

The
U.F.A. CO-OPERATOR

Volume 4 - No. 6



JUNE 1966



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NO MAN IS AN ISLAND

The farmer has a unique occupation. However, just as other men work to feed, clothe, house and educate their families, so must the farmer. In addition, the farmer must put large investments into his business for land, machinery and buildings.

FARMING HAS THREE TIMES MORE CAPITAL INVESTMENT PER WORKER THAN INDUSTRY. In view of this, it is easy to see why the farmer must manage his money as efficiently as possible.

Co-operatives may seem quite similar to other business firms, but they are a special type of business which serve people as member-owners while other business firms serve them as customers. They are suited to the needs of those who wish to serve themselves.

A co-operative simply extends the farm business, so it becomes more than an isolated enterprise dependent on other business establishments.

Farmers and others have a right to look out for their own welfare. They must do so to survive and prosper—and experience shows that it is to their advantage to fully utilize their own business organization—the co-operative.

FRONT COVER

Our thanks to LLOYD CLARK, Manager of the Edmonton Farm Supply Centre, for sending us the picture on the front cover, and to HARRY WOOD, of the Calgary Head Office, who rephotographed it with a close-up lens.

The sign on the window (when viewed through a magnifying glass) reads, "Parsnips - 4 lbs. for 5¢." We've been told the car is a 1922 Dodge (note the springs on the back).

If any of our readers could give us some information about this picture, please write,

Alice Switzer,
Information Service Department,
U.F.A. Co-op Ltd.,
Calgary, Alberta.

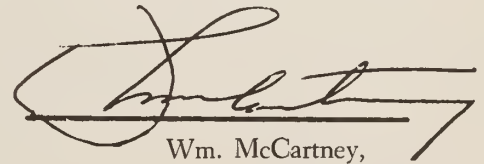


I recently received an award in recognition of 20 years of service with U.F.A. Co-op. I am very proud of those 20 years and as you would expect, it occasioned reflection on the changes in the Company during that time. In terms of sales volume, the Organization has moved from \$1,890,000 in 1946 to \$21,000,000 last year. Assets owned by the members have increased from \$987,000 to \$9,226,000. Savings in 1946 were \$163,000 and last year amounted to \$1,468,000. So there certainly have been changes and the Company has grown by leaps and bounds.

One thing that has not changed however, is the main objective of U.F.A. Co-op. —cutting production costs for Alberta farmers. While I admit to being somewhat biased on the subject, no one could argue the documented success of your Organization in reducing and controlling the cost of petroleum products and general farm supplies. I sometimes think that we do

not place the proper emphasis on the role we have played in controlling costs and unfortunately some of our younger members are not aware of the contribution made by U.F.A. Co-op in this regard. This is something that all of us should take pride in. We should acquaint members with our record whenever the occasion permits.

The next twenty years will undoubtedly be as challenging and rewarding as the last twenty. The face of agriculture changes almost daily and your Organization will continue to change as member demands and needs are altered. The concentration of all the Company's resources will continue to be on service and savings to Alberta farmers. Pioneer farmers have left us a rich heritage in U.F.A. Co-op and those of us who are privileged to serve today's membership have a definite responsibility in ensuring that present and future generations of farmers reap all of the benefits.



Wm. McCartney,
General Manager.

in the Spotlight



Mr. G. SAYLE, President, presenting 20 Year Service Award to Mr. W. McCARTNEY, General Manager.

BILL McCARTNEY

Mr. McCartney, General Manager of U.F.A. Co-op Ltd., recently received his Twenty Year Service Award. A short biography would reveal he was born in Belfast, Ireland—came to Canada at an early age—lived in Banff, Pincher Creek, Vulcan and Calgary—went to school in Vulcan and Calgary and graduated from the Henderson Business College and the Banff School of Advanced Management. He joined the Canadian Army as a private and was discharged in 1945 as a First Lieutenant.

He is married to the former Pauline Hickman and they have two children, Dan and Lindsay. He is a member of the Alberta United Services Institute, the Glencoe Club, The Ranchmen's Club and The American Management Association.

These quick facts are relevant and important components of Mr. McCartney's life. However, it is difficult to write about Mr. McCartney without reference to U.F.A. Co-op Ltd.

