

The U.F.A. CO-OPERATOR

Volume 4 - No. 3



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*One of the many fine old houses in Calgary,
full of character and old memories.*

CO-OPERATIVES

By ALICE SWITZER

The word co-operation is derived from 'co' - together and 'opera' - work. It means working together. A co-operative is an organization based on co-operation. It is owned by and operated for those using its services.

Co-operatives start from need. There are many kinds of co-operatives organized to meet various needs. Some co-operatives sell and store wheat for farmers. Some distribute farm supplies. Others provide specialized services like electric power or fire insurance. There are co-operatives formed by fishermen, cotton growers, fruit growers, cattlemen and many others in diversified occupations. Farmers in Ceylon co-operatively market their vegetables. In Canada's far north, the Eskimos sell fish and handicraft articles through co-operatives.

Today, it is rare for co-operatives to be unsuccessful. Yet, it is certainly not a new business concept. Documentary evidence shows a group of Scotsmen formed the Fenwick Co-operative Society of Weavers in 1761. Many other co-operatives were formed in England, Scotland, Ireland and on the continent. The people who organized these associations had common needs. Some wished to lessen the price spread between producer and consumer. Others wished to improve the quality of merchandise they bought. There were those who wanted the use of a service that they could not usually afford.

Scientists who study the behavior of people agree that co-operation is a natural urge of man. These early organizations were willing to co-operate. They had common objectives. Hundreds

were formed, but they were small and short lived. They all eventually failed.

In 1844, in a small industrial town in Lancashire, England, a group of desperately poor weavers established a co-operative. Their organization was to prove a guide and inspiration to following co-operatives. Conditions in those days were difficult for the worker. Hours of labor were long and pay was exceedingly low. This small group of twenty-eight people decided they could improve their economic position by working together. They planned to have a small food store. Their stock would consist of flour, butter, sugar and oatmeal. The price of these staple foods was so high that the average worker could not afford them. The poor quality of the food offered on store-keepers' shelves often made it inedible. At considerable sacrifice, each worker managed to save five dollars. With these meagre savings, they founded the Rochdale Pioneers Co-operative and opened a small food store. They gave honest weight and measure. The food on their shelves was unadulterated. They saved money and learned to carry on business for themselves. Today, this historic society has 54,000 members and does a yearly business of four million dollars.

What made the Rochdale Pioneers Co-operative so successful? The men who formed it were not economists or scholars. However, they did profit from mistakes of the past. They drew up rules with the greatest of care. These men were essentially reformers ready to make sacrifices to obtain their goals. They had a vision of the better society that might be obtained through their efforts. While they were inspired, they were practical enough to know that if they wanted a better world, they must work to obtain it. The store they established was not of prime importance in their plans. It was simply the most practical place to begin.

Time has proven the wisdom of the Rochdale principles which are adhered to by most co-operatives today. The three most important of these principles are open membership, democratic control and patronage refunds. Open membership means anyone who can use the facilities or services of the organization, regardless of their race, creed, financial or social position is able to join. Democratic control means each member may buy only one share. He is entitled to only one vote. The importance is on the person and not on the money he owns. Members must meet periodically to decide on the policies of the co-operative. At the meetings, they have equal voting strength regardless of the extent of their business with the co-operative. This prevents any individual from gaining control.



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CO-OPERATIVES (Continued)

The last mentioned principle, patronage refunds, is of particular importance. History gives Charles Howarth, one of Rochdale's original members, credit for thinking of it. Howarth bitterly remembered the failure of another co-operative with which he had been associated. He knew it would be useless to operate the new store in exactly the same way. He spent many hours mulling over the problem. Finally, a solution occurred to him. He impatiently raved in the middle of the night to his friends to tell them of his new idea. Patronage refunds mean the society's earnings, over and above expenses, are returned to the members in proportion to their purchases. A co-operative makes no profit. Instead, earnings are recognized as savings by the members doing business together.

A member benefits by the extent he uses the co-operative facilities or services. In a private corporation, the earnings are divided among shareholders on the basis of the investment each has in the business. This now famous principle of patronage refunds is one of the main features of a co-operative.

