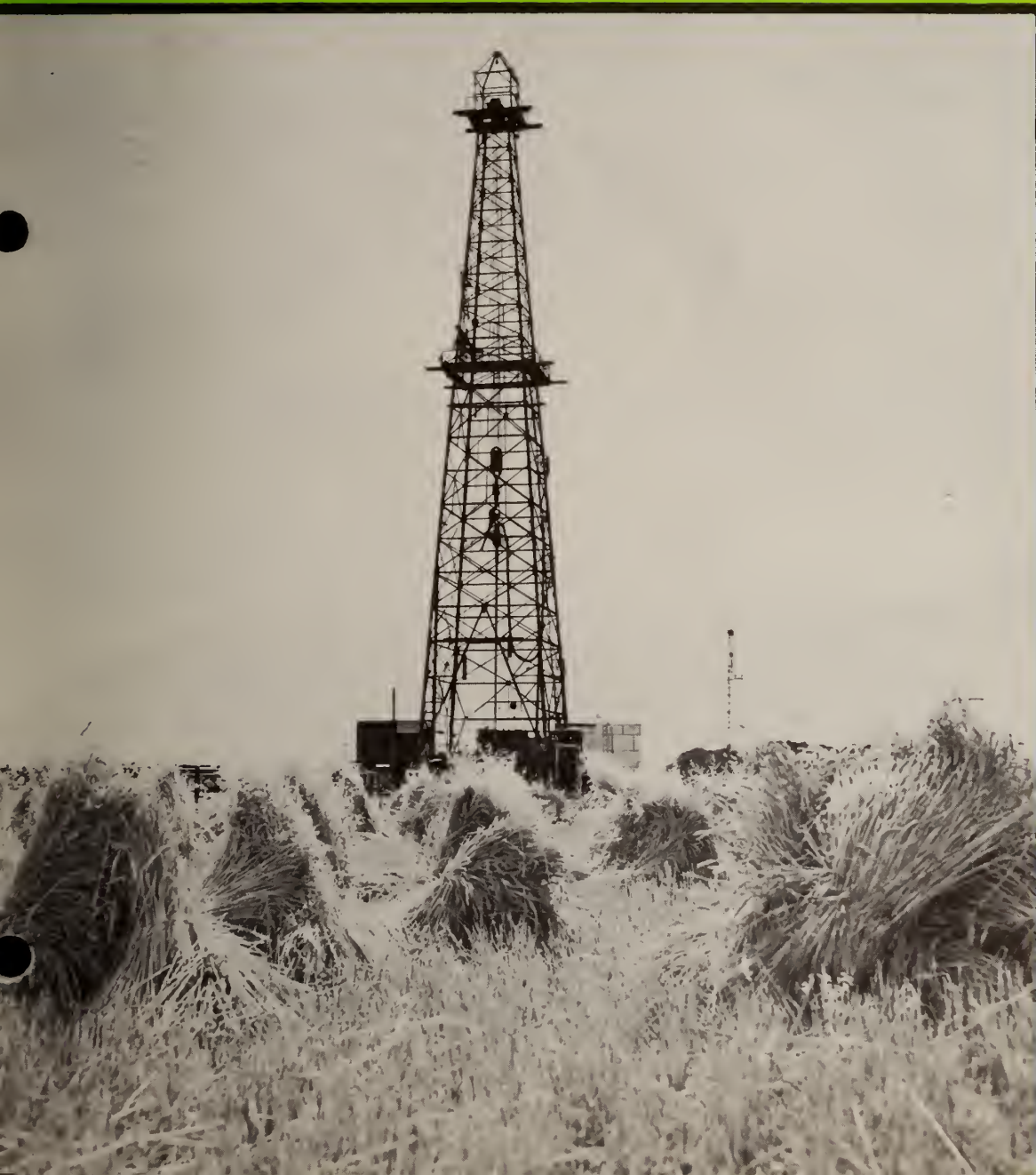


The U.F.A. CO-OPERATOR

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MAY 1966



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FARMERS IN THE OIL BUSINESS

What does the term "farmers in the oil business" conjure in your mind? Perhaps you see a scene similar to our front cover — oil derricks in the midst of a crop or maybe you visualize a Texan — big cigar — a "give or take a million or two man".

