



THE

U.F.A. CO-OPERATOR

VOLUME 2 - No. 4



PLEASE RETURN
PRINTING & STATIONERY

APRIL 1964

INFORMATION SERVICE

Soon summer will be here and we will be busy with stampedes, holidays and camps. One of the annual events of interest to farm people is Farm Young People's Week at the University of Alberta in Edmonton. This is a ten day stay at the University for young farm people between the ages of sixteen and twenty-one years. The University along with farm organizations across Alberta sponsor this Course during the middle of June. Actual dates of the Course are not yet available.

Teen Camps again will be one of the activities sponsored for rural teen-agers during the months of July and August. Any person sixteen to twenty-one years is invited to spend a week at Gold Eye Lake where, in the beautiful surroundings, courses are conducted which are of interest to young people. A good holiday along with some organized classes makes the stay very enjoyable. Dates and times for the various camps will be announced shortly. It would be a very worthwhile effort on anyone's part to sponsor a teen-ager to one of these coming camps.

THE COVER

The new Lunch Room at the Calgary Head Office has been designed to double as a Meeting Room. The room is equipped with a screen for showing films, wired with speakers, for a public address system, and a blackboard. The Lunch Room seats fifty-four people. Facilities are available for staff to heat food for lunch or purchase cold drinks from the pop cooler.



MEET THE GANG



GORDON
WENZEL
MANAGER
RED DEER
FARM SUPPLY
CENTRE

Although born in the city of Edmonton, Gordon grew up on a farm ten miles east of Edmonton. He received all his formal education in this area and during his High School years took quite an active part in sports. His main interests were softball and hockey. Gordon played in the City Mercantile Hockey League.

Before 1959, when Gordon started with U.F.A. Co-op in Edmonton, he gained considerable experience in farm machinery while working for International Harvester and Cockshutt.

Last year Gordon attended a course in Saskatoon on Management of Personnel.

Gordon and his wife Peggy have two girls. They still have farming interests north of Wetaskiwin where they have a few head of cattle and some machinery on his Dad's farm.

Gordon's knowledge and interests in farming and construction have proved very valuable since taking over the responsibility for a \$1,500,000 a year operation in Red Deer with a staff of fifteen. This is our most rapidly expanding Farm Supply Centre and we are very fortunate in having capable personnel such as Gordon Wenzel with the background, experience and knowledge to manage this operation.

HEAD OFFICE EXPANSION

In 1956 the Directors of the U.F.A. Co-op Limited met to complete plans for the construction of a new office building. In 1957 when the move was made to the new premises it was felt the area would be sufficient for at least ten years. Less than five years later, every available space including the Board Room was utilized for offices and plans began for an addition to provide approximately 50% more area. Construction has now been finished, the dust has settled and moving is completed. On the basis of the last few years' growth, it is pretty hard to get anyone to hazard a guess as to when the next addition will be necessary but everyone feels secure in the fact that expansion in a company is not only staff and office areas, but reflects directly the growth of U.F.A. Co-op in volume, dollars and members.



Receptionist Audrey Vallee answering one of the 800 phone calls handled per day. The view is the reception area inside the main entrance.



VISITORS WAITING AREA



PRESIDENT GEORGE SAYLE'S OFFICE



NEW BOARD ROOM SEATS UP TO 15



GENERAL OFFICE AREA LOOKING THE LENGTH OF THE 173 FOOT OFFICE



CREDIT DEPT.

L-R JOHN RENICK, ALICE SWITZER, JACK COTTON, MIKE SHERMAN.

NOTE NEW ROW OF GLASS OFFICES IN BACKGROUND.



POSTING ROOM

MAVIS HOLLOWAY and GLENNA STRONG



BILL DUMEL AT WORK IN THE PRINTING DEPARTMENT.

APPROX. 100,000 DIRECT MAILING PAMPHLETS PRINTED PER MONTH.



FLORENCE WOŁOSCHUK OPERATING THE INSERTING MACHINE.

WAYNE DALE AT WORK IN THE NEW ART ROOM IN THE BACKGROUND.



LOWER HALLWAY.



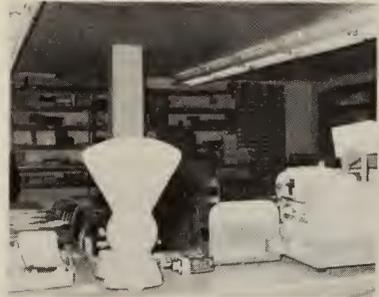
ED GINGRICH, SUPERVISOR OF DIVIDEND DEPT. AND ELAINE DALEY BUSY WORKING ON CORRESPONDENCE REGARDING SHARE APPLICATIONS, PAYOUTS OF EQUITY, SHARES AND DIVIDEND ALLOCATIONS.



