

The United Farmer

Volume 10

No. 7

September, 1972

Published 10 times yearly by
the Information Service Division
of United Farmers of Alberta
Co-operative Limited.

Head Office: 1119 - 1st Street
S.E., Calgary, Alberta
T2G 2H6

Editor: Alice Switzer



Member — Corporate Communica-
tors of Canada and the Alberta
Farm Writers Association.

United Farmers Farm Supply Centres:

Calgary 4720 - 1st Street S.E.
Edmonton 12243 Mount Lawn Rd.
Lethbridge 3131 - 2nd Avenue N.
Red Deer 5440 - 45th Street
and at
Airdrie, Camrose, Falher, Grande
Prairie, Grimshaw, Hanna, Provost,
Stettler, Spruce Grove, Vermilion,
Vulcan and Westlock.

Cover Picture: Gary Smith, in
a prize winning bareback
ride on Blocks Beech Nut at
the Hardisty Stampede, July
16, 1972. Gary is a salesman
at the Hanna Farm Supply
Centre and won 1st prize
money for this spectacular
ride.



Hanna — (Picture courtesy of Alberta Government Photographic Services)

HANNA

Located on No. 9 and No. 36 Highway, approximately 140 miles north - east of Calgary, Hanna is the main market and administrative centre for Alberta's famed "short grass country".

Ranching was the primary interest of the first settlers in what is now the Hanna district. They arrived about 1909, and among the first to establish themselves in this district were the Parker Brothers, Ed, Jim and John. The town of Hanna now stands on what was originally their land.

Hanna was incorporated as a village in 1913 and was raised to town status in 1914 with H. H. Halladay as the first mayor.

The railway reached the town in 1913. Prior to its arrival, settlers' effects and building materials were moved by oxen and horse teams from Stettler and Castor to the north and Bassano to the south.

Today the average size farm in the Hanna area is 2,320 acres. Cattle receipts account for $\frac{1}{2}$ to $\frac{2}{3}$'s of the total farm cash income and grain accounts for 20% of the total. Some of the largest cattle herds in southern Alberta can be found in the Hanna area.

The Hand Hills Stampede is the oldest one in Alberta and renowned amongst the Alberta Stampedes as 'one of the best'.

In addition to many sports facilities, skating arena (hockey and figure), artificial curling rink, bowling alley, tennis court, golf course, track and field, ball park, swimming pool, playgrounds, boating, hunting and fishing, Hanna is a fishing and hunting paradise. Upland birds, geese, ducks, deer, antelope, rainbow trout, perch, pike and goldeye bring hundreds of sportsmen to Hanna every year.

The Hanna Herald, edited by George McCrea, was established in 1912 and now has a circulation of over 3,500.

Hanna has built an excellent commercial supply system that would compliment many towns twice its size. Prices are competitive and the demands for quality merchandise are met.

Counting the rural areas, the trading population of Hanna is estimated at close to 9,000 people. Town planners are now working on the establishment of an industrial park - the town's first.

Hanna's lack of fresh water has made it difficult to launch an attractive program to prospective industries. Fox Lake serves as the town reservoir. It has a depth of only six feet and negotiations are now being conducted with the provincial government for permission to expand the reservoir to 15 feet. Such action would ensure a more than adequate supply of water.

Hanna has just opened a \$122,000 olympic size swimming — diving facility, that is equal to anything provided by the largest of Alberta communities.

The town has a new 50 bed hospital, a 50 bed nursing home, and a modern senior citizens' home capable of serving 50 residents.

New buildings opened within the year include a \$250,000 Royal Bank and a \$70,000 town complex housing town offices, the fire department and library. A \$64,000 program to replace sidewalks on Main Street is now underway.

Hanna recently celebrated its 60th Anniversary and its citizens are proud of their community and its advancements. Sixty years ago Hanna was a small settlement of tents and mere shacks standing forlornly on the wide open prairie. Today, Hanna is a town with modern stores and businesses, well kept streets, boulevards and residential sections surrounded by flowers, shrubs and gardens.



