

THE UNITED FARMER



Volume 6, No. 4

APRIL, 1968



IN THIS ISSUE

The New Five Year
Service Awards

Pembina U.F.A.
Co-operative Limited

LOYALTY

THE UNITED FARMER

Volume 6

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No. 4

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Edmonton . . . 12243 Mount Lawn Road
Red Deer . . . 5440 - 45th Street
Lethbridge . . . 3131 - 2nd Avenue N.
Grimshaw - Camrose - Hanna - Vermilion
Grande Prairie - Stettler - Westlock
Provost.

OUR COVER



CATTLE RANCHING

Round-Up Time — J. Allen Baker's Bar
"U" Ranch southwest of High River.

Loyalty is a wonderful quality and most people are instinctively loyal. Loyalty is just as important and powerful in business as it is at home. It makes an individual, a company, or a country great. Without it, no institution ever reaches its maximum growth. The late Andrew Carnegie once said "If my plants and properties were wiped out, I could rebuild them easily; but if my organization—the men and women whose loyalty built the business—were to be taken from me, I would have nothing."

It is loyalty which sets one organization apart from others in the field. It is essential to teamwork and the desire to do a good job. Loyal employees are company-minded employees, who take real pride in their jobs, and are interested in maintaining standards which enhance the reputation of their company. They take pride in quality and service, and feel a personal responsibility to give of themselves.

It is a fact that in organizations where loyalty has been fostered by good treatment and fair dealings, the rewards have been proven in many tangible ways that counted heavily in time of need. Too often in this so called modern age we are apt to minimize the ordinary, old fashioned virtues such as loyalty, which are still so important to good human relations in business.

In industry today, the hiring and training of new employees is an extremely expensive process. Labor turnover is a cost item that is wasteful—and quite often needless.

United Farmers is proud to have on their staff many men and women with commendable service records. For quite some time there have been awards made for ten, fifteen, twenty and twenty-five years of service with United Farmers. To this program was recently added the awarding of five-year Service Awards—buttons or pins—to employees who have completed five years of continuous service.

The five-year service button or pin will now become part of the employee service award program.

An employee's service record is of great importance. It has an effect on the length of annual vacation, eligibility for the staff benefit program and it also determines the amount of each employee's pension and survivor benefits.

United Farmers, in recognition of service, has made presentations at the following periods:

Award

**10 year—Service Button or Pin.
Certificate of Recognition**

**15 year—Service Button or Pin.
Certificate of Recognition**

**20 year—Service Button or Pin.
Certificate of Recognition**

**25 year—Gold Watch or silver-
ware.**

EMPLOYEE AWARD PROGRAM



Tim Volk
September 22, 1959
Data Processing



Due to the large number of presentations of 5 year awards this year, only some of the recipients are shown. The others will be presented in future issues of The United Farmer.



Marlene Hanson
September 15, 1961
Private Secretary



John Renick
October 24, 1960
Credit Department



Cliff Dahl
June 26, 1959
Credit Department



Bill Duimel
August 26, 1959
Printing and Stationery



Joe Miller
April 22, 1959
Farm Supply Accounting



Harry Wood
February 19, 1962
Petroleum Accounting



Natalie Zimmer
June 12, 1961
Petroleum Accounting

Pembina U.F.A. Co-operative



At the Pembina Head Office and Westlock Agency. Left to right: Ron Neufeld, United Farmers' Petroleum Marketing Supervisor; Dick Ponting, Manager of the Pembina U.F.A. Co-op Association; and Brian Grey, assistant.

Provincial Charter Granted

A Provincial Charter which incorporated the Pembina Co-op Association as a co-operative was granted on July 8, 1931. The original capital was raised by each United Farmers Local investing five dollars to organize a distribution system for petroleum products in the area. The total sum raised was \$120.

It is interesting to note that the present Westlock Agency property was purchased in 1935 for \$120. Today, on the same property, the taxes alone are over \$1,200 a year.

The first fuel obtained was sold by the barrel. In some cases, the farmers bought only five or ten gallons.

First Distribution Point

Westlock was the first petroleum distribution point. This was in 1931, and in 1935, Westlock became an agency followed by Picardville, Busby and Barrhead. In 1946 Dapp became an agency followed in the same year

by Highridge. In 1947 Fawcett became an agency, followed by Linaria in 1955 and Freedom in 1958.

Original Agents

Four of the original agents are still maintaining their agencies today. They are Norm Cochrane of Fawcett; Max Hauch of Freedom; Art Cowley of Linaria; and S. H. Farrants of High-Ridge.

