

# the united farmer

JUNE 1971



# The United Farmer

Volume 9

No. 5

JUNE, 1971

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 21, Alberta

Editor: Alice Switzer



*Member of the Canadian Industrial  
Editors' Association and the Alberta  
Farm Writers Association*


## United Farmers Farm Supply

### Centres:

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

## COVER PICTURE

*See magnificent Alberta first.  
Picture — Herbert Lake near Lake Louise  
Alberta Government Photograph  
Courtesy of Department of Industry  
and Tourism*



# Census 71

## A Census Report That Made History

Canada is the only country in the world to have statistical records of its development and growth almost from the time of its discovery to the present.

## Farm Census Questionnaire

Seeding time for farmers is harvest time for the census taker. And even though June is a busy month for them, farm operators this year will be asked to answer a special agricultural census questionnaire, as well as the population census form that goes to every household.

Data from both questionnaires will help to create a statistical picture of Canada and Canadians with a precision not attainable in any other way. But information obtained from the farm census will have direct application to the farmer's well being, because it will be used by governments, individuals and organizations to find solutions to his most pressing problems.

Canadian agriculture is constantly changing, but the bewildering speed with which changes have taken place in recent years is not generally appreciated or understood by city people. Farming methods, practices, equipment, costs, prices and production have drastically altered over the past 15 to 20 years. It is only by measuring these changes at regular intervals, through the Census of Agriculture, that those concerned with farm programs and policies can plan effectively for the future. The faster the rate of change, the greater the need for up-to-date information.

Several new questions on the Agriculture Census questionnaire indicate new directions of inquiry being pursued this year to keep facts about Canadian farm life up to the minute. There are questions on the use of various fertilizers, sprays and dusts, irrigation, the numbers of livestock and poultry under contract and hired labour on the farm, in addition to the perennial ones on crop acreage, soil use, sales and operating expenses.

The farm questionnaire is designed to produce maximum information with minimum demands on the farmer's time. The census form looks longer than it really is, because it includes questions to cover every type of farm operation. But no farmer's operation is so diversified that he will need to answer all the questions listed. He is expected to answer only those that apply.

The figures that will emerge from this census will produce a great deal of information that farmers, farm organizations, governments and the country as a whole must have to identify the needs and requirements of our largest primary industry.



# your elected representatives

The United Farmers of Alberta Co-operative Limited is owned co-operatively by the members who control the organization through 72 delegates they elect to represent them.

A member entitled to vote, is a member who is on the records of the Association on October 31 of each year, and who has in the previous 22 months paid for goods or the use of services or facilities of the Association to the minimum of ten dollars.

For the purpose of representation, the Province of Alberta is divided into eight districts, each with seven subdistricts. A ninth district (at large) gives representation to the affiliated co-operatives.

Planning in United Farmers is closely related to the needs of the member. Our delegates have a responsibility to set an example to the members — be alert to the needs of our members — and be responsive to inquiries either by informed reply or by referral to appropriate sources.

---

Peace River Country is the largest of United Farmers eight districts and it comprises 44 million acres. In this area United Farmers has farm supply centres located at: Grande Prairie, Grimshaw and Falher.

There are petroleum agencies located in Beaverlodge, Hythe, LaGlace, Wembley, Grande Prairie, Sexsmith, High Prairie, Falher, Girouxville, Nampa, Bay tree, Eaglesham, Spirit River, Wanhams, Woking, Valleyview, Brownvale, Grimshaw, Manning, Fairview, Hines Creek and Worsley.



George Sayle  
Sexsmith, Alberta  
Director, District #1

The President of United Farmers of Alberta homesteaded at Heart Valley in 1929. He now farms in the Sexsmith area and although his job as President of United Farmers is demanding, Mr. Sayle manages to spend some time each year on his farm.

He has always been active in farm organizations and was on the original Board of U.F.A. Co-op Ltd. In 1961 he was elected Vice-President and in 1963 President of our organization.

In his position with United Farmers he has been nationally and internationally active in farm organizations.