Christine Medin inside the Hanna and District Centennial Museum.



Greg and Kevin Medin perched on Buffalo Rubbing Stone.



At Hanna's Diamond Jubilee



Ready for the Threshing Gang Sale
Rod Quaschnick, Gary Smith, Gary Scholer, and Ron Medin

Hanna Farm Supply Centre



Aerial View of the Hanna Farm Supply Centre (taken by Rod Quaschnick)



One of the many attractive displays inside the Hanna Farm Supply.

Officially opened on May 28, 1965, the Hanna Farm Supply Centre was U.F.A.'s 9th Centre in Alberta.

Approximately 1500 people toured the premises on opening day. In the first year of operation, Hanna showed excellent progress reaffirming the need for a farm supply centre in this location.

The first farm supply manager at Hanna was Larry Luft. His successor was Dave Latam (now the manager of the Camrose Farm Supply). On

April 1, 1969, Ron Medin, a competent young man with a proven expertise in the farm supply field was appointed manager.

Sales at Hanna have shown a marked increase over the years and Ron and his staff are to be especially commended for the excellent sales volume achieved in the first six months of 1972. As compared to the same period in 1971, sales increased by 43.26%, expenses have been tightly controlled and are down as a percentage of sales.



RON MEDIN
Manager

On February, 1963, Ron Medin joined United Farmers of Alberta as a Salesman at the Red Deer Farm Supply Centre. One year later he was promoted to Estimator and in 1966, Ron was transferred to the Calgary Precutting plant as Chief Estimator. On June 1, 1968, Ron was made Assistant Manager at the Calgary Farm Supply Centre and on April 1, 1969, he was appointed Manager at the Hanna Centre. He has taken many courses to help him in his work, among them Display Sales Promotion Courses, Farm Welding, Supervisor Safety Training, Modern Salesmanship Courses and Supervisory Management Courses.

Ron is a native of Eckville and grew up on his dad's farm in this area. He attended Diamond Valley, Benalto and Red Deer Schools.

In the three years he has been at Hanna, Ron has become an active participant in the community. He is treasurer of the Kinsmen Club, and belongs to the Hanna Chamber of Commerce, Golf Club, Swimming Club and the Redeemer Luthern Church.

For hobbies Ron enjoys camping and woodworking.

He and his wife, Elva, have three lovely children, Greg, Kevin and Christine.



GARRY SMITH
Salesman

A member of the Hanna Curling Club, Foothills Cowboy Association and the Drifters Snowmobile Club, Gary Smith leads an active life. Saddle bronc riding, bareback riding and bull riding are more than hobbies for Garry, who participates in and makes a business of these rodeo events. In the winter Garry enjoys snowmobile racing.

Garry was born and raised on a farm in the Brooks area and went to school in Duchess, Spondin and Hanna. He has worked on various farms, was a cook for three years, worked for a construction company and broke horses part-time.

On August 11, 1970 Gary joined U.F.A. as Salesman at the Hanna Farm Supply Centre.



ROD QUASCHNICK
Head Warehouseman

A native of the Hanna area, Rod is the son of the late Ted Quaschnick who was, for some years, a delegate to U.F.A.

Rod was raised on his parents' farm and received his schooling in Hanna and Carbon. He belonged to the Jr. F.U.A. and was the delegate one year to the Annual Meeting.

Rod farmed until he was 22 and on October 28, 1969, joined U.F.A. as the Head Warehouseman at Hanna. He still farms part-time.

Racing motorcycles and power toboggans are hobbies of Rod's. He is the president of the Hanna Snowmobile Club.

Rod and his wife, Vivian, have a daughter Shannon.



SCHOLARSHIPS

Mr. William Eaglesham, U.F.A. Delegate from the Fairview area, presented a scholarship on behalf of U.F.A. to Miss Maryann Schneider of Hines Creek at the 1972 Fairview College graduation.

Maryann was enrolled in the Secretarial Arts Course and won the scholarship for the most improvement shown by a student in the class.

