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THE UNITED FARMER



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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 - Grande Prairie



GEORGE DUFFY, UNITED FARMERS' PRE-CUTTING PLANT MANAGER; LAWRENCE STONE; CLIFF FAULKNER, ASSOCIATE EDITOR OF THE COUNTRY GUIDE; PICTURED IN MR. STONE'S ARCH RIB BUILDING WHICH FEATURES THE TRANSLUCENT FILON-FACED DOOR.

MR. LAWRENCE STONE AND HIS SON GERALD ARE PROMINENT RANCHERS IN THE MADDEN AREA WHO OWN AND OPERATE STONE RANCHES LTD.

MR. STONE FINDS HIS NEW BUILDING, WHICH WAS PLANNED AND CONSTRUCTED BY UNITED FARMERS, A TREMENDOUS IMPROVEMENT OVER "WORKING IN THE DARK". THE TRANSLUCENT FILON-FACED DOOR TRANSMITS 77% NATURAL DAYLIGHT AND 66% OF SUN WARMTH.

OUR CLIMATE AND OUR WEATHER

Climate is one of the greatest upsetters of human plans and activities. It dictates our economy, what we wear, the kind of house we live in, the sort of food we eat, and even when and where we spend our vacations.

No other earthly force can so mould civilizations as a change in climate. Men are pushed forward impetuously in some regions and held back to a sluggish pace in others, physically and mentally. We think and act because of the burning of food in our tissues, and the speed of this burning depends largely on the type of food and our exercise. Exercise steps up the rate. If the temperature and humidity are too high, our body temperature rises quickly. We are soon prostrated. So we learn to take it easy in the tropics.

We are the kind of animal that cannot live if our body temperatures vary too much above or below 98.6 degrees Fahrenheit. Through extremes of temperature, from the lowest Canadian record (81 below zero) to the highest (115 above zero) the body strives to maintain a constant temperature through its own heat-regulating machinery. In cold weather it speeds up the rate of heat production, contracts its surface blood vessels and even produces extra circulation by shivering. In hot weather the surface blood vessels are enlarged to carry heat more quickly from the inside to the outside, and the evaporation of sweat has a cooling effect.

Canada is in the North Temperate Zone. That means according to one wit - a climate where you can stay in one spot and get frostbite in January and sunstroke in July.

In the past thirty years there is only one station that has not recorded at some time, below zero temperatures, and all except two have had temperatures of 95 or over, while the annual averages run from 17 degrees to 50. Such variety imposes a severe discipline on both bodies and minds. To people accustomed to more equable climes, Canada would appear a rough school. It does turn out men and women whose frames are based for activity.

LONG-TERM TEMPERATURE FOR 10 REPRESENTATIVE STATIONS IN CANADA.

STATION	HEIGHT ABOVE SEA FT.	TEMPERATURES (Fahrenheit)		
		ANNUAL	HIGHEST ON RECORD	LOWEST ON RECORD
St. John's, Nfld.	463	40.6	86	-10
Charlottetown, P.E.I.	186	42.5	98	-23
Halifax, N.S.	83	44.4	95	-21
Fredericton, N.B.	164	41.2	102	-38
Montreal, P.Q.	187	43.7	97	-29
Toronto, Ont.	379	47.	105	-22
Winnipeg, Man.	786	36.6	108	-43
Regina, Sask.	1884	36.7	110	-54
Edmonton, Alta.	2219	36.8	99	-51
Victoria, B.C.	228	50.2	95	6
Dawson, Y.T.	1062	23.8	95	-73
Fort Good Hope, N.W.T.	214	17.8	94	-69

WATCH OUT FOR WESTLOCK



UNITED FARMERS' WESTLOCK FARM SUPPLY CENTRE

Westlock which is bordered by the North Saskatchewan River and bisected by the Athabasca, is in the Big River country.

When Westlock opened on May 31, 1966, it was the 11th Farm Supply Centre that United Farmers opened in Alberta.

