



THE

U.F.A. CO-OPERATOR

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INITIATIVE

THE world bestows its big prizes, both in money and honors, for but one thing. And that is Initiative. What is Initiative? I'll tell you: It is doing the right thing without being told. But next to doing the thing without being told, is to do it when you are told once. That is to say, carry the Message to Garcia: those who can carry a message get high honors, but their pay is not always in proportion. Next, there are those who never do a thing until they are told twice: such get no honors and small pay. Next there are those who do the right thing only when necessity kicks them from behind, and these get indifference instead of honors, and a pittance for pay. This kind spends most of its time polishing a bench with a hard-luck story. Then, still lower down in the scale than this, we have the fellow who will not do the right thing even when some one goes along to show how and stays to see that he does it: he is always out of a job, and receives the contempt he deserves, unless he happens to have a rich Pa, in which case Destiny patiently awaits around a corner with a stuffed club. To which class do you belong?

—Elbert Hubbard

MEET THE GANG



BERTA ROWLAND

Mrs. Rowland was born in Gull Lake, Saskatchewan. When she was very young her parents moved to Regina where Berta received most of her formal education. From here Berta spent six years in Banff before moving to Calgary. At Calgary she continued her education by taking a business course at the Calgary Business College. Before coming to the U.F.A. Co-op, Berta worked for three years for the Calgary Co-op Association where she became acquainted with the U.F.A. Co-op staff. Berta's duties now consist of preparing the paychecks each pay day and receiving cash payments at Head Office.

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As President of the United Farmers of Alberta Co-op Ltd. I extend a welcome to all of the newly elected delegates.

I am looking forward to meeting each one of you in the very near future.

I trust that you will find your association with the U.F.A. Co-op Ltd. a most rewarding and enjoyable experience.

George Sayle, President.

UNITED FARMERS OF ALBERTA CO-OPERATIVE LIMITED PRELIMINARY FIGURES YEAR ENDED JULY 31, 1964.

	1964	1963	Percentage Increase
Petroleum Division			
Sales	56 million	52 million	7.7%
Amount	13,600,000	12,500,000	8.9%
Farm Supply Division			
Sales before rebates	8,000,000	6,600,000	21.3%
Total			
Sales before rebates	21,650,000	19,100,000	13.2%

Farm Supply Centres

All Centres enjoyed a sales increase with Red Deer showing another amazing 38% sales rise. Edmonton once again narrowly beat out Calgary as the Centre with the largest total sales.

U.F.A. Co-op has enjoyed another successful year's operation and will have a new record high net earnings.

Gold Eye Lake Teen Camps 1964

The objectives of the Junior Farmers' Union of Alberta are:

1. To promote the F.U.A. and develop an understanding of all other farm organizations.
2. Promote citizenship and leadership in our rural communities.
3. To give the young people of the community an opportunity to know each other better, to enrich the social life of the community and to make life happier and better so that young people may serve their homes, their communities and their nation more effectively and assist in promoting international good will.
4. Promote an interest in farming as an occupation and become familiar with modern methods in farming.



STUDENT COUNCIL GRADUATE CAMP

L - R Front Row
Judy Anderson, Barry Dunn, Mayor,
Phyllis Nichiporik

Back Row - Paul Leriger, Nels Jevne.



STAFF GRADUATE CAMP

L - R

Back Row - Stan Steel (F.C.L.)
Larry Craig (Teacher Westlock)
Gerald Schuler (F.U. & C.D.A.)
Morley Bradley (Gold Eye Lake
Camp) Paul Babey (F.U.A.)
Jim Rhyason (A.W.P.)

Front Row - Dean Lien (U.F.A.
Co-op) Diane Hicks (Edmonton)
Edna Sahlin (Cook) May Huddles-
ton (F.W.U.A.) Kay Dohaniuk (F.
U. & C.D.A.) Gerald Hutchinson
(F.U.A.) .

One of the major methods used to achieve the first three of these objectives has been the Gold Eye Lake Teen Camps.

The Gold Eye Lake Camp was constructed in 1962 by the Junior Farmer's Union of Alberta and is administered by the Farmers Union and Co-operative Development Association. Staff for each camp is supplied by the member organization of F.U. & C.D.A.

This summer over three hundred Junior Alberta farmers have had the opportunity to attend one of the five camps.



Camp Cook Edna Sahlin Prepares Dinner as Morley Bradley, Camp Caretaker looks on.



Carol Schuler at the Piano. Her assistance was greatly appreciated when Mrs. Sahlin was taken to the hospital and Carol took over the responsibility of preparing meals.



Time of tears for many campers as they board the bus to go home. Approximately one quarter of the top students are invited back the following year to graduate camp.

The theme throughout the summer camps has been "As Young Adults Let's Discuss our Roll in Today's Society".

