

Resolutions Log Sheet

Resolution No.	Sponsor	Title	Date Intro	Date of Presentation	Date Referred	Committee / Ofc Referred	Date Adopted
11-33 (LS)	B. J.F. Cruz	RELATIVE TO COMMENDING AND CONGRATULATING BUTLER'S, INC. UPON THE OCCASION OF CELEBRATING ITS 100TH ANNIVERSARY; AND TO COMMEMORATING THE NOTABLE CONTRIBUTIONS OF BUSINESS PIONEERS MR. CHESTER CARL BUTLER AND HIS BELOVED WIFE IGNACIA BORDALLO BUTLER, TO THE DEVELOPMENT OF TRADE AND COMMERCE IN GUAM.	02/16/15 5:37 p.m.	02/23/15 12:30 p.m.			02/16/15

I MINA'TRENTAI TRES NA LIHESLATURAN GUÁHAN
2015 (FIRST) Regular Session

Resolution No. 11-33 (LS)

Introduced by:

B. J.F. Cruz
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Relative to commending and congratulating Butler's, Inc., on the celebration of its 100th Year Anniversary; and to further recognizing business pioneers, Mr. Chester Carl Butler and his beloved wife, Ignacia Bordallo Butler, for their notable contributions to the development of trade and commerce on Guam.

1 **BE IT RESOLVED BY *I MINA'TRENTAI TRES NA LIHESLATURAN***
2 ***GUÁHAN*:**

3 **WHEREAS**, it is the sense of the Guam Legislature to honor those businesses
4 on Guam that distinguish themselves through outstanding professionalism,
5 commercial innovation, and enduring commitment to the community they serve; and

1 to recognize the achievements of those enterprising individuals who have substantially
2 contributed to the economic vitality of the entire island of Guam; and

3 **WHEREAS**, attendant to such concern, and in full accord with its longstanding
4 traditions, the Guam Legislature is justly proud to commend and congratulate
5 Butler's, Inc., on the occasion of its 100th Year Anniversary, and to commemorate the
6 notable contributions of its founders, Chester Carl Butler and Ignacia Bordallo Butler,
7 to the development of trade and commerce on Guam; and

8 **WHEREAS**, established in 1915 as a carbonated soft drink business, Butler's,
9 Inc., survives today as the longest running family business on Guam; and

10 **WHEREAS**, prior to the founding of Butler's, Inc., United States Navy Sailor
11 Chester Carl Butler of Sunset County, Texas, was deployed to Guam, where he
12 remained after his tour of duty ended; and he purchased a soda-making machine to
13 manufacture and bottle seltzer, root beer, and ginger ale. Chester Butler met 17-year-
14 old Ignacia Pangelinan Bordallo, the eldest daughter of Baltazar Bordallo and Rita
15 Pangelinan Bordallo of *Agat*, and they were wed a year later in 1915; and they were
16 blessed with six children: James Baltazar, Beatrice (Sister Martha of Jesus and Mary),
17 Clara Mae, Benjamin and his twin-Harry, who died in early childhood and Dorothy
18 Louise (Sister Carmencita of the Infant of Prague); and

19 **WHEREAS**, gaining a reputation for its refreshing sparkling beverages, the
20 Butlers' soft drink business received a boost after Chester Butler traveled to Atlanta,
21 Georgia, in 1923 to obtain a bottling and distribution license for a new brand of cola
22 drink introduced on Guam by the Coca-Cola Company. Although cola drinks were
23 bottled on Guam as early as 1917 by Chester Butler, the Butlers' Coca-Cola bottling
24 venture brought the island's first automated conveyor assembly line to their bottling
25 plant, effectively making the Butler name synonymous with that of the popular soft
26 drink; and

1 **WHEREAS**, in the 1930s, Butler’s, Inc., expanded its line of businesses to
2 include the Butler’s Merchandise Retail Store in *Hagåtña*, several warehouses around
3 the island, and the Gaiety Theatre, which became the second movie theater in
4 operation on Guam at the time; and

5 **WHEREAS**, in 1936, the entrepreneurial couple opened Butler’s Emporium, a
6 dry goods store that featured major American franchises, such as the popular picture
7 weeklies *Life*, *Post*, and *Collier’s*; *Newsweek* and *Time* magazines; General Electric;
8 and Hamm’s Beer. The Emporium also served as the location of Butler’s Soda
9 Fountain, the most popular ice cream and soda parlor on Guam before World War II;
10 and

11 **WHEREAS**, the Butlers were also known for starting Guam’s first commercial
12 radio station, K6LG, which was operated by their son Benjamin (“Benny”). Despite
13 airing recorded music, commentary, and live performances by Ignacia Butler’s sister-
14 in-law, popular singer and pianist Rosalia Pangelinan Lanford Bordallo, for a few
15 hours every day, the station eventually discontinued its broadcast due to a limited
16 listenership as most people on Guam did not own radios at that time; and

17 **WHEREAS**, Chester Butler was active in the community during his time on
18 Guam: he was a charter member of the Elks Club Lodge #1281 in 1914 (subsequently
19 serving as the Lodge’s Esteemed Lecturing Knight); he was a founding member of the
20 Guam Chamber of Commerce in 1924; and he was the Charter President of the Rotary
21 Club of *Tumon* (Club No. 5105) in 1939; and

