

The U.F.A. CO-OPERATOR

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Department

Service Awards
Presented to

Anthony Gass
and
Dennis Norman

Petroleum Area
No. 4



17TH ANNUAL RURAL LEADERSHIP TECHNIQUES COURSE - 1967

FRONT ROW, LEFT TO RIGHT: Elmer Reimer, Alan Fraser, Robert Kootenay, Larry Zwarich, Danny Dubuc, George Visser, Ernie Koehli, Vern Leahy, Donald Tolm, Art Trace, Charlie Carneigi, Marko Chackick, Barry Dunn, Adolphus Yellowdirt, Mike Warawa, Tom Knight

MIDDLE ROW, LEFT TO RIGHT: Fred Cardinal, George D'Or, Mike Faryna, Vernon Hauer, Kurt Preugschas, Paul Edlund, Ray Cunningham, Steve Juris, Stan Pearson, Purvis Paulgaard, George McKenzie, Louise Million, Ruth Currie, Margaret Vance, Marge Mitzel, Chiye Matsumoto, Maurire Lozeau, Clifford Lock, Wally Tullis

BACK ROW, LEFT TO RIGHT: Don Freed, Lena Hillaby, Lucille Glaister, Anne Haney, Rita Milligan, Helen Duda, Vera Holt, Judith Willard, Gladys Clark, Leona Jacobson, Leona Williar, Anna Mae MacDonald, Mary Osadezuk, Agnes Carlson, Inez Page, Monica Trace, Arabella Creighton, Justine Knowlton, Elaine McMullen, Joey Jackson, Eric Cormack

SEATED IN FRONT: Harry Cramton, George LaBelle, Elaine Smallface, Arnold Smith, Mel Paul

Banff School of Fine Arts Rural Leadership Techniques

The seventeenth annual short course on Rural Leadership Techniques was held at the Banff School of Fine Arts from January 15 - 27th. In attendance were members of rural communities who are active in community and farm organizational work. The course was co-ordinated by the department of Extension of the University of Alberta. The sponsors were the Alberta Wheat Pool, Farmers' Union of Alberta, United Grain Growers Ltd., United Farmers of Alberta Co-operative Ltd., Junior Farmers' Union of Alberta, Farm Women's Union of Alberta, Alberta Department of Agriculture, Alberta Women's Institute, Farmers Union and Co-operative Development Association, Alberta Federation of Agriculture and the Indian Affairs Branch. Specific phases of the program were: Speech Discussion, Conduct of Meetings, Mechanics of Organization, Recreation, Resources and Background.

U.F.A. Co-op was pleased to sponsor five people to this course.

Elmer Reimer, Manager of the Information Service Division of U.F.A. Co-op assisted in conducting classes. Mr. Reimer commented on the enthusiastic and knowledgeable attendants at the classes this year and on their active participation in all phases of the program.

Authorized as second class mail by the Post Office Department, Ottawa, and for payment of postage in cash. Postage paid at Calgary.

10th Annual Rural Leadership Conference

From February 19th to March 3rd, 1967, the 10th Annual Rural Leadership Conference will be held at the Banff School of Fine Arts. This conference is designed to provide an opportunity for senior leaders of farm and rural organizations to discuss, study and more fully understand the economic, sociological and human relations factors and influences affecting farming, farm living and rural organizations. Course content is Rural Sociology, Human Relations, Economics of Agriculture, Communications, Public Relations and Leadership Skills.

The staff will consist primarily of members of the University of Alberta and specialists of major farm and co-operative organizations. A number of the foremost agricultural and rural leaders of Alberta will take part in this program. U.F.A. Co-op will again be sponsoring candidates for this course and will be assisting with the teaching staff.

**"The basic theme
in the Centenary
is to build a better
Canada ..."**



Let the Rest of Alberta Know!

What Centennial Project are you planning in your community? We feel the readers of the Co-operator would be interested in hearing of the various Centennial endeavors that have been undertaken in all the nooks and crannies of our vast Alberta. Be it a village, town, city, community or individual project, just write to the Co-operator and we would be glad to tell the rest of Alberta about it.

Tell us the details of your project, the people involved, and if feasible or applicable please send us a picture or a sketch. So, let's hear from YOUR COMMUNITY!

