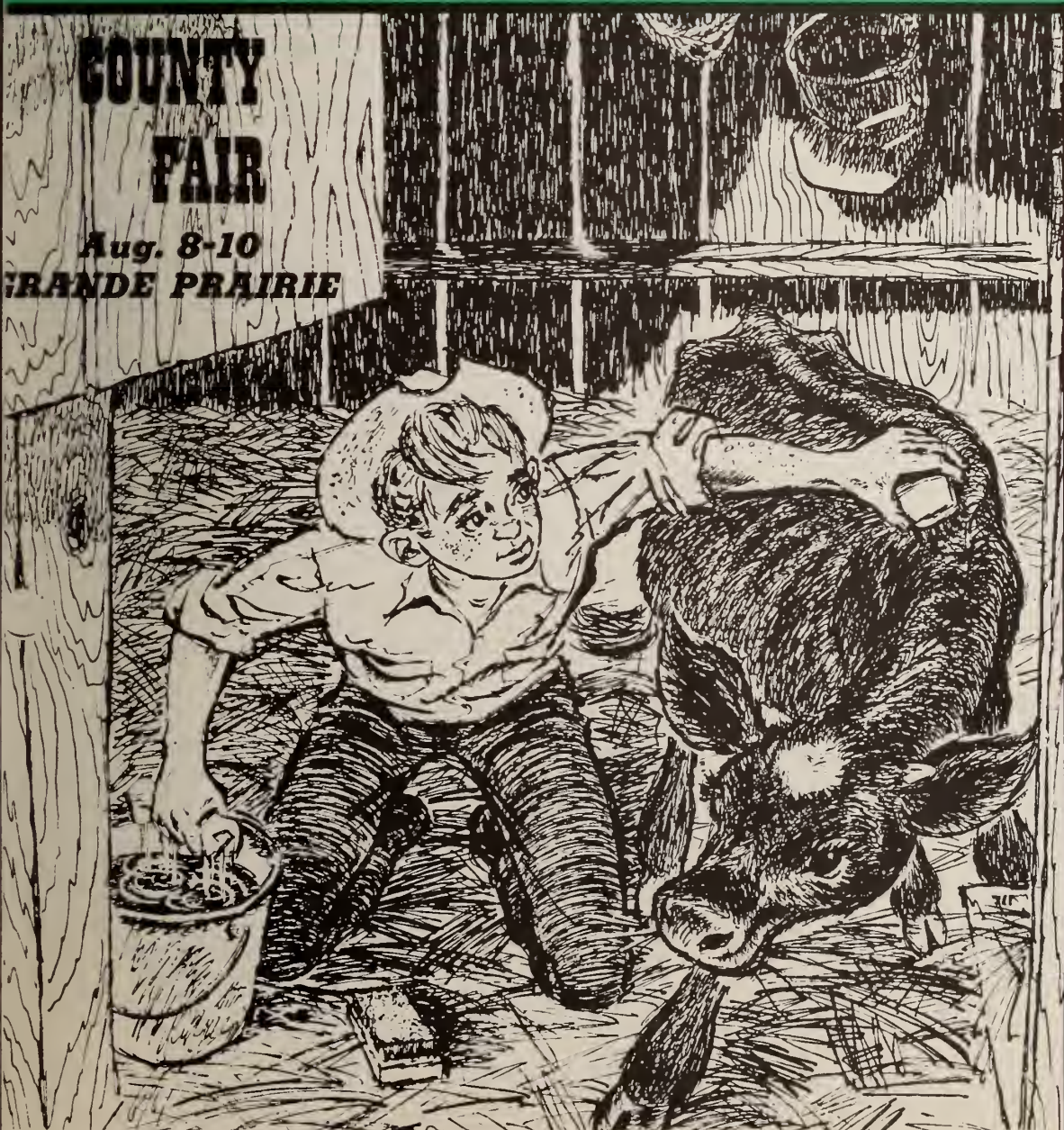


*Henry*

The  
U.F.A. CO-OPERATOR

Volume 4-No. 7



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1966

*The difference between mediocrity and success*

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

## Here's To A Better Co-operator

People make news and the Co-operator is always interested in what you've done. Let us know if you have married — been shot — struck oil — had triplets — been elected — had a fire — found a still — written a book — inherited a million.

