

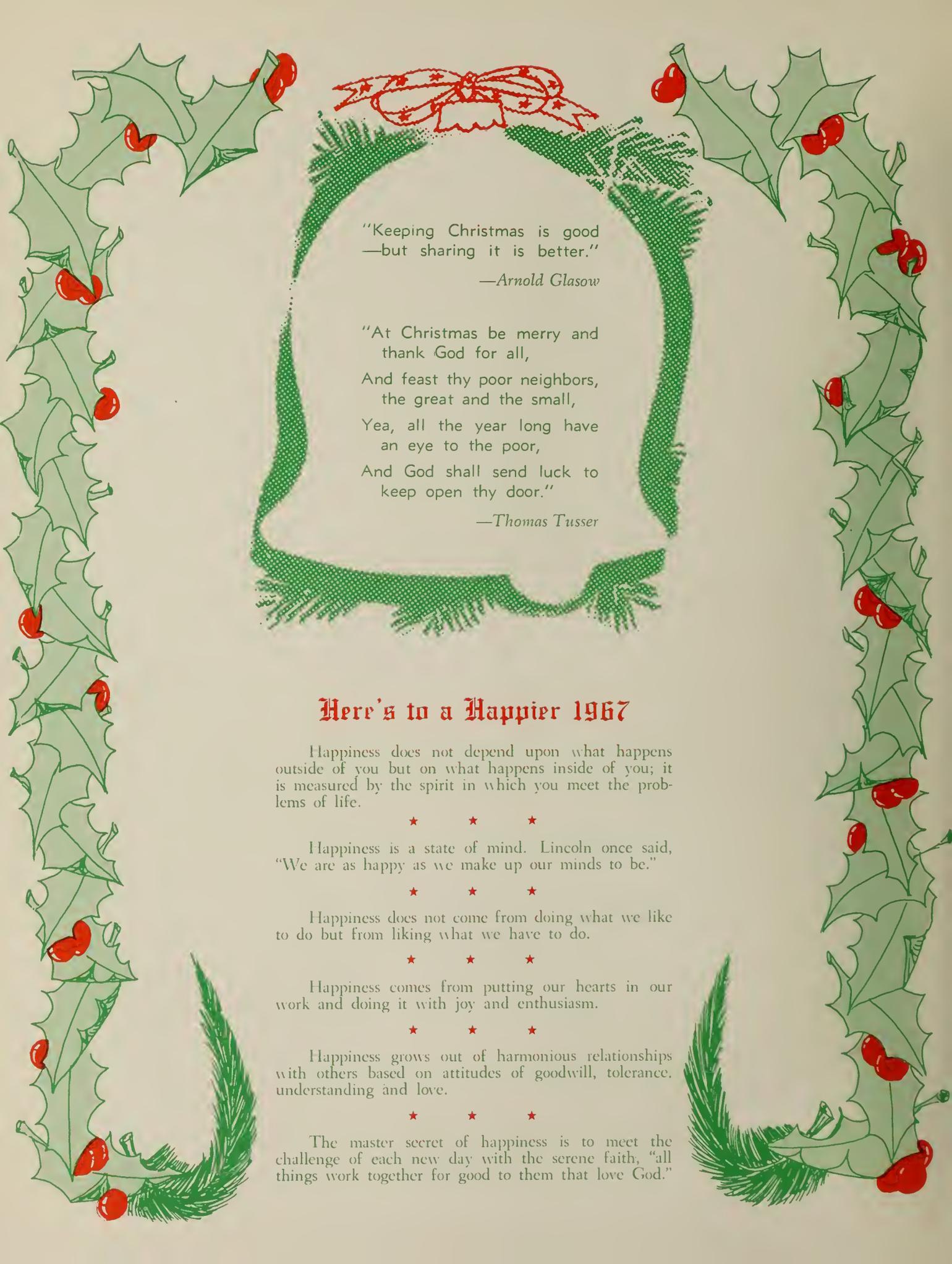
The
U.F.A. CO-OPERATOR



Volume 4-No. 11

DECEMBER 1966





"Keeping Christmas is good
—but sharing it is better."