Joe Nolte, Morinville, also received a U.F.A. Scholarship at the Fairview graduation for proficiency in general agriculture. He was not available when pictures were taken.

RURAL CITIZENSHIP

22 Alberta Farm Families from Red Deer North were guests of the Edmonton Exhibition Association at Edmonton's Klondike Days. Winners of the Exhibition Association's Alberta Farm Family Awards are recognized as being representative of the province's agricultural industry. Selection is made by Boards of Trade and Chambers of Commerce in designated areas on the basis of contributions to agriculture and community life.

Our congratulations to the Clare E. Anderson Family of Barrhead on being chosen as one of the 1972 Alberta Farm Family nominations. Mr. Anderson is a director of United Farmers of Alberta.

Mr. Anderson recently received another distinguished honor. He was one of the six people appointed to the Alberta Agricultural Product Marketing Council.

Electoral District No. 6.

East-Central Alberta is essentially the stronghold of the mixed farm. The products from this area are on Alberta tables at every meal — cereals, bacon, ham, milk and cream, butter, eggs, beef and poultry. This country is well suited to such diversification. Its soil, topography, moisture and weather conditions are generally favorable for the growth of wheat and coarse grains and the support of livestock; its people show a skill and willingness to make farming a year around operation.

Settlement began here at the turn of the century and there are many family farms operated by descendants of homesteaders.

Mixed farming far outranks all other businesses in the area and this is a continuing credit to the enterprising spirit of the people of east central Alberta.



G. ELMER JOHNSON
Director - Electoral District #6
CHAUVIN, ALBERTA

Elected to the delegate body of United Farmers in 1957, Elmer Johnson was elected to the Board of Directors in 1958. In 1965, he was elected 2nd Vice-President and held this position for four years. He also served on the board of United Feeds.

Mr. Johnson has a mixed enterprise located at S.E.-14-45-2W of 4th. This land was homesteaded by his parents who settled there when they came to Canada in 1906 from Sweden. Mr. Johnson's business consists of raising beef and grain.

Active in his local Unifarm since 1956, Mr. Johnson has served both as president and secretary.

He has been on the board of the Lutheran church for over 20 years and has also been a member of the church choir.

For hobbies he enjoys curling and reading.

JOHN BOBRYK
Delegate, Subdistrict #42
CZAR



Elected to the U.F.A. delegate body in 1972, Mr. Bobryk has always taken an active part in farm and community organizations.

Mr. Bobryk serves on the board of directors of the Rural Electrification Association and is on the advisory committee of his local 4-H Club. He has been secretary of the Hughenden Credit Union since 1964, and is a member of Unifarm, the Canadian Legion and the I.O.O.F.

Mr. Bobryk's farm is located 3 miles North of Czar and 1/2 mile West of Highway 13. Production is mainly beef, grain and registered seed.

He and his wife, Faye, have a daughter Bonnie. For hobbies Mr. Bobryk enjoys curling and fishing.

MERVIN GIEM
Delegate, Subdistrict #37
FERINTOSH



Elected a delegate to United Farmers in 1969, Mr. Giem has a grain and hog business. In addition to being a member of the Edberg Unifarm local, Mr. Giem is clerk of the session on the United Church Board. He has served for three years on the board of directors of the Battle River Natural Gas Co-op and has been secretary-treasurer for two years.

Mr. Giem enjoys working in his church. He also likes to landscape and has won many prizes in local horticulture shows with the fruit trees on his farm.

He and his wife June, have three children, Sherry, Nancy and Timothy. A new home was recently built for the Giems by U.F.A.'s Farmstead Development Department North.

HERB KRUGER
Delegate, Subdistrict #39
STETTLER



Elected a delegate to United Farmers in 1967, Mr. Kruger at that time mentioned that to work with people and help them to help themselves was one of his hobbies. This is still one of his major commitments.

Mr. Kruger is a native of Stettler and has a mixed agricultural enterprise in this area located at S29-37-20-W4

A past president and secretary of the former local F.U.A., Mr. Kruger is now on the local Board of Unifarm. He is a past principal of the Royal Arch, a past master of the Masonic Lodge and a past patron of the Order of the Eastern Star. Mr. Kruger recently worked on a fund raising committee to furnish wards and rooms in the new local hospital.