Seriously, we try not to miss any newsworthy material concerning the people in our Company, but a *tremendous* amount is missed because no one reported it.

This is sometimes true in regard to news at the management level. We don't want to make a nuisance of ourselves by continually hounding executive and managerial staff for news.

So everyone — how about some help? All you have to do is tell us the facts. The result will be a better publication — one that is more interesting to you because you helped produce it.



## Brickbats or Bouquets

We sent a questionnaire with the above "novel title" to 100 of our readers at Head Office and the Calgary Farm Supply Centre.

Over 75% of the questionnaires were returned. The comments were extremely kind — and for this we are humbly grateful; the criticisms were constructive and for this we are doubly grateful.

In this issue, there is another questionnaire for our readers who do not live in Calgary.

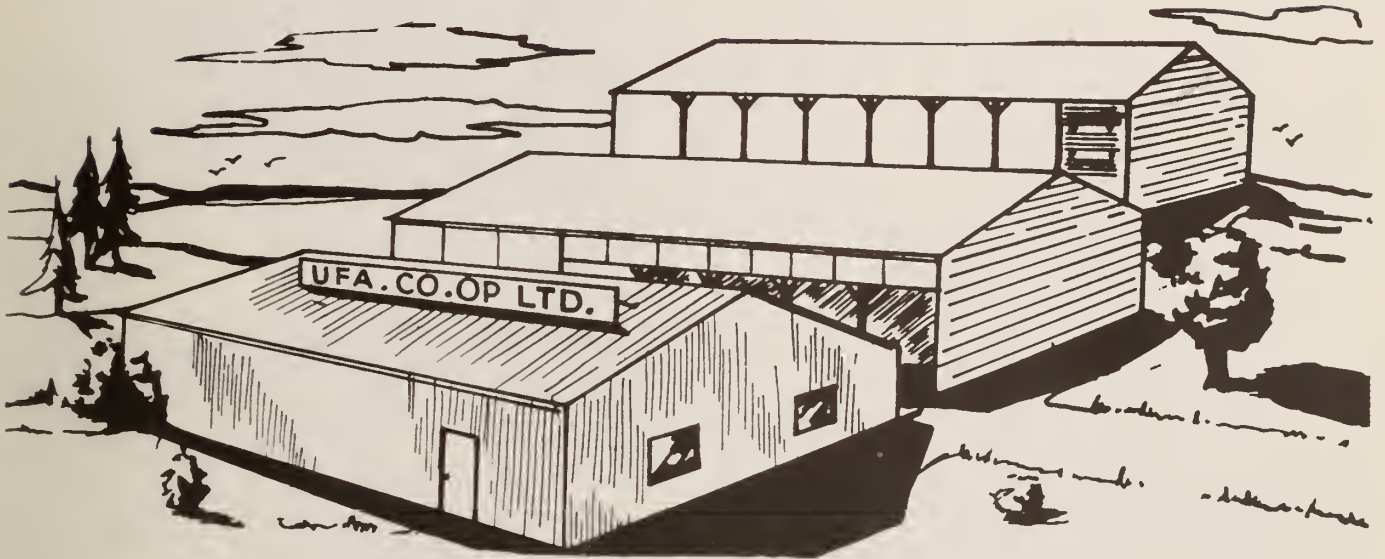
We would appreciate it if they would take the time to fill it in and return it to Head Office.

We want The Co-operator to be enjoyable and informative reading and with the help of our readers' comments and criticisms we will certainly try to make it so.



# TALK OF THE TOWN

U.F.A. CO-OP OPENS 11th FARM SUPPLY CENTRE AT WESTLOCK



ARCHITECT'S SKETCH OF THE UFA CO-OP FARM SUPPLY OUTLET AT WESTLOCK

## WELCOME WESTLOCK

Westlock district is bordered by the North Saskatchewan River, bisected by the Athabasca and made beautiful and bountiful by their dozens of tributaries.

The first farms were near these highways of a hundred years ago. Later immigrant settlers — many of them French — pioneered other farm lands. Recent development has been spurred by discoveries of new petroleum and agricultural resources.

There is no area of this Big River Country that does not look to the future for here is growth, vigor and the promise of prosperity.

