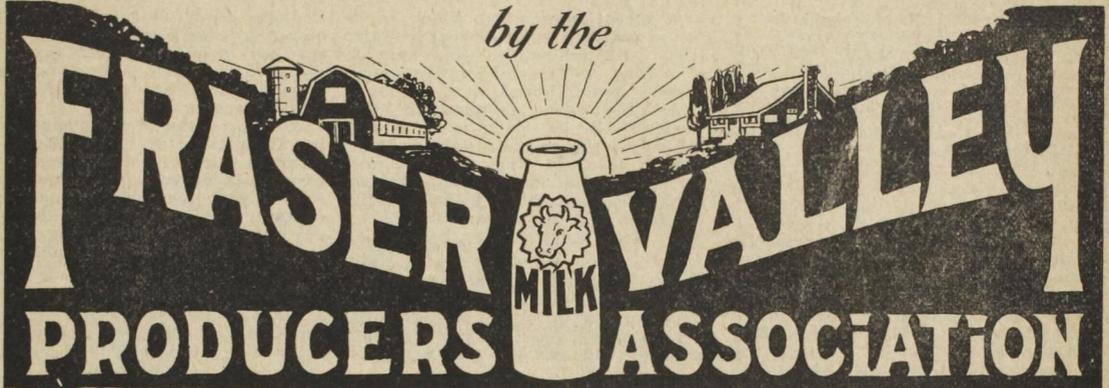


BUTTER-FAT

PUBLISHED MONTHLY IN THE INTERESTS OF DAIRYMEN

by the



Volume 1



FEBRUARY, 1924

No. 10

EVERY section of our territory from Vancouver to Hope should be represented at the forthcoming annual meeting.

We realize fully what it means to leave the exacting duties of the farm even for a short period.

The Sacrifice of time and the expense entailed must be taken into consideration by the vast majority of our members.

Is it not worth at least one day of your time? Let us make this the most successful meeting that we have held and prepare for the biggest and best year in our history.

In order that it may be some small inducement for members to participate in this important gathering of associated dairymen, we have been successful in obtaining for members special fares on the railroads, as well as attractive rates at the hotels, particulars of which will be found in this issue.

The marketing of your product—the vital end of your business demands your personal attention.



Pack your grip and take a trip.

7th Annual Meeting

of the

Fraser Valley Milk Producers' Association

to be held

FEB. 26 and 27

In the O'Brien Hall, Cor. Homer and Hastings Sts., Vancouver,

Opening Session 1 p.m.

The B. C. Electric Railway have offered to run a special train from Chilliwack, returning at any stated time, contingent upon that not less than 100 members take advantage of the trip.

The C. P. R. and C. N. R. Railroads offer a fare and one half for the round trip.

Communicate with your local secretary or head office of the association as early as possible so that necessary arrangements may be made.

DO NOT remain at home and assume that your interests will be fully protected by your fellow members.

This is your business. You are a part owner along with some 2000 of your fellow members in its assets worth \$754,672.00, and therefore you are directly interested financially.

It is your money that is being spent in the development of this business and you have a right to know of its disposition.

Do not stay away because you are a small shipper. Some of the best ideas and the most constructive criticisms have come from the least amongst us.

Each member is urged to make a special effort to attend, as many important issues effecting our future will be brought forward for your approval.

The value of your farm, your stock and investment is gauged upon the progress of this, "your co-operative marketing association."

THIS IS YOUR MEETING! BE SURE TO BE PRESENT!

More About New Zealand's Dairy Industry

By F. England

The price of New Zealand butter governs that of our own product on the local market at certain seasons of the year and is therefore a consequent factor in our settling rate. We are indebted to the Editor of the Grain Growers Guide for the accompanying article whose special investigator, Mr. England, has secured interesting facts at first hand which disclose some of the methods by which New Zealand's dairy industry has gained a dominant position in the world's markets today.—Editor.

The North Island is the principle home of New Zealand dairying, with the Waikato district of which Hamilton is the distributing centre, the heart of the industry. The primary condition responsible for New Zealand's success is the gift of nature—an ideal climate, where nature's food for the cow in succulent pastures is obtainable the year round. To house cattle is a rare thing and only in certain parts is it necessary to blanket them.

Most of the dairying areas in New Zealand are close to the railway system and roads are good. Milk conveyed by motor vehicles reaches its destination quickly and smoothly, and is made into butter before any major change can take place. This is a great factor in the maintenance of high quality, especially in cheese-making, where milk must not be badly shaken.

Powerful Co-operative Association

The Waikato district is worked by the New Zealand Co-operative Dairy Association, which is directed by men of great ability—men like William Goodfellow, whose genius has been responsible for tremendous advances both in manufacture and merchandising. This association maintains its own chemists, analysts, its own box-making plant and its own coal mine! It carries on butter-making, cheese-making, casein manufacture, and the manufacture of dried milk. This dried milk does not taste like condensed milk, and it is winning an increasing preference, commanding good prices. The association's butter has been bringing 2s to 3s a cwt. more on the London market than ordinary New Zealand butter, the reason being that the association maintains a London manager.

Methodical Distribution

This brings us to the question of marketing. The association controls its supplies, allowing commodities to go on the market as they can be absorbed. If prices are low it holds up its supplies. The boldness of the association's marketing policy may be gathered from the following incident: The Danish prices had been lowered; the English manager of the association immediately raised the prices of association butter by six shillings per cwt., with the result gratifying to butter producers, that the price was stabilized.

The New Zealand farmers have approved of the Dairy Control Bill

in a recent referendum which calls for a dairying control board. This board will follow the same system of selling as the co-operative association has followed.

All the dairy supplies of New Zealand will be controlled and admitted to the markets only as they can be absorbed. This will not upset the present distributing system but it is confidently believed will eliminate the speculator.

Also Believe in Quality

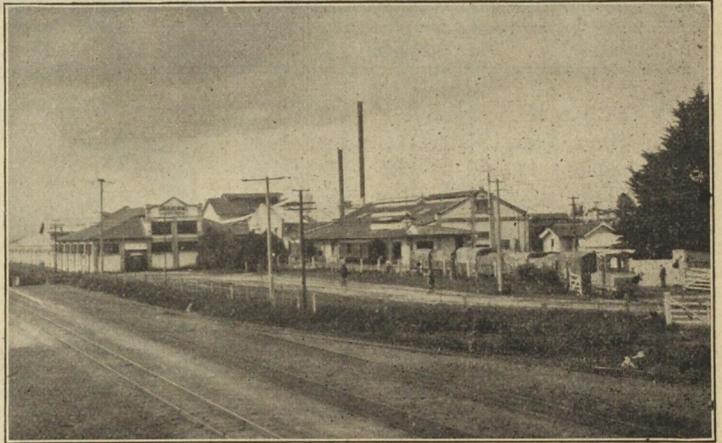
As to the methods by which New Zealand hopes to retain her dominant position and to enter new markets successfully, principal reliance is placed on close and efficient management and on the maintain-

ment. Every dairy farm is required by the government dairy inspectors to have concrete floors in the milking sheds and a running-water system for the washing of dairy utensils.

An interesting development arising from the use of electricity on farms is that it is not necessary to employ labor on any large scale. A man and his wife and son can operate a good-sized farm without any difficulty—it is no longer necessary to have the traditional large family.

The New Zealander's Outlook

What of the future? Well, it is expected that the next step will be to have "robber cows"—uneconom-



ONE OF THE LARGER NEW ZEALAND PLANTS

ance of the highest grade in the produce. The smallest details are watched, absolute cleanliness is insisted upon. These are the tried and true methods which won New Zealand her position in the first place. It is proposed to exercise even closer supervision.

All herds in the Waikato district are tested through the agency or with the Co-operative Dairy Association. Herd-testing associations are being formed which will supply experts to assist farmers in the testing of their herds and in the elimination of what New Zealand producers succinctly call, "The robber cow." Dairymen's associations will be assisted to procure good bulls and better grade stocks generally.

Milking Machines

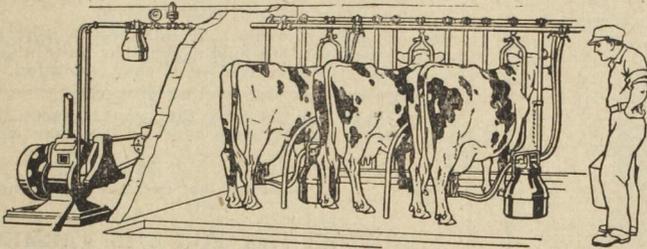
The New Zealand dairyman is completely won to the use of the milking machine. No dairy farm of size is without one. Usually they are run by electricity, and where this is not available, by "gas." Milking machines in New Zealand have been developed to such a stage of perfection that farmers prefer them to hand-milking in every par-

cal animals—branded, then it will no longer be possible to offer such a cow for sale for dairying purposes. Moreover, every cow then will have to be accompanied by its butter-fat ticket.