He and his wife, Martha, have a son Ronald who shares an interest with his father in collecting and restoring antiques.

Meet Your Elected Representatives

H. GLENN LUNTY
Delegate, Subdistrict #38
FORESTBURG



Mr. Lundy's farm is located at S.W. 1/4-4-41-15-W4, which is 6 miles southwest and 1 1/2 miles west of Forestburg. He was elected a delegate to United Farmers in 1968. Mr. Lundy has always taken an active part in farm and community organizations. He was a past president of the local F.U.A. and is a director on the regional Board of Unifarm; an adult committee member of 4-H Dairy Section; a delegate to the Alberta Livestock Co-operative; a C.C.I.L. delegate; past president of his curling club; a clerk of session of Bethal United Church; and a member of the Masonic Lodge and the Royal Arch Masons.

Mr. Lundy and his wife Dorothy have seven children, Vivian, Gordon, Charlotte, Lois, Jeanette, John and Christine whose ages range from 2 - 21 years.

For hobbies Mr. Lundy enjoys curling.



GLENN VALLEAU
Delegate, Subdistrict #41
WAINWRIGHT

Mr. Valleau was born in Picton, Ontario. His farm where he raises grain, is located N.W.20-44-6-4.

For 25 years Mr. Valleau has served both on the board of the local Co-op Store and on the credit committee of the Credit Union. He is secretary of his Mutual Telephone Association and Rural Electrification Society. He also served for some years on advisory committees for the Alberta Wheat Pool and U.F.A.

Elected a delegate to United Farmers in 1969, Mr. Valleau is also a delegate of C.C.I.L. In addition he belongs to Unifarm, the National Farmers Union and the Chamber of Commerce.

Mr. Valleau and his wife Marie, have four children Philip, Glenna, Dawn and Alvin. For hobbies Mr. Valleau enjoys bowling and travelling with his camper.



GEORGE C. FAWCETT
Delegate, Subdistrict #40
CONSORT

Mr. Fawcett's activities in farm and community organizations encompass many years of dedicated service.

He came to the Consort area with his parents in 1908. His farm where he raises grain, grass seed and cattle is located SE 1/4-28-35-6-W4.

Mr. Fawcett attended the Olds School of Agriculture and received his B.Sc. from the University of Alberta. His wife, the former Janet Gould, is a graduate nurse from the U. of A. Hospital.

While operating as a partner in C. A. Fawcett and Sons in 1933, Mr. Fawcett won 1st prize in the Sweet Clover class at the World's Grain Exhibition and Conference. He operated Illustration Station which later became a substation from 1932 - 1944.

Mr. Fawcett served on the local Hospital Board from 1948 to 1959. He has been a member of the Alberta Wheat Pool since 1930 and was a delegate from 1936 to 1949. Since 1958 he has been a member of the Farm Purchase Committee for Special Area #3 and has also served as Chairman of the Board of Review for Prairie Farm Assistance. Until recently he was a member of the Agronomists Institute of Canada.

Mr. Fawcett was a member of the old U.F.A. and later served in various capacities in the F.U.A. He was elected a U.F.A. Delegate in 1964.

As a member of the United Church, Mr. Fawcett has been on the board of stewards since 1935, a session member since 1945 and treasurer since 1958.

He has also been active in Red Cross as president of the local association and now as regional chairman.

Mr. and Mrs. Fawcett have three daughters and two sons.



LESLIE WEBSTER
Delegate, Subdistrict #36
HAY LAKES

Elected as a delegate to United Farmers from Camrose North in 1968, Mr. Webster has been active in farm organizations for many years. He served as president of his district Unifarm and then as district director. He is also secretary-treasurer of the Hay Lakes and District Fish and Game Association and is on the Lutheran Church board.

Mr. Webster and his wife Christina, have four children, Elizabeth, William, Jean and Lois.

