



If you sold your own meat...

Where would you sell beef from heavy steers?

Who eats the most lamb, the most veal?

What about fresh pork and smoked meats?

If you had the time, you could sell *some* of your meat locally, but you would have to take *most* of it to distant cities. The chart below suggests a few things to keep in mind if you were to sell the meat from your livestock.

As you look at the chart, remember that the supply of meat and livestock in various parts of the country may change every day. At the same time consumers aren't as willing to buy on some days as

on others. These quick changes create many selling problems because meat is highly perishable.

With the many problems there are in selling meat, we believe that you will agree there is a real need for a nationwide meat distribution system such as Swift operates. The services that Swift provides, including processing and distribution, are done on a narrow margin of profit — averaging less than ¼ cent per pound for *all* products handled.

How meat is sold

Distributing meat and meat products means doing business with about 300,000 meat retailers and 375,000 hotels and restaurants.

Swift has more than 1500 plant route salesmen who sell meat and other products to various outlets in the smaller cities and towns.

Retail meat dealers and other outlets in the larger cities are served by wholesale selling units — Swift has 290.

By these two methods of distribution, meat is moved to the areas where it will sell the best. These methods used by Swift to distribute your products help to assure you greater returns.



Just 100 years ago G. F. Swift bought a heifer, dressed it and sold the meat—starting the business that is now Swift and Company. 1955, our Centennial year, reflects the progress and experience of a century of operation. More important, it emphasizes how Swift is looking ahead to serve farmers and ranchers even better during the second hundred years.

MEAT SELLING FACTS...

Is most meat eaten close to where livestock is raised?	No. Meat on the average must be moved about 1000 miles from producer to consumer.
How quickly is meat sold?	Practically all meats, both fresh and processed (except canned) are sold by the meat packer within 14 days.
How much meat is canned or made into luncheon meats?	About one pound out of four.
Where does beef from heavy steers sell best?	In the Boston area, where beef from 1300-1500 lb. steers is preferred.
About ⅓ of the lamb in the United States is consumed by ⅓ of the people — Where does this ⅓ live?	In Boston, New York, Philadelphia, Chicago, and in cities along the west coast.
Where is the greatest per capita consumption of veal?	New Orleans, La., leads all other American cities, with Newark, N. J. in second place.
Do some areas prefer fresh pork over smoked pork?	Generally speaking, consumers in the northern states prefer more of their pork fresh... smoked pork has a greater preference in the southern states.

AGRICULTURAL RESEARCH DEPARTMENT

SWIFT & COMPANY

UNION STOCK YARDS • CHICAGO

FB Secretaries Visit Blue Cross at Detroit

Blue Cross Serves 38,000 FB Families

More than 40 Farm Bureau representatives attended the Blue Cross-Blue Shield workshop meeting recently which featured a top-to-bottom tour of the organization's new headquarters building in Detroit.

The visiting group included many county secretaries and several regional representatives from the regional and state Farm Bureau offices.

Object of the session was to give these Farm Bureau representatives an opportunity to better understand the Blue Cross-Blue Shield program through a first-hand look at the operations of the many departments involved.

Robert Koch, assistant director in charge of office management, explained to the group that purchase of the new headquarters building was made in the interests of more efficient operation that in the long run means better service to members and lowered operating overhead.

They visited all departments dealing with 38,000 or more Farm Bureau subscribers, including the special unit where Farm Bureau records are kept, the hospital department, the IBM accounting department, and the statistical department.

Each year Blue Cross and Blue Shield pay hospitals and doctors a combined total of more than \$2,500,000 for services to families of Farm Bureau members. From the department managers who explained the various operations in detail, the county secretaries got a clearer understanding of the many problems involved and the complexities of providing hospital and medical coverage for over 3,000,000 people in Michigan.

The group convened for an open question and answer session covering every phase of Blue Cross-Blue Shield ranging from how rates and benefits are set to the mechanics of transferring coverage when a Farm Bureau subscriber moves from one Community Group to another.



DURING DAY-LONG visit to Blue Cross-Blue Shield headquarters in Detroit, Farm Bureau county secretaries find out how Hospital Case Department utilizes this bank of teletype machines that report hospital admissions from 21 Detroit hospitals. Together with mail and battery of telephones, department handles 1,800 admissions a day. Left to right are: Lena King, Calhoun county; Beulah Burrows, St. Clair county; Thelma Heilman, Kent county; Belle Newell, Branch county; Irma Covert, Ionia county; Madeline Douglas, Macomb county; Emma Howelsen, Washtenaw county; Gladys Sauntman, Genesee county; Ruth Simmons, Wayne county; Don Kinsey, co-ordinator of Farm Bureau research and education; and Vis de Kubinyi, department manager.



IBM DEPARTMENT was a center of interest to Farm Bureau county secretaries who toured the Blue Cross-Blue Shield headquarters in Detroit during a recent workshop session. Wm. S. McNary, Blue Cross vice-president, joined this group as it learned how this electronic tabulator automatically records information from hundreds of thousands of punch cards. Left to right are: Shirley Farsakian, operator; Mr. McNary; Elden Smith, State Farm Bureau office; Mrs. Phil Alexander, Shiawassee county; Mrs. Ardath Madison, Bay county; Mrs. Raymond Merlon, Clinton county; Mrs. Merle Harrington Ottawa county; Mrs. Margaret Schmidt, Saginaw county; Mrs. Marjorie Gardner, co-ordinator of Farm Bureau records and county office services; and Mrs. Marjorie Karker, co-ordinator of women's activities.