Today, the primary objective of a co-operative is the same as it was a hundred years ago. It is to provide a service to members and not to make money by offering a service to others. By adhering to and improving the Rochdale principles, co-operatives have expanded and met with success.

The greatest growth of co-ops is in Europe. In Sweden, one in every two families belongs. In Europe, the co-operative strength lies in cities and industrial centres.

In Canada, farmers have been the backbone of the movement. However, the farmer co-operative movement is firmly implanted in Scandinavian countries. Almost all the meat produced in Denmark and Sweden is processed in modern co-operative packing houses. Also, the largest share of all dairy and poultry products is sold there co-operatively.

Co-operatives have not brought wealth to any single individual. They have improved the economic position of their members. The economic benefits of co-operatives have mainly to do with sav-



ings and can be readily measured. Many people believe that co-operatives have made their greatest contribution in the line of social benefits. Through co-ops people learn to do things for themselves. They develop the philosophy of self-help. By working together in neighborly helpfulness, people develop a spirit of teamwork. The late President Kennedy called co-operatives "a shining example of the self-help spirit that has made this nation great."

Co-operatives are now well established in the most advanced nations in the world. It is significant that their development has been the greatest in the democratic nations. Where there is an opportunity for people to have a wide choice in the way they do business, co-operatives flourish.

Statesmen, humanitarians and world leaders see co-operatives as one means by which the less fortunate people of the world may help to raise their standard of living. The Food and Agricultural Organization of the United Nations strongly supports co-operatives and is encouraging their development in many lands.

The results of the efforts of the Pioneers have reached beyond their dreams. The Rochdale principles are the basis of a movement extending to all parts of the world. The millions of dollars paid in patronage refunds each year to members of co-operatives are solid proof people can work together in a self-help and democratic way to economically improve themselves. This was the original concept of co-operatives, and is still the ultimate goal.

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Pope John XXIII: Rural workers should feel a sense of solidarity one with another and should unite to form co-operatives, which are necessary if they are to benefit from scientific and technical progress . . . They need to organize to have a voice, for today almost nobody hears, much less pays attention to, isolated voices.



Take a tip from

U.F.A. Co-op Maple Leaf Petroleum Agent at Okotoks



THE OKOTOKS PETROLEUM AGENCY

RUSS FULLERTON IS U.F.A. CO-OP PETROLEUM AGENT AT OKOTOKS.

Our Petroleum Accounting Department testifies he has a perfect record for sending in his Cash and Stock Reports during 1965.

We've heard people say, "Russ sure keeps his place in 'apple-pie order'."

We took a drive to Okotoks to see this station that evidently has such good "housekeeping techniques".

Russ DOES keep his agency in "apple-pie order". He tries to do any job when it needs doing instead of putting it off for 'just awhile' and always attempts to keep his entire operation up to date. Russ finds that by doing this he saves himself a lot of work. He told us, "It's a lot easier to keep things clean rather than let them get dirty and then try to clean them."



OILS NEATLY ON DISPLAY

Russ was born in Calgary and grew up in the Bragg Creek district where his folks were ranchers. He has spent 14 active years with the Fire Department in Okotoks and was fire chief for three years. This experience has made him not only fire conscious but very accident aware. He realizes how easily a warehouse gets dirty and any oil or grease that spills can turn the floor into a ski run. Any spoonful of oil that does spill is immediately wiped up and the accident hazard is eliminated.

In the warehouse are kept the various types of oil that are sold. The opened boxes are kept on a shelf and they form an attractive and colorful display of the oils. Additional stock is neatly kept under the shelves.

The floor in the warehouse is spotless. The barrels are clean and shiny and there is a little can under each barrel tap to catch any drippings. Here are some other tips Russ Fullerton was glad to pass along. He hopes they will be helpful to his fellow oil agents.

Russ Fullerton



NO SKI RUNS ON THIS FLOOR

In the bulk plant, each valve is painted to identify a specific product. The dark blue valve releases tractor gas; the light blue is Maple Leaf Purple; the dark orange is Premium; the light orange is Orange Car Gas; the dark green is Summer Diesel and the light green is Light Diesel. The lines leading from the storage tanks to the members' barrels, the truck tanks, the spouts and the metres are all painted in these identifying colors.

