

# The U.F.A. CO-OPERATOR

Volume 4 - No. 4



APRIL 1966

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Drayton Valley

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RURAL LEADERSHIP CONFERENCE, FEBRUARY 20 to MARCH 4, 1966

Row (L. to R.)  
Rierner, Bill Scarth, Bert Magyar, Kris Johnson, Peter Schamber, Leo Ellert, Joan Banta, Edith Zawadiuk, Hazel Andersen, Phyllis Olson,  
Netta Versluys, Emily Charlton, Alf Petersen.  
Row (L. to R.)  
Campeau, George Andrews, Steve Pochynok, Morley Douglas, John Blair, Walter Stewart, Henry Numrai, Joe Zaichkowsky, Walter Borys,  
Maskevich, Albert Schindeler, John Hormoth.  
Row (L. to R.)  
Turcotte, Fred Ollerenshaw, Colin Fraser, Glen Hughes, Herman Schwenk, Norman James, Rudolph Hauch, Benn Wonnenburg, Bill Proctor,  
Baker, Dean Lien, Norman Bell.

## THE BOND

The Co-operator tries to acquaint you with people you may not personally know but with whom you have close ties.

People who receive complimentary copies of this publication are important to the U.F.A. Co-op Ltd.

The strength of our company depends on many human beings who are its life blood. You may not have had contact with Min Fujimoto, Potato Farmer from Rainier; Mike Ursulak, Petroleum Area Supervisor; Bill Dumeil, Head Office Printer; Glen Knutson, Petroleum Agent; J. Bentley, Board of Directors; Don McQuaig, Grimshaw Branch Manager; some of the many, many people who are an integral part of our organization.

However, these people, whom you have read about in the Co-operator, are men and women in our organization who give us the right to take a healthy pride and have every confidence in our vital and progressive company.

U.F.A. Co-op is not just another company. Its members, delegates and directors are striving to do a worthwhile job for agriculture. Its employees by their efficiency, individual skills and devotion make it possible for this company to be successful.

TAKE PRIDE IN YOUR ASSOCIATES. YOU HAVE A STRONG BOND WITH THEM.

THE BOND IS U.F.A. CO-OP LIMITED.



## KARL DEGEN

Karl Degen is U.F.A. Co-op Maple Leaf petroleum agent at Drayton Valley, Alberta. He operates a successful agency and his volume increase of 282,905 gallons over the past year has been exceptional.

Karl grew up on a farm near Lamont, Alberta and has been a farmer most of his life. He was for many years in partnership with his father in the Fort Saskatchewan district. He then bought a farm in the Redwater district and later farmed in the Namao area.

We thought it would be worthwhile to find out about Karl Degen and perhaps pass on some useful information to his fellow oil agents as to how he has increased his business.

Statistics at Head Office show in black and white there has been a 500% increase. This fantastic figure merited knowing more about Karl.

One person who knows him extremely well told us, "He's a friendly person, always anxious to meet new people and always cheerful. I suppose you might call his approach bold, but if he had been timid he would not have been able to meet people at their own level — be it the poorest homesteader or the wealthiest business man in town. He always believes in being completely honest and putting all his cards on the table. The wel-

## A Good Neighbor who runs a successful business



come mat is more than out both at the plant office and at his home. He has coffee on all the time for anyone coming into the plant and he loves to stop and talk with his customers. This very often makes him work late in the evening to get all his delivering done, but he doesn't seem to mind. He likes to do his farm calls in the evening and take his wife along. Service is an important feature with Karl. He has been called out in the middle of a meal — while attending an anticipated hockey game — at 2 a.m. from a nice warm bed and he always goes and smilingly serves his customers. In a nutshell, I would say that his friendliness, cheerfulness, honesty, service, plus his enjoyment of every minute of it are the big factors responsible for Karl Degen's success."

This is a wonderful profile and a fine tribute to any man. Karl Degen IS a good neighbor. Warmth and friendliness generate from him. He likes and respects people and he applies this sincerity in his business as well as his personal life.

Karl is proud to be U.F.A. Co-op petroleum agent at Drayton Valley. His father was a strong supporter of the co-operative movement and belonged to it from the start. Karl likes to talk about co-operatives because he feels they bring benefits to his customers and he enjoys running a business that is 'more than a dollar and cents' business.