U.F.A. Co-op recognizes this potential by locating their 11th and newest U.F.A. Co-op Farm Supply Centre in the near-heart of the area at Westlock.

## AT THE OPENING



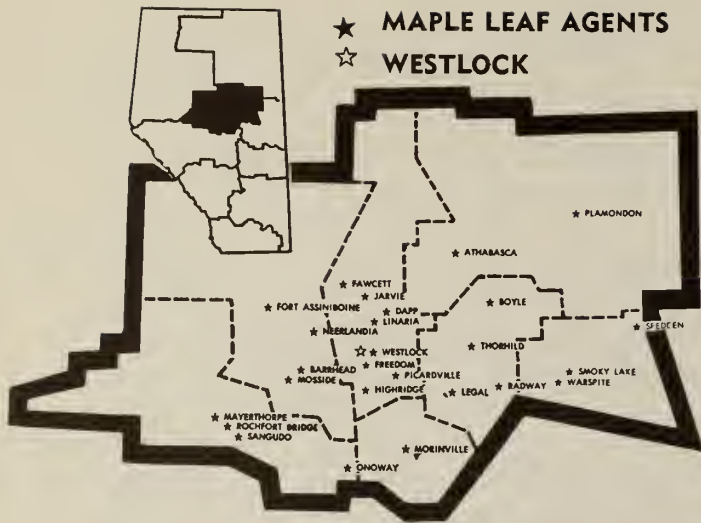
Left to right: Brian Grey of the U.F.A. Co-op Ltd. Petroleum; Walter Bulva, Manager of the Westlock Farm Supply Centre; Sarden Semenuk, U.F.A. Co-op Ltd. Delegate; Dick Ponting, Manager of Pembina U.F.A. Co-op Association Westlock Petroleum Agency.



Left to right: Mr. Ward Smith, U.F.A. Co-op Ltd. Farm Supply Manager and Walter Bulva, Westlock Centre Manager.



Elmer Johnson, 2nd Vice-President; George Sayle, President.



**WESTLOCK FARM SUPPLY CENTRE**



**SOME OF THE LARGE CROWD AT THE OPENING**



**WALTER BULVA**

Walter Bulva is the manager of the Westlock Farm Supply Centre — one of the nicest people we know — and a BACHELOR — (what more could any red-blooded Canadian girl want?)

He was born in Iron Springs, Alberta, where his parents and brothers still live on their irrigation farm.

Walter joined U.F.A. Co-op Ltd. in February, 1963 as a salesman at the Lethbridge Centre. He was promoted to Head Counterman in April, 1965 and Assistant Manager at the Edmonton Farm Supply Centre on November 1, 1965.

Walter is now manager of our newest centre. He plays the guitar and to quote Vic Willoughby who originally hired him at Lethbridge, "His hobby is hard work."



## WESTLOCK WELCOMES U.F.A. CO-OP LTD.

On May 31st, over 1,400 farmers and ranchers from the Westlock area attended the official opening of the Westlock Farm Supply Centre.

The wonderfully warm welcome given our new branch was reflected in the sales figures which classed Westlock as having the biggest opening day of any branch.

It was a grand and gay day and special thanks to the Eastburg and Westlock Farm Women's Union of Alberta who served hundreds of dozens of doughnuts and gallons of coffee and pop.

Radio Stations CFRN and CHFA broadcast "on location". Draws were made every half hour and the winners were:

Petroleum Division — 1 - 25 Multi Purpose Grease: Charles Johnson, Manola, Alta.

Windsor Salt — 5 blocks Iodized: Mrs. Gerry Dyck, Box 118, Westlock, Alta.

U.F.A. Co-op Ltd. — 1 UFCO Battery: John Pidsadowski, Box 178, Westlock, Alta.

Blowey Henry — Pole Lamp: Olga Eisner, Westlock, Alta.

Western Supplies — Bathroom Accessories: O. D. Eliason, Picardville, Alta.

RCA Victor — Radio: Bryan Lyons, R.R. 1, Westlock, Alta.

Allied Chemical — 1 - 5 24D Ester 128 oz.: Mrs. Edna Gerun, Tawatinaw, Alta.

Petroleum Division — 1 - 5 gallon Multi Purpose Lube 30: George Hope, Westlock, Alta.

