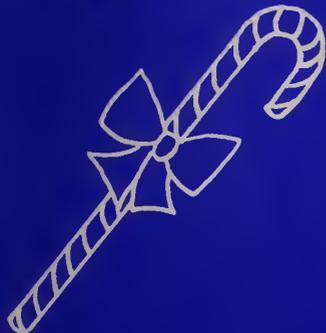
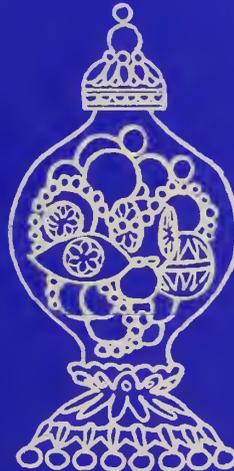
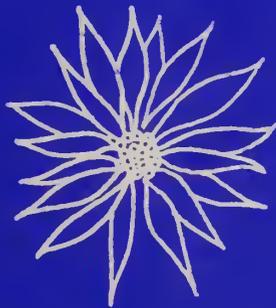
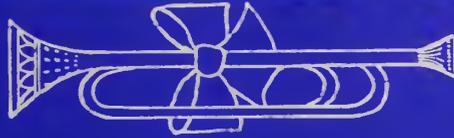




# THE UNITED FARMER

DECEMBER, 1969



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## Christmas Prayer

*Let us pray that strength and courage abundant be given to all who work for a world of reason and understanding — that the good that lies in every man's heart may day by day be magnified — that men will come to see more clearly not that which divides them, but that which unites them — that each hour may bring us closer to a final victory, not of nation over nation, but of man over his own evils and weaknesses — that the true spirit of this Christmas Season — its joy, its abiding faith — may live among us every day of the year.*

## Resolutions For The New Year

*"A little more patience" to bear with the persons whom I do not like.*

*"A little more humility" to fulfill my duty even though I find it difficult.*

*"A little more good judgement" to take people as they are and not as I would like them to be.*

*"A little more courage and strength" to bear with the faults of others and not to get excited over them.*

*"A little more courage and strength" to bear the trials that disturb the peace of my soul.*

*"A little more charity" so as not to manifest my hurts.*

*And Above All*

*"A little more prayer" to draw the good Lord into my heart and to keep Him there.*

# PARTNERSHIP PROGRAM

"AND IT ALL BEGAN WITH A ONE-TON TRUCK AND SOME BARRELS."

## WETASKIWIN CO-OP REFINERIES

A one-ton truck — some barrels — these were the physical assets of Wetaskiwin Co-op Refineries in 1935. Suppliers were small independent firms who due to rationing, during the war years, found it difficult to supply their customers.

**Mr. John Malmas**, vice-president of Wetaskiwin Co-op Refineries and a delegate to United Farmers, was kind enough to compile some of the facts relating to the background of this most successful organization.

He wrote, "Since U.F.A. became our supplier, our sales have risen from 75,000 gallons in the first year to well over one million gallons per year for the past several years."

Wetaskiwin Co-op Refineries is a fine example of an efficient plant that has grown and expanded in competitive times.

Credit must be given to the dedicated individuals who pioneered this organization. The 1935 board of directors were: President — **J. Isley**; Vice-president — **Alex Edlund**; Secretary-treasurer — **E. Pearson**; Directors — **Oscar Kuester**, **Dave Widen**, **Art Sproule**, and **James Malmas**.

**Walter Leicht** was the first manager of the original barrel plant operation which was situated along the track. This is very close to the present location.

The 1968 board members are: President — **Oscar Kuester**; Vice-President — **John Malmas**; Treasurer — **Gordon Ballhorn**; Secretary-manager — **A. John Lillebuen**; Directors — **Bob Scheeler**, **J. Cummins**, **G. Carlson**, and **Lawrence Moseson**.

**Oscar Kuester** — one of the original directors, has been president for the past several years.

As it was required, the equipment the association owns has been improved and added to. Wetaskiwin Co-op Refineries has one of the most modern, well-equipped plants in Alberta.



