

# THE UNITED FARMER

MARCH, 1970

UFA



# THE UNITED FARMER

Volume 8

No. 2

March, 1970

Published 10 times yearly by the Information Service Division of United Farmers of Alberta Co-operative Limited.

Head Office: 1119 - 1st Street S.E.  
Calgary 21, Alberta

Editor: Alice Switzer



MEMBER OF THE CANADIAN INDUSTRIAL  
EDITORS' ASSOCIATION

**United Farmers Farm Supply  
Centres:**

Calgary 4720 - 1st Street S.E.  
Edmonton 12243 Mount Lawn Road  
Red Deer 5440 - 45th Street  
Lethbridge 3131 - 2nd Avenue N.

Grimshaw	Camrose	Hanna
Stettler	Westlock	Provost
Vulcan	Vermilion	Falher
Grande Prairie		

## COVER PICTURE

Another breathtaking view of Lake Louise. Picture reprinted through the courtesy of Canadian Pacific. Special thanks to R. A. Ferguson, Public Relations Representative for C.P.

# ANNUAL MEETING

United Farmers' Annual Meeting will be held at the Calgary Inn on March 12, 1970.

The Annual Meeting has previously been held in November. It will now be held in March. Two of the main reasons for this change were:

1. The present fiscal year did not correspond to the farmers' year with the result that members found it difficult to relate the Company's experience to their own.

2. It was necessary to keep petroleum records on a calendar year basis for industry purposes and of course, on a fiscal year for company purposes. The proposed change eliminated this duplication.

Many of the delegates suggested this change was long overdue and final ratification was given by the delegates at the Annual Meeting in November to change our year end from July 31 to December 31.

This year, financial figures based on sales made in August, September, October, November and December of 1969 will be presented to the delegates.

With full appreciation of the problems facing our industry, it is gratifying to report that sales for the mini-year were good. A definite increase was shown as compared to the same period a year ago.

It is reassuring to note that in view of the economic stress in agriculture, our members are more fully realizing the need to utilize their own farm supply co-operative. United Farmers is owned and controlled by farmers, and undertakes no programs unless they will economically or socially benefit agriculture.

Greater use by our members of the facilities and services United Farmers provides, means a more economical use. Increased support provides greater savings.

The earnings this year are substantial and will be returned to our members as quickly as possible.

Every member-owner can take pride in the solid results achieved this year by their co-operative.

The next issue of The United Farmer will contain an operating report on the mini-year. There will also be a full report of the Annual Meeting.

# Entertainment Nights Draw Capacity Crowds

## Standing Room Only

"Standing Room Only" was a common occurrence at the Entertainment Nights sponsored by United Farmers. **Cliff Pilkey**, Manager, **Gerry Senger** and **Stan Schuler**, Representatives of the Information Service Division, all came back with the same reports.

"This year the shows drew an average of 223 people as compared to 105 last year. Oyen, so far, tops the list with a capacity crowd of 600.

Main feature of the successful evenings, which were held throughout Alberta, was a Walt Disney movie. The United Farmers' delegate in each respective area was usually in attendance and spoke briefly on our Organ-

ization. Questions were encouraged from those present, and the majority of the questions came at cookie and coffee time. Preceding the movie was a short, colorful featurette on United Farmers.

## Capacity Crowds

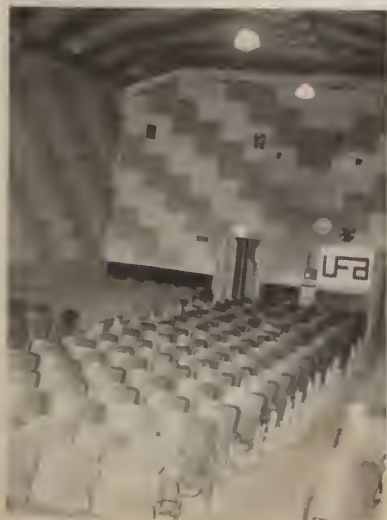
The Entertainment Nights were held in many of the areas that did not have show nights last year. Word of mouth spread the news. The result — capacity crowds.

In the rather hectic atmosphere that was at times created by the larger crowds, a few incidents stand out.

