

LOSER GETS A LIVE GOAT TO KEEP FOR YEAR

State Farm Mutual Agents Hold Their Annual Convention

It's simply amazing said A. L. Kirkpatrick in a February issue of the Chicago Journal of Commerce how the three companies comprising the State Farm Insurance Companies of Bloomington, Ill., stage their agents' convention each year down at the Stevens hotel.

There is no other affair like it anywhere in the insurance business. In size it compares with an annual meeting of the National Association of Insurance Agents or of the National Association of Life Underwriters. For noise and glamor it has something of the appearance of an American Legion convention. For enthusiasm, it almost resembles an old fashioned revival meeting.

Take World's Largest Hotel At the general sessions of the convention they pack the grand ballroom of the Stevens to the doors. On an enormous platform sit more than 150 of the companies' leading salesmen for the year, the "high toppers" decked out in silk hats and others wearing a carnival style headgear to indicate their home state.

The first morning's session features a brass band, a drum and bugle corps and a one-man bagpipe band. Two parades are interspersed among the speeches of the morning, each headed by a musical unit. The plan follows an alternate fun-session and serious business talk. First, Vice President Tompkins opens the meeting with a serious but friendly welcome and present Vice President Fuller, who is to preside. That is the signal for a song and much noise.

It's Your Goat The states of Minnesota and Virginia run an annual sales contest. The loser is presented each year, not with a little brown jug, but with a live goat to feed and care for. Last year, Minnesota drew the goat but this year the state led the entire company. So Monday morning, the Minnesota delegation carried in the goat in a big wire cage and presented it to their Virginia competitors. Not only that, but there was an accretion during the year of a kid!

Farmers Built It Maybe the foregoing falls far short of conveying the picture of these annual conventions which now have grown so large that officials seriously are questioning their ability to continue to house a single national meeting in one hotel. But even more amazing than any convention is the record of the companies. The parent company started only 18 years ago by G. J. Mecherle, now chairman of the board, and then a wealthy downstate retired farmer without any experience whatever in the insurance business. Today his automobile company has some 525,000 policyholders, more than any company in the business. In volume of automobile premiums it ranks second only to the Lumbermen's Mutual, and even there, Executive Vice President Rust told his agents that if they compared their non-participating premiums with the Lumbermen's Mutual's net premiums after dividends (which he said would be a more proper comparison), it would put the State Farm's volume ahead. Between the automobile, fire and life companies, the group has some 650,000 and is now driving for "a million or more in '44."

Michigan a Leader The Michigan State Farm Bureau insurance dept. looms large in the State Farm Companies' picture. The Michigan Farm Bureau is state agent for the three companies. It directs the work of some 350 Michigan agents who have 50,000 automobiles and trucks insured in this state. They have in force some \$3,000,000 of State Farm Life Insurance, mostly with farm families. They have a good volume of State Farm Fire Insurance in force. It is limited to town and city property.

Michigan sent a large delegation of agents to the convention. Their production earned them the right to go. At the convention district and local agents from Michigan were plentiful among the national prize winners for making insurance production records in 1939. Alfred Bentall, director of insurance for the Michigan State Farm Bureau, headed the delegation.

CREDITS ON PURCHASES Help Pay Farm Bureau Dues!

NOTICE TO MEMBERS: Purchases of Farm Bureau Brand dairy and poultry feeds, seeds, fertilizers, fence, binder twine, oils and gasoline, farm machinery, sprays and insecticides, harness, paint, tractors, roofing and electrical appliances from Farm Bureau dealers are eligible to membership credits when declared.

MAIL YOUR DEALER SALES SLIPs to the Michigan State Farm Bureau, Membership Dept., 221 North Cedar Street, Lansing, about every three months.

BE SURE Farm Bureau brand goods are entered on slip as "Farm Bureau Alfalfa," "Milkmaker," "Mermash," etc.

\$10 annual dues mature life membership; \$5 annual dues do not, but participate in Membership Credits, which reduce the amount of dues payable.

Life members receive their Membership Credits in cash once a year.

MICHIGAN STATE FARM BUREAU Lansing, Michigan

A Voice Heard Through the Land



Figuring Extra Profits From Home Grains

Corn, Wheat and Oats Can be Managed to Double the Available Protein

By M. L. TWING Mgr., White Cloud Co-op Ass'n Many feeders believe that if they feed all their own home grown grains they are getting by at the lowest possible cost and are producing butterfat at the lowest possible price per pound.

