

The
U.F.A. CO-OPERATOR

Volume 4-No. 8



S
E
P
T
E
M
B
E
R

1966

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

Brickbats or Bouquets

Our sincere thanks to the many people who took time to answer the questionnaire in the Co-operator. We really appreciate the plaudits—and will certainly try to implement the many suggestions received. We thought you might like to see a random sampling of the comments:

"Could be more news of Edmonton North."

"Have more pictures."

"Everything is interesting plus the little jokes."

"Good coverage of all parts of province where U.F.A. does business."

"Don't like articles about office parties."

"More pictures of local or country agents—their plants, families, and articles of their achievements."

"Effort made to mention so many of your people."

"You're doing fine."

"More pages by having cheaper paper."

"Like mention of progress of U.F.A. and news of members old and new."

"More on the different agencies."

"A news story about the odd delegate or director might be of interest to many."

"Like to see more jokes."

"Like to see more information on various phases of U.F.A. Co-op."

"Like the information about various people mentioned in Co-operator."

"Too much news not concerning U.F.A."

"More informative articles of world scope such as that on Co-operatives in March issue."

"I like the reports on progress our organization is making."

"I think a small section should be set aside for the individual employee."

"Most items about employees have been on managers or petroleum agents—that is fine—but I'd like more about other fellow employees in the company."

"I like contents—would like to see more about personal doing of staff members."

"Don't read it." (Thank goodness there was only one answer like this, however, you must admit it's an honest and unbiased one.)

"Everything O.K."

"I like the history of the company and background of the people who made it a company."

"It's not a scandal sheet."

"Like to see more personal notes on Head Office."

"More reports from areas, e.g. Edmonton wholesale, etc., more feature articles."

"Like jokes—history of U.F.A. Co-op—current promotions—skill tests."

"Discuss jobs done at each warehouse."

"More items for junior members of the organization."

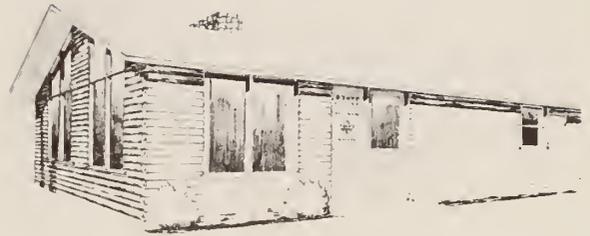
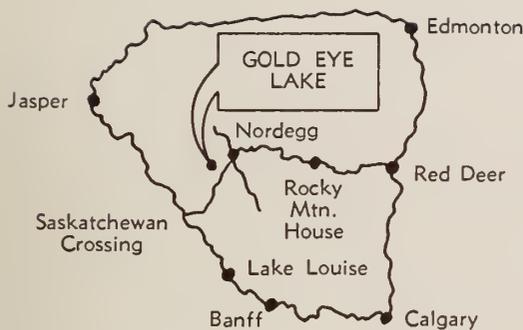
"Like the advanced reports on board meetings—sales figures—new membership record."

"More news of employees, please."

"Like the write-ups about various personalities connected with U.F.A. Co-op."

We'll certainly try to have more in the Co-operator about things our readers like—less on what they don't like—and avail ourselves of the suggestions offered and by wheedling, needling, try and carry them out.

All comments are sincerely appreciated—so please don't hesitate to write—and help make The Co-operator a better publication—one more interesting because you helped produce it.



The Junior Farmers' Union of Alberta Gold Eye Lake Camp

The Gold Eye Camp project began in July, 1959 with the leasing of 15.5 acres of forested land adjacent to Gold Eye Lake, located 110 miles west of Red Deer. Additional land has been acquired and the camp accommodates 80 campers plus staff. The buildings are of a log type construction with heating, sewage and electrical facilities. To date the buildings and contents of the camp represent an investment of \$150,000.

Programs offered at the camp, at the present time, are primarily for the age group 16-21. The young adults attending the camp are sponsored by Co-ops, Farm Union Locals or by other interested groups. A Graduate Seminar is held for the leading students from the previous year's Teen Camps. The Farm Women's Union of Alberta sponsors a Citizenship Seminar for Indian and non-Indian students each year.

