

Dave ROSS Equip since 1943



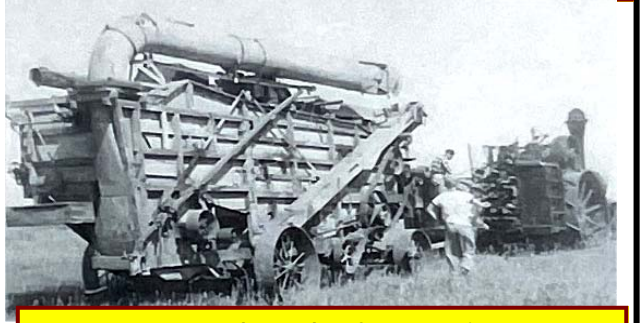
June 16.2023 P 1

DAVE ROSS the founder was born in Tain Scotland June 10th 1912 and immigrated to Canada with his Family in 1926, settling in the Spirit Valley area 3 miles north of Spirit River.

At 15 years of age Dave and Johnny Jarvis started a business sawing fire wood. They got a motor out of a old car from Bill Jarvis, Johnny's dad, and Dave & Johnny rebuilt the motor then built a portable sawing outfit with a hammer mill kit so they could also crush grain for farmers. Fire wood was sawed up in the summer but by redesigning the saw so they could lower the blade into the ice they were able to saw blocks of ice on Garnet lake in the winter. Farmers would come with their sleighs, load the blocks of ice with ice tongs and pay the boys 25 cents a block. They operated this outfit for about 9 years during the depression of the 1930's often getting paid with a 1/4 of beef or pork, milk chickens, eggs or Vegetables. Johnny married in 1934 and in 1936 Dave married Sophia Waknuk who had moved to the area in 1930 with her family from Smoky Lake. Being mechanically inclined Dave was able to get work running the Steam engine on Threshing outfits for Joe Gagnon, Frank Marple, or Walt Muller. Dave also worked for Jimmy Dodge, owner of Dodge Hardware with the John Deere agency. Dave setup & deliver JD Binders for Jimmy, Dave hauled grain for farmers with a old Chev truck but in 1940 the Old Chev broke down so he bought a New 1940 Fargo truck (\$1,500) with Jimmy Dodge backing his loan at the Bank and Sophia became his finance manager



Dave cutting ice on Garnet Lake 1929



Dave on Frank Marple's Steam Engine 933



1940 FARGO 100 Aniversary of Spirit River



Dawson Creek to Delta Juction Alaska

In the spring of 1942 Dave and his brother Willy went trucking from Dawson Creek up the Alaska Highway for the US Army corp of Engineers who were buiding a 1400 mile winter road from Dawson Creek to Delta Junction Alaska with 11,000 Soldiers and 250,000 tons of material. The south section of the road officially started April 11, 1942 and met up with the North section at Soldiers Summit Nov 20, 1942 a time frame of only 8 months. During one of these trips Dave was commandeered by the U. S. Military as a mechanic to repair equipment. After repairing a Cat crawler one day he decided to fire it up and test it, to his surprise a soldier who was having a snooze came flying out from under the beast. Because of his mechanical ability the Army wouldn't release him so he told the Sergeant that his wife was at home sick with two small children, the Sergeant felt sorry for him and let him go. In the fall of 1942 Dave & Willie were hauling winter clothes from Edmonton to American military camps on the highway and were going past a camp of Negro soldiers, when Willy said "these poor guys are freezing, they are not getting any winter clothing, lets drop this load off for them." Dave said we could get thrown in the brig for something like that", but in the end they dropped off half the load and filled that space with dynamite from the camp so they still had a full load. At their destination the Sargent looked at their load and said who the hell hauls clothes & dynamite. Willy piped up and said that's what they gave us, we just do as we are told,

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In 1943 Dave acquired the John Deere agency when Jimmy Dodge recommended Dave for the agency to Mac Swallow the John Deere blockman. Jimmy's only son was killed in the war in 1943 and Jimmy wanted out. Dave bought this little building about 12' Wx 18' L from Butch Davis who had used it as a butcher shop in the 1930's. Sophia & Dave cleaned it out, mounted a Tin John Deere sign on the front of the building and they were in business. With the war on there was no equipment available just a few parts so Dave trucked up the Alaska Highway from the spring of 1942 till late Winter of 1942 and Sophia looked after 2 children Allan and Maureen plus the New business.