Nothing is farther from the truth. Oats Compared to Soybean Meal For instance—Today (Feb. 5) we are PAYING 43c per bushel for oats. Oats contain about 12% of crude protein. Therefore you can sell the protein in your oats for 11c per pound.

We are SELLING soy bean oil meal for \$1.85 per hundred pounds. Soy bean oil meal contains 41% of crude protein. Therefore we are selling you a pound of protein for about 4 1/2c. You can sell some of your oats and buy soy bean oil meal and make a good profit, 125%.

Corn Compared to Cottonseed Again—Today (Feb. 5) we are paying 60c per bushel for corn. Ear corn contains about 8 1/2% of crude protein. Therefore you can sell the protein in your corn for 8 1/2c per pound. We are selling cottonseed meal for \$2.05 per hundred. Cottonseed meal contains 41% of crude protein. Therefore we are selling you a pound of protein for 5c. You can sell some of your corn and buy cottonseed and make a profit of 75%.

Wheat and Milkmeal 34% Again—Today (Feb. 5) wheat is worth nearly \$1.00 per bushel. Wheat contains about 12% of crude protein. Therefore you can sell the protein in your wheat for 14c per pound. We are selling 34% Milkmeal for \$2.35 per hundred. The protein in Milkmeal 34% costs you 7c per pound. You can sell some of your wheat and buy Milkmeal 34% and make a profit of 100%.

Are you doing these things or had you not stopped to figure them out? We are glad to call them to your attention. We are here to serve you and nowhere can you buy feeds that will give more dollar for dollar value than we are able to offer.

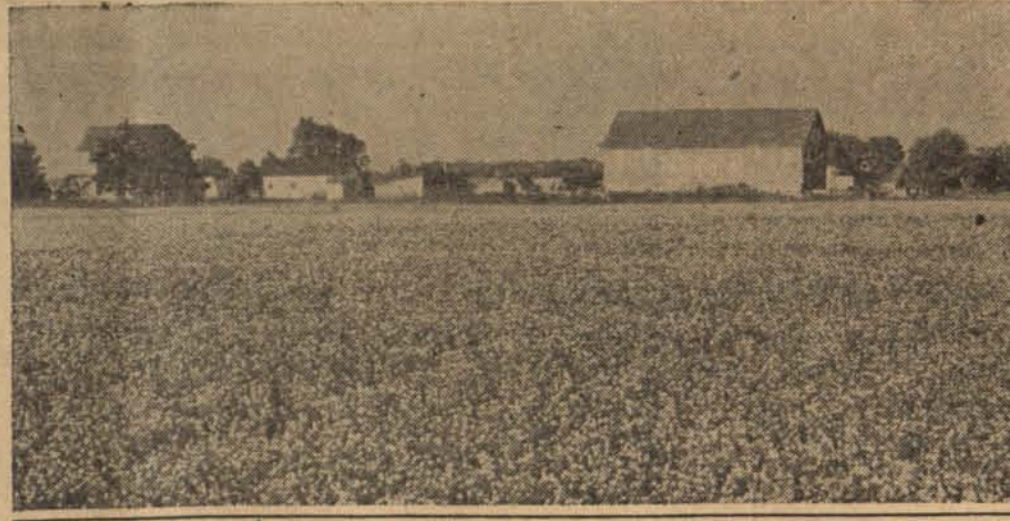
Concentrate Makes Home Grains Pay Better, Last Longer Of course you cannot feed all Milkmaker 34% or all cottonseed meal or all soy bean oil meal. You must use a good portion of home grown grains with these concentrates to give your ration a certain amount of balance. Especially if you are going to run short of home grown grains you should buy concentrates now—to make your home grown grains last longer.

Bureau Member is Potato King



J. D. Robinson, left of Pellston, Emmett county, and a charter member of the Farm Bureau, is Michigan's potato king for 1939. He made an all time production record for Michigan with an average of 615 bushels of potatoes per acre from a five acre field. He is shown receiving the annual award from H. C. Moore, potato specialist at Michigan State college. The presentation was an event of Farmers' Week.

GOOD YIELDS come from GOOD SEEDS!



FARM BUREAU'S MICHIGAN CLOVER, FOR BEAUTIFUL STANDS.

GOOD SEEDS!

Farm Bureau alfalfa and clover seeds are Michigan adapted, select, high germinating and high purity seeds. They have no superior for hay or seed production. We offer a complete line of field seeds.

CLOVERS

Farm Bureau has plenty of A-1 Michigan grown June, Alsike and Mammoth clover seed. All pure, high germinating seed, and the very best for Michigan farms.

