

BUTTER-FAT

PUBLISHED MONTHLY IN THE INTERESTS OF DAIRY FARMERS

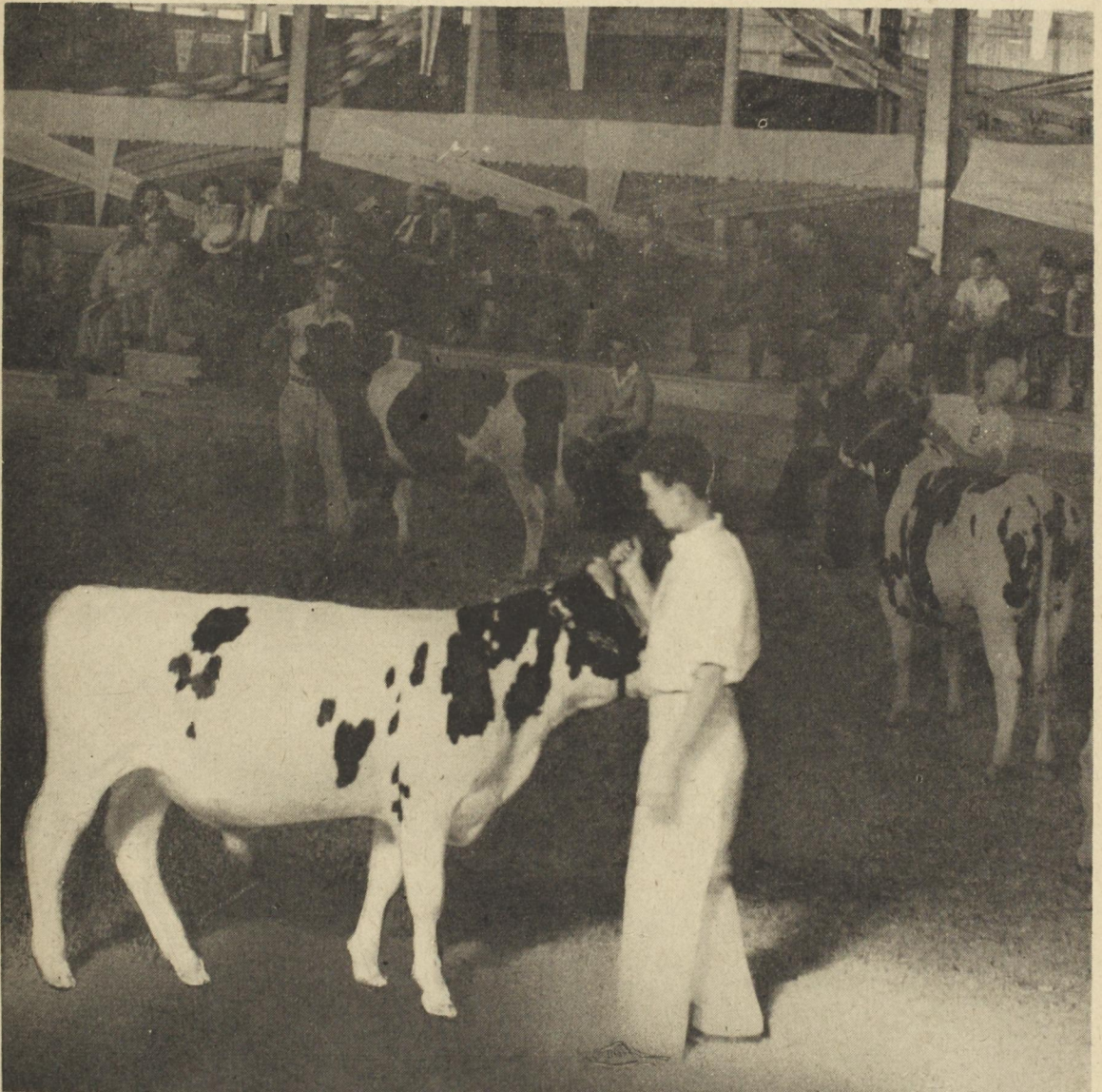
BY THE

Fraser Valley Milk Producers' Assoc.

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NUMBER 5



THE JUDGING ARENA AT THE PACIFIC NATIONAL EXHIBITION — Competing for the awards in the dairy cattle entries at the P.N.E. Exhibition, Vancouver, B.C., August 25th to September 6th, will be keenly contested. This feature will be a centre of attraction for all dairy farmers.

Artificial Breeding In The Fraser Valley Produces Splendid Results

DAIRY farmers in the Fraser Valley are becoming more conscious of the value of artificial insemination as a means of improving their herds, both from the standpoint of production as well as type.

This is evidenced from the fact that some 4000 cows have been artificially bred during this year through the Lower Fraser Valley Artificial Insemination Association, and judging by the present trend, it is expected that ten thousand cows will be artificially inseminated before the close of the year through the two breeding units now operating in this area, "The Lower Fraser Valley" and the Chilliwack Artificial Insemination Association. This will represent about 10 per cent of all the cows in the Fraser Valley and compares favorably with the State of New York, where this system of breeding cattle has been firmly established for some time.

The factor largely responsible for this advancement in artificial insemination, according to Dr. J. C. Bankier of the Livestock Branch of the B. C. Department of Agriculture, under whose supervision the work has progressed, is the increased breeding efficiency, resulting from the improved methods which have been adopted, which are now equally as good as those obtained by natural breeding, and Fraser Valley breeders, generally speaking, are pleased with the quality of the offspring of the bulls.

Owing to a large number of bulls having been disposed of in herds displaced on account of recent flood conditions, the various services of both artificial insemination associations were promptly made available to meet the need where cattle were congregated at Abbotsford, Mission, Chilliwack and other concentration points.

Indicating the splendid results obtained in the first half of this year from artificial breeding, Dr. Bankier disclosed that the efficiency of conception through the Lower Fraser Valley unit has reached the remarkable percentage of 85.9 per cent on first and second services, (61.3 per cent being in the first category). The number of cows bred by this unit from January 1st to June 30th, being 3834, of which only 13.9 per cent required a third and fourth service. The latter are classed by Dr. Bankier as problem cows, and their failure to breed can be attributed to various causes, such as nutritional deficiencies, vitamin and mineral, these being correlated with deficiencies in some sections of the Fraser Valley.

Mineral Supplements

For healthy and fruitful dairy cattle, profitable production and reproduction he suggests that properly balanced rations and an adequate intake of mineral and vitamin supplements are necessary. The most desirable way to remedy mineral deficiency is to fertilize the pastures and the soils, but this takes time. The intelligent use of mineral

supplements are essential, particularly during the late Fall and Winter months when rations should be fortified with vitamins A and D. This is being accomplished by progressive dairymen and in Dr. Bankier's opinion, it is a matter which requires the consideration and action of individual farmers, depending upon relevant circumstances, in order to maintain breeding and reproduction efficiency.

An Opportunity for Fall Freshening

A reference to the records compiled by the Lower Fraser Valley Insemination Association revealed the fact that the breeding results in the month of January of this year compare favorably with the month of June, the natural breeding season, the low month being August, 1947. This would indicate that there is no difficulty in changing over the dairy herd to Fall freshening with its more profitable milk production.

The 28 bulls of both Valley Insemination Associations are owned by the Dominion Government. Mr. D. B. Young of the Dominion Livestock Branch for British Columbia being responsible for the selection of sires in conjunction with a selection committee composed of association members. Twenty of these high class sires consisting of 5 Holsteins, 7 Jerseys, 5 Guernseys, and 3 Ayrshires are on loan to the Lower Fraser Valley unit, and eight bulls, 2 Holsteins, 3 Jerseys and 3 Guernseys, are stationed at the Chilliwack unit. This selection has been made on the basis of breeding and good type, the pedigrees of these bulls showing ancestry with production records averaging 500 pounds of fat and over.