Please write to:

Alice Switzer,
U.F.A. Co-op Ltd.,
1119 - 1st St. S.E.,
Calgary, Alberta.

CAMROSE FARM SUPPLY CENTRE

The Camrose Farm Supply Centre was officially opened in October, 1964. Previous to this, U.F.A. Co-op had operated from temporary quarters in Camrose. In the short period of one month, gratifying sales of \$18,000 were shown. The Camrose Farm Supply Centre encompassed 6,000 square feet and utilized a staff of four. In the first year of business, Camrose accounted for 6% of the total sales volume of the Farm Supply Division.

Camrose quickly proved to be a real asset to the

Organization. Member support was excellent and in the latter part of 1965, the increase in sales was substantial. In 1966, the sales at Camrose accounted for 6.4% of the total sales in the Farm Supply Division.

The manager of the Camrose Farm Supply Centre when it opened was John Dueck. John is now the manager of the Lethbridge Farm Supply Centre. In October, 1966, Mr. Ward Smith, manager of the Farm Supply Division of U.F.A. Co-op announced the appointment of John Sukeroff as manager of the Camrose Farm Supply Centre.

Camrose Farm Supply Centre Personnel



Jack Sukeroff

Manager - Camrose Farm Supply Centre

Jack was born in Vulcan, raised on farms at Mulhurst and Vauvhall and went to school at the latter. He has accumulated 12 years of business experience, primarily in the building field, as lumber yard manager for Revelstoke Buildings and Materials and as assistant-manager and lumber department manager for Brooks Co-op.

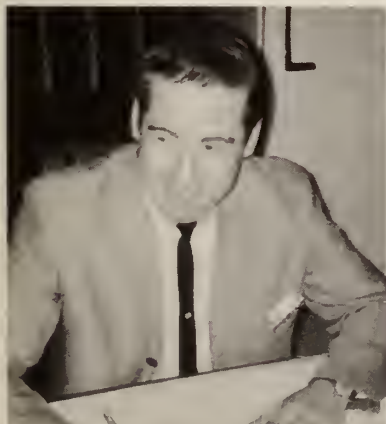
Jack is married and has three children. He likes to hunt, fish and camp. He also enjoys playing the guitar. We're happy to have you on the U.F.A. Co-op team Jack, and wish you continued success as the Manager of the Camrose Farm Supply Centre.



Sharon Fitzpatrick
Kardex Clerk and
Typist



Wayne Houcher
Building Sales
Representative



Dennis Canning
Counter Salesman



Stewart Hunter
Head Warehouseman



Lamont Christian
Warehouseman

BEAVERLODGE 15 YEAR SERVICE AWARD



Mr. G. Sayle, U.F.A. Co-op President
Mr. A. Gass, Beaverlodge Petroleum Agent and Mrs. Gass.

When Tony Gass first went into the Peace River in 1929, it was rugged country (ask Mr. Sayle — our President — he's quite familiar with the Peace River). Mr. Gass went there with his parents who pioneered and farmed at Hythe until 1951. During the winter months, from 1947 - 1951, Tony was operations manager of the Hythe Co-operative. In December of 1951, he joined U.F.A. Co-op as bulk petroleum agent and is now celebrating his 15th anniversary with our Company.

In 1951, the Beaverlodge Plant was marketing approximately 200,000 gallons. Mr. Gass can proudly point to a gratifying increase. For the last three years, Beaverlodge has shown a volume of over 600,000 gallons per year.

Mr. Gass is married and has three children. His daughter Rosemarie is married and has made proud grandparents of Mr. and Mrs. Gass — his son Conrad is in high school and then there's Andy, of whom Mr. Gass says, "Andy is my right hand man".

Mr. Gass played ball for quite a few years and also did a considerable amount of curling. He was honored by the Elks' Lodge three years ago when they presented him with a 20 year pin. He now serves as a trustee at the Local Lodge and represents the Elks in the Community Centre Hall Board.

Fifteen years with the same company is a noteworthy achievement, and Mr. Sayle was honored to present his longtime friend with a 15 year Service Award. Heartiest congratulations to you Mr. Gass on your productive years at Beaverlodge and we are sure this will continue for many more years.



REMOVING STAINS FROM PERMANENT PRESS

1. If these stains go untreated, in about fifteen days they'll be just about impervious to home methods. Heat in any form can have a similar setting effect.

