

THE UNITED FARMER

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Season's

Greetings

THE UNITED FARMER

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Vermilion - Grande Prairie

Our Cover Picture



Christmas Dreams

Reprinted from an original oil painting, through the courtesy of Doug Stephens, of Calgary.

Doug Stephens is a well-known cowboy artist and sculptor; an associate member of the Cowboy Artists of America Society and a lifetime member of the Cowboys' Hall of Fame Rodeo Historical Society, Oklahomo.

The model for Christmas Dreams was Doug's daughter, Shirley.

A CHRISTMAS MESSAGE

May you have the spirit of Christmas which is peace - the gladness of Christmas which is hope - the heart of Christmas which is love.

CHRISTMAS IS A GIVING TIME

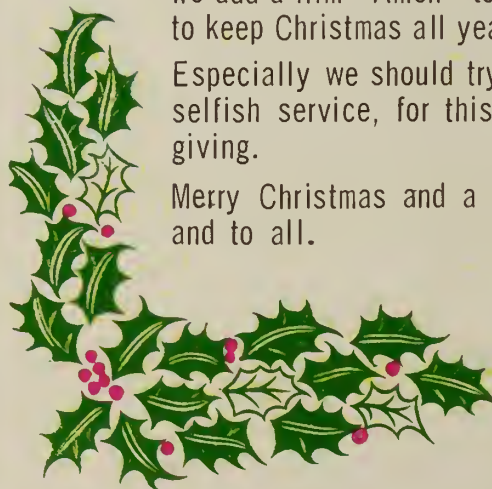
Ebenezer Scrooge learned the hard way that giving is more blessed than getting. Christmas is a season when we feel a special urge to give to those we love.

Mr. Scrooge promised: "I will honor Christmas in my heart and try to keep it all the year. I will live in the past, the present and the future. The spirit of all three shall strive within me. I will not shut out the lessons that they teach."

We add a firm "Amen" to this promise. Let us strive to keep Christmas all year long in our hearts.

Especially we should try to give of ourselves in unselfish service, for this is the only true gift worth giving.

Merry Christmas and a Happy Holiday wish to one and to all.



New Director Elected



ERNEST COOPER

At the Annual Meeting held in Calgary on November 12 - 15, Mr. Ernest Cooper of Sangudo, Alberta was elected to the Board of Directors of United Farmers.

Mr. Cooper has been a delegate since 1964 when he was elected from the Lac St. Anne area.

At the present time Mr. Cooper is secretary of the Mayerthorpe Sangudo Co-op Livestock Shipping Association. He is a past president of the Paddle Valley Rural Electrification Society and is a member of the Alberta Wheat pool.

In addition to farm organizations, Mr. Cooper has for many years had a keen and active interest in education. He previously served as trustee and as secretary-treasurer of the local school district.

Mr. and Mrs. Cooper have two married daughters, one son, and two grandchildren. Mrs. Cooper teaches at the Junior High School in Sangudo.

The Board, Management, and staff of United Farmers welcomes Mr. Cooper, as Director from District 8H.

James Bentley Honored



JAMES BENTLEY

At the Annual Meeting, James Bentley was honored for his many years of outstanding service to United Farmers. Mr. Bentley was recently replaced by Mr. Ernest Cooper as a member of United Farmers' Board.

In 1930, Mr. Bentley joined United Farmers and in 1935 was elected a member of the directorate body. He has held numerous executive positions in farm organizations as well as serving for several years on the Senate of the University of Alberta (his Alma Mater).

Mr. Bentley served on two Government investigating committees in Alberta — the Hutterite Committee and a special Areas Committee. He is a member of the Canadian Council of Rural Development and the Alberta Advisory Council.

At the present time, he is on the Board of the Alberta Federation of Agriculture and is the President of the Canadian Federation of Agriculture.