This was done through classes in public speaking, panels and debates and parliamentary procedure. During the evenings the young people had an opportunity to discuss their problems and exchange ideas in the "You and Your Friends" Session.

Ample time was provided for swimming, ball games, hikes etc.

By the reports and letters received from students attending these summer camps we feel it has been another successful summer at Gold Eye Lake.

COVER STORY

Our cover this month shows construction of the new Farm Supply Depot in Grimshaw. The official opening for this depot is tentatively set for the first part of October.

Product Information



HEATING OIL

Our heating oil is manufactured to specifications which will insure complete burning at all times to give maximum heat, together with long burning qualities. Specifications are changed for cold weather to insure satisfactory feed rates. Our product is recommended for both space heaters and automatic type burners. A number of laboratory tests are performed on heating oil before it is released for sale. The four most significant tests for quality control are the distillation range, gravity, flash point, and pour point.

DISTILLATION RANGE

Water boils at 212 ° F to form steam or water vapour. Heating oil which is a mixture of many different hydrocarbon compounds, boils over a wide range of temperatures from 310 ° F to 680 ° F. This range of temperatures is known as the distillation range. The distillation test is a useful guide in determining the burning qualities of the fuel. The final boiling point or end point is the temperature required to completely evaporate all the fuel. Too high an end point could make the fuel difficult to burn satisfactorily in the space heater and it may also indicate contamination with a heavier product, such as summer diesel fuel.

API GRAVITY

The gravity is a measure of the weight per gallon of the fuel. The API gravity is a scale set by the American Petroleum Institute and is a standard for the petroleum industry. The heat content of the fuel depends on the gravity. A low API gravity fuel such as heating oil with an API gravity of approximately 35 has a higher heat value per gallon than a high API gravity fuel such as gasoline with an API gravity of 60 to 65.

FLASH POINT

The flash point is not directly related to burner performance. It is specified to meet insurance and fire regulations. It is the temperature at which the fuel vapour will ignite when in contact with an open flame.

POUR POINT

The pour point is the lowest temperature at which the fuel will flow. The pour point of summer weight and winter weight heating oil is adjusted by refinery process to conform with temperature changes.

Maple Leaf heating oil is comparable to any product on the market and will provide satisfactory performance under all normal operating conditions.

Annual Delegate's Meeting



MR. CHARLES W. GIBBINGS

This year the annual Delegates' Convention will be held at the Calgary Inn, Calgary's new convention hotel. The change to a larger place was necessary because of the increase in the delegate body.

HIGHLIGHT

The guest speaker at the annual Banquet will be Mr. Charles W. Gibbings, Farmer and President of the Saskatchewan Wheat Pool.

Mr. Gibbings was born and raised on a farm at Rosetown, Saskatchewan. In 1942 he graduated from the University of Saskatchewan with a Bachelor of Science Degree. His active association with the Saskatchewan Wheat Pool began in 1946 when he was elected as delegate.

In 1952 he was elected director. Vice President in 1955 and President in 1960.

Among Mr. Gibbings' activities since 1945 are:

1945 - 48 Instructor Dominion Provincial Youth Training.
1948 - 51 Instructor School of Agriculture.

1951 Member of Royal Commission on Agriculture and Rural Life.

1957 Member of Canadian - U.K. Trade Mission to Britain.

Regional Director Dollar Sterling Trade Council.

Advisory Committee to The Canadian Wheat Board.

Board of Governors of Canadian Exporters' Association.

Board of Private Planning Association of Canada.

Director and Past President - Co-op Fire and Casualty Company.

Director - Co-op Life Insurance Company.

Director - Regina Exhibition Association.

Past Director - Regina Rotary Club.

President - Pool Insurance Company.

President - Pool Agencies Ltd.

Former Member Senate, University of Saskatchewan.

Director, The Banff School of Advanced Management.

We are most fortunate to have Mr. Gibbings available and feel he will contribute much to the success of the convention.



Stag ?

Jack Senakovicz and Ian Skogstad were given a proper initiation into the "Loyal Order of Husbands" on August 27, at the home of Bill Duimel. Approximately twenty-five male staff members of U.F.A. Co-op gathered to wish these fellows well in their new venture. It seems somehow Jack and Ian found themselves chained together and spent a good portion of the evening looking for the proper key.

From the staff at U.F.A. Co-op we wish Ian and Sandy, Jack and Laurie success and happiness in their married lives.

Welcome!