*(Continued on Page 2)*

## Karl Degen (continued)



Here's something  
Karl Degen  
likes to see!  
The nice BIG  
dividend cheque  
his customers get.  
That's Karl in  
the middle.

## Drayton Valley "Open House" Agency Meeting

Naturally this type of person is a good community worker and leader. He's a member of the Chamber of Commerce, a Director of the 4H Club, President of the Fish and Game Association, member of the Farmers' Union of Alberta and local member of the Lutheran Church body.

There's another factor we haven't mentioned in this article that is most important.

Karl has not achieved any of this alone. He's had help all along the way. Help in making his farm calls at night — help in making his home and office hospitable places — help in having someone to encourage him. Karl would be the first to point out that his wife Ella has been a wonderful assistant to him in every way. These two people are a prime example of what combined effort can do.

The rest of the U.F.A. Co-op team are proud of the job Karl has accomplished and to be his associates. We know he'll continue doing a great job, and we're certain Ella Degen will be right there beside him helping in every way.

Mr. Karl Degen, U.F.A. Co-op Petroleum Agent, implemented a novel approach in making his Open House a resounding success. He combined his meeting with a community dance.

There were 350 — that's right, 350 — people in attendance at the Open House. Keen interest in the discussion and talks were evinced by the large crowd.

The Mayor of Drayton Valley, who spoke at the meeting said, "The need is great for community activity and co-operation. Drayton Valley appreciates the Degen's for their contributions in running a successful business in our town as well as being enthusiastic community workers."

The winners of the door prizes were: JAY HAZARD, Drayton Valley; BUD SULLIVAN, Tomahawk; OTTO REICH, Tomahawk; MRS. D. SMITH, Drayton Valley; and MRS. D. PIPKE, Rocky Rapids.

Ewen McDonald, board member of U.F.A. Co-op Ltd., and Karl Degen, shared the honors of calling the squares at the lively dance which followed the meeting.



# MEET THE WINNERS of the F.U.A. MEMBERSHIP DRIVE

## DEPARTURE POINT

— U.F.A. Co-op Ltd. Head Office —

### ANTICIPATION FOR A TERRIFIC TIME

Running High!!!

Congratulations to the winners of the F.U.A. Membership Drive who congregated at the U.F.A. Co-op Ltd. in Calgary prior to their tour of Vancouver, Victoria and Seattle.

While awaiting the arrival of the Edmonton bus, the winners had coffee and doughnuts in the lunch room and then toured the Head Office.

U.F.A. Co-op Ltd. contributes to the F.U.A. in support of their membership drive. This year, the money was allocated to sponsor the tour taken by the 35 F.U.A. members who won by their dedicated efforts in signing new members.



Mr. RALPH WARD, Treasurer, "Tour Conductor for a Day".



ART JEPPS, Data Processing Dept., explaining "Cash Payout".



Coffee, doughnuts and a pleasant visit.



"All set to go."

## HIGH LEVEL

TAYLOR



ALSASK

### DEL BONITA

#### U.F.A. CO-OP SAVINGS & CREDIT UNION

Mr. BILL MARGACH presided at the annual meeting of the Credit Union. Mr. Margach, in his welcoming address to the members noted, "This is the 25th anniversary of our Credit Union which has brought immeasurable assistance and comfort to members and their families." Highlights from the president's report were:

- an approximate increase of \$8,000 was recorded in share capital.
- Credit Union was cleared of all debt.
- earnings of \$3,638 made it possible to declare a dividend of 4½% on members' share capital and a rebate of 4% on loaned interest.
- share capital is now \$69,731.
- loans granted during 1965 — \$60,792.

The new officers and board of the Credit Union are: ART JEPPS, President; MORLEY MULLIN, Vice-President; BETTY McCULLOUGH, Secretary; EDNA SCOTT, Treasurer; MARLENE HANSON, RALPH WARD, ALICE SWITZER, Board Members.



#### SPECIAL FARM ORGANIZATION MEETING

The Presidents and Vice-Presidents of Alberta co-operatives and their affiliates met at Red Deer on March 31.

Discussion centred on exploring the possibilities of upgrading farm organization.

The meeting was held under the auspices of the Alberta Federation of Agriculture.

## HERE



ARCHIE HOGG (on the right), High River delegate, explaining a point to two members at the Okotoks Agency meeting.