NEW IBM DEPT. FACILITIES.

ONE NEW MACHINE HAS BEEN ADDED AS MORE AND MORE SYSTEMS ARE CONVERTED TO MACHINE ACCOUNTING

L - R DON SHERWIN
JACK SENAKOVICZ
DAVE MCDONALD



STATIONERY AND MAILING DEPT.

APPROXIMATELY \$1000 IN POSTAGE EVERY MONTH IS NEEDED TO HANDLE U.F.A. CO-OP HEAD OFFICE MAIL.



LADIES LOUNGE

CURRENTLY U.F.A. CO-OP EMPLOYS 187 PEOPLE. THIS IS DIVIDED APPROXIMATELY EVENLY BETWEEN FARM SUPPLY AND PETROLEUM.



FARM SUPPLY SECRETARIES HAVE ONE DAY WORKSHOP

Fifty-three farm supply local secretaries from the Grande Prairie area attended a one day course at the York Hotel in Grande Prairie, March 24, 1964.

The objectives of this course were:
1. To offer assistance in understanding the purpose of a secretary in a Farm Supply Local.

2. To make available information on how records of a local should be kept.

Lloyd Clark welcomed the secretaries and outlined the course.

After reading the Local Society Regulations, Oscar Gudlaugson conducted a discussion period and answered the questions regarding the regulations.

Lloyd showed some slides of invoices and statements and demonstrated how these should be properly filled out. This method of instruction seemed to be quite well received and might indicate the possibility of using more visual aids at future meetings.

After the coffee break, Mr. John Renick, from the Credit Department, talked on the trading policy of U.F.A. Co-op. John outlined the responsibilities of the local secretaries and asked them to report any errors found in invoicing. He also pointed out the seriousness of N.S.F. cheques and listed some of the sources where cash is available through the government, the Veteran's Land Act, Banks and Credit Unions. John also offered the assistance of the Credit Department and urged secretaries with problems in bookkeeping, collections or general information, to use this facility.

Al Carder, from the Petroleum Department, pointed out the advantages of purchasing through your own Co-operative and presented facts and figures from the past year's operation.

Before adjournment at 5.00 P.M. Lloyd Clark presented the details of the Building Programme.

Everyone felt the Workshop was a success and perhaps in the future more of these can be arranged.

FARM SUPPLY OPEN HOUSE

During the week of March 9th to 13th inclusive, an open house was held at the Calgary Farm Supply Centre.

Approximately six hundred members dropped in to discuss their farm problems with personnel from the Petroleum Division and the Farm Supply Centre. The members were served coffee and doughnuts by Mrs. Virginia Jacobson while keeping Mr. Gimbel and Mr. Jepps of the Petroleum Division and the Farm Supply staff busy answering questions. A number of the members were given a guided tour of the office, yard, warehouse, precutting department and estimating department, to see for themselves the complete operations of the Calgary Farm Supply Centre.

We wish to take this opportunity to thank you, our members, for helping us make our Open House a successful week.

ANNUAL SALES MEETING

On March 3, 4 and 5 the Petroleum Division of the U.F.A. Co-op held its Annual Sales Meetings in the Highlander Motor Hotel. Twenty three members of the staff and Management attended.

After Mr. Wm. McCartney gave the opening remarks, Cec Robb, Chairman for the meeting, outlined the agenda.

The main subjects covered were:

1. Re-organization and clarification of responsibilities. This led to a very good discussion and participation by the supervisors in setting up a list of duties of the Area Supervisors.

2. Sales - our previous year's operations were reviewed and targets set as a goal for each supervisor.

3. Operations - some complaints have been received regarding the housekeeping at some agencies. The Supervisors were told it was their duty to correct this and enforce good housekeeping at each agency. Farm storage tanks are selling very well with the 300 gallon, 1 compartment tank being the most popular.

4. Credit - a very good discussion took place on this important subject.

The main reasons for some of the trouble are:

- a. Lack of teaching Co-op principle.
- b. Reluctance of the agent to establish terms of sale.
- c. Lack of personal follow-up.
- d. Small percentage of agent's time used for collections.

5. Education - It was felt supervisors should be given more opportunity to improve their education and in future this is the intention of the co-operative. Courses will be made available and some good reading material is available from Head Office.

The new concept in conducting the meeting by encouraging participation by everyone, proved very successful. Much knowledge was gained through the exchange of information one with another.



FRONT ROW.

T.M. Volk, A.W. Platt,
A.H. Jepps, Wm. Mc Cart-
ney, J.C. Robb, L.O.
Proudfoot, R.B. Ward,
E.J. Hutchison.

