

# THE UNITED FARMER

DECEMBER, 1970



peace on earth!

# THE UNITED FARMER

Volume 8 No. 10  
December, 1970

Published 10 times yearly by the Information Service Division of United Farmers of Alberta Co-operative Limited.

Head Office: 1119 - 1st Street S.E.,  
Calgary 21, Alberta

Editor: Alice Switzer



MEMBER OF THE CANADIAN INDUSTRIAL  
EDITORS' ASSOCIATION

**United Farmers Farm Supply  
Centres:**

Calgary 4720 - 1st Street S.E.  
Edmonton 12243 Mount Lawn Road  
Red Deer 5440 - 45th Street  
Lethbridge 3131 - 2nd Avenue N.

Grimshaw	Camrose	Hanna
Stettler	Westlock	Provost
Vulcan	Vermilion	Falher
Grande Prairie		

## Season's Greetings

Christmas Day, like all good things does not last forever. The day itself passes, as do lesser things of the calendar, but the good will and happiness of Christmas linger on to make the world just a little better for as long as mankind continues to cherish the day and the spirit of Christmas.

Calvin Coolidge once said, "Christmas is not a time or a season but a state of mind." So Christmas is very special. Let us strive to keep Christmas all year long in our hearts. Let us try to give of ourselves in unselfish service for this is the only true gift worth giving.

The Christmas season will find us meeting with our friends, relatives and neighbors and enjoying the festivities. I hope that the wonderful spirit of Christmas will fill your hearts and homes with every happiness and that your Yule time will be a time of joy and laughter.

In the year to come, may good health, peace and prosperity be yours in full measure.

George Sayle  
President



After a year of dire predictions about agricultural prospects, I am sure all of us welcome the brighter outlook now in evidence. While we are not as enthusiastic as the news media and some politicians, certainly the short term future holds a great deal more promise now than it did one year ago.

With the Festive Season upon us, let's be thankful, not only for the material things in our lives, but for those deeper aspects that give direction and genuine purpose to our lives every day. Our daily interactions and relationships with family, friends and business associates — the human contact — this is the real gift bestowed on us and makes each day meaningful and worthwhile. The rich land in which we live, the freedom that is ours, the pleasure of our daily tasks, completes an environment that must surely provide all of us with a sense of pride and satisfaction. May the ensuing years see these gifts being enjoyed by all of the less fortunate in the world.

On behalf of our Management and Staff, I hope you and your family enjoy the unique spirit of Christmas as never before and may the New Year exceed your fondest expectations.

William McCartney  
General Manager

## *You Can Expect*

Our day-to-day lives are changing faster than we think.

Here are some moderately conservative predictions of a few items our grandchildren will take for granted, much as we do an automatic washer.

**Computer Catalogue Shopping** — A device to hook into your television (colour of course), would show you articles available in department stores, and you could punch out your order and the size and colour desired.

**Sonic Cleaning** — At present in the laboratory and prohibitively expensive, removes soil from fabrics with sound waves,

without the slightest damage to the fiber, while clothes hang in a special vault.

**Heated Overcoats** — Electrically wired vests and socks are now on the market, operating from a small battery, and with the advent of a really efficient fuel cell (just around the corner), we could well have electrically warmed overcoats, lightweight and cosy.

**Quick-Cook Bread** — You might order bake-it-yourself bread by computer, arriving in the shape of a loaf, perhaps frozen, and all you may have to do is pop it into your microwave

oven for a few minutes to enjoy real folksy bread.

**An Electric Waste Basket** — Could become an instant charge bill disposal. A homemaker might use it to shred the evidence.

**Self-Cleaning Carpets** — Again this is a reality and prototypes have proved their workability. Through vents beneath the carpet, air is forced upwards to expel dust, grit and loose lint; then a suction outlet evacuates the dust-laden air.

**“Voice-Print” Security** — just as the fingerprint is a once only thing, the individual’s voice is also being found to be totally identifiable and personal. Thus, a door-lock that will recognize your voice will fail to respond to intruders . . . and no one would ever have to worry about losing a key.