FROM CHARTS in Statistical Department Farm Bureau county secretaries get the facts and figures on growth, costs and use of services during recent tour of Blue Cross-Blue Shield headquarters in Detroit. Left to right are: statistician Bob Parks; Mary Stevenson, Livingston county; Beulah Timm, St. Joseph county; Verneda Schmok, Cass county; Barbara Griffin, Eaton county; Belle Johns, Lapeer county; Austin Pino, Blue Cross rural enrollment manager; Wm. S. McNary, executive vice-president of Blue Cross; Jane Stiner, Tuscola county; Barbara Bouck, Huron county and Mary Klaty, Sanilac county.

American sheep raisers get 70 per cent of income from land and 30 per cent from wool. Australians get 80 per cent from wool and 20 per cent of the income from lamb. Haddock filets are packed according to size—large and small. Filets from small haddock average about two per pound and are now most plentiful and the best buy, says the U.S.D.A.



VISITING FARM BUREAU county secretaries see first-hand at Blue Cross-Blue Shield headquarters how latest machines are used to speed work and lower overhead. Anthony Gutowski of IBM department explains how this electric accounting machine turns out billings covering over 70,000 subscribers in a single work day. Left to right are: Austin Pino, Blue Cross-Blue Shield rural enrollment manager; Gretna Van Fleet, Hillsdale county; Rosemary King of Traverse City, who is secretary for northwest Michigan; Mabel Bacon, Kalamazoo county; and Gutowski.

control of its handling and sale by the Michigan Department of Agriculture.

Constitutional Convention. With one vote to spare, the House passed H-35 which provides for submitting to the voters, at the November, 1956 election, the question of calling a Constitutional Convention to draft a new Constitution for Michigan. In general, the folks who are clamoring for such a convention would like to get rid of provisions of our present Constitution which are cherished by most rural citizens. The bill has now gone to the Senate where it has been referred to the Judiciary Committee.

School Safety. The proposal to provide that no school building could be used unless approved as to safety by the State Fire Marshal and as to sanitation and water supply by the State Health Department, is still pending in the Senate Committee on Education. It passed the House with not a single vote to spare, after quite a spirited battle between supporters and opponents.

From now on each day will see important measures decided. If you would like to give your Senator or Representative the benefit of your thought on any of these measures you should do so without delay.

Plan June Dairy Month

Dairy distributors and food retailers are planning to make June Dairy Month one of the biggest sales events in history, the American Dairy Association has announced.

Purchases of June Dairy Month posters, streamers and other materials have exceeded any previous year's total sales. In addition to materials for use in stores and on retail delivery routes, special items have been



Mrs. Katherine Ramsey

Mother of five says, "Our hospital bills aren't the problem they could be!"

"A family the size of ours can't avoid hospital bills," says Mrs. Ramsey, of Berkley, Michigan. "That's the reason we wouldn't have anything but Blue Cross. I don't know of any other protection plan, so reasonably priced, that gives you all the basic hospital services you need—rather than fixed cash benefits, like you get with other plans. When my last baby was born, our Blue Cross Comprehensive Contract gave me hospital services worth almost \$1,000—and our Blue Shield coverage for doctor bills paid my doctor \$300. Sure, we had a little more to pay, but it was certainly small in contrast with the amount Blue Cross-Blue Shield covered for us."

Why take the 1 in 3 chance that your family will have a hospital and doctor bill within a year... when for reasonable cost, you can have the wonderful security of Blue Cross-Blue Shield, Michigan's only state-wide, non-profit protection plans. Find out how you can have low-cost group coverage. A company with as few as 5 employees may qualify as a group.

TODAY, contact your nearest Blue Cross-Blue Shield office, County Farm Bureau Secretary, or Grange.

Harold Frahm Retires

Harold Frahm of Frankenthum, former director of the Michigan Farm Bureau, has retired from the farm he has operated for 38 years. His grandfather settled on the farm in 1862 upon his arrival from Germany. Mr. Frahm has moved into a new home at 1436 South Outer Drive, Saginaw. His son Burton will manage the farm.

Learn to live with your temper—you can't possibly get rid of it by losing it.

WORLD'S DIET Cereals and potatoes make up less than one-third of the American diet, while two-thirds of the world's population depends on such products for 80 to 90 per cent of their total diet.

Buy Farm Bureau Seed. A PLEASANT WAY TO... BALANCE YOUR BUDGET... FILL WOMEN'S WEAR. Dress Fabrics—Dresses—Hosiery—Lingerie in Last Minute Styles & Distinctive Patterns. Wonderful values. Good Profits. Write Now. MITCHELL & CHURCH CO. Dept. 117 Binghamton, N. Y.

New STA-RITE Cosmopolitan

LOW-COST Completely Automatic PACKAGED WATER SYSTEM

Complete, with 12-gallon tank, ready to install. Only **\$99.50** Special Introductory Offer for April

FOR EITHER SHALLOW OR DEEP WELLS

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Distributed By **FARM BUREAU SERVICES, Inc.** FARM MODERNIZATION DEPT 3800 N. Grand River Ave. Lansing, Michigan

STOP THE CLOCK TO SAVE TIME?

Naw — no one does that! People do cut down on amount of feed fed poultry and livestock or buy less well balanced feed because it's cheaper, or are we wrong — and no one does that?