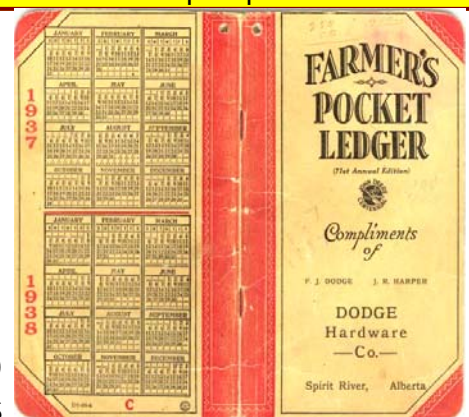
Mac Swallow

Sophia would work in the business for the next 42 years till we installed a IBM 34 computer in 1985, Sophia retired but a year after she retired we needed help with accounts payable so she came to work & put the computer account numbers on all the suppliers invoices so a school girl could enter them in the computer and Sophia thought this Girl had such a hard job. Then one day I was upstairs and I heard Sophia's voice say this peas me off. I went over and asked mom what peas you off, Sophia replied I just found out that if the account number is on the invoice the easy part is entering it into the computer. I had our new office lady teach Sophia just the accounts payable part of the computer program and Sophia liked it so much she did accounts payable for another 6 years



1 st JD dealership in Spirit River 1943

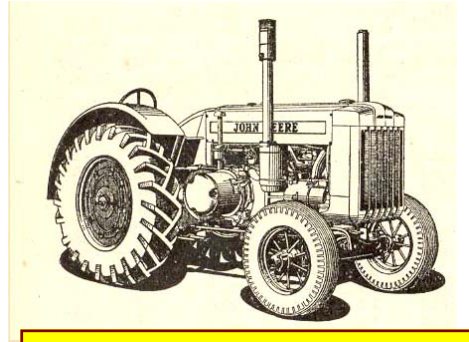
When the War was over in 1945 Dave was home and done on the Alaska Highway. He acquired a bigger building which he remoded and shared with Norm MacDonald the CASE agent. Dave got the JD agency in 1943 but there wasn't any equipment or Tractors till about 1948 so he felt lucky when he got 6 model AR John Deere tractors by rail but they all had Power Trol (Hydraulic's). Dave soon found out that farmers didn't know what Power Trol was and didn't want the extra expense so he took off the Power-Trol lever, the hyd Cylinder with hoses and installed the dust plugs. This way he was able to sell the Tractors for a little less money and had them all sold in 3 weeks. The last Tractor was sold to Charlie Marple with Power Trol so when the other 5 farmers saw Charlie using hydraulics instead of pulling on a rope to trip the power lift on their plow they came to Dave to see if they could get power troll on their new tractors. Dave had them bring their tractors in and leave them over night, he reinstalled the Power Trol lever, and plugged the cylinder in, they paid him for the powertrol kit when they picked up their tractor and everyone was happy. By this time Sophia was working full time doing the books and helping out in parts as she had a hired girl at home with the children.



Jim Dodge had JD Agency till 1942



2 nd JD dealership building in Spirit River 1945



John Deere Model "AR" Tractor

In late 1948 Dave & Sophia got the Dodge agency which we still have today 75 years later, The first car sold was a 1950 Desoto bought by Bill Waknuk Daves (brother in law). which we still have to this day. This was a celebrated deal because not only was it the 1st car sold by Dave but it had the first fluid drive transmission. Spirit River's main street is on a hill and Bill took pride in being able to ease it up the icy hill in the winter when other vehicles would spin out



1950 DeSoto 1st New Car Sold

In those days . Dave Ross was the Dodge dealer in Spirit River & Albert St Jean was the Plymouth dealer in Rycroft 5 miles away. Ratcliff Garage was the Chev dealer in SR & Lazoruk Garage was the Pontiac dealer in Rycroft. Ross Chrysler is the only dealership to survive the test of time in both of these small communities. We have celebrated our 25th anniversary, our 50th anniversary and now our 75th anniversary with Chrysler.