Russ has a new innovation he uses for the pump switches. In the summer, he found the switches would overheat and kick out. He built a shelf to protect them from the sun's rays and eliminated this over-heating problem. Each switch is also painted in a related color to the valves and spouts.



NOTE-WORTHY

The bank robber shoved a note across to the teller. It read: "Put the money in a bag, sucker, and don't make a move." The teller pushed back another note: "Straighten your tie, stupid, we're taking your picture."



SHELF PROTECTS SWITCHES

Russ and his wife Bunny took over the Okotoks oil agency in 1958. His wife keeps the books, takes care of the agency when Russ is on delivery and certainly is an attractive and charming asset to the business. Russ is a Past Exalted Ruler of the Elks Lodge; was President of the Okotoks Legion for three years and is now secretary of the Okotoks Local of the U.F.A. Co-op.

Gallonage sales have multiplied ten-fold in the past seven years and are steadily climbing each year.

It was very pleasant visiting the Fullerton's and seeing their efficiently run petroleum agency that is kept in "apple-pie order". It made a lot of sense when Russ said, "It's a lot easier to keep things clean rather than let them get dirty and then try to clean them."

When you visit the Petroleum Agency at Okotoks, you know Russ Fullerton practices what he preaches.

HIGH LEVEL

TAYLOR



ALSASK

DEL BONITA

A TIP OF THE HAT TO THORSBY

It was more than just a good turnout. The Advisory Committee Meeting at THORSBY recorded a perfect attendance.



ALBERTA CREDIT UNIONS REACH MILESTONE

Eleven credit unions chartered in Alberta between February 5 and December 29, 1941 celebrate their silver anniversaries this year. They include two firemen's credit unions, one in Edmonton and one in Calgary; a parish credit union in Girouxville; Calgary Terminal, Calgary Transit System Employees and U.F.A. Co-op in Calgary; and community credit unions in High River, Lethbridge, Fort Macleod, Brooks and Goodridge.



CONGRATULATIONS

on their recent engagements, to:

JUDY HELLAWELL, Dividend Department, and JIM RAFFAN;

MARGARET NIX and MURRAY ARMSTRONG, Dividend Department;

GRACE HASTIE, Printing Department, and DENNIS NEEDHAM, Nacmine;

FAYE (CHRISTINE) RUSSEL, of the Edmonton Farm Supply, and NORMAN ROBINSON.

HERE

F.U.A. and C.D.A. WORKSHOP

A stimulating three day session for Farm Union district officials was held at Three Hills on February 9-11. Mr. Gerald Schuler, assisted by Mr. Dean Lien, co-ordinated the three day workshop which stressed Leadership Training.



WETASKIWIN

Mrs. Vic Winter of Wetaskiwin, was kind enough to write and tell us how much she is enjoying her set of West Bend Teflon which she won at the Wetaskiwin Open House.



GRANDE PRAIRIE

At a recent meeting of the Grande Prairie Staff Association, Albert Delaney was elected president and Maureen Harcourt is now the secretary-treasurer. Here's to a banner year, Grande Prairie.



SALES

Comparative sales analysis for the first six months of our fiscal year show marked increases in both the Farm Supply and Petroleum Division.

Petroleum Division

Light products — 9.41% increase
Oil products — 13.6% increase
Lubricants — 11% increase
over comparative period.

Farm Supply Division

Sales showed an encouraging increase of 18.3% for the first six months of the fiscal year.

Jawaharlal Nehru, first Prime Minister of independent India: My outlook at present (1960) is not the outlook of spreading the co-operative movement gradually, progressively. My outlook is to convulse India with the co-operative movement — with co-operation: to make it the basic activity of India in every village and, finally, indeed, to make the co-operative approach the common thing in India.

THERE

BERT DELANEY'S RINK WINS

On Sunday, February 6, local Co-ops in the Grande Prairie area had their Annual Bonspiel. The winners were the rink skipped by BERT DELANEY.



DIADEM

When the teacher asked for a sentence containing the word "diadem" she got this reply: "People who drive over busy railroad crossings without looking, diadem sight quicker than those who stop, look and listen."



OUR BUSY BOARD

Mr. GEORGE SAYLE, our President, is continuing his busy schedule.