Canada Paint — 1 - 5 gallon Red Mill Rich Red: Donald Petrychan, Halach, Alta.

Canada Cement — \$30.00 Credit Note: Julia Roska, Nestow, Alta.

Primco Western — 5 sheets prefinished plywood: George W. Carew, Clyde, Alta.

MacMillan & Bloedel — Ping Pong Table: Annie Glebe, Picardville, Alta.

Domtar — 50 - 4 x 6 Posts: W. J. R. Stephens, Pibroch, Alta.

Swift Feeds — \$20.00 Gift Certificate: M. L. Marchak, Vimy, Alta.

McVean Agencies — Picture: Charles Miller, Westlock, Alta.

Rusco Metals Ltd. — Door and Frame: Mrs. Wm. Schlamp, Thorhild, Alta.

U.F.A. Co-op Ltd. — Garden Cultivator: Mrs. E. Richey, Fawcett, Alta.

☆ ☆ ☆

### THREE BUSY BEES



Ralph Imbery, Walter Bulva, Gordon Wenzel.

☆ ☆ ☆

### HARRY MELENCHUK ON THE NEW YARD TRACTOR



Special salute to Harry Melenchuk, head warehouseman, for his fine efforts in keeping the yards in spotless condition.

HIGH LEVEL



DEL BONITA

### OUR SINCERE THANKS

To Lloyd Clark for finally clearing up the controversy that was stirred by the picture on the cover of the June Co-operator. The store shown is the Farmers Co-op Store at Edmonton—Civic Centre or Market Square. This was the first Co-op Store in Edmonton and the car shown is a Kessler owned by Mr. Rice Shepard who was a director of the U.F.A. The year is 1914. This is now the current location of the Edmonton Centennial Library.



### THAT EXPLAINS IT

The hillbilly took the pen handed by the hotel clerk and signed the register with an X. After a thoughtful pause, he drew a circle around the X.

"A lot of people sign with an X," said the clerk, "but that's the first time I've seen it circled."

"Tain't nothing odd about it," replied the Ozarkian. "When I'm out for a wild time, I don't use my right name."



### THE WELCOME MAT IS ALWAYS OUT

LAWRENCE HENDERSON, U.F.A. Co-op Ltd. Delegate, and some of the members from the LA-COMBE district recently toured the Calgary Head Office.

We certainly appreciated this group taking the time to come and see the internal workings of their Company and we hope they found their visit interesting.

U.F.A. Co-op Ltd. extends an open invitation to all of our members to visit the Calgary Head Office.

Please let us know the day and time you plan to come and how many in the group. We will be pleased to arrange a conducted tour for you.

Kindly write or phone to:

Alice Switzer,  
Information Service Division,  
1119 - 1st St. S.E.,  
Calgary, Alberta.

# HERE

## ALBERTA AGRICULTURAL CENTENNIAL COMMITTEE

Work is now proceeding on a written history of the farm movement in Alberta. This is one of the projects undertaken by the Alberta Agricultural Centennial Committee.

This committee, set up by member organizations of the Alberta Federation of Agriculture, consists of some twenty representatives of agricultural organizations and associations throughout the province.

A substantial part of the history was written by the late Mr. Norman Priestley, who was manager of the U.F.A. Co-op from 1940-1951, and who devoted considerable time in the interests of farm organizations in Alberta.

Research and writings for the periods 1921 to 1935 and 1949 to 1967 remain to be done. For the completion of the work, the Committee commissioned Mr. E. B. Swindlehurst, former Research Information Editor for the Alberta Department of Agriculture.



### VERMILION



Mr. George Skinner and Gerry McKay, U.F.A. Co-op Petroleum Area Supervisor.

Mr. Skinner is 85 years old — has been a member since 1909. This picture was taken at the Vermilion opening.



# THERE

## MEET THE ODEGAARDS OF BUCK LAKE



Kenneth H. Odegaard is the new U.F.A. Co-op Ltd. Petroleum Bulk Plant Agent at Buck Lake.

While Ken does his deliveries, his wife Alice looks after the plant and does the necessary bookkeeping.

Ken grew up on his parent's farm at Conwood, Saskatchewan. He and Alice now own a farm at Winfield, Alberta.

