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Grande Prairie		

COVER PICTURE

High and mighty hard to ride, this bareback bronc gets all his feet off the ground in a soaring, twisting effort to dislodge his cowboy burden.

Rider is Phil Doan on Star Dust at Medicine Hat Stampede.
Picture, Courtesy of Canadian Rodeo Cowboys' Association.

RODEO IS BIG BUSINESS

The Canadian Rodeo Cowboy's Association is 25 years old. Some of its earliest and most important goals were:

- to organize professional rodeo contestants in Canada for their mutual benefit and protection.
- to raise the standard of cowboy contestants.
- to co-operate, in so far as possible, with rodeo management.
- to bring about honest advertising by the rodeo association.

These goals, and many more, have been met. The C.R.C.A. has accomplished far more than ever was anticipated when those contestants of another era sat down to improve their lot. Some inconsistencies still remain and much remains to be done. But the C.R.C.A. has made rodeo a strong, exciting sport.

The annual presentation of awards banquet is one of the nation's top sporting functions. The Association's control of the nation's rodeo events is complete. Membership in the association is at a record 600.

The C.R.C.A. has developed a comprehensive insurance and medical program for its members. Discussions are underway for a pension plan.

Helping to guide the C.R.C.A. is a board of directors. Each of the directors represents one of the rodeo events and each director, voted on at large by the membership, must be an active rodeo contestant while seeking an office.

Because of C.R.C.A. insistence, judges at all events must now be experienced cowboys. Each year in Canada there are close to 70 C.R.C.A. approved rodeos. For the past several years attendance at Canadian rodeos has been over one million per year.

Ken Thompson was the first president and served until 1953. In the intervening years, this position was held by Cliff Vandergrift, (1954 - 1956); Brian Butterfield, (1957 - 1959); Dick Havens, (1960 - 1961); and Tom Butterfield, (1962 - 1966); Gil Garstad recently stepped down after serving as president since 1967. Paddy Brown is the C.R.C.A. Secretary.

Rodeo is big business. Largely because of the C.R.C.A. it is being run in a business-like fashion. The association feels that the first 25 years were productive. The next 25 loom as challenging.



CALF ROPING

Bill Herman at Maple Creek

THE RODEO COWBOY

WHY DOES HE DO IT?

'RIDING THE LAST FRONTIER'

The rodeo cowboy earns no salary, draws no expense allowance, has no guaranteed annual wage. His only income is what he can win in a fiercely competitive sport. He pays for this privilege — entry fees that run up to \$100.00 per event per rodeo.

The competing cowboy can win more in a minute than most men earn in a month. But he can be killed or crippled for life by the wild flick of a hoof or the thrust of a horn — and he knows it.

What draws rational men to this contest? — where the rules are stacked against the man to favor the animal. The money, you might say. This is part of the answer. The world's champion all-around cowboy wins over \$35,000 a year, and his traveling expense and entry fees cost him half of that.

But if he is only average — and every sport has more also rans than champions, he'll win closer to \$3,000 a year. Slim pickings indeed, in this high cost era of inflation. Obviously money isn't the whole answer.

Why does he do it? You can ask the cowboys themselves. Their answers are neither articulate or very revealing. One battered veteran puzzled long over this question and answered at length, "Well, I'm sure not bothered by insurance salesmen."

The answer lies in the nature of men who answer challenge — the challenge of a bronc "that can't be rode" or a roping time that can't be bettered. It is not an unusual phenomenon. The pioneers answered the challenge of the wilderness. The businessmen answer the challenge of new markets. Man still answers the smaller challenge of unclimbed mountains while he prepares to answer the greatest challenge — travel in space.

The cowboy competes partly from boastfulness, partly on a bet and partly from sheer bravery. He chooses rodeo because he is willing to ride against the odds as long as he can ride in freedom.