As pointed out by Mr. Young, an average of a number of records, both from the progeny of a sire as well as his ancestry, tells more about a sire's transmitting ability than records from only one or two daughters. This is illustrated in the pedigree of a Holstein bull at the Lower Fraser Valley unit, which shows a sire with 140 daughters having 334 records averaging 17,310 pounds of milk with 583 pounds butterfat.

It has been proven that certain outstanding families or strains have transmitted high production capacity from generation to generation, and it is the breeding of such families which is being followed in the selection of bulls for artificial breeding units.

The greater number of cows which can be bred to bulls capable of siring daughters whose production per cow can be increased, will tend to make dairying more profitable, an opportunity which Fraser Valley dairy farmers can take advantage of by joining one of the artificial insemination associations now established here.

"DON'T drive so fast, John."

"Why not, darling?"

"Because a policeman on a motorcycle behind us can't get by our car."



The Trouble Shooter

F.V.M.P.A. Laboratory News

FRED HUTCHINGS, our fieldman at the Sardis Plant, has asked us to pass along a warning to those unfortunate enough to have been evacuated from their farms, and who are now faced with the terrific job of rehabilitation. He states:

"You have noticed the putrid stench of land that has been flooded. This unpleasant smell is caused by our only too familiar enemy of milk production—Bacteria. They are growing by the millions in the soil, which, through the heavy deposition of dead plant life by flood water, has become an excellent feeding ground.

A situation such as this necessitates extreme precaution in drawing and handling milk.

While previous to the flood, a small particle of dirt would add a comparatively small number of bacteria to your milk, now the same size of particle will add millions of bacteria. A dirty teat cup or an unsterilized teat will add millions of bacteria to the old milk in the teat cup, and these will grow into uncountable millions if the teat cup is not thoroughly cleaned each day.

Remember that there is no milking machine on the market which does not require complete dismantling and thorough scrubbing each day."

Necessary precautions include:

1. IMMEDIATELY AFTER MILKING, rinse all milk from your equipment with COLD water.
2. Scrub all your equipment thoroughly in hot cleaning solution (cleaning compounds are available at each plant), use stiff bristled brushes (check your brushes, if they are worn out or soft bristled, obtain new ones).
3. Rinse all equipment with warm water and leave to drain.
4. Place your teat cups in sterilizing solution.
5. JUST BEFORE MILKING rinse ALL equipment with a fresh sterilizing solution (Diversol or Roccal).

(a) Do not use Diversol in hot water.

(b) Do not rinse with water after sterilizing.

6. Use the same sterilizing solution for washing cows flanks, udders and teats immediately before milking.

The above precautions are important to successful dairying in every area and in every season. Make these precautions become a habit.

—Neil T. Gray, Chief Bacteriologist, F.V.M.P.A.

POET: "My girl said this poem made her heart miss a beat."

Editor: "Sorry, but I must reject it. We can't have anything that will interfere with our circulation."

Reclamation Measures

AGRICULTURAL chemists are busy planning the restoration of soil fertility and maintenance of public health in the flood-ravaged farmlands of British Columbia, says L. V. Clegg of Canadian Industries Limited.

"While it is too early to estimate exactly what damage inundated soils suffered, it is expected there will be heavy silt deposits where water was flowing. If this silt comes from soil normally under water, it will be inert and lifeless and could render land unproductive for a long time," said Mr. Clegg, who is western district manager of C-I-L's agricultural chemicals division.

He suggested that in the Fraser Valley there will be considerable gullying by force of water which will change the topography of many acres. Some areas are also expected to suffer heavily from soil erosion with much of the top soil washed away.

Where the water has remained stagnant and warmed by the sun, putrefaction will set in and bacterial action will probably kill all plant growth. A slime will form on the soil's surface, making former pasture worthless. There will also be loss of fertility due to "leaching"—the dissolving of soluble plant nutrients in water.

"To reclaim these lands, lime in the form of ground limestone or agricultural hydrated lime will be needed in large quantities to improve the physical texture of clay soils and neutralize acid soils," advised the agricultural expert. "Application of nitrogen fertilizers such as ammonium nitrate or sulphate of ammonium, and high nitrogen compound fertilizers will give quick growth and early maturity to hay or pasture crops. Because of the inevitable shortage of hay this coming fall and winter, green manure crops on dry lands scheduled to be plowed under, will be cut for hay. Fertilizers must be used to keep up the fertility of these soils.

Where top soil has been washed away leaving an unproductive subsoil exposed, land will be brought back into a state of fertility by plowing under green manure crops, use of barnyard manure if available, and heavy application of compound fertilizer.

The big cost of reclamation will lie in the physical preparation and conditioning of soil. This entails the removal of mouldy crops, levelling, draining, plowing and disking, he pointed out.

As part of the health measures in flooded areas, DDT is already being generously used to control breeding of flies and mosquitoes so epidemics such as typhoid may be avoided. Further large-scale operations are being planned by both provincial and commercial pest control bodies.

Farm Work Dangerous

NEW proof that farming is one of the most hazardous of all occupations is found in a recent two-year survey made at Mayo Brothers Clinic, Rochester, Minnesota, in which doctors concluded that most accidents on the farm involve falls from machinery, with a mortality rate of five for every 100 falls. A majority of these falls were from tractors. Of 575 farm accidents tabulated, 193 were tumblers from machinery, resulting in death for nine of the fall victims.

WHERE ARE WE GOING?

ERLE KITCHEN, Secretary-Manager, Dairy Farmers of Canada, at Woodstock picnic of Ontario Concentrated Milk Producers' Assoc.

MANY of us are uncertain and confused today about the future of the dairy industry.. That is evidenced by the rapid decline in the dairy cow population of Canada and may quickly reach a point from which it will take years to recover. Milk production statistics released on June 1 clearly indicate that our over-all milk production for 1948 will fall far short of meeting our domestic requirements and our export commitments.

Let us look at this situation carefully, for climatic conditions have been reasonably favorable this spring, and milk production should have been good. What is happening? What are the factors that are reducing milk production? This is a matter of concern not only to us as farm people, but to all the people of this country. Milk production is vital to the health of our people as a whole, and essential to balanced farming and the maintenance of a sound rural economy. Canada is making rapid progress today as an industrial nation, but it would be tragic indeed if at the same time her basic agriculture were to weaken and decline.

Undoubtedly the labor situation has been a factor in reduced dairy production, but it is not a full and satisfactory explanation. Let us not minimize the labor shortage, and the hardships it is causing on many farms, but we have had labor shortage before, and during the war we increased production in spite of the lack of labor. But we had then courage and confidence; born of the national crisis and sustained by the promises of our government and our fellow citizens that if we would sacrifice and "pitch in" during the war we would be treated fairly after the war. And let us not forget that in dealing with our government we are dealing with our fellow citizens, that it is public opinion that makes public policy, and that we can only expect from governments measures that have or have had the approval of our fellow citizens.

Reluctantly, in return for the promise of post-war floors and agricultural stability, we accepted during the war more restrictive price ceilings than were accepted by industry or imposed on wage-earners. Our price level had fallen the lowest during the thirties and had not recovered when price controls were imposed early in the war. It was our expectation that when the war was over our fellow citizens in town and city would see us fairly recompensed for our heavy wartime sacrifice. We supposed that, if there were any favors, we would be the first to receive them. But what happened?