Mr. Bentley has distinguished himself in his devotion to the farming industry and the outstanding support he has always given to co-operatives. Our Organization is proud to have been associated over these many years with Mr. Bentley.

Thailand -

Uganda

Zambia -

Syria -

Trinidad -

Ceylon

India -



Left to right: Pailin Supakitvilekagarn, from Thailand; Cliff Pilkey, field representatives from United Farmers; Cyprian Rama from Uganda; Enock Chalo from Zambia. Brahma Sharma from India.



Left to right: Mr. and Mrs. Art Dahlman, Federated Co-operatives Limited; Rajaguru Rajaguru from Ceylon; Mahmoud Kalaji, Syria; Mohan Singh from India; Herman Ramkerrysingh from Trinidad (back to camera).

In 1964 Western Co-operative College was designated by the Canadian Department of External Affairs as the training centre in Western Canada for co-operative trainees from abroad.

Six month training programs are offered to the developing countries. The program also includes a six week course at the Coady International Institute at Antigonish.

This program provides an opportunity for the college to extend its services to serve the needs of co-operatives in the developing countries of the world. It has been carried through with great success.

United Farmers along with other major co-operatives in Calgary was honored this year to have as guests some of the students in the overseas training program at Western Co-operative College. Many of these people hold prominent government positions in their own countries and have come to Canada to further familiarize themselves with co-operatives.

The Proof is in the Picture

We know some big boys that, for Christmas, would like to be able to catch the fine fish that is shown in the picture. At this time of year you will just have to go south, fellows. However, a few months ago, Tony Gass caught this one close to home, and he is justifiably proud of his catch.

Tony is one of the United Farmers top Bulk Plant agents as his gallonage sales record certainly shows. He moved to the Peace River area in 1929 and farmed at Hythe until 1951. He was operations manager of the Hythe Co-operative Seed Cleaning Plant in the winter months from 1947 - 51.

A few years ago Tony received his 15 Year Service Award pin from United Farmers. His son Andy is his right hand man and is in charge of deliveries.

Very belated but nonetheless, enviable congratulations to Tony Gass on his fine catch.



Tony Gass and his prize fish Beaverlodge.

Popular Perry — just ask our agents at Athabasca, Drayton Valley, Edmonton, Millet, Morinville, Neerlandia, Mayerthorpe, Onoway, Rochfort Bridge, Salisbury, Sangudo, Stony Plain, Thorsby, Warburg, Wetaskiwin and Wildwood.

10 YEAR SERVICE AWARD

Perry Billingsley is a popular man and deservedly so. His first five years with United Farmers were spent in the Calgary Head Office and during this time he made some staunch friends. Staunch, that is as boosters of Perry's when it comes to attesting that he's "a really nice guy" — (but we still can't find one person, Perry, who is an admirer of your hand-writing).

Perry is a marketing supervisor for the Petroleum Division. He has a thorough background of this division for during his time in Head Office, he worked at the freight desk, T.B.A. desk, petroleum cash desk as cashier, accounts, and also on payable and financial accounting.

Perry hails from Saskatchewan (and then sometimes we wonder who doesn't). He received his education at Nutan Collegiate and also took one year of commerce at the University of Saskatchewan.

Perry and his family have spent the past two years in Grande Prairie. They enjoyed the Peace River country immensely and especially the people. The fond memories the Billingsley's have of this area are why Perry and Gerry intend to go back to visit as often as they possibly can.

While in Grande Prairie, Perry was active in several organizations — as vice-president of the Grande Prairie Toastmasters, assistant cub master and little league baseball coach. He enjoys all sports and at one time played basketball, football, and rugger. He was also a competitor in track and field and fastball.



Perry Billingsley
Marketing Supervisor
Petroleum Division

Perry is interested, as well, in The Toastmasters Club, reading, the stock market — and his family which consists of his delightful wife Gerry and their four fine children, Perry Jr., 9; Bruce, 8; Holly, 6; and Heather, 4.