Right from the beginning Westlock had an auspicious start – the biggest opening day of any centre. Over 1400 farmers and ranchers attended the official opening.

For a centre that has only completed 2½ years of business, Westlock can be justifiably proud that it now rates as the 5th in volume amongst United Farmers Farm Supply Centres. The manager at Westlock for the opening and for the following two years was Walter Bulva.

On staff at Westlock are Ken Croskery, Manager; Walter Bulva, Building Supply Representative; Gary Jensen, Assistant Manager; Ken Jendricks, Warehouseman; Harry Melnychuck, Head Warehouseman; Terry Semeniuk, Salesman; Louise Raduenz, Accounting Clerk; Ronald Rimmer, Salesman; and James Uschenko, Salesman.

MEET THE PERSONNEL

Gary Jensen – Assistant Manager at Westlock took the time to write in and give us a few details about the personnel at Westlock. He also sent along pictures of this eager and enthusiastic group who have played a major role in helping to build Westlock into one of United Farmers' top Farm Supply Centres.



Ken Croskery
Manager



Walt Bulva
Building Sales Representative



Louise Raduenz
Accounting Clerk

“Well, happy Ken is our new Manager. He was raised at Killam, Alberta. Prior to his appointment in Westlock he worked for United Farmers in Edmonton, Grimshaw and Vermilion. Ken is a 7 year man with United Farmers and is a very welcome and competent addition to Westlock.

The Croskery's have a family of three.”

“Walter was our previous manager and now has concentrated his efforts in the automation department. Walter has been with United Farmers for nearly six years starting with the Lethbridge Farm Supply. The staff of Westlock want to thank Walt for his untiring efforts on a job well done.”

“Our handy cashier Louise was also raised in the Westlock area, is married and the exceptionally proud mother of a baby girl. Louise is a real sport (she has to be working with the male crew at Westlock.)”

Gary was kind enough to write us little biographies on the rest of the staff at Westlock. We will have to try to fill one in on Gary.

Gary was raised on a farm in the Readymade district, southeast of Lethbridge. He received his education at Coaldale, Alberta.



Gary Jensen
Assistant Manager

Gary joined United Farmers as a Counterman and now is the Assistant Manager at Westlock. He was transferred to Westlock in February of 1968. He will soon be receiving his 5 Year Service Award with our Organization. Gary wrote in to say that he likes his new position as Assistant Manager and the Westlock area, which he feels has so much to offer.

AT WESTLOCK



Ron Rimmer
Salesman

"Another local man raised on a farm near Westlock. Ron is the proud father of two little girls. He provides excitement galore around the branch - keeps everyone hopping all the time - has been with United Farmers for one year."



Terry Semeniuk
Salesman

"Proud new father of first baby - a boy named Kim. Terry was raised on a farm near Westlock. After driving trucks for a while he joined United Farmers and has been with our Organization for 2½ years. A great asset to the customers and staff at Westlock."



Jim Uschenko
Warehouseman

"Jim is one of our newcomers, a bachelor, but says he prefers things that way. Jim is from Ontario and has travelled a great deal throughout the country. He says he has decided to make Westlock his home and the staff sincerely welcomes him."



Ken Jendricks
Warehouseman

"One of the three remaining bachelors on staff and he is giving it all up next May. Ken is finally getting married to a really sweet gal - so say the staff. Ken agrees. Ken was raised near Westlock. A one and a half year man with United Farmers, he is another key point in the operation at Westlock."



Harry Melnychuk
Head Warehouseman

"What can one say about Harry? He is the heart and soul of the entire Farm Supply Centre. He pioneered the opening of Westlock being transferred from Edmonton and has now been with United Farmers for 7 years. Harry was raised in the Waskatenau area, is married and the very proud father of a son named Leonard. Harry was Head Warehouseman and still holds this responsible position.

With Harry here, how can Westlock go anywhere but up?"

SALES WARNING

We're coming on strong
With no end in sight
That Lethbridge and Red Deer
Are squirming with fright.