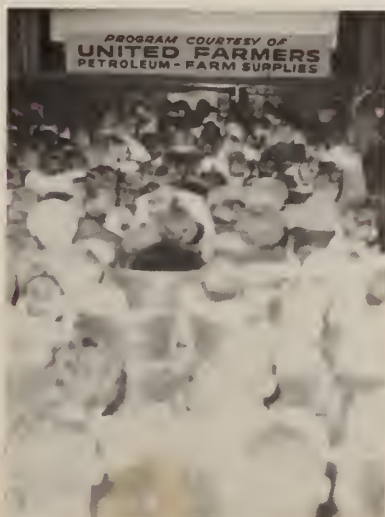
**At Buck Lake** — the hotel was left with 10 chairs. All the others were commandeered for the showing.

**Stettler** — the Boy Scouts, with the approval of their scout master, asked permission to attend the show rather than have their regular meeting. When it became imminent that there would be a shortage of chairs, the troupe leader and the scouts went and rounded some up. More important, they speedily returned them when the show was over.

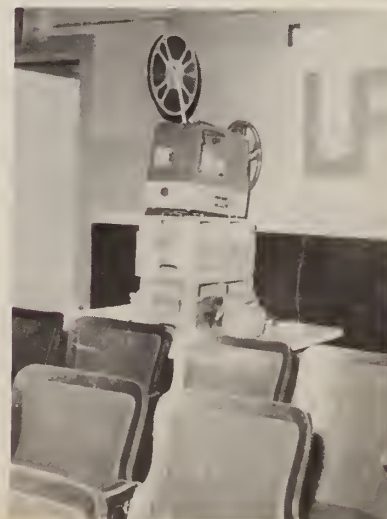
**Vermilion** — the coffee was plugged in — 10 minutes before the end of the show there came the unhappy realization that the socket had no electricity in it. Coffee was quickly made from the hot water tap. Believe it or not, comments were heard concerning "the very good coffee."



*Before the show*



*Standing room only*



*Barely room for the projector!*

## ENTERTAINMENT NIGHTS (cont'd.)

The following list shows the towns and the number of people in attendance.

Town	Attendance
Airdrie	200
Athabasca	200
Beaverlodge	240
Brooks	195
Buck Lake	280
Camrose	190
Carstairs	225
Claresholm	100
Consort	300
Czar	325
Delburne	275
Drumheller	150
Elk Point	240
Enchant	200
Fairview	300
Falher	225
Foremost	200
Glendon	300
Hanna	325
High River	180
Holden	450
Killam	300
Krakow	55
Lacombe	155
Lamont	260
Manning	130
Medicine Hat	60
Milk River	150
Morinville	125
Myrnam	330
Onoway	335
Oyen	600
Picture Butte	420
Pincher Creek	40
Radway	300
Rimbey	190
Sexsmith	305
Smoky Lake	350
Spirit River	145
Springbank	150
Spring Coulee	85
Standard	150
Stettler	200
Stony Plain	240
Sylvan Lake	20
Thorsby	260
Trochu	160
Valleyview	290
Vegreville	110
Vermilion	210
Wainwright	60
Wildwood	120

Many people helped to make Entertainment Nights the tremendous success they were. Special credit to our delegates, to the Petroleum Division Marketing Supervisors and Agents — to the Farm Supply Centre Managers and Assistant Managers.



Cliff Pilkey

Mr. William McCartney, General Manager of United Farmers, recently announced the appointment of Clifford L. Pilkey as Manager of the Information Service Division.

Cliff was raised on a farm at Invermay, Saskatchewan. He later joined the R.C.A.F. and served for seven years as a recreation specialist.

After receiving his discharge, Cliff accepted positions as recreation director at Eston, Saskatchewan, Hanna and Ponoka, Alberta. His keen interest and participation in sports led to his appointment as sports editor of the Estevan Mercury.

In 1966 Cliff joined United Farmers' Information Service Division as a representative. His travels, throughout Alberta on behalf of the Organization, have brought him into contact with many of our members. His ex-

## DIVISIONAL APPOINTMENT

tensive background in recreation and working with people has proven an invaluable asset to him in his work with this Division and well qualifies him for his new responsible position.

At one time Cliff held officiating memberships in hockey, baseball, basketball, badminton, figure skating, football, and fast ball. He also served as secretary of the Central Alberta Referees Association in 1968.

Cliff has always shown a keen interest in community affairs and in 1964 was named Kinsman of the year in Hanna.