Today, the New Zealand farmers feel that no better butter can be produced under present conditions than the New Zealand product. They have spent every possible penny in bettering the product, now they mean to get their full share of the profits it realizes.

Instead of London taking all the New Zealand butter, there will be distribution in the larger cities of Britain. Incidentally, it is instructive to note that New Zealand dairy suppliers now have a good market in Paris, and it is increasing steadily. Attention is being paid to the United States, for it is realized that the States is going further and further back from the position where she can supply her own population with dairy products, and it is felt that there is prospect of a good market opening to New Zealand products. So for all its proximity to the States, Canada had better watch New Zealand.

Make Dairying More Pleasant By Milking the Better Way



THE DE-LAVAL Milker

Hand milking is slow, costly, unsanitary—human labor is too valuable for such work.

A De Laval Milker is faster, cleaner, better and cheaper.

Over 15,000 in use giving unqualified satisfaction—proving every day that the De Laval can milk twice as many cows with the same amount of help, thus cutting the cost of milking in two.

Time and labor is only part of the value of the DeLaval because of its gentle and soothing yet stimulating action. Cows invariably produce more milk when milked the DeLaval way than by any other method.

If you are milking ten or more cows you cannot afford to be without a De Laval Milker.

Sold on easy terms.

De Laval service and guarantee under which all Milkers are sold is your protection. When attending the annual meeting, give us a call.

Some of the satisfied users of DeLaval Milkers in this district:

Mr. K. Hougou, Matsqui.
Gust. Farnam, Matsqui.
J. E. Gibson, Lulu Island.
J. T. Brown, Colebrook.
J. J. Brown, Surrey.
G. N. Smith, Sullivan.
S. Murphy, Sea Island.
A. Webster, Eburne.
Alec. Hill, Arbutus Dairy, Vancouver.
E. North, Lulu Island.

The De-Laval Co., Limited

1168 Homer St., Vancouver, B.C.

STRINGY MILK

A member asks the following question which is answered by our Dr. Damman:

I have a cow whose milk is stringy and will not pass through the strainer without difficulty. The milk from three quarters of the udder appears normal, only one quarter producing clotty milk. Will you inform me what is the cause of this trouble.

Answer: It may be due to three causes. (1) Infection of the gland. (2) Fungus in the feed. (3) Traumatic injury. If you suspect there is any bacteria infection it can be treated through the circulation, if it is the feed, a change is necessary and if caused from a blow should right itself in time. It is difficult to prescribe without further information as to the cause of injury. On no account should the milk from this quarter be used and should be milked in a separate pail and isolated to prevent further contamination with the udder of this and other cows in the barn, should this cow's udder be infected.

THIS MEANS PROSPERITY

Speaking before the B. C. Products Bureau recently Mr. R. H. Gale said that not only his own concern, who are planning a \$250,000 elevator, but the B. C. Electric construction programme, the building the Second Narrows bridge and the drydock at North Vancouver, the \$10,000,000 or \$15,000,000 harbor appropriation sought by the harbor commissioners and many other private enterprises begun or about to begin meant that Vancouver was building up a big payroll, he said. This meant prosperity, he declared, if the producers of the province continued their campaign so as to make full use of the ever-growing home market.

Can we surpass our 1923 output of 2,822,000 pounds of butter-fat?

CONCERT PARTY SCORES SUCCESS

The F. V. M. P. A. concert party under the direction of Sales Manager Price can always be relied upon to create a good impression wherever they are billed to appear.

At Brighouse, Lulu Island, where they are well and favorably known a capacity house is sure to greet them and it is reported that in Chilliwack where they recently appeared they maintained their reputation as star entertainers.

It is understood that those of our members who attend our forthcoming annual meeting will be given a side show on the first night of the session by the concert party and 'tis rumoured that the performance will rival anything that the local shows have to offer.

This is one more inducement to attend the annual meeting.

Producers of Grade "A" Milk Clip Their Cows



Price
\$15.25

For the production of Grade A Milk, the cleanliness of the cows is an absolute necessity. This cannot be accomplished unless the cows are properly clipped.

To do this in the most efficient manner and with the least inconvenience to yourself and the cow the

STEWART No. 1 CLIPPING MACHINE

is indispensable wherever clipping is required. Ball bearings, strongly built and made to wear.

Your cows will do better with the same feed. Keeps them free from vermin and more and better milk is assured.

Order this clipper through your Local or the Feed and Sales Department of your Association.

Flexible Shaft Co., Ltd.

TORONTO, CANADA

DISTRIBUTORS:

Marshall-Wells, B.C., Limited, Vancouver, B.C.
McLennan, McFeely & Co., Ltd., Vancouver, B.C.
Storey & Campbell, Limited, Vancouver, B.C.
Martin, Finlayson & Mather, Ltd., Vancouver,
B. C.

TO THE MEMBERS

Our annual meeting will be held on February 26 and 27. I hope everybody will attend as some very important matters will come up for discussion.

Remember this is an actual part of your farm operation. If you are going to buy a cow, horse, etc., you don't send Jones to do it—you go yourself. This is equally important, in fact it is more so, for it is the sales end of your business. So all come, and if by any possible means you cannot come, well then do the chores for your neighbor and give him an opportunity of attending the meeting.

We have been having many complaints from our city business on the quality of milk received.

One can hardly credit that milk would sour at this season of the year, but it is a fact that quite a quantity of milk has lately arrived in a sour condition.

Perhaps you are not cooling properly.

It will pay you to give this your utmost care, it means loss for you at home and also loss here with our sales.

W. J. PARK,
President and General Manager.

ANOTHER TAX FOR THE FARMER

Over six hundred members signed the petitions we presented through our local secretaries, one protesting the increased express rate on ice cream and the other opposing the 60 per cent. sales tax upon ice cream, both of which indirectly effect our farmers' pockets.

The makers of aereated soft drinks and such like gaseous concoctions still enjoy a better rate on the railroads than the makers of ice cream—a beneficial food. The imposition of a 6 per cent sales tax on ice cream is another stab at the already over-burdened farmer.

We already pay a 6 per cent. sales tax upon the 15 per cent. of other products that go into the ice cream mix and the 85 per cent. of the ingredients that go into the making of ice cream are dairy products and untaxable.

This proportion should at least be on a par with other dairy products when fancy imported cheese together with substitutes such as oleomargarine, butterine and their ingredients are exempt.

By increasing the sales tax on ice cream it means that this tax has to be passed on to the retailer, who in turn must make it out of his customer, thereby tending to decrease the consumption of a health food whose demand is becoming larger each season.

Strong representations on the part of the Western Ice Cream Manufacturers' Association which meet in Moose Jaw on February 4th will be made to abolish these impediments to a growing industry and Mr. George Exley at the head of our ice cream department will be the representative of our association in addition to the other ice cream manufacturers of Vancouver at this important convention.

THE LETTER THAT FAILS

A huge pile of mail matter is delivered to our office each day. Hundreds of letters are opened—stamped with the date received and placed before the heads of our various departments to deal with.

We realize fully the feelings of the member who writes us to ship him three cans by tomorrow's train and we can almost hear his language after driving some distance to the station to find that his cans have failed to arrive. We cannot say exactly how this happened but it is frequently a significant fact that the post-mark reveals that no delay occurred in transit of the letter and it should have arrived in sufficient time to allow us to ship the cans as desired, thus we can only conclude that it rested unduly in some one's pocket.

We also receive many unsigned letters. By comparing the handwriting in our files with those from the districts these letters are received we are able to discover in some instances the identity of the writer, but when one member sends for twenty pounds of butter and fails to sign his name or address we cannot be blamed for not shipping.

ALCAZAR HOTEL

Corner Dunsmuir and Homer Sts.

HEADQUARTERS FOR DAIRYMEN

Rates \$1.00 per day up

W. S. Wainwright, Mgr., Member Jersey Breeders' Association

HOTEL DUNSMUIR

Vancouver, B.C.

SPECIAL RATES to CONVENTION MEMBERS

E. R. Rickman W. A. Badger
Telephone Seymour 7097—7098

HOTEL NIAGARA

150 Modern Rooms 40 Private Baths
Rates \$1.00 per day and up

Adjacent to Trams, Boats, Theatres, Department Stores

Garage in Connection

435 Pender Street West Vancouver, B.C.

T. J. GRANT — Proprietors — W. W. HADDOCK

Hotel St. Regis

Cor. Dunsmuir and Seymour, Vancouver, B.C.

Single, \$1.50; Double \$2.50

LOOK FOR THE GREEN BUS

Phone Sey. 7275

HOW MUCH SHALL WE SPEND ON ADVERTISING?

