



THE

U.F.A. CO-OPERATOR

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MAY 1964

INFORMATION SERVICE

We are very happy with the response we are receiving from the Farm Supply Centres in regards to the happenings at various points. We would also like to point out that any black and white pictures regardless of size can be reproduced for the Co-operator, and people taking pictures for the Co-operator may forward their films and we will look after the processing to save any personal expense along this line.

On April 9, 1964, the delegates advisory committee met in the Board Room at Head Office. Present were, Ewan McDonald, Phil Duby, Howard Haney, Oscar Gudlaugson, Arnold Platt, Dean Lien and Elmer Reimer. The meeting lasted all day and most facets of the continuous learning program were discussed.

Although it's Leap Year we didn't expect any girls to get this carried away. Sandra is sporting bandages on both knees. We hope Sandra, recently promoted to supervisor of the Stenos, will be O.K. shortly and suffer no ill effects.

THE COVER

Economy Carriers, long associated with U.F.A. Co-op currently operate eight of the large tankers shown on our cover - all tanks are of the latest aluminum construction with some of the largest ones having a 7200 gal. capacity. The truck on the cover has just arrived from a trip and will be given a safety check and wash job before leaving the shop.

MEET THE GANG



Lloyd Clark

Manager Farm Supply Centre
Grande Prairie

We take pleasure this month in introducing another one of our Farm Supply managers. Lloyd Clark has been with U.F.A. Co-op since August, 1958, when he started in Edmonton as a counterman. September, 1959, he graduated to head counterman and in 1960 was transferred to Grande Prairie as the branch supervisor. Lloyd born August 28, 1937, in Edmonton, was raised just north of Edmonton on a mixed farm. He left the farm at the age of eighteen and was employed by the International Harvester Company as a partsman for two years before coming to the U.F.A. Lloyd likes reading fiction and articles pertaining to mechanics. His hobbies and interests are mainly in the mechanical field and he enjoys playing bridge. He takes quite an active part in curling, table tennis, golf and fishing. One of the high points in Lloyd's life was the day he took his first solo flight and obtained his private pilot's license. In addition to all these attributes, Lloyd is quite musically inclined and was a member of the United Church choir in Edmonton before transferring to the Grande Prairie Farm Supply Centre. Also in his musical career Lloyd studied toward his ATCM in music.

Fellow staff members of the U.F.A. Co-op are very happy to be associated with this hard working and talented gentleman.

ECONOMY CARRIERS LIMITED CALGARY



1704 - 40 Ave. S.E.
Calgary

Economy Carriers has been distributing gasoline for U.F.A. Co-op since 1947 when they were incorporated as a company. Last year Economy Carriers handled approximately 15,000,000 gallons of petroleum products for U.F.A.

Mr. Harvey Bietz, first vice-president of Economy Carriers informed us of their Safety Programme regarding their trucks. Each truck is thoroughly safety checked periodically and equipped with fire extinguishers, seat belts etc. Once a month a safety meeting is held with the drivers where new ideas and suggestions are brought out and implemented. Any accident a driver may have, regardless of nature or circumstances, unless legally parked or stopped at a traffic control, eliminates a driver's chance for an accident free year. The year commences November 30 to the following November 30. All rules and regulations governing the safe driving programme follow those set by the National Safety Council.



L - R. Harry Bietz, Harvey Bietz and mechanic Jim Rattray.



The above picture shows Mr. E.C. Fredericks, President of Economy Carriers, presenting the 1963 safety awards to (L - R) Geo. Edmunds, Tom Willson, Lyle Innes and R.L. Roudebough.



7200 Gallon Tanker

Economy Carriers have the latest equipment. All of the eight tankers currently being used are of the latest, most modern aluminum construction. These aluminum tankers weigh approximately 2000 lbs. less than steel tanks allowing this additional weight to be made up of gasoline. The largest trucks Economy Carriers now use will haul 7200 gallons of gasoline. Economy Carriers now service 60 U.F.A. Co-op agents with petroleum products picked up at the refinery.