Service Awards

At the annual meeting held in February, 1968, of the Pembina U.F.A. Co-op Association, Norm Cochrane and Elden Glebc received their 20 year service award pins and Max Hauch received his 10 year service award pin.

Bulk Petroleum Agents

The other agents in the Pembina U.F.A. Co-op Association and their dates of appointment are: F. A. John-

son, Barrhead, June 29, 1961; Walter Polis, Dapp, August 9, 1956; H. Penno, Jarvie, April 12, 1960; and E. M. Redington, Fort Assiniboine, September 2, 1948.

First Board Members

The members of the Board in the original Pembina Co-operative were selected from the U.F.A. Locals represented at the Charter Meeting. These members and the Locals they represented were: James Rudford, U.F.A. Local Heaton Moore; J. C. Forbes, Willowbark Local; J. Smith, Dapp No. 709 Local; J. Cameron, Hazel Bluff Local; J. Chileen, Freedom Local; H. Critchulou, Barrhead Local; E. Thompson, Sunny Bend Local; P. S. Beatty, Westlock Local; G. MacLachlan, Clyde Local; J. Missuer, Naples Local (elected chairman of the Association and Mr. H. R. Hooper named secretary).

Mr. George MacLachlan

Mr. George MacLachlan became secretary of the Pembina U.F.A. Co-op Association in 1935. He held the post of secretary until his untimely death in a car accident. Mr. MacLachlan was a Director on the Board of United Farmers for many years, as well as a member of the Legislative Assembly of the Provincial Government.



Mort Engler receives his 10-year pin from Dick Ponting. The presentation took place at the Westlock Open House Meeting.

Association Ltd.



Mr. George Sayle, President of United Farmers, presenting Dick Ponting with a silver tray in appreciation of Mr. Ponting's many years of significant and outstanding association with United Farmers.

There is only one man that could accurately tell the vivid growth story of the Pembina U.F.A. Co-op Association Ltd. This man has been involved in every uptrend step made by Pembina and to many people, the names Dick Ponting and the Pembina U.F.A. Co-op Association Ltd. are synonymous.

It was 1933 when Dick Ponting began this long association. He started as a truck driver with Pembina Co-op in 1933. When Westlock began operations under the new U.F.A. contract, Dick Ponting was checked in as the first agent by Ian MacKintosh, who still is a Marketing Supervisor with the Petroleum Division of United Farmers, and the late Art Riley.

Dick remembers his first commission cheque which he received on November 26, 1933. It was for the munificent sum of \$17.09. This cheque is on file in the Association's records.

In 1940, Mr. Ponting became manager of the Association. He took over the position of secretary on the death of George MacLachlan, who was the first secretary.

Mr. Ponting represented the Pembina Association at many U.F.A.

Co-op Conferences. When U.F.A.'s policy regarding representation at the Annual Meeting was changed, Dick Ponting was elected as an area delegate and represented his district for many years.

Dick and his wife, Elesbeth, have two sons. Phil is taking his second year Commerce at the University of Alberta and Douglas is taking his high school at the Westlock High School. Mrs. Ponting has also led an active life and recently acted as a member of the Provincial Censorship Board.

The Pontings are members of the United Church. Dick is a Masonic Lodge member and the charter president of the local Rotary Club. The school board has also occupied much of his time and he is chairman of the Westlock Divisional School Board, a position he has held for the last fifteen years.

Under Mr. Ponting's capable management, the Pembina U.F.A. Co-op Association Ltd. has shown a vigorous and continuing expansion. Dick Ponting can look back on many years of dedicated work which have achieved definite and productive results.

Pembina Today

Seventeen hundred members buy products—supplied by United Farmers and sold by the Pembina U.F.A. Co-op Association. This is done through ten bulk petroleum plants. They are at Freedom, Barrhead, Fawcett, Dapp, Jarvie, High Ridge, Picardville, Linaria and Fort Assiniboine. The main office and the largest agency is at Westlock. The total number of gallons sold by the Pembina Association, this past year, was nearly 2¾ million.

Today there are four permanent employees of the Association. They are Dick Ponting, who will soon have been with the Pembina U.F.A. Co-op Association for 35 years; Brian Grey, truck driver and assistant to the agent for 22 years; Mort Engler, truck driver with the Association for 10 years and Kay Mayoh, employed for 6 years as bookkeeper-typist.