MOTHER NATURE GIVES THE ORDERS

A hen - hog - cow - steer - turkey - sheep have orders from Mother Nature to take enough out of their daily ration to keep them alive and happy. The left overs (the amount left for eggs-pork-milk-beef or turkey meat) are then put to use by the owner.

Is it smart to have that left over so small that the full productive capacity of the farm animals is not put to work to make profit for the owner?

You, our bosses, are pretty smart that way. Your purchases of Farm Bureau feeds are holding up fine. Thank you—and your actions will make you money. Always help your pocketbook (and your organization) by demanding Farm Bureau feeds.

FARM BUREAU SERVICES, INC.
Feed Department
221 North Cedar Street Lansing, Michigan

Legislature Looks At Highways
(Continued from page 1)
engines rated at over 8 horsepower, combines, corn pickers, corn picker-sheller combines, forage harvesters, forage blowers, hay and straw balers, power orchard and field sprayers and dusters, beet harvesters and uni-harvesters.

The Secretary of State would be charged with the duty for administering this act. The cost of title for a farm tool would be \$1.

Such a procedure might help in the recovery of stolen property or be useful in checking the age or previous usage of a piece of secondhand equipment. Whether these advantages would offset the expense and bother of the program, is a question regarding which we would be interested in having your views.

School Buses. The 1955 version of proposed legislation to require traffic to stop both ways for school buses which are loading or unloading passengers, has been introduced. It is S-1266 and is being sponsored by Senator Robert Faulkner of Berrien county. Similar proposals have passed the Senate during recent sessions but have been bottled up in the House Committee to which they were referred. This legislation is definitely in line with the Michigan Farm Bureau position on this problem which so vitally concerns the safety of rural boys and girls.

Milk Dispensers. Farm Bureau members will recall the difficulties which we had a year ago in finally securing enactment of a bill to legalize use of bulk milk dispensers in Michigan. The same individuals and interests which fought us so strenuously at that time are now promoting S-1240. This proposes rather comprehensive amendments to the portion of the law dealing with milk dispensers. All of the changes seem well intended to discourage use of this equipment in Michigan. The present law requires that not less than 8 ounces be served and that the glass or other container be of not less than 9 ounce capacity. The new bill would insist that no glass of less than 10 ounce capacity be used for serving milk from a dispenser. Thus, the glass would be 1/5 empty. After January 1, 1956, only cans made of stainless steel could be used in dispensers. Furthermore, each dispenser would have to have an annual license.

LOOK... WHOLE CARLOAD OF FARM STEEL ITEMS

on SALE at your local FARM BUREAU DEALER

One week only - April 11th to 16th

Between April 11th and 16th you'll be able to make savings of from 10 to 15 percent on various items such as fencing, wire, posts, etc., at your local Farm Bureau Dealer! Get in early and save yourself money... it's the famous once-a-year sale that's the talk of Michigan. You can't beat the quality or the prices!

See Your Farm Bureau Dealer For Prices. Remember this sale is for 1 week only!

FARM BUREAU SERVICES, INC.
Lansing 4, Michigan

This is the House that Farm Bureau Built

Women's Part in The Farm Bureau

DONALD D. KINSEY
Coordinator of Education and Research for MFB

Foreword. Those who are familiar with Eddie Guest remember that he said, "It takes a heap o'livin' in a house to make it home!" Our Farm Bureau house would have been a desolate affair, indeed, without a family. There were some early periods of hesitation about bringing a family into the House. But once the objections were overcome, the development of a Women's Program brought new light and atmosphere to the Farm Bureau.

Around most homes the women often do the things that decorate up the place. They pitch in with the cooking, baking and mending. The Women of the Farm Bureau have done that. But they have also rolled up their sleeves and helped to "pour concrete" into the foundations of the new programs. This House has become as much theirs as it is the men's.

Early Beginnings. In 1919 the Farm Bureau started off rather ambitiously to do practically all of the jobs that the College might do. The list of original departments reads like the college catalogue. This effort had one important effect. There were departments for home economics and for boys and girls clubs. To head up these departments two women were included in the Michigan Farm Bureau of Directors—Mrs. Flora Buell and Mrs. John C. Ketchum. Thus the women had a direct place in the scheme of things from the outset.

While other state Farm Bureaus went along for years with a wide division between the women's program and the Farm Bureau operation itself, Michigan Farm Bureau enjoyed and benefited from a more direct tie-in with the women's activities.

In 1921, Mrs. Edith Wagar of Monroe county was elected to the state board. There was a gentleman's agreement that the women should have a director on the board. As a member of this body she undertook during the 18 years she served on the board to stimulate activities and programs among the women around the state. Informally organized county women's groups were formed. They began to work on citizenship, health and education programs. It was in these years that the Bureau Women's Speaking Contest was started.

In 1939 Mrs. Pearl Myus of Lapeer County succeeded Mrs. Wagar on the board. During these days they began to speak of the women's program as the "Associated Women of Farm Bureau." This was a title that was being used by other state Farm Bureaus. The work that was done, however, kept a closer relationship between the women and the organization in Michigan. Women became active in membership promotional work. They took legislative action through the organization for weed control along the highways to improve safety and visibility. They began vigorous work to bring hospital facilities to rural areas.