The others it seems
Were no chore at all
So why not the big ones
They too can fall.

Westlock Calling

“ Congratulation



Mr. William McCartney, General Manager of United Farmers congratulating Mr. George Sayle, President of United Farmers on receiving his 20 Year Service Award.

George Sayle, President of United Farmers, was recently honored. He received a twenty year pin and also birthday greetings. No, the twenty year pin does not denote our President's age. Truthfully, he is a mite older than that. However, Mr. Sayle was presented with his 20 Year Service Award and it did coincide with his birthday.

, *Mr. President* "

George Sayle was born on the Isle of Man which makes him a Manxman. He homesteaded in the Peace River area in 1928. At that time, there were no bridges or roads to the Peace River country. The land was timbered and our young settler didn't have any machinery to help him clear it.

Eager and determined to make a home for himself in this vast unsettled Peace River area, George Sayle had to rely on his two strong hands, and he did just that. The homesteaders in the Peace River area built rough culverts and roads. Their dawn to dusk labor began to show results – even though the young homesteaders worked harder than they ever had.

Mr. Sayle worked on resolutely and eventually he was able to plant his first crop of oats and barley. Today Mr. Sayle is a prominent and successful farmer in the Peace River area.

Farm organizations have always been a foremost part of Mr. Sayle's life. As a delegate for his United Farmers' local, he went to the Annual Meeting in Calgary where he joined several hundred delegates from all parts of Alberta. Mr. Sayle took his responsibilities seriously. He travelled many miles explaining United Farmers – its aims and its principles. Much of the support given United Farmers in the Peace River country can be attributed to the firm foundation that was laid by George Sayle.

Mr. Sayle was on the first Board of U.F.A. Co-op Limited. For many years he was president of the local F.U.A., on the steering committee of the F.U. & C.D.A. at Grande Prairie and on the Boards of the Agricultural Society and United Grain Growers.

Since 1963 George Sayle has been President of United Farmers. It is an esteemed and responsible position and Mr. Sayle has deservedly earned the respect of his many, many associates.

On behalf of all of us at United Farmers it is a privilege to be associated with a man of Mr. Sayle's calibre and integrity.

To you Mr. Sayle, we wish on your birthday, many more happy years and with this is coupled a sincere wish that you may have many more productive years as our President.



On the left Mr. George Sayle, President of United Farmers, being congratulated by Mr. Andrew Silver, 1st Vice-President of United Farmers.

Twentieth Annual Convention

Farmers' Union of Alberta

The 1968 Convention of the Farmers' Union of Alberta marks the 20th birthday of this organization.

The Board Reports

The report by the Board of Directors of the F.U.A. noted, "It is far more important to shape our plans for the future than to congratulate ourselves on past accomplishments. The Board of the Farmers' Union of Alberta gratefully recognizes the contributions from the farm people at all levels in the organization, who over the past 20 years were implicated in building the Farmers' Union of Alberta to the present status of the influential, prestigious, and respected farm organization that it is today.

It would be monotonous and suggestive of complacency to itemize the accomplishments over the past two decades. These cut many notches to mark our achievements but at the same time we are coming face to face with new and ever increasing problems. This is a chain reaction that will probably continue as long as agriculture itself. The Board of the Farmers' Union of Alberta hopes therefore, that as we enter the third decade of our existence as a farm organization that every farm unit will realize the necessity of maintaining strong unity which offers a sophisticated approach to our ever increasing problems."



Paul Babey

In his report to the convention, President Paul Babey said, "Are we prepared to reappraise our current position and implement policy goals and objectives that will provide opportunity for efficient producers? It is essential to separate agriculture policy from social policy because a policy cannot serve both groups. Farmers must press for legislation that will enable them to bargain effectively for a fair share of the value of the food basket. If we do not we will, as food producers, deserve to be reduced to nothing more than servants of our society. We surely must have learned one lesson from events leading up to the current dilemma. That lesson is – farmers can rely on no one but themselves to solve these problems.

