

# BUTTER-FAT

PUBLISHED MONTHLY IN THE INTERESTS OF DAIRY FARMERS

BY

## Fraser Valley Milk Producers' Association

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# BUTTER-FAT

Stands for Better Farming, Better Business  
and Better Living

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CO-OPERATIVE DAIRY FARMERS

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## Editorial . . .

### WILL IT HAPPEN HERE?

ACCORDING to a National Milk Producers' Federation news letter, birth control for cattle may become a reality. As a means of "stabilizing the cattle industry," a bill introduced into the U.S. Senate last month proposes to pay farmers not less than 10 cents per pound for brood cows including dairy cows slaughtered before July 1st, 1954. Farmers also would be paid reasonable costs for the spaying of heifers, plus possible additional amounts. The Secretary of Agriculture would be authorized to contract for the slaughter, processing and canning of the products, and to dispose of them.

### The Co-Operative Way

"WE will try to work in a friendly way with all elements in our society, but where principle is involved there will be neither surrender nor retreat," stated Ralph S. Staples, president of the Co-operative Union of Canada, and guest speaker at the banquet session of the annual meeting of the Manitoba Federation of Agriculture and Co-operation June 23 to June 25. "We are interested in the co-operative idea because we think it is superior to profit enterprise."

Continuing, Mr. Staples gave the following reasons for preferring the co-operative way:

1. It is democratic, based on control by men rather than by money.
2. It is neither selfish nor anti-social in its essential features. Benefits accrue to the user as such.
3. It knows no boundary of race or creed.

"What more powerful unifying influence can there be than the co-operative movement, dedicated as it is to the principle of service in all those fields so necessary to the welfare of modern man?" he concluded.

A man once said to Lincoln: "Your speech was good, but some points were beyond my reach."  
"I once had a dog that had the same trouble with fleas," replied Lincoln.

## The Veterinary Problem

THE resignation recently of two veterinary inspectors of the Livestock Branch of the B.C. Department of Agriculture is merely one more indication of a trend which has been developing over a period of years, not only in this province but in all sections of Canada and the United States. That this country needs more veterinarians and improved veterinary services has been recognized for some time. In Alberta, for example, a report published eight years ago revealed that next to the products of the soil, production of healthy livestock was most vital to the welfare of agriculture.

In this province, a brief submitted to the Minister of Agriculture in 1951 by the Federation of Agriculture contained the following recommendations:

"That due to the limited number of students that the Veterinary College at Guelph can handle and due to the extreme shortage of veterinarians not only in B.C. but in all Western Canada, that the Provincial Government encourage and assist the University of British Columbia to establish a veterinary college.

"That due to the great lack of qualified veterinarians in the rural areas of British Columbia, it is suggested that until such time as a veterinary college is established at U.B.C. that a system of scholarships be put into effect on a similar plan to that employed in certain prairie provinces, namely, that a given district will combine with the Provincial Government on a 50-50 basis in creating a bursary to send a likely student to the Veterinary College at Guelph. The student so elected will in turn sign an agreement that on graduation he will practice his profession in that particular district for a minimum of five years.

"That the province employ an increased number of veterinarians, placing them on a half-time basis doing government work, for which they will pay them a guaranteed salary of approximately \$300. The balance of the veterinarians time will then be available for general practice in the community, for which service he will charge a stipulated fee and mileage basis as outlined by the Minister of Agriculture."

Further aggravating the current situation is the fact that this year there are no graduates of the Ontario Veterinary College, the degree course having been lengthened by one year. And O.V.C., for all practical purposes, is the only veterinary college in Canada. A second college, L'Ecole de Medicine Veterinaire in Quebec, is a French-language school.

Each year a few Canadians graduate from American schools, but in the main these constitute a mere handful. Further, many of these remain in the U.S. to practice.

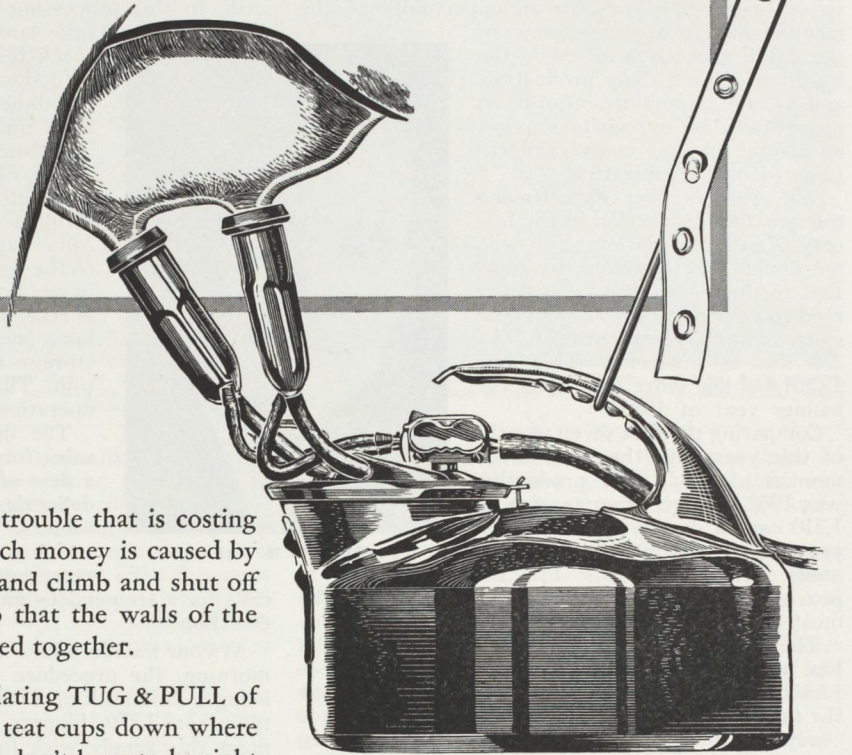
O.V.C. then, is the sole source in this country, apart from Quebec, of our trained veterinarians. Established in 1862, the Guelph school has turned out nearly 6000 graduates. At the present time the total enrollment stands at 272, with about 65 students per class. Of this total only 20 percent are from Western Canada.

—B. C. Department of Agriculture "Markets Bulletin"

## FAIR TRADE?

HERE'S a new angle to dispose of butter surpluses. A letter writer to a U.S. paper suggests that, instead of sending surplus butter to Europe, depots be set up in the States where consumers can trade a pound of oleo for a pound of butter, with the oleo to be shipped abroad.

# “An Ounce of Prevention is Worth a Pound of Cure”



Much of the udder trouble that is costing dairy farmers so much money is caused by teat cups that creep and climb and shut off the flow of milk so that the walls of the empty teat are banged together.

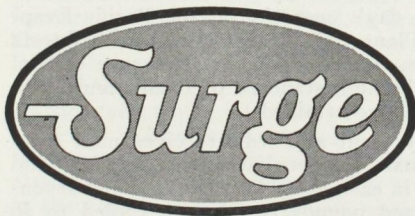
The gentle, stimulating TUG & PULL of the Surge holds the teat cups down where they belong and you don't have to be right there at the right time to bear down on the claw to get the milk and to protect your cows.

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\*in any other first four months

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## Annual Field Day: PRESIDENT'S ADDRESS

IT IS an honour indeed to have the privilege of extending an official bid of welcome to our field plant inspection, coupled with our annual picnic. The importance of a plant inspection is impossible to evaluate. It allows for an opportunity to the membership to appraise some of the detail that is involved in the handling of their daily production, and at the same time, affords an opportunity for our visitors to get an insight into the many ramifications of our organization.

We are this year experiencing the greatest production in the history of our Association. You will, no doubt, be surprised to know that to the end of July, you delivered to your organization 1,614,052 cwts. of milk, representing 6,771,270 lbs. of butterfat. This was 19,101,440 lbs. more milk than the banner year of 1950.

Comparing the first seven months of this year with the same seven months of 1952, your production was 19% greater, or an average of 1,210 cans a day over that of last year. The handling of this enormous production calls for the provision of large plants, and the installation of the most modern and effective equipment available.

The daily handling of our membership production has been going on since our inception in 1917 — 13,321 days without cessation. Day in and day out the floors must be cleared, and the equipment made ready for the next morning. Generally speaking we, as members, do not give this much thought or consideration. We are very prone to take this function for granted. Let us just peek behind the curtain for a moment, and take a look at what is involved in the physical handling and disposition of one million pounds of milk a day.

Let us take a look at what this daily chore that confronts the Fraser Valley Milk Producers' Association every morning means to the membership, to the dairy industry, to the Lower Mainland, and to the economic life of the citizens of the community at large.

First, we find 3,568 shippers place approximately 11,578 cans on their milk stands. This milk is then picked up by a truck hauling system, involving 33 contractors, utilizing 64 trucks, with a personnel of 74 haulers. To make this pickup, it takes 500 man-hours, and they travel 4,408 miles a day.

This milk is delivered to the plant at an average cost of 17.86c a hundred, a total daily cost of \$1,786.00.

This milk is received in your three plants, Dairyland Fluid Milk Division, Sardis Utility Plant, and your Pacific Milk plant at Delair.

At your Dairyland plant, you receive daily shipments from 603 shippers. Shipments are individually graded, weighed, and recorded, samples taken,

cooled to 38 deg., and clarified on its journey to holding and balance tanks. From there it flows to the processing room, where it is standardized, pasteurized, and the necessary percentage homogenized. In this processing room, it is necessary to take samples, and make 242 tests, check tests, and calculations.

In this daily chore of putting up our fluid milk products at a regulated time, these various commodities flow from the production vats to the filling room, and are packaged into approximately 78,000 individual containers, some glass, some paper, some cans, according to the demand of the trade. Within one hour from the time the milk is received, it is in one of our various packages, stored in a cold storage room, ready for distribution. This is a continuous 10-hour operation every day.

The distribution is made by a sales force of 280 salesmen, using a fleet of 204 trucks, making daily deliveries to some 45,000 customers. This fluid operation alone, which at this time of the year only represents 25% of our production,

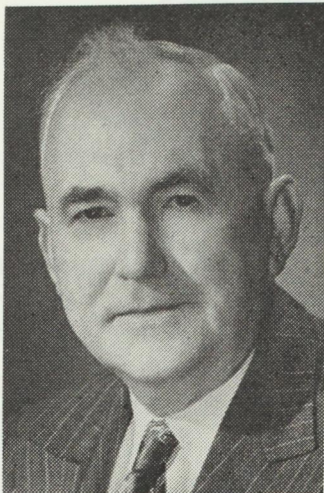
calls for a tremendous amount of study, detail, and direction.

At your Pacific Milk Plant, which you visited this morning, the procedure is somewhat similar, it being a fluid milk operation also. Here you receive milk from 1,270 shippers. It is necessary to supplement this supply with four tank truck loads, plus 300 refills from Sardis, to provide enough milk for the requirements of the evaporating plant.

Twelve hundred and seventy shippers' individual weights and samples, plus the necessary samples and tests of the tank truck milk, must be taken. The milk is immediately cooled to 38 deg., and from the holding tanks commences its journey through the many phases and steps of processing, filling, sterilizing, and labelling, to end the day with 248,688 cans of Pacific Milk, labelled and packed, ready for distribution by either truck or car loads, to the wholesale markets throughout British Columbia.

During the day's operation at the Pacific Evaporated Milk Plant, it is necessary to take 777 tests and re-checks, to allow for the necessary control to maintain the high standard of Pacific and Delta milk that we have attained.