When delivery is taken of a new truck it first must pass through the service centre in Calgary, where they are especially equipped to meet the high standard Economy Carriers require of their vehicles. Metal gas tanks are exchanged for aluminum, passenger seats are removed and, as a safety feature, everything including screwdrivers and lunch buckets carried in the cab of a truck must be fastened down. Also a very helpful and interesting point is that a daily diary is kept of every truck Economy Carriers own. This records every minor or major repair and replacement done to a truck. Also it records service and maintenance so that at any time a record is handy to judge a vehicle on its road ability, etc.



NEW 880 MERCURY BEING PREPARED

Every truck is equipped with a tackograph that records a driver's speed, stops, time of departure and time of arrival.

List price of a new single axle truck with a new tank is approximately \$25,000. A tandem truck would probably run \$1,000 - \$1,500 more.



LARGE WASHING BAY

In addition to transporting gasoline for U.F.A. Co-op, Economy Carriers are Maple Leaf Petroleum agents. Last year Economy Carriers sold 307,869 gallons directly to the members from the Calgary outlet. Their garage is also fully equipped with the latest oil storage, washing system in the large truck bay, a full line of Atlas tires and accessories. To the fellows at Economy Carriers, we are happy to be associated with you.



LES MASH BEHIND COUNTER

HOW TO RUN A FARM MEETING

Some people claim they've never attended a well-run farm meeting. Disorganization and lack of interest are blamed, and it boils down to inadequate leadership.

Fred Morr, Ohio's Director of Natural Resources, has conducted meetings from local to state-wide. He knows what it takes.

"Frankly, it's very hard to handle a farm meeting," says Morr. "It takes personal control and an understanding of the people. You must feel just how far you can go into the subject. Handle the meeting as quickly as possible. Being deliberate is a must...parliamentary procedure is not.

"Audience participation keeps your meeting alive - if it doesn't stray too far from the central theme. When that happens it's your job to restore order, either with a little humor, or with a courteous 'thank you'. But, guard against scaring off other response which might prove valuable. Be crisp and decisive when you call on people."

Morr agrees that not everyone can conduct a meeting. And, he doubts that anyone can handle one successfully everytime.

Even a good leader will, at times, find the subject matter only luke-warmish, and his audience dozing off. What to do?

Morr says, "I make a 'silly' move to get a group back to life...a little jump, to 'reach' a word, or a few wild gestures that say, 'hey look at this!' I think the very worst way to wake a group is the old stand-up-and-stretch routine. It just doesn't work. They generally doze off again.

Morr suggests the leader must work at devising his own techniques for capturing the crowd. He needs good outlines, and must develop gimmicks to hold interest. "Remember, anything's fair! But your gimmicks have to appear spontaneous and be done well. Nothing's worse than attempting something different, and falling on your face.

Continued On Page 9.

PETROLEUM — PRODUCT INFORMATION

PREMIUM GASOLINE

Maple Leaf Premium Gasoline is the highest octane gasoline designed for use in modern high compression engines. The research octane number of our Premium gasoline is in the range of 96.0 to 96.7.

The superior quality of premium gasoline can be attributed to the high octane rating and balanced volatility. This combination provides fast, sure start, quick warm up and acceleration, maximum power and economy by even distribution to cylinders and is adjusted for seasonal requirements to protect against vapor lock.

Occasionally we are asked why it is necessary to supply two grades of gasoline for automotive use. Even though a great many of today's cars and the majority of trucks require a high octane gasoline such as Maple Leaf Orange, some of today's engines, because of their high compression ratio, require an even higher octane gasoline.

Briefly, compression ratio is the ratio of the volume in a cylinder when it is at the bottom of its travel and the volume in a cylinder when it is at the top. It is generally recognized that premium gasoline should be used in motors that have a compression ratio greater than 8.5 to 1. However, where lower compression ratio engines are subjected to stop and go driving and /or successive idling, a higher octane fuel such as premium is often recommended.

Maple Leaf Orange

Maple Leaf Orange has all the essential qualities of premium gasoline but does not possess as high an octane rating.