Board of Directors

The area covered by the Pembina Co-operative and serving their members is within the boundaries of the Westlock and Barrhead Municipal Districts. The members of the Board are Clare Anderson, Freedom, who is president of the Board as well as a Director of United Farmers; James Cameron, Westlock, vice-president and member of the very first board which was formed in 1931; Frank Edson, Westlock; Gilmore O'Brien, Barrhead; George Reidford, Dunstable (his father was a member of the original Board); Sarden Semenuk, United Farmers' Delegate from the Westlock area and member of the Pembina Co-operative Board; Ivan Watson, Fawcett, his father also was a member of the original Board; and R. C. Ponting, the secretary-manager.

A Salute to Pembina

United Farmers salutes the Pembina U.F.A. Co-operative Association on completion of another successful year. United Farmers is proud of this long and mutually profitable and pleasant association.

BUILDING BOYS BECOME BETTER INFORMED

Farm and Ranch Management Consultant Holds Workshop at United Farmers



Back row, left to right: Oliver Gay, Chuck Corah, Vic Willoughby, Dick Dyck, Jim Walker, Peter Denesiuk, Ivor Baldwin. Centre row: Jim Shindler, Peter Malinowski, Sandy McKinnirey, Walt Bulva, Emil Rauhala. Front row: Ward Smith, Mel Chapman, Elmer Stuart, Ron Medin.

A two-day workshop for Building Department personnel was held at the Head Office of United Farmers on March 20 and 21.

The workshop was conducted by Mr. Jim Lore, Consultant with Farm and Ranch Management Limited. Mr. Lore's topic was Farm Business Methods and Analysis. Featured in the discussions held were Financial Analysis, Physical Elements, Budgeting and Automation to Improve Weakness in Various Aspects of the Agricultural Industry.

Mr. Lore is a 1954 graduate of the University of Alberta and has his Bachelor of Science Degree. He is a member of the Alberta Institute of Agrologists. After completing his university education, Mr. Lore started farming in 1954, east of Carstairs. He is still very actively involved in farming. His enterprise consists of growing grain and maintaining a feed lot. Last year over 300 head of cattle were run in Mr. Lore's feed lot.

Mr. Lore is married and has five children.



Jim Lore, Farm and Management Consultant, conducts workshop at United Farmers.

United Farmers is constantly exploring every avenue of agricultural advancement in order for our people to be alert and informed concerning any useful facts related to the agricultural industry.

Mr. Lore's knowledgeable approach to the problems encountered in the farming industry will be useful to our Building Sales personnel in giving good practical suggestions to our members in making their farmsteads more economical and more efficient units.

On hand for the workshop were the following personnel from United Farmers: Chuck Corah, Red Deer; George Duffy, Calgary Precutting; Dick Dyck, Sandy McKinnirey, Ron Medin, Jim Walker, Elmer Stuart, Oliver Gay, Jim Shindler, Vic Willoughby, Ward Smith, Calgary; Ivor Baldwin, Mel Chapman, Peter Malinowski, Edmonton; Peter Denesiuk, Grande Prairie; Emil Rauhala, Red Deer, Walter Bulva, Westlock.

Fifteen Year Service Award

The many new innovations at United Farmers' Farm Supply Centres, the continuing growth of the Farm Supply Division, the acquiring of first rate and knowledgeable Farm Supply personnel, Ward Smith's dedicated work with United Farmers is very much responsible for these progressive aspects of our Organization. Ward is the Manager of the Farm Supply Division of United Farmers.



Ward Smith, Farm Supply Division Manager, receiving 15 year Service Award from Bill McCartney, General Manager.

Doug Smith, who was Ward's father, was, at one time, the manager of the Farm Supply Division. Bill McCartney, before his appointment as General Manager, also held this position for eleven vitally important growth years in the Farm Supply Division.

Ward is a native Albertan, who was educated at Cereal and Drumheller. He is a teaching graduate of the University of Alberta and taught school near Drumheller for several years before beginning his career with United Farmers. In 1953 he joined the United Farmers staff as an order desk clerk

and in 1954 became the first manager of the newly opened Farm Supply Centre in Calgary. In 1957, he was placed in charge of Farm Supply Promotions and Administration, a position he held until he was appointed Manager of the Farm Supply Division in 1964.

Ward's progressive and practical ideas have strongly contributed, not only to the Farm Supply Division's continuing growth, but to the meeting of many challenges to provide farm families with new kinds of services and products demanded by the farm-

ing needs of the sixties.

Ward is on the Sales Marketing Executive of the Junior Chamber of Commerce. Most of his spare time activity has been centered around the Northminster United Church to which he belongs with his wife Jean and their three sons. Jean and Ward have served seven years as superintendents of the Sunday School and are Sunday School team teachers as well as team superintendents.