Mrs. Ray Niekirk of Gratiot county became the state board member in 1943 and 1944. She was highly interested in getting a fully authorized women's program started. She helped to promote and bring into being the Women's State Advisory Council. This Council functions today. It is made up of one Women's District Chairman from each of the 10 Farm Bureau Districts of the state, plus the State Women's Chairman and Vice-

chairman. Establishment of the Department. 1945 saw a number of marked changes in the program. A Department of Women's Activities was established at the state level. The women developed a formal organization in that year, being careful, however, to keep close ties with the parent organization. Mrs. U. S. Newell of Branch county was the first state chair-

Award Winners at Washington



BECAUSE Michigan Farm Bureau reached its 1954 share of the American Farm Bureau "Two Million Member Goal," nine leaders selected by lot from County Farm Bureaus that made their goal were guests of the AFBF at Washington in early March. They attended sessions of Congress, met with their representatives in Congress, visited the U.S. Dept. of Agriculture, the AFBF offices, and toured Washington.

In this picture Ass't Sec'y of Agriculture Jim McConnell is shown congratulating Mrs. Elvon Rasmussen of Ionia county. Others in the group, left to right: C. L. Brody, executive vice-president of the Michigan Farm Bureau; Dean Pridgeon, Branch county; Mrs. Earl Tucker, Ogemaw; Frank McCalla, Washtenaw; Carroll Robotham, Benzie; Lee Cook, Kalamazoo; Mrs. Harold Allen, Muskegon; Albert Adamski, Arenac; Dan E. Reed, ass't legislative counsel MFB; Ted Leipprandt, Huron county.

man of the Women's program who was elected by the women. It was decided that the title "Associated Women" did not fit the program. The women voted to adopt the title "Michigan Farm Bureau Women's Program."

Ties Within the Family. It was an early precept of the Farm Bureau program that it must reach the home level to be effective. Shortly after the Michigan Farm Bureau Women became organized they tied their program to the Community Farm Bureaus by having each local group elect a representative to serve on the County Women's Committee.

County Farm Bureaus changed their by-laws to allow the County Board to choose a County Women's Chairman from among these group representatives and to give this County Chairman status as a member of the County Board.

District Farm Bureau Women's Chairmen were elected by voting delegates sent to the district meetings by the County Women's Committees. These district chairmen have the responsibility for coordinating the program with their districts with the overall state program, and also of serving on the State Advisory Council. They act as counselors and advisors for the County Women's Committees in their districts. State officers of the women's program are elected at their own annual meeting every second year.

State chairmen who have served in late years have been Mrs. Harry Whittaker of Lapeer County, 1950-1953; and Mrs. Carlton Ball of Calhoun County, who is the present chairman. When the Women's Department was established at the state level in 1945, the work was delegated to Mrs. Marjorie Karker. She has served in the capacity of Coordinator of the program since that time. In 1945 there were only 39 of 55 Farm Bureau counties that had a Chairman of Women's Activities. Today all but one (62 out of 63 organizations) have a Women's Committee. Kalamazoo County Farm Bureau was organized recently and has yet to establish this program.

Projects with Educational, Civic, and Public Relations Value. It is difficult to do justice to the scope of the programs undertaken by the Michigan Farm Bureau Women over the years. A brief listing of some of the projects does reveal a picture of importance and constructive work. From the very early years they have given strong service to the building of membership. They were early in the support of the group hospitalization program (Blue Cross-Blue Shield) for Farm Bureau people.

They have set themselves to the building and expansion of Community Farm Bureaus in their counties. They have aided the promotion of Junior Farm Bureau groups in many places by conducting surveys to locate eligible young people for the groups.

Very early in the history of the Women's program the women of the Northwest Michigan Farm Bureau set the precedent of holding an annual women's camp. These camps held programs in leadership training, information, recreation and effective citizenship projects. This camp became a statewide affair annually. And in more recent years the Districts have followed the pattern

by holding similar camps for the women at the District level. This has made the camps more accessible locally to the women from surrounding counties.

Educational and civic projects undertaken by the Women of Farm Bureau have included:

1. Health Programs
Work on various health and welfare drives.
Aid in the establishment of Cancer Detection Clinics.
Work for the establishment of community hospitals and health clinics.

Organization work on Community Health Councils and County Health Units.
Support for the Michigan Health Council and the Michigan Rural Health Conference.
Work on cancer dressings.
Aid to local Crippled Children's Clinics.
The development of blood donor teams.

Aid to the Sister-Kenny Polio Treatment Program in Michigan.
Promoting the program for the recruitment of nurses.
Aid to the programs of the Michigan Society for Mental Health.

2. Educational Programs
Improvement of rural education and rural schools.
Study of sex education in the public schools.
Working to eliminate "crime broadcasts" beamed over public channels of communication.
Studying the work of the United Nations.
Studying soil conservation problems and methods.



Mrs. Jessie Knickerbocker

Widow grateful she doesn't have to lose home!

"I'd never have been able to keep my home and still pay for all the hospital and doctor care I've needed, too," says Mrs. Knickerbocker, of Highland Park, Mich. "That's why I thank my lucky stars I've got hospital bill protection that pays off in services... provides me with a hospital bed, for example, rather than a fixed amount of money to pay toward that bed, the way other plans give you. I like the service way... the Blue Cross way! Just recently, my Blue Cross Comprehensive Contract covered \$624 worth of hospital services I needed, leaving only \$5 that I had to pay out of my own pocket. And my Blue Shield protection paid all but \$23 of my doctor bill!"

There's a 1 in 3 chance that your family will have an unexpected hospital bill within a year! Why risk your home, your life's savings... when for very little cost, you can have the wonderful protection that only Michigan's Blue Cross-Blue Shield Plans give you.