In pretreating, use solvent for greasy stains and detergent for others.

Work lightly so the stain isn't forced into the fabric. Use tissue to absorb the stain; then feather lightly with pretreating agent to avoid a ring.

Prompt treatment is necessary. Some sugar-containing liquids such as soft drinks, tea and coffee will caramelize into a stain that is nearly impossible to remove.

2. "Remove as much of the oil as possible with a solvent such as **Fireproof energene**, (available at drug stores). As soon as this is dry, pretreat the area with liquid detergent. Allow to stand for one hour before washing. Wash according to color and degree of soil."

The clothing specialist from the Alberta Department of Agriculture tried the above method and found it quite effective.

IT TAKES COURAGE

Reprinted from THE RIGHT HAND

To stand for the right at all times.

To say "No!" squarely to evil when all those around you are saying "Yes."

To speak the truth when, by a little "twisting," you can gain some advantage or escape punishment.

To refuse to do a thing which you think is wrong, when it is customary and is done by many others.

To face slander and lies, and to carry yourself with cheerfulness, grace, and dignity for a long while before the lie can be corrected.

To obey your parents when the other boys and girls are trying to say it's all right "put one over on them."

These things take courage — but boys and girls who use this courage grow up to be better men and women.

Alberta

From an article that was contributed to Sco-ops in 1949

Alberta was named in 1882 by the then Governor General of Canada in honor of his wife Princess Louise Caroline Alberta who was a daughter of Queen Victoria.

The various towns of the present were originally only stopping places or post offices getting their names from the various fur traders, early officials of the railway and early ranchers. Often they were descriptive of the early settlers, their hopes and aspirations, disappointments and successes. The Blackfoot and Cree Indians contributed more to naming places than any of the other tribes. ATHABASCA is Cree for place of reed, ETZIKOM is Blackfoot for valley, BATTLE RIVER and PEACE RIVER are descriptive of Indian struggles, BEAVER HILLS and BUFFALO LAKE tell of the localities where these animals were in abundance. STAVELY, COCHRANE, DEWINTON and STIMSON were named after early ranches.

ACADIA VALLEY — settled around 1910 by Nova Scotians and given the name reminiscent of the old French regime in New Brunswick and Nova Scotia.

BEAVERLODGE — named after the valuable fur bearing animals.

BROWVALE — after J. H. Brown, an early settler.

CAMROSE — takes its name from a city in Wales.

CHINOOK — from the dry westerly winds welcome in winter but not so popular during dry spells.

CORONATION — given its name in 1911 at the time of the Coronation of King George V.

DRUMHELLER — after a pioneer of Alberta coal mining — Samuel Drumheller.

MORIN — was called Blooming Prairie till 1911.

RIMBEY — named in 1903 after the Rimbeys brothers, the first three settlers.

STRATHMORE — named after the 13th Earl of Strathmore.

THREE HILLS — after the three small hills in the locality. The old buffalo trail crosses the creek and is one of the oldest trails in Alberta, having been in use long before the Calgary — Edmonton trail.

VETERAN — which was at one time known as Wheatbelt P.O. was named during the coronation year of 1911. Consort, Loyalist and Throne were named at the same time.

CALGARY — named in 1876 by Col. Macleod of the R.N.W.M.P. after the ancestral estate of his cousins, the Mackenzies on the Isle of Mull, Scotland. The first Post Office was opened October 1, 1883.

Too Well Known

In a Kansas shop is this sign: We require a deposit of 50 per cent from customers we don't know and 100 per cent from some we do know.

Why Not?

"Will you love me when I'm old and gray?"
"Why not? I've loved you through four other colors."

PROMOTION



JIM JOHNSON

Accountant of U.F.A. Co-op Ltd.

On February 15th, 1967, Mr. R. B. Ward, Treasurer of U.F.A. Co-op Ltd., announced the appointment of N. J. "Jim" Johnson as Accountant of our Company.

Jim's training and background — three years as an articulated student — five years as internal auditor for B.A. Oil Co. — well qualify him for this responsible position. He is now in the fifth and final year of the Certified General Accountants Course.