*Modern equipment and reliable delivery units contribute to an efficient operation.*



*John Lillebuen, Manager; Oscar Kuester, President; John Malmas, Vice-President of Wetaskiwin Co-op Refineries.*

**John Lillebuen** has been the manager for the past 20 years and has competently contributed to the present prominent position of Wetaskiwin Co-op Refineries. In the first nine months of 1969, sales reached 934,000 gallons. There is every indication that this will be another record year.

The partnership program that exists between Wetaskiwin Co-op Refineries and United Farmers has certainly been progressive and effective.

# WHY DO WE HAVE DELEGATE ADVISORY

## Responsibilities of Committees

**The dictionary meaning of advice is "1. recommendations regarding a decision of course of conduct; counsel. 2. information or notice given; intelligence."**

### GRASS ROOTS FEEDBACK

No one will argue that in today's competitive business field it is more necessary than ever before to be alert to the wishes of the members of United Farmers. In a democratic organization such as ours, the elected delegate is the voice of the members in his district. With the large membership enjoyed by United Farmers, it has become increasingly difficult for the delegate to keep in close contact with these members. Advisory committee members are invaluable in getting 'a grass roots feedback' — giving intelligent guidance to the delegates in relating members' feelings on policy — pin-pointing areas of dissatisfaction and also disseminating information regarding our Company to members.

### INFORMATION AND GUIDANCE

The advice given by the delegates advisory committee members will help keep the delegates informed on members suggestions, ideas and also guide the company in a practical action program to improve and extend services.

In order to maintain diligent committee members, two factors are of prime importance. 1. The committees must be familiarized with United Farmers. 2. They must be encouraged to feel close to United Farmers as it is their organization working for them.

### WHAT IS GOING ON

Advisory committee members must have information as to "what is going on" inside our Organization. The advisory committee members' voices count. They can give valuable assistance to delegates in stimulating and maintaining the active support of our members on whom United Farmers depends for its existence and growth. It is their valuable counselling to a delegate that can be effective in improving and expanding services so that they will be tailored to meet the needs of our members.

By being cognizant of the aims and objectives of United Farmers, committee members can be of prime importance to the support of United Farmers. It is through the advisory committee members that: a. advice can be given to the delegate. b. basic public attitudes can be probed. c. suggestions can be made for the Annual Meeting. d. support can be given to United Farmers by generating other members to do the same.

### COMMITTEES MUST BE KEPT INFORMED

United Farmers on its part realizes that advisory committees must be kept informed on policy statements, interim financial news, product news, current sales, new products and their merits, report on board meetings, and the progressive plans as well as the challenges facing United Farmers.

# COMMITTEES?

## Part 3

### LIAISON

Basically, advisory committee members have a duty and responsibility as liaison between members and delegates.

United Farmers is comprised of people — people who have a great common bond — agriculture. The advisory committee serves the individual members in their areas. Grass roots opinions are vitally necessary at all times to improve total communications and services.

### TRAINING GROUND

The advisory committees also serve as a training ground for a delegate. If a delegate should retire and a vacancy occur, the advisory committee could well stand in the capacity of a nominating committee.

### INTEGRAL PART OF DEMOCRATIC STRUCTURE

In the last few years, advisory committees are playing an increasingly important role in United Farmers and are firmly established as an integral part of the democratic structure of our Organization. Advisory committee members themselves must realize that to the total organization, their work can be instrumental in helping United Farmers meet its aims and objectives of enabling members to buy farm supplies co-operatively and at reasonable prices—and to develop and encourage plans and policies that will benefit farmers.

## 25 YEAR SERVICE AWARD



*Mr. & Mrs. Monchakowski and Gordon Chisholm.*

Mr. Gordon Chisholm, Marketing Co-ordinator of the Petroleum Division, recently presented Nick Monchakowski, United Farmers' agent at Warspite, Alberta, with his 25 Year Service Award.

Mrs. Monchakowski was kind enough to write in and say, "We wish to thank you very much for the beautiful engraved silver tray and the cheque which was presented to us on October 7, 1969, by Mr. Gordon Chisholm. It is a much appreciated gift that our family shall enjoy and treasure very much. Our kindest thoughts and thanks to U.F.A. Co-op."