Recently, Perry and his family moved to St. Albert and think this is a tremendous city.

Hearty congratulations on receiving your 10 Year Service Award, Perry, from United Farmers.

OKOTOKS

The fireman who runs a tight ship.

In 1965, United Farmers wanted to do a story on one of our agents who ran a good tight ship. We heard people say, "Russ Fullerton certainly keeps his place in apple pie order". Our Petroleum Accounting Department also testified he had a perfect record for sending in his cash and stock reports.

Well, Russ Fullerton still has a perfect record for sending in his cash and stock reports. It is also a certainty that the Okotoks agency is still kept in 'apple pie order'. As Russ has said, "It's a lot easier to keep things clean than let them get dirty and try to clean them".

Russ was born in Calgary and grew up in the Bragg Creek district where his folks were ranchers.

He served 4½ years with the Calgary Tank Regiment in the 2nd World War and served overseas for the Canadian forces. He is a member of the Canadian Legion at Okotoks and the past exalted ruler of the B.P.O. Elks Lodge. He spent 14 active years with the fire department and was fire chief for three years. Presently he is serving on the town council for the town of Okotoks.

Russ and his charming wife Bunny have one daughter, Patricia who is now 19 years old and one son, Phillip who is 16 years old.

Hearty congratulations to Russ on receiving his 10 year service award and a special salute to the Fullertons — two very hospitable people.

10 Year Service Award



*Russ Fullerton
Okotoks, Alberta
United Farmers Agent*

"Cinderella Crop"

Vegetable oil made from rapeseed. Not only better, but a marketing solution.



*Mike Nikolaychuk
Woking, Alberta*

Mr. Mike Nikolaychuk, United Farmers' Delegate from the Spirit River area, is also a director of the Farmers' Union of Alberta.

At United Farmers' Annual Meeting, he spoke on "Marketing Canada's Rapeseed" and noted that rapeseed is the "Cinderella" crop of Canada. Its conversion to vegetable oil could result in domestic marketing of 24,000,000 bushels — the entire Canadian production. Alberta is the largest producer of Ca-

nadian rapeseed with 50% of the provincial crop coming from the Peace River area.

Mr. Nikolaychuk also said, "Canada would do far better in the Japanese export market if she showed Japan how rapeseed could be used as a meal for animals."

The knowledgeable and well qualified approach on this subject that was taken by Mr. Nikolaychuk was of keen interest to the Delegates at the Annual Meeting.

CAMROSE

A visit to people who know their business. Donald Steere, Gordon and Carman Mason.

United Farmers takes pride in the clean modern look of their bulk petroleum plants. The greater majority of them have been rebuilt or modernized over the years and this upgrading of plants will be continued.

However, one of the major considerations to the success of United Farmers' Petroleum Division is the agent.

Our agents know farmers' problems and realize how important it is for them to keep their storage tanks full.

Our agents know their job and understand the importance of a dependable fuel supply.

Gordon and Carman Mason who are the agents at United Farmers Camrose Petroleum Plant are good examples of the 'service with integrity' that is offered by United Farmers.

Their new bulk plant is located in east Camrose just north of Highway 13.

On February 21, 1969, it will be 18 years that Gordon Mason has been a United Farmers Petroleum Agent. Some years ago he was joined in the business by his son Carman and along with the help of veteran employee Oliver Bergstrom, Camrose is a particularly successful and efficient Bulk Plant.

On a recent visit to Camrose, your editor was given the opportunity of going along with Gordon and Carman for a visit to the farm of Donald Steere. His efficient, productive farm is a good example of a viable farm unit. (It's quite a feat, the way Donald wheels his new tractor around like a sports car buff.)

To the hospitable Mr. Steere, our thanks for the picture for the Annual Review taken on your farm. It shows Carman and Gordon delivering Maple Leaf Petroleum products to your place. (Oh yes, not only is Donald Steere hospitable — he is also a very good customer of United Farmers.)