The Odegaards have four children, Cheryl 8, Rodney 7, Blaine 4 and Vernon 2.

Ken is a member of the Lions Club in Winfield and Alice belongs to the Buck Lake Ladies Club.

Ken's new business and young family keep him busy. However he enjoys sports, especially hunting.

Our sincere wishes for success to this fine young couple and their lovely family.



## "BURNING THE MIDNIGHT OIL"



Jim Johnson, Supervisor of the Farm Supply Accounting Department.

MANNING



BAYTREE

EMPRESS

MILK RIVER

## MAY MEMBERSHIP APPLICATIONS

The Dividend Department processed 188 Farm Supply and 334 Petroleum applications in January. Total membership for the fifth month of the year were 552.



## PROMOTIONS AND TRANSFERS

CHARLES FOSTER from Warehouseman to Head Shipper and Receiver at Grande Prairie Farm Supply Centre.

HUGH CAZA from Head Warehouseman to Counter Salesman at Grande Prairie.



## NEW EMPLOYEES

TERRENCE SEMENIUK ..... Westlock Farm Supply Centre

DON SMITH ..... Senior Programmer, Systems Department, Calgary Head Office

ARNOLD McLAUGHLIN ..... Counter Salesman, Calgary Farm Supply Centre

ADELLE CHICHAK ..... Printing and Stationery, Calgary Head Office



## SUMMER EMPLOYEES

CAROL SHARPE ..... Calgary

ALAN COOPER ..... Edmonton

LAWRENCE KOROBKO ..... Edmonton

DON RUDKO ..... Edmonton

JOANNE LAMONT ..... Edmonton



W. McCartney, General Manager, presenting 20 year service award to "Van".

### A NEW MEMBER IS WELCOMED INTO THE CLUB

E. Van Maarion was recently presented with an award in token of his twenty years of employment with U.F.A. Co-op Ltd.

"Van" is our Maintenance Supervisor and his services are very much in demand.

At an early age, Van came to Canada from Rotterdam. His family farmed and ranched at Medicine Hat where Van received his schooling.

In the 1920's Van worked for N. E. Knudson Co. — a firm which built elevators in Alberta. He was working on the roof of one of the elevators when he fell 87 feet. He was badly injured and spent over two years recuperating in hospitals.

In order to resume a normal life, Van had to learn to walk again. Every step that he forced himself to take was painful, but he courageously persevered and was eventually able to return to work.

For five years, Van was employed by the Manitoba Bridge and Iron Works as a riveter. During the war years, he was head machinist at the C.P.R. Ogden Shops which made munitions.

He was one of the carpenters who built the Calgary Co-op Store and stayed on with U.F.A. Co-op as maintenance supervisor.

Van is married and has a grown family. He likes to hunt and fish and has continued his interest in carpentry by building a number of boats in his spare time.

Van feels the years with our Company which brought him his service award have gone by quickly. Our sincere congratulations to Van and on behalf of his fellow workers we'd like to say that his consistent pleasantness is very much appreciated.

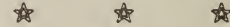


### WE'RE HAVING A PARTY AND YOU'RE INVITED!!

The Annual Calgary Staff Association Barbecue will be held on August 6th at the Lone Pine Supper Club.

Succulent steaks and ribs and all the trimmings'. Come one—come all—guests welcome. Due to the cancelling of the 'Spring Fun Fest', everyone's raring to have a ball.

So let's make this the biggest and best party yet — August 6th — at the Lone Pine Supper Club—all the arrangements have been made—all that's needed is YOU to make this party a roaring success.



## Flashbacks!

Reprinted from the U.F.A. Co-op Staff Society Paper

### JANUARY, 1947

U.F.A. Co-op Hockey Club defeated Great West Saddlery 17-1. Forward on the hockey team was Gordon Chisholm.

### SEPTEMBER, 1947

Eileen Birch, a member of the Alberta Rifle Team, made a very fair showing down east at the Rifle Tournament held in Toronto.

### DECEMBER, 1948

Sgt. Arne P. Olson, U.F.A. Co-op Petroleum Division fieldman, was presented with the British Empire Medal. Lt. Gov. J. C. Bowen conducted the investiture at the North West Air Command in Edmonton.

### JANUARY, 1949

Bill McCartney reports that after his third annual New Year's Eve open house he found he was minus a gate post. So Bill is quite sure everyone had a good time.