Your utility plant at Sardis receives milk from 1,700 individual shippers, weighs, samples, and grades taken in each case. One hundred and seventy-five thousand pounds is selected, cooled to 36 degrees, and shipped to the fluid market and the evaporating plant, either by tank or refills, as the order requires. The remainder is separated, the cream is pasteurized and churned into sweet cream butter, a daily putup of from six to eight tons.



President D. E. Nicholson



From top left across: Mr. and Mrs. W. J. Peters and Mrs. D. Logan, all of Clearbrook; centre, Mr. and Mrs. A. R. Gerow of Port Kells; Directors Appleby and Brown, with Mrs. Brown. Left on bottom, two scenes at Cultus; C. D. MacKenzie, Glen Valley with friends watch operation at Delair.

Fifty thousand pounds of skim milk is directed to the cottage cheese vats, producing approximately 12,000 pounds of creamed cottage cheese a day. It is interesting to note that our cottage cheese putup represents 40% of the cottage cheese manufactured in Canada. The remainder of some 250,000 pounds of skim is manufactured into approximately 24,000 pounds of skim milk powder, and packaged into tins, bags, and barrels, to suit the requirements of the trade.

Turning to the daily activities of our Arctic Ice Cream plant, here we receive our cream supplies direct from the Sardis Utility Plant, and the milk supply from our Dairyland Division. The mixes are then made. Here we have a capacity of manufacturing 600 gallons of ice cream an hour. It is put up to suit the requirements of our customers in the various forms of bulk, bricks, popsicles, fudgicles, bars, and our latest innovation, Bon Bons, which you have sampled today. The requirements of the trade demand daily of this plant some 70,000 packages.

This is a brief summary of a daily chore of a great service organization, your organization, the FRASER VALLEY MILK PRODUCERS' ASSOCIATION, created out of necessity by the dairy farmers of the Lower Mainland, to protect the livelihood of themselves and their dependents.

This is a summary of a daily chore that must be done in its entirety, to the full completion of disposition, and which takes 850 people to accomplish.

This is a brief summary of a daily chore that takes place in our midst, and calls for the minute attention of careful workmanship and craftsmen, in the various activities of our vital maintenance department. In this daily chore of maintaining our various plants and hundreds of pieces of machinery and equipment, it requires on an average of 300 individually recorded jobs a day.

This is a daily chore whose production depart-

ment is laboratory controlled. Its many steps of processing, manufacturing, and production, are under the constant guidance of fully qualified technicians.

This is a daily chore that calls for the services of 330 keen, courteous, service-conscious salesmen, charged with the responsibility of selling this enormous production.

This is a daily chore that calls for the exact recording of hundreds of entries, computations, and deductions, by an office staff of fastidious, trained personnel, and the continuous careful scrutiny of management.

When you take into consideration that during the high production months, the fluid market only takes 25% of your production, probably the most important chore is the constant research and study that is necessary for finding ways and means of improving your methods and products, and to find new avenues of sale for this fast growing industry.

During this year, you have brought to the evaporated milk market Pacific Milk packed in the new golden lined can, which is something new and distinct in the packing of evaporated milk in Canada. You have brought to Western Canada the manufacture of ice cream "Bon Bons", and are today shipping this product to the marketing centres of British Columbia and the Prairie Provinces.

You have developed the new concentrated fluid milk, known to the trade as "Three in One". This is the first concentrated, fresh fluid milk offered on the Canadian market.

These are some of the latest indications of your leadership of the dairy industry in Canada.

And yet, generally speaking, this daily chore of the Fraser Valley Milk Producers is more or less taken for granted. One might well ask, what does this operation mean to the citizens of the Lower Mainland?

(Continued on Page 6)



Open House pictures, left to right, a group inspecting the Pacific Milk packaging machine. Next, visitors from the Whatcom County Dairymen's Association. In the back row are Howard Shumway, President, George St. James, Secretary-treasurer, and Robert Easterbrook, Director. Shown in the foreground are their wives and families. Third picture was taken in the Delair plant office where Miss E. Zomar and Mrs. F. Roberts kept the wheels turning despite the influx of thousands of visitors. Right hand picture is of Mr. and Mrs. Foster, F.V.M.P.A. members, now living in Glenellen, California.

## PRESIDENT'S ADDRESS

(Continued from Page 5)

It means that the milk production of 3,500 dairymen is picked up at their milk stands every day, and delivered to the various points of destination.

It means that the daily milk production is manufactured, processed, and packages into 450,410 different packages daily, to supply the requirements of an exacting trade with our ever-popular brands, such as Dairyland milk foods, Pacific and Delta Evaporated Milk, Arctic Ice Cream, Fraser Valley butter, Sweet Milk Powder, and Fraser Valley cottage cheese.

It means that the fluid milk supply of outlying districts throughout the province is supplemented by our organizational service.

It means that the homes of our 45,000 customers are served daily with their dairy food requirements.

It means that out of a gross daily receipt of approximately \$65,000, you paid to the staff and employees for their services \$7,000, you paid to allied industry for supplies and services \$20,000.

It means that out of this tremendous daily task, you have a daily take-home pay of approximately \$38,000. In the past seven months you have contributed to the economy of this Lower Mainland \$10,096,312.00.

While we might be justified in assuming this is an Association problem . . . yet we have an individual responsibility to our organization, an obligation to give our Association the moral support it richly deserves. You and I have an individual responsibility to promote the advantages of co-operative endeavour among our neighbors.

We have an individual responsibility to tell our friends in the city, and the consuming public in general, that our organization is set up and equipped to produce quality products, and give a superior service, that is not equalled in this Dominion of Canada.

If you and I assume this individual responsibility, there will be no doubt as to the continuance of this unique position that we, as producers, hold in the dairy world.

In conclusion, I sincerely hope you have enjoyed your visit to your plant, and that you may have a safe journey home.

## PICNIC A SUCCESS

Record Five Thousand Attend Annual Open House

OVER five thousand F.V.M.P.A. members, their families and friends attended the annual Open House and picnic on August 6th. A noon-hour rain and threatening clouds throughout the day did not dampen the spirits of the huge gathering. In the morning hundreds of visitors passed through the up-to-date Pacific Milk plant at Delair, then proceeded to Cultus Lake for lunch and afternoon activities.

At the park brief speeches were given by guests of the association. Alec Mercer, General Manager, presided as master of ceremonies.

Honourable W. K. Kiernan, Minister of Agriculture, in a short address, called the F.V.M.P.A. a "keystone of democracy, representing as it did the combined thinking and reasoning of all the thousands of its members. Turnout at co-op meetings and participation in policy making was a must, he said. He described the Association as an organization that has had a very important part to play in the economy of British Columbia. Complimenting the members on their new concentrated milk product "3 in 1", he called it a great step forward. Calling the F.V.M.P.A. policy a "scientific approach to marketing", he urged farmers to avoid the "status quo", and keep their minds open to new, improved methods.

Platform introductions were given to George Cruickshank, Dean Blythe Eagles, Charles Walls, executives of the Whatcom County Dairymen's Association, W. L. Macken, former association president, and Bank of Montreal heads from Vancouver.

Municipal greetings were extended by Reeve W. T. Richardson; Cultus Lake Board welcome by George Green.

Success of the day was due to the efforts of several people. Heading up arrangements were the Chilliwack Central Committee, composed of H. C. Ferguson, Frank Ackeroyd, James Swan, R. H. Carman, Bob Mitchell, John Kirkness, Harold German and Don Bryant. The staffs of the Delair plant under Frank Forrest, and the Sardis Plant under Fred Hutchings were on hand to carry out the many onerous duties assigned to them.

# B. C. Federation of Agriculture Brief

Presented to Milk Board Hearing by C. E. S. WALLS, Secretary-Manager

THE following dairy member groups have delegated us to act as spokesman for the producers at this hearing, i.e.:

Fraser Valley Milk Producers' Association, Island Farms Association, Milk Shippers Agency Limited, Richmond Milk Producers Co-operative Association, Vancouver Island Dairymen's Association.

The statement to the legislature by the minister of agriculture that he planned to institute decontrol of milk above the producer level was in effect a recognition by both government and milk board that there is a need to assure the producer of an equitable fixed price in order to guarantee the consumer continuity of an adequate supply of fresh milk.

The dairy farmers have also noted that from time to time spokesmen for the city consumers have recognized, and indeed endorsed, the need for adequate payment to the producer for supplying this most essential but perishable food—fluid milk.

That this position is also recognized at the retail distribution level is shown by Canada Safeway Limited in their submission to the B.C. Milk Board on October 22nd, 1951. Their statement read:

"Safeway wishes to make it clear at the outset that it favors the establishment of a fair price to producers of milk. It believes that the Milk Board, with all facilities at its disposal for investigating costs, is in the best position to determine what this price should be.

Later, in the same brief, they also say in part:

"The price paid to the producer must be fair and reasonable and sufficient to assure an adequate supply of milk."

Having singled out the name of one particular merchandising organization, we want to assure Canada Safeway Limited that we will continue to do so throughout this submission, not with any deliberate attempt to come into direct conflict with their representation before this hearing,

but because they were the instigators of the suggested plan to decontrol milk above the producer level. This was evidenced by their submission to the Milk Board in August, 1950, and more particularly their later brief presented on October 22nd, 1951, of which the Milk Board has this to say in their decision of April 10th, 1952:

"The application of Canada Safeway Limited was twofold, as outlined earlier in this decision. Submissions, evidence and exhibits were capably presented on behalf of this Company while the matter of elimination of all fixing of milk prices above producer level was dealt with yet the main force of their representation was directed toward their alternative application for fixing of a price for milk sold in stores lower than the price of milk delivered to homes."

At this time we would also like to make it quite clear that our producers, based on both individual and collective experience, in selling to Canada Safeway Limited have always found them prepared to pay a fair price for quality produce.

In view of the afore-mentioned recognition of need for control prices to the producer and based on the statement by the minister of agriculture that this new formula for partial decontrol of milk would still provide for a fixed guaranteed price to the producer for such of his milk as is sold on the fluid market, you may well question why it is the producers who have asked for this hearing.

Our answer is that there is such a confusion of statements being issued pro and con to decontrol by our associates in the marketing of milk, whether they be government, distributor or chain store operator, that we have lost confidence in any plan which envisages a reduction in the current powers of the milk board.

It is therefore our hope that this hearing will clarify some of the following contradictions with which we have been beset.

On the one hand we have received the assurances from the

minister of agriculture that, if decontrol should go into effect, he will provide regulations that will ensure the producer receiving the controlled price for each and every drop of milk which is sold on the fluid market. As for the regulations, we would not know what they are until within two weeks of their going into effect.

On the other hand, the distributor, equally emphatically, has told the producer that any removal of distribution controls can only result in the same type of price cutting chaos that the dairy industry experienced before it came under the control of the Wartime Prices and Trade Board and latterly the milk board. Under such chaotic conditions, the distributor quite frankly states, he could not pay the producer the fixed price and yet stay in business

## Farmer Will Suffer

The producer therefore finds himself in the position of neither doubting the sincerity or good intentions of those who assure him that he will continue to get a fixed price for his milk under "decontrol," nor yet can he see any reason to question the pessimistic situation outlined by the distributor

With price cutting rampant in the distribution field as a result of decontrol, we producers can see no alternative but loss to a large number of dairy farmers. Under such conditions some distributors are bound to lose business. This can only mean that a larger percentage of the milk produced by shippers to these distributors will have to find its way to the lower priced "secondary" or manufacturing market, with loss to these producers.