"The task before us:

1. The farm income crisis and the farmers' diminishing share of the consumer dollar needs to be

tackled now! Consideration should be given to calling a conference immediately following the close of this convention – a meeting of all farmer organizations to attempt to resolve the farm income dilemma.

2. We must work toward the development of a workable farm organization structure which will enable farmers to make effective representation.

3. It is essential to establish national marketing boards which will enable producers to manage the total production of any commodity produced in Canada.

4. Special representation must be made to government to ensure that the farmer's tax load becomes more equitable.

5. Special effort must be directed to reduce the cost of production in order that we retain a competitive position.

6. Based on our studies, we should concentrate on providing information to grass seed producers which will enable them to establish orderly marketing of their commodity if they so desire.

7. We must continue the extension and implementation of the surface rights study to eliminate current injustices experienced by farmers.

8. We must study and implement practical solutions to any problems that will develop in the foreseeable future.

The time is now opportune to get on with the job."

10 YEAR SERVICE AWARD



LLOYD CLARK

The biography that we have on Lloyd Clark is a few years old and when we asked Lloyd to up-date it, he said "nothing really new has happened to me."

Lloyd certainly hasn't aged. He looks as young as ever – but during his time with United Farmers many, many changes have happened in the Farm Supply Division, and Lloyd has played an integral part in these changes.

Lloyd joined our Company in 1958. He was promoted to assistant manager at Edmonton in 1959. When the Grande Prairie Centre was opened in 1960, Lloyd moved there and served as manager. In 1964, he returned to Edmonton as manager of the Edmonton Farm Supply Centre, a position he held until October 1, 1966. It was at this time that Lloyd was appointed to

the management staff of the Farm Supply Division at Head Office.

Lloyd's job is designed to ensure that the best merchandise is available to the members, that a well qualified staff is ready to serve them and that top efficiency is maintained at all branches. Lloyd is on the move a great deal of the time and his eagerness is certainly evident in the fine job he is doing for our Organization.

On August 11, 1968, Lloyd qualified for his 10 Year Service Award with United Farmers.

Sincere best wishes for a successful future, Lloyd, and keep up the enthusiastic and well qualified work you are doing.

INNISFAIL

It's Bob McWade who is United Farmers' oil agent at Innisfail but how can you resist printing a picture of his pretty wife Donna?

Bob joined United Farmers on January 2, 1968. He has been in the oil business since 1958 and prior to coming to Innisfail worked for two and a half years in United Farmers' agency at Red Deer.

Both Bob and Donna were born and raised on farms in the Ponoka area. In addition to their business, they keep busy with community activities. Bob is in the process of forming a Ski-doo Club and Donna is very interested in 4-H activities. They both enjoy travelling and Bob likes to hunt and paint, and of course, ski-doo.

Bob has been with United Farmers for over one year now and we are looking forward to substantial production increases from this handsome young couple at the Innisfail Bulk Plant.



BOB AND DONNA McWADE

ANDY TAKES DAD'S PLACE



PICTURED LEFT TO RIGHT, BILL CLARK, NEW PETROLEUM MARKETING SUPERVISOR; TONY GASS AND HIS SON, ANDY, THE NEW BULK PETROLEUM AGENT AT BEAVER LODGE

The December United Farmer, which featured a story on Tony Gass, came out December 20th, 1968. About two days later we received a letter from Bill Clark who is Marketing Supervisor for the Petroleum Division. He mentioned that Tony Gass had just checked out as our agent in Beaverlodge. So, even though Tony is no longer with United Farmers it was a pleasure to do a story about him as he certainly was one of the top agents for United Farmers, and one of the main reasons that the agency at Beaverlodge is such a success.

Tony was born in Henrietta, Texas, and came with his parents to the Peace River area in 1929. Later he farmed at Hythe until 1951. From 1947 to 1951 he was also Operations Manager of the Hythe Co-operative Seed Cleaning Plant in the winter months.