## *What To Do About Winter*

There are three ways to deal with a Canadian winter:

- a) enjoy it
- b) pretend it could be worse
- c) hibernate, and dream about summer

Whichever way you choose, synthetic materials can make your winter more fun, easier to bear, or very nearly forgettable.

The people who actually like winter complain that it never lasts long enough. For them, if they are skaters, the winter season can be extended with artificial ice. These rinks would last even longer — more than a month, it is estimated — if they were enclosed by an oil-derived

plastic tent. Eventually, we may be able to skate all year on a warm, dry, milky-white surface that is as smooth as ice but 20 per cent slower.

Various schemes to extend the ski season have been tried. There were fluffy styrofoam pellets (which disappeared into the woods with a wind) and long strips of plastic (which did not allow the skis to bite on a turn). Mats with nylon bristles were great to ski on but not so great to fall on — the bristles were sharp enough to tear clothing and ‘burn’ the skin. Now a new flexible, polyethylene plastic ski surface has been tested at European resorts. It consists of inter-

locking units covered with thick rounded bristles that cushion a fall. Skiing on the mat is apparently slower than on snow, but an excellent conditioner.

Plastic covers — whether supported by air or steel — help provide the illusion of summer in other ways. The Toronto Cricket Skating and Curling Club installed a plastic tent over a tennis court last October. The green and white enclosure is supported by heated air. It took less than an hour to erect.

Plastic-coated nylon fabric air shelters have also been used in Canada to keep winter off sports fields.



# Selling is Telling



*Gordon Chisholm  
Marketing Co-ordinator  
Petroleum Division*

**Mr. Gordon Chisholm**, Marketing Co-ordinator of the Petroleum Division of United Farmers, was recently asked about his views on the farm calls made by the Petroleum Division. He stated, "Farm calls are a very important part of our sales promotion program in the Petroleum Division. Without a Farm Call Program, we would not have been able to record substantial increases in volume. We can make this statement without reservation — knowing the importance most of our Agents attach to this program.

'Farm calling is direct selling. Selling is telling. It means driving out to a farm and telling about U.F.A. There are many farm people who don't really know about United Farmers. Everyone has heard of us but individual associations vary. Some people associate U.F.A. with farm supplies, some regard U.F.A. as just another oil company. There are many people who do not realize we have two operating divisions — each successful yet unique in many respects.

'A Marketing Supervisor is responsible each year for making 160 farm calls in his respective territory. Naturally he hasn't time to make all the calls himself nor is this particularly desirable. He calls on his Oil Agents to help themselves and their Organization by inviting new people to deal with United Farmers. Most of our Agents realize the importance of reaching out and extending their service.

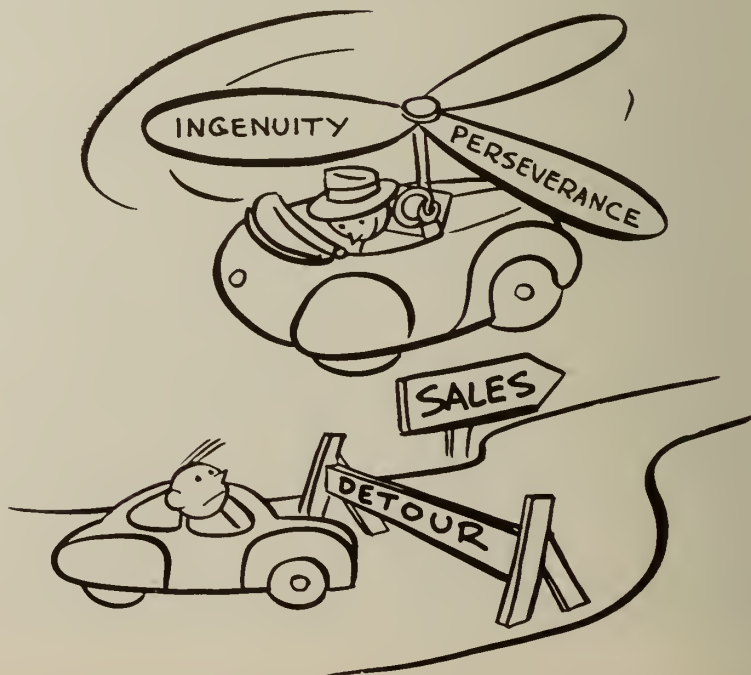
'We can directly attribute an increase of 1,288,000 gallons last year, to our Farm Call Program. There were 1,193 farm calls made that brought in 366 new members.

