

The
U.F.A. CO-OPERATOR

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TWELVE FOOT DAVIS

The states east of the Mississippi have their Johnny Appleseed. The lumber camps from Quebec to Oregon have their Paul Bunyan. The Peace River country has its Twelve Foot Davis, the unrivalled legendary figure of the Peace River country.

Born in Vermont about 1820, Davis was a typical miner, trader and adventurer. He had taken part in the California gold rush and was an experienced miner when he took part in the rush to the Cariboo. The mining camps graded men by their own standards and set their stamp of approval on a man by giving him a nickname. Davis soon became known as Twelve Foot Davis.

This is the story of how he was given this name. Two miners who had staked regulation claims, side by side in the Cariboo, found gold. One of them owned the "Discovery Claim" while the other had "Claim No. 1 from Discovery." Each had taken a great deal of gold from these claims. However, they did not reckon with little Davis from Vermont. Davis discovered that their rich claims did not touch each other by a strip of land twelve feet wide. He filed on this strip and is said to have taken out of his new claim, gold to the value of \$12,000. From then on, he was called Twelve Foot Davis.

COVER PICTURE

The picture shown on our Cover this month is the grave of "Twelve Foot Davis".

Davis converted his wealth into trade goods and soon had a chain of trading posts. He continued trading all along the Peace from the canyon to Fort Vermilion. In spite of the fact that he was a short man, he always carried 200 pounds on a trip, which was twice as much as he required his crew to carry. The Indians knew of his strength and his ability to travel long distances with heavy packs and often with little food. Because of his endurance, they named him "The Wolf".

Like most of the men in lonely places, where each enters into the joys and sorrow of his few neighbors, Davis was blessed with the milk of human kindness. Many a traveller and pioneer had reason to bless him for his open handedness and his ever open door. He even applied an old skill as a pastry cook to the pumpkins grown in the mission garden. The result was lauded up and down the Peace as Davis' Punkin Pies.

The fame of the hard bitten, tobacco chewing trader, who was dubbed Twelve Foot Davis by his fellow miners and The Wolf by the Indians, has grown. Twelve Foot Davis is the unrivalled legendary figure of the Peace River country.

Centennial



Bulletin

PRACTICAL MATTERS PERTAINING TO EXPO

Condensed from The Royal Bank of Canada
Monthly Letter

HOW TO GET THERE

Best sources of information are a travel agent, an automobile association or club, a tourist bureau, rail, air or bus companies. Montreal is readily accessible by air, road or rail.

WHERE TO STAY

"LOGEXPO" is the central housing bureau. Operating as a free liaison service, this bureau set itself the task of arranging five million beds for Exhibition visitors. They will use hotels, motels, rooming houses, dormitory space in universities and other institutions. There is docking space for 350 small boats in Expo's Marina. There will be trailer camps and tent camp sites capable of accommodating 400,000 campers a month. If you want further information write to:

Logexpo,
Administration and News Pavilion,
Cite du Havre, Montreal, P.Q.

EATING

Between 50 and 60 restaurants with a combined seating capacity for 23,000 persons are located on the Exhibition grounds. In addition, there are innumerable food stands and snack bars. A very strict health code has been adopted, and there are regulations regarding minimum portion, sizes, maximum selling prices and quality of food.

Most pavilions will feature free entertainment. Marionettes, chamber music ensembles, comedians, singers, folk dancers and experimental theater troupes are among attractions in the national pavilion.

Authorized as second class mail by the Post Office Department, Ottawa, and for payment of postage in cash. Postage paid at Calgary.

43 Years With U.F.A. Co-op



MISS BIRCH RETIRES

"I little dreamed this would be my one and only job"

A signal event will soon occur in our organization. Miss Eileen Birch, secretary of U.F.A. Co-op, has been with our company for 43 years. In April Miss Birch will retire.

Dr. Henry Wise Wood, Robert Gardiner, George Church were all outstanding men who individually and as presidents of U.F.A. Co-op left their imprints on the building of Western Canada. These prominent men were more than well known names to Miss Birch. They were her associates.