TO THE FOLLOWING NEW STAFF MEMBERS

Mary Sinclair	Mail Room
Stewart Hunter	Farm Supply Warehouse- Calgary
Donna Van Den Brink	Farm Supply Dept.
Douglas Wilson	Farm Supply Vermilion
Kenneth Worms	Farm Supply Edmonton
Audrey Herriman	Farm Supply Accounting
Elmer Stuart	Farm Supply Calgary
Gary Jensen	Farm Supply Lethbridge
Alan Wemp	Farm Supply Accounting
Kaye MacLellan	Personnel
Patricia King	Credit Dept.
Mrs. Donna Carle	Dividend Dept.
Olga Markowycw	Dividends
Mrs. Donna Carlgren	Steno Pool
Joanne Nash	Farm Supply Accounting

Our new Treasurer for the Staff Association is Bernie Ouellette. . Congratulations!

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Berta Rowland

She is Secretary of the U.F.A. Co-op Savings & Credit Union and Vice-President of the Staff Association. Mrs. Rowland has one daughter, one son and three grandchildren. This last summer Berta was awarded her ten year service pin and the U.F.A. Co-op is looking forward to having her around for some time to come.

Congratulations Berta on your ten years of service!

American Institute of Co-operation Conference



BEAUTIFUL KELLOGG CENTER ON THE MICHIGAN STATE CAMPUS

SITE OF A. I. C. CONFERENCE

Aug. 10, 11 and 12

U.F.A. Co-op, through the years, has made a practice of being alert and aware of any new developments within the Co-operative Movement. This has not only been done on the Canadian scene but also with Co-operative enterprise outside of Canada. One of the recent activities, which U.F.A. Co-op took a look at was the American Institute of Co-operation Conference at East Lansing, Michigan. Attending this three day conference were 900 leaders of the American farmer co-operatives and an additional 830 farm youths representing agricultural youth organizations across the United States.

This Conference is rated as the largest farm business meeting in the world. This year the theme was "Dynamic Dimensions For Co-operatives" and all of the some 200 addresses given were related to this topic. Key note speaker for the Conference was C. B. Ratchford, Dean of Extension Division, University of Missouri, Columbus, Missouri. In his address, Mr. Ratchford reviewed many present day problems facing co-operatives and stressed the need for co-operatives to be progressive and alert. The co-operative of tomorrow will have to be as mechanized as any other business and in many cases the leader in the trade.

Throughout the Conference the delegates met in smaller groups to discuss specific areas of co-operative endeavours. The highlight of the Conference was an address by Jerry Voorhis Executive Director, Co-operative League of the U.S.A., entitled "Co-operatives - Hope For the World". Mr. Voorhis outlined the impact which co-operative endeavour may contribute toward world peace.

Many conferences, like this one we mention, are being held and in many cases are very worthy of attendance. To keep abreast of new technology in business is a must today and U.F.A. Co-op Ltd. is making excellent use of such information.

Huxley Anniversary



MR. SYDNEY HEPBURN

U.F.A. Co-op has many pioneers throughout its ranks. One of its people is Syd Hepburn of Huxley, who for over twenty-five years has been a loyal agent for U.F.A. Co-op.

To celebrate the occasion of twenty-five years service, one hundred and ten friends and neighbors converged on the Hepburn farm on July 27. A presentation of an engraved silver tray and a cheque for \$100.00 was made to Mr. Hepburn by U.F.A. Co-op Executive Member, Andrew Silver. Throughout the afternoon those who attended had a chance to reminisce and visit with the Hepburn family. Many stories of the early years were passed over the fine lunch and a cup of coffee - stories that brought memories of joyful moments for the old timers and amazement to those who are too young to fully appreciate the situations. The days of the Model T, of gas being delivered only in drums, the use of skunk oil as a tractor fuel and the lack of improved roads were the highlights of discussion.

In his presentation, Executive Member, Andrew Silver, who neighbors the Hepburn farm pointed out the loyalty and quality of service which Syd Hepburn has performed over a great number of years. Mr. Hepburn long in years still maintains the same high standard of performance in the bulk station today.

Chairman for the afternoon was Gordon Gimbel, Petroleum Supervisor, for the area. Others attending from Head Office included Cec Robb, Petroleum Manager and long time friend of Mr. Hepburn, Arne Olson, Personnel Manager, and Dean Lien, Information Service.

To conclude the afternoon's celebration films were shown in the Hepburn garage.




U.F.A. Co-op. was organized and built to its present size by Alberta farmers to:

Lower production costs by combining their purchasing power; to obtain farm supplies and petroleum products as cheaply as possible,

and

with other farm organizations to protect and improve the economic and social position of farm families.

COMING EVENTS



ANNUAL U.F.A. CO-OP DELEGATE MEETING
CALGARY INN, CALGARY
NOVEMBER 3, 4, 5, 6.

FARMERS UNION OF ALBERTA CONVENTION
MACDONALD HOTEL, EDMONTON
DECEMBER 7, 8, 9, 10, 11.