'There is nothing quite like trying to make things happen. Responsibility for the future of United Farmers rests with everyone directly or indirectly involved in our organization. Success is not automatic — at any level."

'Many important factors have contributed to our growth. Arguments have been offered that if we all do our respective jobs and look after the members we have, our business will grow. However, without sales promotion programs, (formal and informal) we would soon be out of business. Fortunately most of our agents concur with this line of realistic thinking.

'A recent survey indicates that every year we lose a startling percentage of our members. Most of these losses are for uncontrollable reasons such as death, retirements, change of occupation, etc. Each year in order to maintain our status quo, we have to gain an equal number of new members.

'Let's face it, this means that in order to do our job effectively, we have to interest a good many new farm people in our Organization. We think our farm call program helps to maintain a steady growth rate."



## A New Era In '71



*Signing the order for the new computer*

*Seated — l - r: J. T. Smythe, E. D. P. Account Manager, National Cash Register Co.; William McCarney, General Manager of United Farmers.*

*Standing — l - r: J. H. Stewart, Manager, Commercial-Financial Systems, and D. B. McIntosh, Systems Analyst, National Cash Register Co.; Tim Volk, Controller; Dr. Arnold Platt, Executive Secretary; and Bob Litani, Data Processing Manager of United Farmers.*

United Farmers is an extensive, complex business organization. Current, significant information must be available in order for its operations to be highly efficient.

Since man first marked his trails or expressed his thoughts on the walls of a cave, innumerable works and symbols have been invented to provide proper systems of communication.

Every working day, countless bits of information and transactions flow through the business systems.

Nearly five years ago, a magnetic tape computer was installed at our Calgary Head Office. While this computer has served us well, its capabilities in handling increased volumes of data

are somewhat limited. A committee was sent up to study our present management information system and the changes which might be required over the next few years. They concluded that a larger computer with greater speed and capacity was needed.

All the major computer companies made presentations of their machines to United Farmers. Subsequently an order was placed for a N.C.R. Century 200 computer to be delivered in 1971. The conversion program is now underway. In addition, programming has begun on some major system changes.

United Farmers has always worked to develop better management information. During the past ten years the emphasis

in our company has switched from information for accounting control to information for management action and information to assess management performance.

The new system will provide our management with the ability to receive exception reports geared to performance standards and areas of responsibility — flexible budgeting — unit accounting for the Petroleum Division — improved sales analysis — and a good degree of margin control in the Farm Supply Division.

*The January Issue of The United Farmer will feature the Data Processing Department.*

# CO-OPERATIVES

By ALICE SWITZER

The word co-operation is derived from 'co' - together and 'opera' - work. It means working together. A co-operative is an organization based on co-operation. It is owned by and operated for those using its services.

Co-operatives start from need. There are many kinds of co-operatives organized to meet various needs. Some co-operatives sell and store wheat for farmers. Some distribute farm supplies. Others provide specialized services like electric power or fire insurance. There are co-operatives formed by fishermen, cotton growers, fruit growers, cattlemen and many others in diversified occupations. Farmers in Ceylon co-operatively market their vegetables. In Canada's far north, the Eskimos sell fish and handicraft articles through co-operatives.

Today, it is rare for co-operatives to be unsuccessful. Yet, it is certainly not a new business concept. Documentary evidence shows a group of Scotsmen formed the Fenwich Co-operative Society of Weavers in 1761. Many other co-operatives were formed in England, Scotland, Ireland and on the continent. The people who organized these associations had common needs. Some wished to lessen the price spread between producer and consumer. Others wished to improve the quality of merchandise they bought. There were those who wanted the use of a service that they could not usually afford.