Miss Birch briefly recalled a few incidents for us. "I was born and raised on a farm in the Conrich district, just northeast of Calgary. I joined the staff of United Farmers of Alberta on April 19, 1924 and will retire on April 30, 1967. I little dreamed this would be my one and only job.

"A friend who worked for the United Grain Growers phoned me one day while I was still attending Commercial High School and told me there was an opening for a steno with the U.F.A. I applied and got it. At that time, U.F.A. had a secretary, two book-keepers and one steno and a staff of three for the paper which was published by the organization. In addition to my work as steno, I read proof and addressed thousands of these papers each month on the addressograph of United Grain, and acted as secretary for the president, H. W. Wood. However, as Mr. Wood was also president of the Alberta Wheat Pool, it soon became necessary for him to have a full-time secretary. I was most fortunate to have had this time with "H.W." as we called him. When we sat at his desk signing thousands of Wheat Pool applications, he would reminisce. It did not matter to him that he was a well known figure and I was just a green steno. I could not have had anyone who could have given me such an insight into the United Farmers of Alberta or the problems of farmers generally.

"I was also fortunate to work for the vice-president, H. E. G. H. Scholefield — "Schoey" to most of us. He was a different type altogether and had a keen sense of humor. He used to love to get a rise out of me to see me blush, but I survived and it all added to my 'education'.

"In all the time I have been with the organization, I have worked with many directors and various presidents and have met very few who were not helpful and thoughtful to all members of the staff.

"I was appointed secretary of U.F.A. in 1933 following the death of Miss Bateman (another person who was most kind to me). Gradually our staff increased and we had to look for larger offices which were finally found in the Renfrew Building. Before long, these offices became too small. We purchased property on 11th Avenue where our offices were for a while and later moved into our present premises. Even after all these years, I am still appreciative of our fine offices and modern equipment as in the early days we had poor equipment, no lunch room and no coffee breaks.

"Just to make sure I did not get any spare time, provincial and federal elections came along until 1935 when Albertans, following the hungry 30's, thought a change of government might help and voted the U.F.A. out. With our small staff and extremely small campaign funds (we were a shining example to all parties as to what could be done with little money but lots of faith and energy), we were really kept busy during elections. I remember, in the last election, I was holidaying in eastern Canada when I received an SOS to return as they were bogged down in the office. I returned.

"My work has always been interesting"

"Even before I was appointed secretary of U.F.A., I did quite a lot of travelling to board meetings, annual conventions and local meetings. My work has always been varied and interesting. I was privileged to work with the Juniors at Farm Young People's Week at the University for many years and then at the Banff Leadership Course starting with the first one and continuing for 11 years. For a number of years I did quite a bit of broadcasting over CFCN and CFAC reporting on the activities of the organization.

"I went through the stormy days when the Alberta section of the United Farmers of Canada and the Alberta Farmers Union were organized in opposition; also through the farmers' strike which the U.F.A. opposed. Finally the educational section of the U.F.A. amalgamated with the Alberta Farmers Union to form the present Farmers Union of Alberta and U.F.A. became a full time co-operative, lending its support to the new educational organization.

(Continued on page 2)

MISS BIRCH RETIRES

(Continued from Page 1)

"Starting with the Wheat Pool in 1923 and continuing with the dairy pools, livestock pool, poultry pool, etc., U.F.A. lent members of its staff and board members to assist in organization. Farmers had begun to realize that if they were to get anywhere, they would have to organize and look after their own business—certainly big interests were not going to. It is in the nature of things, of course, that as the years pass, fewer and fewer younger farmers realize what the U.F.A. did for the farmers in those early days and is continuing to do through U.F.A. Co-operative.

"I have always been grateful that I got into the co-operative field instead of with a straight commercial organization and I feel I have had at least a small part in this constantly expanding movement."

As can be noted from these excerpts, Miss Birch's work has been an interesting and important part of her life. She has always felt a personal integrity to maintain company standards and she is certainly representative of the people in our company to whom loyalty is an inspirational force.