Our Company has experienced a phenomenal growth. To this purpose, many people have given unstintingly of their skills, knowledge and energies and William McCartney is an outstanding example of these devoted men and women.

Mr. McCartney started with U.F.A. Co-op Ltd. on May 15, 1946 as an Accounting Clerk. He was promoted to Chief Clerk in 1948, the Audit Department in 1949 and Credit Manager in 1950.

In 1953, Bill McCartney became the Manager of the Farm Supply Division and under his aggressive leadership, many enterprising steps were taken which established U.F.A. Co-op as the largest Farm Supply Co-operative in Alberta. One of the first innovations was to purchase land in South Calgary.

A Farm Supply Centre was built which served as a retail outlet for the farmers in the Calgary area and warehoused reserve stock for shipments to locals and agents in the province.

In 1955, Mr. McCartney in his report to the Board, noted, "Our Calgary Farm Supply Centre has satisfactorily completed its first year and has been successful in providing many thousands of our farmer members with a wide range of supplies at considerable savings. *Given sufficient volume on any item, we can buy right and can usually beat any competition. Local dealers are prepared to sell at prices they would never have considered previous to our entering the field. Unquestionably, if we were not engaged in Farm Supplies in heavy volume, prices from these dealers would go right back to their previous burdensome level.*"

With this paramount purpose of providing a service geared to the cost of farm production needs, sales volume climbed rapidly. Land for expansion was acquired in Calgary—plans were made to open an Edmonton warehouse—new lines—better service—better premises further increased participation by the members.

By 1960, sales had reached almost three million dollars. Edmonton had now been in operation for three years and was doing a volume business. The Grande Prairie Centre was officially opened. The Precutting Plant at the Calgary Centre was completed. The year 1961 showed a sales increase of one million dollars over the previous year. In August, the Red Deer branch became a reality and over 2,500 district farmers inspected the premises on opening day.

For the second consecutive year, 1962 showed a sales increase of over one million dollars. Sales had climbed to the five million dollar mark. All branches had excellent years sparked by the loyal support of old members and the participation of many new ones.

Lethbridge, another carefully researched suggestion, became a reality and now boasted a Farm Supply Warehouse—building supplies continued to be the biggest single line and accounted for 50 percent of sales. Plans were finalized to enlarge the Edmonton operation.

In 1963, many new products and services were added—a complete service could now be given the member in the building supply and precutting service. More time was devoted to investigating new and improved merchandise. This progressive step was necessary in the search for new products required to meet changing conditions in farming. Mr. McCartney inspected twine mills in Portugal, England and Holland in an effort to ensure quality, supply and the lowest cost on baler twine.

The Farm Supply Division reported a new sales high of 6½ million dollars. Cash rebates in the last five years amounted to over one million dollars.

It must be fully appreciated this expansion, although spectacular, did not happen with any volcanic eruption. With every progressive step, there are many related factors—the necessary research to be gathered—the careful consideration given to the pros and cons affecting each situation—and once a decision is made, the necessary perseverance so an idea becomes a successful reality.

However, the prime factor is the people involved and Bill McCartney has excelled in his worthiness to our Company. He is a 'Man of Decision' whose knowledge of all facets of our business—attention to detail—quality thinking in grasping a problem are attributes that coupled with his quick, warm humor have been instrumental to his success.

On January 6, 1964, Mr. McCartney was appointed General Manager of U.F.A. Co-op Ltd. Mr. G. Sayle, President, in announcing the appointment said, "Mr. McCartney has a distinguished record with the U.F.A. Co-op. His work with the Farm Supply Division has been outstanding and the experience he has gained fits him particularly well for his new position. U.F.A. Co-op is expanding rapidly to meet increasing needs. This Board feels Mr. McCartney is particularly well qualified to guide this program."

The faith of our elected Board has been well justified. Bill McCartney has devoted boundless time and energy to his job. He is a working leader whose many responsibilities set a heavy pace for him—first in the office each morning and the last to leave at night—and his office door is always open.

On May 15, 1966, Bill McCartney received his Twenty Year Service Award, and joined a select club among whose members are Eileen Birch, Ian MacKintosh, Marjorie Black, Gordon Brazeau, Ed. Hutchison and Bill Margach.