At this point, George Boomgaarden and Pete Rappel came to work for Dave as the business had once again outgrown its location, In 1949 Dave bought the old Spirit River Motors from Clarence Gudlaugson and had it remodelled with a new front, and added 30' all along the south side of the building to give us a parts dept plus a bigger shop then we moved into it in 1952



Gudlaugson Garage in front Kes Lillico, & Willy Ross

In 1954, Dave indulged in his love of farming and rented 3 qtrs of McEwen land. I wonder if this had anything to do with the fact that JD came out with the 45 and 55 self propelled combines in 1953 but for the next forty years Dave kept adding acres to his farm. In the spring of 1956 I combined frozen wheat on the McEwen land, with a 45 JD combine (no cab) so Dave could seed a new crop. It was so dusty I had to wear Goggles a mask & coveralls but I got all the crop as pay, one problem no elevator would buy this frozen wheat so I sold it to Arthur Marple for \$20 to make pig feed, my first business lesson.



3 rd JD dealership building in Spirit River 1952



1962 Dodge D100 truck

In 1960 I returned home from University to join the business. After a year in parts Dave said Allan, Monday I want you on the road selling and Nick Markovich will do the parts. In 1961 there were no farm phones so farm visits were the norm but it was depressing when all I saw was Cockshutt, Massey or Case equipment in the yards and the farmer told me he had talked to Dave but Dave didn't go out to see his trade so he didn't buy JD. My line was I am in sales now so next time talk to me and I will give you a good deal. May 8, 1962 Art Wagner from Chrysler presented me with a Prize Point Cheque for selling 29 Dodge D100 trucks in 90 days while enrolled in the first ever Chrysler Truck Sales Program, this made me one of Canada's Top salemen for our size of Dealership. The D100 Dodge with a slant 6 engine & 3 spd tran, averged \$2,550 1/2 sold were torquoise & white. Our wedding date was set for July 7th 1962 so with the Prize points Marilyn & I ordered a Electric Range, a Fridge & a Washing machine, I married Marilyn Drever from Castor, AB whom I met at the Red Deer Composite high school, the only high school in Alberta with a semester program. After university Marilyn came up to Spirit River and taught at the Blueberry Creek School

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This was about the time that we were buying Versatile grain augers from Peter Pakosh and in 1959 Peter Pakosh was joined by Roy Robinson in Winnipeg to build the 103 Versatile swather which had a steering wheel, They came pkged 4'x' 8' x 9' so they could be shipped 6 to a truck load. The 103 sold for only \$2,800, was easy to operate so we sold 10 to 15 a year until 1965 when they came out with the 400 hydrostatic swather. In 1965 Versatile built the first 4wd articulating Tractor the G100 gas and followed with the D145 4 wd diesel tractor in 1966 which sold for a low \$10,500 plus a \$2,000 Cab = \$12,500. They were very popular and sold well till 1968 when farming Tanked. At the same time the 7020 JD sold for \$22,500, \$10,000 more.