The many people with whom Miss Birch has associated in her 43 years with U.F.A. Co-operative realize and appreciate how much of herself she has given to her work and they will certainly miss her.

Miss Birch has planned an exciting centennial project. She is going to really see Canada by driving from coast to coast and plans to take slides along the way. She has promised to show these on her return.

Happy motoring, Miss Birch, and the sincerest wishes from your many associates for many more interesting and happy projects.

UNITED FUND

Campaign Awards for Outstanding Citizenship are presented to employee groups (with a staff of ten or more) with 80% participation and a per employee gift of \$12 or over. These awards are presented in recognition of outstanding support given to the 31 voluntary health, welfare and character building agencies and the Red Cross — supported through Calgary's United Fund.

For the first time, the employees of U.F.A. Co-op, Calgary, were awarded a commemorative plaque which is proudly displayed in the foyer of the Calgary Head Office.

Morley Mullin, to whom much of the credit can be given for our fine showing, and Allan Wemp, president of the Calgary Staff Association, received the presentation on behalf of the Calgary employees of the U.F.A. Co-op Ltd.

It is a lovely plaque and one which can proudly be displayed. Please notice it!!!

ART JEPPI RE-ELECTED PRESIDENT OF U.F.A. CO-OP SAVINGS CREDIT UNION

The 26th Annual Meeting of the interested shareholders of the U.F.A. Co-op Savings and Credit Union was held on February 28, 1967.

Mr. Art Jeppi, President, reported to the meeting on behalf of the board of directors. Some of the highlights from his report were:

- Our Credit Union is one of the two in Alberta that still operates on a loan interest of $\frac{3}{4}$ of 1% which is calculated monthly.

- Mrs. Edna Scott, Treasurer, is in the Head Office for a full day on Wednesday and for a half day on paydays.

- Due to greater member usage, the petty cash was increased to \$300.

Mr. Jeppi noted that in every decision made relating to the Credit Union, the board was conscientiously aware of its responsibilities to the membership. He thanked the Credit Committee, the Supervisory Committee, the secretary and the treasurer and Mr. Cliff Dahl, Credit Manager, for the many services they performed for the Credit Union during the year.

Special thanks for the work they did during their terms of office must be given to the retiring members of the various committees.

From the Board — Ralph Ward, Marlene Hanson.

From the Credit Committee — Taz Sawada.

From the Supervisory Committee — Bill Clark.

The new slate of officers for the 1967 year are: Board of Directors — Art Jeppi, Morley Mullin, Elmer Reimer, Taz Sawada and Alice Switzer.

Supervisory Committee — Alice Paso, Brian Taylor and Colin Murray.

Credit Committee — Gordon Agar, Joe Miller and Bill Clark.

Reports were given by the treasurer, Mrs. Edna Scott, and the chairmen of the credit and supervisory committees. Points from these reports were:

- Membership in the Credit Union has increased from 188 to 203.

- The average monthly payroll deduction is now \$21.41.

- The total amount of the loans approved for 1966 was \$72,801. This is an increase of \$12,018 as compared to the loans approved in 1965.

- The average loan has increased from \$206 in 1965 to \$492 in 1966.

- More members are repaying their loans by payroll deductions.

- Total share capital has increased and is now \$75,031.51. This amount is in excess of total loans.

To conclude the business session of the Annual Meeting of the U.F.A. Co-op Credit and Savings Union, a resolution was passed which declared a dividend of 4½% and a rebate on loan interest of 4%.

Special thanks must be given to Mrs. Betty McCullough for the competent discharge of her secretarial duties.

U.F.A. Co-op's Farm Supply Division Sales and Planning Meeting

WOULD YOU BELIEVE that Farm Supply Division Managers work when they attend a Sales and Planning Meeting such as the one recently held in Calgary on March 8, 9 and 10?

It is a common assumption that sales meetings are a time for frivolous gaiety unleashed by the absence of home and job. You're not going to believe me when I tell you that this isn't so, are you? Well, come with me then and I will take you on a playback of three ominous days when your sweetheart or husband and branch manager was out of sight.