Scientists who study the behavior of people agree that co-operation is a natural urge of man. These early organizations were willing to co-operate. They had common objectives. Hundreds

were formed, but they were small and short lived. They all eventually failed.

In 1844, in a small industrial town in Lancashire, England, a group of desperately poor weavers established a co-operative. Their organization was to prove a guide and inspiration to following co-operatives. Conditions in those days were difficult for the worker. Hours of labor were long and pay was exceedingly low. This small group of twenty-eight people decided they could improve their economic position by working together. They planned to have a small food store. Their stock would consist of flour, butter, sugar and oatmeal. The price of these staple foods was so high that the average worker could not afford them. The poor quality of the food offered on store-keepers' shelves often made it inedible. At considerable sacrifice, each worker managed to save five dollars. With these meagre savings, they founded the Rochdale Pioneers Co-operative and opened a small food store. They gave honest weight and measure. The food on their shelves was unadulterated. They saved money and learned to carry on business for themselves. Today, this historic society has 54,000 members and does a yearly business of four million dollars.

What made the Rochdale Pioneers Co-operative so successful? The men who formed it were not economists or scholars. However, they did profit from mistakes of the past. They drew up rules with the greatest of care. These men were essentially reformers ready to make sacrifices to obtain their goals. They had a vision of the better society that might be obtained through their efforts. While they were inspired, they were practical enough to know that if they wanted a better world, they must work to obtain it. The store they established was not of prime importance in their plans. It was simply the most practical place to begin.

Time has proven the wisdom of the Rochdale principles which are adhered to by most co-operatives today. The three most important of these principles are open membership, democratic control and patronage refunds. Open membership means anyone who can use the facilities or services of the organization, regardless of their race, creed, financial or social position is able to join. Democratic control means each member may buy only one share. He is entitled to only one vote. The importance is on the person and not on the money he owns. Members must meet periodically to decide on the policies of the co-operative. At the meetings, they have equal voting strength regardless of the extent of their business with the co-operative. This prevents any individual from gaining control.



J  
A  
P  
A  
N  
  
I  
N  
D  
I  
A  
  
P  
A  
K  
I  
S  
T  
A  
N  
  
S  
Y  
R  
I  
A



CO-OPERATIVES (Continued)

The last mentioned principle, patronage refunds, is of particular importance. History gives Charles Howarth, one of Rochdale's original members, credit for thinking of it. Howarth bitterly remembered the failure of another co-operative with which he had been associated. He knew it would be useless to operate the new store in exactly the same way. He spent many hours mulling over the problem. Finally, a solution occurred to him. He impatiently raced in the middle of the night to his friends to tell them of his new idea. Patronage refunds mean the society's earnings, over and above expenses, are returned to the members in proportion to their purchases. A co-operative makes no profit. Instead, earnings are recognized as savings by the members doing business together.

A member benefits by the extent he uses the co-operative facilities or services. In a private corporation, the earnings are divided among shareholders on the basis of the investment each has in the business. This now famous principle of patronage refunds is one of the main features of a co-operative.

Today, the primary objective of a co-operative is the same as it was a hundred years ago. It is to provide a service to members and not to make money by offering a service to others. By adhering to and improving the Rochdale principles, co-operatives have expanded and met with success.

The greatest growth of co-ops is in Europe. In Sweden, one in every two families belongs. In Europe, the co-operative strength lies in cities and industrial centres.

In Canada, farmers have been the backbone of the movement. However, the farmer co-operative movement is firmly implanted in Scandinavian countries. Almost all the meat produced in Denmark and Sweden is processed in modern co-operative packing houses. Also, the largest share of all dairy and poultry products is sold there co-operatively.