Other events include the Junior F.U.A. Convention, 4-H Junior Leader Camps (directed by the 4-H Branch of the Alberta Department of Agriculture) and Boards of Directors meetings of some of the farm organizations.

The camp has been built by contributions received from interested individuals, a government grant, co-operatives and farm organizations. The provincial camp is becoming known as the Gold Eye Citizenship and Leadership Training Centre. Camp facilities are being continually expanded to accommodate program needs.

This year, the theme of the program offered those attending was, "Build a character—build a nation." The objectives of the camp were to develop through group participation and self help:

- Responsibility, good citizenship and leadership qualities.
- An understanding of co-operatives and their role in society.
- An understanding of rural and urban organizations.

Staff was provided by the following organizations: Alberta Wheat Pool, Federated Co-operatives Ltd., Farmers' Union of Alberta, Farm Women's Union of Alberta, United Grain Growers Ltd., and the United Farmers of Alberta Co-operative Ltd.

On staff from U.F.A. Co-op Ltd. were Elmer Reimer and Alvin Goetz of the Information Service Division.



A welcome addition at the Junior F.U.A. Gold Eye Camp is the \$20,000 seminar building donated by Federated Co-op Ltd. and the Alberta Wheat Pool. This building, which contains a lounge area, five classrooms and two washrooms, was completed in time for the first sessions.



The 1965 Award Winners attending the Graduate Camp represented all sectors of Alberta. Each year, the 10 top students are given an award to return the following year for a graduate camp. This year 18 students will be selected by the Alberta Agricultural Centennial Committee for an award to Expo 67 and the eastern provinces next summer.



The July 25-29 Teen Camp for F.U.A. Districts 9 and 10 was attended by 58 students, pictured here before the main pavilion.



The 1966 Junior F.U.A. Convention was held at Gold Eye Camp from July 4-7 and was highlighted by awards given to three Junior farmers and the Junior Debating Finals.

**NO, THEY'RE NOT IN THEIR TEENS —
THEY'RE SOME OF THE YOUNG AT HEART
STAFF**



Left to right — John Melicher, Edmonton school teacher, who is assistant camp administrator and recreational director; Ed Ness, Edmonton, Public Relations Representative for the Alberta Wheat Pool; George Parsons, Calgary, Field Service Representative for the United Grain Growers; Mrs. Bea Parlbly, Alix, dean of girls; Art Turner, Calgary, Public Relations Officer of the Calgary Co-op Association; Dave Yeudall, Edson, dean of boys; Gerald Schuler, Edmonton, Assistant Director of F.U. and C.D.A. and camp administrator.

**EXCHANGE STUDENTS — WHERE ARE YOUR
WHITE HATS?**



The Junior Farmers exchange trips between the provinces is an alternate yearly program, and has proved to be most successful. Left to right — Mr. and Mrs. Jim Phelps, Wilkie, Saskatchewan. Jim is a Junior Farmers' Union of Saskatchewan director. Jim, who farms with his father will, on completion of his University education, devote his time to farming; Miss Janet Henderson of Brantford, Ontario, on staff at the Ontario School for the Blind at Brantford; Ron Snyder of Niagara Falls, Ontario. Ron farms with his father and is active in the Junior Farmers' Association of Ontario.



Daniel C. Manderson

Mr. D. C. Manderson of R.R. 2, Ryley, Alberta, was recently elected a Director of the Board of U.F.A. Co-op Ltd. He is a native of Ryley, Alberta, where he owns and works a mixed grain farm.

His associations with farm organizations began with 4H Clubs to which he belonged for eight years. He served as a 4H Club Leader at Fawcett for four years and one year at Ryley as well as being an assistant leader for several years.

Mr. Manderson has actively continued his work in many farm organizations and held responsible positions in them. He was Vice Chairman of the Advisory Committee of Sub District 507 of the Alberta Wheat Pool; President of the Farmers' Union of Alberta Local 540 for six years; and Secretary of Sub District 3, District 6 of the F.U.A. Previous to his election to the Board of Directors of U.F.A. Co-op Ltd., he was a delegate for two years.