Instead, as soon as the war was over industry demanded the relaxation and abandonment of controls, and it became public policy to "decontrol". But the public had been accustomed to buying food at controlled prices, and continued to demand regulated food prices.

People are taking it for granted that food prices should be controlled by the government. They pay what they must for housing, for fuel, for clothing,

for shoes, but the food which they must have every day they demand at the prices to which they have become accustomed. We must recognize this new and powerful public opinion on food prices. Governments may be unable to keep promises made in good faith to farm people. We may not be able to gain all that we are entitled to, all that we were promised, but we can and must point out to our fellow citizens what is happening to farming—and therefore to their own future security—and gain from them recognition of our problems.

What is to be done to restore the confidence of dairy producers? Let us look at butter particularly, for I think what has happened to butter has discouraged and frightened producers of cheese, concentrated milk, and whole milk. All these producers, despite price adjustments which they gained with difficulty last year, have seen their costs go on mounting steadily and returns remain stationary.

The imposing of a ceiling on butter last winter affected the confidence of dairymen. The re-imposing of a ceiling suggested that food ceilings might become permanent policy. The consumers saw only the storage butter which they thought should not be sold at an exorbitant profit. They did not consider the farmer's cost on the butter that was being produced, or that was not being produced, during the winter.

Next, the recent announcement by the Dominion government of a floor so far below the cost of production again shook the confidence of producers. It was as though the government was predicting that butterfat returns were going to take a bad dip. There was no accompanying, and balancing announcement, by the government that the ceiling next winter would be raised. There was nothing to give confidence to cream and milk producers, and there was nothing to encourage those persons who are expected to buy and store butter for next winter's requirements to pay a price that would stimulate production.

The plight into which the dairy industry seems to be heading today arises partly out of the fact that government policy is short-term policy, responding to surges of public opinion on the vital subject of food prices, whereas the only sort of policy that will build dairy herds and assure dairy production now, or six months hence, is long-term government policy. Government policy on food prices is largely the result of public opinion, and somehow we have to make our fellow citizens see that if they are going to say how much they will pay for food they also have to make sure that farmers get paid fairly, that is, paid prices at least good enough to assure adequate supplies.

A responsibility lies today on both the public and the government to reconsider their attitude toward the dairy industry and agriculture. Today in the United States, Britain, Australia, New Zealand, farmers are being paid the cost of production plus a reasonable profit. It is in the interest of all Canadians that Canadian agriculture receive the same treatment.—Ontario Milk Producer.

CURRENT COMMENTS

DAIRYLAND DIVISION

WE have been watching closely to see what effect the price increase has had on the volume of fluid sales. For the month of June, two weeks of which were at the new price, we experienced a slight increase in our daily sales over the month of May.

Weather plays an important part in fluid milk sales and it is impossible to assess the percentage of sales increases or decreases due to weather and that due to price changes. During June the weather was relatively warm and increased sales from this cause more than offset any decrease which may have taken place due to price. July, on the other hand, has been a relatively cool, dull month, the kind of weather that does not help sales.

It would not appear therefore that the new, high price had resulted in the amount of decrease which we had anticipated.

L. A. Atkinson, Manager, Dairyland Division.

EVAPORATED MILK

There is no change in the evaporated milk situation this month. Prices remain firm—supplies are short.

Our Delair plant continues to operate at full capacity, but as previously reported, all deliveries were placed on a quota basis beginning July 1st. In order to insure an even flow of Pacific milk to our customers during the months of low production we will be forced to cut our deliveries a further ten per cent for August.

We hope that production will be maintained to a point that further cuts will not be necessary.

—M. Kelley, Pacific Milk Sales Manager.

BUTTER:

I wish I had some good news for you, but it seems the situation is going from bad to worse.

Ottawa, apparently, was not satisfied with the one-half cent per pound preferential previously given the East, they have raised this to a full cent.

B.C. is really on the spot. Until now, there was some chance of getting a little butter from Western Saskatchewan, but with the one cent advantage held by Montreal and Toronto, all Saskatchewan butter will move to the East.

The B.C. consumer faces a long winter with a serious scarcity of butter.

You may rest assured, however, that everything possible will be done to have the situation remedied.

COTTAGE CHEESE:

Did you know that the government was so impressed with the superior quality of our product, they asked us for our formula? That is something to be proud of.

Cottage Cheese is the cheapest food on the market. Cheap? Very low in price and very high in food value.

Everyone is complaining about the high cost of living. Eat more Cottage Cheese—cut down your expenses, and help your returns by increasing sales. Compare the following cost and food values on page 6, you'll be surprised.

ICE CREAM

July has been most disappointing, the lack of warm weather has been hard on sales. We hope the

weatherman will relent and make it a hot time for August.

Please remember to ask for Fraser Valley (Arctic) when you buy Ice Cream.

—S. J. Robin, Produce Sales Manager.

PRODUCTION:

Total milk receipts (all Plants) for June were 265,808 lbs. below last year, which decrease in production is directly due to the recent flood.

From July 1st we were holding our own with July, 1947, and on some days were showing a slight increase. However, towards the end of July, we are again running approximately 100 cwts. per day below last year's production figures.

With the improvement in road and rail transportation more direct deliveries are now being made to our plants, all of which are now operating under normal conditions.

—G. Okulitch, Production Manager.

Patronize Your Own Product— Fraser Valley, Arctic Ice Cream

THE following is the list of our exclusive ice cream customers being served from the Sardis Utility Plant:

Chilliwack

Totem Food Stores.
Bright Spot Food Market.
On Lee Co.
Ideal Grocery
(Consolidated).
Van's Grocery.
Cunningham Drug Stores.
M & N Store.
Little Mountain Market.
Glendale Variety Store.
Hodgson's United
Purity Store
O.K. Economy Service.

Vedder Crossing

Baker's Stop Inn.
Bob's Lunch.

Arnold

Newman's Store.

Sumas Prairie

Sumas River Store.
Fraser's Store
Kilgard General Store.

Rosedale

Mrs. Ulliack.
Do-Nut Stand.
Hill's Auto Court.
Bridal Falls Store.
Bridal Falls Coffee Shop.
Blue Ridge Mountain
Guest Ranch.

Hope

Hope Cafe.
Ft. Hope Hotel Cafe.
Montebello Coffee Shop.
Friendly Snack Bar.
Buck's Grocery.
Commercial Hotel Cafe.

Vedder Crossing

Bob's Lunch.
Baker's Stop Inn.

Kakawa Lake

R. C. Matthias.

Matsqui

Mrs. Dayjes' Coffee Shop.

Silver Creek

Estelle's Store.
Parks' Cabins.
Keech's Cabins.

Ryder Lake

Mrs. Hayle's Coffee Shop.
Community Store.

Sardis

Midway Store.
Refresh Inn.
Pearson's Store.
Henry's Market.
Sellers' Confectionery.

Yarrow

Yarrow Growers'
Co-operative Union.
Valley Meat Market.

Agassiz

Traveller's Inn.
Striker's Store.

Harrison

Windsor Coffee Shop.
Emerald Grill.
Moore's Cabins.

Cheam View-Laidlaw

Cheam View Service.
Little Joe's.
Laidlaw General Store.
St. Elmo Park Store.

Harrison Hot Springs

Moore's Cabin.
Windsor Coffee Shop.
Emerald Grill.

Abbotsford

Andrew's Cash & Carry.

Greendale

Willowmoor Service
Station.

Enn's Bros. Store.
Sardis Co-op Assn.
South Sumas Store.
Atcheltz General Store.

Gifford

Gifford General Store.