His firm belief that there is a lack of responsible refereeing in minor sports has actively involved him in promoting competent refereeing in this field.

Cliff and his wife Trudy, have four children — Cindy, Greg, Shelly and Geoffrey.

Absenteeism, like regular attendance, can become a habit.

Just as one car can cause a traffic tie-up by creating a bottle-neck, so can absence affect the productivity of an entire group, upsetting both schedules and tempers.

Absenteeism, due to serious illness, cannot be helped. But staying off the job regardless of — weather, opening of the hunting season, or just plain laziness — can very often depend on a person's attitude towards his work — his loyalty — his responsibility to all concerned.

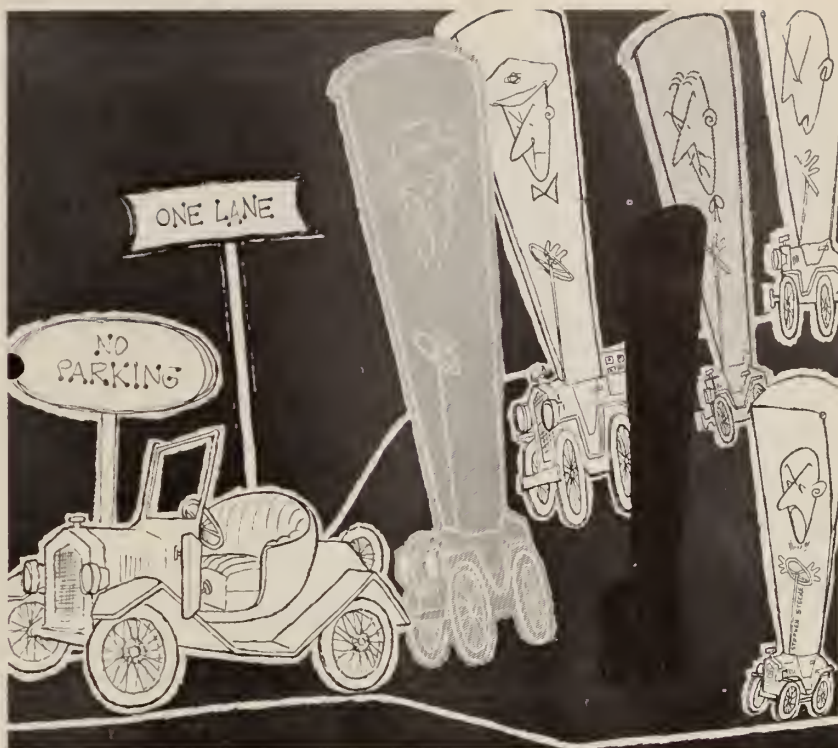
Our Farm Supply Centres have a total of 67 employees

## "Making the Scene"

who can take pride in their total and individual attendance record. Perfect attendance for 1969 was achieved by 22 staff members of the Farm Supply Centres.

Of the 22, there were 10 for whom this was not a first. These people have two and three years without missing a working day. Topping the list is **Irene Ali** of Red Deer, who has been with United Farmers for five years and has five years of perfect attendance to her credit.

The following is a list of farm supply centre personnel with Perfect Attendance in 1969. In brackets are shown the consecutive number of years they achieved this goal.



**Calgary**  
**Carl Mierlo (3)**  
Salesman  
**Don Milley (3)**  
Head Warehouseman  
**Bernard Ouellette**  
Salesman

**Edmonton**  
**Jackie Hardman (2)**  
Accounting Clerk  
**Eugene Letwin (2)**  
Head Warehouseman

**Camrose**  
**Gordon Innes**  
Warehouseman

**Grande Prairie**  
**Alvin Burdeyney (2)**  
Salesman  
**Robert Hudson (2)**  
Head Warehouseman

**Hanna**  
**Ken Rose**  
Salesman

**Westlock**  
**Ron Rimmer**  
Salesman  
**James Uschenko**  
Warehouseman

**Lethbridge**  
**Keith Conquergood**  
Warehouseman  
**Randy Meroniuk**  
Salesman  
**Fay Lowther (3)**  
Accounting Clerk

**Provost**  
**Barry Brown (2)**  
Head Warehouseman  
**Don Jickling**  
Salesman

**Red Deer**  
**Irene Ali (5)**  
Accounting Clerk  
**Randy Bysterveld**  
Warehouseman  
**Bill Hutchison**  
Salesman

**Vermilion**  
**Elwood Main**  
Head Warehouseman  
**William Trefiak**  
Salesman

**Vulcan**  
**Chris Plante (2)**  
Head Warehouseman

# Lumber

The second annual lumber seminar was recently held in Calgary by United Farmers' Farm Supply Division in conjunction with McLean Lumber Sales. In attendance were most of our Head Warehousemen from the Farm Supply Centres. The Farmstead Development Department was represented by all their staff in the Calgary area and two from the Edmonton area.

