



**THE**

# **U.F.A. CO-OPERATOR**

**VOLUME 2 - No. 2**



**FEBRUARY 1964**

The bus was already crowded when the fat woman entered. She stood for a moment glaring at the seated passengers. "Isn't some gentleman going to offer me a seat?" she asked. One exceptionally small man arose, "Well ", he said rather shyly, "I'm willing to make a contribution."

We are not asking anyone to give up their seat but would very much appreciate if you would take a seat and send us your contribution for the co-operator. We realize this takes some time but believe the enjoyment and value other readers would receive, would be well worth the time and effort.

During the weeks of January 20-31, Bill Love, Perry Billingsley and Gordon Gimbel have been attending the Banff School of Fine Arts Leadership Techniques course. They have spent a very informative and enjoyable 2 weeks making speeches, taking part in discussions and studying leadership techniques. Also Dean Lien from our Information Service Staff has been busy at the same course in the capacity of instructor. This has been a most successful course with some 52 farm leaders and future leaders taking part. We strongly feel that in the hurried pace of industry and business these days, it is very essential for young employees to continue taking courses, to get ahead or at least keep up with the demand for knowledge.

Elmer Reimer from the Information Service Department returned from Western Co-op College in Saskatoon on Jan. 10 after a week long course in Leadership Instruction sponsored by the Farmers' Union and Co-operative Development Association.

#### THE COVER

This month we feature an article on the Edmonton Petroleum Division. On the cover is pictured the 13,000 square foot warehouse and office used for storage and shipping of greases, oils and T.B.A. to all agents of the U.F.A. Co-op. When the need arises for more space, an additional 7,000 sq. feet, currently rented out, are available.



WARD SMITH  
FARM SUPPLY  
MANAGER

Mr. Ward D. Smith was recently appointed Manager of the Farm Supply Division of U.F.A. Co-op. Ward is a native Albertan educated at Cereal and Drumheller and a teaching graduate of the University of Alberta at Calgary. He taught school near Drumheller for several years before beginning his career with U.F.A. Co-op. In 1953 he joined the Co-op staff as an order desk clerk and in 1954 became the first branch manager of the newly opened farm supply centre in Calgary. In 1957 he was placed in charge of Farm Supply promotion and administration, a position he held until his appointment as Farm Supply Manager. Ward is married to the former Jean Bannman and has a family of 3 boys.

We feel this very responsible position has been ably filled and we wish Ward every success as he takes on his new duties.



JIM SHINDLER  
FARM SUPPLY  
MANAGER FOR  
NORTHERN DIVISION

In addition to Jim Shindler's responsibilities as Branch Manager of the Edmonton Farm Supply Centre, he will be Operations Manager for the Northern Division of Farm Supply. This will make Jim responsible for the two experimental sub-depots to be built this year.

Previous to joining U.F.A. Co-op in 1953 Jim worked with the Calgary Co-op Store. His first position with U.F.A. had him working as a service station attendant for 6 months before becoming an Accounts Payable clerk.

continued on Page 3

# Feature Article : \_\_\_\_\_

## EDMONTON PETROLEUM DIVISION



Last year the Edmonton Oil Division received from Sarnia, Ontario, and distributed to U.F.A. agents 504,952 lbs. of grease. Also 651,234 gallons of oil passed through this department in 1963 from the Edmonton oil refinery to U.F.A. agents.

Until 1957 all oil and grease passed through the Calgary warehouse where it was received by tank car, stored in overhead storage tanks and barrelled before sending it to the member.

Since the oil refinery was located in Edmonton it was most practical to relocate our facilities there. In 1957 the U.F.A. obtained approximately 1½ acres of land and constructed a new modern warehouse.



The plant is equipped with all the latest equipment including a fork lift making it possible to stack 45 gallon oil drums four at a time and four high. Also any individual barrel may be picked up with a special attachment, eliminating the necessity of manhandling barrels. This takes full advantage of all available storage space.



GORDON  
BRAZEAU

Responsible for this efficiently run department is Gordon Brazeau. Gordon joined Maple Leaf Petroleum in 1935. In 1960 he received his gold watch for 25 years service. Gordon became supervisor of this department prior to leaving Calgary and transferring to Edmonton.