Congratulations on receiving your 15 year Service Award from United Farmers, Ward.

**HUGH CAZA
UNITED FARMERS
SALESMAN
GRANDE PRAIRIE**

Ten years ago Hugh Caza started work for United Farmers.

Hugh was born and raised on a farm at Cabri, Saskatchewan. He took a homestead in the Goodwin area in 1962 and received title for it this year. Hugh is active in the community life of Grande Prairie. He belongs to the Knights of Columbus and was recently on the executive of the Goodwin Community Club. He is interested in livestock, enjoys riding and horses and also likes to curl and hunt. Hugh Caza is an editorial associate for the United Farmer's Inner Circle and the information he takes the time to send is certainly appreciated. We will soon be doing a story on the Grande Prairie Farm Supply Centre for which he supplied most of the material.

Sincere congratulations, Hugh, on receiving your Ten-Year Service Award (even though it's getting closer to eleven years you've been with United Farmers.)



Hugh Caza's wife doing the honors and pinning Hugh's pin on him.



Jim Shindler, Operations Manager of the United Farmers' Farm Supply Division, presents Hugh with his 10-year Service Award.

SERVICE AWARDS



Ralph Ward, Treasurer of United Farmers, presenting Ten-Year Service Award to Rita Mayes.

Congratulations to Head Comptometer Operator, Rita Mayes, who recently received her 10-year Service Award from United Farmers.

Rita joined the staff on March 10, 1958, as a comptometer operator in the Petroleum Accounting Department. As Rita mentioned "This may seem dull to some people — working a comptometer for 10 years — but I thoroughly enjoy it as I like working with figures and I have never found my work boring."

Rita has always played an active part in the Staff Association and served a term as president as well as being chairman of the Welfare Committee and other various committees.

Rita's husband, Dave, is employed with Texaco. They belong to the Canyon Meadows Golf Club and both enjoy golfing. Travelling has always been very enjoyable to the Mayes. Last year Rita and Dave took a European trip and visited Dave's homeland of Scotland, as well as many other fascinating places.

Sincere congratulations, Rita, on receiving your 10-year Service Award from United Farmers.

Fifteen Year Service Award

"Smiling" Bert Bendall.



A. G. Bendall, United Farmers Bulk Petroleum Agent Bindloss, Alberta

A wonderfully warm smile, a firm handshake — you feel that you have just met an old friend. Bert Bendall recently took time and came to visit at the Head Office of United Farmers. Mr. Bendall's smile certainly is heart warming and it was a pleasure to personally meet him.

It was September 16, 1942, when Bert Bendall became a Bulk Petroleum Agent for United Farmers. He was born in Whitchurch Hampshire, England, and came to Canada in 1913. He lived in Ontario until 1915 and at that time enlisted in the Canadian Expeditionary Force and served in France, Belgium, and Germany. In 1919 he received his honorable discharge.

As an active community worker, Bert Bendall has given many hours to the Bindloss community. He served on the Board of the Bindloss United Church and the Community Hall. He also served as secretary-treasurer of the Mutual Telephone Company for 12 years. Mr. Bendall is a member of Empress Lodge 161 A.F. and A.M., R.A.M., Preceptory and Al Azhar Shrine.

Before becoming United Farmers' Petroleum Agent at Bindloss, Bert worked for Peter Spaapen, who was then the United Farmers' Agent, for five years. When Mr. Spaapen died, Bert succeeded him. With his son Aubrey, the partnership of Bendall and Son was formed.

Aubrey Bendall received his education at the Bindloss school. He is interested in all sports, the same as his dad, and is a member of the Bindloss Curling Club, the Empress Lodge 161 A.F. and the R.A.M., the United Church and the volunteer fire department.

All community activities have a great interest for Aubrey and his main hobby is collecting stamps, coins and arrowheads. He has a large collection of each of these. From what we have heard, it is a collection well worth seeing.

Aubrey recently succeeded his dad as postmaster.

To Bert Bendall, congratulations on receiving your fifteen-year Service Award with United Farmers. It was a pleasure to meet you and enjoy the sunny personality of the man who has been United Farmers Bulk Petroleum Agent at Bindloss for fifteen years.



Bert and Aubrey.

A SATISFIED CUSTOMER

The January cover of the United Farmer showed the William Copithorne farmstead. Mr. Copithorne's place is located eight miles west of Calgary. Ralph Imbery, Manager of United Farmers' Calgary Farm Supply Centre, informed us that the sturdy building, shown at top centre, was erected in 1964 by the Calgary Farm Supply Centre Staff. The work was done after five and on weekends. Of course, all materials for the building were supplied by United Farmers.