The cowboy's herds nowadays are whizzed down super-highways in big trucks by contract haulers. His cattle are

calmed by tranquilizers and branded in chutes. He may ride the range in a pickup truck and turn on the television at night like everybody else. But in the arena he's still a cowboy. There you'll find him, a sound horse under him, a stout rope in his hand, riding the last frontier.

BUCKING HORSES

Professional bucking horses of rodeo work less, live as good and last longer than any other working horse in the world.

Even more than the slick thoroughbreds of the race tracks, the ill-tempered renegade bronc is the pampered prince of the equine kingdom.

Rodeo broncs buck in either 8 - or - 10 second stretches. Even the busiest bucking horses are rarely out of the chute more than twice a week, or more than 30 times a year. Their "working" year is less than five minutes.

Bucking horses are at their worst the first two jumps out of the chute, and a cowboy who gets past that first storm has an odds-on chance of surviving the remaining portion of the ride.

SADDLE BRONC RIDING

Rodeo's classic event, saddle bronc riding has the least number of entries.

The judges mark the ride on how well the rider uses his feet, spurring from the horses' shoulders to the saddle's cantle in a rhythmic stroke called a "lick". With nothing but the rope rein in his hand, the rider's horsebreaking experience is invaluable. The judges also mark the horse, from 1 - 25 points on how hard the animal bucks.

HOW THEY RIDE

Leaving the chute, the rider tries at once to find "timing" with the bronc's action. Properly executed, his spurred feet fall into rhythmic stride, going to the animal's shoulder as it kicks high behind, moving back towards the saddle's cantle as the bronc jumps.



Hugh Chambliss on "Big Timber"

STEER WRESTLING



Dale Butterwick, Barrhead.

Steer wrestling has a surprising number of spectator votes as the most exciting rodeo event. When a man leaps from a galloping horse onto the horns of a steer running at full tilt, stops the steer, and throws it to the ground, fans have seen skill overcome heavily weighted odds.

THINGS TO WATCH

Where a steer wrestler's feet hit the ground after taking hold of the steer is a key to further action. A good steer wrestling horse sweeps on by, leaving the cowboy's legs extended at a 45 degree angle to the steer's path. Bringing the animal around in an arc, at the top of the ring, the steer wrestler reaches for the right horn tip, using his left hand in additional leverage under the steer's jaw.

BULL RIDING



Jim Dodds at Edmonton

*Reprinted through courtesy of
The Canadian Rodeo Cowboys
Association.*

The most popular event for spectators is bull riding. Nothing compares with the danger and action. Bulls, with a cross of Brahma blood, are incredibly fast and can be fatally dangerous.

Because bulls will attack a horse, pickup men can't be used and the rider who leaves a bull has only a clown to help him.

HOW THEY RIDE

Some cowboys claim a Brahma bull can buck anybody off, anytime they turn on full power. One thing is for certain, the snuffy slack-hided animal has more spine-rattling action in the arena than any other breed of bovine yet. Staying in the middle of one, calls for balance and a strong riding arm. If possible the rider stays seated close up on his rope handhold, legs held slightly forward clutching the bull's rib cage.

BAREBACK BRONC RIDING

This is the youngest of rodeo's three standard riding contests. Developed in the arena it has no actual tie-in with workaday ranch duties.

Judges look for the difficult horse and the cowboy who is in command. The split second that a rider allows his seat to be thrown back from his riding hand usually foreshadows a launching; the further back he moves — and the straighter his arm is pulled — the more helpless he is.

HOW THEY RIDE

The higher and wilder a bareback rider spurs, the better his marking by the judges. Feet forward at all times, in contrast to saddle bronc riding style, the rider clings close against the rigging handhold, tries to keep legs flailing in time with the bronc's jumps.



Jim Dix on "Smooth Sister"

UNITED FEEDS BUYS ECONO

ONE OF THE LARGEST IN WESTERN CANADA

United Feeds recently purchased the Economy Feed Service Limited in Lethbridge. United Feeds, which was formally organized in October, 1966, is owned by United Grain Growers and United Farmers, both farmer owned co-operatives.