On January 4th, 1966, Jim joined U.F.A. Co-op as supervisor of the Farm Supply Accounting Department and he has certainly put a lot of boundless verve and enthusiasm into his work. In his new position as accountant of U.F.A. Co-op, he will be responsible to the treasurer, Mr. R. B. Ward, for accounting duties performed in the areas of dividends, farm supplies and financing. He will also be responsible for co-ordinating the accounting functions of the administrative division in relation to the preparation and analysis of financial statements and accounting services.

Jim and his wife, Connie, have two boys aged 4 years and 9 months. Jim is avidly interested and knowledgeable about sports. He has participated in most of them particularly football and baseball. He also coaches minor sports.

Sincere congratulations to "Big Jim" on his promotion and best wishes for every success in his new position with U.F.A. Co-op Ltd.

HIGH LEVEL

TAYLOR



ALSASK

DEL BONITA

**SPIRIT RIVER
Open House**



This handsome group are all affiliated with U.F.A. Co-op. Left to right: Larry Luft, Grande Prairie Farm Supply Centre Manager; George Sayle, U.F.A. Co-op President; Mike Nikolaychuk, U.F.A. Co-op Delegate; Steve Didow, former Spirit River Petroleum Agent; Nick Kulachkosky, Bay Tree Petroleum Agent; Morris Sinkwich, Wanham Agent; Dave Keown, new Spirit River Agent.

DECEMBER MEMBER APPLICATIONS

The Dividend Department processed 104 Farm Supply and 186 Petroleum membership applications in December. Total membership applications for the twelfth month of the year was 290.



Good judgement comes from experience and experience comes from poor judgement.



Nothing is impossible. Now we have peace on a war basis.

HERE

an

MANNVILLE

10 YEAR SERVICE AWARD



Dennis Norman

Dennis Norman, U.F.A. Co-op Petroleum agent at Mannville, recently received his 10 year Service Award from our Company. Gerry McKay, Area Petroleum Supervisor, made the presentation.

Dennis migrated from England to the Oyen district where he worked for five years. He then moved to the Mannville area and farmed there for over 20 years.

On December 4, 1956, he joined U.F.A. Co-op as our bulk petroleum agent at Mannville. When Dennis took over the agency, the volume of light products sold in 1957 was 200,000 gallons. Sales have steadily increased and in 1966, 330,000 gallons of light products were sold. Oil sales compared to 1957 were more than doubled.

Dennis and his lovely wife Ida have been married for over 30 years and have two sons Gary and Bill. Dennis is an enthusiastic and active supporter of minor hockey and baseball. He devotes much time and energy in the coaching and promotion of these two sports. He is also an ardent fisherman and duck hunter.

Gerry McKay sends a special wish to Dennis on this 10th Anniversary with our Company, "Congratulations, Dennis for your award for 10 years of loyal service. May your efforts in the future be richly rewarded as you continue to do the fine job you have always done."

From the rest of your co-workers, Dennis, a hearty echo to Gerry's sincere wishes.

THERE

BAYTREE



EMPRESS

NEW EMPLOYEES

- IRENE SHERSTABETOFFDividends
- BRENT LUCASDividends
- HEINZ KAHLEREdmonton Farm Supply Centre
- JANICE KRUKPrinting and Stationery
- BOB HUDSONEdmonton Farm Supply Centre
- JAY BRETTEdmonton Farm Supply Centre
- JIM WALKERBuilding Department - Calgary

We're Sorry

MILK RIVER



PROMOTIONS AND TRANSFERS

- TRUDI STRAYFrom Dividends to Credit Department.
- JIM JOHNSONFrom Supervisor of Farm Supply Accounting to Accountant of U.F.A. Co-op Ltd.
- JOE MILLERFrom Senior Accounting Clerk to Farm Supply Accounting Supervisor.
- BRUCE GOULDFrom Lethbridge to Westlock Farm Supply Centre as Counterman.
- BRYAN O'REILLYFrom Calgary to Stettler Farm Supply as Counterman.
- DENNIS CANNINGFrom Grande Prairie to Camrose Farm Supply as Counterman.

Sincere apologies to Grace Hastie whose name was unintentionally deleted from the list of charming models at the U.F.A. Co-op Christmas party.

FAIRVIEW Open House



The 80 people present at the Fairview "Open House" saw a "Double Take". Mr. S. D. Simpson, for many years the U.F.A. Co-op Delegate from this district, won the men's door prize. The winner of the ladies' door prize was — Mrs. Simpson. Our President, Mr. Sayle, was on hand to congratulate the lucky winners.