William Copithorne was in the office the other day and told us that our boys built a barn for his brother, Louis Copithorne. They worked weekends and after five. Louis Copithorne was more than pleased with the barn the Farm Supply Centre boys built for him and Bill decided that he would like to have the same type of barn. The Farm Supply Centre boys worked at it most of the summer and the result was this attractive building which Bill Copithorne is thoroughly satisfied with.

Mr. Copithorne uses the barn as a calving barn in the spring and stores machinery in it for the rest of the year. There are 500 head of cattle run on the William Copithorne place as well as a cow-calf operation. Mr. Copithorne sells his cattle to a representative of an Ontario firm. He has dealt with the same company for 12 years.

Thanks, Mr. Copithorne, for coming in and telling us what a nice job the boys at the Calgary Farm Supply Centre did.

The response to the Open Houses held by the Information Service Division of United Farmers has been particularly good. Almost 100 interested members attended the Open House held at Bashaw.

There is always something new to see and always something to learn at the Open Houses and the response by our members to the display and the pertinent questions asked of the United Farmers personnel on hand, is certainly evidence of the continuing interest of our members in the many growth aspects of United Farmers.



A Bashaw member enters his name for the door prize. In the background is Don Benkie, Salesman from the Edmonton Farm Supply Centre.

BASHAW OPEN HOUSE



In the centre is Jack Sukeroff, Manager of the Camrose Farm Supply Centre, giving some knowledgeable advice to delegate Bert Friend and an interested member.



Whatever it is, it's causing a big smile. Left to right: D. W. Lyle, former United Farmers' Delegate; Herb Kruger, Delegate from the Stettler area; Elmer Johnson, Chauvin, United Farmers' Director and Bert Friend, local area Delegate.



"It works this way." Left to right: Bert Friend, Delegate from the Camrose South area; Alf Kerik, United Farmers Bulk Petroleum Agent at Bashaw; Al Carder, Marketing Supervisor from the Petroleum Division and former Bulk Petroleum Agent Jack Cammidge.



Some of the keen interest shown at the United Farmers' Farm Supply display.

Promotions

Mr. Ward Smith, Manager of the United Farmers' Farm Supply Division of United Farmers, is pleased to announce the following promotions: Jack McDonald, salesman, at the Hanna Farm Supply Centre, promoted to assistant manager at the Red Deer Farm Supply Centre; Gary Jensen, promoted to assistant manager at the Westlock Farm Supply Centre. Gary was previously at the Lethbridge Farm Supply Centre.

Congratulations, Gary and Jack. Every wish for success in your new positions.

New Manager Appointed at United Farmers' Stettler Farm Supply Centre



JIM DAVIS

Mr. Ward Smith, Manager of the Farm Supply Division of United Farmers, is pleased to announce the appointment of Jim Davis as Manager of the Farm Supply Centre at Stettler, Alberta.

Viking, Alberta, is Jim's home town and he lived on his parent's farm until he was nineteen. At this time, he moved to Edmonton.

On March 16, 1964, Jim joined United Farmers as a salesman at the Edmonton Farm Supply Centre. He was hired by Jim Shindler, Operations Manager. Jim's next move was to Red Deer, where he was appointed Assistant Manager.

Congratulations, Jim, on your appointment as Manager of United Farmers Farm Supply Centre at Stettler. We are sure you will continue the fine work you have been doing in our Organization and we expect to hear bigger and better things from Stettler.

United Fund Campaign

In appreciation of the contribution made by the Calgary staff of United Farmers, the United Fund has awarded our Organization a Campaign Award.

There was an 84% participation by the Calgary employees of our Company and over \$2,000 was raised. This is certainly a meritorious change from 1965 when approximately \$400 was raised. The Staff Association is to be commended for the active part they played in generating this donation to the United Fund. Pictured with the Campaign Award Plaque are:

This plaque was won for the total contribution by the Calgary Head Office and Calgary Farm Supply Centre staff.



Al Wemp, recently retired Staff Association President Head Office;

Cliff Pilkey, newly elected Head Office Staff Association President.

COMING EVENTS

- April 29 - May 4** Northwest Canadian Trade Fair
EDMONTON
- April 29 - May 5** Annual Spring Horse Sale
CALGARY
- April 30 - May 4** Annual International Horse Show
- May 17 - 20** Department of Youth Outdoor
Education Branch
—Camp Counsellors' Workshop
—Pioneer Ranch, Rocky Mountain
House