Barn Hay Drying

Offer Limited Possibilities Here

INVESTIGATIONS on barn hay drying were continued in 1947 at the Dominion Experimental Farm, Agassiz, B. C. During the season a total of four separate lots of hay were finished in the duct system. In one instance a test was run on a lot of hay carrying a moisture content of 62 per cent, but for the remainder, the procedure followed was the same as in the previous year. As formerly, unheated air was forced through the hay by means of an electric fan capable of delivering 16,000 cubic feet per minute.

The results obtained during the second year of testing were substantially the same as those for 1946, states M. F. Clarke. Provided the hay was wilted down to 45 per cent moisture before it was placed on the duct system, the resultant product was slightly superior to field cured hay in respect to protein and carotene. In one test, part of the field was made into silage and in terms of carotene and protein the silage was markedly better than the two types of hay.

The attempt to finish hay of 62 per cent moisture indicate that the power cost was prohibitive. In addition, only a very small quantity could be handled at one time.

In terms of power consumed plus depreciation on equipment, the barn cured hay cost \$2.33 per ton in 1947 as against \$1.70 the previous year. This did not include other items of cost in making hay. The barn cured, being higher in moisture, was more difficult to store in the mow but it was assumed that this was offset by cost of coiling, etc., under field curing.

From the two year results, it is evident that barn hay curing has only limited possibilities under Fraser Valley conditions. The product obtained has been only slightly superior to field cured hay made under approximately average conditions. In addition, hay of better than 40 per cent moisture content is difficult to store and if not properly placed over the drier a very high degree of spoilage can occur.

Field chopping or the use of the pick-up baler could eliminate many of the difficulties associated with handling partially cured hay. However, the drying properties of hay produced by these methods are different from long hay and these should be investigated.

Some recognition must be given to the value of barn drying systems as an insurance against total loss in extremely wet seasons. But this is offset to some extent by the fact that mow drying proceeds very slowly in periods of damp weather. Then, too, there is the practicability and ease of making silage under conditions that are too wet for making hay.

—Experimental Farm News.

HIS teacher sent a note home with Johnny asking his mother to give him a bath. The next day Johnny brought an answer: "Dear Miss Smith, when I send Johnny to school I send him to be learnt, and not to be smelt; he ain't no rose."

'Fraser Valley' Creamed Cottage Cheese

Low in price, but . . . high in food value

Health is the result of eating the right kind of nourishing food, properly and completely digested.

Fraser Valley Creamed Cottage Cheese is not only nourishing but appetizing and easily assimilated.

There is nothing better for children, they will love it with jam. When served with fruit or vegetables it makes a complete food.

A great help to the lady who entertains. Makes quick, delicious salads and sandwiches.

The lime content of Cottage Cheese and fruits keeps the blood and general system "sweet" by overcoming acidity. This improves the working conditions of all the body glands and improves health generally.

Most adults would undoubtedly have better health, more vigor, feel more buoyant, if they ate more easily digested Creamed Cottage Cheese and less heavy, overcooked foods that clog the system.

COMPARATIVE FOOD VALUE AND COST

	Food Value per lb.	Cost
Creamed Cottage Cheese..	1290	15c to 20c
Eggs (as purchased).....	596	55c
Steak	724	75c
Fowl	751	40c
Fish—Cod	370	40c
Salmon	642	45c

Your Dealer will gladly take care
of your wants.

OUR EMPLOYEES

IT was in the first world war that William James Mills experienced the value of co-operation, where he served throughout that conflict as a sergeant with the 36th Division, Royal Irish Rifles.



W. J. "BILLY" MILLS
SALES MANAGER, COMMERCIAL
ACCOUNTS, DAIRYLAND
DIVISION, F.V.M.P.A.

You've guessed it! He is a fighting Irishman, born in the city of Belfast.

Upon emigrating to this country in 1920 he started to work for co-operative dairy farmers, first with the Fraser Valley Dairies and throughout the succeeding changes in the fluid division of the F.V.M.P.A.

Billy Mills has acquired a thorough knowledge of the milk business during his long service with our

Association. In the early days, he was a milk salesman on route twenty-three, serving the people of Collingwood and Burnaby, being promoted to route inspector in 1924. When the F.V.M.P.A. had its branch in Kitsilano, Billy was appointed branch manager of this depot.

On the formation of the Associated Dairies he was on the sales staff at headquarters in the capacity as Trouble Man, which is a big job of smoothing out the difficulties which arise along the routes and amongst the customers buying our products. His present position is sales manager of commercial accounts, such as railway and steamship companies, hotels and cafes and the large buyers of milk and dairy products. He is also an expert in the operation of counter freezers and has an intimate knowledge of the Ice Cream Mix business.

Billy Mills is an enthusiast in the game of soccer, being an old player of some fame with the Creamo Football Club. He was one of the original organizers of the Dairyland Glee Club and is still active with the singing salesmen. As an entertainer he can hold his audience spell-bound; an accomplishment which helps to create goodwill for our Association and its products.

Cattle Feed From Citrus Fruits

FOR the last five years grapefruit and orange skins and seeds, after the juice was extracted, has been dried and ground coarsely to make feed for cattle down in Florida, according to an article by W. W. Hubbard, appearing in a recent issue of the "Family Herald" and "Weekly Star" which says that "this feed has analyzed a little better than wheat bran in protein and with seven per cent fat. It makes a fragrant feed and is much relished by cows and steers, once they have acquired the taste. Imported cows from the middle west states have to be introduced to it gradually. This feedstuff has been costing the feeder about \$50.00 per ton, the same price as imported alfalfa hay.

Keep Pace With The Times

Use . . .

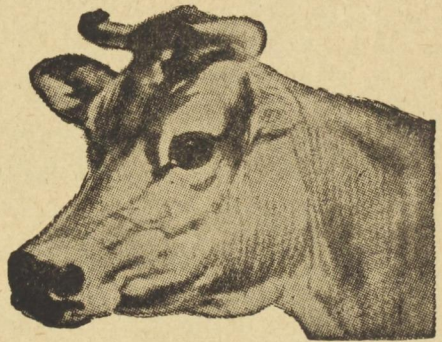
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Extraordinary

It's GOOD Business

To Have BETTER Sanitation
With The BEST Sterilizer

Available at all FVMPA Plants



THE CHOICE OF EXPERIENCED FEEDERS

B & K Full Pail Dairy Meal

THE BRACKMAN-KER
Milling Co. Limited

"Serving you in your District"

BUTTER-FAT

Stands for Better Farming, Better Business
and Better Living

A FARMER-OWNED FARM JOURNAL FOR
CO-OPERATIVE DAIRY FARMERS

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50c per year.

ADVERTISING RATES ON APPLICATION

Authorized as second class mail,
Post Office Department, Ottawa.

1948 Bond Issue Over-Subscribed

AT the last annual meeting of our Association the membership decided to float a bond issue for \$750,000 with interest not to exceed 4 per cent per annum, for the purpose of refunding the existing 5 per cent bond issue of \$300,000 and providing extra capital for the necessary expansion in our ever-growing business.

In due course, the necessary arrangements were made and the bonds offered for sale.

Your Board of Directors are pleased to report that the issue of \$450,000 at 3½ per cent and \$300,000 at 4 per cent per annum has been over-subscribed, the whole of the transaction having been consummated without any commissions or selling expense to your Association.

It is with pride and satisfaction that we realize the apparent acceptance of the soundness of our capital structure and the stability of our organization by the subscribers.