CENTRE ROW.

H.M. Symons, P.J. Bill-
ingsly, W.G. Brazeau,
W.C. Margach, A.G. Carder,
J.R. Greig, A. P. Olson.

BACK ROW

I.R. MacKintosh, G.G.
Gimbel, D.M. McNeill,
W.E. Love, J.L. Richard-
son, G.L. Schoepp, K.G.
Chisholm, R. Neufeld.

—≡ HERE AND THERE ≡—

FLASH FROM THE CALGARY WAREHOUSE!

New additions to the Warehouse Staff:

In the office - Bruce Jones
Ken Gill

Warehouse - Ron Fernley
Yard - Clair Noad
Precutting
Plant - Lorraine Goulding
Ken Hutchinson
Lennis Rowles

Welcome to the Company and hope you have a long stay with us.

Garry Vorath has been sent back to bed with "mumps". Hope you have a speedy recovery, Garry.

LATEST NEWS FROM HEAD OFFICE.

New faces in the
Farm Supply Division - Teresa White
Betty Hummel
Mailing Department - Laura Eggenberger

Welcome to U.F.A. Co-op.

The St. Patrick's Party was an evening enjoyed by all, but we would like to have seen more staff members there. The party's success was due to the music of Gordon Southern. A twist contest was held at the party. Judges were Ralph Ward and Arne Olson.

The winners chosen by these Roaring Twenties were:
Letty Lynn and Gary White.
Pat Strachan and Dave McDonald.
Prizes were donated by the Calgary Brewery.

Dorothy Maunder is to be married April 13 and will therefore, be leaving us on March 26. The staff wishes you and your husband a long and happy life.

Another wedding is going to take place in the near future, that of Miss Barbara Courtney, on April 4. All the best to you both.

Two delegates of U.F.A. Co-op attended the recent Leadership Conference held at the Banff School of Fine Arts. Taking part in the two week course were Castle Scott, delegate from Vermilion and Mike Nicholychuk, delegate from Woking.

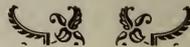
Grande Prairie reports the following government field days in the Grande Prairie area.

Building course at Debolt was attended by Richard Rycroft and Lloyd Clark.

A Farm Chemicals course at the Government Building in Grande Prairie, attended by Bert Delany.

We are very pleased to hear of the continuous education going on at various locations and levels of U.F.A. Co-op.

John Rennick and Jack Cotton, Credit Men in the U.F.A. Co-op, have completed a short course in Credit Horizons Unlimited. This course was conducted in Calgary in conjunction with the Credit Bureau.



TEN COMMANDMENTS OF GOOD HUMAN RELATIONS

1. Speak to people - There is nothing as nice as a cheerful word of greeting.
2. Smile at people - It takes seventy-two muscles to frown, only fourteen to smile.
3. Call people by name - The sweetest music to anyone's ears is the sound of his own name.
4. Be friendly - If you would have friends, be one.
5. Be cordial - Speak and act toward people with genuine pleasure.
6. Be genuinely interested in people - You can like everybody if you try.
7. Be generous with praise - Cautious with criticism.
8. Be considerate of others - It will be appreciated.
9. Respect the opinions of others. There are three sides to controversy; yours - the other fellow's and the right one.
10. Be helpful - What counts most in life is what we do for others.

HAVING INCOME TAX PROBLEMS?

This is the month when many a Canadian would no doubt wish to be able to dispose of a certain official return with the same aplomb as the writer of a letter received by the Income Tax Commissioner of the Central African Federation to the following effect.

"Sir",

"I am not interested in this income tax service of yours. Could you please cancel out my name in your books as this system has upseted my mind and I do not know who register me as one of your customers in this matter".

(Oh, if only it were that easy)

From Canadian Manufacturing Assoc.

A.F.A. COMMITTEE ON FARM ORGANIZATION



SENATOR DONALD CAMERON
ARNOLD PLATT
LEONARD NESBITT

The Alberta Federation of Agriculture Committee on Farm Organization was present at the recent Leadership Conference in Banff, (February 24-March 6). Chairman of the Committee, Arnold Platt, and members Senator Donald Cameron and Leonard Nesbitt, discussed very frankly the Farm Organization study. Those attending this Course obtained much information from these gentlemen, and no doubt, each one understands better what Farm Organizations should be doing.



C.A.STOLTZ

Our sympathies to Mrs. C.A. Stoltz and family on the death of Mr. C.A. Stoltz. Mr. Stoltz was the U.F.A. Co-op Agent at Silver Heights Petroleum Agency from 1935 until his death March 30, 1964. Mr. Stoltz will be greatly missed by his family and many friends.