Fortunes have been made by the makers of various products which can be directly attributed to the value of advertising. Many of these products have a doubtful value and without the assistance of huge sums spent in promoting same would not command a sale, but still the public are lured by advertising into buying, believing these things necessary for their well being. It is reported that for every dollar's worth of a certain brand of pills sold that seventy-five cents is spent on advertising—likewise for each dollar's worth of a noted soft drink sold it is claimed that twenty cents is appropriated for advertising same.

If a "get-rich-quick" corporation would place on the market and nationally advertise a wonderful nutritive tonic, "the like of which had never been known," which contained in solution every element found in the human body in just the right proportions and form to most effectively build up the body, our drug stores would be over-run with people of all ages, clamoring to buy this elixir of youth at any price. Strange as it may seem, just such a nutrient has been found: as a matter of fact it has existed throughout all the ages and yet less is spent in advertising this health-giving and necessary food which we produce than almost any other commodity.

As a matter of fact the ratio in our own particular case is less than one cent for every dollar's worth of dairy products sold by our association. A definite appropriation set aside for advertising will enable our sales department to function more successfully.

We have demonstrated by experience the value of various media such as newspapers, street cars, out door signs, pamphlet and mail advertising, thus being in a position to determine which are most profitable and consequently an appropriation used for this purpose will be more economically and intelligently expended than formerly.

The sixty odd Creamo wall signs appearing throughout Vancouver have at present nothing to identify same with our product except name. These wall spaces will shortly be affixed with our association sign which will tell all and sundry that here is the insignia of quality.

NEW SOCIAL AND ATHLETIC CLUB FORMED

Kipling puts it like this:

"The game is more than the player of the game and the ship is more than the crew."

When you have a crew from the lowest man on the payroll of this association to the president at its head playing the game for the success of the organization as a whole—to foster the spirit of friendship, sociability and concord necessary for successful attainment, the ship should not go far from its course.

In this spirit the social and athletic club, embracing every department of this co-operative association was formed on January 17, when nearly 200 employees assembled in the reception room of the retail plant, including President and General Manager W. J. Park and Director W. L. Macken, who were elected as honorary president and honorary vice-president of the newly formed club.

Mr. H. J. Price, our sales manager, was the unanimous choice of active president. The new organization will include amongst its activities a dramatic and musical club besides carrying on the entertainment features of the old Fraser Valley Dairies Club.

Each employee is pledged to support this club to the extent of 25 cents per month and it is hoped that many of our members to whom the privileges of the club will be accorded will give this project their moral if not financial support. It has been decided to allow any association member the benefit of becoming a club member at an annual fee of \$1.00.

Mary had a little lamb, her father shot it dead.
Now Mary carries it to school
Between two hunks of bread.

Rennie's Selected Seeds

RENNIE'S SEEDS have the confidence of growers and dealers everywhere.

A steady and consistently increasing demand may be accepted as conclusive evidence of the high esteem in which "Rennie's Seeds" are held by discriminating growers throughout the Dominion.

Our Special Grades supplied in sealed cartons only, are recognized by the leading agricultural authorities to be the finest Grades offered for public sale.

High undeviating standards insure uniform excellence, and Dealers can confidently recommend our Special Grades with the fullest assurance, knowing that each variety has been thoroughly tested, and is offered for sale under the protection of the name "Rennie."

We have a complete list of:

Clovers, Timothy, Grasses, Forage Plant Seed, Seed Corn, Oats, Wheat, Barley and Peas, Onion Setts, Seed Potatoes, Incubators and Brooders, Poultry Supplies, Calf Meals, Feeding Stuffs, Bird Seed, Insecticides, Fertilizers, Garden Implements and Tools, Etc.

Ask your dealer. Write us when ready to buy.

Ask for copy of Rennie's Seed Annual—we will gladly forward it on request.

The
**William Rennie
Co., Ltd.**

Head Office, Toronto

321 First Ave., East Vancouver, B.C.

TWO IMPORTANT CHANGES IN OUR CONSTITUTION TO BE RECONSIDERED

The following resolutions will be brought before the members for approval at the next annual meeting to be held in the O'Brien hall, Vancouver, on Jan. 25 and 26.

1. The following resolution moved by Mr. A. Gillanders and seconded by Mr. T. M. Edwards was brought forward at the last annual meeting in Chilliwack, "That nominations for directors be left open until the day of the annual meeting." It was then moved by Mr. Whittaker and seconded by Mr. Bryant "That this motion be laid on the table until the next annual meeting and brought in the form of an extraordinary resolution for the alteration of our by-laws, which motion was carried.

2. Moved by Mr. A. Gillanders seconded by Mr. T. M. Edwards "That all directors be elected for a term of one year." It was moved by Mr. J. Bailey seconded by Mr. Currie that this motion be held over and sent to each local at least a month before the annual meeting for consideration.

WHOSE MILK SHOULD GO ON THE HIGH MARKET?

Each member of a pooling contract must be willing to go to the market with the same kind and grade of product and accept the same price—less the actual delivery expense of getting it there—and share equally the expense of handling the surplus to prevent a glut of the market, says W. J. Schilling in Hoards Dairyman.

There is no differential that can be set up that will say to the producer that he cannot enter the market but there is the freight differential that will limit the product that can come in.

The question naturally arises, where is the line to be drawn and whose milk is to be sold to the high market and whose to the low? The near milk is the milk naturally tributary to the local market and thus if all are co-operating, that is the milk that will go in, and the far away milk will be the manufactured. The fact that the milk on the outside is manufactured will thus keep the market in good condition and the farmer who is keeping his milk off deserves some consideration and remuneration and he is thus rewarded by giving him the city price less the freight.

For instance, John Smith is on a fifteen-cent rate to the market and the price paid for milk is \$2.50 delivered. His price then will be \$2.35 per hundred for 3.5 per cent. milk. Bill Jones is on the next rate out or twenty-five cents for haulage. His price will be \$2.25 per hundred for the same grade of milk. Jerry Drew may be still farther away and he may have a forty-cent rate and after we get by that it may be, and doubtless will be found, that the milk in the next zone will at times, excepting in a short-age period, have to be made into butter or the other products of milk. The differential then becomes so great that milk is kept off the market by a natural barrier.

RETURNING EMPTY CANS

Will the members please note that when returning empty cans for repairs or for any other reason, to ship same to our plant by freight and not by express, as the charges in the latter instance are sometimes more than the can is worth.

The finest and most healthful highball to be had is made this way: One glass of good milk, two table-spoons fruit or chocolate syrup, one egg. Mix in a shaker.

The American Museum of Natural History has some dinosaur eggs for sale at \$2000 each. It is not thought that they will be very popular with housewives in this country.

Important Unreserved Auction Sale

—of—

Choice High Grade Holstein and High Grade Ayrshire Dairy Cattle

Under instructions from Mr. M. S. Logan we will sell by Public Auction on the premises, known as the Minnekahda Ranch, Port Coquitlam, on

Thursday, March 6th, 1924

At 11 O'Clock A.M.

The whole of his herd of Choice High Grade Holstein and High Grade Ayrshire Dairy Cattle, about 80 head.

Many of these are cows in full milk and all will have been tuberculin tested by date of sale.

Terms Cash. Lunch will be served.

THE T. J. TRAPP CO., LTD.

AUCTIONEERS

Unreserved Auction Sale

—of—

Choice High Grade Holstein and High Grade Jersey Dairy Cattle, Horses, Swine, Produce, Farm Machinery

Under instructions from Dr. E. J. Rothwell and Mr. John Robertson, we will sell by Public Auction on the premises at Pitt Meadows, 1 mile from the Pitt River Bridge on the North side of the road, on

Wednesday, Feb. 20th, 1924

At 11 O'clock A.M.

The whole of their herd of 45 Choice High Grade Holstein and High Grade Jersey Dairy Cattle; also some Horses, Swine, Produce and Farm Machinery.

The cattle include the famous pure bred Holstein Bull "Colony Major Newman" who was calved March 19, 1920, and is therefore probably at his best for the next 2 or 3 years. He is bred right for production and will be a real asset to any herd.

All the cattle in this sale will have been tuberculin tested by date of sale.

There are also a team of geldings, 7 years old, (3200 lbs.) and 2 registered Yorkshire boars and 8 Yorkshire brood sows, besides some Farm Machinery.

Terms Cash. Lunch will be served.

THE T. J. TRAPP CO., LTD.

AUCTIONEERS

MILK HAULERS MEET DIRECTORS

A meeting was held on January 10 between the directors and the milk drivers of the country milk routes for the purpose of securing a better service.

It is proposed that all the milk haulers shall be under contract with the association to whom they will be responsible for efficient service. Each of these truck lines will be run on schedule time and all freight that will in any way impair the quality of our product in transit such as poultry, hogs, etc., must be eliminated from the loads. These changes in the system should result in a better service to our members as well as our plants, but before any definite arrangements are made these matters will be thoroughly discussed at the various locals effected in the near future. It is hoped that no members will enter into any private contracts with the haulers until satisfactory arrangements can be made for the good of all the members concerned.