For hobbies Mr. Webster enjoys fishing, hunting and photography.



Mrs. Will Barker pictured in her home.

Albertan of the Month

“Willingness is a feeling which must emanate from within. Willingness is a genuine spirit of co-operation and teamwork and no job is too difficult for a willing person”.

For over 1/2 a century, Mrs. Will Barker of Shepard has been one of Alberta's foremost volunteer workers. She was and still is, particularly active in farm and community organizations and in her church. It has always been her contention that if there is a definite need for an organization, the membership must be prepared to work in order to achieve any worthwhile objectives and Mrs. Barker has always been willing to work for the organizations she has belonged to. It is also to her credit that her children have followed this way of thinking and living.

As a young girl, Mabel Belyea, later to become Mrs. Will Barker, came west in 1907 with her parents. The Belyea family bought land and built a home in the Shepard area. It didn't take long for Mabel Belyea to become active in the community, particularly in the Shepard United Church, where she served as organist and choir leader. Together with Mrs. David Belyea she sang duets at many local concerts and was also a member of a popular quartet that played and sang throughout Alberta. The other members of the quartet were Curly Bell, Owen Watson and Margaret Belyea.

Her musical talents were in demand and Mrs. Barker travelled throughout Alberta, sometimes by horse and buggy, to keep her many commitments.

In December, 1912, Mabel Belyea married Will Barker — she was then 22 years old. Will had originally come west on his way to the Klondike gold rush, however in the spring of 1899 he filed a homestead claim in the Chestermere area.

Will Barker invested in purebred Poland China hogs, Suffolk Punch horses and Ayrshire milk cows. Because of his strong belief in these hardy dairy cattle, he became secretary of the Southern Alberta Ayrshire Association — a position he held for 23 years.

The Will Barker family was active in all phases of community life. Over the years, there were many parents who served on the board of trustees of the Janet School, but Will Barker was the faithful secretary-treasurer for 26 years. Agricultural fairs

— Jr. F.U.A. — ball tournaments — there was usually a member of the Barker family on the committee of each project.

In 1926, a local of the United Farm Women of Alberta was formed by 8 women in the Conrich — Chestermere area. This organization, now known as Women of Unifarm, was and still is the foremost organization of women in the community.

One of the charter members was Mrs. Mabel Barker and she was elected president, a position she held many times over the years. One of the major reasons Mrs. Barker became active in the U.F.W.A. was that it was more of a family organization than a women's organization. At no time was the U.F.W.A. an auxiliary of U.F.A. It was always a part of the organization just as at the present time, Women of Unifarm is of Unifarm.

The first delegate from this local went in 1927 to the Annual Convention in Edmonton. Since that time, there has always been a representative at the Provincial meeting.

In 1942, Mrs. Barker was elected to the Board of Directors of U.F.W.A. for the Bow River constituency.

At a later date she was elected district director of her area. She was been either a subdistrict leader or a member of the executive since 1942, and served on the Provincial Board of Directors for over 13 years. With the exception of one or two meetings, Mrs. Barker has always attended the Annual Meetings of U.F.A., and later the F.U.A., and now Unifarm.

At one time she was asked to run for Provincial President, however, her husband's health at this time was not good, and she did not want to be away from home too much. District work kept her busy, but she was home every night, often driving 65 miles to local meetings in the Bow River constituency which extended to Three Hills, Red Deer and Gleichen. Mr. Barker died in 1955.

Many other organizations, in particular the Red Cross, benefited because of Mrs. Barker's devotion of time and energy and she acted as campaign



The Barker Farmstead

To the left, Don Barker's home — the white farmstead surrounded by many majestic trees is where Mrs. Barker lives.



The late Mr. Will Barker.

chairman for the Chestermere and Shepard areas during the war. In appreciation of her many years of work, Mrs. Barker was honored by the Red Cross with a scroll and presentation of a 25 year service award. For many years Mrs. Barker has also represented farm women in the Child and Family Welfare Association and the Co-op Liaison Group.