PRIDE IN AN ORGANIZATION

The degree of pride that we as delegates, directors, members and employees have in U.F.A. Co-op is unknown. Many of us are proud of what the Organization has done and is doing, and of course, many of us are not well enough acquainted with it to know. We possibly should take a look at some of the basic reasoning behind this successful co-operative to see why it functions as it does. Outlined below are a few theories on which this farmer-owned U.F.A. Co-op operates.

AGRICULTURE - A Primary Industry

The early pioneers had foresight enough to know that farmers had to organize for themselves, the farmer, the individualist, could not and cannot be classified other than a primary producer of food. Farmers are consumers as well as producers but are only spending \$5.00 in cost of living consumer items compared to \$20.00 they spend in cost of production items. One doesn't have to look far to see that fuel, fertilizer, seed, chemicals, wire, lumber, twine, are the large costs to the farmer. It is very simple to see why a farmer co-operative must retain and help preserve the individuality of agriculture. U.F.A. Co-op has maintained this individualism with agriculture on a well planned organized basis. We, as farmers can rest assured, that as long as U.F.A. Co-op stands, we will have a service that is geared directly to our cost of production needs - an approach that is sensible, practical and economical.

THE DIMINISHING FARM VOICE

At one time farmers made up a substantial part of the Canadian population. Today farmers are becoming one of the smaller segments of society. At one time the farmer's vote was a decisive vote, today our numbers are too small to be that effective. In Alberta the population of Calgary and Edmonton alone is greater than the total farm population. For this reason farmers in Alberta must unite to keep control of their farm co-operatives and farm organizations. We,

associated with U.F.A. Co-op, can therefore be proud of our Co-operative for it is

FARMER-OWNED, FARMER-CONTROLLED AND OPERATED SOLELY FOR THE BENEFIT OF FARMERS.

AGENCY PROGRAMME

We have completed our new Petroleum Bulk Plant at Manning and with it's opening, we have closed North Star and Notikewin. Our agent at Manning is Mr. Henry Bartusak, who was the Agent at North Star.

At the present time, we have submitted plans for approval to construct a petroleum bulk plant in a new marketing area at La Crete. New areas are contemplated at Thorsby and Winfield. These have not arrived at the stage, however, where property has been negotiated for, therefore, plans have not been drawn.

Letters of application along with plans have been submitted to local governing bodies for permission to rebuild our existing bulk plants at Byemoor, Elk Point, Mannville, Nanton, Onoway, Wainwright and Wembley. We are unable to determine at this time when we will be rebuilding these agencies, as this will depend upon receiving approvals from local governing bodies and also the Fire Commissioner. It is our hope that modern bulk plants will be constructed at all these locations as soon as weather permits.



CREATIVE LIVING

"Where did all those huge rocks come from?" asked the tourist.
"The glacier brought them," said the guide.
"Well, where is the glacier now?"
"It's gone back for more rocks".

Not such an innocent little story when you come to think of it. No one knows whether this earth of ours has indeed seen the last ice age or not, and no one knows what effect another ice age would have on the then-existing civilization, should one occur.

Another ice age may not be the most likely danger to humanity; nuclear war is a more immediate threat. Or perhaps the population increase is the most pressing problem; each month it creates several cities the size of Montreal.

But the way things end, if they are to end, is not something to worry about. The fact is that each person has only one life to live and only one death to die; viewed in the light of the history of the race it doesn't matter so much when that death comes.

What does matter most seriously is how each of us uses his life while he has it. There is no special place in nature for humanity. We humans must make our place and to make a place we must deserve a place. To do so we must show more responsibility toward the race as it exists - without regard to colour or belief - and we must show more loyalty to man's future and to his ultimate worth. The past doesn't matter now; the future cannot be foreseen; it is the present that counts, for it decides the future of the race and its existence through eternity.

The need of the times is for people who will live creatively, honourably, fully; and who, by precept and example, inspire others to do the same.

To live positively and creatively one must understand the nature of things and use tools appropriate to the task. The co-operative concept is one of the tools which are there for the using - only one among the many of course. Perhaps co-operation is one of the more significant tools, for its each-for-all principle is consistent with the coming ages when the members of the human race will be more, much more, interdependent than they are even now. Certain it is that, in the crowded and complicated future, working together for the common good has promise of far greater value for humanity than striving competitively for selfish advantage.

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by ERNEST PAGE.



COMING EVENTS



APRIL 6 - 9	HORSE AUCTION	CALGARY
16	BULL SALE	STETTLER
17	BULL SALE	FT. MACLEOD
23 - 24	CANADIAN LIVESTOCK SALES ASSOC. CONV..	EDMONTON
25	PICK of the PARKLANDS HEREFORD SALE	EDMONTON