Congratulations, Nick, on receiving your 25 Year Service Award. May the congenial relationship that has existed between United Farmers and you and your wife continue for many more years.

# HOGS ARE H

SWINE IS THE MOST EFFICIENT CLASS OF LIVESTOCK FOR CONVERTING GRAIN TO MEAT PRODUCTS. WHERE GOOD CONSISTENT MANAGEMENT PRACTISES ARE APPLIED, SWINE PRODUCTION PROVIDES THE OPPORTUNITY FOR A FAST TURNOVER OF PROFITABLE AND MARKETABLE PRODUCTS. RON GROENEVELD'S HOG OPERATION AT BLACKIE EXEMPLIFIES THIS.



*The first barn showing the Aerovent Ventilating System on the side.*

When Ron came from Holland, he worked for Alex Paul of Blackie. He moved to his own place in 1960 and didn't have too much to start with. Ron is recognized by his neighbors and business associates as a knowledgeable hog farmer, a hard worker and a good manager. Today, he keeps between 350 and 500 hogs and is planning further expansion.

Total confinement is taking over as the principle production system on swine producing farms. Emphasis is on house rearing with environmental control from birth to finish of pigs.

Three years ago, the progressive Mr. Groeneveld decided to automate his hog set up. As Ron simply states, "I made this decision in order to make more money." Not only is Mr. Groeneveld extremely pleased with his total confinement set up, he feels it is the only way. The temperature in the barn is kept between 65 and 68 in the winter months. The humidity level is kept constant due to the Aerovent Ventilating System.

The second phase of Mr. Groeneveld's operation is another new barn for sows and their litters.



*Gary, Tony, Ria, Mr. Ron and Janet Groeneveld. Mrs. Maria Groeneveld took the picture in her lovely garden.*

# S BUSINESS

The piglets will be confined in their barn until they are 60 - 70 pounds. Then they will be moved into the feeder barn where they stay until they are five and a half to six months old — and ready for market.

Jim Walker, Territory Representative for the Farmstead Development Department, has worked closely with Ron Groeneveld right from the first phase of automation.

Jim drew the plans for the barn which Mr. Groeneveld approved. The barn, which is 36 x 72, has Henn Rich confinement equipment. The approximate capacity of this barn is 500 hogs. In Jim's territory, Ron Groeneveld was the first customer to use a "narrow gutter disposal" system — which he feels has been most effective.

Aerovent Ventilating System and Henn Rich confinement equipment proved so satisfactory

in the first phase, that Mr. Groeneveld is definitely planning to have the same system in the second phase of his hog operation.

The second barn is now in the initial stages of construction. Albert Wentz, a sub-contractor for United Farmers, built the first barn and is building this one.

Ron Groeneveld is a progressive operator who is planning for expansion in the future. He is justifiably proud of his operation. It is efficient, and Ron feels that automating his hog set up has been a 'money maker' for him.

Mr. Groeneveld is also well known in the area as a good community worker. He is always ready to help his neighbours. United Farmers is proud to be associated with Ron Groeneveld, through their Farmstead Development Department, in automating his business.



*Henn Rich Confinement Equipment.*

# New Marketing Supervisor Appointed



Harold Lee

Mr. Harold Lee, a native of Penhold, Alberta was recently appointed Marketing Supervisor of Petroleum Territory #2. He replaces Bill McNab who has moved to Territory #6.

After his discharge from the Armed Services, Mr. Lee joined B.A. Oil Company as a driver-trainee at Didsbury. A series of promotions followed with Mr. Lee being appointed agency manager at Red Deer, territory manager for the Red Deer - Stettler area, and then territory manager of the Camrose area.

In 1955, Mr. Lee resigned his position with B.A. and organized Wain-Park Distributors Limited at Wainwright. He was president and manager of this independent petroleum marketing company until its sale in 1966.

Mr. Lee's business background has been extensive but it seems it is more than adequately matched by his community activities. During his

many years at Wainwright, Harold was a member of the Fish and Game Association, Kinsmen Club, K40 Club, Businessmen's Association, Wainwright Automotive Service, Wainwright Chamber of Commerce, Wainwright Stampede Association, Wainwright Development Committee, Chairman of the Wainwright Centennial Committee in 1966 - 67. Highlighting this active participation in organizations, was Mr. Lee's terms of councillor for the Town of Wainwright from 1958 to 1964 and Mayor from 1968 - 69.