In Alberta, U.F.A. Co-op are the "FARMERS IN THE OIL BUSINESS". We represent 60,000 farmers and ranchers in Alberta.

We've been successful marketers of petroleum products in Alberta for many years and to thousands of Albertans — their contact with the petroleum industry is U.F.A. Co-op Ltd.

The first Co-op bulk fuel outlet was opened by the Loyalty local in 1929. It was supplied by Great West Distributors Ltd. In 1935, U.F.A. entered the petroleum market. Maple Leaf Petroleum was formed as a wholly owned subsidiary of Imperial Oil to supply U.F.A. with petroleum products. In 1957, U.F.A. Co-op purchased from Imperial Oil the total assets of Maple Leaf Petroleum.

Today Maple Leaf products are distributed through 168 bulk plants in Alberta strategically located to provide fast efficient local service.

Last year, U.F.A. Co-op, the only major petroleum marketing organization that is wholly owned by Alberta farmers, achieved sales which placed us as the second largest marketer of purple gas and the fifth largest marketer of petroleum products in Alberta.

Our business hasn't made ONE of our customer-owners wealthy, but dividends on oil purchases have returned millions of dollars to their pockets — millions of dollars that are redistributed into their own communities.

Yes, WE'RE 60,000 FARMERS IN THE OIL BUSINESS.

Feature attraction at the Calgary Stampede will be the Canadian Petroleum Exposition which will occupy the Corral Building plus an additional outside area of 150,000 square feet.

Visit U.F.A. Co-op's booth at the Calgary Stampede Corral and take pride in your company's vital function in economically propelling Alberta's agricultural wheels.

Front Cover: Courtesy of Alberta Government Photograph Department.





in the
Spotlight

John Henrichsen

Alberta Pioneer

J. C. HENRICHSEN
at Gold Eye Camp Cabin No. 1



NEBRASKA — IN THE 1880's

John Henrichsen of Bluffton, Alberta, has no qualms about trying something new. He's tried his hand at many things — stable boy, homesteader, grain elevator operator, driller, horse trainer, real estate salesman. His jobs have certainly been varied, but his zest for life and his good humor have turned each one into an adventure.

John was born in a Nebraska pioneer settlement in the 1880's. To the west was Indian territory — to the north and south the sod-busters were claiming homesteads on the prairies.

The low lying areas of the Nebraska countryside were thick with wild grape, honeysuckle and vines. The settlement youngsters spent happy hours playing on the natural roof-tops of the thickly foliated areas.

"SWING YOUR PARTNER"

Pioneer life was rugged and demanding but time was found for a little relaxation. A wooden floor was built around a huge cottonwood tree and here the settlers held boisterous square dances. The caller sat in the cottonwood tree and had a bird's eye view of the colorful scene made by the swirling dancers.

Johnny was calling the local square dances when he was 12 years old. One night, he was perched in the tree calling a dance — a fight erupted between two brawny settlers over a pretty prairie maiden — Johnny

became excited — forgot where he was, and plummeted into the crowd. Luckily he escaped with minor bruises. However, his unexpected arrival did stop the fight.

"THE OLD MONSTER ELEVATOR"

Among John's variety of jobs were 'hand-feeding' for market weight over 200 hogs a year. He worked part-time as a stable boy. He learned to operate a grain elevator. One particular elevator had a one cylinder engine to move the grain. The burly operator explained to John, "All you have to do to start it is flip the crank or just jump on the fly-wheel." Johnny weighed about 100 pounds at that time. He jumped on the fly-wheel — it backfired — and Johnny catapulted into the tin roof. He was wearing a heavy wool cap which luckily softened the impact. However, he never lost his fear of the 'old monster elevator'.

"LET'S GO TO CANADA"

John and his brother came to Canada in 1905. They chose a point south of Medicine Hat where they hoped to drill water wells. The results were disappointing. The well rig was sent to the States. John remained in the High River country.

He joined the Canadian Equity Society in 1906. Shares were \$25.00 with \$5.00 given in cash, and the rest to be paid when it was needed. The Farmers' Association of Alberta was busily engaged in extending membership.

John Henrichsen (Contd.)