THE MILK AND TESTER SCALE NEEDED

Conformation is only one of the indexes of merit on the part of the dairy cow.

In the case of underfed, poorly-developed cattle, conformation is of comparatively little value in the determination of merit.

The value of the milk scale and butter-fat tester cannot be over-estimated as a means of selection in building up a profitable herd.

OUR HOPES

"Every farmer boy wants to be a school teacher, every school teacher hopes to be an editor, every editor would like to be a banker, every banker would like to be a trust magnate, and every trust magnate hopes some day to own a farm and have chickens and cows and pigs and horses to look after. We end where we begin."

Mr. Dairyman!

You have been wondering how you could make any profit or increase it. There is one sure way of doing that—reduce your cost of production and increase your herd. The

Gane Milking System

is so simple and easily kept clean any young person can handle it. New Zealand would not be in the front rank of dairying today if it had not been for the milking machine. THE GANE stands first. We are installing this week a complete six unit plant in one of the largest dairies in B. C. Satisfaction guaranteed. Write us.

The Gane Milking Systems

1127 Standard Bank Bldg.

Made in Vancouver

Vancouver, B.C.

Editorial Comment

"BUTTER-FAT," a Monthly Journal for the
Co-operative Dairymen.

Fraser Valley Milk Producers' Association, Vancouver, B.C.,
Publishers.

P. F. Collin, Editor
Subscription Price, 25c Per Year.
Advertising Rates On Application.

BRITISH MARKET DESIRES B. C. EVAPORATED MILK

One of the main outlets for the product of our association is through the condensed milk channel—a market that is of particular value to our association during the flush period.

The Pacific Milk Company, who operate the association's plant at Delair, in addition to their own factory at Ladner, manufacture the Pacific brand of condensed milk which is made entirely from the product of our associated dairymen.

Mr. R. L. Cliff, president of the Pacific Milk Company, who has recently returned from England, is to be congratulated in establishing a market for Pacific brand in Great Britain.

In competing with old established and competitive lines in the trade the success of this local company is all the more commendable and it should be a source of pride to those of our members whose product enters into the making of Pacific milk, that they have contributed in no small measure to the quality of this brand that has gained such distinction.

The continued improvement of our product at its source will enable the condenser plants to hold this British business—a market that is capable of further development as can be seen from the following article by Trade Commissioner J. E. Ray, appearing in the Commercial Intelligence Journal:

Manchester, December 7, 1923.—Attention is again drawn to the market for evaporated milk in Manchester and district, perhaps the largest centre of consumption in Great Britain. At the present time 5,000 cases, the product of British Columbia, are being landed in Manchester. This particular brand was unknown here three years ago, but it has made such progress in the north of England that wholesale produce dealers have only one comment to make, namely: "We cannot get sufficient quantities of it." The success attending this evaporated milk is an illustration of what can be done in connection with other commodities when a manufacturer has a saleable article and attacks the British market in the right way. The principal of the firm manufacturing the said milk paid a personal visit to Manchester, examined the market conditions, sized up the competitive lines, enlisted the services of aggressive agents, and then returned to British Columbia determined to capture a portion of the British trade.

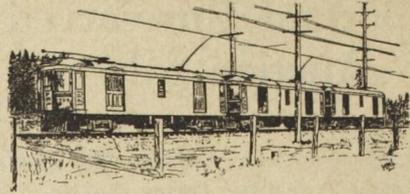
ABOUT OURSELVES

Since the innovation into the life of our association of this medium "Butter-fat" it has been our aim to make it self-supporting. The revenue from advertising has greatly assisted us in this respect and to those members to the number of 659 who have backed their faith in their own publication by authorizing deductions from their cheques for subscriptions we are particularly indebted.

It is proposed to bring a motion forward at the annual meeting to make these deductions general and that all members who have not already subscribed shall come under this ruling—a method that is adopted by other co-operative associations having official organs.

If this motion passes we are assured by the postal authorities that we will be granted the full privileges accorded other publications, which entitles us to a special mailing rate.

The nett cost for 1923 for this publication "Butter-fat" after deducting revenue was \$947.20. This covers printing, publishing and mailing upwards of 3,000 copies each month which are distributed to our members, and all those who are likely to become members and influential public bodies that are calculated to further the cause of co-operation.



Mr. Farmer—

Do you realize the close personal interest you have in electric light and power?

While the number and location of customers may not at present justify the expense of constructing and maintaining a line to give service to you and your neighbors, adequate financial support and fair regulation tend towards gradual extension of existing lines.

Growth depends upon the financial stability and physical efficiency of your light and power company. Support its efforts to meet the growing demand for more service.

P.C. Electric

In addition to giving our members some idea of their own business, we have endeavored to illustrate the example of other co-operative marketing associations having similar problems to our own. It has been our desire that "Butter-fat" should be of benefit, service and help to all in the business of dairying.

It was intended that its columns should be used for an interchange of ideas amongst members, splendid examples of which appear in the correspondence pages of this issue.

CAN WE ADOPT THE IDEAS OF OTHERS WITH PROFIT?

Considering the suggested changes expressed by the members through "Butter-Fat" in the manner of electing our directors as well as the adoption of a permanent executive, it is interesting to learn the procedure of an organization which has achieved outstanding success in co-operative marketing. It has been acknowledged by leading exponents on co-operation that no dairy-marketing organization in the United States commands a firmer support of its members than the Twin City Milk Producers of the cities of St. Paul and Minneapolis.

According to the president, Mr. W. F. Schilling, this association adopted a policy early in its history that is today largely responsible for its present standing. This policy was one of frankness to its members, "Tell 'em everything," being their motto.

Some five thousand dairymen are members of this organization, there being 52 local units with a membership from 50 to 250 in each local. The directors are nominated and elected at the time of the annual meeting and immediately following the election at this meeting they choose an executive of five, which executive meet once a week and have direct charge of association affairs.

This executive is assisted by a manager whose duty it is to carry out the recommendations of the board—thus adopting the principle of direct farmer-control essential for permanent stability in a successful co-operative effort.

INSPIRING AND HELPFUL REPORT OF THE TWIN CITY MILK PRODUCERS

The following extracts from the annual report of the Twin City Milk Producers' Association appears in their official bulletin:

"Each year we are one step nearer the goal sought at the conception of this great marketing movement and each year adds new responsibilities and new thought," said President W. F. Schilling in addressing the members at their annual meeting. Co-operation and co-operative marketing are on the lips of everyone. The consumer wants to buy that way and the producer wants to sell collectively. I do not believe our farmers scent fully the opportunity that is theirs. Every agency of public thought says to us, "Co-operate," we are told to save ourselves and our industry. Are we going to embrace the opportunity of a lifetime and do what others are hinting for us to do and also what is best for us and those who follow us?

The big aim of the organization, continued Mr. Schilling, should always be to find the best market for our milk and its by-products and to be able to get for the farmer the last cent.

Speaking of the confidence necessary in the membership, Mr. Schilling attributed this to education and remarked that the members of the Twin City grasped more keenly the essence of co-operation than any like body of men that he knew of.

Concluding a lengthy address which covered their large operations the chief executive of this progressive association said: "Remember, farmers, there is absolutely no argument that meets the theory of co-operation; but it is oft times the administration of co-operation that spoils it.

The ideals of co-operation are too often shattered by those who wish to capitalize it.

Run on Skim Milk

"It is fair to say that the Twin City association is run on skimmed milk," says Manager H. R. Leonard in his report. This product which was formerly wasted is now one of the principal sources of revenue being manufactured into condensed skim, and sold to bakers, ice cream plants, etc.

This by-product, plus the freight saving made by manufacturing at country points, more than paid all the expenses of the association for the past year.

A new laboratory has been installed in the St. Paul plant employing a competent chemist where all products are analysed.

Manager Leonard pointed out that an expert plant manager had been secured—one who had made a lifetime study of all dairy products, to supervise the fifteen plants of the association.

The field work is under the direction of two competent men whose duty it is to straighten all difficulties which arise and in aiding to keep up the membership, each man having almost three thousand members to take care of.

A construction department employs one man who devotes himself to planning new buildings and supervising construction and changes in plants. "Experience is a slow and expensive teacher," said Manager Leonard, "and we can profit by the experience of other co-operative organizations and save the necessity of getting all our lessons by experience. We are in a period when only the most efficient organizations can survive. We cannot stand still. We have been going ahead and must continue."

SENATORS AND MEMBERS VIEW PLANT

We had the pleasure of entertaining the Western members of the Canadian Senate and House of Parliament on January 26th, while in Vancouver.