The idea of the lumber seminar originated two years ago in the discussion of our lumber marketing problems with McLean Lumber Sales. At that time it was felt that if our staff was more conversant with lumber, both from a marketing standpoint and a qualifying aspect, United Farmers could do a better job for our members in supplying lumber to them. Last year the Farm Supply Centre Managers attended a similar seminar.

This year the seminar took one and one-half days. The Interior Lumber Manufacturers Association, the organization in charge of all lumber grading in the interior of British Columbia, had two representatives on hand to instruct our staff in the grading of lumber and its uses. At the end of this, a grading contest was held with trophies being won by **Don Pewar** from Camrose and **Peter Malinowski** from Edmonton.

The final portion of the seminar included a discussion of lumber mill operations and related problems. Mr. **Buff McDonald** of Celgar Lumber Company, Castlegar, B.C. handled this portion of the program. Celgar is one of the largest manufacturers of lumber in Canada. Mr. McDonald did a creditable job of answering all questions, and gave the Farm Supply personnel an excellent insight into lumber mill problems.



*Peter Malinowski, Edmonton, receives his Lumber Grading Award from G. Finlayson.*



*Jim Shindler, Farm Supply Operations Manager, watches Don Pewar, Camrose, receive the Lumber Grading Award from W. Huggins.*

# Seminar



Mr. **Jim Shindler**, Farm Supply Division Operations Manager, who made the arrangements for the lumber seminar felt that McLean Lumber Sales, the I.L.M.A. and Celgar Mills Limited are all to be commended for their part in making the lumber seminar so meaningful and helpful to our people.

## At The Head Office

On the afternoon of the second day of the lumber seminar, the following Farm Supply personnel came to the Head Office. On tour were: **Gordon Blades**, Red Deer; **Barry Brown**, Provost; **Jim Calder**, Calgary; **Denis Canning**, Calgary; **Don Conquergood**, Lethbridge; **Hank Dahl**, Calgary; **Gene Krieger**, Edmonton; **Bob Hudson**, Grande Prairie; **Ken Jendrick**, Westlock; **Gene Letwin**, Edmonton; **Elwood Main**, Vermilion; **Harry Melnychuk**, Camrose; **Don Milley**, Calgary; **Phil Phillips**, Calgary; **Don Pewar**, Camrose; **Ron Quaschnick**, Hanna; **George Schramm**, Falher.

Keen interest was shown by our Farm Supply personnel in the Farm Supply Accounting Department. **Joe Miller**, Supervisor of Farm Supply Accounting, took the boys on a detailed tour of his department. From there the boys went on to the key punch room, the computer room and the printing department. The tour wound up in the Board Room with a short workshop conducted by the In-

formation Service Division to further familiarize our people with United Farmers of Alberta.

The Lumber Seminar can certainly be credited as giving our boys a deeper insight into just one of the products they must be knowledgeable about. The tour of Head Office, hopefully showed them how important their position is in relation to the total operation of United Farmers.



# Camrose - The Agricultural Centre of Alberta

THERE ARE OVER 30 TOWNS AND VILLAGES IN THE IMMEDIATE AREA OF CAMROSE. IT IS IDEALLY LOCATED TO BE ABLE TO SERVE 55,000 ALBERTA RESIDENTS WHICH IS ONE-NINTH OF THE PROVINCES' FARM POPULATION. CAMROSE GIVES EVERY INDICATION THAT IT CAN EXPAND TO BECOME ONE OF THE LARGEST SERVICE CENTRES FOR AGRICULTURE IN ALBERTA.

**Population** — Over 8,500.

**Elevation** — 2,430 feet — an invigorating, healthful altitude with a moderate climate — mean summer temperature of 53 degrees.