The acquisition of this mill is part of a planned program of expansion that has made United Feeds one of the largest feed companies in Western Canada

THE ORIGINAL OWNERS

It was on August 7, 1965, that Mr. Ed Larson, Walter Gerdts, and Lee Stanford announced the opening of their new mill, the Economy Feed Service Limited. It was the most up-to-date mill in the province with the largest equipment for steam rolling and pelleting.

The mill was an instant success. In the first two years of operations, capacity at the mill doubled. In 1968, an addition was completed that again doubled the capacity the mill could handle.

CALGARY FEEDS

As a grain elevator builder for many years, Mr. Larson had constructed elevators throughout Alberta for the Alberta Wheat Pool, United Grain Growers, Searle Grain, Midland Pacific, Ogilvies, Independent Grains and many others. His vast knowledge of feed mills, gained through his years of experience as a builder,

prompted Mr. Larson to build Calgary Feeds.

Mr. Walter Gerdts became his partner. Calgary Feeds consists of a large capacity modern mill capable of providing total feed service and programs at Midnapore and a primary service mill at Nose Creek. Their first venture proved most successful. (Two years ago United Feeds bought Calgary Feeds.)

LETHBRIDGE

When the partners decided to expand, Lethbridge was selected for the site of the new mill. Mr. Lee Stanford became a partner in the business and also functioned as the Plant Manager.

The success of the Economy Feed Service Limited is well known. In a short span of a few years, it has become one of the largest feed mills in Western Canada.

The Lethbridge mill is a large capacity, complete feed manufacturing plant for supple-

ments, complete feeds and customer service.

It manufactures pelleted, crumbled, mashed, rolled (steam and dry), bagged or bulk feeds. Five modern trucks provide delivery service.

The mill is extremely well equipped. Some of the modern equipment it contains are:

- 60' and 30' scales
- two 2-ton mixers
- 2 mixing scales
- one 1 ton pre mixer
- 25, 40, 60 h.p. rollers
- 100 h.p. roller hammer-hill
- 60 h.p. pulverizer
- two 100 h.p. pellet mills

There are also two 80 h.p. steam boilers, a 48,000 pound fat tank and a 50,000 pound molasses tank as well as elevators for elevating the various ingredients.

The mill is completely equipped to competently give the finest of service and to take care of every customer whether his needs are small or large.

MY FEED SERVICE LIMITED



Mr. Lee Stanford, one of the former owners, continues as the capable Plant Manager of the Economy Mill for United Feeds.

He has been associated with the feed business ever since he graduated in 1959 from the University of Alberta with his Bachelor of Science degree in Agriculture. At this time he joined Canada Packers Feed Division and was with this company until 1963. He then became associated with Calgary Feeds and in 1964 entered into partnership with the owners of Calgary Feeds, Mr. Walter Gerdtz and Mr. Ed Larson in the Economy Feeds Service Limited in Lethbridge. He became vice-president of the company and plant manager and was very much involved in the

outstanding success record of this company.

When Economy Feeds was purchased by United Feeds, Mr. Stanford continued as general manager. Under his capable and experienced direction, the business has continued to increase.

Mr. Stanford is a member of the Agrologists Institute of Alberta and the Agrologists Institute of Canada. He is on the Southern Alberta Poultry Council — is a member of the community club and is particularly interested in 4-H work. Another hobby of his is farming and he manages 4½ sections of dry land farm at Spring Coulee, Alberta.

On staff at Economy Feed Services Limited are — Office Staff: **Clifford J. Peterson;**

Mark D. Chipman and Jean F. Matthew.

The sales representatives are: **Arend Lagemaat and Roger Smith.** The maintenance is taken care of by **Gordon Cummings and Lambert Versteeg.**



The mill runs on two shifts (6:00 a.m. to 2:30 p.m. and 2:30 p.m. to 11:00 p.m.) These shifts rotate each week.