He will be attending the Senior Policy Maker's Conference during the week of March 14. This will be held at the Western Co-operative College.

Mr. SAYLE and Mr. ELMER JOHNSON, second vice-president of U.F.A. Co-op Ltd. will attend the Western Farm Leaders' Conference at the Banff School of Fine Arts on March 21st.



JANUARY MEMBERSHIP APPLICATIONS

The Dividend Department processed 63 Farm Supply and 157 Petroleum applications in January. Total membership applications for the first month of the year were 220.



EXHIBIT

Canadian Arctic Producers, Ltd. will be supplying materials for an exhibit of Eskimo arts and crafts in Milan, Italy. CAP is a non-profit marketing organization acting on behalf of Eskimo co-operatives in the Canadian north.

MANNING

BAYTREE



EMPRESS

MILK RIVER



EDMONTON FARM SUPPLY ANNOUNCES NEW ARRIVAL

Weight — 6,000 pounds.

I H body.

Brother for a Hyster and Clark.

Congratulations, Edmonton, on the arrival of your new Fork Lift.



CALGARY STAFF ASSOCIATION

At the recent Annual Meeting the following were elected as the new executive for 1966:

President — Morley Mullin

Vice-President — Betty Hummel

Treasurer — Pat King

Secretary — Letty Lynn White

Warehouse Representative — Dick Nelubowich



GREY CUP

Co-operators who are also football fans are reminded that the famous cup was donated by Earl Grey, Governor-General of Canada 1904-11, who was a world figure in the co-operative movement and first president of the International Co-operative Alliance.

U.F.A. CO-OP DELEGATE CLAUDE STEVENS ATTENDS RURAL LEADERSHIP TECHNIQUES COURSE

Claude Stevens, U.F.A. Co-op delegate, recently returned from attending the Rural Leadership Techniques Course held at the Banff School of Fine Arts from January 17-28.

Under the sponsorship of U.F.A. Co-op, Claude attended the two-week session along with 32 other rural leaders. Areas of discussion for the course included public speaking, communications, leadership, chairmanship, reporting, human relations and other related subjects. Staff was again provided by the Department of Extension, University of Alberta and the various agricultural co-operatives throughout Alberta.

In discussing the course, Claude stressed the value of the information gained through the course and also the association with other rural leaders. He felt anyone in a leadership position with any of the various rural organizations or co-operatives should attend this course.

U.F.A. Co-op salutes delegate Claude Stevens for taking the time and initiative to attend this worthwhile and interesting course.



WESTERN CO-OP COLLEGE TO EXPAND

At a recent board meeting, expansion of college facilities and service was approved. Major new capital expenditure authorized by the board was for installation of a library in the main lounge area. A proposed five-year budget was set up for the operation of the library.

A study is being made by Dr. Harold Baker and Professor Wes Bolstad of the University of Saskatchewan on the projected growth of the college.

Following upon the recommendations of the annual meeting, the board authorized establishment of a bursary fund to assist leaders and potential leaders to take basic co-operative courses at the college. The program is designed for people who do not have their way paid at the college by their employers.

Herbert Hoover: I see no way out for the farmer except by co-operative marketing and the development of co-operative action.



JAMES BENTLEY

Following the Annual Meeting in Toronto, the Board of Directors of the Canadian Federation of Agriculture re-elected James Bentley as president for 1966. This is Mr. Bentley's third full term as the chief officer of a national farm organization.

In 1907 the Bentley family came to the Horse Hill district, a farming area 10 miles northeast of Edmonton. Mr. Bentley attended a one-room school in nearby Patricia. Later he rode daily 12 miles on horseback to attend McDougall High School in Edmonton. In 1930 he graduated from the University of Alberta with a Bachelor of Commerce degree.

Mrs. S. J. Bentley, Mr. Bentley's mother, was active in farm organizations and was a director of the United Farm Women of Alberta from 1925 to 1935.

Mr. Bentley has been president of Edmonton and District Milk Producers Association, vice-president of the Provincial Milk Producers Association and has served as a director of Canadian Co-operative Implements Ltd.

From 1935-1942 Mr. Bentley was a director of the U.F.A. and since 1957 has been on the board of U.F.A. Co-op Ltd.

