

The United Farmer

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Grimshaw	Camrose	Hanna
Stettler	Westlock	Provost
Vulcan	Vermilion	Falher
Grande Prairie		

COVER PICTURE

Drumheller - A trip to the "bad lands" is a must when in Alberta. Take the tour of the Dinosaur Trail and see the Drumheller Museum, the huge life-size statue of Tyrannosaurus Rex at the edge of the city, the Homestead Museum, the "Little Church", Horse Thief Canyon, the Dinosaur Graveyard, the Hoodoos, and the old mining towns in the area.

INTEREST POINTS LOCATED THROUGHOUT THE PROVINCE

POINTS OF INTEREST IN ALBERTA ARE MANY AND VARIED.

Peace River - Twelve Foot Davis - If you are travelling around the Peace River area, you will have the opportunity to see Twelve Foot Davis, a hand carved statue of the historical character of the Peace River area. His grave is a favorite view-point located high on a hill overlooking the town at the junction of the Peace and Smoky Rivers.

Milk River - "Eight Flags" - The story of the south central Alberta area and the eight flags it has been under during its 70 year history is a most interesting one. A memorial cairn made of native prairie stones and petrified wood is mounted with a bronze plaque telling this story. Each of the flags represented is flown from one of the poles surrounding the cairn.

Czar - Shorncliff Park Museum - Open during all holidays, this museum provides interest for all. The history of the prairies, as well as fossils, Indian relics, stones, minerals and many other interesting items are on exhibit.

Dunvegan - The St. Charles Mission - The first permanent mission was formed here in 1866 by the Roman Catholic Church. Father Grouard constructed the present day church in 1884. He completed this task with his own hands, cut, hewed, and sawed logs and inside he painted ornate decorations. These are still there for all to see.

Elk Island - Ukrainian Pioneer Home - An early Ukrainian home here contains objects relating to eastern European culture. Also there is a cairn which was constructed at the home of Wasyl Eleniak, one of the first two Ukrainians to come to Canada.

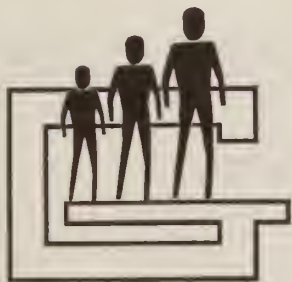
Lacombe - Agricultural Research Station - Here is one of the most beautiful and extensive arboretums in Alberta. The picnic ground, which can accommodate a great number of people, is a pleasant place to relax. Visitors are welcome at all times and there are guided tours running between the hours of 8 a.m. and 5 p.m. Monday through Friday..

Forestburg - Battle River Station - Canadian Utilities Ltd. Tours of this thermal electric power station are conducted throughout the summer months and all visitors are welcomed. Also, another site to see while in the Forestburg area, is that of the Diplomat Coal Mine where they have one of the largest "walking drag line" shovels in North America.

Living & Learning

GOLDEYE LAKE

F.U. & C.D.A. YOUTH SEMINARS



The theme for the 1969 Youth Seminar will be "Living and Learning". The dates for the seminars are:

July 6 - 12 - F.U.A. Districts 1, 2, 6, 7 and 8

July 13 - 19 - F.U.A. Districts 10, 11, 12, 13, 14 and Calgary

July 20 - 26 - F.U.A. Districts 3, 4, 5, 9 and Edmonton



A

B



C

A. Seminar Building

B. Goldeye Lake

C. Recreation and Dining Hall

A special staff training seminar will be held at Goldeye Lake Camp from May 26 - 30.

The program held annually for farm young people will include: You and Your Friends, Leadership Skills, Co-operatives, what is Recreation? Community Development.

Organizations assisting with this program are: Alberta Dairy Pool, Central Alberta Dairy Pool, Northern Alberta Dairy Pool, Federated Co-operatives Limited, Farmers' Union of Alberta, Farm Womens' Union of Alberta, Junior F.U.A., United Grain Growers, United Farmers, Co-operative Activities Branch, Co-operative Insurance Services, and Alberta Livestock Co-op.

The unqualified success of Goldeye Lake Camp can be attributed to many factors - the opportunity to meet and live with other young people - the involvement in a program geared to generate and develop leadership skills and interest in community life - dynamic staff people - and all this in a relaxed, leisurely atmosphere in the midst of some of Alberta's most breathtaking scenery.