Our Organization—members, delegates, employees and associates, are proud to have Mr. McCartney as our General Manager and an example of the people whose intense participation is vital to our growth.

Mr. McCartney should be equally proud of the sincere tribute given him by one of his closest co-workers who said, "To people who work with Bill, he is not only a good leader, but a good friend—respected and well liked."

Congratulations on your Twenty Year Service Award, Mr. McCartney, and to paraphrase you, "May the next twenty years be as challenging and rewarding as the last twenty."



HIGH LEVEL

TAYLOR



ALSASK

DEL BONITA

CLIFF McCALL PRESENTS TROPHY TO WINNERS OF THE "SQUARE DRAW"



Left to right: JIM McKENDRICK, ALLAN HODGSON, DALE HODGSON, FORREST NICHOLLS, CLIFF McCALL.

CLIFF McCALL, our Calgary Bulk Plant Agent, and his wife Margaret attended the Springbank Curling Club Banquet.

The Cliff McCall Trophy was presented to the deserving winners of the "Square Draw" which is awarded to the team having the most wins during the season.

There were over 100 people at this annual event, and after a delicious supper and the presentation of prizes, a gala dance was held.



MONEY

If a man's after money, he's money mad.
If he keeps it, he's a capitalist.
If he spends it, he's a playboy.
If he doesn't get it, he's a ne'er-do-well.
If he doesn't try to get it, he lacks ambition.
If he gets it without working for it, he's a parasite.
And if he accumulates it after years of toil, people call him a fool who never got anything out of life.



APRIL MEMBERSHIP APPLICATIONS

The Dividend Department processed 212 Farm Supply and 209 Petroleum membership applications in April. Total for the fourth month of the year: 421.

HERE

Mr. TIM VOLK, Manager of Management Controls, U.F.A. Co-op Ltd., has accepted an invitation to serve on the Advisory Committee for the Southern Alberta Institute of Technology's course in Computer Technology.

The advisory committee will serve three main functions:

1. To advise the Institute in developing course curricula.
2. Act as a liaison between the Institute and business and industry.
3. Promote student interest in the course and employer interest in the graduate.

The advisory committee members ensure that the Institute's courses and facilities are kept up to date and applicable to the personnel needs in industry on the educational and training requirements of students in Computer Technology.



WISH WE'D SAID IT

"Learn to drive wrecklessly!"
"When the going gets tough, the tough get going."
"The easiest way to make a mountain out of a molehill is to add a little dirt."



PLEASE, IF YOU MAKE NEWS, REPORT IT!

News that results from personal activities of the people concerned with our Company is only news if it is reported.

We'd like to hear from you and would appreciate it if you'd include the basic elements called the "five W's".

WHO — The names of the persons who are the central figures.

WHAT — A report of the news event.

WHERE — The locale of the story.

WHEN — The date the event happened.

WHY and HOW — Circumstances surrounding the event — the "causes and effects elements" of the happening.



ADVANTAGES

The following notice appeared on the bulletin board of a government office: "Executives who have no secretary of their own may take advantage of the girls in the stenographic pool."

THERE

CORONATION



15 YEAR SERVICE AWARD

Mr. ANTON OHLDE, one of Fred Crane's oldest customers. FRED CRANE holding Service Award.

FRED CRANE was born and raised on a farm near Vulcan. After leaving the farm, he came directly into the oil business with U.F.A. Co-op and has represented our Company at Coronation for 15 years.

The Cranes have a lovely family of five — Janet, 16, Valerie, 12, Rosemary, 10, Stuart and Adrian, 7.

Fred and his wife Mary run the bulk plant without outside help, but Fred still manages to be active in the community. He's a Past Exalted Ruler of the Elks Lodge and belongs to the Curling Club, the Fire Brigade and the Royal Canadian Legion.

Congratulations, Fred, on your 15 year Service Award!



NEW EMPLOYEES

LORRAINE BAGYINKA Petroleum Accounting,
Calgary Head Office
KEN EWASHEN Calgary Precutting Plant
JOHN CLEMENTS Calgary Precutting Plant
WILLIAM NIXON Warehouseman, Grimshaw
SHERRYL GORDON Dividend Department,
Calgary Head Office
RITA CHAPERT Printing and Stationery,
Calgary Head Office
GISELLE LEHNERT Dividend Department,
Calgary Head Office
LYLA EVELYN Farm Supply Centre, Calgary
DONALD SIMON Counter Salesman, Stettler
KEN ROSE Warehouseman, Grande Prairie



BAYTREE

EMPRESS

MILK RIVER

PROMOTIONS AND TRANSFERS

GENE KREIGER from Administrative Supervisor to Assistant Manager in Edmonton.