Each day our meeting began at 8:30 a.m. and ran until 5:30 or 6:00 p.m. with an hour out for coffee and lunch. The evenings were free and invariably the conversation got around to individual branch problems and top management interspersed generously with tales of single days. After all, our boys are human.



Some of the boys whooping it up!

PLANNING IS THE MOST IMPORTANT FACTOR IN ANY OPERATION. The first morning and most of the afternoon were spent looking at the future of U.F.A. Co-op with specific emphasis on the Farm Supply Division and the job given to us by the membership.

The changing role, the direction of Canadian agriculture over the past 100 years is unbelievable and second to none in the development of this great nation of ours. We must consider where and how to fit into this rapidly expanding field and how best we can serve the member-owner.

With these thoughts in mind, we went on to consider the immediate job of running the Division and the Branches during the next twelve months. Sales and Service are always prime topics for discussion. Simple terms with unlimited depth.

It was suggested that a sale is "PROVIDING MERCHANDISE THAT WON'T COME BACK, TO PEOPLE WHO WILL". The next two days were spent considering this statement—providing the right merchandise in the right quantities and in the right manner.



That's not Playboy magazine they're reading.

Sales approach, product knowledge, courteous service and inventory management are the key areas which were studied. Solutions to problems were developed and programs, which kept in mind our objective of lowering production costs, were set up to implement these solutions.

Thursday afternoon we were given a tour of Head Office where we followed the administrative processes involved in a sale from the time the goods are purchased until the sale is recorded. At the conclusion, each manager had a better understanding of the total process of supplying merchandise to a Farm Supply customer. I might add that only the single managers commented on the very high quality of female staff employed.

Thursday evening we were honored at a cocktail party at the Calgary Petroleum Club. Our hosts, Western Supplies Limited, provided a very enjoyable break for those who were able to attend. I was particularly interested in bits of conversation I picked up as I drifted around the room. Subject matter varied from politics to the latest disposal method for liquid manure; from brushing new homesteads in the Peace River to growing sugar beets in Lethbridge; from curling in Hanna to Expo '67 in Montreal; from food production in Canada to world population and the fighting in China. In fact I understand that the only reference made to girls was made by the Division Manager who spent the next day assuring everyone that his comments about the waitress were strictly in regard to her personality and her ability to do her job.

All in all it was a most stimulating and rewarding three days filled to overflowing with ideas and plans for the future growth of U.F.A. Co-op and the Farm Supply Division. Each of us returned to our jobs recharged in our unity of purpose; better equipped to perform our part in successfully applying farm merchandise at real savings to our farm members; a little taller in the realization that we have a part to play in the world's most essential and dynamic industry—agriculture.

HIGH LEVEL

TAYLOR



ALSASK

DEL BONITA

HERE

LETHBRIDGE

UNITED FEEDS OPENS MILL AT OLDS



The President Cuts The Ribbon

It was January, it was snowing which created a few difficulties in getting pictures of the official opening of the United Feeds Ltd. plant at Olds. However, Mr. A. Silver, our first vice-president, brought these pictures to the office and so finally here are pictures of our president, Mr. G. Sayle, who is also president of United Feeds, cutting the ribbon to officially open the Olds Feed Mill. The gentlemen to the right of Mr. Sayle is Graeme Kirstine, manager of United Feeds Limited.

When Will We Spell Fred's Name Right? Fred Doubts We Ever Will

NOW — It's not George Sayles, it's George Sayle.
It's not Morley Mullins, it's Morley Mullin.
It's not Harry Woods, it is Harry Wood.
BUT IT IS FRED PARSONS. Sorry, Fred.



JACK WILLIAMS

U.F.A. Co-op Bulk Petroleum Agent at Lethbridge

Jack Williams, U.F.A. Co-op's Bulk Petroleum Agent at Lethbridge, sent a picture of U.F.A. Co-op's display this year at the Lethbridge and District Seed Fair. The Farm Supply Division shared the stall with the Petroleum Division and over 700 people passed through the booth. Many more visitors to the fair stopped and viewed the attractive display from the outer fringe.