Young people from 17 - 21 are urged to attend Goldeye Lake this year and become involved in meaningful and fun programs.

Agents Sales Meetings



Doug Keown, Spirit River



Peter Romaniwsky, Radway



Dennis Norman, Mannville



Wally Bensen, Thorsby



*Rusty Jorgenson,
Drayton Valley*



Ted Przekop, Smoky Lake



Dunc. Fentie, Fairview



Howard Hibbard, Nampa



Fred Johnson, Barrhead



Frank Jepps, Vulcan



Neil Jones, Dewberry



Bill Garnett, Vermilion



Gordon Chisholm – Marketing Co-ordinator, Petroleum Division

For the third consecutive year, the Petroleum Division and the Information Service Division of United Farmers formulated and co-ordinated sales meetings for our Oil Agents. Mr. Gordon Chisholm, Marketing Co-ordinator of the Petroleum Division, reported on these meetings for the United Farmer.

He said, "On March 25th we held the last of a series of Agents' Sales Meetings in Grande Prairie. Five other meetings were held during March at Lethbridge, Calgary, Red Deer and Edmonton. Attendance was better than ever before, as 85% of our direct Agents and 81% of our member Associations were on hand for the one-day meetings. We certainly appreciate the extra effort many Agents made in order to attend.

"Everyone is quite aware of the importance of keeping updated due to the ever changing business scene. We believe our sales meetings provide a suitable environment for what, on occasion, becomes quite a lively exchange of ideas.

"Essentially, our meetings this year were planned to add impetus to our marketing plan for 1969. We had an intense session on herbicides to familiarize everyone with this new product line. Well qualified representatives from Allied Chemicals introduced us to the complete

Some of the Agents at the meetings



Leo Brown, Czar



Art Lyons, Tolland



Andy Gass, Beaverlodge



Ted Doucet, Falher



Art Cowley, Linaria



Max Hauch, Freedom



Ray Peterson, Sexsmith



Henry Bartusak, Manning



Hubert Penno, Jarvie



Ken Edgar, La Glace



Gilbert Getson Jr., Wildwood



Nestor Yacey, Myrnam

line of Summit Herbicides. This is a new venture and a new responsibility for our Oil Agents. They have accepted the challenge and opportunity with enthusiasm. This can only mean broader distribution of one of our private brands and local service on herbicides for our members throughout the Province.

"At the meetings, we also discussed our advertising plans for 1969, our new volume bonus program, our spring special on oils and greases, the introduction of 15 gallon drums, our new credit control program, petroleum products — old and new, operational problems, and last but not least we had a session on Sales and Salesmanship.

"Our meetings ended with the winner in each of the three categories (highest volume increase, best lube oil ratio, and farm call champion) in every territory being recognized. Trophies were awarded in recognition of outstanding individual performance. This is the beginning of a plan we hope to continue and develop in future years.

"We know we have an exceptionally good marketing plan, well qualified people, and the desire to exceed all previous sales records in 1969. We will be doing our best!!!"



Gerald Beaudoin, Worsley



Morris Sinkwich, Wanham



C.W. Herrick, Woking



Bob Sieker, Wembley



Terry Peterson, Elk Point



Alf Kerik, Bashaw

DELEGATE COMMITTEE



1. Gerry Senger of the Information Service Division who conducted the Workshop. (Editors Note: We feel it necessary to mention that the meetings were held at the Capri Hotel in Red Deer. The background is a mural — the meeting was not really held in Hawaii.)

Starting on February 26th 1969, Advisory Committee Workshops were held throughout Alberta.

The Information Service Division conducted twenty-six workshops which were strategically located so as to eliminate the necessity of any participant travelling more than fifty miles.

The meetings started at 10:30 a.m. Topics discussed were Advisory Committees, the history, objectives, organizational structure, and financing of United Farmers.

The final Workshop was held in Red Deer. The first Vice President of United Farmers, Andrew Silver, was in attendance. His explanatory, candid pictures of the workshop certainly portray the keen interest of our members in learning more about their Organization.



2. Gordon Gimbel, Marketing Supervisor, who generated much of the keen interest in the meeting. His talk on oil specifications was well received by those in attendance.



3. Lawrence Henderson — United Farmers' Delegate from the Lacombe Area; Earl Grimson, Delegate from the Red Deer West Area, and Gordon Gimbel, Petroleum Marketing Supervisor from territory #4.