In his own area, he was instrumental in organizing the Bear Lake Rural Electrification Association and served as president for a number of years. He has also been a board member of the Grande Prairie Agricultural Society.

During his tenure as President of United Farmers, this Organization has seen a tremendous growth. Mr. Sayle has devoted a great deal of his time and energy to his responsible position as President.



Oscar Gudlaugson  
Beaverlodge, Alberta  
Subdistrict #1

Our knowledgeable delegate from Beaverlodge was elected to the delegate body in 1959. He is one of Alberta's genuine old timers, as his parents brought him in over the trail in 1911. This qualifies Mr. Gudlaugson to be a member of the Grande Prairie and District Old Timers Association and he is a member of the executive.

As the organizer of the Albright Mutual Telephone Company in 1954, he served as chairman from 1954 to the present. He was a member of the first Wheat Pool advisory committee set up in Alberta and later served three years as chairman of the Beaverlodge Committee.

Mr. Gudlaugson was director and chairman of the old Peace River Seed Growers Association from 1948 to 1950.

At one time Mr. Gudlaugson had beef in his farming enterprise but now he concentrates on forage seed and seed grain. He has won prizes for his forage seed at the Calgary Seed Fair.

Mr. Gudlaugson and his wife Fern Evelyn have two sons, Derill Wayne and Craig Leonard.

# your elected



*Ed McIntosh  
Grande Prairie, Alberta  
Subdistrict #2*

As a youth Mr. McIntosh was active in 4-H clubs and was the Alberta delegate to Montana in 1948. He placed second on two occasions at Olds in the judging competition. For seven years he was meteorological technician with the Department of Transport and spent five years at the White House forecast office.

Mr. McIntosh became a delegate to United Farmers in 1964. He was a member of the F.U.A. and then later Unifarm. He belongs to the Alberta Wheat Pool and is a member of the District Council of the Grande Prairie Curling Club. He has always been actively interested in sports as well as in farm organizations.



*Mike Nikolaychuk  
Woking, Alberta  
Subdistrict #5*

Mr. Nikolaychuk became United Farmers' delegate from the Spirit River area in 1963.

Mr. Nikolaychuk was instrumental in setting up the first Woking School Board in 1950, after consolidation. He is a director of the Rycroft Seed Cleaning Association and the R.E.A. Mr. Nikolaychuk also serves on the advisory committee of the Alberta Wheat Pool.

As one of the foremost farm organization workers in Alberta, Mr. Nikolaychuk has held very many responsible positions. A particular interest of his has been the Rape Seed Growers Association and he was recently elected president of this Association. Mike Nikolaychuk must be given much of the credit for making rapeseed an important crop in Alberta's agriculture.

Mr. Nikolaychuk studied welding and mechanics at trade school and is a licensed rural electrician.

For hobbies he enjoys music and experimenting in electronics.



*Bill Eaglesham  
Fairview, Alberta  
Subdistrict #7*

Mr. Eaglesham has a grain enterprise and has won awards for seed flax at the local seed fairs.

As a ten year delegate with United Farmers of Alberta, Mr. Eaglesham can be considered one of the veterans of our delegate body.

He has been active not only as the delegate from the Fairview area, but for a number of years has served on the Delegates' Educational Advisory Committee.

Mr. Eaglesham was a member of the R.C.A.F. during the second World War. He is a member of Unifarm, the United Church, B.P.O. Elks and the A.F. and A. Masonic Lodge. For five years he was secretary of his lodge and later served as Chaplain. In addition to his farming, Mr. Eaglesham holds a plumbing, gas fitting and projectionist's licenses. In his spare time he and his wife enjoy gardening.



# representatives



*Edouard Brulotte  
Falher, Alberta  
Subdistrict #4*

Mr. Brulotte, who was elected last year to the delegate body of United Farmers has the distinction of being the youngest delegate.

He was born in Girouxville and now farms in the Falher area. For the past few years Mr. Brulotte has also worked for the Municipal office of Smoky River as the Assistant Agricultural Fieldman.

He is an active member of Unifarm, the Alberta Wheat Pool of which he is an advisory committee member, and a member of the Canadian Seed Growers Association.