As well as the executive positions he has held, Mr. Manderson is a member of the Northern Alberta Dairy Pool, Alberta Livestock Co-op., C.C.I.L., Edmonton Co-op Store and the Tofield Co-op Store, and is on the Advisory Committee, Agricultural Service Board for the County of Beaver.

Mr. Manderson, his wife and their nine children live on their farm at Ryley.

Agriculture Still Dominant Factor in Alberta

EDMONTON

Agriculture still is the dominant factor in Alberta's economy, Dr. C. F. Bentley, dean of the faculty of agriculture at the University of Alberta, said recently.

Dr. Bentley was addressing a conference on economic trends for 1966. The one-day conference, sponsored by the Edmonton Chamber of Commerce, allowed businessmen to hear experts discuss various sectors of the economy.

Dr. Bentley told the conference: "Although only 20 per cent of the Alberta labor force is engaged in primary agricultural production, more than half of our people are directly or indirectly dependent for their employment on agriculture—that is handling, processing, servicing and distribution of agriculture's production and needs as well as those of farm people."



GET SEED CLEANED EARLY

How about seed cleaning firms charging more late in the cleaning season than they charge in the fall? An Alberta Department of Agriculture study of how the firms can best use available labor and equipment to clean the most seed indicates their higher charges are justified. The study showed that getting seed cleaned well ahead of the spring rush planting season is best for all concerned.

FARM FACTS AND FANCIES

"A wise man never blows his knows."—The Farmer's Digest.



MOVING TREES

Alberta's Supervisor of Horticulture, P. D. McCalla, recommends the following procedure for moving trees in the fall.

Take as much of the roots as possible when the tree is dug up. Some top pruning may be necessary to counteract the loss of roots.

Dig the tree on a cool, dull day to prevent loss of moisture in the roots, trunk and branches.

Do not expose the roots to the sun any longer than is absolutely necessary. This is particularly important for evergreens. The roots should be covered with burlap, canvas or a similar material.

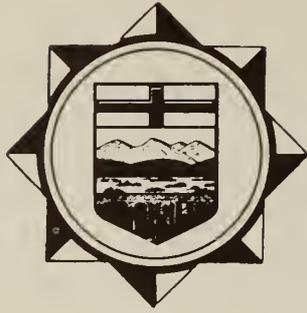
Do not crowd the roots when the tree is planted in its new location and be sure to pack good top soil tightly around them.

Give the trees a thorough watering as soon as they have been transplanted and again just before freeze-up. This will prevent the wood from drying out which is the main cause of winter damage. Stake all trees over five feet tall.

Mr. McCalla is often asked whether it is necessary to plant a tree in the same position as it was in its original position. In other words, should the part of the tree that was facing north be planted in its new location so that it is still facing north? Mr. McCalla says he knows of no evidence to substantiate this theory but it certainly will not do any harm.

HIGH LEVEL

TAYLOR



ALSASK

DEL BONITA

U.F.A. CO-OP'S KLONDIKE KUT-UPS AND THEIR KUTIES



When the Klondike fever hit Edmonton, U.F.A. Co-op was magnificently represently by: left to right—Ole and Kay Johnsen, Ron and Norman Neufeld, Gordon and Helen Brazeau. Ole Johnson is shipper and Gordon Brazeau is supervisor at the Edmonton Petroleum Warehouse and Ron Neufeld is Area Supervisor of Territory Eight.

★ ★ ★



HERE

SEED GROWERS HONORED AT FORT ST. JOHN MEETING

Ten Alberta residents were honored with awards at the 62nd annual meeting of the Canadian Seed Growers' Association. Mr. C. Anderson of Freedom and his brother H. Anderson received Robertson Associate Memberships.

Mr. Anderson is a director of U.F.A. Co-op Ltd.