D. R. NICHOLSON, President, F.V.M.P.A.

The Wheat Agreement

COMMENTING on the failure of the United States Congress to ratify the International Wheat Agreement and regarding it as "most unfortunate," Norris E. Dodd, Director-General of the Food and Agriculture Organization, said:

"It means that in the immediate future some people are going to have less food than they would otherwise have. They cannot afford to get as much wheat for bread under the current market price as they could have under the proposed agreement price. . . . I believe that to ensure world production at desirable levels and thereby make possible increased consumption, such efforts as are represented by the proposed Wheat Agreement for orderly international marketing of major agricultural products will prove to be essential. They are a form of international economic co-operation that is bound to come, and one in which F.A.O., as the world food agency, is deeply interested."

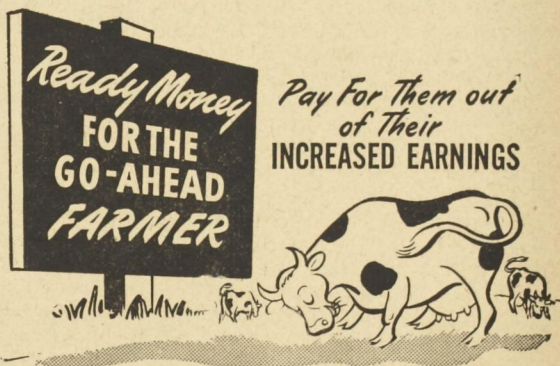
The Road Back

THE colossal task of reclamation following the disastrous flood in the Fraser Valley is proceeding as rapidly as possible and farmers and their families are gradually returning to their silt-covered acres to clear away the debris left by the receding waters, and to repair and refinish their damaged homes and buildings.

It was reported on July 28th that the flood-eevacuee population at the Abbotsford airport, which at one time numbered 2000 homeless and their cattle, is now estimated at 500 people and about 1000 animals. In other community centers in the Fraser Valley a similar exodus back to the farm has taken place.

Although there are still some sodden fields, much progress has been made in reclaiming the land, especially in the upper end of the Valley, where it is estimated that over five thousand acres have been plowed and seeded, and it is hoped that at least half of the 38,600 acres inundated by flood water will have been re-seeded by the Fall. A full crop cannot be expected from this late sowing, but it will provide some ensilage and feed for cattle.

The possible shortage of hay this coming winter is causing some concern; a situation which will not improve should weather conditions prevent the harvesting of the hay crops on the lands outside of the flooded areas. In any event a considerable amount of imported hay will be necessary to feed our cattle before Spring pastures come again.



If you want to increase your income by buying more cattle, the Bank of Montreal will be glad to finance the purchase, and you can pay back your loan out of your regular bank cheques. See your nearest Bank of Montreal manager today. Ask or write for our folder, "Quiz for a Go-Ahead Farmer".



BANK OF MONTREAL

working with Canadians in every walk of life
since 1817

A Tragic Circumstance Of the Fraser's Flood

THE road back to the farms after the recent flood in the Fraser Valley presents a tremendous and laborious task. In those places where the full force of the swollen Fraser river carried everything before it, and where today once productive fields are gullied, piled high with driftwood, sand and gravel, and almost beyond reclamation, there is little hope of this land being brought under cultivation again. This is a tragic experience, especially for those Fraser Valley farmers and their wives who have reached the evening of life, after laboring the best of their years in developing a dairy farm and herd; and then to lose practically everything by such a misfortune.

One instance of this nature has been brought to our attention, a loyal member of the F.V.M.P.A. for 28 years, who is proud to belong to this co-operative association and appreciates its benefits, is forced to discontinue dairying through the loss of his land, which has been claimed by the Fraser river, and considering his advancing years, there is little encouragement in making a fresh start.

Our sincere sympathy is extended to this member and his wife and others who have suffered in similar circumstances, with the hope that in the rehabilitation plans some measure of compensation may be found for their benefit.

Here is his letter addressed to Mr. A. H. Mercer, general manager of our Association, which was not intended for publication and, for obvious reasons, we are not publishing the name or address, but we believe the facts of this case should be made known:

THE END OF THE FARM ROAD FOR THIS F.V.M.P.A. MEMBER

I am sorry to inform you that we shall have to cease shipping milk, after 28 years of satisfactory dealings with our Association.

Our farm has mostly gone down the river and we have lost about 80 per cent of most everything.

We have returned our cans by the milk truck along with several others that we have gathered up. I am sorry that I have not enough land left to continue shipping milk. Our farm was valued by the U.B.C. last year at \$12,628. The Fraser river raced through all our buildings for 22 days at a depth of about 5 feet.

We do not hope to ever start again, as I am 65 years of age and cannot possibly dig out of this mess of sand and debris.

You might advise me regarding shares, etc., and I might say that my wife and I would like to continue with the Funeral Aid Fund, if it can be arranged.

Thanking you for past favors.
25-7-48. Mr. and Mrs. _____

HUBBY: "Why does a woman say she's been shopping when she hasn't bought a thing?"
Wife: "Why does a man say he's been fishing when he hasn't caught anything?"

Protect Our Heritage

THE basic idea of co-operatives is that of farmers doing their own job for themselves and doing it better than anyone else could, observed Dairymen's League President Henry H. Rathbun, speaking at the recent annual meeting of the Merrimac Farmers' Exchange, Inc.

"This idea of helping yourself seems to be out-moded today, for more and more we have been drifting to the philosophy of having somebody else, usually the government, do things for us. With all our social gains and security, we have been giving the government more and more control over our lives."

Reminding that it has been through their co-operatives that farmers have found many of the answers to their economic problems, Rathbun said these organizations can be of even greater value to farm people in the future.

"We have not sold ourselves and our services to consumers," he declared. "We haven't shown people how our co-operatives not only serve farmers but serve the public as well. We haven't been able to convince people that farm families are entitled to a standard of living on a par with that of city people."

"We must streamline our co-operatives so they will fit into the competitive economy that we are returning to," said Rathbun, "and protect and build them. We must tell the story of co-operatives to the coming generation, so that our youth will appreciate the heritage of co-operation which the older generation has built for them."—Dairymen's League News.

MAGISTRATE: "Is this prisoner a known thief."
Policeman: "A known thief? Why, your honor, he'd steal the harness off a nightmare."

When You Place Insurance

Communicate with British Columbia's Oldest Co-operative Company which was founded by the Pioneer Crown Colony Settlers of British Columbia through the Farmers' Institutes of this Province. A non-political and non-denominational Co-operative.

The Directors of the Company (elected by the policy holders) are well known British Columbia Farmers who will keep your insurance dollar under British Columbia control.

Lowest rates consistent with the most generous policy and ample security.

Keep in touch with our Local Agent—
or write us direct.

The Mutual Fire Insurance Company of British Columbia

1009 ROYAL BANK BUILDING
VANCOUVER, B. C.

Nutrition and Health

Increased Animal Production Needed

DR. KARL D. BUTLER, President of the American Institute of Co-operation, challenged the 7th annual Conference on Conservation, Nutrition and Health, to endorse an "animal agriculture" programme as a positive method of "building our soil and building our men."

To feed this country better and at the same time build the soil, Dr. Butler urged greater domestic production of animals and animal products to be used in upgrading the American diet. A strong, long-time animal agriculture programme, he said, would build both men and soil.

"Nutritionists tell us that the best kinds of food for good health and happiness are meats, milk, eggs and the other products of a predominant animal agriculture, plus fresh fruits and vegetables," Dr. Butler said.

"Nations with large livestock herds," Dr. Butler said, "have an automatic cushion between the people and the harvests. They simply represent stored food on the hoof. If the need arises, a part of the capital stock of animals can be butchered, adding to the immediate food supply. At the same time, the grain the livestock would have eaten is released for human consumption.