**Precipitation**—Average yearly 16.2 inches.

**Soil** — Black to very dark brown top soil, 12 - 14 inches in depth.

**Agriculture** — Centre of seed growing and cleaning industry in Western Canada . . . Beef and Dairy purebred stock cattle centre . . . Heaviest shipping point for hogs in Alberta . . . Largest swine improvement association in Canada . . . Poultry and poultry products centre . . . Dairy products processing centre . . . Solid mixed farming community.

**Recreation and Health** —

Camrose has made excellent provisions for the recreation of its residents. There are three open air rinks plus an artificial ice arena for enthusiasts. Curlers and skiers are well catered to. Golfers face the challenge of one of Alberta's sportiest nine hole golf courses.

**Parks, Camping and Picnic**

**Grounds** — Stony Creek runs through the city providing an attractive setting for the park which is being developed in an orderly manner. Mirror Lake is a main attraction and noted for the fishing. Picnic shelters and outdoor cooking are provided in Jubilee Park as well as tenting facilities at the campsite and fair grounds. There are playgrounds located in every section of the city.

**Services Offered By United Farmers** — Farm Supply Centre, Petroleum Agency, United Feeds. The primary reason for Camrose's continued expansion is the agricultural industry. It is responsible for the establishment and growth of many other industries and service outlets. Camrose, which is located in the centre of Alberta, offers unparalleled opportunity for any industry and business to serve agriculture.

**Hunting and Fishing** — The Camrose area has an enviable variety of wild life. Birds and animals are found in practically every part of the district. Perhaps the best known bird in the area is the Ring Necked Pheasant. Camrose and district is well known throughout the province for its fine pheasant hunting.

United Farmers is proud to have one of their 14 farm supply centres in Camrose, one of Alberta's progressive cities.

**The Staff at Camrose** — On staff at the Camrose Farm Supply Centre are: **David Latam**, Manager; **Jack Anderson**, Salesman; **Don Pewar**, Salesman; **Harry Melnychuk**, Head Warehouseman; and **Gordon Innes**, Warehouseman.



## Camrose Farm Supply Centre

The Camrose Farm Supply Centre was officially opened in October, 1964. It encompassed 6,000 feet and had a staff of four. In the short period of one month, sales of \$18,000 were shown.

Today, Camrose ranks as 7th in total sales among United Farmers' Farm Supply Centres.



*Interior of the Camrose Farm Supply Centre — showing some of the compact merchandise displays.*



# PRESENTING

**DAVE  
DON  
GORDON  
HARRY  
and  
JACK**

of

**UNITED FARMERS'  
CAMROSE**

**FARM SUPPLY CENTRE**



*Dave Latam  
Manager*

Dave joined United Farmers on March 9, 1964 as a counter salesman at the Edmonton Farm Supply Centre. Through a series of promotions Dave became Administrative Supervisor, Assistant Manager at the Lethbridge Centre, and then Manager of the Hanna Farm Supply Centre. In April, 1969, Dave was appointed Manager of the Camrose Farm Supply Centre.



*Harry Melnychuk  
Head Warehouseman*



*Jack Anderson  
Salesman*



*Don Pekar  
Salesman*



*Gordon Innes  
Warehouseman*

## *The Mason Boys*

No story concerning Camrose would be complete without mention of Gordon and Carman Mason, who operate United Farmers' agency at Camrose.

The solid service that this father and son team has given over the years to the residents of Camrose and area again increased their sales of Maple Leaf Petroleums. This year, sales at the Camrose agency came close to the 1/2 million gallon mark.

# 15 Year Service Award

Gordon Gimbel, Marketing Supervisor for Territory #4 of the Petroleum Division, was recently awarded his 15 year service award by Mr. Lawrence Proudfoot, Manager of the Petroleum Division of United Farmers.

Gordon is originally from Beiseker and grew up on a farm 10 miles east of there. His wife Jessie was also born and raised on a farm 14 miles east of Strathmore (a wonderful and close relationship right from the start).

In his 15 years with United Farmers, Gordon has achieved much more than a service award. His genial personality and his thorough knowledge of not only the Petroleum Division of United Farmers, but the many aspects of our Organiza-



Gordon Gimbel

tion has earned for Gordon the respect of the many, many people whom he comes in contact with.