Co-operatives have not brought wealth to any single individual. They have improved the economic position of their members. The economic benefits of co-operatives have mainly to do with sav-



ings and can be readily measured. Many people believe that co-operatives have made their greatest contribution in the line of social benefits. Through co-ops people learn to do things for themselves. They develop the philosophy of self-help. By working together in neighborly helpfulness, people develop a spirit of teamwork. The late President Kennedy called co-operatives "a shining example of the self-help spirit that has made this nation great."

Co-operatives are now well established in the most advanced nations in the world. It is significant that their development has been the greatest in the democratic nations. Where there is an opportunity for people to have a wide choice in the way they do business, co-operatives flourish.

Statesmen, humanitarians and world leaders see co-operatives as one means by which the less fortunate people of the world may help to raise their standard of living. The Food and Agricultural Organization of the United Nations strongly supports co-operatives and is encouraging their development in many lands.

The results of the efforts of the Pioneers have reached beyond their dreams. The Rochdale principles are the basis of a movement extending to all parts of the world. The millions of dollars paid in patronage refunds each year to members of co-operatives are solid proof people can work together in a self-help and democratic way to economically improve themselves. This was the original concept of co-operatives, and is still the ultimate goal.

TUNISIA  
CANADA  
HAITI  
ARGENTINA



**Pope John XXIII:** Rural workers should feel a sense of solidarity one with another and should unite to form co-operatives, which are necessary if they are to benefit from scientific and technical progress . . . They need to organize to have a voice, for today almost nobody hears, much less pays attention to, isolated voices.





*Mother and daughter delegates, Kathleen Taylor and Betty Deyell, Wainwright.*

# Women of Unifarm

*An annual convention that defined some of the outstanding talents and competence of the members of the Farm Women's Union of Alberta was held at the Macdonald Hotel in Edmonton on November 9 and 10, 1970.*

In attendance were 165 registered delegates and 30 visitors. On the board of directors of the F.W.U.A. were: **PRESIDENT** - Mrs. E. Pedersen, Standard; **1ST VICE PRESIDENT** - Mrs. May Huddleston, Pincher Creek; **2nd VICE PRESIDENT**, Mrs. Mary Stimson, Dapp; **DIRECTORS** - Mrs. Rose Grusie, Eaglesham; - Mrs. Lucie St. Andre, Girouxville; Mrs. S. Paquette, Picardville; Mrs. Irene Magnusson, Elk Point; Mrs. K. Maxfield, R.R. 4, Edmonton; Mrs. Lena Scraba, Andrew; Mrs. R. Prior, Irma; Mrs. D. Jensen, Hardisty; Mrs. D. Hagstrom, New Norway; Mrs. G. Gore, Swalwell; Mrs. D. Johnson, Morrin; Mrs. I. Marr, Twin Butte; Mrs. M. Osadczuk,



*Mrs. Elizabeth Pedersen  
F.W.U.A. President*

**Brooks; Mrs. M. Jacobson, Warner.**

The convention committees were: **REGISTRATION** - Mrs. D. Jensen and Mrs. M. Osadczuk; **RESOLUTIONS** - Mrs. I. Marr, Mrs. G. Gore, Mrs. I. Magnusson; **ORDER OF BUSINESS** - Mrs. K. Maxfield, Mrs. D. Johnson; **COURTESY AND USHERING** - Mrs. R. Grusie, Mrs. S. Paquette, Mrs. R. Prior; **ELECTION** - Mrs. L. Scraba, Mrs. D. Hagstrom; **ENTERTAINMENT** - Mrs. M. Jacobson and Mrs. L. St. Andre; **CONSTITUTION** - Mrs. E. Pedersen, Mrs. M. Huddleston and Mrs. M. Stimson; **PRESS** - Mrs. E. Pedersen and Mrs. I. Marr.



Mrs. Pedersen, her executive, directors and convention committee must be commended on the extremely efficient manner the convention was conducted. The agenda was particularly heavy. All sessions were conducted with speed, clarity and aplomb. The delegates and visitors at the meeting were most impressed with the high calibre of organization that was necessary in order for the convention to be so successful.

