Dr. Sen suggests four areas of needed action to avert a crisis:

- (1) A solid foundation for increasing food supplies to about double the actual rate of annual increase over a long period.
- (2) Accept family planning in the rural areas of developing countries.
- (3) Food production in developed nations be fully utilized and surplus distributed to the *advantage of all and detriment of none*.
- (4) That international co-operation be strengthened to this end.

This brings us back to Mr. Cherry's remark that "Quotas make individuals and not co-operators."

And what is the definition of a co-operative society? Taken from "Co-operation", "A Worker's Education Manual" put out by International Labor Office and published in its fourth edition July, 1963 in Geneva, Switzerland, is the following definition:

"A co-operative society is an association of persons varying in number who are grappling with the same economic difficulties and who, by joining together on a basis of equal rights and obligations, endeavor to solve those difficulties, mainly by conducting at their own risk a joint undertaking to which they have transferred certain economic functions corresponding to their common needs and by utilizing this undertaking jointly for their common material and moral benefit."

G. Fauquet in "Review of International Co-operation" sums this up "we may say by virtue of its origins, its fundamental principles, the environment in which it chiefly grew up and the needs it strives to meet, the Co-operative movement is a movement of people, an outgrowth of the people and a movement whose watchword is action."

NOCA Memories

By *J. SAUNDERS, VERNON, B.C., 1965*

I remember, I remember,
How forty years ago,
The dairy farmers at that time,
Were wondering where to go.
For where to sell their butter then,
They really did not know.

I remember, I remember,
Those grim days of old,
When poverty stood facing us,
And hearts felt pretty cold.
When NOCA's little group, just formed
Gave us a hand to hold.

I remember, I remember,
The cream cans on the rack,
And some did hold a hundred pounds
To strain a poor man's back,
And how poor Nelson had to do
The work of power jack.
I remember, I remember,
When Lumby had a fire,
On Shield's high verandah
Cream cans popped even higher.
But even this was straightened out
With NOCA's helping hand,
Somehow the farmer muddled through
And stayed upon his land.

I remember, I remember
'Round Hallowe'en, one day,
A Lumby grocery man who liked
To join in pranks and play,
He took the empty cans and climbed
A telephone pole nearby
And draped the cans on many nails
From low right up to high.
T'was like a fruiting marrow vine
A funny thing to see,
But who took all those cream cans down
Is lost in history.

I remember, I remember
The British Dairy Queen
Who toured our valley here and said

This was the best she'd seen,
And she should know, young tho' she was,
Her training had been keen.

I remember, I remember,
At Salmon Arm, one year,
The girl who's now our much loved Queen.
Walked to a thunderous cheer,
We gave her a great big Noca cheese
To give them "Palace Cheer".*

I remember, I remember,
How Noca did expand,
And then they called it SODICA
And spread out o'er the land
And the day it paid its millionth brick
And didn't that feel grand?

Yes, we remember older days
When things were not so hot,
So you young farmers of today
Make much of YOUR lot!
Back SODICA for all its worth
Give ALL THE HELP you've got.

— An old Shipper (J. Saunders)

* The Princess and Prince Philip were so interested they overstayed their schedule and the train began to chug and the Aides jumped on the train without picking up Prince Philip's coat and NOCA Cheese. A Veteran called out "your cheese, Sir," and Prince Philip jumped off the back of the train, grabbed the cheese and his coat, waved them at the crowd and popped back on the train just as it was ready to pull out.

When I first began to write this History the first person I wrote to was Mrs. Don Saunders, formerly of Lumby (Trinity) and now of Vernon. For many years, along with other "Cream Collector" readers I have enjoyed her timely little poems, bright and cheery, yet each with a little message for us to think about.

Mrs. Saunders came to Canada from England following the first World War and in the beginning of this history I mentioned that Don Saunders hauled cream during the earliest days of the NOCA Dairy.

Reg Saunders, a director for SODICA today is a son of Mr. and Mrs. Don Saunders, he is also SODICA's representative in the B.C. Fededation of Agriculture.

It gives me much happiness to end this History of SODICA with the above verses from the pen of Mrs. Saunders.

We might ponder awhile over this, does this affect our own association? Examine the record. How many charter members are still in the

Finis

*"There is a destiny that makes us brothers,
None goes his way alone."*

The finish of my History of S.O.D.I.C.A., I feel, should remind each one of us that we, as our predecessors did, have a responsibility to not ourselves alone, but to our Co-operative, our fellowmen, "no man can live unto himself," and our community.

There is a poem called the "Bridge Builders" that expresses what we all feel about our sojourn on this earth—I am sure each and every one of us can be a "bridge builder" in the Dairy Industry.

THE BRIDGE BUILDERS

An old man, going a lone highway,
Came at the evening, cold and gray,
To a chasm, vast and deep and wide,
Through which was flowing a sullen tide.
The old man crossed in the twilight dim—
That sullen stream had no fears for him;
But he turned, when he reached the other side,
And built a bridge to span the tide.
"Old man," said a fellow pilgrim near,
"You are wasting your strength in building here.
Your journey will end with the ending day;
You never again must pass this way.
You have crossed the chasm deep and wide,
Why build a bridge at eventide?"
The builder lifted his old gray head.
"Good friend, in the path I have come," he said,
"There followeth after me today
A youth whose feet must pass this way.
This chasm that has been naught to me
To that fair-haired youth may a pitfall be.
He, too, must cross in the twilight dim;
Good friend, I am building the bridge for him."

WILL ALLEN DROMCOOLE.

Co-operatives must face the fact that a new generation of members is taking over today, the "old order changeth, yielding place to new." These plants were in many cases established by their parents.

In an article called "The Picture Changes" from the "Butterfat" Magazine a few years ago came these thoughts, (in part):

"These younger people are living in an age when communication is more expert but they do not know the struggles their parents went through." These were the words of Dr. J. K. Friesen, Public Relations Director for Manitoba Pool Elevators, in an address to the American Institute of Co-operation.

association today? What percentage were members ten, fifteen, or twenty years ago? It is more likely 50% have joined within the past ten years.

Is the new group aware of the struggles of the pioneers, the founders of their association? Many people will say, "No." In fact, many people can become quite indignant over the attitude of the new members. The older members have been "through the mill." He recalls the hard fight, he is proud to have played his part in building what is successful today. He may view with something akin to exasperation this brash newcomer who may belittle the efforts of the pioneers.

But the two opinions are being reconciled. The co-operative ideal must be strong in the association. As problems arise, disagreements may crop up. But, when the "chips are down," the membership as a whole rallies around.

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—BERYL WAMBOLDT

"Oh, little Valley, all our own
Here is the place where beauty dwells
And all the joys this world has shown
Your gift of quietness excels,
Nor would I change your stream and trees—
For jewels of the seven seas."

—1965