ONE FOR THE ROAD

Reprinted by kind permission from "The Right Hand"
Before the age of high speed cars, we thought outlawing fireworks would make a safe and sane Fourth.

We need only one safety slogan: "Drive as if a police car were ahead of you."

One of life's mysteries is how the other half lives the way the other half drives.

Distance lends enchantment — but not when you're out of gas.

A good scare is worth more to a man than good advice.

The way traffic is you can't blame police cars for hiding at the side of the road.

Someone should invent a car with brakes that will get tight — when the driver does.

We are not certain whether people are getting worse or the newspapers keep us better informed.



Economics lesson: Increased earnings always bring increased yearnings.

THE FARM SUPPLY



JOE MILLER

Farm Supply Accounting Supervisor

Joseph McCormack Miller is a fine upstanding name and the man it belongs to is a fine upstanding person. Joe came from Glencairn, Fife, Scotland to Edmonton on April 18th, 1959. Four days later he joined the staff of U.F.A. Co-op Ltd. He was hired as warehouseman by Jim Shindler who at the time was supervisor of the Edmonton Farm Supply. Joe was promoted to counter salesman on February 1st, 1960. When the Lethbridge Centre was opened in April, 1962, he was transferred there. In October, 1965, he assumed the duties of cost control clerk at the Calgary Head Office and has steadily progressed to senior inventory clerk, senior accounting clerk and on February 15th, 1967, Joe was promoted to supervisor of the Farm Supply Accounting Department. His basic responsibilities in this position are to keep management advised of current financial trends in such areas as inventory, volumes, sales, gross and net margins and matters relative to work procedures. He will also co-ordinate a smooth flow of work and information between this and other sections.

Joe and Cathie have three wonderful children — Margaret, 18, is attending the University of Calgary and plans to be a teacher and the twins Anne and Tom are 16.

Joe's conscientious, steady work habits, complimented by his courteous and cheerful manner, are a fine example for all employees. It is a pleasure to see a fine family man like Joe steadily progress up the U.F.A. Co-op success ladder. Heartiest congratulations on your promotion, Joe!

Joe and Cathie moved into their own home on February 1st and we wish the Millers every happiness in their new home. Joe sends this message, "To all my friends in the organization, the address is 4516 - Bois Drive, Calgary. Please drop in. You see, being a Scotsman, I am taking this opportunity to save myself the cost of stamps and cards."

ACCOUNTING SECTION

The Farm Supply Accounting Section is the branch of the Accounting Department responsible for informing and advising Farm Supply Management on financial matters.

In an average month, the section processes 12,000 cash and 2500 charge sales invoices which are also balanced and filed. Our eleven farm supply centres purchase approximately 500 items per month. Each of these is audited to the supplier's invoice and their related prices checked. Our accounts payable section disperses approximately \$700,000 each month to more than 500 different suppliers.

In addition there are some 200 inter-branch transfers made each month which must also be checked. Our re-invoicing area processes 2500 invoices in a busy month. Each of these invoices is usually for a different item.

A monthly inventory report is received from each of the eleven farm supply centres. Each warehouse reports on from 1500 to 2500 items. Total reported inventory is reconciled to the book inventory.



MORLEY MULLIN, Senior Inventory Clerk

Preparation of monthly inventory and gross margin figures for Farm Supply Division. Acts as liaison between Farm Supply Accounting and Division. Aids management of Division in research for special projects.

A typical American is a fellow who has just driven home from an Italian movie in his German car, is sitting on Danish furniture, drinking Brazilian coffee out of an English china cup, writing a letter on Irish linen paper with a Japanese ball point pen — complaining about too much American gold going overseas.

Vicar (to gardener digging up neglected garden): "It's wonderful what the hand of man can do with a piece of earth, with the aid of Divine Providence."

Gardener: "You should 'ave seen this place, sir, when Divine Providence 'ad it all to itself."

FARM SUPPLY ACCOUNTING PERSONNEL



PETE SMITH, Senior Cost Clerk

Responsible for control of work in our product cost section. This includes audit of receiving information to suppliers' invoices; calculation of selling prices; advising warehouse of change in price.