Jack wrote in to say, "The Fair does create a great deal of interest locally. Many of the exhibitors are consistent winners at the Royal and consequently, the samples shown are of the highest quality. Many of our own customers are regular exhibitors too and this also makes it more exciting."

Edmonton Farm Supply Centre

Edmonton Farm Supply Centre Manager

12243 Mount Lawn Road, North Edmonton



GORDON WENZEL

Gordon is a natural for the responsible position he holds as manager of the Edmonton Farm Supply Centre.

He was raised on a farm 10 miles north-east of Edmonton and in fact is still involved in working on the farm as he helps his father on the family enterprise which is 10 miles north of Wetaskiwin.

Gordon joined U.F.A. Co-op on January 20, 1959. He first worked as a counterman in the Edmonton Farm Supply Centre. In 1961, Gordon was promoted to head counterman and in March 1962, he became manager of the Red Deer Farm Supply Centre.

In September 1966, Mr. Ward Smith, Manager of the Farm Supply Division, announced the appointment of Gordon as Manager of the Edmonton Centre.

With his farm background and his operational experience in U.F.A. Co-op, Gordon is well qualified for the position he competently fills.

Gordon and his wife Peggy have three children, Brenda Lea 7, Karen Louise 5, and Dale Martin 2.

For relaxation Gordon enjoys his hobbies of wood-working and carpentry. He enjoys most sports and likes to hunt.

In 1956, Mr. William McCartney, Farm Supply Manager of U.F.A. Co-op Ltd., told the delegates at the Annual Meeting, "Our new Edmonton warehouse is well underway and should be ready for occupancy the first of the year. The previous inadequate facilities and poor location have undoubtedly been major factors in the slow development in the Edmonton area."

A new Edmonton warehouse began operations in February 1957. Members enthusiastically responded to the excellent facilities that were offered. Sales showed an increase of 73% in comparison to the same period in the previous year.



JACKIE HARDMAN



ELLEN MCGEEHAN

In 1958, Edmonton surpassed the early estimate and accounted for 38.4% of the total Farm Supply Division volume.

By 1960, due to the volume of business, Edmonton was becoming extremely congested. The yard area was definitely inadequate.



GENE KRIEGER



CATHERINE SHARUN



RUTH POWERS

EDMONTON FARM SUPPLY CENTRE

Edmonton sales continued to soar and showed in 1962 a total volume increase of 14%. It was felt this centre would soon be the largest in the province. However, facilities were becoming more and more cramped due to the constantly increasing swell of business. In June, negotiations for 5.2 acres of land within a block of the present site were concluded. The board of directors of U.F.A. Co-op approved a complete rebuilding of facilities. Plans were envisioned for a 50% larger sales office and over 3,000 more square feet of under-cover storage. Construction began in August, 1962.



MIKE WIDYNOWSKI



IVOR BALDWIN



METRO STARCHUK



DONALD BENKIE



HEINZ KAHLER



JOHN MANDRYK



EUGENE LETWIN



MIKE PILLOTT



HARRY ARMSTRONG



LEN SKORI



VICTOR SALAHUB



GEORGE SCHRAMM



ROBERT HUDSON



JAY BRETT

Today, the steel warehouse boasts 7,000 square feet of heated and cold storage. Large items are shown in the yard and smaller merchandise is attractively displayed in the office. There is ample parking for the largest truck.

The larger facilities have proven their convenience to Edmonton members and Edmonton has continued to maintain a high volume of business.

PETROLEUM AREA SUPERVISOR



A. G. CARDER

Head Office, Farm Supply Division, Petroleum Division — Al Carder has familiarized himself with many aspects of U.F.A. Co-op. In 1950 he started in the printing department of the Calgary Head Office. In 1953 he became a traveller for the Farm Supply Division, a position he held for five years. Al then transferred to the Petroleum Division. He was Area Supervisor in Lethbridge for four years and in Grande Prairie for four years. Recently, Al became petroleum area supervisor in Camrose.