These are only some of the involvements of Mrs. Barker. Now in her eighties, she lives on her farm at Shepard, is still very concerned about many social issues and willingly works for improvements in our society. Mrs. Barker has earned the respect of hundreds of people who have worked with her, for her progressive and logical thinking. To quote an inscription in a book she received as a gift, "To Mabel Barker, who has written her book into the lives of others".

The United Farmer salutes Mrs. Mabel Barker, an Alberta pioneer who has devoted much of her life to willingly working for the things she believes in and who is still actively involved in working for agriculture, her community and her church.

Mrs. Barker's children are well known and respected throughout Alberta.



Mrs. Barker and her children
Left to right, Gordon, Mrs. Barker, Allan, Dorothy and Don.

GORDON W. BARKER

Her son, Gordon W. Barker, in addition to farming in the area for many years, was closely associated with organizing the Calgary Co-op Centres and has been president of this successful association for more than 14 years.

He is a director of Federated Co-ops and for over 14 years has been on the board of the Balzac Seed Cleaning Plant. He has served as a delegate to United Farmers of Alberta and the Alberta Wheat Pool and for many years was a leader of the Chestermere — 4H Club.

Gordon and his wife Mary, who is from the Dalemead area, have three children, a son, Robert, who now manages the family farm, and two daughters, Barbara, and Beverley.

DON C. BARKER

Don and his wife, the former Doris Brown from Coutts, Alberta have always lived next to Don's parents.

Don is engaged in mixed farming and has a variety of crops. In 1954 Don acquired some North Country Cheviot sheep which have been shown at fairs throughout Alberta and at the Royal Winter Fair.

Don and Doris Barker have always been actively involved in community affairs and have especially enjoyed working with young people.

They have been advisors to the Junior Farmers for eighteen years and Don has been a leader in the 4-H Beef Club and also served on the adult council and board.

Both Don and Doris have served on the Chestermere Hall Board, the F.U.A. and F.W.U.A. and various home and school groups. They have five children, Wayne, Roy, Katherine, Valerie and Pamela.

ALLAN BARKER

Allan Barker's first job was with U.F.A. He entered the field of radio, as an announcer at CJCJ and then joined CFAC to start a children's program. He became well known as the popular "Uncle Allan". His radio work took him to Winnipeg and when he returned to CFAC, it was as sales manager. He became very interested in FM and it was his initiative that brought CHFM to Calgary. Allan has now been with London Life Insurance Company for several years and this year he received his C.L.U.

Allan and his wife Nita have a son Murray and two daughters Lois and Christine.

DOROTHY BARKER CLAYTON

Mrs. Barker's daughter, Dorothy, is married to Harold J. Clayton who in addition to farming west of Langdon, managed the Parrish and Heimbecker elevator for many years.

Dorothy has always been closely associated with music, just as her mother was, and the Clayton's daughter Brenda has a degree to teach music. A son, Ian, is now in his third year at the University, majoring in music.

The eldest Clayton son, Barry, is a Bachelor of Science graduate in Agrology and now works the family farm. Barry's clear thinking and progressive approach to the associations he works in is reminiscent of his Grandmother Barker.

In addition to her music, Dorothy Clayton is active in church and choir work and has served as secretary of the local F.W.U.A. and Women of Uniform.

AGENT

of the Month

Four years ago, Al Smith took over the U.F.A. Calgary Agency. Calgary has a large market potential and Al was not satisfied to complacently service the agency's existing customers. He is very much the business entrepreneur and it has taken someone like him who will work hard and aggressively pursue his fair share of the Calgary market to give the necessary impetus to the Calgary Agency.

Since taking over the Agency, Al has shown an increase of almost 50% in his sales of light products as well as a corresponding increase in sales of oil and grease. The total throughput of petroleum at Smith Petroleum Distributors is in excess of 4 million gallons a year.

COMPETENT HELP

Because he feels that a high calibre of staff is vitally important to his business, one of the first things Al did when he became the Calgary Agent was to make sure he had competent help.