"In any event, the shock is tempered and the diet declines slowly. Substantial herds and flocks in a country can thus be looked upon as a form of national defense stockpiling as vital as the husbanding of strategic minerals and ores."

There are examples today of countries—such as China and India—where a direct-grain economy has robbed the farmlands of their fertility. Famines are an age-old recurrence in both countries because neither has relied on livestock as a dietary cushion in years of crop failures.

Animal agriculture is the foundation of the family farm—where the farmer, his wife and their children personally labor to produce milk, poultry, eggs and meat. Livestock and poultry take a lot of routine care. It is rather clearly demonstrated that animals are best cared for in units of relatively small numbers, and, most important of all, animals convert grass, forage, ensilage, and other relatively bulky and unpalatable feeds into concentrated, tasty, and perishable—but highly desirable—human foods.

This is where our great grassland agriculture comes into full play. Without the livestock to process this forage into delicious foods, grass, silage, and other forage would be of little value. A successful animal agriculture means maximum utilization of roughage at its maximum food value.

In this field, there is a need for a great deal more work. We need to know more about grassland farming and management."

"MOTHER," little Annie said, "it wasn't the stork that brought a baby."

"Who was it then?" her mother asked, curious to hear what her small child had in mind.

"It was the milkman," Annie replied with absolute positiveness. "He has a sign on his wagon, 'Families Supplied Daily!'"

Buckerfield's

BETTER

Feeds-Seeds-Fertilizers

FARM MACHINERY

POULTRY SUPPLIES

INSECT PEST CONTROL

FREE SOIL ANALYSIS

(Send for Test Forms)

Order Your Fertilizer NOW

Buckerfield's Ltd.

Vancouver, B. C.

Branches

in Fraser Valley and on Vancouver Island

WE STOCK THE FOLLOWING SUPPLIES:

Filter Discs, 6 1/2-inch (300 to box).....	\$1.60
Diversol, 5 lbs. formerly \$1.90, now.....	1.60
Dumore, 10 lbs. formerly \$2.70, now.....	2.10
Milk Strainers, heavily tinned, each.....	3.50
Dicoloid Milk Stone Remover, bottle \$1, now.....	.75
Milk Plungers, heavily tinned, each.....	1.60
Mastitis (Garget) Blotter Testers (50), pkt.....	1.25
Milk Thermometers, formerly \$2.00, now.....	1.50
Brushes for Milk Cans.....	.90
Roccall, 32-oz. bottles.....	2.00
Roccall, 16-oz. bottles.....	1.10
C. B. All-Purpose Cleaner, 10 lbs.....	1.75

Obtainable at all F.V.M.P.A. Plants.

Above prices subject to market changes.

Fraser Valley Milk Producers' Association

Supplies Department

425 Eighth Avenue West

Vancouver, B. C.

Fertilize Fall Wheat To Start New Meadows

IN addition to its cash value, fall wheat is an important crop for spring-seeded grasses and clovers. Even when prices are low farmers continue to grow it for no other reason than starting new meadows in the spring. Main advantage is that grass and clover seed can be broadcast much earlier in spring. This provides earlier growth and better use of soil moisture than obtained on spring-seeded grains.

While little control is possible over climatic and soil conditions, adequate supplies of essential plant foods will go a long way towards guaranteeing a good meadow. Most fall wheat growers are aware of the importance of applying fertilizer to this crop which probably makes it the most widely fertilized of all cereals.

To obtain maximum benefit from fertilizer, a soil test should be made before ordering the season's requirements. If the soil chemist is told that wheat is to be seeded to grass and clover in spring he will be able to make proper recommendations as to correct amounts of plant food.

According to G. R. Snyder, soil specialist with C-I-L's agricultural chemicals division, proportion of plant nutrients is almost as important as the amount. In explaining this, he cited a condition where, if too much nitrogen is applied in proportion to phosphate and potash, a rank growth of wheat appears in the fall which is more subject to winter killing.

Although many farmers play safe by applying a fertilizer mixture containing no nitrogen, generally a small amount is required, he asserted. While average recommendations call for applications of 2-16-6 at 350 pounds per acre, it is always best to have a soil test first.

YOU better live your best and act your best today; for today is the sure preparation for tomorrow and all the tomorrows that follow.

BOSS: "You can't ask for a raise like that. You must work yourself up."

Employee: "I did; I'm trembling all over."

THE FLY

Public Enemy Number 1

A FAMOUS American authority on insect pests recently stated the common housefly is the most dangerous living thing within the United States. This statement also applies to Canada, especially Canadian farms where flies are present in astronomical numbers during summer and early fall.

Due to its breeding places and its habit of crawling over all varieties of filth, the fly is a carrier of many diseases of man, domestic animals and poultry. Most health authorities agree it is an important factor in the spread of typhoid fever, dysentery and many parasitic worms.

Like any other campaign against insects and disease, fly control should be planned to take advantage of the insect's habits and breeding places so attack can be made from every angle. Entomologists of C-I-L's agricultural chemicals division advise the following practices in a full-scale anti-fly campaign.

Spray manure piles and other known breeding places with a 50 per cent DDT wettable powder at the rate of one pound of powder to eight gallons of water. This will destroy developing maggots and egg-laying adults.

Walls and ceilings of barns and stables should be sprayed every four to six weeks with a solution containing one pound of 50 per cent wettable powder in one gallon of water. This amount of spray should cover 1,600 square feet.

Farm animals should be sprayed with a solution of one pound of 50 per cent wettable DDT powder in 10 to 20 gallons of water. With this protection they will show appreciable weight gains. Cows will be much easier to handle at milking time.

A fly-free house and kitchen is possible with use of DDT household sprays around doors, window sills, screens and other places where flies gather or are likely to enter the house.

MORE people are run down by gossip than by automobiles.

Funeral Aid Fund

DURING last month we were notified of the deaths of three members of this Fund. Stanley Dibley, late of Abbotsford, passed away on June 23rd. On July 3rd we lost a very respected and loyal member in the person of Angus Campbell of Abbotsford. He was President of his local and active in the affairs of the Association until a very short time before his death.

Cheques for \$179.20 have been sent to the beneficiaries of each of the above, and to the beneficiaries of Mrs. Sarah M. Davis and Edward L. Marshall, whose deaths were reported in our July issue.

Too late to be included in the July assesment, we were advised of the passing, on July 21st, of Mrs. Edith M. Shaw, widow of our member, Thomas Shaw, now residing at R. R. 2, New Westminster, but formerly of Agassiz. This assesment will be made with any others this month.

C.F.A. Delegates Praised

EMPHASIZING the leadership given by the Canadian Delegation at the recent conference of the International Federation of Agricultural Producers at Paris, France, high praise is given the delegation by Alan Ramsay, correspondent of the "Farmer and Stock Breeder", of London, England, who attended the conference. Mr. Ramsay says: "My own opinion is that the Canadian Delegation has emerged a very clear leader, judged on clarity of thought and expression of opinion. Their delegates quickly got down to fundamentals."

Mr. Ramsay also said, "It is unquestionable that the desire of world farmers (as represented here) to have a strong organization burns ever stronger. It is unquestionable that IFAP is really impressing its opinion upon world affairs and government departments and organizations."

The Canadian delegation this year to IFAP included eight representatives of the Canadian Federation of Agriculture headed by H. H. Hannam, president.

Operation Clean-Up

OPERATION Clean-Up — Perhaps it doesn't have the same imaginative appeal for the man reading the starkly dramatic Operation Sandbag.

But to the flooded-out men, women and children behind the headlines it is the beginning step back to rehabilitation after bewildering loss.