Even to producers within a cooperative, it would appear to mean that their manufactured dairy products would have to carry the loss taken by their fluid

(Continued on Page 8)



C. E. S. Walls

## Federation Brief

(Continued from Page 7)

milk distribution branch and thus again would the farmer lose on his final take-home pay.

### Price Setting Illegal

To contradict the above situation, we have been told that there is no need for a price war—if the distributors will only get together and negotiate a common fixed price.

Yet, we have read in the "Com-bines Investigation Act" that such joint action is illegal and subject to heavy fines. It is our understanding that the bread manufacturers found this out some months ago, to their loss.

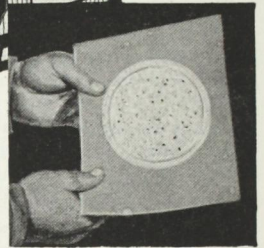
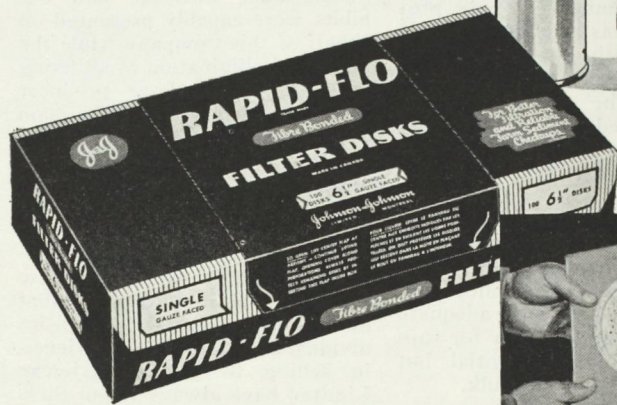
Even if it were legal, we producers doubt the distributors' ability to maintain any agreed marketing arrangements without some form of milk board policing. Recent events on the decontrolled Winnipeg market would appear to substantiate this. When Safeway subsidiary, "Lucerne Milk Co.," adopted the use of paper cartons in lieu of glass bottles—of whom we understand there are only five—came to an agreement that, as the general use of paper cartons would mean additional expense to the extent of 2c per quart, they would all stay with the use of glass bottles. But, we are told, the head office of one of these distributors, located as it is in Eastern Canada, decided otherwise. He put in "paper"—a competitive market decided that the others do likewise. This resulted in such loss—\$15,000 per month, to one distributor, we are told—that the inevitable happened. The Winnipeg distributors recently requested a Milk Board hearing for the purpose of setting a lower producer price.

### Cartons Costly

It is our understanding—mostly gleaned from press statements we will admit—that Canada Safeway Limited intend to institute paper cartons along with a further 1c per quart store differential should the contemplated plan of decontrol be adopted and that they claim cartons are as cheap as glass.

We believe these statements have already been responsible for many of Vancouver distributors ordering paper packaging machines in order to protect their

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market and allow other store-keepers to compete with Safeway.

We hear that these Pure-Pac paper packaging machines can only be obtained from the United States—cannot be purchased outright—but can only be acquired on a rental and royalty that, added to freight and tariff, mean an average outlay per large size machine of almost \$12,000 per year for the first five years and a minimum production rental of \$6,000 per year thereafter. In the meantime, much of the existing bottling machines and bottles would have to be scrapped. Who will have to pay for this?

We are told the paper cartons cost 2¼c each and can only be used once. That there is further manufacturing loss by damaged cartons and by the cartons which have to be scrapped on surplus milk returned to the plants each day. Yet glass bottles cost approximately 9c each and are used on an average of 50 deliveries.

Who is going to carry this loss on the use of cartons brought about by a competitive decontrolled market—the consumers? We should think not—at least as long as the price war continued. No! I am afraid we believe the frank statement of the distributors that by one means or an-



other this would have to be paid for by the producer.

Where then is our much vaunted "protection to the producer in order to supply the consumer with continuity of an adequate supply of milk."

**Increase Cost Home Delivery**

It is apparently the commendable aim of the government in considering decontrol above the producer level to provide those consumers who are in a position to purchase their milk in stores and carry it to their homes with a price incentive to do so.

But what about the high percentage of people who, of necessity, have to rely on home delivered milk? Will the loss of customers from existing milk delivery routes, caused by these customers now buying their milk from stores, not reflect in increased cost in operating these milk delivery routes, with eventual increased cost to the vast number of people who will buy home delivered milk?

The producers are at a loss to reconcile the government thinking on this matter with the following statement issued by the milk board in their decision of April 10th, 1952, which reads as follows:

"During the hearings it was contended that, should a store differential be instituted, the ultimate result would be higher cost for home delivered milk. This observation was generally confirmed by competent authorities, based on their knowledge of trends both in this country and in the United States. It was further argued that the benefits of a store differential would be available to those who require them most—size of family and availability of stores being determining factors."

"In arriving at its decision in this matter, the board has taken into account the cost of the service given to the market as a whole. The board has also endeavored to forestall, insofar as possible, any increase in the price of home delivered milk. The board is conscious of its duty to the large majority of consumers who for some reasons or other are not in a position to take advantage of lower prices for milk sold in stores."

**Store Sales Small**

If the main purpose of decontrol is to create a lower store price for milk, can it not be that undue importance is being given to this portion of the dairy industry?

Out of 66,250,519 quarts of milk sold in Greater Vancouver last year, approximately one-third (22,609,579 qts.) was sold on the wholesale market.

The wholesale market is made up of milk sold to stores, restaurants, hospitals, industries, shipping and schools. As there are no figures available to us that would give the relationship between current store milk sales and other wholesale sales, we have been forced to estimate, based on the information given to us by one of the larger distributors.

They estimate that only 20% of their wholesale sales are sales to stores. If this percentage can then be applied as common to the whole industry, this would give an estimate of 1952 store sales in Greater Vancouver as 4,521,915 quarts.

If we compare this with total milk sales in the area, we then find that only 6.8% were store sales. And even if we only use milk that is sold direct to the householder by wagon or store we find, that of this figure, store sales only constituted 9.4%.

In other words, is there not a grave danger that, in order to give additional benefit to what was less than 10% of the consumers of milk in 1952, you may cause loss to producer, distributor and the large "forgotten group" in this controversy, the consumers, who of necessity will continue to buy home delivered milk.

These are some of the contradictions which are clouding this issue of decontrol above the producer level. In those outlined we have attempted as far as possible to avoid support of the claims of one side or the other. We believe by asking for this hearing that we were giving an opportunity for these matters to be clarified so that they could be more impartially assessed by consumer and producer alike.

It is our hope that, having opened the door for this presentation, should the claims of those opposing decontrol at the distributors' level be justified, then out of this meeting will come

some alternative solution to decontrol that will meet with the approval of all concerned and that the milk board will then so advise the government.

**Farm Costs Up—Income Down**

While it may be noted that feed prices have come down approximately 10% between the date of the hearing in October, 1951, from which the present producer price was established, and the prevailing prices today,

	Oct. 1951	July 1953
16% Dairy Mash .....	\$74.00	\$66.00
18% Dairy Mash .....	79.00	72.00

nevertheless feed prices are only one item in a farmer's cost of production, and the Dominion Bureau of Statistics memorandum entitled "Farm Net Income, 1952" clearly shows that B.C. farmers' total operating expenses including feed costs increased 10% between 1951 and 1952.

	1951	1952
Total B.C. Farm operating expense	\$66,126,000	\$73,445,000

In fact, this same statistical report clearly shows B.C. farmers' financial position as greatly weakened during the past year:

B.C. Farmers	1951	1952	% Change (down)
Gross Income	\$132,129,000	\$126,313,000	4.5%
Cash Income	115,762,000	108,221,000	6.5%
Net Income	61,827,000	48,267,000	22.0%

While the total cash income in B.C. from the sale of dairy products showed an increase of \$1,782,000 in 1952, it should only be considered in conjunction with another source of dairy production revenue—the sale of non-productive cows and calves. The cash income in British Columbia on sale of cattle and calves in 1952 showed a decrease of \$11,021,000 over that in 1951.

Should it be noted that the price of \$5.03 per 100 lb. 3.5 milk paid to the producers in the Vancouver area is 9.8% higher than the average price paid to producers in the rest of Canada then it must also be noted that everything the B.C. farmer has to buy is correspondingly higher with the average weekly salary and wage paid in British Columbia being \$63.72, a figure 11% higher than the average of the rest of Canada.

Judge: "You haven't reached a verdict? Well, if you don't agree before evening, I'll have 12 suppers sent in to you."

Jury Foreman: "Please, your honour, make it 11 suppers and one bale of hay."

# F. V. M. P. A. BRIEF

Presented to the Milk Board Hearing by President D. R. Nicholson.

**I** WISH to take this opportunity to express our appreciation of your granting a hearing to hear evidence as to the advisability, or otherwise, of eliminating controls on milk sales above the producer level. I hereby wish to submit reasons for the necessity of maintaining control on the sale of milk to the ultimate consumer, and not at producer level, as is contemplated by your Board.

There are three groups of people involved in the daily transaction of providing the community at large with an adequate supply of nature's most natural food—"milk".

First, the producer, who is responsible for the production of an adequate supply.

Second, the consumer, who for general health reasons, and for the growth and development of the children and youth of the family, vitally need an adequate supply of this recognized food, "milk".

Third, the distributor, or system of service, that is necessary to adequately serve or make available to all of the community their much-needed milk supply, at a price that is not excessive for the service that is rendered.

I will deal as briefly as possible with these three groups of seriously interested people, and endeavour to point out the part each group plays, and the grave necessity for control from producer to consumer.

First, the producer . . . It is generally recognized by all concerned that, to provide an adequate supply of fluid milk for the various seasons of the year, it is necessary to have a cow population large enough to produce enough milk to meet the requirements during the short-producing period of the year from November to March. This necessary number of cows then naturally produces a large surplus during the high producing period of the year. The total farm investment represented in this dairy industry is from 90 to 100 million dollars. In the case of most primary industries, the law of "supply and demand" seems to keep a fairly good economic balance. As the demand might slacken off, production of supply is curtailed, and in a great many instances, even brought to a standstill until such time as the market warrants a partial or complete resumption of production.

Here I wish to point out that, during these recessions in production, the source of supply is not depleted, but in most instances, such as lumbering or fishing, they grow into larger or better forests, or the fishing grounds are replenished to the betterment of all.

But not so with dairying. The only way to curtail production to meet a diminishing demand for a period is to completely eliminate part of the cow production, or source of supply, which is a very grave factor, as it takes five years to bring a cow into full production.

To protect the source of supply of the Dairy Industry, on which the health of the metropolitan area depends, production must go forward day in

and day out, 365 days of the year, regardless of market fluctuations.

To encourage the producer to continue his dairy operation, it is necessary to give him a reasonable take home pay for his product. This take home pay is the average unit return from his fluid sales plus the sale of the recognized surplus, necessary to assure the supply the year around, which must be manufactured and sold on a less remunerative market. This calls for the necessary regulations and controls, by a Milk Board in authority (as is evidenced by the established milk marketing controls of varying degrees throughout the civilized world).

I submit, Sir, those charged with the responsibility of providing an adequate supply of fresh fluid milk cannot afford to permit a condition to arise that will discourage the production of a quality product in an adequate amount to meet the demand.

Turning to the consumer, probably one of the most important functions of the Milk Control Board is to protect the consumer or general public—first, with an adequate supply of quality fluid milk, and second, to make that supply of milk available to all of the community at a reasonable equitable price, commensurate with their purchasing power.