J. C. HENRICHSEN
at his cabin at Bluffton



SHOVEL BINS

Wheat, at this time, was worth 65¢ a bushel in car lot loads and only 50¢ a bushel if you had less than a carload. Small farmers pooled their wheat to make up a car.

The elevator companies refused their wheat claiming they had no elevator room. The farmers organized and built "shovel bins". These were long bins alongside the track and they were filled directly into the car. The elevator companies pressured the government not to accept this wheat. In 1909, the various farm groups amalgamated to form the United Farmers of Alberta. Under the direction of W. R. Motherwell and the stronger voice obtained through a central U.F.A., better controls, which were more advantageous for the farmer, were enforced in the marketing of wheat.

TWO FOR ONE

For a time, John became involved in breaking mustangs for the prairie market. He switched to the real estate business. It was stipulated that a homesteader had to live on a quarter section for six months and plow it. Many homesteaders filed on two quarter sections which were side by side and built their shack on the boundary line. In this way some of the homesteaders received two quarters.

Mr. Henrichsen continued his pioneering and for a while was involved in Alberta's oil industry — as yet dormant but soon to erupt.

THE CONTINUING INDUSTRIAL REVOLUTION

In 1919, John was on his way again. He went to Blindman's Valley and claimed some C.P.R. land which was west of the present town of Bluffton. Before he

came north, John had been a blockman for the Twin City Tractor Company. He knew how to operate the large steamers of that era and he had gone south numerous springs to work with the big machine.

In 1925, he set up the first combine at Grantham. John, along with one man to run the caterpillar and a truck driver, took off 1,300 acres at Stirling. For this work and delivering it to the elevator, the cost was 2¢ a bushel. In this way, it was feasible to cover 60 acres a day. The change to the combine was on.

John had many eventful firsts in his life. He was first to grow grasses and clover in crop rotation on a grey wooded soil and first to own registered sheep and hogs in the Blindman's Valley. He was a member of the Canadian Equity Society, the Sons of Equity and the United Farmers of Alberta. He is a life member of the Farmers' Union of Alberta, having been a paid member for 50 years. He was also instrumental in having the U.F.A. bulk plant established at Rimbey.

Mr. Alvin Goetz, of our Information Service Department, has always known Mr. Henrichsen as they are neighbors. Alvin and Mr. Henrichsen's other friends feel here is a man who enjoys life. He is interested in U.F.A. Co-op, especially in their work with young people. He spends considerable time assisting at Gold Eye Lake Camp. Last June the Church-Hoppins Memorial Building was given a thorough cleaning in preparation for the July 1 opening. John was there pitching in and taking an active part.

John Henrichsen is now in his 80's. He has a merry twinkle in his eyes—the same wonderful zest for life. He has always kept busy and useful and has acquired many staunch friends. All this makes John Henrichsen a happy man.

Oliver W. Holmes: To be seventy years young is sometimes far more cheerful and hopeful than to be forty years old.

Bill Margach Joins Exclusive Club



Mr. W. McCARTNEY, General Manager, presenting Service Award to Mr. BILL MARGACH.

The Operations Manager for the Petroleum Division of the U.F.A. Co-op Ltd. recently joined a very exclusive club.

Money won't buy you a membership. You must work for admittance to this club, and Bill Margach has.

On April 1, 1966, Bill received the coveted award which marked his 20 years of service with our company.

Bill is a native Calgarian, received his schooling here, and in 1939 when war broke out, joined the Canadian Army and served overseas for six years.

On his return, he joined Maple Leaf Petroleum Ltd., a subsidiary of Imperial Oil. At that time, U.F.A. were the Maple Leaf agents in Alberta. Bill started as

a stock clerk. Some of his co-workers were Eddie Hutchinson, Ron Neufeld, Ian McKintosh and Gordon Brazeau.

In April 1948, Bill was appointed as an Area Supervisor. There were 33 agents in his territory which consisted of what is now known as Area III, IV and part of II.

He was Area Supervisor for 10 years — phenomenal growth years for our company — sales had zoomed from six million to over 31 million gallons per year and established U.F.A. Co-op as an important marketer of petroleum products in Alberta. Credit must be given to Bill and his co-workers for their involvement in our rapid expansion.