Find out about low-cost group coverage for your family. A company with as few as 5 employees may qualify as a group.

TODAY, contact your nearest Blue Cross-Blue Shield office, County Farm Bureau Secretary, or Grange.

Support for stronger rural churches.

Sponsoring "home and home" meetings between rural and urban groups.

Aiding in programs and problems involving migratory labor.

4. International relations
Supporting the "Pennies for Friendship Fund." This fund involves the collection of pennies at group meetings to help carry on the work of the Associated Country Women of the World.

Financing visits of farm women from other countries. In 1950 two farm women from Germany were guests of the Farm Bureau women for an extended visit in Michigan counties.

Providing scholarships for foreign students at Michigan State College. MFB Women hold membership in the Associated Country Women of the World and in the Country Women's Council and send delegates to the meetings of these organizations.

A constant interest of the Farm Bureau Women has been the matter of preserving our American Way of Life. They have had help from the College in studying the nature and methods used by Communism, Socialism and

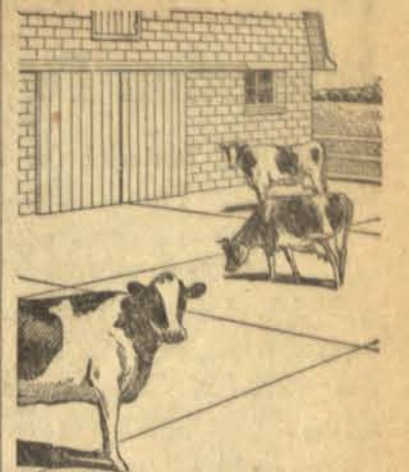
capitalistic societies.

The work of the Farm Bureau Women in the field of cancer detection was recognized by the National Cancer Society in 1948. In fact, a glance through the above list impresses one with the vast worth of their efforts as a public relations program for Farm Bureau people. The numerous public groups contacted in the pursuit of these programs and the work done with them has done much to bring public respect to Farm Bureau.

At their annual meeting in 1953, the Farm Bureau Women voted to cease passing separate resolutions. And to put their resolutions on the same footing with others, they were given representation by three women on the State Resolutions Committee of the Michigan Farm Bureau. The three women are chosen by the State Farm Bureau president from a list submitted by the Women's Advisory Council.

The future strength and progress of the Michigan Farm Bureau will depend, as it has in the past, on the energetic work of its women. They can do much to help keep the Farm Bureau House in order and to stand against the storms that may come its way.

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A concrete-paved barnyard keeps cows out of mud and filth and cuts down on the work time of cleaning cows before milking.

When cows wade through mud they waste energy needed for producing milk. Owners say a paved barnyard pays for itself by helping produce more milk.

Mail coupon for free literature on paving your barnyard. If you need help, see a concrete contractor, ready-mixed concrete producer or building material dealer.

---Paste on postcard and mail---

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Please send free literature on concrete barnyards. Also following subjects:

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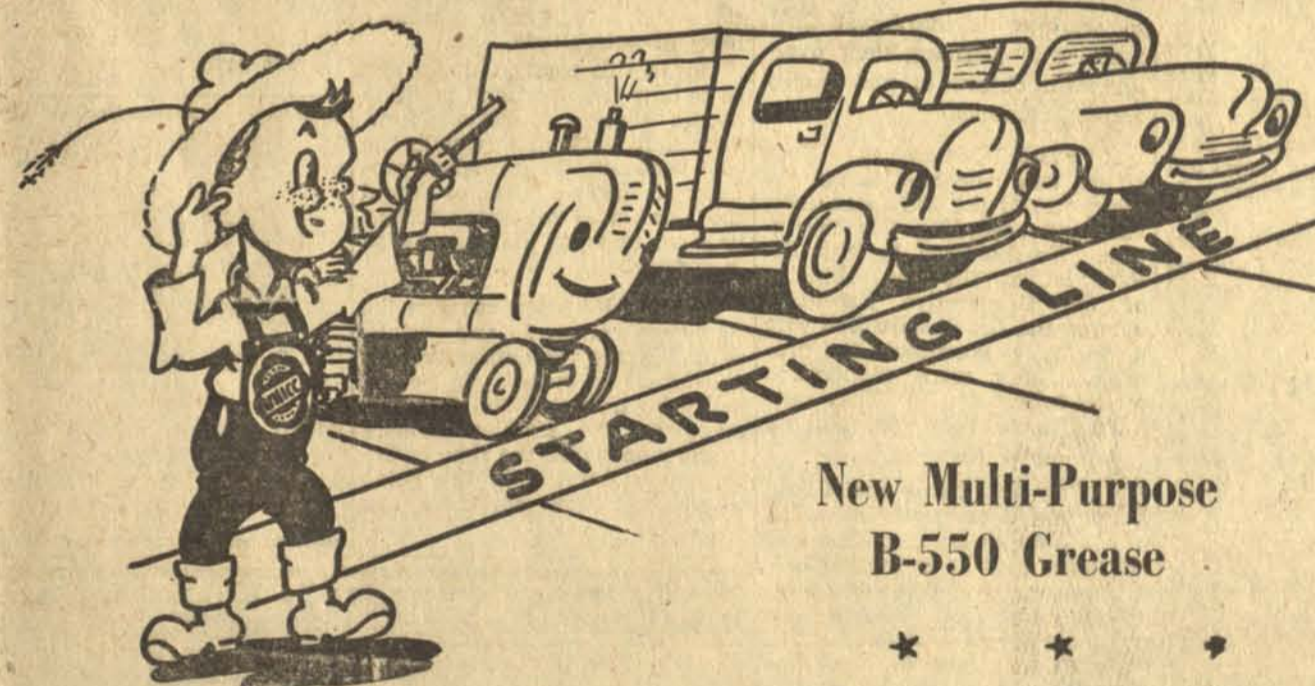
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St. or R. No.....
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New Multi-Purpose B-550 Grease



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When you have an especially tough job for your tractor, diesel or farm truck — Unico Heavy Duty is the oil for you.