ALFALFAS

We have certified Hardigan and Grimm, Michigan Grimm (uncertified) Michigan Variegated, Montana Grimm, Montana and Kansas common. These old reliable have done well in Michigan for more than 16 years.

OATS & BARLEY

We recommend certified Worthy Oats for heavy soils. Great yields. Resist lodging. Certified Wolverine oats for lighter soils. We recommend Spartan and Wisconsin No. 38 barleys.

Husking & Ensilage Corn

Speak to your Farm Bureau dealer now for Farm Bureau seed corn. The best seed corn is a low cost investment per acre and pays big. HUSKING CORN—We offer certified M. A. C., Polar Dent, Duncan, Golden Glow, Picketts, Ferden's Yellow Dent. ENSILAGE CORN—We offer corn of the best varieties for the several corn growing zones in Michigan. Also, Michigan hybrid 561 for ensilage.

Hybrid Seed Corn

Order These Adapted Hybrid Corns While Stocks Last

Table with columns for Variety, Corn Zone, and MICHIGAN, WISCONSIN, OHIO, MINNESOTA, KINGCROST. Lists various corn varieties like MICHIGAN 1218, MICHIGAN 561, etc.

Timothy Soy Beans Rape Pea Beans Atlas Sorgo Field Peas Buckwheat Vetch Sunflower

\$2 to \$5 Per Ton or More Savings ON FARM BUREAU FERTILIZERS!

See your Farm Bureau fertilizer dealer and get his prices for Spring 1940. Let him show you what the Farm Bureau is saving you now on fertilizer.

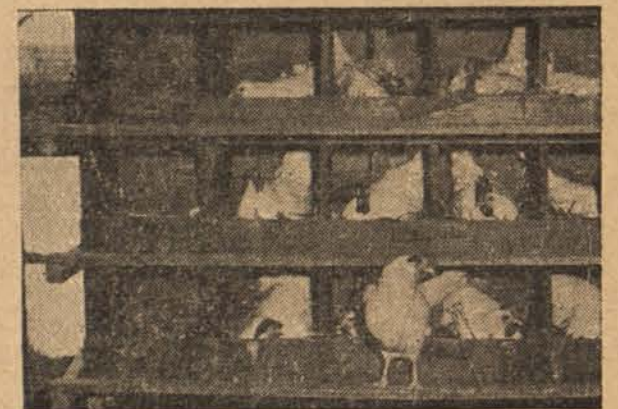
MERMASH RAISES GOOD CHICKS



RAISES MORE CHICKS!



Start chicks on Mermash. Continue it as mash for pullets and broilers. It is the best laying mash for the producing hen.



MAKES HENS PAY!

For MORE EGGS and MORE MILK

Balance Home Grains with these Concentrates

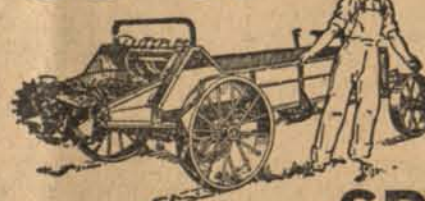
Farm Bureau Poultry Supplement 32% Protein

Farm Bureau MILKMAKER 34% Protein

100 LBS. OF FARM BUREAU POULTRY Supplement 32% Protein (or Mermaid Balancer 32%) with 300 lbs. of farm grains will make one of the best 16% poultry mashes. Use 100 lbs. corn, 100 lbs. barley (or corn), 50 lbs. wheat, 50 lbs. oats.

100 LBS. OF MILKMAKER 34% PROTEIN, or Mermaid Milkmaker 32%, mixed with 300 lbs. of any mixture of farm grains will make 400 lbs. of an excellent 16% dairy ration. Feed with alfalfa hay. With clover hay use 200 lbs. of farm grains to 100 of concentrate.

CO-OP



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So light in draft, you can pull it by one hand with beaters in action. Automotive type wheel swing for making sharp turns. Passes through narrow doors. Top of box only 3 feet from ground. Less work to load. Plenty of clearance. Fits under carrier. Shreds and pulverizes manure thoroughly. 60 bux. capacity. Wide, even spread. Broad tread. See this time-and-labor-saving spreader today at your Co-op store.

EVERY CO-OP TRACTOR GANG PLOW

Extra high clearance for extra deep plowing and easy transportation. Power lift from land wheel instead of furrow wheel to keep clutch free from trash. Two lift adjustments. Rear wheel takes landside pressure, reduces draft, prevents wear on landside and saves fuel. Extra clearance between bottoms. Two and 3-furrow sizes. Automatic spring-release coupling hitch. Shares for every type of soil at your Co-opstore.

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