22 **WHEREAS**, before World War II, Butler’s, Inc. had grown significantly,
23 enjoying the accolade of becoming the largest business on Guam; but the Butlers were
24 mindful of the growing tensions between the United States and its enemies, and as a
25 precaution, they transferred their money and their unmarried daughters to California;
26 and

1 **WHEREAS**, when World War II broke out in 1941 and Chester Butler was
2 taken by the Japanese as a prisoner of war, along with hundreds of other American
3 citizens on the island, *Tan Ignacia* and her son James continued to operate the family
4 business during the occupation. Although she suffered interrogations and physical
5 abuse at the hands of her captors, *Tan Ignacia*, at great risk to herself, supported the
6 secret radio operators to help disseminate American news of the war among the
7 *Chamorros*. The Butler matriarch, along with James and his wife and young children,
8 was among the thousands of *Chamorros* who endured the horrors of the *Manenggon*
9 Concentration Camp and was rescued by American soldiers during the liberation of
10 Guam; and

11 **WHEREAS**, at the end of the war, the American bombardment of the capital
12 city of *Hagåtña* in 1944 destroyed the Butlers' bottling plant, the movie theater, and
13 the dry goods store. Additionally, the re-established U.S. Naval government acquired
14 most of the Butler property, including family land in *Yigo* and *Agat*, now found within
15 the military's footprint on Guam. One of seventeen (17) American Guamanians
16 detained in the Futatabi Civilian Internment Camp in Kobe, Japan, Chester Butler
17 returned to Guam after the war but he was never able to regain his health nor restore
18 Butler's, Inc. to its previous state of preeminence; and

19 **WHEREAS**, while seeking medical care in California after the war, Chester
20 Butler was diagnosed with pancreatic cancer and began treatment, during which he
21 established Pacific Islands Trading Company to meet the war-torn island's demand for
22 rebuilding materials and supplies. While never a publicized fact, Chester Butler was
23 known by his family and friends to surreptitiously misplace invoices for payment to
24 help those most in need. Although he retained the Coca-Cola franchise, Chester
25 Butler was never able to rebuild the bottling plant, and Butler's, Inc. did not resume

1 its soft drink business operations. The Butler patriarch died in California on February
2 14, 1952; and

3 **WHEREAS**, alongside her son James, *Tan* Ignacia Butler took over the reins of
4 Butler's, Inc., reconsolidating the company's holdings and relocating the general
5 merchandise store to its present location in *Sinajaña*. As President of Butler's, Inc.,
6 *Tan* Ignacia was known not only as the "grand lady" of Guam's business circle, but
7 also as a generous patron of the Catholic Church for her numerous financial
8 contributions, and as a benefactor of her community for the interest-free loans she
9 extended to those who had to start afresh in the war's aftermath. Butler's, Inc.
10 remained at the forefront of business well into the 1960s but faced downsizing,
11 retiring several major distributorships including Coca-Cola due to the considerable
12 strain of business and family considerations. One of Guam's earliest *Chamorro*
13 entrepreneurs and successful businesswomen, Ignacia Bordallo Butler died in
14 California in 1993 at the age of 95; and

15 **WHEREAS**, today, Gerard Butler Champion, the grandson to whom Ignacia
16 Butler entrusted the family business during her retirement in the 1980s, continues to
17 manage the company and uphold his grandmother's business philosophy of honesty
18 and integrity in his administration of Butler's Store. Situated along Route 4 in
19 *Sinajaña*, the store continues to be a mainstay for island residents looking for hard-to-
20 find items and honest value for their money; and

21 **WHEREAS**, in commemoration of their role as outstanding visionaries, who
22 fostered business growth on Guam, Chester Carl Butler and Ignacia Bordallo Butler
23 were inducted into the Guam Business Hall of Fame by the Guam Chamber of
24 Commerce in 1996; and

25 **WHEREAS**, it is with great pleasure that the *I Liheslaturan Guåhan*
26 acknowledges this historic family business and its contributions to the island's

1 economy, fully confident it will continue to enjoy the longevity it has experienced
2 thus far; now, therefore, be it

3 **RESOLVED**, that *I Mina'Trentai Tres Na Liheslaturan Guåhan*, does hereby,
4 on behalf of the people of Guam, commend and congratulate Butler's, Inc. on the
5 occasion of its 100th Year Anniversary; and does further recognize its founders, the
6 late Mr. and Mrs. Chester Carl and Ignacia Bordallo Butler, for their notable
7 contributions to the development of trade and commerce on Guam; and be it further

8 **RESOLVED**, that the Speaker certify, and the Legislative Secretary attest to,
9 the adoption hereof, and that copies of the same be thereafter transmitted to Mr.
10 Gerard Butler Champion, President, Butler's, Inc.; and to the Honorable Edward J.B.
11 Calvo, *I Maga'lahaen Guåhan*.

DULY AND REGULARLY ADOPTED BY *I MINA'TRENTAI TRES NA LIHESLATURAN GUÅHAN* ON THE 16TH DAY OF FEBRUARY 2015.



JUDITH T. WON PAT, Ed.D.
Speaker



TINA ROSE MUÑA BARNES
Legislative Secretary