★ ★ ★

STETTLER

Richard Rycroft, Farm Supply Manager at Stettler and his wife attended a Barn Dance at the Arnold Nitschke Farms.

The occasion was to celebrate the completion of a new U.F.A. Co-op 32 x 48 Arch Barn.

Dancing was to the music of Erwin Repp and refreshments and a delicious supper were served by Mr. and Mrs. Arnold Nitschke.

★ ★ ★

JUNE MEMBERSHIP APPLICATIONS

The Dividend Department processed 266 Farm Supply and 308 Petroleum applications in June, 1966. Total membership applications for the sixth month of the year were 574.

★ ★ ★



BIG OR SMALL — WE HAVE U.F.A. CO-OP PRODUCTS FOR THEM ALL

That's the slogan ANDY RICARD used on his float in the Morinville Frontier Daze. The picture on the left, taken at the bulk petroleum plant at Morinville, shows the handsome beard Andy grew for the occasion. The picture on the right shows Andy pulling the float with a tractor. Riding on the float is Andy's daughter.

To the Ricards: "Big or small — you're a handsome representation for U.F.A. Co-op Ltd."

THERE

BAYTREE



EMPRESS

MILK RIVER

VULCAN



U.F.A. Co-op Petroleum Agent **FRANK JEPPE**s and his family all worked hard, but the end results were certainly worthwhile.

Frank, his wife Joyce and their children Roxanne and Kim were the chief decorators and workers for their superior entry in the Vulcan Annual Parade. On top of the truck there was a display of petroleum products and Frank's son Kim and a neighbor's daughter Terry Lynn Gillis were kept busy as they were also on top of the truck throwing candies to the kiddies along the parade route.



METRO MAKOWICHUK



Metro Makowichuk has been appointed U.F.A. Co-op Ltd. bulk petroleum agent at Willingdon. Metro has lived in this area most of his life — farming in the Hairy Hills area and as owner-operator of the general store at Norma.

The Makowichuk's have four children — the two oldest have completed their first year of education at the University of Alberta, and the younger boys attend the local school. Metro plans to move the family to Willingdon in the near future.

MAKE WAY FOR KLONDIKE DAYS



The Edmonton Farm Supply staff certainly entered wholeheartedly into the spirit of Klondike Days. Left to right — Lloyd Clark, Len Skori, Ruth Powers, Ellen McGeehan, Pat Horton, Mildred Reynolds, Jackie Hardman and Mike Widynowski. Thanks to Ellen for sending the picture, and as she noted, "Judging from appearances, 'Klondike Days' in Edmonton will be a close competitor to the Calgary Stampede." You better believe it Calgary!!



WILLINGDON



On hand at the official opening of the Willingdon bulk plant were **STEVE MELNYK**, U.F.A. Co-op delegate; **JERRY McKAY**, Area Supervisor; and **ALVIN GOETZ**, Information Service Division. The seventy members who were at the opening met our new agent **METRO MAKOWICHUK**, and had coffee and doughnuts.

Door prizes were won by: Ray Lastivka, Willingdon, 35 lbs. of grease; Mrs. John Shupenia, Andrew, 3 gallons of oil; George Kutash, Whitford, 3 gallons of oil.

NICK KULACHKOSKY, BAY TREE



Mr. & Mrs. Kulachkosky

It's true Nick Kulachkosky was born at Stuartburn, Manitoba, but he soon rectified that error and started moving west. His parents started the trek by moving to Melfort, Saskatchewan and in 1928 to a homestead near Bonanza, Alberta. In 1939, Nick and his wife Ann took over the post office and general store at Bay Tree. In 1951, U.F.A. Co-op Ltd. built the bulk plant there and Nick was appointed agent.

Al Carder, Petroleum Area Supervisor, recently presented Nick with his 15 year service award on behalf of U.F.A. Co-op Ltd. Nick Kulachkosky manages an efficient and successful business and anyone who has worked with Nick will tell you what a fine person he is.

Nick, his wife Ann, son Bill, and daughter Joyce are a fine representative family that U.F.A. Co-op Ltd. is proud of.