The members made a thorough inspection of our retail plant and afterwards sampled our favorite food-drink, Creamo—going over to New Westminster immediately afterwards none the worse for the experiment—but impressed with what the farmers of this association are accomplishing in the way of co-operation.



This Trade Mark is Your Assurance of Perfect Quality

A dairyman recently reported to us that he tried feeding his dairy cows on hay grown without fertilizer, and then for a similar period on hay grown with the use of Triangle Fertilizers. The result was that his milk production went up as soon as he began using the fertilized hay.

Are you getting all you should from your cows?

Are they getting all they should from you?

Land properly fertilized produces larger and better crops—cows properly fed produce more milk.

Result: PROFIT.

Our Triangle "Fertilizer Annual" has been distributed widely through the mail, but if you have not received a copy, we will be glad to furnish one on request.

The following is one of many testimonial letters we have received:

Hammond, B.C., Oct. 31, 1923.

The Triangle Chemical Co., Ltd.,
New Westminster, B.C.

Dear Sirs:—

The fact that I have used your fertilizers ever since you started, and have advised others to do so, is the very best evidence of my faith in the quality of your products. Your service has certainly been very satisfactory.

(Signed) N. G. KNOTTS.

The best fertilizers obtainable are manufactured by

THE
Triangle Chemical Co., Ltd.

New Westminster, B. C.

—and—

FRASER VALLEY MILK PRODUCERS' ASS'N.
FEED DEPARTMENT
Vancouver, B. C.

Victoria Chemical Co., Ltd.

Vancouver, B.C.

High analysis and reliable fertilizers always pay the user.

IMPERIAL containing	3	10	7
COLONIAL containing	3½	11	4
DOMINION containing	0	12	10
SUPERPHOSPHATE	0	17	0

are high in plant food which is water soluble. We will ship a sack or carload from our warehouse at Marpole situated on B. C. Electric track or by boat.

Our brands have been on the market for many years and we guarantee perfect goods.

Phosphate Rock for feeding purposes.

Prices, pamphlets and full instructions on application direct from us or dealers or

Fraser Valley Milk Producers' Association

Feed Dept. Vancouver, B.C.

Telephone Eburne 152 for warehouse

Office, Seymour 412

Jobbers in Nitrate, Soda, Tankage, Bonemeal, Sheep Guano, Fish Meal, Potash.

SELLING ICE CREAM OUT OF SEASON

The selection of a profitable customer for handling ice cream requires careful judgment on the part of our sales department even in the height of the busy season and more particularly so at this season of the year. It is not a good policy on our part to place Fraser Valley ice cream in every corner store and restaurant—one good account being worth considerably more to us than several medium sized ones.

Experience has taught us that it is advisable to select a customer and especially a location capable of doing a business with a gallonage that will pay for ice, delivery and service charges dependent upon the selling of ice cream and show a substantial profit above this service. Statistics also prove that the consumption of ice cream varies greatly in different localities.

To create a demand for ice cream means that in addition to marketing a quality product, a judicious selection of an advertising medium is necessary, for advertising costs real money, especially in the newspapers.

One of the most effective and least costly methods we employ in this respect is through our weekly pamphlet, printed in our own plant and delivered to some 20,000 homes in the city by our driver-salesmen.

This was largely responsible for the volume of Fraser Valley ice cream sold in two days on December 24 and 25 last which amounted to 254 gallons, 152 gallons being in bulk and the remainder in the popular brick form.

Boosting our product is good business on the part of our members and we appreciate the help we have received from this source and especially for the names of city people supplied us—a service that has undoubtedly helped to increase our sales.

We beg to point out another manner in which some members might assist our ice cream sales and that is by suggesting that Fraser Valley ice cream be used at the various community dances and gatherings held throughout the Valley.

Home Grown Seeds

MANGELS

SWEDE TURNIPS

THOUSAND-HEADED KALE

GARDEN PEAS

CARROTS

SPENCER SWEET PEAS

All grown from selected roots and plants

Write for Price List

J. M. Steves

R. R. No. 1

Steveston, B.C.

CHILLIWACK JERSEYS ON R. O. P.—DECEMBER RE PORT

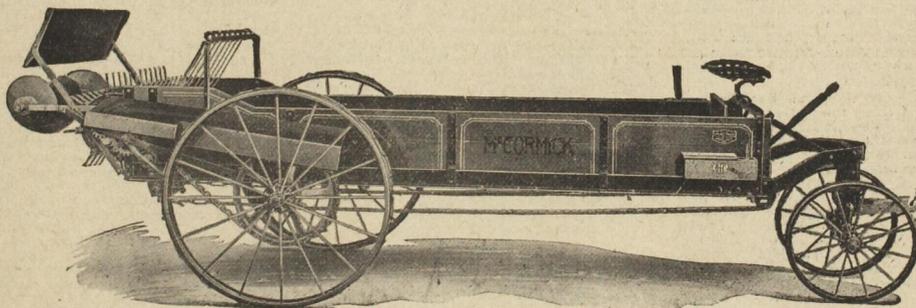
All untested stock freshing normally is put on test. All on test are in list below.

COW	OWNER	AGE Yrs. Mos.	Month's Milk, lbs.	Last Test	Total Milk, lbs.	Average Test	Total Fat.	Days Fresh.
* Noel of Mira Monte, 19789	Mrs. C. E. Ayres	1 10	683	5.2%	1,052	5.2%	55	51
* Heather of Mira Monte, 18513	Mrs. C. E. Ayres	2	1,042	4.7	1,522	4.7	72	45
Mariposa of Holkaven, 14776	T. Lawson	2	419	6.3	5,120	5.7	292	245
Lady Vera of Atholstan, 16358	J. W. McGillivray	2	646	6.5	6,565	5.9	387	241
Rosebay Girl, 17228	J. W. McGillivray	3			360			12
Owl's Queen of Atholstan	J. W. McGillivray	2	819	5.4	819	5.4	44	31
a Belle's Rosaire, 20700	A. E. Dumville	9		5.8	8,425	5.0	421	266
St. Maw's Rosaire's Blossom, 20701	A. E. Dumville	8	596	6.0	9,351	5.1	477	312
The Model Golden Rod, 17663	A. E. Dumville	3	641	5.6	5,792	5.2	301	208
April King's Pauline, 20202	A. E. Dumville	2	680	6.8	7,654	6.1	467	273
Dream Girl's Bonny Jean, 20508	A. E. Dumville	2		5.6	183	5.6	10	6
† Lady Bessie's Hazel, 12614	R. C. Phillipson	6	706	7.0	7,841	5.8	455	218
† Financial Major's Blossom, 13743	R. C. Phillipson	4	585	6.9	6,217	6.1	379	214
a† Calgarth Tormentor Marigold, 14329	R. C. Phillipson	3		6.4	7,682	6.1	468	315
Calgarth Tormentor Babe, 14616	R. C. Phillipson	2	591	6.9	8,328	6.3	525	363
† Calgarth Hoodlet, 17480	R. C. Phillipson	2	661	6.8	7,154	5.9	422	262
Calgarth Starlight, 17479	R. C. Phillipson	2	561	7.2	4,124	6.0	247	209
* Rosewood Model Kitty, 7610	T. Lister	7	685	6.2	11,016	5.6	617	351
* Valentine's Bonny Maid, 20228	T. Lister	3	928	6.2	3,453	5.5	190	98
* Fauvic Baroness St. Mawes	T. Lister	1 11	818	4.3	896	4.3	39	35
* Dorothy's Dimple Dot, 20222	T. Lister	4	660	6.7	8,344	5.7	476	265
* Dora's Golden Lass, 20238	T. Lister	2	981	5.4	2,308	5.3	122	76
* St. Mawes Zoes Grand D.	T. Lister	9	1,132	5.8	1,228	5.8	71	34
Fauvic Zetta, 17785	Ted Barton	2	1,237	4.5	1,316	4.2	55	34
St. Mawes Violet of Avelreagh	E. H. Barton	1 11	1,155	4.6	1,320	4.6	61	37
Avelreagh St. Mawes Blossom, 22305	E. H. Barton	2	850	5.6	1,814	5.4	98	67
Owl's Mona of Avelreagh, 17076	E. H. Barton	2	1,103	5.3	1,443	4.8	93	57
Owl's Sunet of Avelreagh, 17257	E. H. Barton	2	918	6.5	2,975	5.6	167	94
Owl's Twilight of Avelreagh, 17077	E. H. Barton	2	399	6.2	7,428	5.6	416	359
a* Owl's Bessie of Avelreagh, 17059	E. H. Barton	1 11		6.1	11,116.5	5.3	589	365
a* Leonette of Avelreagh, 11873	E. H. Barton	4		5.6	10,998.5	5.2	571.9	305
Owl's Dorothy of Avelreagh, 17258	E. H. Barton	2	444	6.5	5,208	5.8	302	236
Gipsy Rose of Sumas, 12083	Mrs. Mary Street	5	509	5.6	5,537	5.0	277	214
Owl's Arlie, 14543	Mrs. Mary Street	2	355	6.0	6,681	5.5	367	300
Adoration of Morva, 11002	A. H. Street	4	753	5.0	4,384	4.7	206	148
Owl's Perfection of Morva, 14999	A. H. Street	2	653	5.7	5,592	5.1	285	194
Owl's Carmel of Morva, 22147	A. H. Street	2	701	5.3	3,450	5.2	179	133
* Owl's Fluffy of Morva, 22395	A. H. Street	2	712	5.1	2,351	5.0	118	92
* Vera's Dainty Owl of Morva, 13971	Mrs. A. H. Street	3	1,111	5.3	2,720	5.1	138	76
Vera's Kewpie Owl of Morva, 17445	Aubrey Street	2	490	6.8	4,548	5.8	263	189

a Finished Test. * Milked 3 times daily. † Milked 3 times to Nov. 13th.