# PROMOTION



## ELMER REIMER APPOINTED MANAGER OF INFORMATION SERVICE DIVISION

Mr. Wm. McCartney, General Manager of U.F.A. Co-op Ltd., recently announced the appointment of Mr. Elmer Reimer to succeed Mr. Dean Lien as manager of the Information Service Division.

Mr. Lien has entered private business and will be associated with B & H Homes, a firm primarily engaged in housing construction.

Elmer has been employed with U.F.A. Co-op for the last seven years and is familiar with many phases of the Company's operations. He worked in the Dividend Department for four years and the last three years for the Information Service Division.

Born and educated in Nipawin, Saskatchewan, Elmer has taken numerous courses related to his work. Among them, co-op information, communications, leadership techniques, program planning and adult education.

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Life is a grindstone, and whether it grinds a man down or polishes him up depends on the stuff he's made of.

A shirt waving on a clothes line was the beginning of a great balloon, forerunner of the Zeppelin.

A spider web strung across a garden path was the inspiration for the suspension bridge.

A teakettle singing on the stove suggested the steam engine.

A lantern swinging on a tower gate gave rise to the pendulum.

An apple falling from a tree was the cause of discovering the law of gravity.



### WISH WE'D SAID IT

The 5 B's of middle age — baldness, bridgework, bifocals, bay windows and bunions.

It is difficult to realize that a person who doesn't take your advice may not be stubborn.

Executive: a person who never even dreamed of earning the salary he can't get along on today.

Many best sellers in modern fiction are divisible into three types — neurotic, erotic and tommyrotic.

He recently completed the Co-operative Education Series at Western Co-op College and has both studied and instructed on behalf of U.F.A. Co-op, at the leadership Techniques Course at the Banff School of Fine Arts.

Elmer is closely affiliated with farm youth work and this year was selected Program Co-ordinator for the F.U. and C.D.A. Teen Camps at Gold Eye Lake.

During his school years he was particularly active in football, basketball, track and baseball. He likes to hunt and fish — has taken part in Sports Car Club Meets and Rallies — likes to ski in the winter and skin dive in the summer.

Elmer's wife Shirley Anne teaches at the Parkland Elementary School and is also active in many sports.

Our congratulations to Elmer on his appointment to this responsible position and our sincerest wishes for his every success.



### ANNUAL GOLF TOURNAMENT

#### Prize List

Low Gross .....	Bill Clark
Low Net .....	Larry Deering
Consolation High Net .....	Elmer Reimer
Second Low Gross .....	Metro Towpich
Most Birdies .....	Metro Towpich
Hidden Holes .....	Bill McNab, Metro Towpich
Highest Score (Honest) .....	Don Smith
Player Travelling the Furthest Distance ..	Barry Brown

We haven't heard too much about the golf tournament, but here's a list of the big winners. Any sizzling reports (printable or otherwise) as to what happened at the 19th hole will be very much appreciated.

# Petroleum Area Supervisor



**DAVE MacNEILL**

Dave MacNeill is Petroleum Area Supervisor of District No. 1. His territory is bounded by Medicine Hat, Milk River, Pincher Creek and Stavely.

Dave joined U.F.A. Co-op in 1960 and was Area Supervisor for the Drumheller and Oyen area before assuming his position at Lethbridge.

Dave was born in Edmonton—served as a Naval Officer during the war—and is an officer with the Royal Canadian Sea Cadets “Chinook”.

He is an ardent advocate of keeping physically fit, does weight lifting and boxing and is president of the Lethbridge Amateur Boxing Association. He also likes to swim and golf.

Dave, his wife Joyce and their two sons Tim and Rod live in Lethbridge.



**U.F.A. Co-op Ltd. Bulk Plants in Territory No. 1**

## PETROLEUM DIVISION SETS NEW RECORD

Mr. L. O. Proudfoot, Manager of the Petroleum Division of the U.F.A. Co-op Ltd., recently announced that May, 1966 proved to be a record month for our Company in the distribution of petroleum products.

The previous record was set in May, 1965. The first ten months of the fiscal year showed an increase in excess of 4,000,000 gallons or 9.3%.