It was in 1951 that Tony joined United Farmers as the Bulk Petroleum Agent at Beaverlodge. When he took over, the plant was marketing approximately 200 thousand gallons a year. Tony worked hard

and achieved a gratifying increase. Beaverlodge now does a volume business of over 600 thousand gallons per year.

At one time, Tony Gass was very interested in baseball and played quite a bit of it as well as doing a lot of curling. He was honored by the Elks Lodge three years ago when they presented him with a 20 Year Pin.

Tony Gass has three children. His daughter, Rosemary, is married and has made proud grandparents of Mr. and Mrs. Gass. There are also two sons. Conrad is the younger and then there is Andy, of whom Mr. Gass once said, "Andy is my right hand man."

Andy Gass is now more than Tony's right hand man. On his father's retirement, Andy took over as United Farmers' agent at Beaverlodge. We know Andy will continue in the same fine, productive manner that his father has for over fifteen years.

Every success to you Andy as United Farmers' Bulk Plant Agent at Beaverlodge.

Static From Jake

Jake Fehr, former Marketing Supervisor with United Farmers' Petroleum Division and now the Agent at United Farmers' Bulk Plant in Red Deer wrote in to say, "Re your article in The United Farmer on Morinville agent's Andy Ricard's radio truck, my good friend William Foot of Esther, our agent there for more than 20 years has radio equipment in his truck.

JAKE FEHR



Jake mentioned that he didn't have the pictures to prove this to Ian MacKintosh but he was sure Ian, being the honourable guy he is, would take Jake's word for it.

Thanks Jake, for letting us know about William Foot's radio equipped truck. It's nice to see that you are still thinking of the many agents you associated with during your years as Marketing Supervisor for the Petroleum Division.

ENTERTAINMENT NIGHTS

425 Members Attend Winter Meeting at Oyen.

The program for the winter meetings, which were held after the Annual Meeting, had a different format than previously conducted winter meetings.

They were called Entertainment Nights and a full length Walt Disney movie lasting approximately 1½ hours was shown at each of these. During the intermission the Delegate and Director of each subdistrict gave a report on the Annual Meeting to the members.

On hand at these meetings were personnel from the Farm Supply Centres and Petroleum Marketing Supervisors. Dennis Canning, United Farmers' Camrose Farm Supply Centre, and Norm Breitreutz, of United Farmers' Red Deer Farm Supply Centre travelled with Information Service Representatives Cliff Pilkey, Gerry Senger, and Hank Dahl to the meetings.

In total 56 meetings were held with an average of 100 members attending each meeting.

The highest attendance was achieved at Oyen. There were 425 members at the meeting. Beaverlodge had 420 at their meeting. Forestburg also recorded an outstanding attendance of 385 and there were several others with attendance figures close to these.

All in all, the Entertainment Nights which are certainly a new approach generated a very worthwhile increase in attendance at the Winter Meetings Programs.



Mr. and Mrs. Phil DUBY, Rainier, Alberta, at the Vulcan Entertainment Night. Mr. DUBY is United Farmers' Director from area 5E.



Mr. Claude Stevens, United Farmers' Delegate from the 40 Mile Area and a member of his Delegates' Advisory Committee at the Foremost Entertainment Night.



Mr. Phil DUBY, Director of United Farmers, and Mr. Allan Sinclair, Delegate from the Vulcan area who spoke at the Vulcan Entertainment Night.

The Information Service Division would be most interested in hearing how our members received this new program format and sincerely welcome any constructive comments.

COMING EVENTS

Feb. 3 - 6

Alberta Dairymen's Association Calgary

Feb. 3 - 6

Progressive Farming Days
(Alberta Department Agriculture) Lethbridge

Feb. 5 - 7

Western Stock Growers'
Association Edmonton

Feb. 16 - 28

Rural Leadership Seminar Banff

Feb. 23 - 26

Western Canada Farm Safety
Conference Banff