At the Donald Steere Farm:

Pictures left to right: Gordon Mason, Alice Switzer, Donald Steere, and Carman Mason.

ALLIANCE

a 1st for Bill — a 15th for Jack



Jack Bateman, United Farmers' Agents at Alliance; the 15 Year Service Award; Bill LeBlanc, Marketing Supervisor, Petroleum Division.

15 YEAR SERVICE AWARD

Bill LeBlanc, Marketing Supervisor for petroleum area No. 3 wrote in recently to say, "On Tuesday, November 12, 1968 I had the pleasure of making my first service award. It was to Jack Bateman our agent at Alliance. Jack was appointed on November 10, 1953 by re-

cently retired Ian MacIntosh and recalls this occasion very clearly.

"In Jack Bateman we have a man who has lived in Alliance all his life and has donated freely of his time to community projects. At the present time, Jack is the mayor of Alliance. He also served on the school board for several years.

"Jack is a very amiable and cooperative type of person and this is perhaps one reason he is so well liked and respected in his community. Visits to the agency by customers ordering products, or asking for other services, usually result in

cheerful 'remarks' between Jack and his friends.

"Don Young has been with Jack for 14 years at United Farmers' Alliance Bulk Service Plant and is a driver for the agency.

"All the best to Jack Bateman and his wife and many, many more years of continued success."

United Farmers adds its sincere congratulations along with Bill's to Jack Bateman on receiving United Farmers 15 years service award, and commends Jack for his contribution to the success of United Farmers in the Alliance area.



Alberta Wheat Pool

United Farmers congratulates the Alberta Wheat Pool on completion of another successful year. Grain handlings during the 1967 - 68 season showed the fourth largest volume in the organization's history and represented 46.42% of Alberta marketings.

Pool surplus earnings for the 1967 - 68 year were \$5,531,898 before provision for income tax. Earnings were derived from terminal operations in Vancouver, Victoria and Port Arthur.

At the Alberta Wheat Pool's Annual Meeting held recently in Calgary, president G. L. Harrold unveiled a newly designed Alberta Wheat Pool symbol. The new emblem adds a further dimension to the image of Alberta's largest home owned business. On a clean white background, a golden wheat head rises from the openness that depicts Alberta's broad plains, fronting the blue mountains that portray the stability of Alberta's agricultural industry. Implanted on the right face of the emblem, the word "Pool" forcibly identifies the organization.

In its 46th year of operation, Alberta Wheat Pool selects a new emblem and looks with confidence to the future.



Will Retire As General Manager of Alberta Wheat Pool



A. T. Baker

At the Annual Meeting of the Alberta Wheat Pool, Mr. A. T. Baker announced his retirement effective July 31, 1969 as General Manager. Mr. Baker has ably filled this position for the past 16 years. He was a delegate from 1941 to 1945, a director from 1945 to 1953, and from 1950 to 1953, was vice-president of the Alberta Wheat Pool.

With major farming interests in southern Alberta, Mr. Baker is prominent in agricultural, financial and civic organizations. He has served as vice-president of the Alberta Federation of Agriculture; a member of the Senate of the University of Alberta (his Alma Mater); on the board of the Calgary General Hospital and the council of the Calgary Chamber of Commerce.

Mr. Baker is the immediate past president of the Calgary Exhibition and Stampede; a director and vice-president of Western Co-operative Fertilizers Limited; and serves on the board of the Bank of Nova Scotia and the Alberta Gas Trunk Line Limited. He is a member of the eastern Rockies Conservation Board and the advisory board of the Royal Trust Company.

Personnel Manager Wins Award



Arne Olson

Congratulations to Mr. Arne Olson, Personnel Manager of United Farmers on his attainment of the highest marks in Economics in the Personnel Administration Certificate Program.

This course which was designed by members of the University Faculty, after consultation with the Educational Committee of the Calgary Personnel Association, was given at the University of Calgary.