United Farmers is proud to be associated with the knowledgeable and personable Mr. Lee, and is certain he will prove a very worthy addition to the Petroleum Division.

## TERRITORY #2

**United Farmers Petroleum Territory #2 is bounded by Trochu in the north, Patricia in the East, Nanton in the South and Calgary in the West.**

Agency or Association	Appointed	Agent or Manager
Arrowwood Co-op Assoc. Ltd.	Apr., 1963	Ralph Seeley
Beiseker	Aug., 1969	Fred Bell
Blackie Co-op Assoc. Ltd.	Mar., 1960	D. Wooldridge
Calgary	Apr., 1968	Al Smith
Dalum	June, 1938	John Anderson
Drumheller	Dec., 1963	Carl Percy
High River Co-op Oil Ltd.	July, 1961	Harry Rodewoldt
Milo	Oct., 1969	Kenneth Stumpf
Nanton	Apr., 1957	Bob Younggren
Okotoks	July, 1958	Russ Fullerton
Patricia	Apr., 1941	Ralph Bishel
Rockyford	Aug., 1952	Jim Fraser
Rosebud	Apr., 1968	Gordon Milgate
Strathmore	Mar., 1959	Francis Flynn
Three Hills	Apr., 1969	Chester Davidson
Trochu	May, 1963	'Sammy' Samson

# High River Co-op Oils



*Bob Butcher and Harry Rodewoldt.*

High River Co-op Oils was incorporated on March 15, 1961. The first board of directors consisted of President — **Dick VanWinkle**; Vice-president — **Bill Slack**; Secretary-treasurer — **Bob Slack**; Directors — **Lewis Callahan, Rod MacKillop, Roy Davis, Glen Morrison, Archie Hogg, and Ed Stevenson.**

**Bob Slack** is an affiliated co-operatives delegate with United Farmers and **Archie Hogg** is the delegate from the High River area.

**Harry Rodewoldt** is the capable manager of High River Co-op Oils. He is ably assisted by **Bob Butcher**. Four years ago, Mr. Butcher took on the agency for Co-op Insurance and has built up a very good business that works in well with the petroleum operation.

There has been a steady increase in volume each year and this year the volume is expected to hit the 400,000 mark. As of September, 1969, the High River Co-op Oils had shown an increase of 7% over last year's sales.

The Petroleum Division serves Alberta through direct member agencies and local associations.

The High River Co-op Oils is a prime example of the effective partnership program that United Farmers enjoys with 17 petroleum associations throughout Alberta.

The 1969 board members are: **Tom Robertson, Roy McLean, Jack Sckilnick, Archie Nauta, Charlie Wambeke, Dick Van Winkle, Jim Hunter, Elmer Sleeman, John Horrel.**

Our sincere thanks to our delegate **Bob Slack**, secretary-treasurer of the High River Co-op Oils, for compiling this information.

## 15 YEAR SERVICE AWARD

Stanley Segar known by all Elnora people as "Turk" has lived in the Elnora district since 1920.

Turk spent his younger days on the farm and in 1947 moved to the town of Elnora to take up a business partnership with the late William Johnston and Segar Cockshutt Farm Implement and Service Garage in Elnora.

Johnston and Segar operated the U.F.A. Co-op Petroleum Agency in conjunction with their machine business until the late William Johnston retired.

Mrs. Segar is a nurse at the Elnora hospital. Turk receives considerable assistance from his two daughters Maryellan and Joanne. Maryellan is now completing her high school in Delburne and Joanne is taking her grade 9 in Elnora.

Gordon Gimbel, Territory Supervisor of Petroleum Area #4 was kind enough to write in about Turk's 15 years with United Farmers. Gordon wrote "Turk certainly deserves to be honored in his 15th year with our Organization. He has been a loyal and hard working business associate."

On behalf of Gordon and United Farmers, sincere wishes to Turk for many more years of success in Elnora.