He is married and has two daughters and one son. For hobbies Al enjoys golfing, fishing, skiing, bowling and curling.

In a thumbnail sketch, it's difficult to generate warm individuality, but thousands of Albertans, who have met Al through his work with U.F.A. Co-op, will attest to his cordial personality and the competent way he has always represented our company.

Camrose is a comparatively new territory for Al. We have no doubts he will soon have as many good friends there as in other parts of Alberta where he has represented U.F.A. Co-op Ltd.

PETROLEUM DIVISION TERRITORY NO. 5



**U.F.A. Co-op Bulk Petroleum Plants
in Territory No. 5**

	<i>Agent</i>	<i>Appointed</i>
Bashaw	Alfred L. Kerik	Sept. 14, 1966
Bawlf	Alex Lyle	Jan. 31, 1966
Camrose	H. G. Mason	Feb. 21, 1951
Czar	Leo Brown	Jan. 4, 1967
Edberg	Adam J. Butwilofski	Dec. 9, 1965
Edgerton	Ribstone Creek Pet. Assoc.	Apr. 30, 1957
Forestburg	Wm. Crawford	Aug. 25, 1955
Gladstone	Palma Paulson	May 17, 1965
Hay Lakes	Herb Leicht	July 26, 1948
Holden	Helmer C. Olsen	Jan. 24, 1950
Killam	Chas. J. Lewis	Feb. 27, 1952
Lougheed	Raymond Horricks	Apr. 13, 1966
Provost	Selmer Syverson	Oct. 25, 1965
Rosyth	Maurice Manning	Nov. 19, 1964
Round Hill	Stanley Banack	Nov. 17, 1960
Strome	Strome Co-op Assoc.	Apr. 20, 1945
Tofield	Maple Leaf Association W Friesen	Feb. 2, 1962
	L. Hunter	Oct. 1, 1951
Viking	Viking & District Co-op	May 1, 1957
Wainwright	C. Churchill	Mar. 25, 1963

How To Beat the Increase in Machinery Prices

Alvin Goetz, Information Service Division, came upon this interesting scene while making farm calls.

The method shown may have been used many years ago to drill for oil or water, but it still works. Bob Kennedy, who farms six miles north and 3½ miles east of Onoway, Alberta, finds it still quite effective. His objective was accomplished. He found water.

In the pictures, Mr. Kennedy and a neighbor are shown riding the rig around. The whole platform and rigging turn with the horse's movements. One of the problems encountered with this method is rocks. Another picture shows the drilling bucket being emptied. About eight turns of the machine fills the bucket and it is then raised and emptied.

Mr. Kennedy and his neighbor had drilled around 40 to 50 feet when these pictures were taken. They had reached a depth of eight feet of water and were planning to go down about 10 feet more.



No Expensive Repairs on This Machine



Main Spare Part is Hay



And What's More – It Works

Happiness is a peculiar sensation you get when you're too busy to be miserable.

Science is resourceful. It could not open a day-coach window, so it air-conditioned the train.

It used to be that a fool and his money were soon parted, but now it happens to everybody.

There is a wonderful, mystical law of nature that the three things we crave most in life — happiness, freedom and peace of mind — are always attained by giving them to someone else.



COMING EVENTS

April 26 - 29	Sportsmen's Show, CALGARY
May 1	Confederation Caravan, MILK RIVER
May 2 & 3	Confederation Caravan, RAYMOND
May 4	Confederation Caravan, MAGRATH
May 5 & 6	Confederation Caravan, CARDSTON
May 7, 8 & 9	Confederation Caravan, PINCHER CREEK
May 10	Confederation Caravan, BLAIRMORE
May 11	Confederation Caravan, COLEMAN
May 12 & 13	Confederation Caravan, FORT MACLEOD
May 14 & 15	Confederation Caravan, CLARESHOLM
May 17	Confederation Caravan, NANTON
May 18 & 19	Confederation Caravan, HIGH RIVER
May 20	Confederation Caravan, BLACK DIAMOND
May 21	Confederation Caravan, OKOTOKS