ADVISORY WORKSHOP



4. Norman Stickland, Penhold – Recently returned from Australia and New Zealand. His talk on agriculture in these countries was most informative. Mr. Stickland has offered to speak to any interested groups and can be contacted at Penhold, Alberta.



6. Some of the large, interested groups at the Workshop. In the left foreground, Mr. Norman White, United Farmers' Delegate from the Red Deer East Area.



5. Farm Supply Division & Petroleum Division competently represented at the Workshop – Jim Barlott, Manager of the Farm Supply Centre in Red Deer and Gordon Gimbel.



Sessions were informally conducted to allow for liberal discussion periods. By having no set program format, questions were allowed and welcomed from those in attendance.

U.F.A. Awards 1968

MEET A SOLID CITIZEN OF MAYERTHORPE, ALBERTA

Mel Fellows is a prototype of our agents who are solid citizens and solid agents. Mel joined United Farmers in 1955. Before this he was with North Star Oil.

In the U.F.A. 1968 Awards, Mel won the Farm Call Champion in Territory #6. Mel also increased his light product volume by over 10%, and he'll probably top this figure in 1969.

There is one record that Mel Fellows will never top. In December 1968, his team counted an eight-ender. This is a first in their curling club's thirty year history.

Mel is President of the Mayerthorpe Curling Club. (I hope this isn't a precedent that you're setting for future presidents, Mel, because eight-enders don't happen very often). He is also a member of the recreation board and a member of the gymkhana club. For six years he was a member of the town council and deputy mayor for one year.

For hobbies Mel enjoys — would you believe — curling?, horses, and coaching the junior basketball team. He and his wife Betty have three children, Brent, Dale and Darlene.

Mel Fellows



MEET A SOLID CITIZEN OF INNISFAIL, ALBERTA

Bob McWade

Congratulations to Bob McWade, the Farm Call Champion in Territory #4.

Bob has been in the oil business since 1958. Prior to coming to Innisfail, he worked at the U.F.A. Agency at Red Deer for 2½ years.

Both Bob and his pretty wife, Donna were born and raised on farms near Ponoka. In addition to their business, in which both Donna & Bob are actively involved, the McWade's also take part in community activities. Donna is interested in 4H work, Bob likes ski-dooing and was instrumental in forming a local club.

They both enjoy travelling, hunting and painting.



MEET A SOLID CITIZEN OF BROWNSVALE, ALBERTA



Ray Evans

Ray Evans was the U.F.A. Awards – 1968 winner in Territory #6 for the Highest Volume Increase. Ray's light product sales increased from 420,589, to 483,916. That's over 15% and brings Ray very close to the ½ million mark.

Griffen Creek is where Ray was born and received his schooling. He served three years in the army, two of these were spent overseas. He then farmed for eight years. Ray has now been United Farmers' Bulk Plant Agent for 14 years.

For hobbies Ray enjoys playing the banjo for local entertainment. He can also be justifiably proud of his fine family. Ray and his wife, Gladys have four children. Gail, the oldest, is married and has two daughters, Perry is 18 and is taking his grade 12 matric program. He won a cadet flying scholarship and has his private pilot's license. Judy is 16, in grade 11, and is also in her 7th year in music. Jay, the youngest in the family, is 6 years old.

MEET A SOLID CITIZEN OF TROCHU, ALBERTA



Lawrence Samson

United Farmers' Agency at Trochu opened in June 1963 with Lawrence Samson as agent. Lawrence was born in Trochu where he received his schooling.

He is an active community member and belongs to the B.P.O.E., the Canadian Legion, and the Fish and Game Association.

His wife, Elsie and he have three children, Lola Lynn, Glenn, and Eldon. The family cabin, on the banks of the Red Deer River, is where the family spends much of their time in the summer. Lawrence also enjoys exploring the hills in search of fossils, etc.

In the U.F.A. 1968 Awards, Lawrence was awarded the Best Lube Oil Ratio Award for Territory #2. Lawrence also must be given credit for the ambitious increase in light product volume he has shown this year.

MEET A SOLID CITIZEN OF CORONATION, ALBERTA



Cliff Anderson

The Highest Volume Increase in Territory #3 was won by Cliff Anderson. He joined United Farmers on January 25, 1967 and in the 1968 production year, increased his volume over 20%. Cliff also showed increases in oil and grease sales.