One of Gordon's first duties with Maple Leaf Petroleum was painting oil drums with Ed Hutchinson.

The U.F.A. Co-op carries a full supply of every type and grade of Maple Leaf grease and oil so delivery to agents can be made the same day an order is received.



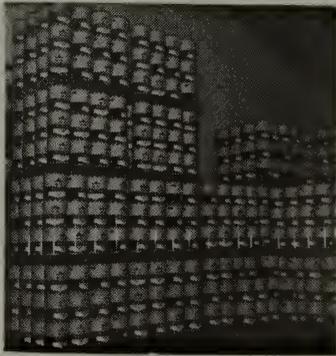
OLE JOHNSON

When an order is received it goes immediately to Ole Johnson, the Head Shipper, and delivery is made the same day. Ole started with U.F.A. ten years ago and transferred from Calgary in 1957.



AL CHEISA                  ROLAND LANGLOIS

To assist Ole in the filling and shipping of orders are Al Cheisa and Roland Langlois. Al Cheisa has been with U.F.A. since opening in Edmonton seven years ago and Roland came 2 years ago.



Above we see an array of the new 35 pound pails of grease and a display of 5 gallon pails of oil. Maple Leaf greases and oils incorporate the latest advancements so only highest quality products are distributed. Periodically samples of products are tested in a technical laboratory to maintain the high standard of quality set by U.F.A. Co-op.

As well as being the clearing house for all greases and oils used by Alberta farmers buying from U.F.A. Co-op, all tires, batteries and accessories distributed by U.F.A. agents pass through the Edmonton branch.



Last year over \$300,000 worth of T.B.A. was processed by Ron Neufeld.



RON NEUFELD

Ron tells us when he was hired in August 1947 it was only to be until September of the same year. A total of 6 weeks. But circumstances changed, and he has been with the U.F.A. Co-op for 16 years now.

In addition to supplying T.B.A., all tire adjustments and warranty items return to this depot before replacements can be made.

Farm storage tanks sold in the Northern part of Alberta also came from the Edmonton Petroleum Division.

With the current rapid expansion of U.F.A. Co-op it would indicate that the additional available space may be put into use in the not too distant future.

---

continued from Page 1

In 1954 Jim was transferred to the Edmonton Farm Supply branch as a second man, a position he retained for 2½ years before taking over the responsibilities as Edmonton Farm Supply Branch Manager.

Jim and his wife Elsie are proud parents of 3 boys. The best to you Jim, in your new responsibilities.

# CREDIT UNION NEWS



## ADDITIONAL INFORMATION

The interest shown in the Life Insurance article which appeared in the January Co-operator has prompted a second column on the subject.

First we are pleased to advise that the premium will be \$24.00 per year not \$25.00 as stated in January..

Our present objective is to have this insurance become effective May 1, 1964 and the premium for the first year will be \$18.75. The full sum of the initial premium is to be remitted with the member's application..

May 1 will then become the renewal date for all policies in our Credit Union.

This plan is not intended to replace your present insurance.

The amount of insurance payable at death is determined by age at date of death as shown by the following table.

BIRTHDAY	AMT. INSURANCE
FROM 16th to 37th	\$10,000
after 37th to 38th	9,500
after 38th to 39th	9,000
after 39th to 40th	8,500
after 40th to 41st	8,000
after 41st to 42nd	7,500
after 42nd to 43rd	7,000
after 43rd to 44th	6,500
after 44th to 45th	6,000
after 45th to 46th	5,500
after 46th to 47th	5,000
after 47th to 48th	4,500
after 48th to 49th	4,000
after 49th to 50th	3,500
after 50th to 55th	2,000
after 55th to 65th	1,000
after 65th	Nil

For more information or application forms contact Edna Scott, Treasurer of the U.F.A.. Co-op Savings and Credit Union.

Put not your trust in money, but put your money in trust.

- O.W. Holmes

## MEET THE GANG - PETROLEUM

Mr. Cec Robb, Manager of Petroleum Division of the U.F.A. Co-op has announced re-allocation of responsibilities and titles to the following gentlemen.



**WILLIAM MARGACH**  
OPERATIONS  
MANAGER  
PETROLEUM DIVISION

After 6 years of Army service overseas Bill joined Maple Leaf Petroleum on April 1, 1946, as an area supervisor. When U.F.A. Co-op purchased Maple Leaf Petroleum in 1957 Bill transferred to U.F.A. Co-op and retained this position for another year before transferring to Head Office.