As space limitations do not allow a full report on the meeting, of interest to many will be some pertinent excerpts from Mrs. Pedersen's report to the convention.

"Because the past year has been an exciting year of change in farm organization and because the primary purpose of this convention is to re-examine the roll of women within Unifarm, the executive has agreed that the theme for this convention shall be 'Our Changing World'.

"The days of the tightly knit organization concentrating on a very special set of concerns, without regard to synchronous alliance with others seems to be over. Our women's organization must broaden its base to become concerned with the economics of the farm. There must be more action and responsibility accepted by the grass roots, rather than leaving the decision-making process in the hands of the executive and the board."

Mrs. Pedersen also reported on some of the very important activities that the F.W.U.A. had been involved with during the year. Concerning education, she dwelt on the need for more equitation of rural educational opportunities — the centralization in areas of high density school population — further exploration into viable alternatives in sparsely populated areas. In conjunction with Unifarm, a

brief was presented to the Worth Commission on Educational Planning. The submission dealt at some length with preschool education and suggested mobile kindergarten units in rural areas.

In reporting on the work that the organization did in the field of health, Mrs. Pedersen noted that, "We believe that it is particularly due to F.W.U.A. concern and pressure that education programs on the non-medical use of drugs are being expanded in our province. It cannot be said too often that the use of drugs has a degenerating effect on those who indulge in this kind of escapism from reality. People were designed to stand on their feet and face the world, not to lie supinely in a state of advanced euphoria."

In closing her excellent report, Mrs. Pedersen said, "I

would like to remind you once again that woman's role must be one of active participation — but not of confrontation or competition. We must strive to develop latent abilities and potential — realizing that we cannot expect instant reform or instant results. With this in mind, I am confident that the F.W.U.A. will find a worthwhile role in 'Our Changing World'."

At the convention, the delegates voted to change the name of their organization to **WOMEN OF UNIFARM.**

Further proposed constitutional amendments were discussed and resolved at the meeting. These along with the proposed constitution for Women of Unifarm will be presented for ratification at the annual meeting of Unifarm.



*Left to Right — F.W.U.A. Directors, Inga Marr, Twin Butte; Irene Magnusson, Elk Point; Grace Gore, Swalwell.*

# *Goldeye Graduate Seminar - 1970*

*"I've Gotta*

*Be Me"*



*Left to right — Vernon Chapman, Meskanaw; Idele Sparks, Naicam; Marg Tennebert, Cudworth; Phillip Peterson, Great Falls.*

The Graduate Seminar held at the Goldeye Camp this year included four young people from Ontario, five from Montana, three from Saskatchewan and sixty from Alberta. On staff at the camp was **Alice Berner**, Montana; **Fred Clark**, Western Co-operative College; **May Huddleston**, F.W.U.A.; **Glen Hughes**, F.U. & C.D.A.; **Tom Knight**, Alberta Wheat Pool; **Bill Quinn**, United Grain Growers and **Cliff Pilkey**, United Farmers of Alberta.

The theme was "I've Got To Be Me".

**Dennis Daoust** of Noelville, wrote in his editorial in the camp paper, "The theme generalizes why we are here. It applies what to accept or reject from the past week's experiences. Although it is difficult, one must first learn to accept the way one is."



*The entire group.*



*Cliff Pilkey with Alice Berner, the chaperone for the Great Falls group.*

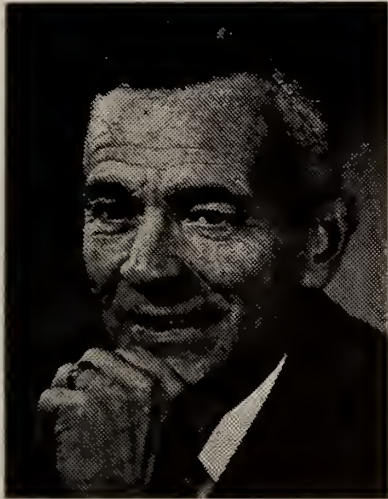
Regarding sports, **Russel Manary** of Peers reported, "Since we adopted the policy to do our own things, sports went the same way. The highlight of the sports events was the big game Thursday night. Goldeye pulled the biggest upset by trouncing the forbidding Rangers 15 - 9. Star players were **Idele Sparks** of Naicam, Saskatchewan and **Jim Fitzpatrick** of Grande Prairie.