—Arnold Glasow

"At Christmas be merry and
thank God for all,
And feast thy poor neighbors,
the great and the small,
Yea, all the year long have
an eye to the poor,
And God shall send luck to
keep open thy door."

—Thomas Tusser

Here's to a Happier 1967

Happiness does not depend upon what happens outside of you but on what happens inside of you; it is measured by the spirit in which you meet the problems of life.

★ ★ ★

Happiness is a state of mind. Lincoln once said, "We are as happy as we make up our minds to be."

★ ★ ★

Happiness does not come from doing what we like to do but from liking what we have to do.

★ ★ ★

Happiness comes from putting our hearts in our work and doing it with joy and enthusiasm.

★ ★ ★

Happiness grows out of harmonious relationships with others based on attitudes of goodwill, tolerance, understanding and love.

★ ★ ★

The master secret of happiness is to meet the challenge of each new day with the serene faith, "all things work together for good to them that love God."

U.F.A. Co-op Ltd. Honors Lorne Proudfoot



MR. LORNE PROUDFOOT WITH
MRS. PROUDFOOT

"the best woman in the province"

It was a heart warming moment — one worth treasuring and one which many will long remember. It brought to those present a surge of pride and a spirit of rededication to their organization.

The man responsible for this significant moment had just received a standing ovation from his friends. The occasion was the presentation of an engraved silver tray to Mr. Lorne Proudfoot who was retiring as a delegate to U.F.A. Co-op Ltd.

The presentation took place at the Annual Meeting. Mr. Proudfoot was introduced by Mr. Jake Frey, past president of U.F.A. Co-op, who said that Mr. Proudfoot came to Alberta in 1903 and taught school around Carstairs and Didsbury. In 1910 he moved to the Chinook district in what was then considered a dry belt and began farming. As there were no organizations, Mr. Proudfoot helped organize a school and municipal district. He served as secretary-treasurer of the Municipal District of Collholme from 1914 - 1921 and secretary-treasurer of the Chinook Consolidated School District from 1916 - 1950. He was also a Member of the Legislative Assembly of the Acadia Provincial Constituency from 1921-35. From 1943 - 1964, he was secretary-treasurer of the Village of Chinook. Mr. Frey mentioned that just last month Mr. Proudfoot helped organize and promote the Farmers' Union of Alberta membership drive.

Mr. Proudfoot obviously deserves the sincere tribute paid to him by his fellow members and his acceptance speech gave an indication of why this man who once wrote, "I appreciate more than I can tell the opportunities I have had to meet so many good people from all parts of the province, many of whom have been and still are interested in some co-operative activity," is so respected and loved.

In accepting the tray, Mr. Proudfoot said, "All of you in your own district are now doing as it fell to my lot — organizing and working with what is now the chief organization — U.F.A. Co-op — which every day is getting bigger and better.

"I'm 86 years young — due to my getting the best woman in the province to be my wife — she must be the best woman for she never threatened to leave even though at times I was away from home for considerably long intervals. My wife stayed at home and looked after the place and kept things going while I was gone." Mr. Proudfoot went on to say, "It is more than a pleasure to be here — a younger man must now take over and carry on my district and I'll be glad to help him. I want to thank you all for this lovely tray. It has been a privilege to work for this organization for 50 years."



MR. JAKE FREY, PAST PRESIDENT OF U.F.A.
CO-OP AND MR. PROUDFOOT

Mr. Proudfoot is 86 years young. The former school teacher is also a good farmer. An entry made on his behalf by the Canadian Co-operative Wool Growers Association won first prize at the Toronto Royal in the Medium Staple Wool Class. Primarily though, he is an outstanding example of the unselfish men who have given unstintingly of themselves and their energies to working with and for their neighbors and friends. With the standing ovation given to Mr. Proudfoot at the Annual Meeting went the well-deserved respect of those present to a dedicated man, one of our pioneer co-operators.