*Gordon Gimbel presents award to 'Turk' Segar.*

# Recipies Worth Trying



*This One's Good*  
**Dark Rich Fruit Cake**



*This One's Better*  
**New Year's Punch**



- ¾ pound seeded raisins*
- ¾ pound currants*
- ¾ pound dates, finely chopped*
- ¾ cup cherries, halved*
- 6 ounces blanched almonds, coarsely chopped*
- 6 ounces walnuts, coarsely chopped*
- 8 ounces mixed peel*
- ¼ cup butter*
- ½ cup oil*
- 1 cup brown sugar*
- 4 eggs*
- 1½ cups all-purpose flour*
- ¾ teaspoon baking soda*
- ¾ teaspoon allspice*
- ¾ teaspoon nutmeg*
- ¾ teaspoon cinnamon*
- ½ teaspoon cloves*
- ⅓ cup molasses*
- 1¼ cups dairy sour cream*

*TAKE YOURSELF: Peel off the layers of ego-tism and jealousy; remove the seeds of unkind thoughts; cut out the prejudices, worries and fears.*

*THEN ADD: One firm belief that life is worth living; one strong determination to live at your best; one resolve that you will strive for the goal of real success.*

*MIX WELL: Season with a sense of humor and optimism; garnish with smiles and pleasant words; turn bravely to a hungry world waiting for your help. Serve with gentleness and courage.*

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*When we were children, we were grateful to those who filled our stockings with toys at Christmas time. Why are we not grateful to God for filling our stockings with legs?*

*G. K. Chesterton*

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*Happiness is a perfume you cannot pour on others without getting a few drops on yourself.*

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Prepare an 8 x 8 x 3½ inch cake pan by greasing well and lining with waxed paper. Wrap 2 to 3 layers of brown paper around the outside of the pan securing with string. Mix fruits together. Sift flour, baking soda and spices together then mix ½ cup dry ingredients with fruit-nut mixture. Cream butter, add corn oil and sugar; beat well until light in colour. Beat in eggs one at a time. Add sifted dry ingredients to creamed mixture. Stir in the floured fruit and nuts. Mix together the sour cream and molasses blending well; add to batter combining well. Pour into prepared pan. Place a shallow pan of water on bottom rack of oven. Bake cake at 275° F. for 5 to 5½ hours or until cake tests done. Cool. Remove from pan; wrap well and store.



# Season's Greetings



As we rapidly approach the new year it is natural to reflect on this past year which has been a difficult one for agriculture. The problems which have beset our industry are still unresolved. The coming year will bring with it new challenges and new decisions to be made.

Let us at this time gather our strength to meet the new year with hope, endeavor, courage and trust in God. Let us remember that our most precious Christmas gift is the blessing of peace — the peace to build and grow — to live in harmony and sympathy with others. Let us rededicate ourselves so that with this most valuable Christmas gift, we can plan for the future with confidence and determination.

I hope this Christmas season you will be in the midst of friends and family to enjoy the festivities. In the year to come, may good health, peace and prosperity be yours in full measure.



*George Sayle*

GEORGE SAYLE  
President



*William McCartney*

WILLIAM McCARTNEY  
General Manager

This has been one of the most trying years that agricultural producers have ever had to face, yet they have endured with the same iron spirit that is second nature to people of the soil.

As Christmas rapidly approaches, I am sure that everyone welcomes having the time and the opportunity to contemplate all of those things in our lives that more than compensate for our temporary setbacks. There will be time to renew and refresh meaningful relations with family, relatives and friends. There will be time to celebrate His birthday. There will be time to give thanks for our Canadian way of life and to hope that people of all nations will share the peace that we enjoy.

All of us in United Farmers enjoy our daily contact with our members and we serve the agricultural industry with a sense of pride and achievement. On behalf of our management and staff, I wish you and your family a Merry Christmas and may the New Year bring fulfilment of your highest aspirations.



Our entire organization  
joins in sending  
SEASON'S GREETINGS  
and warmest best wishes for  
a prosperous and  
HAPPY NEW YEAR

UNITED FARMERS OF ALBERTA CO-OPERATIVE LIMITED

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