The foreman of the first shift is **Alfred Ebner.** On staff is **Alfred Weibe, Robert Green, Harold Birch, Martin Fiorilli, John Wassenaar.**

The foreman of the other shift is **Richard Rapps.** On staff is **Lawrence Velker, Frank Aubin, Henry Crawford, John Faber, and Alfonso Lavorato.**

The truck drivers at Economy Feed Service are **Ted Green, Kenneth Draudson, John Sprlak, and George Papp.**

Mr. Lee Stanford, Mrs. Jean F. Matthew and Alfred M. Ebner are members of the original staff who were with Economy Feed Service when it was opened in 1965.

Pesticides and



Setting up the weed sprayer

Those were the basic ingredients used to provide a great day at the Red Deer Farm Supply Centre.

Relative to the pesticide is Allied Chemical Services Ltd., one of the largest formulated distributors of agriculture herbicides in Western Canada. They have more than 22 years experience in the production of weed control chemicals for the western farmer.

Allied Chemicals are partners in research with Amchem Products. This company has provided research in depth for Allied Chemicals and the resources of Allied and Amchem are employed to research, develop and test chemical products for the Western Canadian market. It takes approximately 5 years of research before a product is ready for market and then it must pass the stringent requirements of the Food and Drug Protectorate. Compounds must prove 'beyond a doubt' they can do the job.

United Farmers of Alberta has been associated with Allied Chemicals for many years. They are one of our major suppliers.

Ed C. Smith, is their knowledgeable representative. In conjunction with our farm sup-



Ed Smith, Allied Chemicals, expounds on pesticides.

ply centres, he has instigated a series of spray clinics and barbecues, which have been most successful.

Relative to the barbecue — **Ed Evans**, Red Deer Farm Supply Manager and his staff are to be commended for an outstandingly well organized event. They managed to wait on every customer at the centre — and it was a busy day — and still



At the extreme right, Don Hoar, President of Ponoka Co-op Oils.



Walter and Anne Moore, Innisfail

find time to serve hamburgers and drinks.

Gordon Blades, Randy Bysterveld, Irene Gowzell, Bill Hutchison, Mahlon 'Red' Jackson, Gerrit Van Heeren and Barry Brewer all pitched in to make the clinic and barbecue an outstanding day. However, around dynamic **Ed Smith** of Allied Chemicals was where the crowds gathered.

d Barbecues



In the chef's hat, Barry Brewer, Salesman at the Farm Supply Centre, and Jim Bott from Eckville.

Ed is a graduate of the Vermilion School of Agriculture and has worked in the industrial chemical field. He is the Technical Sales Supervisor for Allied Chemicals. His keen interest in chemicals coupled with a thorough knowledge of this field brings the crowds to him at the clinics.

The farmers and ranchers in attendance had many questions concerning pesticides. The Farm Supply Division of United Farmers, in conjunction with Allied Chemicals, has held a series of training courses for key personnel followed by branch training programs to refresh staff on product knowledge.

Ed Evans, Manager of the Red Deer Farm Supply Centre and Ed Smith of Allied Chemicals must be highly commended for co-ordinating a day for the farmers and ranchers of the Red Deer area that was a learning experience and fun. Pesticides and barbecues do go together.



The crowd gathering at the Red Deer Farm Supply



Bill Hutchison waits on customer



Bill starts to barbecue



Mr. and Mrs. Don Rosentreter



Inside the centre — Irene Gowsell, Administrative Clerk and Mr. and Mrs. J. Brouwer.

PROVINCIAL APPOINTMENT



Ralph Ward, Treasurer, United Farmers; George Sayle, President, United Farmers; Neil Mowatt and Ewen McDonald, Director for District 2B admiring Mr. Mowatt's new watch.