Sincere wishes to you, Mr. Proudfoot, for your continued good health. U.F.A. Co-op is proud to have men of your calibre as members.

CREDIT DEPARTMENT



CLIFF DAHL, Manager

Cliff Dahl, manager of the Credit Department of U.F.A. Co-op., was born in Kelvington, Saskatchewan and grew up on a farm. He joined the Credit Department of U.F.A. Co-op in June, 1959, became supervisor of Farm Supply Accounting in 1963 and in 1964 assumed the position of Manager of the Credit Department.

Before coming to U.F.A. Co-op, Cliff was branch manager of Alberta Poultry Marketers in Medicine Hat. He has constantly upgraded his training and taken many extension courses related to his work. These courses include: 3 year Business Management Course from the University of Toronto; 6 week course on Financial Analysis from Dunn and Bradstreet; 6 weeks Prime 1 and 2 weeks at the Banff School of Fine Arts with emphasis on Executive Development and Marketing.

Managing the Credit Department is a demanding position and Cliff can be found at his desk before and after office hours. He has also given considerable time to the U.F.A. Co-op Savings and Credit Union, on the Supervisory Committee for two years, 4 years on the board of directors and as president for two years.

Cliff is a conscientious worker who seriously applies himself to his work, (and this is off the record) he couldn't be more pleasant and considerate to work for.

It is the responsibility of the Credit Department to plan, organize and direct a sound and constructive credit policy for the Organization. Basically, this is accomplished by the following two methods:

- (1) Affecting a prompt turnover of accounts receivable.
- (2) Safeguarding the company's investment by securing accepted collateral, security, repossession, insurance coverage, interest charges etc.

In an average month the Farm Credit Department sends out 12,000 statements, processes 6,000 payments, writes about 1500 letters and answers approximately 150 member inquiries. The Head Office Credit Personnel work closely with and receive valuable assistance from the Credit Department contacts assigned to them at the Farm Supply Centres. In this way, a close touch is maintained with the member.

Every member with an account balance has a file which shows his past payment record and other pertinent information relative to his credit history.

Kurtis Engel handles petroleum industrial and agents current accounts and sends out about 500 statements each month. He writes about 200 letters, secures and edits approximately 50 credit reports and registers and processes all agreements taken as security.

Personnel from the Credit Department travel over 2500 miles each month to personally contact 40-60 members, Farm Supply Centres and petroleum agents. Our Credit Department works closely with all divisions of the organization to ensure that the established policies are carried out and the member owner receives the best possible account service the department can provide.



JOHN RENICK, Assistant Credit Manager

CREDIT DEPARTMENT PERSONNEL



Fred Parsons



Steve Gallup



Collin Murray



Kurtis Engel



Christine Piatec



Linda Vaile



Diana Bodie

TAYLOR



ALSASK

DEL BONITA

OPEN HOUSE AT THORSBY



Sam Patrick, advisory board member.

Guess who?

Dave Getsil, advisory board member.

Wally Benson, Thorsby petroleum agent.

Art Schmidek, U.F.A. Co-op delegate for Sub-district No. 11.



WINS AWARD

CHRISTINE PIATEK, Head Office Credit Department, was recently honoured by the Calgary School Board at Awards Day. Chris joined U.F.A. Co-op Ltd. after completing her grade 12.

She achieved the highest marks in English 33 and was awarded the Queen Elizabeth Staff Award. Congratulations, Chris — it couldn't happen to a nicer girl.



The core of the sun is so hot — 16 million degrees Centigrade — that a pinhead of its material would emit enough heat to kill a man 100 miles away, the National Geographic says.