For hobbies Mr. Brulotte enjoys reading.



*John Lorencz  
Manning, Alberta  
Subdistrict #6*

Mr. Lorencz was elected to the delegate body of United Farmers in 1968.

He homesteaded in the Peace area and now lives at S.W.-13-92-23-5 where he is engaged in mixed farming. Mr. Lorencz served as chairman of the local Farmers Union and is now a member of Unifarm. He served as sales district deputy of the local B.P.O. Elks and has been chairman for two successive years.

Mr. Lorencz and his wife Emma have two children, Penny and Ben who live at home. For hobbies Mr. Lorencz enjoys wood working and shop work on the farm.



*Bill Harlos  
Valleyview, Alberta  
Subdistrict #3*

Bill Harlos was recently elected as a delegate from the Valleyview area. He replaces Mr. Norman Adolphson as the delegate from this subdistrict.

Mr. Harlos' farm is located N.E. 13-72-21-5W, and he is engaged in mixed farming. He is the past president of the Valleyview Co-operative Association and presently serves on the advisory committee of Improvement District #16.

Mr. Harlos and his wife Olga have four children, Roy, Nick, Randy and Rhonda.

# 10 years



Roy Warren, Delburne, who joined United Farmers in February, 1961, receives his award from Bill LeBlanc, Petroleum Marketing Supervisor.



Enjoying the Award Night, Gordon and Jessie Gimbel, "the hosts with the most," and Ed and Marilyn Evans. Ed is the genial Manager of the Farm Supply Centre in Red Deer.



Oliver Hart, Lomond  
— April, 1961



l-r: Mr. and Mrs. Stuart Rude from Castor and Mrs. and Mr. Don Hennel, Stettler, Alberta. Stuart and Don are U.F.A. agents.



Peter Romaniwsky and his glamorous wife, of Radway, receive Peter's Service Award from Bill Margach. Peter joined United Farmers in May, 1961.



Mr. and Mrs. Dan Whitney of Lacombe, receive Dan's Service Award from Bill Margach. Dan joined United Farmers in December, 1961.

# Service Awards

## 25 years



*George Sayle, President, presents William McCartney, General Manager of United Farmers, with his 25 Year Service Award.*



*Bill Margach  
Operations Manager  
Petroleum Division*

*April, 1946*

## 20 years



*Gerda Rouk  
Financial Accounting Clerk  
Financial Accounting  
Department*

## 15 years



*Ralph B. Ward, manager of the  
Administrative Division, presents  
Taz Sawada with her 15 Year Ser-  
vice Award. Taz is Programmer  
Analyst with the Data Processing  
Department.*

# Appointment



*Larry Firmston*

Mr. Ward Smith, Manager of the Farm Supply Division, recently announced that Larry Firmston will be associated with the Farm Supply Division.

Before coming to United Farmers, Larry was with the North West Drug Company — a human drug wholesale — for three years, and with Province Livestock — a veterinary drug wholesale — for seven years.

Larry's considerable experience in the animal health business should prove invaluable to him in his work with the Farm Supply Division.

Although Larry will be travelling throughout Alberta, he will work from the farm supply centre in Calgary.



# advisory committee

## In the Spotlight—The Petroleum Marketing Supervisors



*At the meetings — enthused discussions and*



*Cliff Pilkey, Manager of the Information Service Division.*



*Gordon Gimbel, Petroleum Marketing Supervisor in the Red Deer area.*

The Information Service Division scheduled and co-ordinated a total of 45 advisory committee meetings and workshops from March 22nd to April 30, 1971.

The stars of the program were the Petroleum Division's Marketing Supervisors — Al Carder, Bill Clark, Gordon Gimbel, Bill LeBlanc, Harold Lee, Gerry McKay, Dave MacNeill and Bill McNab.

The agenda for the meeting included a delegate's advisory committee meeting in the morning and a workshop on the Petroleum Division in the afternoon.