## Important Notice

### TO THOSE WHO HAVE F.V.M.P.A. SHARES

After September 30th, 1953, our books will be closed to all transfers of shares which are due to be redeemed in 1954.

The redemption year (1954) is stamped on the back of the certificate, in the bottom righthand corner.

Certificates due to be redeemed in 1954 should be sent in to us without delay so that we can have the cheques in payment prepared and mailed by December 31st.

### DO IT NOW BEFORE YOU FORGET

Interest up to December 31st, 1953 ONLY will be paid on these shares now being called in.

**FRASER VALLEY MILK PRODUCERS ASSN.**

425 West Eighth Ave., Vancouver, B. C.

The third group, the distributor . . . The distribution system must, of necessity, be so controlled as to make as equitable a charge as possible to all of the community, so that no one group will be charged to excess, (which might be considered the subsidizing of some other particular group). This charge for distribution services must be kept within reason, so as not, on the one hand, to discourage the per capita consumption, or on the other hand to discourage the production to the point of partial or complete elimination of the source of supply. This condition can best be governed through the exercise of controls in this field, changed from time to time to meet the requirements of fluctuating conditions, by the authority of the Milk Board authorized to carry out that function.

The purpose of this brief is not to attempt to bring discredit to any group in the industry, such as the distributors, who are necessarily in the picture to make an equitable distribution to the community at large . . . nor the storekeeper, who plays an important role . . . nor the consumer, who is always agreeable to paying a reasonable price for a quality product.

But, to prove, Sir,

First: That it is in the best interests of all concerned to regulate and control to the ultimate consumer the sale of this highly perishable, vitally necessary commodity, "milk".

Second: The assurance of an adequate supply, and an equitable distribution system, at a reasonable price, can best be maintained by rigid controls from producer to the consumer.

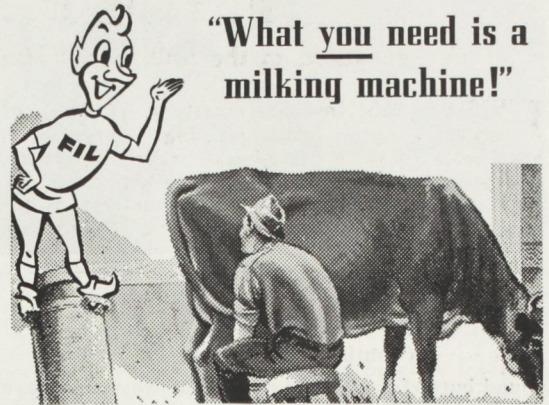
Third: To prove to you, through factual findings from dairy records of the past, the grave danger and chaotic possibilities in a decontrolled market, above producer level.

Prior to, and up to 1913, the Dairy Industry in the Lower Mainland was in a very deplorable condition, so much so as to cause continual meetings and discussions among the producers, to study ways and means to get relief from the situation, with the result that in 1913 the leaders decided they must take control of their own produce, and market it by co-operative effort. A charter was taken out for the F.V.M.P.A. in June, 1913.

A move was then made to organize the producers under this effort, . . . but enough producers could not be persuaded to join this new effort or thought. The charter was set aside, until such time as they were prepared to do so.

From records of a shipper at that time, a copy of which is attached and marked as "Exhibit A", we find that fluid milk was being sold in April, 1913, at 50c per lb. After the failure to organize and get some control of their product, conditions did not improve. The record shows that for the month of April the price per lb. butterfat in 1914 was 40c, in 1915 31c, and in 1916 38c per lb. butterfat.

Under this system of wide open competition in the marketing field, and no protection from that continuous daily supply in the production field, the producer found it impossible to carry on, with the result that, after a series of meetings throughout the Lower Mainland, the F.V.M.P.A. was put into practical operation on February 16, 1917, and has continued the practical daily operation of processing, manufacturing, and marketing the daily



**"What you need is a milking machine!"**

**Credit for the purchase of milking machines and many other time-saving improvements can often be obtained through FARM IMPROVEMENT LOANS.**

**If you need farm machinery to speed your production, why not inquire about an F-I-L at your nearest B of M branch.**



**BANK OF MONTREAL**

*Canada's First Bank*

*working with Canadians in every walk of life since 1817*

output of its members, and returning an average monthly unit return from the various markets involved in the effort. This operation has gone forward without cessation to date.

I beg to submit to you, Sir, and to the members of your Board, that recorded findings out of the records of this great service organization, the Fraser Valley Milk Producers' Association, will prove the necessity of having impartial control of the sale of fluid milk from producer to consumer, in order to give the necessary protection to the producer to assure an adequate supply of a first class product.

And, secondly, that it is necessary to maintain control in the distribution field, so that the community as a whole will be assured of an adequate supply of milk at a price that is conducive of maximum consumption.

Probably the greatest proof of the necessity for, and the value of, controlled marketing, is found in the records of the first year's operation of the F.V.M.P.A. During 1916, milk was retailed on this fluid market at 10c per quart. In 1917, with 95% of the production being marketed through the co-operative, it was possible to raise the price to the producer approximately 10c per lb. butterfat, thereby giving some relief to an impossible situation, without raising the price to the consumer. To substantiate this fact, I quote from page 10 in the first annual report of the Directors of the F.V.M.P.A.

Quote, "We believe it is fair to assume that the Association is responsible for at least 10 cents per  
(Continued on Page 12)

## ENJOYING THE ANNUAL PICNIC AND OPEN HOUSE



### F.V.M.P.A. BRIEF

(Continued from Page 11)

pond butterfat increase over what we would have obtained under a competitive system of marketing," end of quote.

It is interesting to note milk still sold at 10c per quart.

This stabilizing effect on the fluid market was encouraging, and produced a much needed improvement in the producer's average return, or take home pay.

It also made the fluid market attractive in comparison to manufacturing markets, with the inevitable result (under an uncontrolled wide-open market) that producers who did not see fit to join the co-operative effort endeavoured to sell their uncontrolled surpluses on the more attractive market. This condition grew worse and worse, until the market broke in 1922 to 12 quarts for \$1.00.

This condition can best be described and authentically substantiated by quoting from page 14 of the sixth annual report of the F.V.M.P.A.

Quote, "The average monthly price paid the farmer for his milk on a pool basis is 61½ cents per pound butterfat, F.O.B. Vancouver (to which the deferred payment can be added). This price is a drop of 2 cents compared to the pool price paid for the year 1921, and is the result of an ever increasing surplus, and lower prices obtained in the fresh milk market," end of quote.

Conditions did not improve under this wide-open competitive marketing which was aggravated by the daily arrival of uncontrolled surpluses, from a source of supply which could not be regulated seasonally to meet the requirements of the trade. The futility of this up-hill battle of endeavouring to get a somewhat satisfactory return for the producer from this demoralized situation was generally recognized by producers and dealers alike, as was evidenced in the many attempts to fully organize the producer on the one hand, or the many attempts to get ethical trade agreements among the dealers, on the other.

Records prove that every attempt was defeated by uncontrolled surpluses of production which arrived daily, just as regularly as daylight, or by the ingenious ingenuity of some uncontrolled dairymen, who wished to improve their own personal position, regardless of the cost to others.

It is not hard to imagine the havoc that can be wrought to a dairy industry by an uncontrolled distributor, with a personal ambition, or a personal

axe to grind, and an uncontrolled dairy surplus to play with.

This impossible position, and the need for some means of stabilization was recognized by the Governments of the day, which is evidenced by the appointment of a Commission by Order-in-Council, dated the 19th day of May, 1928. This Commission was composed of Fredrick Moore Clement, Hibbert Winslow Hill, and George Ernest Hancox. This Commission was in part, and I quote from the report of the Milk Inquiry Commission, 1928, which is attached as exhibit B, "to inquire into the matter of milk production, distribution, processing, and the sale in the lower Fraser Valley in the said province, with a particular reference to the whole question of milk supply, as it pertains to the City of Vancouver, and to report as to any legislation considered necessary in respect of the same."

A bill entitled "An Act for the Relief of Dairy Farmers", which was before the Agricultural Committee of the Provincial Legislature in 1928, was recommended with the proviso that the title be changed to "An Act for the Safe-Guarding of the Production, Distribution and Sale of the Milk Supply of Vancouver." Subsequently this act was assented to March 20, 1929, under the short title, "Dairy Produce Sales Adjustment Act," a copy of which is attached and marked exhibit C.

Under the jurisdiction of this act, stabilization was brought about in the industry, which was generally accepted and appreciated by all concerned, giving the producer a fair return for his product, allowing the distributor a reasonable margin, and assuring the consumer of a uniform distribution in the interests of all of the people at a reasonable price.

After a period of time, confidence in the practical working of the Act was exhibited by discussions and study among the dealers, as to the possibility of elimination of duplication in the distribution effort, with the result that one single distribution agency was set up, under the name of "Associated Dairies". Numerous processing plants were closed, and a large number of wagons were taken off the street, which allowed for a considerable decrease in the spread for distribution purposes.

However, the validity of the Dairy Sales Adjustment Act was challenged in the Courts, and in May, 1931, was declared ultra vires by the Privy Council.

The market was once again a battleground for wide-open competition, with the inevitable result that the producer price, within the short period of

six weeks, dropped from 73c per lb. butterfat to 40c.

Within two years, there were numerous licensed distributors in the metropolitan area. Once again the industry was thrown into a chaotic condition, due to uncontrolled surpluses, and uncontrolled distribution.

Conditions did not improve.

Over the years, every secret rebate, every competitive cut price, found its way back to the account of the producer in some form or other; resulting in producer unit return prices being as low as 28½c per pound butterfat.

With the declaration of war in 1939, the Government realized that a serious threat lay in this uncontrolled situation.

To get the necessary assurance for production, they took control, and instituted the necessary orders and regulations to meet the situation, adopting the policy of subsidies to the producer, rather than an increase to the consumer.

These war time controls from producer to consumer gave the industry the stability that was necessary to maintain its economic balance. Recognition of the value of this stability to the dairy industry, and the economic life of the community at large is evidenced by the statement of the Hon. John Hart, that he would not allow the Dairy Industry to again get into the deplorable chaotic condition it experienced before the war.

He, subsequently, in 1944, declared milk a public utility, issuing a proclamation in June, 1946, bringing milk under the jurisdiction of a Milk Board appointed under the authority of the Public Utilities Act.

Under the jurisdiction of the Milk Board, since its appointment some seven years ago, the industry has experienced a stability that has never been duplicated during the history of the dairy industry in the lower mainland.

Under the jurisdiction of controls, from producer to consumer, it has allowed for the development of a uniform milk delivery system, serving all of the area and all of the consumers, on a competitive quality and service basis—within a spread granted by an impartial Board.

Control from producer to consumer under the jurisdiction of the Milk Board has allowed for the fluctuation of the various prices from time to time—as viewed by the considered opinion of an impartial Board, formulating orders to meet and deal with conditions as they arose.

And now . . . it is proposed that we decontrol this stable market and go back to the wide-open competitive system of distribution that in the past has cost the producers hundreds and hundreds of thousands of dollars. It is proposed to take the pricing of milk out of the hands of an impartial Board, who have the interests of all parties in mind, namely, the producer, distributor and consumer, and give that pricing privilege to the distributors, who naturally are concerned first with their own individual efforts.

Such a proposal immediately brings to the minds of those who are responsible for the marketing of 10,000,000 pounds of butterfat annually—for the protection of the unit return of the dairy farmer, (on which his whole livelihood depends) and the

safe-guarding as far as possible the one hundred million dollar investment our dairy farmers have in farms, dairy equipment and dairy stock.