Unico Multi-Purpose B-550 Grease is your best buy for over-all lubrication. It does the work of four greases in one—and does a better lubricating job too.

A completely new kind of grease for the many farm uses. Instead of the usual soaps or similar stiffening agents to impart consistency, Unico Multi-Purpose B-550 contains an "Aminated Gel" base made with Bentone.

Unico Multi-Purpose has no melting point, won't soften or run as temperatures rise. It will not get stiff if temperatures fall. It will not wash out of shackles or the water pump bearing due to water action.

It pumps easily through mechanical dispensing equipment even at the lowest temperatures. Order some at your dealer's! You will be surprised at the low price.

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The New Look in the Agr'l Extension Program

Community Farm Bureau Discussion Topic for April

Background Material for Program in April by 1438 Community Farm Bureau Discussion Groups

DONALD D. KINSEY
Coordinator of Education and Research for MFB

Styles change. They take on a new look. The acceptable and popular dress of the day changes in appearance. We live in a world of continually new design.

The same is true of programs. People look and find new ways of doing things. Just as the old car did only half the efficient job that was needed, so old programs often leave something to be desired.

Farming and farm living have changed their style along with everything else in our modern world. If farming was to keep abreast of the competition in the modern world, it had to step up its efficiency. And the strong right hand that has helped agriculture keep the pace of productive abundance has been the research programs of our Agricultural Experiment Stations and the educational programs of our Cooperative Extension Service.

From the very beginning Farm Bureau people have recognized the value of these programs. They have given strong support in resolutions and in active legislative influence to help them grow. The basic idea in the research and educational programs has been "to help the farm people to help themselves." This has been the keystone viewpoint in the Farm Bureau outlook.

Progress in the New Marketing Program. Last July the Community Farm Bureaus discussed Michigan's new marketing research and educational program. Farm Bureau had taken the lead in promoting the program with the legislature. Now a new Progress Report on this program has been put into print. A copy of the report is being sent to your Discussion Leader.

The marketing program gives meaning to the word "cooperative" as we find it in the Cooperative Extension Service. And the idea fits the tone of Farm Bureau resolutions. In such programs the states and local governments help to pay the way and thus keep freedom to develop their own plans and supervise their own programs. Thus they differ from the "direct line" programs of Federal agencies in which the policies are made by agency heads and handed down to the states and local communities.

Resolution Questions Direct Aid. Farm Bureau people have been thoughtful as to the proper role of the Agr'l Extension program. How far should the program go in developing direct aid to the individual farmer? Is there a danger in such direct aid programs that the agencies of the Extension Service will be making decisions for the farmer himself? Is such direct aid a case of "oversupport" by governmental agencies?

These questions seemed to be raised in one of the resolutions passed by the AFBF in December, 1954. The delegates said: "We note that the Extension Service is emphasizing a coordinated farm-unit planning program for individual families on a voluntary educational basis. We believe Extension should not become individual service programs."

"We believe Extension should not neglect the use of tried and proved methods in solving problems through educational demonstrations, nor overlook its job of providing practical economic marketing and production information to all farmers. . . . The program referred to in the resolution is part of the "new look" in the Extension program. It is the "Farm and Home Development Approach." It seeks

to work with individual farm families in planning their overall farm objectives and family accomplishments.

A Frank Discussion. Your writer was concerned to get the viewpoint of the Extension folks firsthand regarding this resolution. He discussed it with Dr. Paul Miller, the new Director of the Cooperative Extension Service and Dr. Richard Bell who is helping to coordinate the program. They were cooperative to the fullest degree. They outlined the new program and its objectives as follows:

1. Yes—the Farm and Home Development approach is a plan to bring Extension resources and aid more directly to the individual farm family. It is not a program by itself, but rather a type of emphasis on uniting all the existing programs of the Cooperative Extension Service.
- It is an attempt to blend all of the resources of both the farm and the family so that the fullest desired result is gained. Personal desires and economic goals of the family are to be considered. What is the family seeking to accomplish for the farm and itself? Sound conservation practices will be considered in the plan, of course.

simply at one isolated problem of the farm. It attempts to relate all the problems — those of the people, land and buildings, financial resources, machinery and markets, etc. into a well-knit, long-range program for the family.

Extension programs generally have worked with farmers on isolated problems of the farm operation. Thus this approach has somewhat broader and more positive aims.

2. The Farm and Home Development approach does not involve in the least any change in the present practices of working with farmers in general educational programs, demonstrations, research and information or supervisory helps. It is an added approach to be used with families that are interested in working out their total operation as a farm and family affair.

3. Extension personnel who will concentrate on the approach will consist mainly of Assistant County Agents. Extension personnel in counties without such assistants will do part time work in this direction.