The workshop portion of the agenda was conducted jointly by Information Service staff and Petroleum Marketing Supervisors. The program consisted of (a) an Information Service Division representative giving a short presentation of the history, objectives and structure of United Farmers that featured the Petroleum Division (agencies and staff), the various duties and responsibilities of the Petroleum Division staff, the dividend statement, the 4%



# meetings



*an exchange of practical information.*

discount policy and charts showing volume and product sales over the past five years of light products, gear and motor oils and grease. (b) a representative from the Petroleum Division, who covered the following material — position of United Farmers in relation to the total Alberta petroleum market in 1970, information on the functions of crank case oils, additives in oils, suggestions on oil drain intervals, classification of standards relating to oil and its usage and who sets the standards. The old classifications were reviewed in order to explain the new oil classification system.

Also stressed in the reports by the Petroleum Division representative was the quality of Maple Leaf Oils.

Judging by the stimulating discussions, the workshop portion of the meetings was exceptionally successful and much of the credit for this is due to the Petroleum Division Marketing Supervisors,

who gave knowledgeable answers to the many questions related not only to their prepared presentation but to all the areas pertaining to the Petroleum Division.

Many of the members involved in the program indicated that the information they received was valuable and the workshop certainly worthwhile.

It was interesting to note that the committee meetings where the delegate had phoned his committee members a few days before the meeting, as a personal reminder and as a follow up to the invitation letter, had particularly good attendance and good participation.

The Information Service Division staff feels that the members in attendance obtained practical information that will be of benefit to them.

The Marketing Supervisors welcomed this opportunity to talk to many of the key people in the various areas.

## Promotion



*William Trefiak  
Manager*

*Provost Farm Supply Centre*

On April 15, 1971, Willie Trefiak assumed his new duties as Manager of the Provost Farm Supply Centre.

Elk Point, Alberta, is Willie's home town where he received his schooling. After his graduation, he worked for four years as a bookkeeper in a local garage, for one year as a shipper for a machinery firm and then in 1965, he joined United Farmers.

Willie's farm background, his bookkeeping and machinery experience, and his six years with the Farm Supply Division, will all serve him well in his new position. He has also taken the following home-study courses — Accounting by Correspondence — Program Instruction Course in Salesmanship and a correspondence course in Modern Salesmanship.

During his years in Vermilion, Willie took an active part in the community and was a member of the Chamber of Commerce and the Vermilion Curling Club. In addition to serving for one year as secretary treasurer and last year as president of the curling club, Willie won the club championship for two successive years. Provost will not only be gaining a new and knowledgeable manager for their farm supply centre, they will also be gaining a curler.

# United Farmers petroleum warehouse



Gordon Brazeau

12333 Mount Lawn Rd., Edmonton, Alberta

The Edmonton Petroleum Warehouse distributes oil, grease and batteries to all United Farmers petroleum agents in Alberta.

From 1935 to 1956 all lubricants were refined and shipped to Calgary from Sarnia, Ontario. With the discovery of oil in Alberta, a lube refinery was built in Edmonton and for practical purposes our petroleum warehouse was moved to Edmonton.

At that time United Farmers obtained approximately 1½ acres of land and constructed a modern warehouse. The plant was equipped with all the latest equipment including a forklift, that made it possible to stack 45 gallon oil drums, four at a time and four high.

In stock at this time are 75 thousand gallons. The Edmonton Petroleum Warehouse distributes an average of 14 thousand drums per year and also distributes close to 1 million quarts per year. They ship approximately ¾ million gallons per year and 300,000 pounds of grease.

March, 1971 set a new record as some 170,000 gallons were distributed from the Edmonton Petroleum Warehouse.

U.F.A.'s agents throughout Alberta depend on the efficient services provided by the staff at the Edmonton Petroleum Warehouse.



Trucks from all points in Alberta come to United Farmers' Petroleum Warehouse.

Gordon Brazeau, superintendent of the Edmonton Petroleum Warehouse, this year received his 35 year Service Award. It was presented to him by his long-time associate, Bill Margach, Operations Manager for the Petroleum Division.