The first man he hired was Al Covey (who had previously worked with Al for 6½ years) as the Senior Driver Salesman. Al concentrated on the north and east part of the territory and in that particular area, sales have shown an outstanding increase.

CUSTOMER RELATIONS

Establishing good relations with his customers is another must in Al Smith's books. His energetic farm call program brought in many new customers and in addition has won for him the Farm Call Trophy & the Best Volume Increase in Territory #2 every year since the program was instituted.

RELIABLE, MODERN EQUIPMENT

Reliable equipment — another prime requisite as far as Al is concerned. All equipment at Smith's Petroleum Distributors has been upgraded. The three delivery trucks are radio controlled. The initial investment for the radio setup was over five thousand dollars (that's top grade equipment, but also the way Al Smith does business) and Al will tell you that the use of two way radio equipment has helped immeasurably to increase the efficiency of his business.

Radio control has sophisticated the entire operation at Smith Petroleum Distributors. The productivity of drivers and equipment has been substantially increased by eliminating waste effort and doubling back. The radio trucks have also accelerated service to customers — in fact some customers have remarked that at times they don't even get a chance to hang up the phone before the delivery unit seems to be there.

KEY STOPS

There are two new additions at Smith Petroleum — and they have already proven themselves to be a real boon in accelerating service for high volume users.

Two self serve key stop pumps were recently installed and each pump has 30 individual meters.

Any time of the day or night, a key holder can pull up to these special pumps, insert his key and get his truck filled up. Purchases are automatically registered on separate meters.

ROUTING

The Calgary Agency business is divided into four main routes, West, South, North and North East. Each driver takes a full load, makes about four calls, and radios into the office to say how much he has left. The office then gives him names of customers on the route who might need some of the product on the truck.

Al says that between the driver and dispatcher, it becomes almost possible to sense the customer who may need product.

STAFF MEETINGS

The customer's right to demand the best for his money is the governing factor in the excellence of service or product in today's competitive economy.

Al Smith is keenly aware of the importance of providing good service and keeping his customers satisfied. He holds regular staff meetings and the emphasis is always on customer relations.

Some of the items discussed may seem routine but on the other hand every item discussed promotes efficiency and service. The elimination of just a few costly mistakes that might lose a valued customer more than compensates for the attention given to details.

Care and maintenance of units — grease and oil changes — filters (oil and gas) — greasing pumps once a week (without fail) — servicing air cleaners — keeping units clean inside and out (including windows, floor mats, dash board, and ash trays) — bringing to the office's attention any repair or service work needed on trucks.

INVOICING

Proper procedure in making out an invoice — writing neatly — correct totals in charging for oil, grease, conditioners, starting fluids, anti-freeze, etc. Whenever possible, a copy of the invoice left at the house or where it can be seen by customer.



AL SMITH
Calgary U.F.A. Agent
Smith Petroleum Distributors

Born and raised on a farm in the Balzac and Shepard area, Al joined the R.C.N. and served on aircraft carriers. After his discharge, he served for awhile as a member of the Calgary City Police. For 18 years Al was an Esso Dealer in Calgary and in addition did long distance trucking from 1957 to 1965.

On April 8, 1968, Al joined United Farmers. He found the bulk business completely different from the service station business and as far as Al is concerned, his only regret is he didn't join United Farmers earlier.

Al and his wife Barbara have a son Donald, who lives in Red Deer and is the manager of Red Deer Optical. Their daughter, Carol is married and lives in Turner Valley.

Al and Barbara live at R.R. 1, DeWinton and belong to the DeWinton Community Association.

For hobbies Al enjoys music, horses and travelling.

DELIVERIES

Care in not filling storage tanks too full, particularly in the summer months — extreme care and caution when switching products (product mixes can be expensive and lose a customer, and in the case of heating oil, result in an accident) — marking switches on load sheet beside customer's name and what time switch was made — morning trips completed as quickly as possible in order to be able to get in and load for afternoon trip — when taking an order for product from customer on farmstead, radio it in so that order gets on a load sheet (this ensures that it gets scheduled).