GERDA ROUK, Accounts Payable

Responsible for reconciling and paying the suppliers' accounts.



BETTY WORTH, Reshipping Control Clerk

Responsible for matching reshipping P.O. to suppliers' invoices; calculating discounts and preparation of data required to prepare reshipping invoices.



LILLY WACHSENBURG, Computype Operator

Typing of reshipping invoices.



**GEORGIA HINES,
Mail Clerk**



**DON NEWBORN,
Cost Control Clerk**



**JEAN BITTORF,
Cost Control Clerk**

Petroleum Area Supervisor



GORDON GIMBEL

Gordon is Petroleum Area Supervisor for Territory No. 4. He's originally from Beiseker and grew up on a farm 10 miles east of there. His wife Jessie was also born and raised on a nearby farm, 14 miles east of Strathmore.

Gordon's first job with U.F.A. Co-op was as manager of the Morrin store. He was there for four years and then for a short time, managed the Strathmore store. He left our company to go into the farm machinery business.

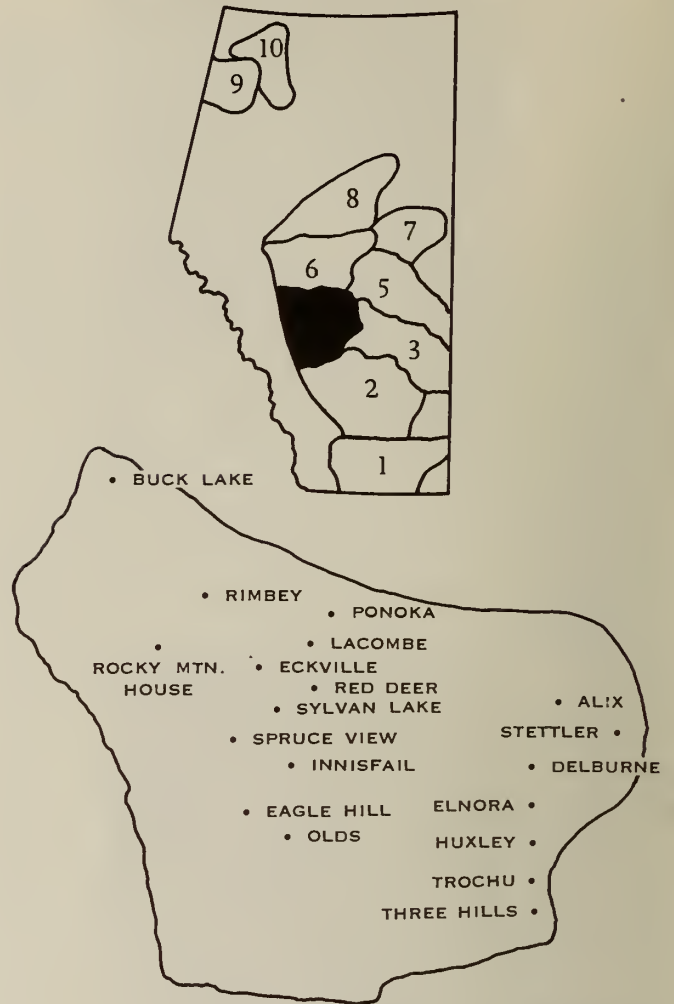
During the war, Gordon spent 3 years in the Royal Canadian Air Force as an Air Frame Mechanic and took a special course in Automotive Engineering.

In 1958 he rejoined U.F.A. Co-op as an Area Supervisor in the Petroleum Division.

Gordon is a member of the Masonic Lodge and the Canadian Legion. He and Jessie have two sons — Murray is married and works with Co-op Insurance in Ponoka and Brian goes to school in Red Deer.

Gordon enjoys music, square dancing, curling and golf, and with his genial personality it's easy to understand why he likes meeting people.