#### FEBRUARY MEMBERSHIP APPLICATIONS

The Dividend Department processed 125 Farm Supply and 136 Petroleum applications for February, 1966. Total for the second month of the year — 261.



#### PROVINCIAL WEED ESSAY CONTEST WINNER

Congratulations to JAMES THOMPSON, 17, of Delia, on winning the 1965 contest.

The scholarship entitles the winner to take an agricultural or home economics course at any recognized university.

The annual competition is open to boys and girls between the ages of 12 and 18 whose parents own or operate a farm in one of the three prairie provinces or the 14 north-central states.

# THERE

BAYTREE



EMPRESS

**FROM THE U.F.A. CO-OP LTD.  
BOARD MEETING — FEBRUARY, 1966**

MILK RIVER

## Grants Made

A grant of \$2,500 given to the Centennial Committee. This will be used in the making of an agricultural film and history on the Farm Movement in Alberta.

U.F.A. Co-op Ltd. will sponsor three teachers to the Co-operative Information Course for Teachers at Western Co-operative College.

A grant of \$200 approved for the Prairie Province Forestry Association.

Robert Gardiner Scholarships — The board agreed to make three scholarships available at the Olds School of Agriculture as the school now has three sessions instead of the present two.

## Consolidated Operating Statement

Sales for the first six months of the fiscal year were up 11.5% or \$1,195,729.

## Centennial Farm Leadership Awards

Mr. Mike Nikolaychuk, delegate from District 5, has applied for one of these awards.

## New Farm Supply Centre

The building permit has been received for the new Farm Supply Centre to be built in Westlock. Building will commence as soon as weather permits.



## SAVING

The insurance service operated by Farmers Union of Alberta resulted in a saving of from 7.5% to 20% on premiums paid by members in 1965. In the seven years that F.U.A. insurance has been operating, members have saved \$250,000 on auto insurance alone.



## First Prize

Mr. A. F. SILVER, our First Vice-President, was the winner of the Mustard Seed Class at the Lethbridge Provincial Seed Fair.

His entry in the Oriental Mustard Seed Class won him a first prize.



**ALEX LYLE**

Alex is our new U.F.A. Co-op Maple Leaf Petroleum Agent at Bawlf.

He is a native of Stettler, but grew up and received most of his schooling at Edburg.

Alex worked for Gordon Mason at the Camrose petroleum agency for over 12 years on farm delivery service. For the past four years he has farmed in the Ohaton district, where he is a member of the Swea local of the U.F.A. Co-op.

He enjoys skiing, water skiing and curling, and belongs to the Camrose Curling Club.

Alex recently became our petroleum agent at Bawlf. His past association with the petroleum agency at Camrose and his farm knowledge will be valuable assets and we wish Alex success at the Bawlf agency.



Mr. DEAN LIEN, Manager of Information Services, has received an invitation to the "Training of Trainers Institute" to be held at the Banff School of Fine Arts, May 8-13.

The institute will be sponsored by the University of Alberta and the University of Saskatchewan. The chief consultant will be Dr. Hubert S. Coffey.

# FARM SUPPLY SALES MEETING

THE FARM SUPPLY DIVISION SALES AND PLANNING MEETING was held February 15, 16, 17 and 18. During the first three days, the Managers of all Farm Supply Centres were in attendance to discuss the past year's operation and plan for the coming year.

The meeting emphasis was on **WAYS TO IMPROVE CUSTOMER SERVICE.**

On February 18, the Building Department personnel joined with the Branch Managers to spend a day discussing the building program for 1966. Everyone felt the meetings were a worthwhile experience and were eager to return to their respective branches to implement many of the excellent ideas discussed during the four days.

## At the Meetings



WARD SMITH, Farm Supply Manager.



JOHN RENICK, Credit Department; GEORGE SAYLE, President, U.F.A. Co-op Ltd.; GORDON AGAR, Farm Supply Division; WM. McCARTNEY, General Manager, U.F.A. Co-op Ltd.



RICHARD RYCROFT, Stettler; DON McQUAIG, Grimshaw; GORDON WENZEL, Red Deer.



JIM SHINDLER, Farm Supply Division; ALVIN GOETZ, Information Service Dept.; RALPH IMBERY, Grande Prairie; ARNE OLSON, Personnel Manager.