JACKIE HARDMAN from Kardex Clerk to Stock Control, Edmonton Farm Supply Centre.

ELLEN McGEEHAN from Cashier to Administrative Supervisor, Edmonton Farm Supply Centre.

BERNARD OUELLETTE (our favorite bridge player) from Petroleum Accounting to Counter Salesman, Calgary Farm Supply Centre.



CONGRATULATIONS

To JOHN ZAREMBA of the Lethbridge Farm Supply Centre, and his wife on the birth of their son, Chadwick Con.

On their marriage, to Mr. and Mrs. PETER LITCHFIELD. Mrs. Litchfield is the former Sheri Kopi of the Calgary Head Office Printing and Stationery Department.

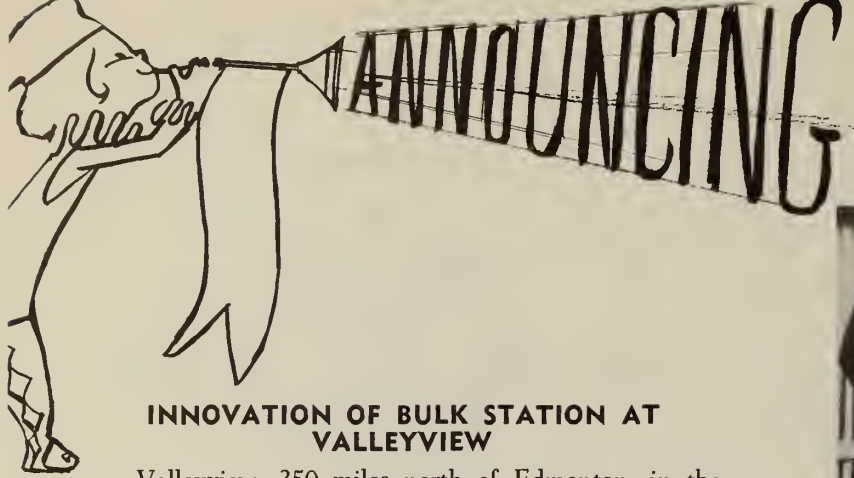
To BERNIE and AUDREY OUELLETTE on the birth of their son, Edward Allan. Audrey is a former U.F.A. Co-op Ltd. girl from the Printing Department.

On their marriage to Mr. and Mrs. STEVE de NEVERS. Mrs. de Nevers is the former Flo Woloschuk of the Calgary Head Office Printing and Stationery Department.



SUMMER EMPLOYEES

BARBARA ELLIS Calgary Head Office
LINDA PALMER Calgary Farm Supply Centre
HEINZ KAHLER Edmonton Farm Supply Centre
ALAN TATTNAL Edmonton Farm Supply Centre
THEODORE THITSKO Edmonton Farm Supply Centre
PATRICIA HORTON Edmonton Farm Supply Centre
BOB WYATT Calgary Head Office
DONNA CARSON Edmonton Farm Supply Centre
CARAN GORDON Lethbridge Farm Supply Centre
BRIAN BITTORF Calgary Farm Supply Centre
LYNNE McLEOD Calgary Head Office
TERRI YOKOYAMI Calgary Farm Supply Centre



INNOVATION OF BULK STATION AT VALLEYVIEW

Valleyview, 350 miles north of Edmonton, in the Peace River country, now has a modern U.F.A. Co-op Ltd. Bulk Plant.

At the official opening on April 15th, there were over 140 interested people in attendance. Many Valleyview residents will now be able to use Maple Leaf products for the first time (this past month, our Dividend Department received 102 applications for membership from Valleyview).

Special mention must be given to ANDY GELL, our Area Delegate, and to the members of the Advisory Committee: Chairman NORMAN ADOLPHSON, BOB REBER, PETE GABOURY, ALBERT YELENICK, FRANK FITZGERALD and HENRY HESS. These community leaders gave their time and advice in helping to make this project feasible.