HERE

a

CANADIAN FARMER 1965

Age:	45½ years.
Status:	Married.
Children:	Two.
Own His Farm:	85% Yes; 15% partially or no.
Size of Farm:	359 acres.
Electrically Equipped:	85% Yes; 15% No.
Machinery:	Car: 74% Yes; 26% No. Tractor: 1.14 on every farm. Truck: 63% Yes; 37% No. Combine: 33% Yes; 66% No. Grain Binder: 34% Yes; 66% No. Threshing Machine: 14% Yes; 86% No.
Livestock:	Horses: 1, Cattle: 26, Sheep: 2, Swine: 1. Poultry: (Chickens, Turkeys, etc.) 152.
Wheat:	1,504 bu.
Oats:	942 bu.
Barley:	453 bu.
Rye:	27 bu.
All Other Grains:	203 bu.
Potatoes:	9,400 lbs.
Hay:	48 tons
Milk:	38,229 lbs.
Eggs:	94 doz.
Capital Investment	
Land and Buildings:	\$17,926
Machinery:	5,340
Livestock and Poultry:	4,116
Total:	\$27,382
Income For The Year	
Cash Income from Sales of Farm Products:	\$ 6,092
Amount Spent For Production Goods and Services:	3,123
Net Income:	3,569



KEEP CALM

A man in a supermarket was pushing a cart which contained among other things a screaming baby.

As the man proceeded along the aisles, he kept repeating softly, "Keep calm, Albert," "Don't get excited, Albert," "Don't yell, Albert."

A lady watched with admiration and then said: "You are certainly to be commended for your patience in trying to quiet little Albert."

"Lady," he declared, "I'm Albert."



Guess Who?

Excited man on telephone: "Nurse, tell the doctor to come quick. My wife is having a baby."

Nurse: "He'll be right there, but meanwhile follow these instructions. I suppose this is her first baby?"

Man: "No, this is her husband."

and **THERE**

BAYTREE



EMPRESS

MORE THAN 3 TIMES AS MUCH



MORLEY MULLIN

The Calgary United Fund didn't quite reach its goal this year. However, the employees of the Calgary U.F.A. Co-op Head Office, Farm Supply Centre and Precutting Plant exceeded their objective by over 20%.

In assessing the fund raising this year, United officials felt the major contribution drop took place in offices employing 40 or more people. U.F.A. Co-op, Calgary, certainly falls into the "40 or more" class, but the entire organization can be proud of the record they established this year.

In 1965 we showed 42.5% employee participation in the United Fund with \$414.67 contributed. In 1966 there was 83.5% employee participation with \$1,411.00 contributed.

This is an astounding rise in both the number of people who gave to the United Fund and to the amount contributed.

Many of us are aware that the United Fund is a consolidated effort to raise money for numerous worthwhile charities and services. We should feel a conscientious obligation to donate. However, there is often a reluctance to give unless there is a personal involvement.

There are huge advertising campaigns every year to alert people to the United Fund Drive, but too often a "yes or no" to an appeal is an automatic answer without full consideration given to the need or the end benefits.

This year, a young man in our organization undertook to collect for the United Fund. He could simply have asked if anyone was interested in giving but he did a great deal more than that. He gave to this job the extra effort and dedication which is often the difference between success and mediocrity. He interested himself in the numerous charities and services aided by the United Fund and found out how the money raised would benefit those who received. He personally contacted the staff — related to them his feelings about this appeal — explained why it was necessary to contribute. He communicated to them the compassion he felt for what he was doing. As understanding grew, so did donations and the results were overwhelming. *More than three times as much money was donated this year.*

Without fear of contradiction, the wonderful showing U.F.A. Co-op made in the United Fund Appeal can be attributed to the special efforts made by one person — Morley Mullin.

Morley has been with our Company for two years. He started as a junior clerk in the Farm Supply Accounting Department — after nine months was put in charge of the Farm Supply stock pricing and recently was promoted to Senior Inventory Clerk. He participates in all staff activities and is president of the Calgary Staff Association, which is having a particularly successful year, and vice-president of the U.F.A. Co-op Savings & Credit Union.