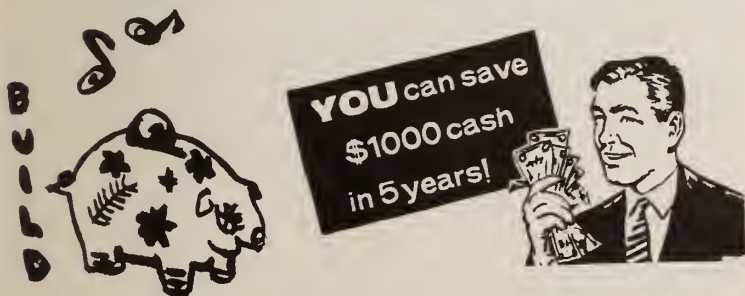
In 1958, Bill was promoted to the Head Office staff. In the executive position he now holds, he is in charge of construction of new plants, their maintenance, repairs, inventories and studies of growth and changes.

Bill is married to the former Ella Barker, also a native Calgarian and they have four sons.

His activities in the community have been numerous; past-president of the Parkdale Community; past-president of the Parkdale Scouts; executive member of the Parkdale School Association; and retiring president of the U.F.A. Co-op Credit Union.

His activities have always involved sports, particularly hockey. This interest has carried on to his sons. They all play on different hockey teams — which resulted this year in Bill attending 75 games.

Heartiest congratulations to Bill Margach on joining this exclusive 20 year service club. We wish him many, many more successful years with U.F.A. Co-op Ltd.



Pennies to Dollars

It's easier than you think! Save only \$3.57 a week plus average credit union dividends, and it will total \$1,000 in five years. You can do it on your present pay!

Your credit union is more than a helpful, convenient place to save. You are one of its owners. Your money provides loans for your friends and fellow members, and earns you good returns at the same time.

With few exceptions, your savings are matched dollar for dollar and in case of your death, your loan is "Paid in Full" — with insurance provided by your credit union.

HIGH LEVEL

TAYLOR



ALSASK

DEL BONITA

LETHBRIDGE

MURRAY CHRISTENSEN of the Lethbridge Farm Supply Centre was honored at a farewell party at the home of Doug Gibson (Head Shipper).

Murray is leaving to help his father, who is ill, on the family farm at Standard. His co-workers would like Murray to know they enjoyed their association with him for the past four years.



THE LETHBRIDGE SEED FAIR



JACK WILLIAMS, Petroleum Agent (on the right).

The Petroleum and Farm Supply Divisions of the U.F.A. Co-op Ltd. contributed interesting and informative displays to the Lethbridge Seed Fair.

Hundreds of interested people stopped and asked pertinent questions about our Company.

HERE

VERMILION



CLARENCE DUCKETT

Vermilion Farm Supply Warehouseman will gladly accept any offers of help in unloading 47,000 feet of lumber.



MARCH MEMBERSHIP APPLICATIONS

The Dividend Department processed 185 Farm Supply and 136 Petroleum membership applications in March. Total for the third month of the year—321.



ELK POINT CO-OP ASSOCIATION



MIKE DROBOT, Area Delegate, handing the keys to the association store manager, JOE MELNYCHUCK. On the extreme right, driver-salesman for the association, GEORGE LOCOBSON.

The ELK POINT CO-OP ASSOCIATION BULK PLANT has undergone extensive renovations. There was a good turnout for the opening ceremonies which were held at the Legion Hall.

THERE

BAYTREE



EMPRESS

ECKVILLE

MILK RIVER



ROBERT MATTHEWS

Meet our new agent.

ROBERT MATTHEWS was born and raised on a farm near Eckville, and his new oil agency is really home territory for him.

He belongs to the Eckville Credit Union, the Lions Club and likes to curl.

Welcome, Bob, to the U.F.A. Co-op team. We wish you every success with your oil agency at Eckville.



FARM NEWS BRIEFS

Food Costs

The cost for food, taken out of the take-home pay, is less today than it was 25 years ago. A Canadian today will probably spend about 20% of his pay on food. The Frenchman, at the same time, is using about 30% of his take-home pay for food and the Russian requires about 50% for food.