Mr. Olson was honored at a dinner where he received his award for achieving the highest final standing in "Economics in a Canadian Setting".

PERTINENT POINTS TO PONDER

On Getting Along

Sooner or later, a man, if he is wise, discovers that life is a mixture of good days and bad, victory and defeat, give and take.

He learns that it doesn't pay to be a sensitive soul — that he should let some things go over his head like water off a duck's back.

He learns that he who loses his temper usually loses. He learns that

Morinville, Alberta

Andy's On The Air



Andy Ricard and Ian MacIntosh

Andy Ricard, United Farmers' Bulk Plant agent at Morinville has a radio dispatched delivery truck. Ian MacIntosh reported, before his retirement, that he believes this is the first and only one being used by United Farmers' agents.

Would anyone care to challenge Ian? We certainly would appreciate hearing from any of our agents who are using radio dispatched trucks. In fact, if you are doing so, send a picture so we will have proof to show Ian.

all men have burned toast for breakfast now and then, and that he shouldn't take seriously the other fellow's gripe.

He learns that carrying a chip on his shoulder is the easiest way to get into a fight. He learns that the quickest way to become unpopular is to carry tales and gossip about others.

He learns that most people are human and that it does not harm to smile and say "Good Morning" even if it is raining. He learns that most of the other fellows are as ambitious as he is, that they have brains that

are as good or better; and that hard work, and not cleverness, is the secret to success.

He learns that it doesn't matter so much who gets the credit so long as the business shows a profit. He comes to realize that the business could run along perfectly without him.

He learns to sympathize with the youngsters coming into business, because he remembers how bewildered he was when he first started out.

He learns not to worry when he doesn't make a hit every time.

Contributed by Arne Olson



Best Wishes
FOR A VERY HAPPY
HOLIDAY SEASON

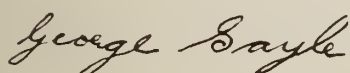
This year will soon be drawing to a close and our thoughts go back over the events of the past year. This has been a successful and busy year for United Farmers. There has been no stagnation and indeed much solid growth.

In the past year many critical issues have confronted the agricultural industry and in the coming year, many important decisions will have to be made.

At this time, let us rededicate ourselves to the true spirit of this Christmas season so that its joy, its beauty, its hope and above all, its abiding faith may live among us.

May the blessings of peace be ours – the peace to build and grow – to live in harmony and sympathy with others so that we may plan for the future with confidence.

To all our members and personnel, a heartfelt wish for a Holiday Season of happiness and a New Year of health and prosperity.



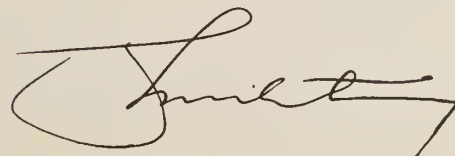
George Sayle, President
United Farmers

The Festive Season is here once again with all its attendant activities of family gatherings, fellowship, warmth of spirit and perhaps the most important of all, time to give thanks for the blessings bestowed upon us by a patient and understanding Creator.

This has been a trying year for the entire agricultural industry. In spite of all the difficulties, Alberta farmers have demonstrated once more, their undeniable talent to firmly persevere in the face of adverse conditions.

Those of us who have the privilege of serving the industry and the self-reliant people in it, are proud of our members' achievements and the contribution farmers make to the welfare of our nation.

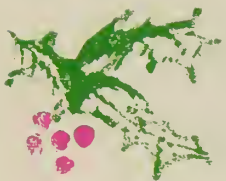
On behalf of our Management and staff, I wish to express to you and your family our best wishes for a Merry Christmas and a rewarding New Year.



Wm. McCartney
General Manager



GOOD HEALTH
GOOD LUCK
GOOD FRIENDS
GOOD CHEER



*Our Wish To You-
This Coming Year*