A very special vote of thanks to Morley Mullin. He undertook to do a job — he enthusiastically devoted himself to completing it and for this he should be highly commended.

A man was feeling very bad. He was worrying because he had just lost 110 lbs. (She was a Blonde.)



She doesn't work, she doesn't flirt.
She tells no gossip, spreads no dirt;
She has no line, she plays no tricks,
But give her time—she's only six!

"My advice, sir," said the mechanic to the car owner, "is that you keep the oil and change the car."



OCTOBER MEMBER APPLICATIONS

The Dividend Department processed 186 Farm Supply and 131 Petroleum membership applications in October. Total for the tenth month of the year, 317.

Martin L. Reynolds retires after 31 years as U.F.A. Co-op bulk petroleum agent at Bremner.



FAREWELL TO A RESPECTED COUPLE

Mr. and Mrs. Martin Reynolds who lived and raised their family in Bremner.

On November 7, 1966, Martin L. Reynolds retired as U.F.A. Co-op Ltd. bulk petroleum agent at Bremner. Mr. Reynolds was appointed by Mr. I. R. MacKintosh and still has the first report he made out. Mr. MacKintosh was kind enough to write us concerning Mr. Reynolds.

"On September 23, 1935, I appointed Martin Reynolds of Bremner, Alberta as agent for U.F.A. Maple Leaf Petroleum Ltd. In November 7, 1966, I checked Martin out after 31 years as the agent servicing our members in the Bremner area. Martin is retiring and will remain on his farm where the agency has been located for the past 31 years. The warehouse, garage and old home place will disappear to make way for a new government highway project. Martin has moved his present home to a new location on the farm just east of the old homeplace.

"Martin was born in Coonhollow, Ohio and came to Canada at a young age with his parents who homesteaded at Hortonford, on March 3, 1909. In 1914 Hortonford was renamed Bremner after the late James C. Bremner. Martin farmed with his parents for many years and then took over the homeplace as well as becoming U.F.A. Co-op petroleum agent. Martin worked the land, was agent for Maple Leaf Petroleum products and in later years became and still is one of the best electricians to serve the community.

"Martin and Esther Reynolds have raised four children, two boys and two girls. In Martin's own family there are nine boys and three girls. Most of

Martin's brothers are farmers in the Bremner district and the Reynolds name is well known and respected.

"Martin remembers well many of the old timers of U.F.A. Co-op Maple Leaf Petroleum and often asks about area supervisors of the past such as Hub Whitaker, Archie Bichan and Arne Olson. He always likes to reminisce about the pioneer days and I have witnessed on many occasions when he would keep a group of people almost spellbound relating his experiences of pioneer days. If you ask Martin about any of the old timers, chances are ten to one he knew them or of them. This man is a very interesting person — likes people — likes telling stories and likes good jokes.

"He is one of the old time members of U.F.A. Co-op, (joined in 1918 and is now a life member), a member of the Farmers' Union of Alberta and a member of the Masonic Lodge, United Church of Ardrossan as well as being very active in community affairs.

"I recently was given the honor to present a letter of appreciation and a cheque from U.F.A. Co-op to Martin for his 31 years of continued service to members in the Bremner area.

"Martin and his good wife Esther plan on a trip back to Coonhollow, Ohio in March, 1967. They plan to settle down to retirement at what we know as the 'Ponderosa' of Bremner taking the occasional trip each year.

"I am sure U.F.A. Co-op Ltd. and the friends of the Reynolds join with me in wishing Martin and Esther many, many years of good health in their retirement."

I. R. MacKINTOSH,
Petroleum Area Supervisor.



NEVER A MISTAKE

Mr. Reynolds signs the audit report completed by Mr. MacKintosh.