In 1964 we moved again to the Cement Block building Clarence Gudlaugson built in 1950 and gave to Imperial Oil in 1951. We purchased the building in 1961, installed Natural gas heaters installed water & sewer, installed new lighting built 10' on the west side for accounting offices. & moved in 1963,

However in 1968 farming tanked and so did business when the Wheat Board cut off all grain exports to Russia because they hadn't paid for 1967 grain shipments. The board had no other Export customers so they quit buying farmers grain for 1968 1969, 1970, 1971 & half of 1972. In 1968 Bill Sandul & I flew to Abbotsford

to try and sell grain to the Feed Mills. On our first trip we came home with a order for 1 car of Barley so we got a BCR rail siding in Dawson Creek and started shipping grain to the feed mills. We flew down every month with a goal to get orders for as many cars as possible from all the different feed mills. There was Richie Smith, Clearbrook, Grain & Milling, East Chillwack Coop, Buckerfields, to name a few. Wheat was \$1.00 per bushel Barley was 50 cents a bushel for feed grain but we convinced the Feed mills to buy as much as possible from us because we would ship them a better quality grain than feed grain. Business at the shop was at a stand still but we were able to sell some used & collect our accounts by taking grain. We were also able to put some cash in our customers hands so they could make their JD finance payments but this didn't happen till we got paid from the Feed Mills so Farmers had to put their trust in us and we in turn had to trust the Feed companys. One customer shipped 10 cars of Barley to make his \$10,000 Tractor & pulltype combine payment to prevent JD from repossessing it. It would take 2 months or more to get the money so I called JD Finance and asked them not to repo the equipment as they would get paid. At the time Marilyn Ross looked after our A B Grain office getting the weights of each rail car, keeping track of all the cars shipped, invoicing the Feed mills making up statements and printing the cheque for each Farmer. We shipped grain to the feed mills for 4 1/2 years shipping up to 600,000 bushels or 300 cars per year. There were 9 dealers in the Peace that closed their doors in this period.

Then in 1972 the wheat board started buying grain again so we got out of the grain business. I was at the shop selling full time and Dave was spending most of his time on the farm with Evon, John, Pete and Arnie who operated the Farm equipment.



103 Swather

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145 4 Wheel drive



4 th JD dealership building in Spirit River 1964-83



AL's Plane 1966 PA30 Piper Twin Comanche

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In 1983 Dave Ross Equip. Ltd built a new addition on the front of the 4 th building with the main floor as a showroom and the top floor as Office space.

We would sell John Deere out of this building until 1999. John Deere had told us they didn't need a dealer in Spirit River as they were consolidating 2 & 3

small dealerships into big one's but in respect to Dave as a long time JD dealer they would leave us in Spirit River as long as Dave was alive so when he passed in 1999 the JD sign came down and we applied for JD as Ross Ag Ltd in Falher. Ross Ag sold 2013



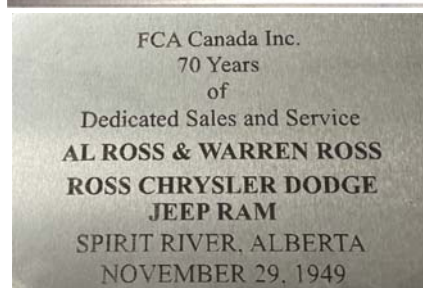
Addition to 4 th JD dealership building in Spirit River 1983-2009

JOHN DEERE 1943 - 2013



Kelly Granider JD, Brad, Sophia, Dave, AL, Marilyn, & Warren 1943-1993 50 Year Dealer Presented to Dave and Sophia 1993 1943-2013 70 Year Dealer Presented to AL, Warren Brad 2013

CHRYSLER 1949 - 2023



L-R Dave Sophia Ross C.O. Hurly Marilyn Al Ross 1949-1974 25 year dealer Presented to Dave Sophia Ross 1949-1999 50 year dealer Plaque to Dave Ross Equip Ltd 1949*2009 60 year dealer Plaque to Dave Ross Equip Ltd 1949-2019 70 year dealer Plaque to Dave Ross Equip Ltd

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In 1980 Dave Ross Equip. Ltd built a new building in Fairview AB for ROSS FARM POWER Ltd to establish a John Deere dealership. The dealership was managed by Jim Backus. from 1980 till about 1988 at which time Jim would sell his shares to Kevin Beck. Kevin managed Ross Farm Power Ltd from 1988 till 1990 and wanted to move to BC so the dealership was closed and all parts & Equipment were returned to John Deere. The building and 10 acres of land were owned by Dave Ross Equip Ltd so when Adventure Automotive the GM dealer lost their building in a fire in 1989 we sold the building and property to them.