—Alex Turner, Deputy Minister of Agriculture for British Columbia.

Agriculture

Estimated expenditure of the Department of Agriculture has been increased by \$2,823,190 to \$12,298,815 in order to improve assistance and develop research for the agricultural industry. \$500,000 has been allocated to the establishment of a Research Trust Fund to initiate and improve research studies of the Faculty of Agriculture at the University of Alberta. More than \$1,000,000 has been included in the budget to extend the services of district agriculturists and district home economists. \$1,504,580 has been provided to supervise and control field crops, and to inspect the dairy, poultry and livestock industries. The Agricultural and Vocational Colleges at Olds, Vermilion and Fairview will require \$1,668,585,

of which \$507,000 will be recovered from the Federal Government and substantial sums have been appropriated for A.R.D.A. programs, particularly for land development and water conservation and control. Enlargement of the drainage and flood control program has been assigned \$2,700,000.

In the capital estimates of the Department of Public Works, \$5,470,500 has been provided for the Department of Agriculture. This will include construction at the three Agricultural and Vocational Colleges and veterinary laboratories in Peace River and Edmonton.



CAMROSE

Petroleum Area Supervisor PERRY BILLINGSLEY won first prize at the Toastmaster Public Speaking Event held in Camrose. The finals were held in Edmonton, and Perry placed second.

Congratulations! We're mighty proud of you, Perry.



REBUILD COMPLETED AT VERMILION



In attendance at the Official Opening (left to right): JERRY McKAY, Area Supervisor; CARL HECKBERT, Mayor of Vermilion; BILL GARNET, U.F.A. Co-op Agent; ROSS TAYLOR, Area Delegate. Over 115 people came to the opening day of our modern, rebuilt plant at Vermilion.

CALGARY PETROLEUM AGENCY

The new bulk plant which will service Springbank, Balzac, Airdrie, Conrich, Delacour, Cochrane, Midnapore, DeWinton, Priddis and Bragg Creek, was officially opened last month.

Agent CLIFF McCALL is assisted in the office by his father and employs three drivers—Glen Luft, Cecil Andrews and Denton Partridge.

Many of Cliff's customers came to the opening of this modern agency.



The new Calgary Petroleum Agency, 619 - 25th Street N.E.



Cliff McCall, Calgary agent, supervises carload shipment.



GLEN TAYLOR (on the right), former long-time Calgary agent, at the official opening of Calgary Agency.

MIKE NIKOLAYCHUK, U.F.A. CO-OP DELEGATE, RECEIVES AWARD

Our delegate from Woking, Alberta, has been awarded a \$2,000 Bank of Montreal Canadian Centennial Farm Leadership Award. The basic aim of the plan is to produce better citizens who can assume leadership in developing better rural communities.

Mr. Nikolaychuk has always been active in community work. He is an Alternate District Director of the Farmers' Union of Alberta, Director of the Rycroft Seed Cleaning Association and of the Rural Electrification Association and on the Advisory Committee of the Alberta Wheat Pool.

Congratulations to our area delegate. We know this service-minded man will implement his project, made feasible by this award, to benefit his entire community.



TAKE ME OUT TO THE BALL GAME!

Potential stars on the Calgary baseball scene this year are: Harry Wood, Art Jepps, Morley Mullin, Dave Paulson, Larry Deering, Bernie Ouellette, Brian Taylor, Joe Miller, Ron Fernley, Bill Sherwood, Dick Dyck, John Sheer, John Richardson, Joe Oel, Dave MacDonald, Jim Johnson, Pete Smith, Tim Volk, Al Wemp.

Notice of time and place of games will be posted at the Calgary Farm Supply and Head Office lunch rooms—so let's get out and "root, root, root for our old home team".



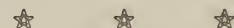
TALL TALE FROM ALBERTA

A Stampede visitor from Montreal walked up to an Indian in Calgary last summer, "White man hope-up red man feel-um heap good this afternoon. Ugh!"

The Indian turned and called to another Indian, "Hey, Gordon, come over here and get a load of the lingo of this jerk!"



The United States spends more on automobiles than the combined Canada and Mexican National income.



HOW BIG?

General Motors Corporation, the biggest in the area of Big Business, is now so big that it has revenues greater than those of the governments of all but perhaps four countries in the world.