Questions of this nature . . . Why this de-control? Who is pressing for this de-control in distribution beyond producer level? And more important still, what will this mean to our organization, the F.V.M.P.A. (which was created out of dire necessity to protect the livelihood of the membership, and dairy industry in general).

How will it affect our organization, in comparison with other organizations or distributors?

It is my understanding that the proposal is to set a producer price for milk sold on the fluid market, without any thought or concern to the sale of the recognized surplus milk.

If the competitive marketing practice forces the spread down to a point where it does not cover the distribution costs, it is true that a distributor can take returns from the sale of surplus milk and supplement the return from the fluid operation to bring it up to the set Board price, or in some cases, he might absorb the loss and spread it over other operations in other localities.

In the case of store distribution, it is quite conceivable that a store could sell at a price that would induce consumers to go to the store for their milk supply, and if a loss occurred in the operation, it might be spread over the sale of other commodities.

But not so with our organization. The F.V.M.P.A. is so set up that it has no surplus. The membership is fully settled with their returns from their production monthly.

I contend, Sir, under decontrol above the producer level, our organization would be obliged to compete in a wide-open competitive market, such as we have experienced in the past, and we would have no place to turn for supplementary help to maintain our position in the market "which is vitally necessary," other than to take monies from the return of our surplus milk to provide enough to meet the requirements of a producer Milk Board price.

This could have no other effect than to lower the unit return of our membership, who represent approximately 80% of the producers in the lower mainland, and handle approximately 80% of the production.

It might be argued by some that if you cannot meet the competition, and pay the Board price, then retire from the market. My answer to that is; retire from the market and allow the producers' position to revert back to the days of 1913-14 and 16—never. We have no intention of relinquishing what protection we have.

In conclusion, Sir, I hereby petition you and your Board, and through your Board, the Executive Council of the Legislature, to continue to control the sale of milk from producer to consumer in the interests of all concerned.

I am basing this appeal on the thirty-six years recorded marketing experience of the F.V.M.P.A., which was created out of dire necessity to protect the livelihood of the dairy farmer, and who knows from bitter experience that the producer will pay the cost of a decontrolled, demoralized market.

# Let's Exchange Ideas

## A PAGE FOR WOMEN

By EILEEN C. CROSS

We left home in what seemed to me to be the wee small hours of the morning and arrived at The Fair to find all the excitement and nostalgia of our youth. The calves bawled in the field, while owners brushed and polished not only the calves but themselves. One Hereford was revelling in the spotlight, pirouetting and poising like the best of mannequins. We couldn't blame him, he did look beautiful. Farther along a mother hen and her brood strutted, just as much as to say, "Fairs are for the family, so I couldn't leave them at home."

Wild shouting and cheers in one corner of the field announced that the sports were beginning. We hurried off to this spot, for we had promised to participate in the sack race. Oh, rash promise! That rope at the end was so far away and age had turned our feet to lead, but the fun and return to youth was worth it. The judges felt our effort was worthy of an ice-cream cone. Ice-cream, hamburgers and hot-dogs, the Fair was well on its way.

The farm machinery glittered like coloured glass in the hot sun, and while we have not a natural mechanical bent, the intricacies of hay racks, binders, loading machines and discs fascinated us. We looked longingly at the small garden plow and still felt the ache in our back from spring digging.

A voice on the loud-speaker announced that the judges in the Women's Building had finished and would speak to all interested. This was more "our line" as they say, and we hurried off, to learn what makes a first prize pie and a championship quilt. The aroma of baked goods filled the air and the long rows of pies, cakes, and buns were most tempting. The jellies glistened and sparkled and the jars of home canned chicken really made our mouths water.

On the far end wall were hung quilts, the old well known patterns were there, Double Wedding Ring, Star of Bethlehem,

and a most interesting Snowflake quilt. This quilt interested us so that we found the maker and asked for the patterns. Imagine our surprise when told that her 12-year-old had cut the patterns while sick with mumps. Ten-inch squares of paper had been folded four times and then just cut. The material had then been cut from these paper patterns and appliqued onto a solid piece of sheeting. We have often used this idea for Christmas decorations, but never thought of using it for quilt patterns. Fairs are most educational.

The remarks of the judges were of special interest. While judging clothing, needlework — knitting, etc., a general score card is constantly kept in mind. Any article is first judged on its general appearance. This includes pressing and cleanliness, some allowance is made for travelling and handling at the fair—but not much! The design, colour and trimming are considered in relation to each other — that is — coarse linen material would require heavier embroidery thread than fine pillowslip linen. Designs for felt articles should be bolder, heavier than designs for pillowslips, as the material is heavier and colours much stronger. Colours and designs for pillow slip embroidery should be subdued, peaceful and conducive to quiet and sleep.

The material of the article is considered in relation to the use of the article. For example, children's clothes should be sturdy and easily washed and ironed. Play clothes and work shirts of denim or heavy cotton drill, any trimmings must be flat and firmly attached to garment. The thread used for smocking came in for criticism, silk embroidery threads break easily and do not stand up to excessive use as demergerized cotton embroidery thread. Seams, straight stitching, hems, zippers, buttonholes and sleeves, all come under intensive scrutiny by the judges. Sleeves must be smooth, seams should be

pressed open, especially where they join. And hems are turned **after** side seams are sewn and no hems are ever machine stitched. And finally, all articles are judged for the number of threads left behind. The inside of a garment or the wrong side of embroidery should be as neat as the right side.

The baked goods were judged in a similar manner. First, the general appearance was noted, this included the size and shape of buns, bread, tarts, etc.; then the bake or colour and crust was judged. Pies should be golden colour and not brushed with butter or milk; baking powder biscuits had straight sides and light golden colour; sponge and angel food cakes should not be iced and muffins must not have Mount Everest peaks. Then baked goods are then cut or broken open and the insides thoroughly investigated. No soggy crusts are allowed on pies, pastry must cut easily but not crumble, the filling must hold its shape and not run. Biscuits must break easily and "peel off" in flaky layers. And finally **all** products are tasted, for "the proof of the pudding is in the eating." At this point we weren't so envious of the judges as we had first thought.

The judges very carefully stressed the fact that paper plates are best and only paper doilies should be used. Highly coloured icings and food are likely to influence the judge against you as artificial colouring has a tendency to be too strong for eye-appeal. All canned goods must be opened for fair judging since a product may look beautiful but be tough and tasteless.

We left this section of the fair and wandered among the vegetables, fruits and flowers. It was a fascinating section of colour and perfection. We agreed with the judge who stated that floral centre pieces should be "looked over not under" and "for goodness sakes, let flowers breath, don't crowd them."

(Continued on Page 15)

## Tragedy at Picnic

THE annual picnic was this year marred by the tragic accidental death of Mr. K. S. Belicoff of North Bluff Road, Hazelmere, Surrey. He was killed at the Sardis Plant to which he had gone after touring the Delair plant. The accident occurred when Mr. Belicoff stepped into the path of a truck which was backing into the loading platform.

The late Mr. Belicoff is survived by his wife and only son, Gregory Belicoff of Ottawa.

Born in Russia, he came to B. C. forty years ago, and had been a resident of the North Bluff Road district for 34 years. Just recently, Mr. and Mrs. Belicoff celebrated their golden wedding anniversary.

The sympathy of the members and staff is extended to his wife and son in their sad bereavement.

## WOMEN'S PAGE

(Continued from Page 14)

The day came to an end all too soon and by the time we had loaded "Rosa" into the truck, gathered up the youngsters and all our belongings, we were very grateful that we had been energetic enough the day before to prepare and leave ready a good supper—for we had no energy left and our mind was too full of ideas and sights.

### FAIR DAY MENU

#### LUNCH

Peanut butter and jam sandwiches.  
Egg, cheese and celery sandwiches.  
Cold meat and potato salad plate.  
Fruit.  
Cold milk.

Prepare all the day before and leave wrapped in the refrigerator or cooler.

#### SUPPER

Stew and vegetables.  
Tossed green salad.  
Fruit salad and cake.  
Milk.

If fruit salad does not fit the occasion, try chocolate cake and ice cream.

### Cool Drinks for Fair Days

Let the youngsters concoct their own sodas and milk shakes—it's more fun than running to the soda fountain. These are easy—wholesome and nourishing too—for meals or to mix for the gang between times.

#### TUTTI-FRUITTI MILK SHAKE

Fruit-flavored gelatine, 1 package  
Boiling water, ½ cup  
Banana, fully ripe, mashed, 1 large  
Milk, chilled, 2 cups  
Ice cubes, finely crushed, 2  
Put gelatine into 1-quart jar or

## Front Cover Pictures

Top row: From the left, President Nicholson addressing Annual Picnic; group inspecting Pacific Milk plant; four men who did yeoman duty distributing ice cream and milk tickets; first two arrivals at picnic, John McLachlan of Clayburn and Chris Voleen, also of Clayburn.

Centre row: Two executives of the Bank of Montreal, Vancouver, introduced by M. C. Alex Mercer; part of crowd around speakers platform; winners of Quiz Contest, W. A. Burrell of Haney and Marion Anderson of Matsqui, a three-time winner.

Bottom row: From left, Mr. and Mrs. P. D. Siemens, with their two small daughters, from Mt. Lehman; section of large crowd at Cultus Lake; Mr. and Mrs. Steve Bubas and Denny Dowding, all of Mt. Lehman; couple looking over labelling machine at Delair.

shaker; add water, stir until thoroughly dissolved. Add banana, milk and ice; cover and shake until well blended. Serve immediately in 4 tall glasses.

## THANK YOU!

I wish to take this opportunity to express my appreciation to the membership for their large turnout at the Annual Open House and Picnic. It was an occasion for a number of members and their families to inspect one phase of the Association operation. Plant visits from time to time by all members assists the membership to become families with the workings of the organization and to view first hand our own property built up by effort and cooperation through the years.

Many thanks to the employees, who, with the farmers committees, ensured a successful day.

*R. Nicholson*  
President.

The average consumption of cheese in Canada is slightly more than one and three fifth ounces per person each week. In United States the consumption is nearly double, while in some European countries it is three to four times as great.

## THRIVO! CALF MEAL

A Whole Milk Substitute for the economical rearing of good dairy calves. Available either in meal form for making a milk substitute by adding 6 lbs. hot water to each pound of calf meal, or in the popular Calf Pellet form for dry feeding. Instructions in the bag, or ask for the B & K Service Card on calf raising.



## BRACKMAN-KER

Head Office, Box 920, New Westminster

"20 Branches serving You in B. C."

## Why Your Milk Tests Vary

**T**HIRTEEN known factors affect the percent of butterfat in milk. These factors can cause wide variations. Probably half of your cows vary one and two percent during their lactation, with a few as low as one-half percent and others as high as six per cent.

Many complaints are made to milk buyers at this season that the milk test is too low. Among the 13 causes of variation in per cent fat, season of the year is of major importance.

One study showed a group of Holsteins tested as low as 3.2 per cent fat in the summer, 3.36 in the fall, 3.54 in winter and about 3.44 in the spring. This data should help explain why tests go down during the spring and summer months.