Heartiest congratulations, Nick, on your 15 year service award and we're voicing the words of many people when we say, "It's a pleasure to do business with you."



Bill Kulachkosky



Modern Equipment



ELDEN GLEBE, PICARDVILLE, ALBERTA

Elden Glebe is U.F.A. Co-op Ltd. bulk petroleum agent at Picardville, Alberta. Ten years ago when Elden joined our organization, he didn't have to travel very far to do so as he was born in Picardville and raised on a nearby farm. Until he joined U.F.A. Co-op Ltd., Elden farmed his own place. He's always been active in community affairs and in his youth was a Junior F.U.A. president. He is secretary of the local curling club, a Church trustee, belongs to the skating rink and the community association and is an enthusiastic helper in any community projects.

Elden, his wife, son and three daughters live in Picardville and their hobbies are golf, boating, water-skiing and curling.

Congratulations, Elden, on receiving your 10 years service award with U.F.A. Co-op Ltd.

HIGHRIDGE



Our sincere wishes for a speedy recovery, after his recent operation, to Stan Farrants, U.F.A. Co-op Ltd. Petroleum Agent at Highridge. Stan's wife Thelma has been busy taking care of the agency (and doing a wonderful job!).

Stan was recently honored when he was presented with his 20 year service award from U.F.A. Co-op Ltd. by Petroleum Area Supervisor Ron Neufeld. Stan belongs to a pioneer family from Nova Scotia who came west to Lac La Nomme where they homesteaded. Born and raised in this district, Stan owned his own farm there. As a youth, Stan belonged to the Junior F.U.A. and his family has always been closely affiliated with U.F.A. Co-op Ltd.

The agency at Highridge was started in June, 1946, by Stan who has been one of our most conscientious agents. He is a member of the Highridge Recreation Society and the Barrhead Legion — likes to square dance and enjoys fishing. Stan is a good samaritan with a natural aptitude for electrical work, and is always helping his neighbors by fixing machinery and tools electrically or mechanically.

We hope you'll soon be feeling A-1 again, Stan, and our best wishes to you on your 20th year with U.F.A. Co-op Ltd.



CENTENNIAL STUDENT EXCHANGE

Barbara McNab, daughter of Bill McNab of our petroleum division, recently returned from a two week trip to Toronto. The trip was sponsored by the Centennial Student Exchange and 24 Calgary high school students, selected on their all-round student activities, travelled east as Western Ambassadors of Good Will. Their tightly packed schedule was highlighted by trips to Niagara Falls and many other points of interest.

Students from the east are returning the visit and the McNab's have as their guest a girl from Cornwall, Ontario.

New Employees

KARIN GRIPPING Printing & Stationery Dept.,
Calgary
NORMA HAGEL Dividend Department, Calgary
STANLEY SMITH Warehouseman, Red Deer
KATHIE OVERN Petroleum Accounting, Calgary
NORTON ROWLEY Salesman, Red Deer
MILLSON MATLOCK Salesman, Red Deer
CAROL POHL Administrative Clerk, Red Deer
DONALD ST. CYR Warehouseman, Red Deer
TERRY COPELAND Building Department, Calgary
BRYON O'REILLY Salesman, Calgary
JOHN REEVES Salesman, Calgary
CHRISTINE PIATEK Credit Department, Calgary
MAIMIE HANNA Printing Department, Calgary
LINDA TUCKER Printing Department, Calgary
RONALD PEPPER Warehouseman, Camrose
LAMONT CHRISTIAN Warehouseman, Camrose
ARNIE JENSEN Building Department, Calgary
HARRY LERMO Electronic Data Processing, Calgary
DONALD NEWBORN Farm Supply Accounting,
Calgary
KURTIS ENGEI Credit Department, Calgary