U.F.A. CO-OP BULK PETROLEUM PLANTS IN TERRITORY NO. 4



AGENT	LOCATION	AGENT APPOINTED
A. E. Mehle	Alix	Nov. 17, 1959
Kenneth L. Odegaard	Buck Lake	Apr. 25, 1966
R. A. Warren	Delburne	Feb. 22, 1961
Eagle Hill Co-op Ass'n.	Eagle Hill	Mar. 10, 1946
Robert E. Matthews	Eckville	Mar. 17, 1966
Stanely Segar	Elnora	May 7, 1954
S. Hepburn	Huxley	July 27, 1935
George Eliuk	Innisfail	July 7, 1957
D. G. Whitney	Lacombe	Dec. 19, 1960
R. B. Wilson	Olds	Dec. 7, 1959
Ponoka Co-op Oils Ltd. J. Williamson	Ponoka	May 7, 1956
Red Deer Co-op Ltd.	Red Deer	Apr. 13, 1960
Rocky Mtn. House Co-op Ass'n.	Rocky Mtn. House	Apr. 30, 1962
Spruce View Co-op Assn.	Spruce View	Apr. 10, 1961
M. H. Walker	Rimbeay	Apr. 20, 1958
R. A. Ferguson	Sylvan Lake	May 5, 1953
V. D. Blenkhorn	Three Hills	June 16, 1961
L. J. Samson	Trochu	May 17, 1963
D. E. Hennel	Stettler	Sept. 4, 1964

FARM SUPPLY

NEWS & NOTES

From the desk of Vic Willoughby,
Product Planning Manager,
Farm Supply Division.



TYLER FERTILIZER SPREADERS will soon be available from our Farm Supply Centres. The Tyler Spreader provides an economical way for the farmer who prefers to spread his own fertilizer. Increased dependability and longer service life are built into this unit which is manufactured by a reputable firm. This economical fertilizer applicator will be available at all U.F.A. Co-op Farm Supply Centres on March 1st, 1967.

ensure proper mounting and may be changed from one implement to another in seconds. Safety Councils have fully approved this item which gives a day and night added protection and provides safety at minimal cost. Tiger Lite's first purpose is obvious — it's a safety item — its use is for your protection. The second purpose is equally important. Tiger Lite is manufactured by Advance Industries which is operated by the Calgary Association for Retarded Children. The workers who so capably manufacture this item are retarded adults. The prime purpose of Advance Industries is to enable these people to fit into the normal world and through the marketing of this and other products they are proving they can do it by becoming useful and self supporting members of society. Because it is a safety precaution, Tiger Lite is an important item and when you buy one you are accomplishing a two-fold purpose — protecting yourself and giving someone a chance for a new lease on life.

U.F.A. Co-op is proud to give its full support to Advance Industries, operated by the Association for Retarded Children. Your purchase of this safety reflector will help the Association in their important work. Tiger Lite will be available from all U.F.A. Co-op Farm Supply Centres around March 15th, 1967.

The Canadian Western Farm & Ranch Show will be held in Edmonton on April 27th - May 1st, 1967. The latest innovations in farm equipment and supplies will be shown. U.F.A. Co-op Ltd. will be displaying building ideas, cattle handling equipment, grain-o-vators and pumping equipment. This show is running at the same time as the Edmonton Bull Sale and Edmonton Indoor Rodeo.

In February, George Sayle, President of U.F.A. Co-op Ltd. and Vic Willoughby, Product Planning Manager of the Farm Supply Division will be attending the Western Implement Show at Kansas City which features displays of various short line equipment manufacturers. They hope to find more items for the members of U.F.A. Co-op. They will also visit Co-op Farmland Industries Inc., to investigate their methods of feed manufacture and distribution.



TIGER LITE really does a dual job. They may help to **save your life** and they are definitely giving a certain segment of our population a new **lease on life**. Tiger Lite is a reflector which vibrates to attract attention. They are recommended for bicycles, scooters, motor bikes, boat trailers, campers, utility trailers, trucks, barricades, farm machinery, long loads and safety flares. They are mounted on a steel spring with a choice of three brackets to

COMING EVENTS

February 21 - 23

Fish and Wildlife Convention,
BANFF.

February 23

Confederation Train,
EDMONTON.

February 28 - March 3

Canadian Weekly Newspaper
Association Convention,
CALGARY.

March 8 - 10

U.F.A. Co-op Farm Supply
Sales and Planning Meeting,
Highlander Motor Hotel,
CALGARY.

March 6

Centennial Bonspiel,
MEDICINE HAT.

March 7

Confederation Train,
RED DEER.

March 9

Confederation Train,
CALGARY.

March 13 - 18

Canadian Western Stock
Show and Rodeo
EDMONTON.

March 19

Confederation Train,
LETHBRIDGE.