Mr. and Mrs. Bentley (the former Marian Saunders) live on their dairy farm one mile east of where Mr. Bentley was raised.

U.F.A. Co-op Ltd. is proud to have this distinguished man, who plays a prominent part in Alberta's and Canada's agricultural scene, on our Board of Directors.

FLASHBACK

The Co-operator plans to occasionally print excerpts from SCO-OPS, for many years the official Staff Co-op Society paper.

How the paper originated was told in No. 1, Volume 1 printed on March 15, 1944.

"On March 6, we held the Annual Meeting of our Maple Leaf U.F.A. Co-op Credit Union. The meeting was over early and as quite often happens, we had a spot of tea afterwards. Five members of the U.F.A. Co-op staff were sipping tea and munching a sandwich at a downtown feeding house. The discussion was covering numerous (?) subjects but as it quite often does, it came round to the subject of how could we promote greater interest in the development of the Co-op. It was Len Larson, our genial "cut up" or meat carpenter, who suggested recording our activities on a "news sheet". The idea was unanimously accepted by the five."

From this discussion and Mr. Larson's suggestion emerged Sco-op. We've enjoyed looking through back editions. We hope you will enjoy reading selected items that will be printed from time to time.

MARCH 15, 1944

Miss Marjorie Black, our accountant and her staff, are really buried in figures this week. The 1943 dividends are being set, and all hands are busy figuring.

Marj. says she will get herself a flock of rabbits because she hears they multiply very rapidly.

OCTOBER, 1948

Miss Birch is spending the week in Edmonton attending business meetings in preparation for the U.F.A. convention to be held November 30 to December 3.

JULY, 1949

U.F.A. Co-op had a very fine display this year in the Wellington Building. Construction work was in charge of "Van" Van Maarion and Alex Wright.

Arrangements and supervision of display were ably handled by Perry Johnston, Pete Peterson, Lawrence Proudfoot and Arnie Olson. The latter four were smartly decked out in green and gold shirts, scarves and ten gallon hats. Many hundreds of people stopped to ask questions and to stick a thumb into the business part of the milking machine.

JULY, 1949

We learn
formerly of T.
about this man
Proudfoot will be
bachelor" departm

ny Suits,
intentions
Olson and
the "eligible

OCTOBER, 1946

It was overheard in the office that Bill McCartney had a nice big shiny car. It must have been pop's because all he has is a little old Model T and it isn't SHINY.

MARCH, 1944

Jack Willocks says that Bob Shore moves so many posts that he goes home and sleeps like a log.



THE ELEVEN AGES OF MAN

(in menu style)

1. Milk.
2. Milk and bread.
3. Milk, eggs, bread and spinach.
4. Oatmeal, bread and butter, green apples, all-day suckers.
5. Ice cream sodas and hot dogs.
6. Minute steak, fried potatoes, coffee and apple pie.
7. Bouillon, roast duck, scalloped potatoes, coffee and apple pie.
8. Pate-de-fois-gras, wener schnitzel, potato Parisienne, egg plant a la opera, demitasse, roquefort cheese.
9. Two soft boiled eggs, toast and milk.
10. Crackers and milk.
11. Milk.

The logo features the letters 'UFA' in a stylized, outlined font at the top. Below it, the word 'SCO-OPS' is written in a large, bold, outlined font where the letters are interconnected.

RIMBEY'S "PEANUT SPECIAL"

Reprinted courtesy of Calgary Power Ltd.



Ever hear of the "Peanut Special"? Old timers around Rimbey certainly have! In 1909 the enterprising local townsmen and farmers decided their transportation facilities were inadequate. So they simply fell-to and built their own private railroad — 35 miles of line dubbed "The Peanut Special", because of its small size.

In the community newspaper, The Rimbey Record, Mrs. Viola Macdonald described the proud day the "Peanut Special" came puffing and screeching into town. Everybody turned out for the big celebration that officially opened the line. The completion of this 35 miles of railway, on October 25, 1919, ended long years of hauling and trucking over rough corduroy roads.

It wasn't the largest railway in the world — but what an example of independence and pioneer initiative by farmers in OUR ALBERTA.