LARRY LUFT, Hanna; JIM BARLOTT, Lethbridge.





# SOMETHING TO CROW ABOUT

## 15 YEAR SERVICE AWARD



Heartiest congratulations to the Doucet brothers, U.F.A. Co-op Maple Leaf petroleum agents at Falher, on their 15 years of service with our company.

Mr. Mike Ursulak and Mr. A. G. Carder, Petroleum Area Supervisors, made presentations to the Doucet brothers to commemorate the occasion, and presented them with certificates of recognition and letters of appreciation from the company.



## KEYMAN QUIZ

### "Knowledge Is Power"

1. One of these countries is an island: (a) Denmark; (b) Greenland; (c) Bolivia.
2. The Soo Canal connects Lake Superior with Lake Michigan. (True or False)
3. During a dry spell it is more important to water your lawn thoroughly than frequently. (Yes or No)
4. The United States, with 7% of the world's population produces how much of the world's goods: (a) 50 per cent; (b) 39 per cent; (c) 16 per cent.
5. Babe Ruth's home-run record in one year was: (a) 84; (b) 60; (c) 58.
6. The first aircraft to fly the Atlantic was the: (a) Spirit of St. Louis; (b) Graf Zeppelin; (c) NC4.
7. Which covers the most square miles of territory? (a) Canada; (b) United States.
8. Which industry has grown fastest since 1939? (a) Automotive; (b) Chemical; (c) Furniture.

Answers to Quiz on Page 9

## 10 YEAR SERVICE AWARD



Metro Towpich has been the U.F.A. Co-op petroleum agent at Castor since February 21, 1956.

He is active in community work in the Castor district, and is a member of the Kinsmen Club, the Castor Golf Club and the Castor Community Board of Trade.

Congratulations Metro, on your tenth anniversary with our company.



## FIVE PER CENT IN FARMS

Canada is often thought of as an endless land of farms. This is not so. Of its area of 3.8 million square miles, only some 300,000 or five per cent are used for agriculture. Farmland will probably never exceed 12 to 15 per cent.



**O. Henry:** Oh the happy old days when I was a farmer and not an agriculturist.



## Welcome!

### New Employees

- BEVERLEY DITTMER ..... Petroleum Stenographer
- GORDON JANCZYN ..... Edmonton
- ARTHUR WUSHKE ..... Edmonton
- GEORGE HENRY ..... Red Deer
- BRUCE GOULD ..... Lethbridge
- CHRIS PLANTE ..... Calgary
- DIEDRICH DYCK ..... Calgary
- DONALD BAKKEN ..... Lethbridge
- DAVID PAULSON ..... Petroleum Accountant

# THE PEMBINA U.F.A. CO-OP ASSOCIATION

Pembina U.F.A. Co-op Association is the largest association distributing Maple Leaf petroleum products. It has an interesting and colorful history and much of the association's success can be attributed to the late George McLaughton and the present manager, Mr. Dick Ponting.

There are eleven agencies associated with the Pembina Association. Westlock is the central agency, and the others are: Barrhead, Freedom, Fort Assiniboine, Picardville, Dapp, Fawcett, Jarvie, Linaria and High-ridge.

This year the association paid cash dividends of \$48,000 to its members. There were 630 members who attended the agency meetings.

The Board of the Pembina Association are: President, Clare Anderson, Freedom; Vice-President, Jim Cameron, Westlock; Directors: Sarden Semenuk, Westlock; Frank Edgson, Westlock; Gilmore O'Brien, Barrhead; George Rudford, Barrhead; Ivan Watson, Fawcett.



Central Pembina warehouse, one of the most modern of its kind. Air pressure is used to fill containers.



The Head Office of the Pembina U.F.A. Co-op Association.



Standing, left to right: BRIAN GREY, Assistant, Westlock Agency; RON NEUFELD, Area Petroleum Supervisor; CLARE ANDERSON, Affiliated Co-ops Director; SARDEN SEMENUK, Westlock delegate. Seated, left to right: KAY MAYOH, Association Secretary; ELDON GLEAVE, Picardville Agent; DICK PONTING, Pembina Manager.



Some of the 130 members in attendance at the Westlock Association Agency meeting.