Promotions and Transfers

LARRY LUFT from Manager at Hanna to Manager at Grande Prairie.
RALPH IMBERY from Manager at Grande Prairie to Manager at Calgary.
DAVE LATAM from Assistant Manager at Lethbridge to Manager at Hanna.
RON FERNLEY from Administrative Supervisor at Calgary to Assistant Manager at Lethbridge.
BERT DELANEY from Assistant Manager at Grande Prairie to Assistant Manager at Red Deer.
JACK RATTCELL from Administrative Supervisor at Grande Prairie to Assistant Manager at Grande Prairie.
CLARENCE JOBS from Assistant Manager at Red Deer to Building Co-ordinator at Calgary.
OLIVER GAY from Salesman at Calgary to Administrative Supervisor, Calgary.
VIC WILLOUGHBY from Manager at Calgary to Product Planning Manager at Head Office.
GORDON WENZEL from Manager, Red Deer to Manager, Edmonton.
LLOYD CLARK from Manager, Edmonton to Regional Operations Manager.
MORLEY MULLINS, Farm Supply Accounting, Head Office, will assume the duties of Senior Inventory Clerk.
PETE SMITH, Farm Supply Accounting, Head Office, will assume the duties of Senior Cost Clerk.
JOE MILLER, Farm Supply Accounting, Head Office, will assume the duties of Senior Accounting Clerk.
DOROTHY ROBERTSON from Dividend to Data Processing as Key Punch Operator, Head Office.
CAROL STEWART from Key Punch Operator to Senior Key Punch Operator.
AL CARDER, Petroleum Area Supervisor transferred from Grande Prairie to Camrose.
PERRY BILLINGSLEY, Petroleum Area Supervisor, transferred from Camrose to Grande Prairie.

YOUR TIMETABLE FOR DISASTER

When you feel you have to rush, remember these facts from the Brewers' Association of Canada.

A 10 mile trip takes:

15 minutes at 40 miles per hour;

12 minutes at 50 miles per hour;

10 minutes at 60 miles per hour;

8.6 minutes at 70 miles per hour.

How much time do you HAVE to save?

**VIC WILLOUGHBY APPOINTED
PRODUCT PLANNING MANAGER**



Ward Smith, Manager of the Farm Supply Division, recently announced the appointment of Vic Willoughby as Product Planning Manager. This department will gather new product ideas and evaluate their potential and practicability. Other department responsibilities will be that of co-ordinating the initial stages of development which will include the marketing and inventory aspects involved in the successful introduction of new products to our members — co-ordinating the staff for product and sales training — assisting with general product promotion.

Vic is well known to many people associated with our Company. He was born at High River, raised on a farm at Gladys Ridge, attended elementary and Junior High School at Ridgeview and high school at Blackie, Alberta; entered University at Edmonton in the Faculty of Engineering and as he says "It was the wrong field of endeavour."

Vic worked on pipeline construction, as a roughneck on a drilling rig and in March, 1958, he started in the "right field of endeavour."

He joined U.F.A. Co-op Ltd. as a salesman calling on Farm Supply agents and has steadily progressed in our Company. In 1959, he became Assistant Manager at the Calgary Farm Supply Centre; he opened and managed the Red Deer and Lethbridge Centres and in August, 1964, was appointed Manager of the Calgary Farm Supply Centre. This new position of Product Planning Manager which relates to selling and investigating new products is one he finds particularly interesting.

Vic is married to the former Joyce Johnson of Blackie and they have two children, Kevin and Nola.

To this personable and dynamic young man, our sincere best wishes for every success in his challenging new job with U.F.A. Co-op Ltd.



THANK YOU, CALGARY FIRE DEPT.!

Fire caused by the failure of an electric humidifier broke out in the U.F.A. Co-op Ltd. Head Office building. As our fiscal year ended July 31st, most of the year's records were in the area where the fire was. Fire or water damage would have been disastrous. Prompt, efficient work of city firemen resulted in there being no damage of any kind to the records.

PONOKA



PRIZE WINNING AWARD

Ponoka Co-op Oils Ltd. won third prize with the colorful float they entered in the local parade. Alex Williamson, the manager, wrote in to say the float took almost a week to build. Alex was ably assisted by his wife Audrey, Joe Fillinger (from the service station) and his wife Geraldine. Their efforts were certainly worthwhile, and congratulations on your award, Alex!