Special components to reduce carburetor icing and fuel line freezing are also added. The research octane rating of Maple Leaf Orange is in the range of 89.1 to 90.0

Maple Leaf Orange is designed for use in lower compression engines not requiring as high an octane gasoline. It meets the octane rating requirements for the majority of cars and trucks and some high compression gasoline powered farm equipment which will be discussed in the next Co-operator.

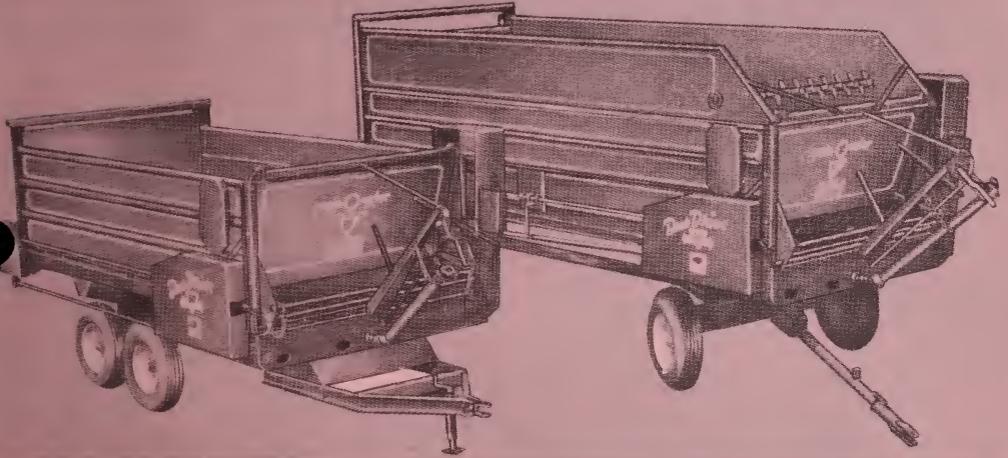
Premium and Orange are refined to meet the existing requirements of modern automotive engines and we are certain they will satisfy our members needs.

The Rural Route



The Federal Government Post Office Department has withdrawn from the distribution of rural mail boxes. Since the U.F.A. Co-op Farm Supply Division was set up to serve the farmers throughout the province of Alberta, it seems only right that your own Organization should take over the distribution. This has been done and rural mail boxes are available at all branches for delivery throughout the province. Another service in the never ending list of services provided by U.F.A. Co-op - Your Farm Supply Co-op.

North American grain-O-vator



In the never ending search for service and modern day equipment, your U.F.A. Co-op Farm Supply Division has made another addition - The Grain - O - Vator. The Farm Supply Division now has a line of these machines to suit most operations. The above picture shows a group of staff members and farm members on the Emery Jackson farm at Balzac, demonstrating the 60 series Grain - O - Vator. Much interest has been shown at these demonstrations held at the various farms in Alberta.

Record Sales

March 31, 1964, was a milestone in the growth of U.F.A. Co-op Farm Supply Division. On that day sales for the division topped the \$100,000 mark reaching \$115,000 for a single day's operation. In June, 1953, 11 years ago, the U.F.A. Co-op Farm Supply Division managed to attain \$100,000 sales in one month.

March 1, 1964, was the official launching of our new building programme for the province of Alberta. During the month of March, 116 buildings were sold to members throughout Alberta totalling \$184,000. The building programme has achieved enthusiastic response beyond our wildest dreams. This support once again indicates the degree of confidence Alberta farmers have in their own Organization and it's proven record.

HERE AND THERE

EDMONTON - Jim Shindler reports everything grows big in Edmonton. Congratulations to Les and Jackie Hardman on the double addition to their family born Easter Sunday, twin boys, weight 6 lbs. 10 oz. and 7 lbs. 6 oz.

Best of luck to the following fellows taking a ten week public speaking course, Ken Croskery, Mike Widynowski, Harry Koshman and Jim Barlott. Gene Kreiger has completed a supervisor's course, Human Factors in Management and Supervision from the Extension Department of the University. Jim Shindler has also been kept busy during the last twelve weeks taking a course in Sales Management.

Harry Koshman, Clarence Duckett and Jim Barlott were guests of honor at a farewell party held March 14. Harry and Clarence will be transferring to the new Vermilion Farm Supply Depot and Jim Barlott has transferred to Calgary.