Along with their four sports minded boys, Bill and Ella take a very active part and interest in their community and school activities. Bill is President of the Parkdale Community Association, director of the U.F.A.. Co-op Credit Union, Vice-Chairman of a boy scout group committee and joins in curling and hockey. We wish Bill the best in his position as Operations Manager of Petroleum Division.



**LAWRENCE  
PROUDFOOT**  
SALES MANAGER  
PETROLEUM DIVISION

Lawrence was born and educated in Lacombe, Alberta. He grew up on a farm in this area and became active in the Jr. U.F.A. movement in the early '40's. Prior to joining the U.F.A. Co-op staff in 1947 Lawrence served for 2 years as Jr. U.F.A. President, and was on the Board for a number of years. His first experience with the U.F.A. Co-op was in the Educational Division for a short time before becoming an area supervisor of the Petroleum Division. During Lawrence's time as area supervisor he worked out of Calgary, Edmonton and Grande Prairie. In 1958 Lawrence was returned to Calgary Head Office.

Lawrence married the former Betty Thomas also of a rural background and active in Jr. U.F.A. work. They are blessed with one girl and one boy. Lawrence and Betty are quite active in their community associations, taking part in square dancing, curling and music.

# HERE AND THERE

## WHO IS THE COMPANY?

Who is the Company? has been expressed in this interesting way:

The Company just came out with a new product..

The Company has broadened its policy. The Company does this. The Company does that. Every day people speak about that intangible something, the Company, and what it needs, what it gives.

Some speak of it reverently as though it were supernatural. Others speak of it worriedly as though it were an octopus. Some speak of it affectionately as though it were a doting grandfather. Some speak of it confusedly. They're not sure just what it is.

Well, what is it, this Company we speak of so often? What is this invisible something that is so many things to so many people?

The Company is people - what people depends on the point of view.

To the man next door, the Company is you.

To the person looking for a job, it's the interviewer.

To the supplier, it's the buyer.

To the customer, it's the man who gets his order.

To the employee it's his supervisor. The Company is not always the same person. It is not always the same group of persons.

When we talk about the Company, we should think of what we really mean. The Company wears many hats - including yours. The way you wear yours determines, in part, what people think of your Company.

---

We have two new staff members to welcome this month.

Miss Marlene Nastasi joined us on January 13. Marlene is employed in the Dividend Department.

Lyle Hanna started with the Petroleum Accounting Department on January 15.

We hope you both will be very happy in your new positions and will stay with us for a good many years.

## AWARDS

Our "hats are off" to the following U.F.A. Co-op Oil Agents who received their 15 year service pins recently.

N.B. Rose, Millet, E.M. Redington, Fort Assiniboine, A.W. Coon, Hines Creek and Mr. and Mrs. Jack Anger, Notikewin.

One 10 year man, J. Bateman of Alliance was awarded his 10 year service pin.

Our sincere congratulations to these men on being honored for their efforts, loyalty and length of service.

We would also wish Clarence Jobbs of Red Deer Farm Supply much success in his promotion to head counterman.

---

The mild weather that we have enjoyed in January has apparently fooled some of us into thinking that "spring has sprung" and the season for romance has arrived. Pert, Pat Strachan is flashing a bright new engagement ring and the lucky man is none other than our own Art Jepps, of the Petroleum Division. Art was always considered to be a confirmed bachelor, so it does our hearts good to see that he has fallen at last. The very best wishes from the staff are extended to this very nice couple..

Larry Luft of the Calgary Warehouse is also taking the big plunge on March 14. Larry is transferring to the Edmonton Warehouse and is taking no chances on leaving Heather in Calgary on her own. I don't blame him. She's a very attractive young lady. Our best wishes to both of you for a long and happy life together.

---

Ralph Imbery, Head Counterman at the Calgary Warehouse is confined to hospital with an old back injury. He was admitted on the 30th of January, which is a pretty sneaky way of dodging inventory, which starts on the 31st. We all hope it isn't too serious Ralph, and that you are back on the job in a short while.