Other factors are (2) temperature, with milk testing higher in coldest weather; (3) Stage of lactation with the test varying in the opposite direction to volume of milk produced; (4) Breed and individuality, there is an individual variation with a breed as well as breed differences. The fat content of the milk of a particular cow will follow the pattern of that cow. (5) Age of cow, the per cent of fat seems to decrease as cows advance in age; (6) Completeness of milking, since the last milk drawn is as high as seven times the first stream in per cent of fat; (7) Diseased udder or cows having mastitis have a lower percentage of fat than the same cows had when udders were healthy; (8) Differences in milking intervals. Long intervals between milkings give lower fat percentages than shorter intervals; (9) Exercising cows seems to increase the fat percentage, this may be a result of the production of less milk and is not recommended; (10) Per cent of fat can be increased by feeding certain fats and oils, however, the increased butterfat is not great enough to offset increased cost of production; (11) When in high flesh condition, cows produce milk with a higher per cent of fat than when they are thin; (12) Thyroxin injection, or feeding iodinated casein increases the per cent of fat in the milk of cows with lazy thyroid glands; (13) Excitement lowers the fat percentage.

—Utah Extension Service.

## YOU CAN HELP

The guns are silent in Korea . . . but the sounds of hungry children can still be heard. Children without parents, homes or friends . . . send them a CARE package today. The address is simply CARE, 73 Albert Street, Ottawa.

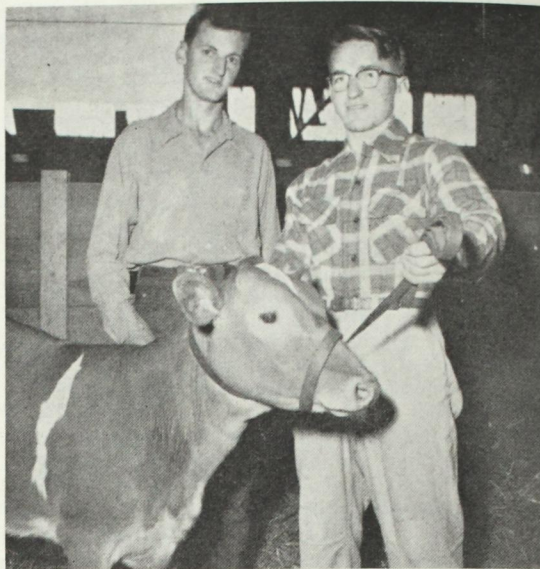
## Quart of Milk Worth 42 Cents

**M**ILK is the best food bargain on the market, says an extension dairyman. It's figured this way: A quart of milk contains one cent's worth of sugar, 2½ cent's worth of fat, 38 cent's worth of protein—if you figure the present price of a beef or pork roast; and a half cent's worth of vitamins and minerals.

—Farmers' Digest.

A loud-talking ranchman applied to a western banker for a loan. The banker asked a neighboring Indian if he regarded the rancher as a good credit risk. The chief pondered the question for a moment, and replied: "Big hat, no cattle."

## B.C.'s Champion Dairy Judges



Robin Lister and Gordon Souter

Competing with seven dairy judging teams from several B. C. districts, the Chilliwack team of Robin Lister and Gordon Souter took first place in the provincial dairy team elimination held at the PNE last week.

Robin, an experienced competitor in the elimination contests, is twenty years old. Son of Mr. and Mrs. T. Lister, he is a member of the Chilliwack Jersey Calf Club and is a past president of the club.

Gordon, age nineteen, is the son of Mr. and Mrs. A. Souter. It was his first entry into the provincial contest. He is president of the Chilliwack 4-H Dairy Club, as well as president of the Chilliwack Guernsey Calf Club.

Robin Lister gained top marks in the competition—winning a gold watch. His team-mate placed second in the individual score.

The boys will leave for the National Contests at the Toronto Royal Winter Fair in mid-November, representing this province along with teams from the potato, beef, clothing, poultry and swine projects.

## B.C. BUTTER PRODUCTION

**A**MAKE estimated at 415,000 pounds during the month of July brought the total butter output in this province to date in 1953 up to slightly more than 2½ million pounds. This represents a 42% gain over the total turned out in the first seven months of last year. July production was down 100,000 pounds from the June figure this year, and was only about 8,000 pounds higher than the July, 1952 make.

Production figures are as follows:

	1953	1952
July .....	415,000 lbs.	406,887 lbs.
Year to date.....	2,508,042 lbs.	1,768,258 lbs.

—B.C. Department of Agriculture  
"Markets Bulletin".





## What's New Today?

**AUTOMATIC SPRAYER** An Ohio Co-op has introduced an automatic fly sprayer—the answer to Bossy's prayers. All she has to do is to step on a treadle and woosh—down comes the spray, out go the flies.

**PASTURE TOOL** A new machine being built can seed, fertilize and renovate pasture land without sacrificing the existing sod. Cattle can keep right on grazing a pasture as it is being improved. Any size seed can be used.

**X-DISEASE** A widespread cattle disease in the U.S., is generally believed to be caused by grease. Petroleum compounds around the farm in crankcase oil drums, grease buckets, etc., contaminate the feed. Disease symptoms are diarrhea, heavy flow of tears, frequent urination and drooling from the mouth.

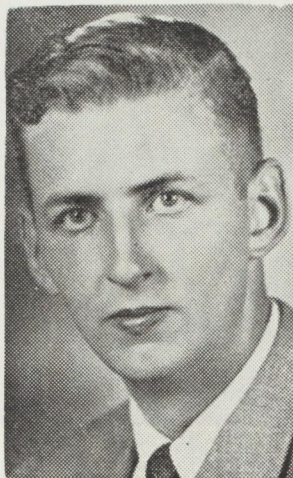
**NON-FAT TEST** An easy-to-use test for measuring non-fat milk solids has now been devised, according to experiments recently carried out in the U.S.

**QUICK CHEDDAR** A new, short-time method for making cheddar cheese has been developed by the U.S. Bureau of Dairy Industry. Only 2½ hours from the time the rennet is added to the milk until the curd is pressed (5½ to 6½ hours for present process) is needed with hand labor nearly eliminated.

**FARM RADIO** In England some farms are using two-way radios for instant communication between the farmer and his employees scattered around the farm.

Their bills are all delinquent,  
Their house needs paint, and yet,  
They're the only folks on our block,  
With a television set!

## DAIRY SPECIALIST



**R. S. 'DICK' BERRY** was born and raised in the Langley Prairie district on a farm originally owned by his grandfather. He attended Langley Prairie public schools, graduating from Langley High in 1943. Dick has had a wealth of practical experience on the Berry Bros. Holstein farm and graduated from U.B.C. in 1950. His special training has been in Animal Husbandry and agronomy. This natural love of animals plus a good training carried Dick to the top of the ladder as a 4H Dairy Cattle Club judge and again, as a U.B.C. student at the Portland International Exposition. His final triumph came in 1950 when he won the Lady Jane Trophy, presented for the highest aggregate judging score at the Agassiz Experimental Farm field day.

Immediately upon graduation he was appointed to the Provincial Department of Agriculture as district agriculturist in Chilliwack. He remained in that area for two years then transferred to Vernon.

As District Agriculturist in Chilliwack and Vernon, Mr. Berry was active in promoting modern animal husbandry and field crop practice. In his year at Vernon, Dick was instrumental in forming the Grasshopper Control zone, aided the work of artificial insemination, green pastures and Bangs control. His other field duties are known to all farmers in these areas.

Dick has resigned as district agriculturist and returned to the

## A CO-OP STORY

**I**N a jungle in India, a group of natives, the Varlis, under the guidance of a Catholic missionary got their first taste of how a co-operative works some years ago when with a capital of \$150 they started making small loans for agricultural purposes. But members did not want to invest their own money. Then someone loaned them a small amount and in one month they had a turnover of \$750 and cleared \$200. The natives decided there was something in this co-operation after all. After many pros and cons, and many shakes of the head, a habit of the Varlis, these natives decided to set up their Co-operative Society. They built their store in the village of Warkhanda with co-operation and labor and very little cash. Timber in the village furnished posts, beams, and rafters, and each Varlis brought straw for the roof, and bamboo from the jungle for the walls. Wives helped by plastering the walls with a mixture of mud and cowdung. Members who could not work gave money for nails and rope for weaving bamboo ribs for the roof and walls. The Varlis buy oil, onions, dried fish, rope, agricultural implements and the like from their co-op store.

—Dairyman's League News.

## It Pays to Lime

**N**EARLY all crops benefit from lime applied to lime-deficient soils. Here are crops that require high lime requirements:

Sweet clover, alfalfa, barley, timothy, corn, wheat, red clover, alsike clover, white clover. There are many others including nearly all the vegetables.

## THE FIRST VACCINATION

In 17th century England, country people knew that an attack of cowpox rendered them immune to smallpox, a killer disease often epidemic in those days. Farmers often infected their own families with cowpox as a protection against smallpox, a practice which became the basis of our own efficient form of vaccination.

Fraser Valley to accept the position of dairy specialist with The Brackman-Ker Milling Company Limited.

## Employees' Picnic



F.V.M.P.A. employees and their families, 500 in all, gathered at Maple Grove Park, Vancouver, on Sunday, August 16th, to enjoy one of the best Annual Picnics in years. As usual, the sporting events dominated the day with everyone joining in the fun. Eddie Coutts, son of our Paint Shop foreman, ran away with the 100-yard dash for men. The tug-of-war, keenly contested, was won by the 8th Avenue Plant team, after a close fight with Arctic Ice Cream and the North Vancouver branch. H. Stevenson's Arctic "Wild-Cats" softball team received a terrific mauling from J. McMurray's 8th Avenue "Has-Beens." Horseshoe pitching was taken by the team of Leo Munce and Leo Corsen from Dairyland. After many laughs and spills, J. Miller of Arctic and his team slid to a win in the Mixed Novelty Ski Race. Mystery of the picnic was the disappearance of Don McQueen and his partner in the Novelty Blind Race. Last seen they were heading out of the park.

Success of the picnic was due to the efforts of the men in the above picture: left to right—T. Kennedy, Dairyland; J. Stouse,

Test Room; I. Spark, Tab Room, T. Rutherford, Dairyland; W. Hilton, Dairyland; G. Rule, Prod; J. McMurray, Tab Room; N. McInnes, F.V.M.P.A., and J. Miller, Arctic. Front row: Tony Brown, Produce and J. Watson, Stock Room.

### ALL ABOARD!

Before boarding the train, the little city lad had been cautioned by his mother that if the conductor asked his age, he was to say that he was five years old.

The conductor did ask his age, and the little fellow replied that he was only five.

"You're a big boy for five," said the conductor. "How soon will you be six?"

Replied the youngster, "Just as soon as I get off this train."

The Ayrshire breed of dairy cattle was developed in south-western Scotland in the County of Ayr, present characteristics of the breed having been established by the year 1870.

It's balanced to her  
If the checkbook reflects  
The same number of stubs  
As she's written checks.



### Clip Your Pastures

**D**ON'T depend on Bossy to keep your pastures properly clipped. When she comes across an old, gone-to-seed plant, her taste glands say pass it up. Many weeds do not appeal to her as tasty tid-bits. Her bovine brain doesn't register the fact that they will re-seed and produce many more weeds to choke out the desirable grasses.

In pastures with Orchard Grass in the mixture, the legumes will not get a fair chance if the fast-maturing Orchard is left to flourish without clipping. Early cutting before heading and blossoming will prevent the clovers and alfalfa from being shaded.

Most important, regular clipping, two, three or more times a year will increase your overall yields.

### Feeding Grass Silage

**F**EED silage fast enough to keep good silage constantly exposed—at least 2 to 4 inches per day in the summer. To avoid feeding frozen silage, keep the level next to the wall lower than the centre. Allow frozen silage to thaw before feeding. Start animals slowly on silage, using hay to make up the difference.