To the Provincial Department of Health Operation Clean-Up signifies a campaign which can save more lives than any other part of the flood-fighting program. Technically speaking, the Department's role in "Operation C" will be more a continuous long-range battle than a single sharp combat.

One reason the months ahead will be anxious ones is because there has been widespread distribution over unaccustomedly large areas of disease-producing organisms.

It is the local medical health officer, public health nurse, and sanitary inspector who man the advance movement back into communities as flood waters recede, to see that every last home is safely habitable before its respective owner is advised to move back in. Standards of the inspection staff are not unduly stiff but they make sure that the resident knows where he can get safe water for the meantime and also knows how to sterilize or rebuild his well. They also see that decaying material is removed and that household sewage can be disposed safely. They ask if the householder has thoroughly combatted long-living germs by sterilizing walls, floors and furniture. Also before children are allowed back the health workers explain that yards should be dry and preferably plowed over loosely so that stray germs should be placed out of harms way. Although public health workers have unaccustomed power to say "no" to people wishing to return to their own homes, almost every single flooded-out family has graciously conceded them this right and co-operation has been good.

Another major rehabilitation job just beginning is scientific rehabilitation of public and private water supply and sewage disposal

systems. Communities and individuals must also be instructed by sanitary inspectors on reconditioning of public buildings, schools, dairies and frozen food lockers, and milk pasteurization plants. In every case these buildings must be scrupulously inspected before deemed safe for operation.

A staggering task which has barely begun, will be individual inspection and laboratory sampling of practically every flooded British Columbia well. This heavy work load is to be carried by sanitary inspectors and engineers in the field and the Provincial Laboratory staff.

And although water sampling has constituted a regular part of the Provincial Laboratories routine program for a number of years, the increased flood load will be carried for many months as every suspected well must be tested and retested before pronounced safe. It is a job of the Provincial Laboratory and its branches also to verify by tests diagnoses of suspected communicable disease cases. With possible occurrence of typhoid fever cases, it will also be the task of the Laboratory to meet inevitable requests for typhoid vaccine. It has been its job to test all beach water samples for bacterial count.

This is the skeleton review of a story which can't be told in entirety because it will continue for months and perhaps years. It is certain, however, that one phase of the public health nurses' regular program, application of mental hygiene concepts, will be increasingly important with the return to the long road of rehabilitation of each family in her community.

The health army which has served the people of British Columbia from dawn to dusk during the flood crisis needs and deserves unflinching and continuous support.

TRUDY, aged four, was entertaining the visiting clergyman while her mother was upstairs dressing. "Do you say your prayers every night?" asked the minister.

"I don't have to, my mother says them for me. She says: 'Thank God you're in bed'," replied the youngster.

Died On Duty

WE regret to report the deaths of two of our milk salesmen in the Dairyland Division, both of whom passed away suddenly.

On July 21st, Stanley Mills of the Steves Branch died at his home after being at work on that day. Stanley was a veteran of two World Wars.

On July 27th, John Thomson collapsed while serving his customers on Route 5, and died immediately.

Our sincere sympathy is extended to the wives and families of the bereaved.

"Come To The Fair"

AT this season of the year country folk of all ages look forward with eager anticipation to the Exhibitions and district Fall Fairs. These annual events furnish the opportunity for a pleasant holiday and at the same time provide an educational programme for observing the progress of agricultural and industrial developments.

For those who are exhibiting in the various classes of livestock, horticulture, etc., there is an added interest in the competition afforded.

The forthcoming big attraction is the Pacific National Exhibition in Vancouver which takes place on August 25th and continues until September 6th. The Chilliwack Exhibition, which is popular amongst Fraser Valley farmers, is from September 8th to 10th.

For those who like to take a trip into the Interior of our province, the Armstrong Exhibition dates are September 13th to 16th, followed by Kamloops on September 21st and 23rd.

The following are the dates of the district fairs in the Lower Mainland:

Port Moody	Aug. 12-13
Haney	Aug. 12-14
Mission	Aug. 18-19
Langley Prairie	Aug. 19-20
Abbotsford	Aug. 20-21
Agassiz	Sept. 15
South Burnaby	Sept. 17-18
Cloverdale	Sept. 17-18
Langley (Field Crops).....	Sept. 25

World Farmers Meeting

DELEGATES and observers from 31 countries, representing national farm organizations and commodity groups as well as observers from international organizations and from government departments, attended the second annual meeting of the International Federation of Agricultural Producers held in Paris.

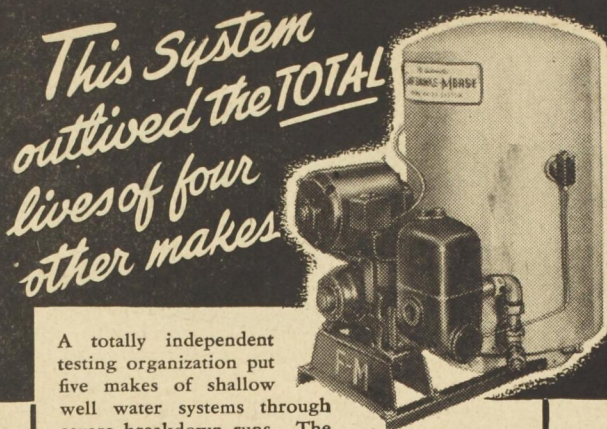
The members of national delegations to I.F.A.P. were received by the President of the French Republic, Monsieur Vincent Auriol, at the Palace of the Elysee on May 21st. In welcoming the delegates, the President displayed a real interest in the work and aims of the Federation, and a deep perception of the factors confronting the agriculturists of the world.

Machinery to deal with any surpluses should be directed to the areas of greatest need, and should not be allowed to undermine the world price structure. The conviction that the conclusion of Customs Unions, as outlined in the International Trade Organization's Charter, would go a long way towards reducing trade barriers and promoting a freer trade generally was recorded.

The signing of the International Wheat Agreement was an important step, a policy which had been vigorously promoted by the I.F.A.P. since its inception.

An extensive programme of work through the Standing Committee on Agricultural Co-operation was completed. This Committee will, at the outset operate in three groups, comprising the Scandinavian nations, other European states and the North American countries. It was recommended that the I.F.A.P. should examine trade agreements in order to protect the interests and participation of agricultural co-operatives in such trades. The question of direct intertrade between agricultural co-operatives in importing and exporting countries was reviewed, and, in particular, the possibility of establishing an international co-operative exchange.

At the invitation of the Canadian Federation of Agriculture, the Conference decided that the third annual general meeting, in 1949, should take place in Canada.



*This System
outlived the **TOTAL**
lives of four
other makes*

A totally independent testing organization put five makes of shallow well water systems through severe breakdown runs. The Fairbanks-Morse unit outlasted not only the four others individually, but actually the *total* of the other four combined.

FAIRBANKS-MORSE SHALLOW WELL WATER SYSTEMS

For lifts of 22 feet or less

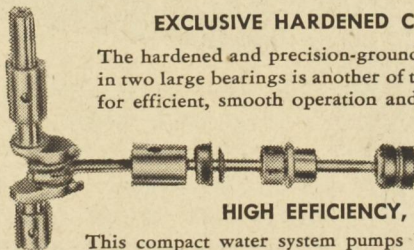
SELF-OILING • DOUBLE-ACTING • SELF-PRIMING

A water supply system is an important investment, both in dollars and in the service which you should get from it. You want to get the full supply of water you need, and to have it for as many years as possible without breakdown. Every Fairbanks-Morse unit carries a tag showing, not just the rated capacity, but the actual delivery of water to the tank, certified by an independent laboratory.