Congratulations Gordon from Alex Clark, Alix; Ken Odegaard, Buck Lake; Ivan Pointen, Carstairs; Roy Warren, Delburne; Lute Hulshof, Eagle Hill; Bob Matthews, Eckville; Turk Segar, Elnora; Dallas Hepburn, Huxley; Bob McWade, Innisfail; Dan Whitney, Lacombe; Bob Wilson, Olds; Jack Williamson, Ponoka; Jack Fehr, Red Deer; Howard Walker, Rimbey; Ed Reid, Spruce View; Don Hennel, Stettler; Ray Ferguson, Sylvan Lake; and your many other associates and friends at United Farmers. It has often been heard, so it bears repeating, "You couldn't find a finer person than Gordon Gimbel."

---

## PONOKA CO OP OILS

"Let nothing come in the way of your whole hearted support".

In his report to the Ponoka Co-op Oils at their annual meeting in 1958, Roy Vold, president, made this statement. He then went on to say, "There are plenty of gas and oil stations here in Ponoka without us, but we are set up mainly for the purpose of saving you money on your gas and oil purchases and also to give efficient and above all, honest service. With your support we shall be successful in obtaining the results we set out to accomplish."

Ponoka Co-op Oil has given efficient and honest service, and has saved money for its members.

### A Goal Was Set

In the beginning, there was only a small nucleus of members. They contacted their neighbours — urged them to become members. It is hard to estimate the value of these first dedicated members. However, not too many years ago, a goal was set to increase membership to 500 and gallonage sales to the half million mark.

In 1969, gallonage sales were over 725,000 gallons — certainly another successful year achieved. Earnings in 1969 were over \$17,000 — which will ensure another substantial

cash payout to the members of Ponoka Co-op Oils.

The board of directors for the 1969 year are: president — Don Hoar; vice-president — Roy Vold Jr.; secretary-treasurer — Bruce McDonald; directors — Reece Jones, Jack Hoar, Ralph Simingeton and Alfred Groom. Alex Williamson is the capable manager at Ponoka.

United Farmers is proud to be associated with Ponoka in this effective partnership program that brings top petroleum products and the most reasonable prices to the farmers and ranchers in the Ponoka area.

# "The Plugged In Society"

## Less Than a Century Old

The electrical industry — less than a century old — yet as new as tomorrow.

Even Edison, probably the greatest inventor of all times, couldn't possibly have visualized what could happen with electricity when he invented the first practical incandescent electric plant perfected in 1879.

Edison introduced many improvements in dynamos, evolved the electrical distribution systems, contributed substantially to the development of the modern day generator. Electricity has become so much a part of our lives that we could be called "the plugged in society."

## A Look Into The Crystal Ball

Here are some of the interesting looks into the crystal ball that the Electrical Bureau of Canada envisages for the year 2000.

## Walls

Heating and cooling units will be built into walls and floors. Room walls will be made of re-inforced plastic into which polarized lights have been installed. Lighting will be geared to respond to the requirements of the room.

## Newspapers

There will be fewer newspapers. The news-hungry householder can install a home tele-

printer that will provide news within minutes of its happening.

## Highways

Cars will be small, light, fast and will glide over a cushion of compressed air. Super highways will have a color plastic surface — the various colors indicating fast, slow and exit lanes. Highways will be constructed in a fraction of the time required today. Giant earthmovers will pulverize trees and rocks to prepare a road bed. Behind them will come the machines that lay eight lanes of plastic pavement at a rate of five miles an hour. An hour later the road will be firm enough for traffic.

## Electric Cars

The electric car or battery operated vehicle will be in general use. The car will have a range of 30 - 50 miles between rechargings with a speed of 35 miles per hour. The electric car of the future could arrive within the next ten years.

## The Average Home

The average home will have 3 - 4 bedrooms. The house itself will never need painting. The interior will be kept clean by high frequency sounds and filters that removed pollen and dust from the air. Clothes closets will have built in electrical fresheners and ultra sonic cleaning devices.

The kitchen will look like the cockpit of a jet airplane. The housewife will make out her menu for the week, put the necessary food into the proper storage spaces, select the appropriate program for the household's small computer that will in turn actuate the equipment preparing and cooking the food.



Electric car of the future? This prototype is only one of many battery-powered cars being tested by North American companies and organizations.



The kitchen is a food preparation and communications centre in this "house of the future" being tested by a large electrical manufacturer.