CALGARY - Welcome to Jim Barlott formerly of Edmonton, now with the Calgary Farm Supply staff.

Ralph Imbrey, Jim Barlott, Donald Milley and Doug Gibson are taking another course at the University of Alberta. This time it is a five week course in Problems of Supervision.

April 1 John McKillop joined the staff at the Calgary Farm Supply Centre. Welcome aboard, John, we hope you enjoy your new work.

Congratulations, Norm and Marie Drieger, on your new son, Everett Lovell, born March 20.

RED DEER - Business in Red Deer is continuing at a record breaking pace. On March 26 a record of \$14,000 in cash sales passed over our counter. With this increase in sales it has been necessary to add personnel to our staff.

Welcome to the following:

Barry Jarvis	Counterman
George McKenzie	Warehouseman
Wayne Houcher	Counterman
Geraldine Krogman	Kardex
Barry Brown	Warehouseman

LETHBRIDGE - First we welcome Herb Wilcox to our staff. Herb began working as a counter salesman March 16, 1964.

Congratulations to the following on completion of the Government sponsored courses in Lethbridge.

Walter Bulva - Lethbridge and district Ag. Short Course on Irrigation and a Short Course on Irrigation with Electricity.

Vic Willoughby - Chemical Short Course for Leaders.

Roy Girvan - Building Seminar for Hog Producers.

CALGARY HEAD OFFICE

Goodbye to Glenna - best of luck in your new venture. Glenna Strong of the Posting Department is leaving for a change of environment.

To the following new staff members we bid a hearty welcome and trust you have a long stay.

Doug Macintosh	Credit Dept.
Betty Hummel	Farm Supply
Greg Gregorie	Accounting Dept.

Also welcome home Robert Greig from your two year stay in the Peace River country.

Say, boys, been doing your exercises yet? Well, how about starting by playing ball for the U.F.A. Fastball Club. They would very much appreciate your help to make this a successful year.

CREDIT UNION NEWS



THE START OF ANOTHER GROWING SEASON

At this time of the year, new things are beginning to show determination to shake off the cold winter months and start another, all too short, growing and producing season. Results of the last year's transplanting, watering and cultivating are now beginning to show.

The same positive planning and determination can produce equally fascinating results in your account with the Credit Union. You will be pleasantly surprised at the rapid growth of your share account, if you regularly deposit those few extra dollars each pay-day. Sign a payroll deduction slip and you will find that the amount deducted does not make a great deal of difference in your budget. You will find, however, that your regular savings will have grown substantially and represent your Christmas fund or that new suit or coat you have been thinking about. You might now be thinking about your summer holidays and wishing you had started a regular savings plan last fall, however, I think we all find there are many special occasions each year, where we require extra funds but find there aren't enough months in the year to make the additional savings in large amounts. I have been told that it matters not what amount of dollars you can earn but that it is human nature to budget to the limit. While this can ease the conscience to some degree, it still does not solve the problem of additional funds needed when that special occasion presents itself. When people make decisions they expect to gain an advantage now or in the future. Joining and making use of the services of your Credit Union can give you both results now.

Lawrence Proudfoot Attends Course

Recently Lawrence Proudfoot, Petroleum Sales Manager for U.F.A. Co-op attended a two week course in Executive Development held at the Banff School of Fine Arts.

In discussing this with Lawrence he mentioned the five main areas of discussion, these being:
Financial & Administrative Control
Corporation Investment & Finance
Management & Administration
Taxation in Canada
Human Relations

Instructors for the course were provided by the Universities of Alberta, British Columbia and Washington.

Participation in various courses of this kind is necessary in order to keep U.F.A. Co-op on top of this ever-changing business world.