**BUCKERFIELD'S**  
**LIMITED**  
FEEDS • SEEDS • FERTILIZERS

## Other Highlights of Milk Board Hearing

Vancouver Milk Distributors' Association offered to supply home delivered milk at 22 cents a quart, with additional quarts at 21 cents. Six-day delivery and use of square bottles would be instituted. The discount suggestion was subject to controls being maintained at all levels.

\* \* \*

A Vancouver dentist asked for free milk in the schools, a program to be worked out by the provincial government, school board and the milk industry.

\* \* \*

Vancouver Milk Distributors Counsel Jay Gould, replying to questions about overlapping deliveries, reminded the hearing that department store trucks could often be seen on the same street on the same day. (Ed. Note: We might add laundry trucks, soft drink truck and a few others.)

\* \* \*

H. G. Robinson, presenting the Vancouver Island Dairymen's Association brief, stated: "We believe that this decontrol will not only adversely affect the distributor, but believe that finally the ones who will be hardest hit are the producer and consumer—we have been told that the price to the consumer will be guaranteed. This is, of course, impossible when some of the milk is marketed through co-operatives, which do not buy, but only sell, deducting expenses and returning the remainder as a settling rate—we live in a controlled world; in order to compete with other industries we must have stability in the dairy business—in my own business I use electricity at a price controlled by the Public Utilities Commission, my telephone rate is set by the Board of Transport Commissioners. The freight rates I pay on the milk I produce are set by the Motor Carriers' Commission; and they didn't hold a public hearing when they put them up either."

The speaker went on to mention controls on feed, farm machinery, and in the legal and medical professions.

## ANIMAL PROTEIN

EVERY friend of the dairy cow in discussing the value of milk privately among friends, formally before audiences, in writing for publications and in advertising copy should eternally stress the sound thinking of Harry C. Andrews, Ames, Iowa, who says, "People will always be built out of protein, the structural material of the human race . . . milk protein is safe, practically unexcelled in quality, produced in largest quantity, at lower unit cost compared to other protein and enjoys a solid reputation for high acceptability. This is especially significant when one considers that high quality protein stands as the limiting factor in food production throughout most of the world, including the United States. This great commercial potential at the present time profits the dairy business only indirectly, and to a very limited extent. It remains to be harnessed by good, sound business tactics."

—Holstein News

LOVERS used to wrap the reins around the buggy whip; now they wrap the whole vehicle around a tree.

## SELLING YOUR PRODUCTS



The 4-H Club Milk Bar, operated by the Chilliwack 4-H Council was a busy place at the annual district Fair. Here shown are Fred Froese, Calvin Lister and Barbara Jones promoting the sale of F.V.M.F.A. products, handled exclusively by the Bar.

"Yes, sir," said the old man, "I'll be 90 tomorrow, and I haven't an enemy in the world."

"A beautiful thought," said the friend.

"Yep," went on the old man, "I've outlived them all."

## CALLING ALL DAIRYMEN

A working demonstration of the Danish Milk-  
ing Machine Washer is now being held at the  
Massey-Harris Showrooms, Abbotsford, B. C.

### *Half a Century of Progress*

## The Mutual Fire Insurance Company of British Columbia

(INCORPORATED 1902)

REINSURANCE WITH LLOYD'S, LONDON, ENGLAND

#### Directors:

Thos. J. Robertson,  
Ladner, President.  
W. J. Park, Pitt Meadows,  
Vice-President.  
Harry S. Berry, Langley,  
Treasurer.  
Harry Bose, Surrey Centre.  
Les. Gilmore, Richmond.  
Hugh E. Burr, Ladner.  
Lloyd T. Beharrell, Matsqui.  
Ran. Appleby, Dewdney.  
William MacNair,  
Chilliwack.  
Chas. C. Newby, Chilliwack.  
Ernest E. Townsley,  
Manager-Secretary.

#### Agents:

Kirkland Bros., Ladner.  
Ed. Holtby, Haney.  
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R. A. Payne Ltd.,  
Langley and Surrey.  
Ronald Robson,  
Barnston Island.  
Doug. Taylor,  
Mt. Lehman.  
James Fraser, Agassiz.  
I. P. Wheeler,  
Chilliwack.

Reserve Funds far in excess of the amount required by law have been maintained to afford prompt and just settlements. Fire losses paid to date, \$710,500.00.

FOUNDED IN 1902 BY THE FARMERS INSTITUTES  
OF BRITISH COLUMBIA

To insure with British Columbia's Oldest Co-operative  
Company apply to our local representative who will  
call upon you or to 1009-10 Royal Bank Bldg.,  
Vancouver 2, B. C.



**THAILAND.**—This country, located between Burma and French Indo-China, has had a rural credit co-operative movement since 1917. Today, 9,000 rural credit co-ops are helping the farmer improve his land, buy draft animals and purchase feed.

**NEW BRUNSWICK.**—This province has eighty co-operative associations serving over 13,500 members.

**BRITAIN.**—Government subsidies to farmers ensures prices for beef 21 per cent higher than Argentine beef; for lamb, 84 per cent higher than New Zealand lamb; for bacon 45 per cent more than Danish bacon landed in the U.K. The British farmer also receives equivalent prices to Canadian farmers for his barley and oats.

**PANAMA.**—At the seventh annual conference of CARE here, it was announced the U.S. government had given 35 million pounds of surplus milk powder to the organization for distribution to Europe, Asia and South America.

**LET-DOWN CAN BE SLOWED**

IF more than 8 minutes passes from the time of preparing the cow—washing the udder and fore-milking—until completing the milking, some of the milk will not be obtained. Why this is true is explained by Enos J. Perry, extension dairyman at Rutgers University.

Experiments by dairy scientists have shown that the "let-down" of milk is caused by a reflex act involving a stimulus, a hormone, the blood and the muscles of the udder, he states. Washing or wiping the udder stimulates the release of a hormone or chemical substance from the pituitary gland at the base of the brain. This substance enters the blood stream.

It requires from 45 seconds to a minute and a half for the "let-down" to take place after the stimulation. The effect of the hormone ends after about 7 minutes. Too much stimulation or stripping by persons who are slow will cause the cows to be slow in their "let-down." This in turn can lead to incomplete emptying of the udder.

Perry adds that quiet in the milking barn is important.—Inter-State Milk Review.

**DREAM INVENTIONS**

A fountain pen that will bark when the wrong fellow attempts to put it in his pocket.

\* \* \*

A watch that will tell a man how late he can be for an appointment with a woman and still arrive before she does.

**WE STOCK THE FOLLOWING SUPPLIES:**

Diversol, 5 lbs.....	\$1.65
Roccall, 32-oz. Bottles.....	2.00
Roccall, Gal. Bottles.....	7.00
"Fraser Valley" Farm Cleaner, 10 lbs.....	1.65
Dilac, 1 quart.....	2.00
Brushes for Milk Cans.....	.90
Milk Plungers, heavily tinned, each.....	1.85
Milk Strainers, heavily tinned, each.....	4.50
Milk Thermometers.....	.65
Filter Discs, 6 1/2-inch (300 to box).....	2.20
Mastitis (Garget) Test Blotters (25), pkt.....	.25

Obtainable at all F. V. M. P. A. Plants  
Above prices subject to market changes.

**NOTE: EXEMPTION CERTIFICATE REQUIRED IF NOT ALREADY FILED WITH HEAD OFFICE**

**FRASER VALLEY MILK PRODUCERS' ASSOCIATION**  
Supplies Department  
425 West Eighth Avenue Vancouver 10, B. C.



**10-Pound Pail, \$1.65**

## Top Cow at Agassiz

**Averages Over 20,000 lbs. Milk**

ONE of the Holsteins in the herd maintained at the Dominion Experimental Farm at Agassiz, B.C., has recently completed her sixth consecutive lactation on Record of Performance test to give her a lifetime total of 125,714 lbs. milk containing 4,558 lbs. fat, average test 3.63 percent butterfat. For her first six lactations she thus has an average production of 20,952 lbs. milk containing 759 lbs. fat. She was on test for 365 days in each of her lactations and on four of them was milked three times daily, the other two being on twice daily milking. Few cows can boast such a high average yearly production.

"Lulu" started on test as a junior two-year-old and made her sixth record as a nine-year-old. She has twice exceeded 970 lbs. fat, having produced as a four-year-old 24,888 lbs. milk containing 978 lbs. fat and as a six-year-old 26,393 lbs. milk containing 974 lbs. fat. She also gave 807 lbs. fat from 22,222 lbs. milk as a seven-year-old. During her latest lactation she gave 740 lbs. fat from 20,597 lbs. milk on twice-a-day milking.

"Lulu's" dam is herself a great producer, her best individual record being 978 lbs. fat from 27,005 lbs. milk. She has been classified as "very Good" in Selective Registration "Lulu" is a daughter of the "XX" bull Colony Flood Koba Romeo, who has fifteen tested daughters with 43 records that average 15,342 lbs. milk containing 558 lbs. fat at an average age of 3 years 321 days.

## MOISTURE TABLE FOR HAY

Long Hay .....	24%
Chopped Hay .....	22%
	(if coarsely chopped)
Baled Hay .....	20-24%
	(depending on tightness of bales and storage conditions)

Fombstone — The only thing that has a good word for a person when he's down.

Employer: "You should have been here at nine o'clock."  
Office Boy: "Why, what happened?"

## MILK INDUSTRY PROFITS

A seven-year study by Cornell University of New York, New Jersey area, shows the following results as to profits of dairy plants in comparison with four other industries.

	Average Profit on Sales	Average Return on Investment
Dairy Industry .....	1. %	3.4%
Department Stores .....	3.4%	11.7%
Baking Industry .....	4.4%	12.4%
Food Industry .....	5.1%	13.6%
Drugs .....	8.3%	18.7%

—Vancouver Milk Dist. Assn.

"How did you cure your wife of nervousness?"  
"Found a good doctor. He said nervousness was a sign of old age."

"Why do you want a married man to work for you?"  
"Well, they don't get so upset if I yell at them."



**HIGHEST PRICES**

**FOR YOUR LIVESTOCK**

*Here's Why:*

- PLENTY OF BUYERS
- LOWEST SELLING COST IN B.C.
- SALES EVERY DAY
- AUCTION SALES EVERY TUESDAY

**USE YOUR CO-OP MARKETING AGENCY**

Get highest prices for your livestock by selling in Vancouver. Accurate returns same day as the Auction. Friendly, efficient service is yours at the Co-Op Office—Telephone FRaser 5414.

AUCTION TIME: 10:00 A.M. Tuesdays

THE PLACE: Vancouver Public Stockyard, Fraser St., South of Marine Drive

**THE B.C. LIVE STOCK  
PRODUCERS  
CO-OPERATIVE  
ASSOCIATION**

## Ayrshire Secretary



**HUGH G. HUNT**, Vancouver, has been appointed secretary-manager of the Canadian Ayrshire Breeders' Association, according to an announcement from breed headquarters at Ottawa.

Hunt, formerly Dominion Livestock fieldman in B.C., is well-known to livestock men throughout the province. During the past five years with the Federal Department of Agriculture, he has been closely associated with R.O.P. services, bull loaning associations, artificial insemination centres, 4-H club work and general livestock promotion.

In taking over the national position, he comes prepared with both an academic and practical background in agriculture. After a 4-year stint in the Canadian Army overseas, he entered the University of B.C., graduating in 1949 with a B.S.A. degree. His specialty is animal husbandry.