You and the Centennial

Canada today is a nation of 19,000,000 people. It has one of the highest standards of living in the world. It unites people of different languages and cultural backgrounds. Its influence in world councils is out of all proportion to its population.

Much remains to be done before citizens in all communities have the opportunity to live not only a comfortable, but a truly satisfying life.

The Fathers of Confederation laid the foundation for a national structure which they were determined to provide with a future.

The same spirit should animate 1967. **THE CENTENARY IS THE BEGINNING OF A NEW ERA, NOT THE END OF CANADA'S FIRST CENTURY OF CONFEDERATION . . .**

No one is compelled to celebrate. However, the centenary will be a success only if it is nourished by the personal enthusiasm of individual citizens.

Each of us should study this great birthday of ours and decide what we are going to offer as individual Canadians.

We should compare in our minds the advantages of our way of life with the hardships and dangers faced by our forefathers in hewing out the wilderness and laying the foundation of the great structure which is Canada's. Let us appreciate the heritage we accept so casually.

We might as individuals:

Plant a tree in our own yard or in a public park;

Paint our home and spruce up the grounds;

We most certainly might join with greater joy and enthusiasm in the nationwide Church celebrations and devotions;

We can remember the shut-ins and find some way to contribute to their comfort and happiness;

We can search out the needy in our midst and help them to enjoy more of the good things of Canadian life.

If you have not decided what your special undertaking will be for 1967 give the matter some serious thought.

THE CENTENNIAL IS EVERYBODY'S BUSINESS.

★ ★ ★

CANADIAN FACTS

Canada is the second largest country in the world.
Highest mountain — Logan — 19,850 feet
Longest river — Mackenzie — 2,636 miles
Largest national park — Wood Buffalo — 17,300 square miles
Largest city — Montreal — 2,260,000 people
Largest lake — Superior — 32,483 square miles
Largest province — Quebec
Most populated province — Ontario — 6,668,000 people.

THE SEVEN COMMANDMENTS OF HUMAN RELATIONS IN ANY OFFICE

Speak to people. There is nothing as nice as a cheerful word of greeting.

Smile at people. It takes 72 muscles to frown, only 14 to smile.

Call people by name. The sweetest music to anyone's ears is the sound of his own name.

Be friendly and helpful. If you would have friends, be friendly.

Be cordial. Speak and act as if everything you do is a genuine pleasure.

Be genuinely interested in people. You can like almost everybody, if you try.

Be thoughtful of the opinions of others. There are usually three sides to a controversy — yours, the other fellow's and the right one.

★ ★ ★

If you do nothing but growl all day, naturally you'll be dog-tired at night.

Don't worry about tomorrow. When it comes, it will be today.

Etiquette is the noise you must swallow your soup with.

A smart wife has the steaks on when her husband returns from the fishing trip.

No married man can understand what a bachelor does with his money.

★ ★ ★

WHERE YOUR TAXES GO

The federal government spends:
15.3% on defence, mutual aid and veterans' pensions;
4.2% on protection of persons and property;
9.1% on health;
16.9% on education;
15% on social welfare;
12% on transportation and communication;
4.3% on natural resources and primary industries;
4.7% on general government expenses;
8.2% on general debt charges;
10.3% on all other expenses.

★ ★ ★

TESTED SENTENCES THAT SELL MORE

One gasoline chain increased business greatly by changing the words, "How many?" to "What will she hold?"

A manufacturer offered his trade 5¢ a pound off on every order for 20 pounds — then found that it was far more effective to offer "ONE POUND FREE WITH EVERY 20 POUNDS."

A lot of money was spent promoting a book on better eyesight with the headline, "Let Us Strengthen Your Eyes". But results increased more than 50 per cent when the approach was changed to "Let Us Save Your Eyes!" One word made all the difference.



COMING EVENTS

**August 31 -
September 6**

Fall Horse Show, Edmonton

September 4

Canoe Race, Drayton Valley

September 5

Amateur Rodeo, Taber

**September 30 -
October 1**

Lacombe Stampede, Lacombe