# 10 Years Ago

## FROM THE FILES

### of the U.F.A. Co-op

## Board Report - 1955

The twenty-fourth fiscal year has been another year of satisfactory progress. Excellent growing conditions during most of the season have produced a bountiful crop of better than average quality. It is estimated that 90% of our \$130 million wheat crop will fall in the commercial grades.

Our membership now stands at 25,000 farmers.

On the twentieth anniversary of our first contract with Maple Leaf Petroleum Ltd., it is fitting to commemorate the wisdom of those who were directly responsible for this decision: Norman F. Priestley, Geo. E. Church, H. B. MacLeod and our legal advisor, J. E. Brownlee, Q.C.

Mr. E. A. Taylor has been appointed General Manager of Maple Leaf Petroleums Ltd.

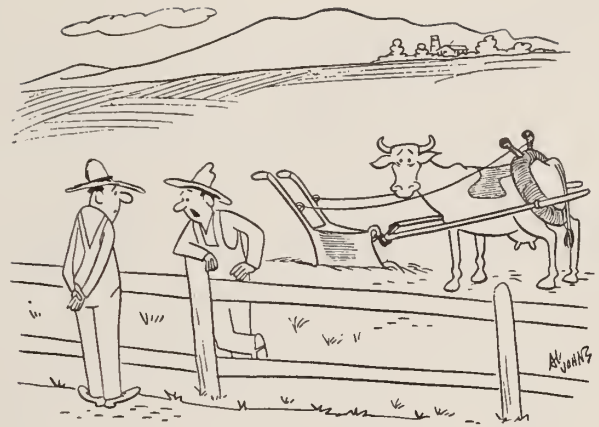
A fine new combination bulk plant and service station was established at Camrose. A new plant was opened at Woking (Peace River). The old plants at Coronation and Strome were completely rebuilt.

Major expenditures were undertaken at Iron Springs, Bawlf, Empress, Lacombe, Sexsmith and Wembley.

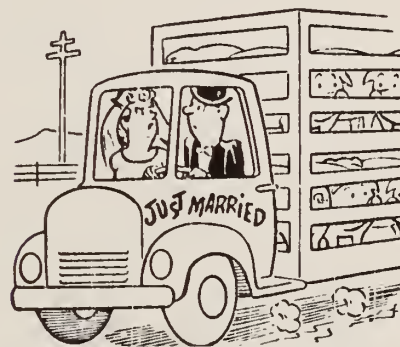
Our Calgary warehouse completed its first full year of operation and has proven its worth to the satisfaction of management and members. About 85% of our total volume was done at the warehouse.

Last year, we had only one man representing our Edmonton Branch at 10126-98th Street and he divided his time with this and his dealer territory. During the past year, we have added another man and now have a full time order desk in Edmonton. We have also made full use of the storage space on the premises there and carry a limited inventory of farm supplies for our Edmonton members.

Directors of the 1955 Board are: District A—M. H. Ward, Arrowwood; District B—George E. Church, Balzac (President); District C—John Frey, Arneson; District D—Mrs. N. D. Lehman, Camrose; District E—Ray Wood, Carstairs; District F—George MacLachlan, Clyde; District G—George Sayle, Clairmont; Representatives of Affiliated Co-operatives—Geo. N. Johnston, Loyalist.



**"I lost my glasses first thing this morning and every darn thing has gone wrong since then."**




**"There are times when business should not be combined with pleasure."**



### ANSWERS TO KEYMAN QUIZ

1. (b) Greenland — world's largest island.
2. False. The Soo connects Lake Superior and Lake Huron.
3. Yes. Department of Agriculture experts say a thorough soaking is better than frequent sprinkling.
4. (a) It produces and consumes about half the world's goods.
5. (b) 60 homers in 1927.
6. (c) The flying boat NC4 which made its way to Lisbon, Portugal in 1919.
7. (a) Canada, with 3,621,616 square miles. The United States (Alaska and Hawaii inclusive) total 3,399,872 square miles.
8. (b) The chemical industry has expanded at a rate four times that of all industry since 1939.



## **COMING EVENTS**

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**April 13 - 15**

Canadian Public Health  
Association, Calgary

**April 14**

Alberta Central Credit Union  
Annual Meeting, Calgary

**April 15 - 16**

Credit Union League of Alberta,  
Calgary

**April 27 - 28**

Canadian Public Stockyards,  
Calgary

**April 27 - 30**

Sportsmen Show, Calgary