REYNOLDS RETIRES



THAT'S THE LAST AUDIT SHEET

Ian MacKintosh (who checked Martin in) and Martin Reynolds.



FINAL BUSINESS (BUT NOT SOCIAL) CALL

Gordon Brazeau, Mr. and Mrs. Reynolds, Ian MacKintosh.

SUCCESS STORY OF THE IRON SPRING OIL CO-OP

Submitted by Howard B. Haney, Delegate Subdistrict No. 24

For many years beginning in the thirties, the village of Iron Springs which is located about 25 miles north of Lethbridge had a Maple Leaf bulk station which was operated by several agents over the years.

In the mid-fifties the station was closed out due to a credit problem and the district was without a co-op bulk station for several years.

About four years ago, an interested group of farmers in the district took a survey of the possible potential for fuel in conjunction with U.F.A. Co-op. The results of the survey looked promising. An association was formed and that spring a modern bulk plant was constructed by U.F.A. Co-op. Business was commenced on a strictly cash basis with Mr. Lorne McDonald operating the business for the association on a commission basis.

During the fiscal year of 1965-66, volume exceeded the 300,000 gallon mark. The association is hoping to reach the half million mark in the near future.

In spite of fierce competition by our competitors, the cash trading policy of the Iron Springs Oil Co-op has proven very successful and our gallonage has increased.

We think that when farmers once get on a cash basis when purchasing fuel they are happy doing so and would hesitate to go back to the old system of charging fuel for 90 days or longer.

The Iron Springs Oil Co-op last year paid a 13% dividend (10% in cash and 3% in reserves). This made the final price for fuel quite attractive and we look for continued success in the near future.



MINOR MASTERPIECE

Each year a certain grade-school teacher asks her seven-year-old charges to choose from a list of Christmas topics and write a brief essay. The result: some minor masterpieces. One youngster, for example, elected to discuss some of the more curious customs of merry old England. "To celebrate," he wrote, "they sometimes chopped off the head of the biggest bore and carried it around on a platter."

Unhindered by too much knowledge, kids have a way of getting right to the point. Take the subject of mistletoe, for instance: "Mistletoe means watch out for slobbery girls."

Another budding author chose the Druids as his subject. "I don't know who they are," he wrote forthrightly, "but wherever they are, I wish them a Merry Christmas."

**U.F.A. CO-OP LTD. BULK PLANTS
IN TERRITORY NO. 3**

Petroleum Area Supervisor

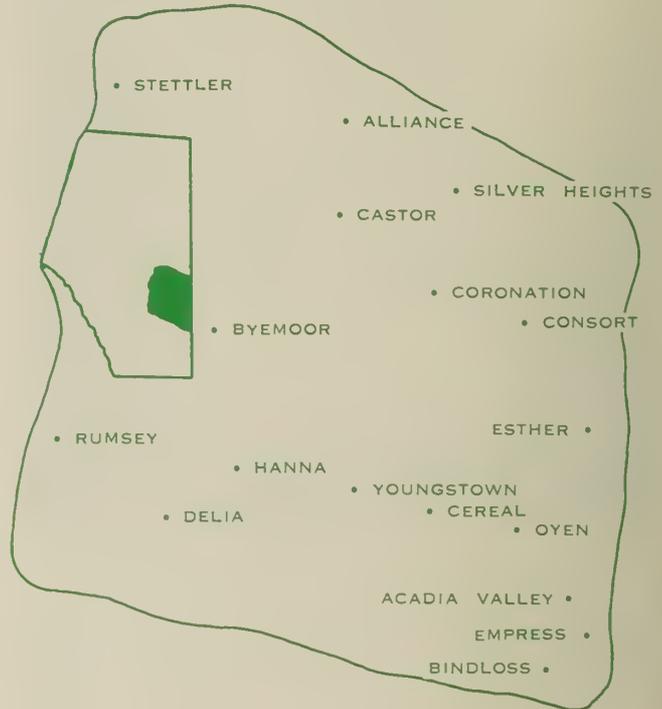


JAKE FEHR

Sunnyslope, Alberta can claim Jake Fehr as a native son. He was raised on a farm and except for a two year sojourn in the grocery business, Jake has been closely associated with farm machinery and the gas and oil business. He worked with oil agencies in Grande Prairie for many years, was a travelling sales representative for Union Tractor Ltd., and then took over the B.A. Oil Agency at Valleyview, Alberta. While in Valleyview, Jake served as Mayor for 5 years and also acted as the Justice of the Peace.