In his many years with United Farmers of Alberta, Gordon has made many good friends. In fact, some of these friendships date back to the days when Ed Hutchison, Supervisor of the Petroleum Accounting, and Gordon were eligible young bachelors. Gordon felt that Ed was a particularly good friend to have as Ed always had lots of girlfriends whom Gordon didn't mind meeting.

Gordon joined Maple Leaf Petroleum in 1935 and transferred to U.F.A. in 1957 when they purchased this company.

He actively served in the army during the 2nd World War.

Gordon and his good wife Helen, who is also well known to many of the people in our Company, have a son Don, who lives in Vancouver and a daughter who is a nurse at Oliver. Gordon belongs to the Canadian Legion and likes to curl.

Much of the credit for the smoothly run Edmonton plant must deservedly be attributed to Gordon Brazeau.





*Ole Johnson*

Ole is Gordon's assistant. He has been with United Farmers for over 16 years and the credit for the immaculate and efficient operation at the Edmonton Petroleum Warehouse can also be attributed to Ole.

For hobbies, Ole enjoys fishing, particularly in the mountains. He is a sports fan and attends and watches many sports functions. His main hobby is wood working and he has built numerous rumpus rooms.

Ole and his wife, Kay have a daughter Kathie who is 9 years old.



*Brian Temple*

The newest addition to the Edmonton Petroleum Warehouse will soon have been with our organization for one year.

Brian is the shipper at the plant. He comes from Winterburn, Alberta and lives at nearby Spruce Grove.

For hobbies he enjoys weight lifting and hunting in the Slave Lake area.



*Ole Johnson operating the hyster. This machine allows for all products to be palletized and handled by the forklift truck.*



*Ole prepares to load an order for delivery into a waiting truck.*



*Petroleum Warehouse with the office shown at the right.*

# farm equipment lubrication

*A small booklet published by the Petroleum Division of United Farmers of Alberta is filled with interesting and factual information concerning farm equipment lubrication. Reprinted below are some of the questions and answers from this booklet. Please feel free to discuss them or any additional questions with your U.F.A. oil agent.*

**Can a diesel tractor crankcase oil be used in a gasoline tractor as a crankcase oil?**

Gasoline engine oils generally recommended for farm use are designated for API Service SD. If the diesel tractor crankcase oil bears the additional designation for API Service SD, it should be entirely satisfactory for use in a gasoline engine, e.g. Maple Leaf Extra H.D. qualifies SD-CC.

**Are there recognized engine tests for evaluating motor oil performance?**

Yes, there are test procedures for the various military specifications such as MIL-L-2104B and MIL-L-45199A. There are also tests developed jointly by the petroleum and automotive industries known as the MS Test Sequences. These procedures have been accepted by equipment manufacturers and petroleum marketers.

**What is a "Series 3" oil and how does it relate to the API Service Classifications? In what type of equipment should it be used?**

An oil designated as a "Series 3" or "S-3" motor oil is one which the marketer represents as meeting the Caterpillar Tractor Company Superior Lubricants (Series 3) requirements. Series 3 qualified oils met the old API Engine Service Classification "For Service DS" and will now meet the new classification CD. These oils are recommended by several manufacturers of diesel engines.

**Can a gasoline tractor crankcase oil be used in a diesel tractor as a crankcase oil?**

Many oils are formulated for this "double service." The designation used should agree with the manufacturer's recommendations given in the operator's manual.

**Do the SAE numbers like 10, 20, 30, etc. have anything to do with oil quality?**

No, the SAE numbers apply to viscosity only and do not specify oil types or performance level. "Viscosity" is a measure of the "resistance to flow" or you might say it is the "body" or "thickness" of the oil. A poor oil can have the same SAE viscosity classification as a good oil.

**Can I use Series 3 Motor Oil in all my equipment, both diesel and gasoline?**

Yes, this can be done but in order to get good low temperature gasoline engine protection, the oil used should also be marked for API Service SD or meet MIL-L-2104B requirements. Some manufacturers specifically recommend against using Series 3 oils. Follow the instructions in the equipment operator's handbook.

---

COMPLAINT BLANK  
State nature of complaint  
in this space

Write legibly  
GIVE FULL DETAILS!