Castor, Alberta is Cliff's home and he lived on the farm until he was 18. He worked for the C.P.R. for two years, one year on a farm at Rosebud, Alberta and then for 7 years he was in the trucking business. Cliff is a member of the Evangelical Free Church at Coronation and is also on the board.

Sincere congratulations, Cliff, on winning your award and keep up the very productive volume increase you have shown at the agency in Coronation.

FOCUS ON FALHER

"Falher was certainly one of our most successful Farm Supply Centre openings." Jim Shindler, Operations Manager of United Farmers, made this statement on his return from the opening held at the Farm Supply Centre at Falher. Hundreds of potential customers inspected the new premises. As quoted in the Falher News, "All comments seem to warrant success for this type of outlet which meets the needs of farmers in the area."



When Mr. Ward Smith, Farm Supply Division Manager, commented on the wonderfully friendly reception that was given to United Farmers' people by the townspeople and business people of Falher, he unhesitatingly said, "We were shown every hospitality. It instilled in all of us a tremendous feeling for Falher and its people — their reception couldn't have been more warm and hospitable."

Mr. Smith was also very generous in his praise of United Farmers' youthful delegate Raymond Rey, from the Smoky River area. Raymond worked right along with our Farm Supply people at the extremely busy opening and this was in addition to attending his stock at home, and playing in his band for two wedding dances.

Falher can be called a new concept in Farm Supply centres. It was designed by United Farmers' Supply Division — has a high airy ceiling — an extra large display area — the Manager's office is situated so that he can see what is going on in the Warehouse — on the display floor and in the yard.

If you want to see what a first-rate farm supply centre looks like, drop in at Falher.

On staff with Manager, Paul Labrecque, at Falher, are two top United Farmers' people, Roland Coderre as Salesman and George Schramm as Head Warehouseman. Both these competent people are anxious to meet our member-owners in the Falher area.

George Schramm, Head Warehouseman

Born in Melville, Saskatchewan, George received his early schooling at Goodeve, Saskatchewan and his later schooling at West Summerland, B.C.

George joined our Organization as Warehouseman in Edmonton on May 19, 1964. On September 1, 1967 he was promoted to Head Shipper at United Farmers' Camrose Farm Supply Centre. At our newest Farm Supply Centre, George is the Head Warehouseman. We are sure that our member-owners will be impressed by his cordiality and his practical experience in United Farmers' business.

The Personnel Department's Programmed Instruction Salesman Course has been completed by George.

He and his wife, Ellen, have one son, Allan, and a daughter, Brenda. For hobbies, George enjoys hunting and fishing.

Every success to you and we are confident Paul, Roland and George, that you will do a tremendous job for United Farmers at Falher.



*Roland Coderre
Salesman*

Roland joined United Farmers on August 16, 1965. He was born in Meadow Lake, Saskatchewan and raised on a farm in the Caroline area at James River Bridge, Alberta, where his father lives. He received his schooling in Caroline, Alberta.

Roland is an excellent example of the eager young men on United Farmers' staff who are career-minded enough to continually improve their backgrounds. He has taken Patterson's Public Relations, Employee Relations, Sales and Good Will Clinics - Business Administration 100 and 200, a course in Salesmanship at the Southern Alberta Institute of Technology, United Farmers' Programmed Instruction Salesman Course.

For hobbies he enjoys hunting, fishing and travelling.



LACOMBE LASSIE WINS TRIP TO UNITED NATIONS

Kathy Grimson, the 16 year old daughter of Earl Grimson, United Farmers' Delegate for the Red Deer West area, recently won a trip to the United Nations.



Kathy Grimson, Red Deer

Kathy entered "Pilgrimage for Youth Contest" sponsored by the I.O.O.F. and Rebeccas. She won the semi-finals held in Lacombe, and then went on to win the trip to the United Nations at the finals held in Ponoka.

Interested and active in sports, Kathy won an award for her efforts in the "C" Girls Basketball Provincials. She is also musical and has taken piano for seven years.

In 1968, Kathy attended the Gold Eye Lake Citizenship Camp and received a Scholarship to return. She plans to do so in 1970.

Hearty congratulations to Kathy on winning the "Pilgrimage for Youth Contest" and to Helen and Earl Grimson, whom I'm very sure are extremely proud of their fine, young daughter.



AN INTEREST POINT LOCATED IN ALBERTA

Drayton Valley – Brazeau Dam – Located 95 miles southwest of Edmonton, this earth fill dam towers 203 feet above the original river bed. The power house contains three of the largest turbines and generators in the world.