THANKS TO GERDA ZIESLAK FOR THIS MONTH'S COVER

Gerda is the attractive artist on our staff. She was born in the beautiful province of Bavaria with its green hills, flowing streams, lush vineyards and fairy tale castles dotting the countryside. Nowadays, many of these castles are being utilized as colorful restaurants and are a great tourist attraction.

Gerda came with her family to Sydney, Nova Scotia. She showed her artistic aptitude at an early age

and during her elementary schooling won many contests and prizes. She completed her formal art training by attending the Ontario College of Art and is now an Associate of the College.

Gerda joined U.F.A. Co-op in May, 1965 and several of her talented drawings have been featured on the Co-operator's cover. This month's cover is another fine example of her work.

Her hobbies are dancing and reading, her favorite author being Ayn Rand. However, she devotes considerable spare time to (you guessed it) painting.



MAILING HINTS

Wet the cord before tying up a package for mailing. As it dries, it shrinks becoming very secure.

Apply a coat of colorless nail polish over the address on a package. It will prevent it smearing.

Stamps that are stuck together will separate easily if they are put into the freezer compartment of your refrigerator. After an hour or two, pull them apart gently and you will find the mucilage intact.

An empty glue bottle can be a handy sealer for envelopes and stamps. Remove the rubber dispenser. Wash the bottle thoroughly in hot sudsy water, rinse and fill with water. Replace rubber dispenser and the sealer is ready for use.



FAY LOWTHER	Lethbridge
TRUDY BRAUN	Head Office
MARVIN SCHULTZ	Camrose
LORNE NIEHAUS	Camrose

COULD YOU SAVE A LIFE ?

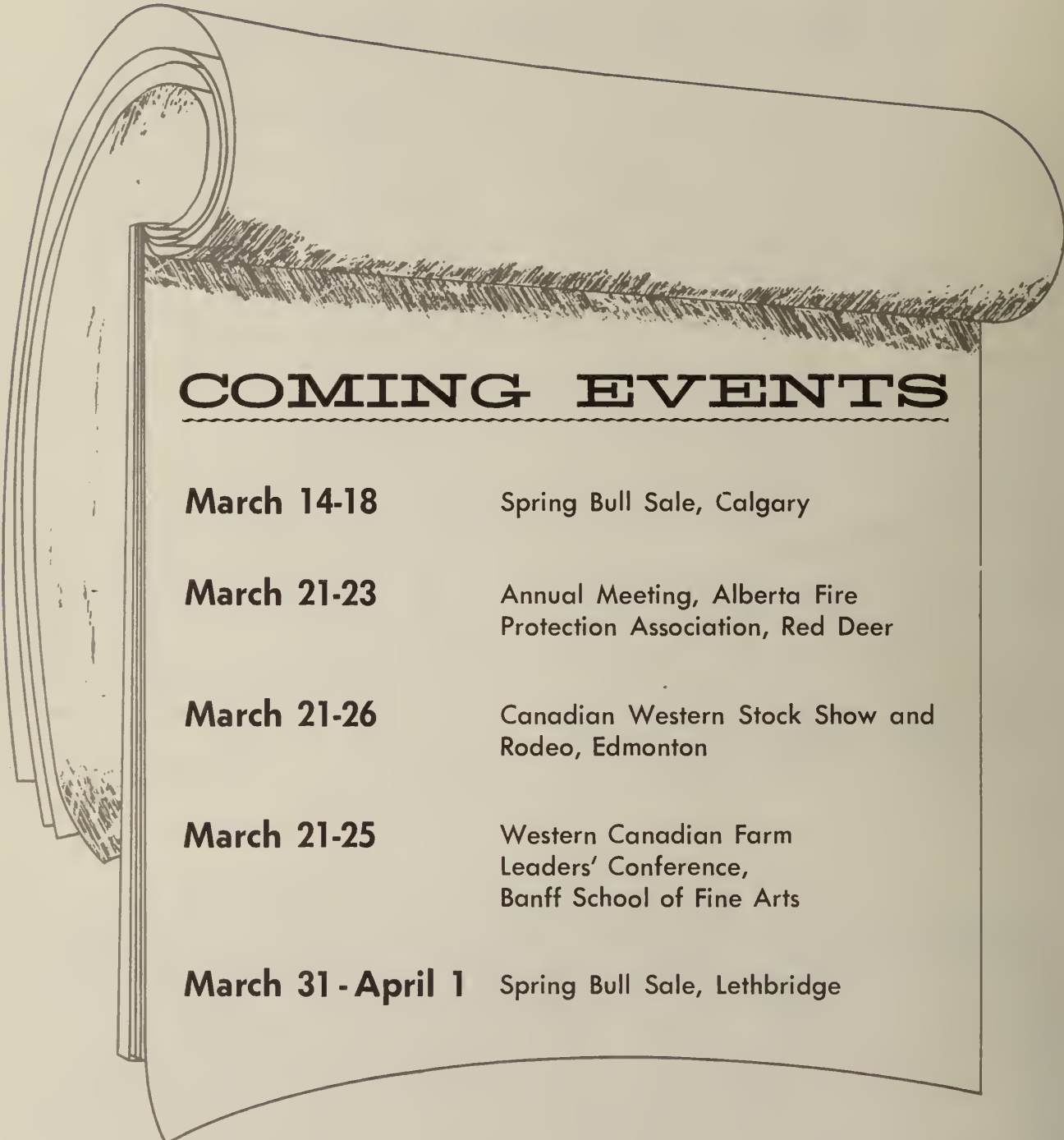
Here are first-aid questions that contain lifesaving information everyone should know