R. C. PHILIPSON, Secretary-Treasurer for Chilliwack members British Columbia Jersey Breeders' Association.

McCormick Manure Spreader



New Improved Features on the McCORMICK SPREADER makes light draft. The Apron moves on rollers, and roller bearing on the rear axle carry the weight of the load. The Box is wider at the rear than in front making it easy to unload. The Wide Spread Attachment at the back spreads beyond the wheels so that it is not necessary to drive on the strip already spread. The McCormick has the strongest construction ever used in a spreader.

MARK DUMOND

1048 MAIN STREET

VANCOUVER, B. C.

A FULL LINE OF McCORMICK-DEERING FARM MACHINERY
OLIVER PLOWS, FARM FENCING.

OUR MONTHLY MAIL BAG

A FIELD FOR IMPROVEMENT

Editor Butter-fat: As the time is drawing near when we will all meet to discuss how matters went through the past year and to evolve new ways by which we can improve, it is a pleasure for me to feel that we, as an association, deemed it wise to issue a monthly bulletin, so that each and every member can better understand the situation in which we stand—what co-operation means to the industry and in that way, be able to state how we can remedy our present troubles and carry on during the year.

No doubt, at our last general meeting, our unity was quite low due to one reason or another, but mainly to the low price received for our milk. Through different resolutions brought up by a few members, voted by those present and carried out by our directors for our benefit, we are today more united, have increased in number and are receiving a better price for our milk. Nevertheless, there should be no slacking in our efforts for betterment as there is a large field for improvement.

One reason for the increase in our returns during the past year, which cannot be too strongly emphasized, is the fact that through strong efforts of our directors, sales force, with the co-operation of the members through advertising cards and letters by which the name of our city friends were given to our sales force, we are today in better standing with our customers and the general public of Greater Vancouver.

The people's opinion of our co-operative efforts, branded at times under the name of combine, is dying out, but still exists to a certain degree. This idea, we must wipe out completely, because it is untrue and absurd.

If all industries were carried on co-operative basis one cannot restrain from saying that over ninety per cent. of the population would benefit from it.

It is a known fact that if our association was not in operation today, dairy production would be only half what it is, so would similar improvements prevail in other industries; more production would cancel out bread-lines and relief-funds; people would not fight for work and would have more comfort in life.

One great error of the day is the kicks thrown at the laborers and tradesmen by the farmers and vice versa. Instead of being partial enemies, we should be friends. We are working towards the same end and that is to make a decent and honest living and we should be mutually united to attain that end: co-operate to prevent a few men in the country from squeezing all of us. This may sound rather harsh, but experience proves different. One way to inculcate this feeling into our city brothers is whenever talking to our friends, to boost our association and not run it down and they, in their turn, will speak for our good and in support of co-operative enterprise. If we show doubt in our association, they will brag about us to our detriment. Should we feel that we are not treated right in any way, we should take up these questions at our local or general meetings and express our views frankly.

As a member, I consider that one way to increase the enthusiasm of all members would be to make a little more use of our bulletin. Whenever a local meeting is held, a full report should be sent to the Editor and appear in the following issue. This would keep all members whether present or absent, in full light. Another way to make every member feel that

he has a say in all matters concerning the association as a whole, would be to submit all motions brought up at the general meeting to a ballot vote, that is: hold our general meeting, issue a full report in Butter-fat numbering every motion and then insert the given numbers on a ballot and vote on them in the same time that we vote for our directors. This would give every member a chance to express his wish whether present or absent at the general meeting. It would also give the newly-elected directors for the year, a better grasp of what the association as a whole, stands for and what we want them to do.

It may be stated that many a member does not attend the general meeting through practically absolute impossibility, but nevertheless, takes as keen an interest in his association as the rest.

Looking over January's issue of Butter-fat, we are told that our association is one of the best organized in Canada. This speaks well for us, but the field to improve our conditions is practically unlimited and it is gratifying to see that we have a paper of our own to communicate our ideas from farmer to farmers without interference whatever.

As it has been found in the past that it would be more profitable to co-operate by commodity instead of community, we will come to realize that our need is a Canadian-wide national farmers' unit or exchange through which farming implements and all commodities of life, which we do not produce, could be bought direct from manufacturer and producer.

Through such an exchange, we could also have more bearing upon legislative issues which are sometimes a hindrance to us, because we farmers today in Canada form over fifty-two per cent. of the population.

Hoping to see our association and bulletin grow from year to year.

C. LAVOIE,

R.R. 2, Cloverdale, B. C.

NOTE.—Though one of our small shippers, no single member has a larger idea of the spirit of co-operation nor has a keener conception of the possibilities that lie before us as an association, than Mr. Lavoie, the writer of the above letter. The credit for the introduction of a bulletin into the affairs of our association is directly due to Mr. Lavoie. His persistent efforts in this respect during the last annual meeting in Chilliwack resulted in a resolution being adopted to issue a monthly bulletin, which resolution was moved by Mr. J. C. Calhoun and seconded by Mr. E. A. Wells.—Editor.

To the Editor:

Would you kindly forward me on my membership sign and retain the amount out of my cheque, also "Butter-fat" as I consider it one of our most valuable assets; it certainly gives the farmer most minute and valuable information re his business end, the selling of his product. There is great credit due to the Editor and all concerned.

J. P. HUGHES,

R.R. 2, Chilliwack.

To the Editor:

Dear Sir: I must congratulate you on your publication. I believe this has been one of the greatest factors in creating the better feeling that exists among the membership at present. Wishing you every prosperity.

J. W. McGILLIVRAY.

SUGGESTS CHANGE

To the Editor:

As we shall be within the next few weeks attending our next annual meeting, I think the time is opportune to mention the proposal which I referred to at the last annual meeting and which failed to carry, and which I intend bringing up again; in fact I was asked to do so by several members who voted against it last year, on the grounds that it being a new idea, they had not had time to properly consider it.

The question was as to whether our present system of holding annual meetings and electing directors was best, or whether it could be improved.

Theoretically our present system is the most democratic, whereby every member has the opportunity to attend the annual meetings in person, and also has the opportunity to show his individual preference for directors by his own vote. In practice this system, however, does not work out as well as one would expect.

Up to recently we have had about 1800 members, (I believe there are more now), and the attendance at any annual meeting we have ever had in the past has not been over twenty-five per cent. of the membership, and in some instances it has been much below that, and many of the members have attended for only a portion of time that the annual meeting was in session.

Last year out of 1800 members only 500 voted. There is obviously something wrong. The 75 per cent. of the members who do not attend the annual meeting are very largely in the dark as to what takes place, as there is no obligation (and often no opportunity), on those who do attend to inform those who do not attend; in other words, the organization is far too big and the members are far too scattered for everybody to keep up their personal interest in the company. It is true they should do this, but unfortunately they do not.

Can we learn anything from the way in which other organizations conduct their affairs? There are three outstanding farmers' organizations on the Prairies having objects similar to ours. The United Grain Growers, Ltd., The Saskatoon Co-operative Elevator Co., and The Alberta Wheat Pool. The two former have locals all over the Prairies and these locals elect delegates to attend the annual meetings. At the annual meetings the delegates propose and elect directors for the following year. Any shareholders can, of course, attend the annual meetings, whether he is a delegate or not, but cannot vote on any motion. These two companies have been conducting their annual meetings and electing their directors for many years on these lines, and there has been no suggestion of any change, or that this system was not giving every satisfaction. The Alberta Wheat Pool follows the lines of the Fraser Valley Milk Producers' Association. I do not know what system they have at their annual meetings, but their election for directors, is by a postcard vote, where every individual shareholder has a vote, and is practically the same as we do here. I have just returned from a trip to the Prairies and I find that there is an agitation already to change this system of electing directors to the one followed by The United Grain Growers, Ltd., and The Saskatoon Co-operative Elevator Co., on the grounds that the great bulk of the shareholders do not know the men personally who are put up for directors and very often do not even know their names, so that they are voting entirely in

(Continued on Page 13.)

