



THE

# U.F.A. CO-OPERATOR

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A lot of people are like wheelbarrows - no good unless pushed.  
Some are like canoes - they need to be paddled.  
Some are like kites - if you don't keep a string on them they fly away.  
Some are like kittens - they are more contented when petted.  
Some are like footballs - you can't tell which way they will bounce next.  
Some are like balloons - full of air and ready to blow up.  
Some are like trailers - they have to be pulled.  
Some are like neon lights - they keep going on and off.  
And we would like to add - some are like a good watch - open faced,  
Pure gold, quietly busy, and full of good works.

---From the Scouter, Great Britain.

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#### COVER

Mr. Lorne Proudfoot, U.F.A. Co-op Delegate, presenting Mr. Byler, retired U.F.A. Co-op Director, with a silver tray. The award was made in appreciation of Mr. Byler's long years of service to the U.F.A. Co-op, first as a Delegate from Chinook and later as a Director for the Calgary area.

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# DELEGATES' CONVENTION

## Candid Shots



**NOVEMBER  
3, 4, 5 & 6,**

**1  
9  
6  
4**

# 1964 - ANNUAL MEETING

Annual Meetings of any Co-operative Organization the size of U.F.A. Co-op are very significant and truly good business meetings. This year U.F.A. Co-op with assets of over 8 million and the volume of business exceeding \$21,000,000, provided the 60 delegates in attendance with much to be discussed.

One cannot realize how a grass roots Organization of many years can retain it's original objectives and still grow to the extent that U.F.A. Co-op has grown. Probably the answer lies in good objective thinking on the part of the delegates. Certainly no deviation from working toward the policy of lowering farmers cost of production has ever been accepted by any delegate or director of U.F.A. Co-op.

The Annual Meeting just completed took place at the new Calgary Inn, a luxurious hotel, especially designed to accommodate groups such as ours. Throughout the four days many key activities took place. A few of these are as follows:

Dividend and Rebate - Delegates discussed the total sales of over \$21,000,000, and following the recommendation of the Board of Directors, decisively voted in favor of an 11.5% dividend rate on Petroleum products and a 6.75% rebate on Farm Supplies. They also decided to pay out dividends incurred in the 1960 purchases of petroleum products - a figure amounting to \$419,142.00 which will be paid to the members before December, 1964. The rebate this year amounts to \$523,000.00 and will be paid to locals before December 31, 1964.

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## BANQUET AND KEY NOTE SPEAKER



MR. C. GIBBINGS, PRESIDENT  
OF THE SASKATCHEWAN  
WHEAT POOL.

Over 350 delegates, their wives, guests and staff had the opportunity to listen to one of Canada's foremost co-operative leaders - Mr. Charles Gibbings, President of the Saskatchewan Wheat Pool.

Following the fine banquet, Mr. Gibbings, a dynamic personality, held the keenest attention of all with his interesting and timely approach to the way in which Co-operatives have benefited Western Canada. In his address, Mr. Gibbings reminisced through the years to the current problems of today, spicing it occasionally with bits of delightful humor.

# ANNUAL MEETING

## President's Address



The annual address of the president of a large co-operative organization is an indication of the thinking of such an organization. Mr. George Sayle, President of U.F.A. Co-op, left no room for doubt that this co-operative is and will continue to be the leader in Farm Supply co-operatives. He went on to say that the progress made by the U.F.A. Co-op is founded on a solid base secured by three important legs. These three legs are:

1. Management and Staff
2. Experience
3. Finances

MR. GEORGE SAYLE

The solid base of this organization, supported by good management and staff, many years of experience and a sound financial policy, will be able to continue to provide the farmer owners with better than average service. The future development can and will depend upon the farmers' wishes, and when these wishes demand service U.F.A. Co-op will be able to adequately provide these services. The continuation and expansion of these services will be systematic and efficient and on no occasion will the thought be to build an empire - the only thought will be to build a good basic co-operative to supply our Alberta farmers' needs.

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OFFICE AND PRECUTTING TOUR - Thursday morning the delegates, their wives and guests boarded two Calgary City buses which took them to the U.F.A. Co-op Office, the Calgary Farm Supply Centre and the Precutting Plant.



Delegates by the bus load tour their Office, Farm Supply Centre and Precutting Plant in Calgary.

The tour, a result of a suggestion by the delegates Educational Advisory Committee, took all morning. Delegates had the opportunity of seeing the internal workings of their Organization. Many questions were asked of the tour leaders and a great deal of pride of ownership was shown by the delegates as they were guided through their own premises.