Mr. Neil Mowatt of Parkland, formerly on the directorate body of United Farmers, was recently appointed to the Provincial Board of Arbitration. Upon the recommendation of the Honorable Minister of Mines and Minerals, the Executive Council advised Mr. Mowatt that the Lieutenant Governor in Council had appointed him a member of the Board. This is a full time position and will necessitate Neil and Jean Mowatt and their family moving to Edmonton. They will still retain their beef and grain enterprise at Parkland.

The first association Neil Mowatt had with United Farmers was when he attended Farm Young People's Week at the University of Alberta and met

Miss Eileen Birch, former secretary of U.F.A., who was lecturing at the sessions. His interest in co-operatives was extended when he won the Alberta Wheat Pool Scholarship to the Olds School of Agriculture. After graduation he was awarded a scholarship to attend the University of Alberta.

When Neil Mowatt returned to the family farmstead, he actively participated in farm and community organizations. He served for several years as director of the R.E.A. — director and president of District 12 F.U.A. and secretary - treasurer of the Spruce Ranching Co-operative.

For many years Neil Mowatt has been very closely associated with United Farmers.

In 1958 he was elected as a delegate, and in 1960 he was elected a director of United Farmers.

Neil Mowatt has been a gracious and responsible representative of our members in Southern Alberta. He has shown an earnest dedication to United Farmers and has willingly devoted his time and energy to our Organization.

Mr. Mowatt recently resigned from the Board of Directors. To honor his many years of association with our company, a dinner was held and the Board of Directors presented him with a watch and a silver tray.

His many friends and associates at United Farmers sincerely wish Neil Mowatt every success in his new position.

FWUA BULLETIN

WOMEN OF THE 70's

In yesteryear, the role of the farm women was to rear the children, milk the cows, tend the chickens, spend hours over a scrub board, bake, can, and feed thrashing crews, (plus half the bachelors in the district).

Now the farm women have been liberated from many of these menial tasks. With the automatic washers, dryers, dishwashers, and so on, she has been given extra time to devote to many new facets of life.

Community-concerned women have become leaders, and are often the backbone of our society. And you can't forget that "behind every successful man there is a good woman".

Women are now being allowed to hold jobs and positions that were never open to them before — gradually, the prejudices are being overcome. New opportunities develop as the laws change and new life styles develop. Today's women can control their destinies, as they have professional, economic, and physical independence if they so desire.

If there is any tragedy in the story of women today, it is the conflict among women themselves. So many organizations and friendships have been torn apart by women disagreeing among themselves.

The big question we should ask ourselves is what are we doing with our new opportunities? Are we taking advantage of our potentials and abilities, or are we remaining static? We, as Canadian women, are among the most fortunate in the world, because we do have a choice.

Ruby Prior,
District 7 Director

WALD'S WONDERFUL WARBLING

Not only is he tall, dark and handsome — he is also a bachelor — and if that isn't enough, Paul Wald, Salesman at the Vulcan Farm Supply Centre can sing.



Paul Wald

As the Vulcan Advocate noted — "Besides being one of the most eligible bachelors in the Kinsmen Club of Vulcan, Paul Wald, with his own guitar accompaniment, sang up quite a storm at the Anniversary Dance of the Vulcan Kinsmen Club."

After seeing your picture, Paul, some of the Head Office girls would like to most cordially invite you to serenade them.

AWARDS



Art Lysons receives his 10 Year Service Award from Bob Howlett.

May 16, 1970 was Art Lysons 10th Anniversary with United Farmers and Bob Howlett, Petroleum Marketing Supervisor for Territory #7 couldn't wait to present him with his certificate and lapel pin. In fact, the presentation was made on May 15.

Art is ably assisted by his wife Betty in running their general store, post office, gas pumps and bulk agency at Tolland.

In the Petroleum Awards Program for 1969, Art won the trophy and cheque for the Most Improved Oil Ratio in Territory #7. He also increased his light product sales by 5.3%.

Congratulations, Art, on receiving your 10 Year Service Award from your many associates at United Farmers.



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REWARD
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KLONDIKE DAYS ENTERTAINMENT IN EDMONTON

(Alberta Government Photograph)

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