John Lewicky

U.F.A. CO-OP LTD. DELEGATE
1957 - 1965



For the past eight years, John Lewicky has conscientiously represented our members in District Six.

He has also served as sub-district director of the Farmers' Union of Alberta and president of the Spedden U.F.A. Co-op Local.

Mr. Lewicky farms at Spedden where he raises hogs and cattle.

On his retirement as delegate, he was presented with a silver engraved tray from the U.F.A. Co-op Ltd. in appreciation of the time and effort he has contributed to his delegate responsibilities.

Howard Boles

U.F.A. CO-OP LTD. DELEGATE
1960 - 1965



HOWARD BOLES receiving presentation from A. E. SILVER, First Vice-President.

His farm at Three Hills—his commercial herd of hogs occupy much of Howard Boles' time. However, this community minded man is a past director of the Farmers' Union of Alberta, president of the U.F.A. Co-op Local, past vice-chairman of the School Board, a member of the Chamber of Commerce, the Alberta Wheat Pool, the Alberta Livestock Co-operative and the Rural Electrification Association.

On his retirement as our delegate, he was presented with a suitably engraved tray by Mr. A. E. Silver, first vice-president, in appreciation of the organizational responsibilities he has assumed during the past five years.

MOST ALBERTA FARMERS JOIN AN ORGANIZATION — U.F.A. CO-OP HAS LARGEST MEMBERSHIP

Eighty-five per cent of Alberta farmers covered in the recent Dr. L. B. Doscher "Survey of Farm Attitudes" join one or more farm organizations or co-operatives.

The study conducted under the auspices of the Farmers' Union of Alberta and the Co-operative Development Association, gave this breakdown of farmers' memberships:

- 69% belong to United Farmers of Alberta Co-operative Limited
- 64% belong to the Alberta Wheat Pool
- 51% belong to a co-op store
- 50% belong to the Farmers' Union of Alberta
- 39% belong to Co-op Insurance
- 34% belong to the United Grain Growers
- 28% belong to the Canadian Co-operative Implements.

COMMUNITY PASTURE DEVELOPMENT AT GRANDE PRAIRIE

Approximately half a township comprising an old lake bottom which had been partially drained in the past, is being converted into the Kleskun Lake Grazing Reserve.

Canals and ditches will be cleaned out with a dragline to facilitate proper drainage. Later, fencing, grading, breaking and reseeding the land to tame grasses will be started. Corral sites will also be established.

The pasture when fully developed will carry up to 2,000 head of beef cattle.

The idea is to increase the carrying capacity of beef cattle in the area by enabling farmers to use their own land for producing grain and hay winter feed.

A tremendous expansion in cattle production is necessary in the next ten years. Since most of the cattle producing areas in the province are taxed to capacity, a large part of the expansion program will take part in the northern part of Alberta.

Petroleum Spring Sales and Planning Meeting

The Petroleum Division Sales and Planning Meeting was held April 18, 19, 20 and 21. Petroleum Area Supervisors and Supervisors of various departments from Head Office were in attendance.

Mr. L. O. Proudfoot, Petroleum Division Manager, chaired the four-day meeting. Time was allocated to familiarize the Area Supervisors with the U.F.A. Co-op Agent Development Program—which is a three year program to assist our agents in their operations. Elmer Reimer, Information Service Department, spoke on U.F.A. Co-op Ltd.; J. Nunn, Imperial Oil Ltd., spoke on "Product Knowledge and Handling Product Complaints"; Dean Lien, Manager, Information Service Department, conducted the Sales and Selling portion of this program.

The General Petroleum Meeting emphasized Performance, Sales, Product Control and Inventory Control. The four-day meeting ended with a dinner at the Highlander Hotel.

AT THE MEETINGS



Ron Neufeld, Ian MacKintosh, Gordon Brazeau, Mike Ursulak, Gerry McKay, Alvin Goetz, Perry Billingsley and Ralph Ward.



Dave McNeill, Bill Clark, Al Carder, Bill McNab and Gordon Chisholm.



Role playing in the "Product Complaint Session." Gordon Gimbel, Ron Neufeld, Gerry McKay and Al Carder.