Winners of the door prizes at Valleyview were: Donald Bates and Linda Gaboury.

To our new agent VIC DALES, every success at VALLEYVIEW.

ARE YOU THINKING ABOUT VACATIONS?

Isn't everyone? To make sure your worries are all you leave behind, a checklist can be useful in planning for that all-important annual event.

✓ Cancel all daily deliveries and arrange to have mail held by the Post Office or picked up daily by a neighbor.

✓ Leave a lamp or two connected to an automatic timer so lights go on at dusk — off at bedtime. Leaving the window shades up also helps give that "lived-in" look.

✓ Notify the police department and a neighbor when you are leaving and the date of return.

✓ If possible leave an emergency phone number with relatives, as well as prospective itinerary and car licence number.

✓ Use pin-tumbler cylinder locks on all outside doors. Lock windows too.

✓ Place jewelry and valuables in safe hands; a safety deposit box is ideal.

✓ Turn controls on furnace and hot water heater to "pilot". This shuts off main burners and still leaves units ready for instant operation on your return.

✓ Check car mileage for possible tune-up, lubrication, etc.

✓ Remember sport licences and equipment, camera and film, bathing suits and sunglasses, sewing and first aid kits, picnic accessories, and games to keep the kiddies happy on rainy days.

OPEN FOR BUSINESS



Left to right: AL CARDER, Petroleum Area Supervisor; GIL SIEDEL of Prairie Oils Ltd. (contractors for plant construction); Mrs. DALES; Agent VIC DALES.

FIRST OIL SALE



Mr. ANDY GALL, Area Delegate, made the first purchase from Vic.

FIRST SALE FROM THE PLATFORM



HEALTH HINT: You will live a lot longer if you do not drink, smoke, gamble, chase women or stay out late — at least, it will seem a lot longer.



DIETING — The penalty for exceeding the feed limit.

APRIL BOARD MEETING



Left to right, front row: M. WARD, A. SILVER, G. SAYLE. Back row: J. BENTLEY, C. ANDERSON, E. JOHNSON, N. MOWATT, E. McDONALD.



R. B. Ward, Treasurer, presented the comparative financial statement for the first eight months of the fiscal year. W. McCartney, General Manager, gave the consolidated operating statement for the same period which showed sales figures were 10.9 per cent higher.

The Organization's increase in all petroleum products was higher than the increase of the total petroleum industry. Five new stations have been built—seven rebuilt and plans are underway for eight more rebuilds.

L. O. Proudfoot, manager of the Petroleum Division, reported a three year program to assist the agents in their operations and increase their earnings would be implemented in 1966.

Ward Smith, manager of the Farm Supply Division, reported sales in the Farm Supply Division showed a substantial increase. Facilities at Vermilion have been enlarged and similar expansion is being considered at Grimshaw. Construction of the new Farm Supply Centre at Westlock is progressing well and will be opening on May 31st.

Mr. Dean Lien, manager of Information Services, reported 89 winter meetings were held. The Open House Meetings this year were well received.

The resignation was received with regret of D. H. Minion, delegate from sub-district 27, who is resigning because of the pressure of work. His successor will be elected at the time of the regular district elections in the even numbered districts.

The Board approved grants to Pincher Creek Air Pollution Fund, Farmers' Union of Alberta and the Association for the Mentally Retarded.

Mr. G. Sayle, President, reported on his attendance at the Policy Maker's course at Western Co-op College, Saskatoon. He felt the course had been most worthwhile.

Mr. McCartney and Mr. Sayle attended the Annual Meeting of Co-op Insurance Services in Regina and reported both Co-op Fire and Casualty and Co-op Life had successful years.

Arrangements have been made for the Annual Meeting to be held in Calgary on October 31 - November 4, inclusive.

The next meeting of the board will be held in June.



THE FARMERS' UNION & CO-OPERATIVE DEVELOPMENT ASSOCIATION TEEN CAMPS

July 10 through August 6

Who May Attend

Young adults between the ages of 16 and 20.

Objectives

To develop through group participation and self-help:

1. Responsibility, good citizenship and leadership qualities.
2. An understanding of co-operatives and their role in society.
3. An understanding of rural and urban organization.