TAKE TIME FOR TEN THINGS

1. Take Time To Work -- It is the price of success.
2. Take Time To Think -- It is the source of power.
3. Take Time To Play -- It is the secret of youth.
4. Take Time To Read -- It is the foundation of knowledge.
5. Take Time To Worship -- It is the highway of reverence and washes the dust of earth from our eyes.
6. Take Time To Help and Enjoy Friends -- It is the source of happiness.
7. Take Time To Love -- It is the one sacrament of life.
8. Take Time To Dream -- It hitches the soul to the Stars.
9. Take Time To Laugh -- It is the singing that helps with life's loads.
10. Take Time To Plan -- It is the secret of being able to have time to take time for the first nine things.

The President Reports On The April Board Meeting



A regular meeting of the U.F.A. Co-op Board of Directors was held April 14 and 15. Both the Petroleum Division and the Farm Supply Division report sales up considerably from last year.

Mr. Cec Robb, Manager of the Petroleum Division, reported sales in light products of 2,925,000 gallons, up 9.58% from the same period last year. Lubricating oils show an increase of 12.11% or 39,000 gallons over the same period last year. Sales in the entire Petroleum Division are currently running \$732,000 more than the same time last year.

Mr. Ward Smith reported an increase of 29.6% over the same period from last year. This represents over a \$1,000,000 gain in sales in Farm Supplies.

Mr. Arnold Platt, Mr. Jim Bentley and myself reported on the Farm Leadership Conference in Banff. It was a very successful conference.

The Board of Directors gave final approval to the redistribution of delegate areas allowing an increase in the delegate body from 40 to 63 members. This will also provide for one additional director.

Because of the great number of new delegates that will be elected this year, the Delegate Education Committee felt that a workshop might be of great assistance in helping them to plan their programmes and gather ideas from the veteran delegates.

The Directors will be arranging meetings with their delegates again this year. I feel these meetings are very essential if a successful programme is to be carried out in each area.

I would like to report a very good meeting and all indications so far point to another favourable year for United Farmers of Alberta Co-operative Limited.

George Sayle - President

Continued From Page 4.

"I've used magic tricks, right in the middle of a talk. Little sleight-of-handers that I learned and developed. Of course, you can always use a few clean jokes, too."

As for subject matter, Morr feels you need not be an expert on it. "But", he says, "you should be quick to analyze the people and groups, and mentally prepare good restatements of views expressed.

"When you summarize the meeting, you must condense and restate. Leave them with a clear picture of what has been settled."

And for his own summary, Morr cautions, "Whatever meeting or group you lead, and whatever technique you use, plan it well. It'll mean success for you, and the group."

REPRINT FROM - THE FURROW

How Come!----most people want the front seat in a bus, the back of the church and the middle of the road?



HAVE YOU A BALANCE STONE ?

One morning many years ago, a farm boy set out on his regular trip to the grain mill. The horse he rode was a good sound one, and he himself was young and strong.

As the day grew warmer, the boy found his animal growing weary, so he decided to walk a little of the way. He had just dismounted when a man stepped onto the road from a path leading into the woods. By his looks and dress he was a complete stranger to the section. He seemed to be friendly enough and the boy could see no harm in walking down the road with him.

They had not gone far when the stranger asked: "Boy, why don't you ride the horse? He looks strong enough?"

"I would, sir, and I will later, but he's weary now - and he's got enough of a load with the grain and the balance stone."

The stranger claimed no knowledge of balance stones, so the boy explained: "The horse carries his load easier, sir, if it is equally weighted on either side. So on one side we put a stone and on the other side we put enough grain to balance the stone - in this way the load is easier to carry."

"That's very clever," said the stranger, "but wouldn't it be easier to divide the wheat into two portions and carry it that way - each portion balancing the other?"

"What would we do with the stone, sir?"

"You could throw it away."

"Oh no, sir, it's been in the family for years. Grandpa would never hear of it."

(Perhaps this would be a good time to examine our organizations for balance stones!)

from M.C.S. Newsletter.



COMING EVENTS



CALGARY STAMPEDE

July 6 - 11, 1964

FARM YOUNG PEOPLE'S WEEK

June 17 - 24, 1964

TEEN CAMPS

DISTRICTS 6, 7 & 8	July 5 - 11
DISTRICTS 11, 13, & 14	July 12 - 18
DISTRICTS 3, 4 & 5	July 19 - 25
DISTRICTS 9 & 10	July 26 - Aug 1