Raised on farms in the Lower Fraser Valley, he early developed an interest in livestock. His father, Dan Hunt, was a prominent exhibitor throughout Canada of Clydesdale horses. The father's ability as a showman rubbed off on the son. As a youngster, he travelled the show circuit.

Active in 4-H clubs, he topped the province in 1940 as champion junior livestock judge. Recent years have taken him into the ring as official judge for several fairs in both B.C. and Washington.

Hunt leaves for Ottawa to take up his new duties September 15th.

## WHICH STAYED IN FARMING?

I left my dad, his farm, his plow  
Because my calf became his cow;  
Because my colt became his horse;  
I left my dad to sow and reap  
Because my lamb became his sheep;  
I left my dad, 't'was wrong of course  
I dropped my hoe and struck my fork  
Because my pig became his pork.  
The garden truck I had to grow  
Was his to sell and mine to hoe.

With dad and me it's half and half  
The cow I own was once his calf;  
No town for mine, I will not bolt  
Because my horse was once his colt.  
I'm going to stick right where I am  
Because my sheep was once his lamb.  
I'll stay with dad—he gets my vote  
Because my hog was once his shoat.  
It's fifty-fifty with dad and me  
A profit sharing company.

—Arkansas Service Bulletin.

## Cost of Hay-Silage Harvest

**MAKING** grass silage is much in the news these days. Farm economists tell us it is both the cheapest and most expensive way to harvest forage. It all depends on volume.

If you have a crop of 1,500 tons, the cost will be only \$1.26 per ton. But for a crop of 75 tons, the cost jumps to \$6.00 per ton.

A crop up to 100 tons is cheapest to put up as loose long hay or hire baling and chopping done. It is practical to own a baler with a 100-ton hay crop.

They say you can't afford to own a forage harvester or a field chopper with under 200 tons.

## Co-Op Super-Markets

**U.S.** Co-Op super-markets are doing a rushing business these days, says a report in Co-Op Commentary. Average net savings to members for 29 markets is 1.8 per cent. Co-ops paying the highest wages are most efficient. There is a definite correlation between sales per man hour and hourly wage rates.

## Summer 1953

By L. M. THORNTON

No drouth to kill our growing grain,  
No dust storm at our window pane,  
Let's offer thanks and not complain,  
But thank whatever lucky star  
Kept us from homesteading afar,  
But kept us safe just where we are.

—Dairymen's League News.

"Scours are a thing of the past in our herd. Since we started using NURSE COW Milk Replacement last March, we have not had a sick calf."—L.C., Sardis, B. C.

*Have YOU found out how easy it is  
to raise healthy calves*

# the NURSE COW way?

Calves that don't get scours? Fast growing, husky calves that will grow into fine herd-replacements?

Remember, you can replace ALL the milk you now feed from four days old with NURSE COW Milk Replacement, and enjoy all these advantages.

The cost? Less than nothing! NURSE COW makes money for you by letting you ship extra milk.

Why not ask your feed dealer about NURSE COW today?

Made by

## SPECIALTY PRODUCTS

New Westminster, B.C.

# OPPORTUNITIES

## For the Buyer and Seller

Classified and Breeders' Directory

The circulation of this issue is 6,400 copies.

### WE HAVE CASH BUYERS

for Fraser Valley farms of all sizes. Must have good water supply and preferably electric light. For a satisfactory sale or purchase, write or see

#### PEMBERTON'S

418 Howe Street, Vancouver 1  
Phone TAtlow 9172

For over 60 years specializing in  
Fraser Valley Farm Sales

### FOR SALE

New 24-foot farm portable elevator complete with one horsepower electric motor, \$590.00. Length can be extended.

WESTMINSTER FARM  
EQUIPMENT LTD.  
South End Patullo Bridge  
New Westminster

## PAINT - \$3.49 GAL.!

All colors, linseed oil with titanium.  
Shingle Stain, \$2.25 — Enamel, \$3.95  
Special on 14-Ga. Barbed Wire, \$6.50 per spool. Wire rope, pipe, tools, etc.

WESTERN INDUSTRIAL SUPPLY  
135 Powell St. Vancouver 4, B. C.

### FOR SALE

Registered Jersey Cows and Heifers, bred artificially—due to freshen September and October. Also several open yearling heifers.

E. F. CHANDLER

No. 10 Road, Agassiz Phone 2-3G

### MILKER INFLATIONS

Several sizes for Surge, McCormick, De Laval, Massey-Harris, Hinman, etc. 95 cents each.

Mail orders sent promptly.

WESTMINSTER FARM  
EQUIPMENT LTD.

South End Patullo Bridge  
New Westminster

### International Women Visit B. C.

Delegates to the triennial conference of the Associated Country Women of the World, held in Toronto last month, will visit British Columbia. During their trip here, a tour will be made of your Delair Pacific Milk plant.

## WE BUY AND SELL

Fraser Valley Milk Producers' Shares and Loan Certificates

PRICE ON APPLICATION

### McDermid, Miller and McDermid Limited

GOVERNMENT, MUNICIPAL AND CORPORATION BONDS

525 SEYMOUR STREET, VANCOUVER 2, B. C. PRIVATE EXCHANGE—PACIFIC 3177

## Funeral Aid Fund

TWO deaths amongst contributors to the fund were reported to us during last month. The amount received under the assessment on the members of the fund amounted to \$215.40. A cheque for this amount has been sent to the beneficiaries of each of the undernamed.

C. A. Halliday, a resident of the Aldergrove district for 13 years, passed away at Langley Memorial Hospital after a three-year illness. He is survived by his wife and one son, who is at present serving in the RCAF in France.

The death occurred on August 14th of Peter H. Campbell after a lengthy illness. He had been living in Surrey during the past twelve years, and is survived by his wife.

## Milk Is a Bargain

MILK is one the cheapest and best foods on the market. Based on prices around 25 cents per quart, proteins costs 22½ cents an ounce in the average beef cut, 25 cents an ounce in large eggs, 28 cents in pork loin, but only 20.8 cents an ounce in whole fluid milk. These are figures of Professor DeGraff of Cornell University School of Nutrition. Only other lower-priced sources of proteins are cottage cheese, cheddar and other cheeses and dried milk products. As Dr. DeGraff says, "the cheap proteins are all in the dairy family." No other food has challenged the protein, calcium, vitamin and mineral bargains in whole fluid milk, and no other food can.

—Dairymen's League News.

## FAIR DATES

LANGLEY: September 11-12.

ABBOTSFORD: Sept. 15-16.

CLOVERDALE: Sept. 18-19.

DELTA: Sept. 19.

ALDERGROVE: Sept. 25.

## Butterfat Summary

JULY, 1953

Sweet milk, lbs. b.f. ....	1,158,892
Churning cream, lbs. b.f. ....	5,152

1,164,044

Increased production over July, 1952,  
183,138 lbs. b.f.

## August Settling Rate

Sweet milk, "A" grade, 74c; "B" grade, 69c; plus 64c per hundred lbs. skim.	
Non-contract, "A" grade, 69c; "B" grade, 64c; plus 64c per hundred lbs. skim.	

First-grade cream, 60c.	
Second-grade cream, 57c.	
Non-contract cream, No. 1, 55c; No. 2, 52c.	

## F. V. M. P. A. LOAN CERTIFICATES

### WE BUY OR SELL

The Above Certificates

Price on Request

We Solicit Your Enquiries

## Pemberton Securities

418 Howe Street, Vancouver 1  
Phone TAtlow 9172

ENOUGH milk is produced annually in America to fill a river 3,000 miles long, 40 feet wide and 3 feet deep. If all of the milk produced in the U.S. in 1949 had been put in quart bottles they would extend almost 140 times around the earth.

### ABSOLUTE SECURITY AND FAIR DEALING

when protected by this shield



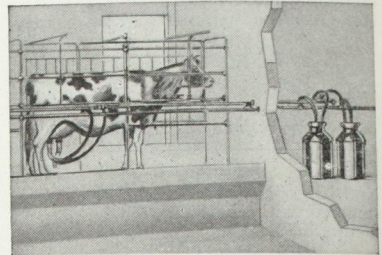
# You be the Judge!

**LET YOUR OWN JUDGMENT AND EXPERIENCE DETERMINE THE RESULT**

Unless you have actually tried De Laval "Better Milking" and compared it with your present method of milking, only then will you appreciate its outstanding advantages.



- **FAST, CLEAN MILKING**  
for all your cows . . . easiest possible washing and sanitation.
- **EASIEST HANDLING**  
no adjustments . . . simple, dependable operation and installation.
- **LOW-COST OPERATION**  
quality design and construction . . . long-lasting De Laval-made rubber parts . . . all metal parts which milk touches are stainless steel.



**DE LAVAL COMBINE SPEEDWAY**

Ask your local De Laval dealer to demonstrate De Laval "Better Milking" in your own barn, on your own cows—and select your hard-to-milk cows for the trial. Only direct comparison can give you the real story on De Laval "Better Milking". It costs you nothing to know the truth and may save you plenty.

## THERE IS A DE LAVAL MILKER FOR EVERY TYPE OF DAIRY

### DE LAVAL COMBINE SYSTEMS

From cow to can—or from cow to refrigerated farm tank. Straight-line milk production with no carrying, pouring or straining. Milks more cows, with less help at lowest cost.

### DE LAVAL MAGNETIC SPEEDWAY

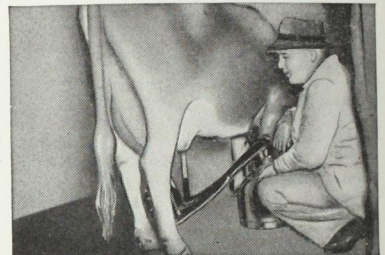
Controlled Milking—at every vital point. The only milker with absolutely uniform, magnetically controlled pulsations for highest, even milk production. Simple, dependable and the milker for the man who wants the best.

### DE LAVAL STERLING SPEEDWAY

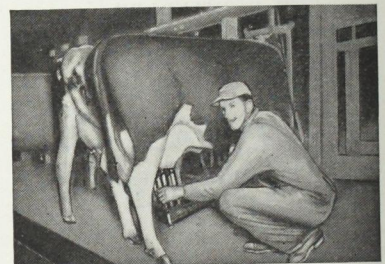
De Laval-quality milking at lower cost—and leader of the pneumatic pulsator type milkers. Pulsator has only two moving parts and provides precise accurate milking. Units will operate on any make pipe line.

### DE LAVAL SPEEDETTE

Designed for the herd of 8 cows or less—to provide real De Laval milking and sanitation at lowest cost for the small herd owner. Saves time, labour and money. Install in two hours or less.



**DE LAVAL MAGNETIC SPEEDWAY**



**DE LAVAL STERLING SPEEDWAY**



**DE LAVAL STERLING SPEELETTE**



**THE DE LAVAL COMPANY LTD.  
PETERBOROUGH**

MONTREAL • WINNIPEG • VANCOUVER  
QUEBEC • MONCTON • CALGARY

The De Laval Company Ltd.,  
Dept. 56-D, Peterborough, Ont.

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| <input type="checkbox"/> Combine<br>Speedway Milker  | <input type="checkbox"/> Sterling<br>Speedway Milker  |
| <input type="checkbox"/> Magnetic<br>Speedway Milker | <input type="checkbox"/> Sterling<br>Speelette Milker |

Name .....

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**DeLaval increases farm Income and Comfort**