The unit illustrated supplies 250 gallons per hour, but larger sizes are available delivering up to 580 gallons.

EXCLUSIVE HARDENED CRANKSHAFT

The hardened and precision-ground crankshaft, running in two large bearings is another of the important reasons for efficient, smooth operation and prolonged life.



HIGH EFFICIENCY, TOO

This compact water system pumps both on the forward and the backward strokes of the piston assuring smoothness and equalizing the load on the motor. This gives still greater efficiency and longer life.

KEY NO. BF-3

FAIRBANKS-MORSE

FARM EQUIPMENT

THE CANADIAN FAIRBANKS-MORSE CO. LIMITED
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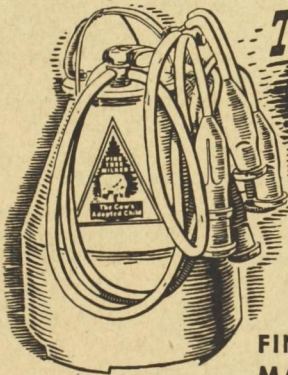
A MODERN Machine is a Better Investment!

And the Surge is a modern machine . . . it's an up-to-date machine . . . it does automatically what other machines have to be helped to do.

Only the Surge milks with a downward and forward TUG & PULL . . . the Surge tugs and pulls harder as the cow milks out and the udder becomes flabby. Surge TUG & PULL holds the teat cups down where they belong so that the udder is not pinched and the milk flows fast and freely.

This modern Surge gets the milk quickly and safely —when milking is done it is easily scrubbed clean because this Surge has no long tubes and it has no milk claws.

A modern machine will save you more time and give you more money for each hour you spend milking . . . ask your neighbor!



~~THIS WAS~~ a Good Milking Machine THIRTY YEARS AGO!

In 1918 . . . our Pine Tree was a modern machine . . . in 1948 it is no longer modern. In 1918 our Pine Tree was a good investment . . . it would not be a good investment in 1948.

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has been advanced to the

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for Fraser Valley farms of all sizes.
Must have good water supply and
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Pure bred Jersey bull "Standard Boy"
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Farmers' Specials

Full line new and used wire rope, pipe
and fittings, belting, roofing paper, paint
and shingle stain, blocks and shackles of
all kinds, steel split and C.I. pulleys,
chain, barbed wire, poultry netting,
anvils, forges, vises, saws, drums and
drum heaters, mandrels, winches, tools
and handles of all description, industrial
hardware and equipment.

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Before ordering goods

FROM THE U.S. OR ABROAD

... avoid disappointment by asking your nearest
Customs Office whether or not your purchase can
be brought into this country. The item you wish to
buy may be affected by the existing import restric-
tions necessary to conserve our U.S. funds.

Be wise ... before ordering goods from the U.S. or
other countries ... consult your nearest Customs
Office or write

Emergency Import Control Division,
Department of Finance,
Ottawa. EB2

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GOVERNMENT, MUNICIPAL AND CORPORATION BONDS

525 Seymour Street, Vancouver, B. C.

Private Exchange—Pacific 3177

Butterfat Summary

JUNE, 1948

	Lbs. B.F.
Sweet milk	865,494.80
Sour milk	17.90
Churning cream	8,011.50

\$73,524.20

The above production is 7,727.00 lbs.
below June, 1947.

July Settling Rate

Sweet milk, "A" grade, 80c per lb. but-
terfat; "B" grade, 75c per lb., plus 60c
per 100 lbs. skim.

Non-contract, "A" grade, 76c; "B" grade,
71c, plus 60c per 100 lbs. skim.

First grade cream, 70c.

Second grade cream, 67c.

Non-contract cream, No. 1, 65c; No. 2,
62c.

To cream prices add 20c per 100 lbs.
butterfat value. All shippers now pay
zone freight rates.

AVERAGE BUTTERFAT PRICES FOR JULY IN ALBERTA

First grade

Second grade

Less transportation costs.

FOR SALE

Two bull calves 9 months and 5
months respectively, sired by our well
known herd sire "Frasea Morag
Vrouka Wayne XX", member of the
reserve All Canadian Get of 1948, sired
by "Colony Colanthus Perfection".

Both calves are dark colored, straight
and type from dams with good C.T.A.
records.

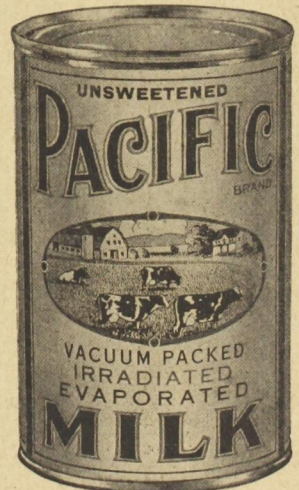
We have been flooded out and must
sell.

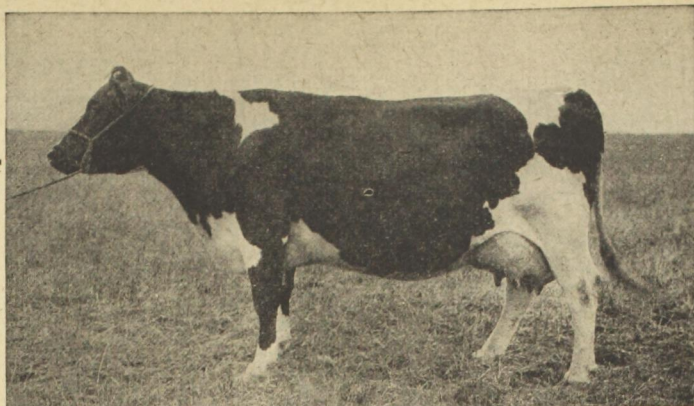
The calves can be seen at P. Reid's
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"Rollinlea Holsteins"
Matsqui, B. C.

This Is Your Product Boost It's Sale





Producing High Grade Milk

ESSENTIAL FACTORS

HEALTHY COWS

Cows with any sign of udder infection should be isolated from herd and milked separately. Milk from infected cows will have a high bacteria count and have an off odor. Also, unless isolated, there is a danger of spreading infection to other cows in the herd.

CLEAN COWS

Flanks and udders should be kept clipped and washed before each milking to prevent dust, hair and dirt from falling into pail during milking.

STERILE UTENSILS

Immediately before each milking, sterilize all equipment coming in contact with milk, with a good recognized dairy sterilizing solution. Use this same solution for washing cows' udders before milking.

DISCARD FORE MILK

Discard the first strip of milk from each teat. This part of milk is high in bacteria content and low in butterfat.

STRAIN ALL MILK

Even with careful milking some dust may enter milk. Remove this by straining before cooling. Sanitary cotton discs make the best strainers. If straining cloths are used, see that they are thoroughly washed and boiled between

milking, otherwise they will add heavy bacterial contamination to your milk.

CLEAN UTENSILS

All utensils should be properly washed immediately after each milking.

- (a) Rinse all utensils first with cold water.
- (b) Wash with warm soda solution using a good recognized dairy cleaner, brushing all parts with stiff brush.
- (c) Rinse with clean warm water, then turn upside down on rack and leave in milk-house — not outdoors.

COOL MILK QUICKLY

Milk must be cooled as quickly as possible to prevent growth of bacteria. If wall cooler is used, regulate flow of milk so that cooled milk has close to same temperature as water. Aim at 50 degrees F. or lower. If cooling is done in tank, stir milk frequently during first hour. See that water in tank is kept running until milk is cooled. Keep milk cold until time of shipment.



REMEMBER:
CLEAN HEALTHY COWS
— STERILE UTENSILS —
THOROUGH COOLING