Above is the convoy of WWII vehicles from the US that went up the Alaska highway. in 1992 for the 50 th anniversary (1942-1992) of the completion of the Alaska Highway Winter Road, They were on the original route, Dawson Creek, Spirit River. High Prairie, Slave Lake, Athabasca, Edmonton. They had stopped in Town for lunch, I offered them all JD Hats if they would stop for pictures in front of the shop, they thought that would be great so I called Dave to come down. This was the hi-light of his week and about a week later Dave Sophia & myself were in the Motor home & on our way up the Alaska highway.

1987-2002 Boomspray Canada The SM890 Sprays, 200 acres per hour with a Patented cable boom suspension system. We sold the Australian sprayer in Canada in 1985 then we took it over in 1989. We made a lot of refinements one was Henschen rubber suspension which gave the SM890 a very smooth ride in the field when being pulled with a 1/2 or 3/4 ton 4x4 truck at 20 mph. The trailers were built at Bill Kotyk's shop the last 20 built 1988



In 1997 we built, certified and painted 18 160' steel rafters for a new Iron Wood building 160'x340' and then stacked them on the ground because the farm economy Tanked . In 2001 we used 5 rafters to build on to our shop in Falher 80'w x 160' L then in 2008 we use 13 rafters to build our present shop in Spirit River approximately 160' W x 220' L x 22' H.



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3 rd JD dealership building in Falher 1976-1987-2001



1976 Falher Green bldg in middle. 1987 Front 2 story bldg. 2001 add Backshop 160'x80'

Dave passed away July 12, 1999 so in 2000 a New Company Ross Ag Ltd was formed with 3 long time employees Roger Dickner, Sales manager, Dennis Brochu, Parts manager & Dan Fontaine Service manager this gave us a partner in each segment of the Business. They would operate Ross Ag Ltd from 2000-2013 when we would all sell out to Martin Deere Ltd of Edmonton The 3 partners stayed on with Martins for 3 years after which time Roger retired, then Dennis retired but Dan is still with Martins. Roger, Dennis, and Dan worked very well together and grew Ross Ag Ltd into a successful company so that when we sold they each ended up with a retirement nest egg and DRE shares had grown as well. DRE then sold the building and property to Martin Deere line.



In 2002 Allan, Marilyn, Sophia, & Maureen were on a John Deere Baltic Cruise to St Petersburg, Russia, when they got back to London they spent 10 days in Scotland visiting Dave's birth place in Tain. We were driving out from Haddo Estates a 15,000 acre farm and I spotted a man pumping water with a small John Deere tractor, I asked him how far to the JD dealership and he told me it was in INCH 20 miles away. We drove there had a look at the dealership and as we were leaving the small Village the Ladies wanted to stop at the only Hotel for a bath room break. I was going into the pub so I told them to come into the pub when they were ready. There was one fellow (Jock) standing at the bar so I got talking with him & buying him beer. He told me he was servicing a Alvan Blanch Grain Dryer. I never heard of a AB dryer so he was drawing me pictures on napkins. I asked Jock if he had a picture in his truck, he said he didn't so I gave him my business card and I got the Alvan Blanch information and we came home. Soon after I got home I called Andrew at Alvan Blanch, they emailed me pictures, prices, and I scheduled a trip back to England for April of 2003. Andrew said he would have Glen his salesman take me on a tour of farmers that had AB Driers We arrived in England had the farm tour then I sat down with Andrew and we made a deal for exclusive rights to sell the Alvan Blanch dryer in Canada and the USA. We ordered one for our farm and I sold one to Fred Pohr. Both dryers were used in the fall of 2004 and they turned out to be a excellent dryer. sold one in 2006, 3 in 2008, 7 in 2009. & 11 in 2011. Today with 156 Dryers in Canada & the USA we order 25-35 DF22 dryers a year. This turned out to be a life saver during Covid because we got 30 Dryers when we couldn't get Vehicles nor Tractors and the DF22 AB dryer kept us in business just like shipping grain had done in 1968 to 1972.