Idele kept everyone's hands lively by almost burning out their gloves with her throws. She was also the 'guts behind the team'. Jim was the 'backbone of the team' with his superior catching and held runs to a minimum. All in all sports was a great success."

The closing banquet was the highlight of the week. Master of Ceremonies was **Bill Jackson** of R.R. #1, Mono Road Station, Ontario. Toasts and responses were given by **George Bertwell**, Big Valley; **Linda Nelson**, Brightview; **Ygor Van Veen**, Calgary; and **Merv Ennes**, Pincher Creek. The guest speaker for the evening was **Cliff Pilkey**, known to one and all as "Swiftly". To round off a most enjoyable evening, entertainment was provided by **Francis Welter** and **Jim Fitzpatrick** of Grande Prairie.



# Service Awards



*Joseph S. Gogowich*

*Floating Stone, Alberta — an interesting name that conjures up visions of hearty pioneers. It was in Floating Stone that Joe Gogowich, U.F.A. Agent at Spedden, received his schooling.*

Joe has quite an extensive business background. In addition to completing 25 years with our Organization, he was a general merchant for 25 years — pay master for United Grain Growers for 20 years — International Harvester, salesman for 5 years

and farmed for 10 years in the Boyne Lake area. Local and community organizations have also played an integral part in Mr. Gogowich's life. He belongs to the Board of Trade and the Fish and Game Association. He and his wife, Eva, their daughter Mary, and son Bill, are all members of the Catholic Church.

Congratulations on receiving your 25 year service award Joe, from your many friends and associates at United Farmers.

In the Sco-ops, September, 1950 issue, a warm welcome was given to a new member of the U.F.A. staff. In her 20 years with United Farmers of Alberta, Audrey Vallee has warmly welcomed thousands of people. She is the receptionist and telephone operator at the Calgary Head Office.

In 1913, Audrey's mother and father, E. A. and Tena Wagler, homesteaded in the Standard area. Mr. & Mrs. Wagler were both active in farm organizations and Mrs. Wagler served as provincial vice-president of the F.W.U.A.



*Audrey Vallee*

Audrey's charm and pleasing personality, plus her keen interest in people, are attributes that make her "tops in her field".

She is the proud mother of Lynn who is co-ordinator of the surgical and emergency floors at the Calgary General Hospital and Wayne who is senior product analyst in the Refinery Department of Gulf Oil's head office in Toronto.

To our vivacious Audrey, congratulations on your 20 year Service Award — it's a pleasure to have you in the "front line" at the head office.



*Alice Switzer  
Publications Editor  
September 1, 1965*



*Larry Deering  
Senior Account Clerk  
May 25, 1965*



*Bill McNab  
Marketing Supervisor  
October 1, 1965*



## *Agents' Appreciation Nights*



How would you react if you were taking a bath and an elephant's trunk suddenly plunged into the tub to lap up all the water? — or if you and your wife were having a quiet patio lunch and a mountain lion became an unexpected guest at the table? — or if you were running a soda fountain and found yourself serving an ice cream loving bear? — or if you passed the toy shop and found a bevy of monkeys having the time of their lives on slides and swings.

These are only a few of the surprising things that happen in *Zebra In The Kitchen*. Youthful star Jay North, once better known as Dennis the Menace, stars in the show.

**Zebra In The Kitchen** is one of the three top rated shows that U.F.A. Agents will be showing to their friends and customers at the Agent's Appreciation Nights to be held soon throughout Alberta. The other two shows are Roy Orbison in the **Fastest Guitar Alive** and **A Time To Sing**.

Watch your local newspaper for the name of the show — time — date — and place. You are promised an evening's great entertainment through the courtesy of your local United Farmers' Agent.

# *Happy New Year*