Our Mail Bag

(Continued from page 12)

the dark. I have attended a good many of the annual meetings of The United Grain Growers, where directors are elected and there is the keenest interest taken. Every candidate has to explain his policy and his views, whether he is a new man, or an old one coming up for re-election, and he is speaking not only to those who are going to vote for him or against him, but he is speaking to every one of them, not to 25 per cent. of them as takes place at our annual meetings.

The principle reason I have for suggesting a change, is not so much to improve the system of electing directors, as it is with a view to getting the transactions of the annual meetings directly before all the shareholders. It would probably necessitate the re-organization of some of our locals with a somewhat smaller membership, so that every member would be quite easily and in constant touch with his own local. The idea would be that every local would have a certain number of delegates in proportion to the number of members in the local. Questions to come up at the annual meeting would be taken up before or after the delegate was elected, and the delegate or delegates would then go to the annual meeting charged with a specific duty. The men chosen would probably be those who were best able to report the views of the membership of their local and when they got back after the annual meeting they would be expected to report fully on all that had taken place. They would go with a feeling of responsibility, not to themselves only, but to all their neighbors. Most of us who attend the annual meetings have no responsibility to anyone but ourselves. Consequently in many cases, we get there late and we leave early, with the result that we do not hear a great deal of the business which goes on. We have to get back to milk our cows and attend to the chores, which means very often leaving before the meeting is over, and we often do not come back for the second day, with the result, as has sometimes happened in the past, that business important to the well-being of the company, has had to be carried by resolutions at the tail end of the meeting with only a handful of members present.

The two Prairie organizations referred to above hold full meetings until every bit of business is completed. There is never any slackening off, or thinning out of the attendance at any time.

I intend bringing this subject up at the next annual meeting and I should be glad if those members who intend going to the annual meeting, would give this question a little thought in the meantime. I should like to have criticism and will try to answer it.

Yours truly,
CHAS. E. HOPE.

Langley Fort, B. C.,
January 19, 1924.

BUY AT ALL TIMES FRASER VALLEY PRODUCTS

To the Editor:

Dairy products and their food value need more publicity and we fail to advertise the food value in dairy products as compared with other foods. We should not only advertise but see that every trade in the food line has our product for sale in Greater Vancouver.

A writer in the Holstein-Friesian World states that when visiting B. C. and getting his dinner in a restaurant in New Westminster, asked for an ice cream and was told by the waiter that "we don't have ice cream at this season of the year." There was a time when people would not eat

FOR YOUR CONVENTION MAKE YOUR RESERVATION AT THE



Hotel Lotus

L. M. Gold, Prop. and Manager Vancouver, B.C.

And you will be made feel at home. Personal attention — Moderate rates.

ice cream in the winter time, but today in every large city in the East and the U. S. ice cream is being consumed to a greater extent, especially in brick form.

Our daily papers should carry more advertising in this line. We should also see that every member of the association should buy our own products, especially butter and cheese. If the members themselves fail to do this, how can they expect the public to do so? The slogan, "Buy Fraser Valley Products at All Times," should be our motto. I also would suggest to our management that the spread between sweet cream and milk prices seems to be too great. You are encouraging the shipment of milk when in numerous cases, from our members' standpoint, the shipping of cream would be the most profitable, and consequently lessen the cost of overhead which is entailed by handling a lot of whole milk at the plant when it should be kept at home, separated there, thus saving shipping expenses, etc.

At the present time there is enough milk produced in the Fraser Valley to supply a city five times the size of Vancouver, so why try and place a lot of milk there when they cannot use it for city trade, but which could be used in the form of butter, cheese, cream and ice cream?

We can easily double the output in the Fraser Valley and still there will be no over production.

Today the people of Vancouver are eating New Zealand, Alberta and Saskatchewan butter, and why should they not be eating B. C. butter and the product of our association?

The time is arriving to elect new directors for the ensuing year. We should elect men that have a thorough knowledge of the dairy business and not elect one because we think that a particular district should have representation on the board. It does not matter where they come from, but secure the best material in the Fraser Valley.

We have a big business and we need big men at the head. Now I believe the ship is on the right course and sailing well, but we can trim her canvas quite a lot yet and she will sail all the faster and make our investment that much better, "but don't forget to co-operate."

Thanking you, Mr. Editor, for the space to express my views.

GEO. N. SMITH,
Hazeldale Farm, Sullivan, B.C.

THE BENEFIT OF CO-OPERATION

To the Editor:

Please charge my account with 25c subscription to "Butter-fat" which is proving a splendid link in the co-operation chain. In addition, will you kindly forward a membership sign to me.

As the first shipper of cream to your association from the Princeton district, I recall that a special reso-

lution of your board for the purpose of enlarging your charter territory had to be adopted before my lone shipments could be accepted. Today practically 100 per cent. of the farmers handling cows are patrons of and boosters for the Fraser Valley Milk Producers' Association—as well they may. Permit me to give a concrete example of the benefit to the farmers concerned: The private company creamery to which we formerly sold our cream continues to send us monthly quotations. Virtually throughout the whole of last season their price for grades "A" and "B" sour cream was 31c and 29c respectively, whereas the lowest figure paid by the farmers' own organization was 38c. In other words for every pound of butter-fat shipped we received approximately 7c more than we would have obtained had your organization not opened its arms to and received us in, thus leaving us to the tender mercy of the private concern. There-in is the case for co-operation in a nutshell; and I agree whole heartedly with the minister of agriculture in his denunciation of the non-co-operating farmer as a worthless type of citizen.

And now, may I offer a suggestion relative to the disposal of surplus dairy animals at the Colony Farm, Essondale? It is this: that the Government be approached with a view to bringing these animals within reach of every farmer desirous of building up his herd. It is all very well to preach at us, "build up your herds, purchase only purebred bulls of known large producing antecedents, etc." The difficulty lies in the fancy prices demanded by the Colony and other farms being utterly ridiculous and out of the question in so far as the average farmer is concerned. Surely the Government may well follow the excellent example of Mr. J. M. Steves and place within the grasp of farmers of the province dairy stock of the most undoubted merit at a price and upon terms that would not unduly cripple the resources of the least financially favored amongst us.

Jura, B. C. T. J. GUINAN.

ENLARGE OUR TERRITORY

The time is coming when we could with advantage widen the territory now covered by our association which charters covers the territory of the Fraser Valley west of Yale including the City of Vancouver. Those patrons in the Jura and other districts who are desirous of becoming members should be given the full privileges of our association. The advisability of admitting these 100 per cent. co-operators should be discussed at our annual meeting this month and a resolution brought forward to this effect for approval.—Editor.

No correspondence will be accepted for publication unless bearing the signature of the writer.—Editor.

By Buying Young You Can Buy Cheap

That yearling bull you are going to need next year is a calf now.

Buy as a calf and raise him on your own feeds and remember, it pays to head your herd with a Jersey bull—the butterfat breed.

We only sell bulls from 500 lb. butterfat cows or 400 lb. butterfat heifers.

Mrs. C. E. Ayres; Messrs. E. H. Barton, A. E. Dumville, T. Lister, J. Murray, Wes. MacIntyre, J. W. McGillivray, R. C. Phillipson, A. H. Street, A. J. Street.

R. C. Philipson

Sec.-Treas. Chilliwack Members of B. C. Jersey Breeders Assn.

Clarke & Ailsworth

Hotel Canada Cafe and Grill

518 RICHARDS ST.
Vancouver

No Extra Charge for
Tray Service

DAILY RATE:
\$1.00 per Person

200 Rooms 130 Baths

DRINK MILK AND GROW TALL

Convinced that greater consumption of milk and dairy products will add to the strength and stature of its people, the Japanese Government is arranging large importations of dairy cattle from the United States and Canada, according to an announcement by Atshushi Miyawaki, Chief of the Dairying and Meat Department at Tokio. The new slogan of Japan, he declares, is "Drink Milk and Grow Tall."

Young husband—What did the milkman say about there being no cream on the milk?

Young wife—He explained it quite satisfactorily by saying that he always filled the bottle so full that there is no room on the top for cream.

COW ARITHMETIC

"I am not strong on arithmetic," said the cow, "but I can add to the bank account of the man who owns me; I can subtract from the principal of his mortgage; I can multiply his chances for success; I can divide his cares and worries; I can give more interest to his work; and I can discount his chances for loss."
—Neillsville, Wis., Testing Association.

THE DRY COW

Farmer: "Have all the cows been milked?"

Dairymaid: "All but the American one."

Farmer: "Which do you call the American one?"

Dairymaid: "The one that's gone dry."