HOW DO YOU SCORE ?

1. You should start treatment for physical shock:
 - a. *immediately*
 - b. *after symptoms develop*
 - c. *at a doctor's direction*
2. A person with neck and back injuries should be moved immediately because of the danger of paralysis.
True or False?
3. To treat a severely bleeding wound you should:
 - a. *apply pressure to the wound*
 - b. *wash with soap and water*
 - c. *wash with an antiseptic*
4. The most effective method of artificial respiration is:
 - a. *chest pressure — arm lift*
 - b. *mouth-to-mouth resuscitation*
 - c. *back pressure — arm lift*
5. An effective immediate treatment for a burn is:
 - a. *ointment*
 - b. *cold water*
 - c. *nothing*
6. Which one of the following is *not* good treatment for shock?
 - a. *make the victim lie quietly*
 - b. *give him warm liquid to drink*
 - c. *cover him with blankets so he perspires*
7. You should use a snug sterile dressing and bandage over an ordinary wound.
True or False?
8. A puncture wound is best treated by washing it with soap and water.
True or False?
9. When a person suffers electrical shock, it is important to:
 - a. *pull him away with your hands from the electrical source, then start resuscitation*
 - b. *use a stick or other such object to separate him from the source before beginning resuscitation*
 - c. *start resuscitation immediately regardless of whether he is still touching the source*
10. If a person can walk, he does not have a fractured leg.
True or False?

ANSWERS :

1. (a) Immediate treatment prevents shock from developing.
2. False. Improperly moving him may cause paralysis.
3. (a) Apply direct pressure over the wound with a sterile dressing or other material if necessary. It is of primary importance to control bleeding. Don't use a tourniquet unless it is an extreme emergency.
4. (b) Mouth - to - mouth method force more air into the victim's lungs than other methods do.
5. (b) Cold water aids healing, relieves pain and helps prevent blistering and scarring.
6. (c) In treating shock the idea is to prevent loss of body heat, keeping victim comfortably warm, but not hot.
7. True. A snug bandage is right. A tight one may hinder circulation; a loose one may fall off.
8. False. Water cannot reach a deep puncture wound. To prevent infection get the victim to a physician.
9. (b) Unless he is separated from the source of electricity by a non-conductible object, such as a stick, the shock could be transmitted to you.
10. False. He may be in shock and consequently not notice the pain in walking.



COMING EVENTS

March 14-18

Spring Bull Sale, Calgary

March 21-23

Annual Meeting, Alberta Fire
Protection Association, Red Deer

March 21-26

Canadian Western Stock Show and
Rodeo, Edmonton

March 21-25

Western Canadian Farm
Leaders' Conference,
Banff School of Fine Arts

March 31 - April 1

Spring Bull Sale, Lethbridge