UNITS

Whenever possible, unit to be pumped off and filled with gas in readiness for next morning. This applies on Friday night.

Care when pumping off to ensure that there is room for the product in the storage and if you're not sure, climb up the ladder and take a look !!

Five gallon containers for oil deliveries to be wiped down after use, not just fired into the warehouse for someone else to look after.

Co-operation in keeping warehouse neat and tidy. Barrel bungs put back on 45 gallon drums. Five gallon measuring containers tipped upside down to drain — funnels left neat and tidy.



DENTON PARTRIDGE
Assistant Manager and Dispatcher

The pleasant voice that usually answers the phone at Smith Petroleum Distributors belongs to efficient Denton Partridge who has been at the Calgary agency for over seven years.

Denton is originally from Saskatoon and attended school at Claresholm and Calgary. Before

joining the agency, he worked as a dispatcher for Quality Propane for five years.

Denton and his wife Margaret have a son John and two daughters Laurie and Colleen.

For hobbies the family enjoys camping.



AL COVEY
Senior Driver Salesman

Born in Medicine Hat and schooled in Calgary, Al has always been involved with cars and trucks.

For three years, Al apprenticed as a mechanic and then he worked for three years as a tow truck operator. He also worked in the office of a body shop for 3½ years.

It was at this time that Al Covey went to work for 6½ years for Al Smith at his service station and managed the station for 4 years.

When Al Smith switched to the bulk plant business, Al Covey came with him and he has now been with Smith Petroleum Distributors for over 4 years.

For hobbies, Al's particular interest is cars (Al Covey, that is).



DALE MCGOWEN
City Tractor Trailer Driver

Dale is a native of Cabri Saskatchewan, and was raised on the family farm. He received his schooling at Shackleton, Saskatchewan.

In business, Dale has been primarily involved with farming and trucking.

He and his wife, Marjorie have a daughter Colleen Gail. For hobbies, Dale enjoys most sports and baseball in particular.



DAVID WEISENBURGER
Driver-Salesman

Born in Red Deer, David grew up on his parents' farm and attended school in Delburne.

David is interested in most sports, but especially in baseball. This year, his playing ability earned him the centerfield position on a team in the Commercial Fastball League.

David is married and his wife, Brenda, works for Morris and Associates.



DREKE BUKER
Driver Salesman

Born in Nipawin, Saskatchewan, Dreke was raised on the farm. He attended school in Bounty, Saskatchewan, and Acadia Valley.

He worked for MacCosham's for 1½ years and then drove a tandem for Calgary Concrete for five years. He recently started work at Smith Petroleum.

Dreke is a member of the Moose Lodge. He likes to curl and golf and if time allows play hockey and fastball.

His wife Katherine has been employed at the City Hall for over 5 years.

Agent of the Month (Cont'd.)

DRIVERS

Each driver is also a salesman and part of his job is to be fully conversant with U.F.A. and its dividend structure. This makes it possible to discuss U.F.A. intelligently with prospective customers as well as existing ones. In addition it is necessary to be knowledgeable about all products — gas, grease, etc. And Al emphasizes — if you don't know — ask ! !

Not one of the above mentioned items is unimportant at Smith Petroleum. These are some of the details — minor and major, that must be looked after in order for this type of business to function efficiently — and ex-Navy man Al Smith runs a tight ship ! !

The agency is trim and neat — the team at Calgary is enthusiastic, congenial and business-like.

Al has maintained a good continuity in his staff — he works effectively with them and at the staff meetings each job is discussed and evaluated.

Every morning at 6:30 Al Smith is in the agency. Efficient management is his key to a successful business, and this coupled with Al's sincere appreciation of his staff has generated high performance standards at the Agency.

The Calgary market is expanding and you can be sure that Al Smith and his team will be working hard and aggressively pursuing their fair share of the market.



Ready for another busy day
at Smith Petroleum Distributors
619 Moraine Road N.E.
Calgary



Al Covey radioing in to the Agency



The new key stops — fast service 24 hours a day



Denton Partridge and Al Smith