Slogan

Build a character—build a nation.

Staff will be provided by the following organizations: Alberta Wheat Pool, Federated Co-operatives Ltd., Farmers' Union of Alberta, United Grain Growers, United Farmers of Alberta Co-operative Ltd.

Elmer Reimer of the Information Service Department, is Program Chairman and is in charge of programs for all the camps.

The program will include: Leadership Skills, Citizenship, Co-operatives, Farm and Community Organizations.



NEW BUILDING SLATED FOR GOLDEYE LAKE CAMP

Construction started this week on a Seminar building at the Junior Farmers' Union of Alberta Camp at Goldeye Lake which is west of Red Deer. The Seminar Building, expected to be in operation for the summer's camp sessions, will consist of five classrooms flanking a central hallway. Target date for kitchen renovations is flexible with part of the work to be done this year and the balance in 1967.



FIGURES ARE FUNNY

Figures are sometimes funny. For example, take the number 142857. Multiply it with any number from one to six, and you will get the same figures in the same order but beginning at a different point.

After you have proved that, then multiply the original number by seven and see what happens.



U.F.A. Co-op mourns the passing of Claire Ziegler, a Director of U.F.A. Co-op Ltd.

Mr. Ziegler, who farmed north of Vegreville, was a past president of the Park Grove Local of the Farmers' Union and had been active in his community as a Steward of the United Church, Treasurer of the Elks Lodge and Chairman of the Rural Fire Committee.

He was very interested in farm organizations, particularly co-operatives and belonged to a total of ten co-operatives.

Our sincerest sympathies are extended to the members of his family.

OUR SINCEREST CONDOLENCES

To Mrs. E. N. Hoibak and family on the death of their husband and father, Erland Hoibak.

Mr. Hoibak was U.F.A. Co-op Ltd. Bulk Plant agent at Nemiscam. He joined our Company on August 5, 1950, and last year received his 15 year Service Award.

Mr. Hoibak was a member of the Canadian Legion.

To Mrs. Fay Lowther of the Lethbridge Farm Supply Centre on the death of her husband, Mr. Mark Lowther.

KNOW YOUR COMPANY BETTER

What does it take to provide dependable and efficient services for our 60,000 members?

You could probably say—gas and oil to a farmer when he needs it—building supplies that are reliable—or a whole lot of things.

But what are some of the “lot of things”? Beginning with the next issue, The Co-operator will go on a tour and tell you about some of the personnel in the hundreds of jobs—large and small that are necessary in maintaining our Farm Supply Centres and Petroleum Agency Bulk Plants. The management team—the responsible people who handle money and accounting details—the mail clerks—the secretaries—warehousemen—all these people have their individual skills but efficient service to our customer-members cannot be accomplished unless we all work as a team. Regardless of their job, each employee contributes directly to the common goal—U.F.A. Co-op Ltd.’s success in satisfying the needs of our members.

We hope this series will help you to know your company better.

THE KEY PERSON

Although my typewriter is an old model, it works quite well except for one of the keys. I have wished many times that it worked perfectly. It is true that there are forty-three keys that function well enough but just one not working makes the difference. Sometimes it seems to me that some companies are like this typewriter—not all members are working properly.

You may say to yourself, “Well, I am only one person, I won’t make or break this organization.” But it does make a difference, because a company to be effective needs the active participation of everyone.

COMING EVENTS

June 17-18	St. Albert Stampede, St. Albert
June 24-25	Wainwright Stampede, Wainwright
June 25	Alberta Union of Rural Electrification Convention, Red Deer
June 25	Carstairs Rodeo, Carstairs
June 30 - July 1	Ponoka Stampede, Ponoka
June 30 - July 2	Williams Lake Stampede, Williams Lake
July 1	Bassano Stampede, Bassano
July 1	Raymond Stampede, Raymond
July 1-2	Thorhild Stampede, Thorhild
July 5-6	Stettler Stampede, Stettler
July 6-7	Alberta Livestock Co-operative Limited, Edmonton
July 7-9	4-H Beef and Dairy Show, Calgary
July 8-9	Fort Macleod Stampede, Fort Macleod
July 8-9	Village of Lomond 50th Anniversary Celebrations, Lomond
July 11-16	Everybody's coming to the CALGARY STAMPEDE