In a letter sent to the Company's agent, Mr. Proudfoot said, "We extend our sincere appreciation to each and every agent who assisted in making this performance possible. The success story of this exceptional month could not have been written without your co-operation in obtaining maximum sales through providing top-notch service to our farm members."

Location	Year Opened	Agent
Barons	1962	Southern Alberta Co-op Assoc.
Bow Island	1966	Lloyd Sevalrud
Cardston	1937	E. C. Fredericks
Claresholm	1965	A. W. Oddie
Granum	1946	Roy Henker
Hillspring	1943	R. L. Leishman
Iron Springs	1963	Iron Springs Oil Co-op.
Lethbridge	1954	J. O. Williams
Medicine Hat	1957	Medicine Hat Co-op Ltd.
Milk River	1963	J. C. Matkin
Nemiscam	1950	E. N. Hoibak
Nobleford	1956	Joe Kenylenbelt
Pincher Creek	1960	Pincher Creek Co-op Assoc.
Rocky Coulee	1938	John Havinga
Stavely	1947	Jack T. Marshall
Taber	1948	Southern Alberta Co-op Assoc.
Vauxhall	1961	Vauxhall Co-op Petroleum Assoc.



# HOLIDAY

# HAZARDS

**H**OLIDAYS can be happy days, especially in summer when you can swim, fish, sunbathe, go camping and enjoy so many other pleasures—but they can also be very unpleasant if you don't heed health and safety rules. The following are a few hints to help you get the most out of your holidays:



PUT OUT ALL FIRES



CLOWNING IN A BOAT IS DANGEROUS



ONLY A JACKASS DIVES INTO UNKNOWN WATERS



MUSHROOMS OR TOADSTOOLS?

*Have a Safe and Happy Holiday*

## COMING EVENTS

- |                     |   |
|---------------------|---|
| <b>July 15-16</b>   | Klondike Kampers Karnival,<br>Drayton Valley              |
| <b>July 15-17</b>   | Canoe Race, Rocky Mtn. House to<br>Edmonton               |
| <b>July 17-22</b>   | Trail Rides, Banff  |
| <b>July 18-23</b>   | Klondike Days, Edmonton                                   |
| <b>July 18-23</b>   | Lethbridge and District Exhibition &<br>Rodeo, Lethbridge |
| <b>July 19-20</b>   | Benalto Fair, Benalto                                     |
| <b>July 25-27</b>   | Vegreville Fair, Vegreville                               |
| <b>July 25-30</b>   | Alberta Light Horse Show, Calgary                         |
| <b>July 26-27</b>   | Registered Quarter Horse Show,<br>Medicine Hat            |
| <b>July 28-30</b>   | Vermilion Fair, Vermilion                                 |
| <b>July 28-30</b>   | Medicine Hat Exhibition & Stampede,<br>Medicine Hat       |
| <b>July 29-30</b>   | Edson Stampede, Edson                                     |
| <b>August 1</b>     | Annual Racing Meet, Taber                                 |
| <b>August 1-2</b>   | Athabasca Fair, Athabasca                                 |
| <b>August 1-2</b>   | Barrhead and District Kinsmen<br>Stampede, Barrhead       |
| <b>August 2-3</b>   | Donnelly - Falher - Girouxville Fair,<br>Donnelly         |
| <b>August 3-6</b>   | Arabian Horse Show, Calgary                               |
| <b>August 3-6</b>   | Red Deer Exhibition and Fair, Red Deer                    |
| <b>August 4-6</b>   | Lloydminster Fair, Lloydminster                           |
| <b>August 5-6</b>   | Grimshaw Stampede, Grimshaw                               |
| <b>August 6</b>     | Willingdon Fair, Willingdon                               |
| <b>August 8-10</b>  | Frontier Days and County Fair,<br>Grande Prairie          |
| <b>August 8-10</b>  | Camrose Fair, Camrose                                     |
| <b>August 10-11</b> | Westlock Fair, Westlock                                   |
| <b>August 11-13</b> | Olds Fair, Olds   |
| <b>August 11-13</b> | Wetaskiwin Fair, Wetaskiwin                               |
| <b>August 12</b>    | Lougheed Fair, Lougheed                                   |
| <b>August 19-20</b> | Pincher Creek Diamond Jubilee<br>and Fair Days            |