USE CXL STUMPING POWDER TO OBTAIN THE BEST RESULTS

Ask the Secretary of the Institute in your district for full information or write

Canadian Explosives, Ltd.

Room 913 Birks Building

VANCOUVER, B. C.

Stumping Powder Booklet Mailed Free on Request



OPPORTUNITIES FOR THE BUYER AND SELLER

"FARMER TO FARMER"

Copy should be sent before the 30th of the month

Classified and Breeders' Directory
10c per line

CHESTNUT MADOC FARM

Guernsey Cattle—Chester White Swine—Barred Rock Poultry. For sale: Bull calves up to 10 months of age, from R.O.P. dams. Two young Sows, 8 months old. Eggs for hatching from Agassiz and U. B. C. strain of P.B. Rocks, Per 13 eggs, \$1.50; per 50 eggs, \$5.50; per 100 eggs, \$10.00, Lob. Sardis or Chilliwack. Apply to Cyril Roberts, Sardis, B. C., phone 7R3.

FOR SALE

Five Purebred Yorkshire Boars, ready for breeding purposes. Will sell at reasonable prices. Apply

GEO. N. SMITH

Hazeldale Farm, Sullivan, B. C.

FOR SALE

As a going concern with stock or to rent without stock, 80 acres, good barn and dairy; well fenced; Elk Creek water in barn and house. A good farm—"too big for me."

J. H. COPELAND

R.R. 1, Chilliwack, B. C.

I AM IN THE MARKET FOR TWO OR THREE CARS OF GOOD DAIRY COWS IF PRICES ARE RIGHT. APPLY—

R. J. WELLS

Penticton, B. C.

JERSEY BULL

St. Mawes of Glannant, 19511; born Feb. 23, 1922. Sire: St. Mawes of Chilliwack, 18549-188360A. Dam: Diamond's Fanfare, 9428-313130A. Production 8904 lbs. milk, 536 lbs. fat in 365 days; average percentage of fat 6.02.

JERSEY BULL

11 months old not named. Sire: Beauty's Tormentor, 12197. Dam: Foxy Bonnbil, 7594-253714A. Production 500 lbs. fat as a two-year old.

JERSEY BULL CALF

10 days old. Sire: Lulu's Boy, 19512. Dam: Foxy Bonnbil, 7594-252714A.

Apply—

L. W. TULLY

Chilliwack, B. C.

OFFICERS OF LOCALS ARE APPOINTED

Mr. C. A. Finney has been appointed secretary of the Atchelit local in the place of Mr. E. J. Campbell.

Mr. P. W. Starr was appointed secretary of the Huntingdon local at the regular meeting held on January 21.

Mr. G. B. Reade, president, and Mr. Philip Fleming were re-elected at Sardis for 1924.

Jersey Barn Stories

NO. 2.

Concerning Lady Bessie's Hazel, 12614, Purebred Jersey.

"Having seen my photograph in "Butter-fat" I should like to tell you why it was taken.

It was not because I was first prize two-year old at Vancouver Exhibition in 1919, but because Butter-fat is my second name—and on account of what I have done at the pail. I am now on my fourth consecutive year's test, having three completed records, as follows:

Senior two-year old, 8,553 lbs. milk, 531 lbs. fat; average test 6.21.

Junior four-year old, 12,607 lbs. milk, 808 lbs. fat; average test 6.41.

Five-year old, 10,643 lbs. milk, 667 lbs. fat; average test 6.27.

For three years my average is 10,001 lbs. milk, 668.5 lbs. fat; on my four-year old record I was milked three times a day throughout, and on my last record part of the time. When I made my 808 lbs. of fat, I stood second four-year old Jersey in Canada, and was beaten by only one mature cow in the Dominion. Thus I became, and still am, the record butter-fat Jersey of British Columbia.

In doing this I also won first prize in the Chilliwack Cow-Testing Association and a B. C. Dairymen's Association Special Gold Medal.

This year I calved 6 days too late to qualify for the Cow-Testing Prize.

I freshened again in May, as a 6-year old, giving a bull and a heifer calf, which did not seem to be fully appreciated, so I went down with milk fever out of protest.

I won't do so well this year, but my master will be satisfied if I reach 600 lbs. of fat.

May I ask if anybody wants my last bull calf? He will be fit to head any large grade herd, or group of small herds, and he is for sale.

Fauvic's Baron is his sire, so he will want to tell you about himself next month. Then, when the Junior Sire, Benedictmes' Prince hears of it, and he starts to talk about his dam, his dam's dam, his sire's dam, his sire's dam's dam—well, I begin to look up my R.O.P. figures and wonder if I am any good at all.

Each bull claims he is half the herd—so where do I come in anyway?

If you want to know anything about my feeding, as for instance, whether I was profitable when I made 808 lbs. of fat, ask my master, for my feed was all weighed, and he often says "Good old Hazel," so I think it must have been alright.

Now it's milking time, so good-bye.

Yours truly,

LADY BESSIE'S HAZEL 12614,
Purebred Jersey.

Owner: R. C. Phillipson,
Calgarth Farm, Chilliwack, B. C.
Advt.

THE PRICE OF LAND

The man who ultimately benefits most from co-operative enterprise or any other factor that makes farming more remunerative is the man who owns the land. This is being strikingly illustrated in the eastern states today. As a result of close organization, the producers of milk have been able to secure a price for their product that makes farming a fairly attractive proposition. Already the price of land has begun to advance and will advance till land earns about the same percentage of its value as it did when each dairyman was his own vendor.—"Farm & Dairy," Peterboro, Ont.

Market Column

Butter-fat received from the members during the month of December, 1923:

Sweet milk, lbs. B. F.	206,463
Sour milk, lbs. B. F.	698
Sweet Cream, lbs. B. F.	11,447
Sour cream, lbs. B. F.	5,493

Disposal of sweet milk was as follows:

For city trade, lbs. B. F. ...	129,104
To Condensers, lbs. B. F.	47,007
Cheese Factory, lbs. B. F. ...	6,341
Butter Plant, lbs. B. F.	24,011

Total 206,463

Casein manufactured, lbs. ... 17,870

Milk and Cream Receipts:

Sweet milk, lbs.	5,168,010
Sour milk, lbs.	16,853
Sweet cream, lbs.	48,577
Sour cream, lbs.	21,100

Total lbs. 5,254,540

January Settling Rates:

Sweet milk, 70c per lb. B. F. f.o.b. Vancouver.
Sweet cream, 60c per lb. B. F., f.o.b. Vancouver.
Churning cream, grade "A," 46c per lb. B. F., f.o.b. Vancouver.
Churning cream, grade "B," 44c per lb. B. F., f.o.b. Vancouver.
Churning cream, grade "C," 42c per lb. B. F., f.o.b. Vancouver.

When replying to Advertisements in this issue please say that you read it in the farmer-owned farm paper, Butter-Fat.

Temporary Loans To Farmers

CAN be arranged to help in seeding and harvesting their crops, to purchase live stock or to provide feed until marketing time. These loans are repayable from the proceeds of sales.

Consult and confide in your
Banker—
he is the man to help you.

The Royal Bank of Canada

McCormick-Deering

Ball-Bearing Cream Separators

FIVE FACTS That Prove Dairy Farmers Appreciate Easy Turning, Slow Crank Speed, and Long Life

1

Already, *thousands* of dairy farmers in every section have invested in McCormick-Deering Primrose Ball-Bearing Cream Separators in preference to plain-bearing machines! Satisfactory performance in every-day service explains this instantaneous success.

2

McCormick-Deering Primrose factories are working at the topmost peak of production. This year more Primroses will be built than ever before, in an attempt to keep pace with the growing demand for modern equipment.

3

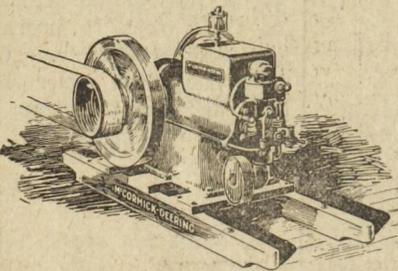
Letters from enthusiastic McCormick-Deering Primrose owners point out easy turning, clean skimming, slow crank speed and long life as results of McCormick-Deering Primrose advanced design.

4

McCormick-Deering Primrose success has spread rapidly. Already, dairy farmers are *demanding* ball bearings in the cream separators they buy. Only the McCormick-Deering dealer can supply such modern machines.

5

The easy-turning McCormick-Deering Primrose takes the hard work out of an every-day-in-the-year job. It runs easily and skims clean. It makes dairy farming a more profitable and pleasant occupation.



McCormick-Deering Engines Help the Whole Family—Let One Help You With All of Your Lighter Work

Sizes: 1½, 3, 6 and 10 h. p.

Stop at the store of the McCormick-Deering agent and ask for complete information

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