In 2008 we used the last 13 rafters to build a new home for Dave Ross Equipment Ltd This is the first time we have been able to designed a building from the ground up for use as a Equipment dealership. It is a steel Iron Wood building with a 22' ceiling height + a Vaulted ceiling.. The front of the building has 6 sales offices 1 large accounting office, 1 meeting room a electronics room, a lunch room, a janitor room, 3 bath rooms.,2 service offices.plus a 6,000 sq ft parts area & 5,000' show room. It has floor heating A/C 140 feet of floor drain plus a 26'wx19'h bi-fold showroom door for cars, trucks, 600 hp Versatile tractors, AlvanBlanch 40'L x 16'h Grain driers, & 2000 bu Grain Carts, The back shop has 6 hoists on the automotive side, a tool room & a shop office.The Ag repair side has a boiler room a electrical room, a tool room, & a change room. We moved in march of 2009.

The wrong control panel was shipped with the 1st dryer sold to F. Morrison. Jock who was doing the setup had 2 days before he had to fly back to England so we loaded the Panel in the Air plane & I flew it to Nebraska. We knew 13 yrs ago that the DF22 would dry more than just grain when Frank Morrison called me and wanted to buy a 2 nd DF22. He had the 1 st DF22 drying popping corn which is held in the field at 20% moisture, then combined at 20% and It must then be dried to exactly 17% which is 1% tough so the skin on the KERNEL doesn't crack. The 2 nd DF22 he wanted for drying peanuts in the shell. Both dryers performed flawlessly and still operate to this day. We have been in this business for 80 yrs and these dryers are the most interesting items we have sold. This is the 2nd DF22 bought in 2021 by Humaterra from Tisdale Sask, they mfg a soil bacteria pellet from compost & manure and it comes out of the pelleting machine at 20% moisture, the DF22 is able to dry it down to 14% so it keeps but if it is over dried it kills the bacteria. We have 156 Driers in Canada since 2003 and have **NEVER LOST ONE TO FIRE**. These Drier have another exclusive feature, you can switch crops on the go, so no dryer to empty





www.rosschrysler.ca

Spirit River, Ab
780-864-3731,
800-661-7401
for Matt, Jay
Al, or Warren
June 16 2023



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ROSS CHRYSLER Since 1948



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Line up of 18 1990 D250's & D350's all with the new Cummins diesel motor. TEN years later Oct 2000 at 1am Barry Dwyer was working on our computer up stairs across the street from the UGG elevator.

He phoned me at home and said I should come down because he thought he could see flames on the north east side of the elevator which was about 600 ft from all our vehicles. I got there & flames were coming around the elevator so I called Marilyn & told her to call all our guys to get them down ASAP. I went around the vehicles opening the lock boxes so they could get the keys when they got there.



We moved them all to the east end of the street because there was a North east wind & it was carrying burning pieces of shingles all the way up to the Seniors lodge.

The next morning when we moved the vehicles back there were holes melted in the snow on the vehicles but no paint damage



Dave and Slim
Olsenburg on Slims
80th birthday
Sun July 11 1999
Dave passed away
Mon July 12
at his home in
Spirit River.



You are looking at Expo II a 1975 CT800 Dodge truck with hyd tag axle, hyd rear ramp, & hyd winch. The main deck is 22' long & the tail ramp is 13' long total deck 35' . We have a picture of Dave loading a old Steam Engine on Expo to haul it to the museum, This was Daves pride & joy next to his original 1940 Fargo. In the back ground the first building was the S.R NAR railway station. The elevator in the back ground is the Alberta Wheat Pool.

After 80 years we would like to recognize all our customers Past & Present for your loyal support, you are the most important Asset in this business.

We also recognize our Employees, Past & Present for their years of dedication to D.Ross Equip. and Our Customers, you are the other important asset in this business.
Thank you from the Ross Family Past & present