4. The Farm and Home Development approach is not a matter of imposing some "master plan" on any farm family. The aim, rather, is to make available to the family the necessary information to make sound decisions for future planning. It creates a direct channel to get this information to the family.

Extension people, working with these individual farm families, refer their problems through to the specialists at Michigan State College. The facts of the problems are worked over by specialists and recommendations are made. But the facts and recommendations are presented purely to aid the family in making decisions. There is no pressure nor requirement that the family accept any part of the approach in order to retain the help of the Extension Service.

That — in a nutshell — is the Farm and Home Development approach as outlined by Dr. Miller and Dr. Bell. It is not merely a Michigan plan. It is to operate on a national scale.

In the modern Extension program there are numerous problems of emphasis that must be solved. The agricultural population is changing. Agricultural economists are pointing out that 90% of the food and fibre are being produced by 10% of the farming population. Funds for Extension work in agriculture are appropriated by Congress and the states to raise the efficiency level of agriculture.

Out of this comes the question as to how the Extension program should allocate its service time. Should it work mainly with the 10% who are the principal producers of farm volume, or should the small and part-time farmer be given an equal amount of time in service?

In many Michigan counties the part-time farmers and small-scale farmers far outnumber the full-time farmers. It could easily be true that the demands made by the smaller farmers might monopolize the time of the Extension Service to the point where full-time operators are neglected.

\$10 for the Best Custard Pie



ABOVE ARE THE WINNERS and judges of the Dairy Festival Custard Pie Contest in Newaygo county. Left to right: Mrs. F. Adair, judge; Mrs. William TenBrink, 3rd place; Miss Lois Knopf, judge; Miss Ruth Gerencer, 2nd place; Mrs. H. Daniel Deur, 1st place; Mrs. Arlene Willson, Judge.

During the recent Dairy Festival the Public Relations Committee of the Newaygo County Farm Bureau promoted a custard pie baking contest. The contest hit the jackpot in interest and in its value as a promoter of farm products.

Prize money was provided by the Greenwoods Farm Dairy, the Sanitary Dairy and Millers Egg Station. The ladies who won the honors were Mrs. H. Daniel Deur, first for \$10; Miss Ruth Gerencer, second for \$7.50; and Mrs. William TenBrink, third, for \$5.

The final bake was held in the concern of Farm Bureau leaders that such a trend should not happen has been voiced. Some feel that the policy of the Extension program should be such as to maintain the necessary balance of service so as to avoid this possibility. This would mean that the scope of a farmer's operations should have some bearing on his priority for attention by the Extension Service.

It should be emphasized that the criticisms made are not points of conflict with the Cooperative Extension Service. They are concern over points of emphasis only. Throughout its resolutions Farm Bureau has always been high in its praise and support of the Extension program.

Questions — Special questions will be handled by a questionnaire to be sent to your discussion leader. It is too long to print in this article.

Expand Market And You're In

C. Chester Freestman of the USDA's Food Distribution Division spoke before the American Beekeeping Federation at Chicago about What the Industry Can Do to Promote Honey. He stressed the need for aggressive sales promotion. "If you lose just a small share of the market for your crop," he said, "you're in

trouble. If you can expand your market just a little, you're in. And that boils down to promotion—a good aggressive job of promotion can gain you the expansion you need. And if you don't promote aggressively, you can be sure you won't stand still. You can be sure your competitors will be promoting better—and taking your share of the market."

homemaking room of the Fremont High School February 19th. Eligible to compete for the finals were six other ladies: Mrs. Joan Church, Mrs. Henry Vandenberg, Mrs. Milo Smith and Mrs. Rudolph Hansen from Fremont, Mrs. Ruth Mellon and Mrs. Fern Johnson from Grant. Members of the Newaygo Farm Bureau Public Relations Committee are Mr. Al Kunnen, chairman, Mrs. Kunnen, Mr. and Mrs. Loren Fitzpatrick, Mr. and Mrs. Clifford Robbins, Mr. and Mrs. John McLaughlin, Mr. and Mrs. Arthur Vandenberg and Jack Carter.

winning pie: Crust: One cup all purpose flour, 1/2 teaspoon of salt, one-third cup of lard, blended until dough crumbles; three table-spoons of cold water to make soft dough. Three slightly beaten eggs, 1/2 cup of sugar, 1/2 teaspoon of salt, one teaspoon of vanilla beaten together. Stir in two cups of milk until sugar is dissolved. Pour into pie tin lined with pastry, sprinkle with nutmeg, bake in pre-heated oven at 425 degrees for 10 minutes, reduce heat to 325 degrees and bake for 25 to 30 minutes.

Mason Women Take Part in Dairy Festival

660 Mason county school children took part in an essay and poster contest in the Dairy Festival program in the county in February, according to Mrs. Harold O. Fitch of Ludington, a

member of the Women's Committee of Mason County Farm Bureau. The Committee was represented on the Committee on Consumer Education which had charge of the essay and poster contest for children in three groups: From the 3rd to 5th grade, inclusive; 6-7-8th grade group, and high school. There were prizes of \$5, \$3 and \$2 for the best entries in each group. The dairies of the area promised each student a pint of ice cream.