# Delegates' Workshop

Delegate Responsibilities, Interpretation of Financial Statements, and Organizational Structure of a Co-operative were highlight topics discussed at the recent delegates' workshop. This workshop attended by 50 of the 63 delegates was held at the modern Calgary Inn and directed by the Delegates' Educational Advisory Committee.

Delegate responsibilities and duties were ably presented by four of the Committee members - delegates:

H. Haney  
P. Duby  
E. McDonald  
O. Gudlaugson



Mr. Jake Fehr

Interpretation of Financial Statements and Organizational Structure of a Co-operative were very ably conducted by Mr. Jake Fehr of Western Co-op College in Saskatoon. Mr. Fehr, a well known instructor in Co-operatives can add this workshop to his list of achievements.

On hand to provide good background information were:

George Sayle - President  
Wm. McCartney - General Manager  
R.B. Ward - Treasurer  
A.W. Platt - Executive, Secretary

Chairman for the one and one-half day session was D. Lien of the Information Service Department.

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## Farm Organization

Delegates to the Annual Meeting voted in favor of a resolution based upon the recent study of farm organization in Alberta. The resolution clearly set out the establishment of a county organization based on existing Farm Union sub-districts. Members are to be from the co-operatives, commodity groups and elected from membership at large. Similarly the Provincial Board is to be elected on the same basis. Part of the financing of this organization is to be on a percentage of earnings from the farmer owned co-operatives. This organization is to be a member of the Canadian Federation of Agriculture.

The resolution went on to instruct the Directors of U.F.A. Co-op to express similar views at the Annual Meeting of the Alberta Federation of Agriculture.

# Welcome to Two New Directors



MR. CLAIRE ZIEGLER



MR. EWEN MCDONALD

Congratulations to Mr. C. Ziegler and Mr. Ewen McDonald on their elections to the U.F.A. Co-op Board of Directors. Mr. Ziegler replaces Mr. Jake Frey who retired from the Board during the last year. Mr. McDonald represents the new area formed during the redistribution last year.

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## Executive Re-elected



MR. GEORGE SAYLE



MR. JOHN ERICKSON



MR. A.F. SILVER

The Board of Directors re-elected Mr. George Sayle, Director from the Peace River area, as President of U.F.A. Co-op.

Mr. John Erickson was re-elected Vice-President.

Mr. A.F. Silver was re-elected Executive Member.

# PETROLEUM

## PRODUCT INFORMATION

### Motor Oil Classifications

To assist operators in selecting the correct grade and type of motor oil for a particular engine or service, two motor oil classifications are in current use. These are (1) "S.A.E. Viscosity Number" system. (2) "A.P.I. Service" system.

Both systems have been periodically revised to keep abreast of engineering changes in engines and their attendant requirements so that current classifications take into account modern engines and oils.

In this issue the S.A.E. Viscosity Number system will be explained and in future issues other classifications will be defined and explained.

The S.A.E. (Society of Automotive Engineers) crank case oil classification is a means of identifying oils by their Viscosity range. This classification

has no bearing on the quality or performance of an oil, but it does enable engine builders to recommend proper bodied oils, depending upon engine design, service conditions and temperature.

The Viscosity (measure of resistance to flow) of an oil is expressed as the number of seconds required for a measured volume of oil to flow through the Viscosity instrument. The longer the running time, the higher the Viscosity of the oil. Thus an S.A.E. 40 oil is "thicker" than an S.A.E. 30; an S.A.E. 20W is not as fluid as an S.A.E. 10W. Viscosity numbers with the additional symbol "W" (winter) are based on the Viscosity at 0°F, whereas those with no additional symbol are based on the Viscosity at 210°F. An S.A.E. rating shown as 20-20W means that the oil meets the S.A.E. standard for both winter and warm weather service.

Operators can readily obtain oil of the correct Viscosity since the system is universally used by all Oil Companies to identify their grades of oil.

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### Winter Meetings

Delegates, Directors, Petroleum Supervisors and Information Service Department Personnel are beating the roads now with the all out winter Agency Meeting Program. The hope for good attendance and good reasonable weather is foremost in the minds of the seven teams conducting these meetings.

The program this year is to have the majority of all Agency Meetings conducted prior to the Farmers' Union Convention which is December 7th to

11th. The reasoning behind this move is because of past experiences showing that early meetings are always better attended.

The Petroleum Division has made this program possible through the provision of Supervisory Staff to assist in conducting the meetings. Petroleum Supervisors, A. Carder, D. MacNeill, G. Gimbel and Wm. Love will conduct meetings within their own respective areas.