---

The General Meeting of the Staff Association was held on January 31, to elect a new slate of officers for 1964. We wish the new executive lots of luck, and wish to sincerely thank everyone for the cooperation we have received during the past year.



# CO-OPERATIVE INSURANCE SERVICES

In the middle 1940's Co-operators across Canada felt there should be Co-operative Insurance Companies serving their needs in auto, fire and life. In 1947 with the help of some of the major farm co-operatives across Canada, Co-operative Life Insurance was established with its Home Office in Regina, Saskatchewan. In 1949, Co-operatives in all parts of Canada from British Columbia to the Maritimes under the auspices of the Co-operative Union of Canada met in Winnipeg and appointed a national insurance committee to study the situation and draft recommendations for further action. The main recommendation by this committee was that any new developments in the Co-op Insurance field should again be on a national basis. As a result of the work done by this committee, Co-operative Fire and Casualty was incorporated as a national company in 1952 with its Home Office also in Regina and being very closely co-ordinated with Co-op Life.

The rapid growth of both the insurance companies across Canada was certainly a compliment to the foresight and courage of those sponsoring Co-operative organizations. As of December 1/63 Co-op Life had in force some \$430,000,000.00 of life insurance. The growth of the Fire and Casualty Insurance Company has been even more spectacular. At the end of 1963 Co-operative Fire and Casualty will be the third largest auto insurer in the Maritimes, in the top five in Manitoba and British Columbia, and the second largest in Alberta.

In Alberta we have two Company Branches, one at Calgary in the Alberta Wheat Pool Building, and one at Edmonton. These branches employ some 75 people with more than 30 full-time sales representatives, and some 250 part-time representatives.

In 1963 the Co-operative Fire and Casualty Company and the Co-operative Life Insurance Company amalgamated to form one organization, Co-operative Insurance Services. At the same time, the Fire and Casualty Company was changed from a mutual to a joint stock company with the stock being held by the sponsoring Co-operatives across Canada. This step was taken to insure that the ownership and control of the company would remain in the hands of the sponsoring Co-operative Organizations.

One of the major objectives adopted for these insurance companies was financial support in their investment programme for the growth and development of other Co-operative organizations in Canada and it should be noted that to date more than \$6,000,000.00 has been provided to help finance these various Co-operatives. In turn, the excellent support received from the sponsoring organizations has been the outstanding factor contributed to the development and growth of these insurance companies. This is again a tribute to the early plans and ideals of those Co-operatives that set out to establish their own insurance services.

---

## MEMBER ORGANIZATIONS OF CO-OPERATIVE INSURANCE SERVICES

- ALBERTA LIVESTOCK CO-OPERATIVE ASSOCIATION
- ALBERTA WHEAT POOL
- ALBERTA POULTRY MARKETERS
- CENTRAL ALBERTA DAIRY POOL
- NORTHERN ALBERTA DAIRY POOL
- UNITED FARMERS OF ALBERTA
- FARMERS UNION OF ALBERTA

# COMING EVENTS

## ANNUAL U.F.A. CO-OP SALES MEETINGS MARCH 3, 4 and 5

RUSH JOB CALENDAR						
NEG.	FRI.	FRI.	FRI.	THU.	WED.	TUE.
8	7	6	5	4	3	2
16	14	13	12	11	10	9
23	22	21	20	19	18	17
32	29	28	27	26	25	24
39	38	37	36	35	34	33

1. This is a special calendar which has been developed for handling rush jobs. All rush jobs are wanted yesterday. With this calendar, a client can order his work on the seventh and have it delivered on the third..
2. Everyone wants his job by Friday, so there are three Fridays in every week.
3. There are eight new days at the end of the month for those end-of-the-month jobs.
4. There is no first of the month. . . so there can't be late delivery of the end-of-the-month jobs on the first.
5. A "Blue Monday" or "Monday-morning hangover" can't happen, as all Mondays have been eliminated.
6. There are no bothersome non-productive Saturdays and Sundays. . . no compensatory leave or overtime to worry about.
7. With no 15th, 30th, or 31st, no "time-off" is necessary for cashing salary cheques or paying bills. . . in fact, there's no salary cheque either.
8. There's a new day each week, called Negotiation Day.  
P.S. This calendar is one of the reasons we are able to handle rush jobs.