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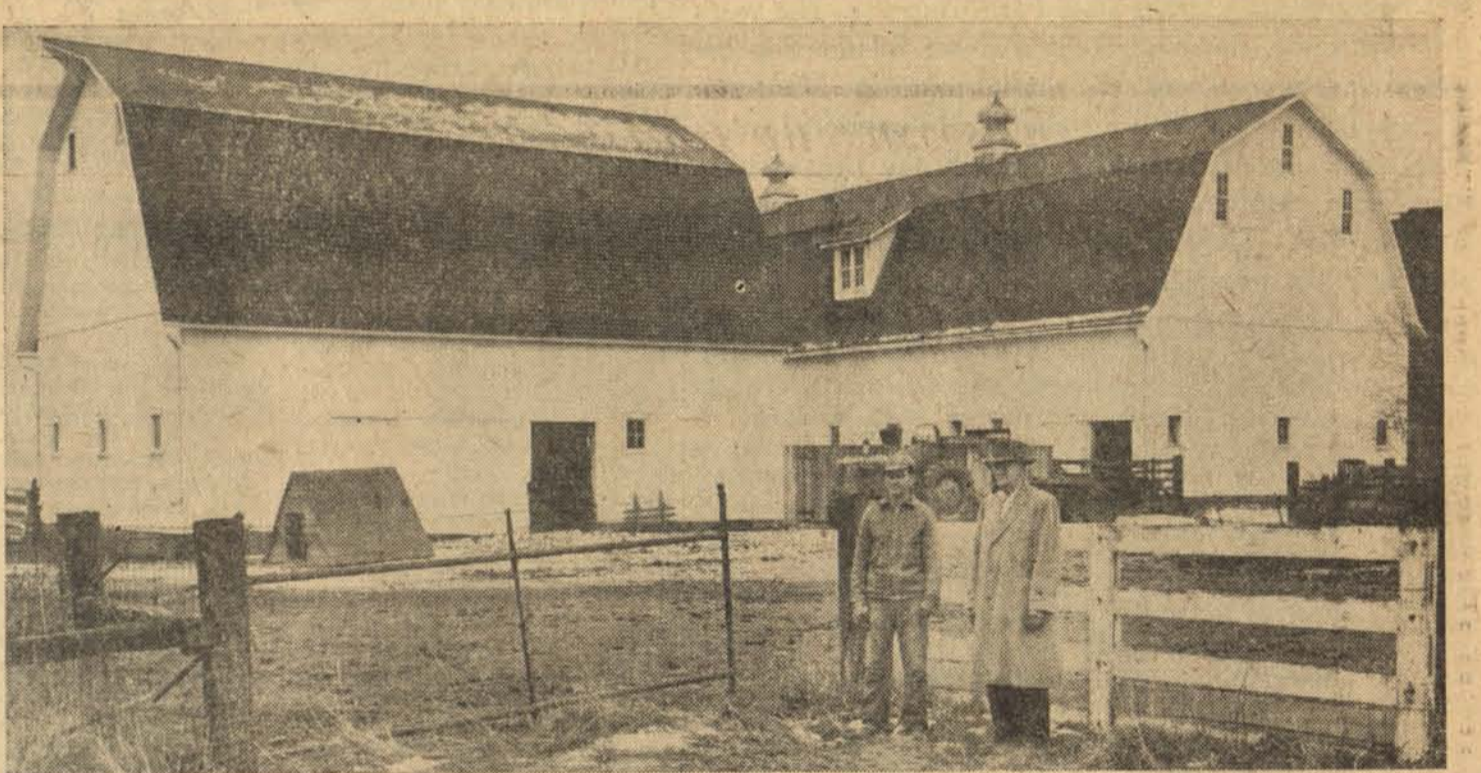
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"I Never Want to Be Forced to Pass the Hat"

The well-kept barns and buildings of the Foster-Ross farm near Saline are the landmarks of resourceful and able farm management.

Owned by Edward D. Foster, the 400-acre farm is operated by Mr. Foster's son-in-law, Max W. Ross. Livestock includes about 65 head of cattle, some 150 lambs and ewes and usually about 100 hogs, plus 300 hens.

To Mr. Foster, Farm Bureau insurance is a basic guarantee that he will always be able to stand on his own feet.

"I've always been a believer in insurance," he explains, "not only to protect myself but for the protection of others. If misfortune should strike, I want to be prepared for it. I never want to be forced to pass the hat if I can help it."

"When you buy insurance wisely, you buy peace of mind, even if you never have a loss. I don't care how much insurance you carry; you can't carry too much."

Forty-five years ago Edward D. Foster was given six months to live by his doctor. He was chief clerk for the Packard Motor Car Company at the time and, in his own words, "I was a nervous wreck."

So he went \$11,000 in debt to buy 200 acres near Ypsilanti, and he has been a farmer ever since. He moved his operation west of Saline when his original farm was bought as part of the site of the Willow Run bomber plant.

Mr. Foster has always been active in Farm Bureau. He was an organizer of the Ypsilanti Farm Bureau, and he served it for 26 years as secretary-treasurer.

Son-in-law of Mr. Foster, Max W. Ross is widely respected for his farming ability. Mr. and Mrs. Ross have five children, the oldest of whom is about to enter law school.



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Discussion Topics

These were chosen by your State Discussion Topic Committee from the results of the questionnaire returned from the Community Farm Bureaus.

- Apr. The New Look in our Extension Program.
- May The New Look in our A. S. C. Program.
- Jun. Problems Relating to Closed School Districts.
- Jul. Doing a Good Job in Junior Farm Bureau Recruitment.
- Aug. Truck Overload Fines and Their Uses.

Be sure to read your discussion article in the Michigan Farm News. Attend your Community Farm Bureau meetings.

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