In June of 1960, Jake became U.F.A. Co-op Bulk Petroleum Agent at Penhold, taking over the Red Deer plant when it was completed. In 1964, he became Petroleum Area Supervisor of Territory No. 3 and moved to Hanna.

Jake and Helen Fehr have two children, Laurene and David. Jake likes to golf and belongs to the Hanna Golf and Country Club. He also enjoys playing old time music on his violin.



BULK PETROLEUM PLANT	AGENT	YEAR APPOINTED
Acadia Valley	Eric Anderson	Apr. 30, 1956
Alliance	J. W. Bateman	Nov. 10, 1953
Bindloss	Bandall & Sons Bert Aubrey	Sept. 15, 1962 Apr. 26, 1960
Byemoor	John Keith Walker	Mar. 11, 1967
Castor	Metro Towpich	Feb. 21, 1956
Cereal	Leon R. Gall	Apr. 12, 1965
Consort	Alex Worobo	Aug. 2, 1965
Coronation	Fred Crane	Apr. 15, 1951
Delia	B. Marshall	Apr. 14, 1959
Empress	John Ebelher	Apr. 14, 1960
Esther	Wm. Foot	Apr. 1, 1946
Hanna	L. H. Odegaard	July 24, 1959
Oyen	Arthur Berg	Aug. 15, 1962
Rumsey	Rumsey Co-op Oils Ltd.	May 2, 1962 Mar. 28, 1964
Silver Heights	Stoltz Bros. Ltd.	
Stettler	D. E. Hennel	Sept. 4, 1964
Youngstown	Gordon & Stoll George Gordon Jim Stoll	1937 June 1, 1951

Season's Greetings



"May the road wind sweetly before you,
May the sun shine gently upon you;
May the wind blow softly to your back;
May the good Lord hold you in the hollow of His hand."

—An Old Irish Blessing

One of the real joys of Christmas is the opportunity to put aside the routine of daily affairs and send good wishes.

I hope the wonderful Spirit of Christmas will fill your home with every happiness and continue for you and yours throughout the New Year.

Please accept my sincere good wishes for a year of health and prosperity

G. SAYLE,
President, U.F.A. Co-op Ltd.



It has been a bountiful year. With a few exceptions, growing conditions and excellent harvest weather combined to produce a record crop. The livestock market was good. The future looks equally bright with assured markets for food products. At this significant time of year, I am sure we are all truly appreciative and thankful for the country we live in, the important industry we are associated with and the relationship we enjoy with thousands of farm people throughout the province. Good fellowship and the milk of human kindness abound throughout the world during the Festive Season. May the good Lord give us all enough intelligence, tolerance and understanding to extend the Christmas spirit throughout the entire year. I hope that you and yours enjoy a real family Christmas and a challenging and rewarding New Year.

W. McCARTNEY,
General Manager, U.F.A. Co-op Ltd.



Merry Christmas and a Happy New Year



COMING EVENTS

Annual Meeting,
Alberta Federation of Agriculture,
Chateau Lacombe,
EDMONTON, Alberta.

**January 11-13,
1967**

Western Agricultural Conference,
Fort Garry Hotel,
WINNIPEG, Manitoba.

**January 20-21,
1967**

Annual Meeting,
Canadian Federation of Agriculture,
Fort Garry Hotel,
WINNIPEG, Manitoba.

**January 23-27,
1967**