The other areas of the Province will be covered by Information Service Department Personnel, D. Lien, E. Reimer and A. Goetz.

# FARM SUPPLY

The month of October saw the opening of two new Farm Supply Depots, located in Grimshaw and in Camrose.

Approximately 1500 people came out to tour the new 40' x 100' Depot at Grimshaw which opened on October 3.

The new Farm Supply Depot at Camrose was opened on October 15. Camrose area is now served by a staff of four from a 6,000 sq. ft. Warehouse and Show room.



Spur Line being built to Grimshaw Farm Supply Depot



Only Top Quality Brand Name Products Are Distributed From Farm Supply Outlets



Over 3,000 different items to choose from



A view of the unlimited parking and some of the 150 cars and trucks at Grimshaw opening

# Here and There

## Congratulations!

Lyle and Joyce Hanna of the Calgary Office. The Hanna's now have a family of one girl - Shelley.

Also to Bill and Grace Tuttle on the arrival of a baby girl - Deborah.

Merv. Borgeson took his last walk as a single man on November 7. Best Wishes to you, Merv. and your wife, Kareen.

A masquerade Hallowe'en party was held at the Imperial Bowl Banquet Room on October 31. Although many more staff members could have turned out the people that did attend had a very enjoyable time. See you at the Christmas party.

Our sincere sympathy to Bill Tuttle whose father passed away suddenly November 12. Mr. Tuttle lived in Ontario.

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## Welcome!

Jack W. Templeton	Petroleum
Terry Erasmus	Dividend
John Rattell	F.S. Camrose
Alvin Goetz	Information Service
Wayne Anderson	Credit
Allan Cole	F.S. Camrose
Arthur Gingress	F.S. Calgary
Dennis Andersen	F.S. Calgary
Judy Cameron	Steno Calgary
Judy Hellawell	Dividend
Bruce Burke	I.B.M.
Allan Shermack	F.S. Camrose
Shirley Swartz	F.S. Calgary

## Winter Meetings

### WORKSHOP

A one day workshop for supervisory and managerial staff was held at the Capri Motor Hotel, Red Deer, Alberta, October 19th. Under the guidance of Dean Lien, of the Information Service Department, 31 U.F.A. Co-op personnel took part in the informative and educational sessions. Mr. William McCartney, General Manager of U.F.A. Co-op, opened this session. His introductory remarks outlined the important role this type of gathering will play in discussing U.F.A. Co-op policy and analyzing its operations.

The morning session dealt with U.F.A. Co-op structure and its membership. Mr. McCartney outlined the purpose and function of the operations group in the U.F.A. Co-op. He also explained the role of the General Manager. Mr. Ward Smith, Farm Supply Division Manager, Mr. Arnold Platt, Executive Secretary, Mr. R.B. Ward, Treasurer, Mr. A.P. Olson, Personnel Manager, and Mr. J.C. Robb, Petroleum Division Manager, briefly outlined the operation of their separate divisions in U.F.A. Co-op.

A tape recording on "Selling" was presented by E. Reimer. It was felt by the group that many employees become too involved in their particular division. Discussing the responsibility of each opens up a new avenue of greater appreciation of the over-all objectives of the U.F.A. Co-operative.

All those present, as advisors and members of the staff, are looking forward to more of this type of informal and informative sessions next year.

### HAVEN'T GOT TIME

Opportunity tapped at a door, with a chance for the person within,  
He rapped till his fingers were sore, and muttered: "Come on, let me in,  
Here is something I know you can do, here's a hill that you can climb,"  
But the person inside, very quickly replied, "Old fellow, I haven't got time."

Opportunity wandered along, in search of a man who would rise,  
He said to the indolent throng: "Here's a chance for the fellow who tries."  
But each of them said with a smile, "I wish I could do it, but I'm  
Very busy today, and I'm sorry to say, that I really haven't got time."

At last opportunity came, to a man who was burdened with cares,  
And said: "I now offer the same, opportunity that has been theirs,  
Here's a duty that ought to be done, it's a chance if you've got time to take it."  
Said the man with a grin: "Come along pass it in, I'll either find time or I'll make it."

Of all the excuses there are, by which this old world is accursed,  
This "Haven't got time" is by far, the poorest, the feeblest, the worst.  
A delusion it is, and a snare, if the habit is yours, you should shake it,  
For if you want to do what is offered to you, you'll either find time or you'll make it.

H# 30

# COMING EVENTS



Farmers' Union of Alberta Convention  
December 7,8,9,10,11  
Macdonald Hotel, Edmonton

Winter Agency Meetings  
Month of November, December