Promotions and Transfers

DAVID LATAM from Administrative Supervisor in Edmonton to Assistant Manager in Lethbridge.

GENE KREIGER from Head Warehouseman in Edmonton to Administrative Supervisor in Edmonton.

GARY DASH from Head Warehouseman in Hanna to Head Warehouseman in Edmonton.

GORDON BLADES from Warehouseman in Red Deer to Head Warehouseman in Hanna.

YVONNE BAGGERMAN transferred from Credit Dept. to Dividends.

JEAN BITTORF transferred from Dividends to Farm Supply Accounting.

New Employees

KATHY LONSDALE	Dividends
DONALD BAKKEN	Lethbridge
MILDRED REYNOLDS	Edmonton
EDNA POWERS	Edmonton
TERRANCE MELNYK	Edmonton
ARLENE ADAMS	Printing & Stationery
BRIAN SERA	Data Processing
GERALD NORTON	Camrose
JOSEPH FISHER	Calgary
DAVID LOREE	Pre-Cutting
JOHN SHEER	Calgary
LEVERNE SKOGREN	Calgary
WARREN KOENIG	Red Deer
VIRGINIA STAHL	Dividends
HENRY DAHL	Calgary

Births

DON and PAT McQUAIG, a daughter, Catherine Marie, on March 13.

Weddings

GARY JENSEN, Lethbridge Administrative Supervisor, was married to Miss PENNY POITIER.

NOW IS THE TIME TO LEARN MOUTH-TO-MOUTH RESCUE BREATHING

Turn victim on his back.

1. Wipe out victim's mouth quickly. Turn his head to the side. Use your fingers to get rid of mucus, food, sand, and other matter.

2. Straighten victim's head and tilt back so that chin points up. (Figure 1) Push or pull his jaw up into jutting out position to keep his tongue from blocking air passage. (Figures 2 and 3) This position is essential for keeping the air passage open throughout the procedure.

3. Place your mouth tightly over victim's mouth and pinch nostrils closed to prevent air leakage. (Figure 4) For a child, cover *both* nose and mouth tightly with your mouth. (Breathing through handkerchief or cloth placed over victim's mouth or nose will not greatly affect the exchange of air.)

4. Breathe into victim's mouth or nose until you see his chest rise. (Air may be blown through victim's teeth, even though they may be clenched.)

5. Remove your mouth and listen for the sound of returning air. If there is no air exchange, recheck jaw and head position. (Figures 2 and 3) If you still do not get air exchange, turn victim on side and slap him on back between shoulder blades to dislodge matter that may be in throat. Again, wipe his mouth to remove foreign matter.

6. Repeat breathing, removing mouth each time to allow for escape of air. For an adult, breathe about 12 times per minute. For a child, take relatively shallow breaths, about 20 per minute. Continue until victim breathes for himself.



FIG. 1
Head Position



FIG. 2
Pull Jaw Up



FIG. 3
Push Jaw Up

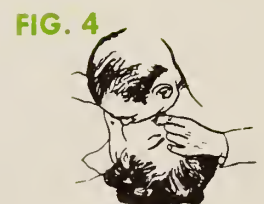


FIG. 4
Breathe

IT'S HAPPENED

ANTWERP, Belgium — Olga Bitsner, who just married Leon Grob, met her bridegroom six months ago. She almost drowned and he saved her by applying mouth-to-mouth respiration.

"I regained consciousness during the longest kiss in my life," she recalled. "It was love at first breath, and my heart was never my own ever after."

COMING EVENTS

May 12 - 14

Horse Show, Red Deer

May 13 - June 6

Spring Race Meet, Calgary

May 13 - 14

1966 Alberta Seminar for Youth,
Edmonton

RODEO DATES

MAY - JUNE

TABER — May 21 - 23

HAND HILLS — June 8

CLOVERDALE, B.C. — May 21 - 23

BROOKS — June 10

FALKSLAND, B.C. — May 23

INNISFAIL — June 11

ALSASK, SASK. — May 28

ST. ALBERT — June 17 & 18

HANNA — June 1

WAINWRIGHT — June 24 & 25

HARDISTY — June 3 & 4

PONOKA — June 30 & July 1