









# District Women's Meetings "Outstanding"



A "BIRTHDAY BOX" — with gift-money gathered for charity at year's end, is an unusual project of Genesee County Farm Bureau Women. Each county dramatized portions of their favorite project-programs at the Fall District meeting series. Awaiting their turns in the dramatization are, (from left)—Mrs. Frederick Dieck, Mrs. Blaine Pinkston, Mrs. Marvin Tiedeman and Mrs. Herbert Slade.



THE HARD SELL APPROACH.—to Cancer Society funds is illustrated by these play-acting Farm Bureau Women who demonstrated methods of fund soliciting. The wide variety of Women's projects depicted at the Fall series of district meetings, indicates the broad scope of Farm Bureau Women's work. Pictured are, (left) Mrs. Merl Byington and Mrs. Edgar Hendricks, both of Shiawassee county.

## Top Local Programs Feature of Series

More comprehensive activities for local County Farm Bureau Women's groups would be hard to imagine than those described and enacted in the recent Fall Series of District Meetings held throughout the state.

### One Example

A good sampling of the program is that of District 5, held in Mid-October in the Town Hall of Rankin.

Oliver Angell, a Clinton county dairyman who sold his herd when competent farm help became scarce, and then took advantage of lighter farm work to tour Russia as part of a "People-to-people" program, talked to the group and showed pictures of the tour.



Oliver Angell

Farm Bureau Women from counties of the district took a personal part in the afternoon program by enacting project reports that ranged from a "birthday box" with the money used for a local charity,—to participating in Cancer Fund drives and sponsoring a student scholarship to Michigan State University.

Citizenship held a prominent position in each program of the series,—which with variations, was repeated in all parts of the state, including the Upper Peninsula. An examination of the proposed new Michigan Constitution held the attention of large groups in each of the districts.

In the District 5 gathering, a substantial crowd was served a noon-time lunch planned and served by the Genesee County Farm Bureau Women's Committee. Proceeds of the lunch will go to the County Farm Bureau building fund.

Mrs. Otto Tara, Genesee County Chairman, welcomed the group, supervised the dinner with the assistance of oth-

ers, and introduced a local 4-H square dancing group which performed for the crowd.

They were led by F. D. Bloss, who called for the set of eight club members (which included son Roger and daughter, Ilona). Bloss has been especially active in youth leadership work. Under his direction the costumed youngsters whirled and spun as he called the patterns.

Dancers were: Linda Petrucha, Peggy and Mike McLaren, Martha Morgan, Gary Howell, and Doug Morgan, as well as the Bloss youngsters. All are of the Durand and Swartz Creek community.

In his talk before the group, Mr. Angell told of the friendliness of individual Russians and their apparent intense desire for "peace." They were most curious about Americans, and he told of a children's welcoming committee, where bouquets of flowers were presented to the touring farmers.

He indicated that the so-called "typical" general-purpose farm visited was in reality one of the best that Russia affords and actually a supposed "showcase" of agriculture. "Everything seemed to be about 30 to 50 years behind," Angell said, showing a picture of a combination house-barn with human and animal quarters under one roof.

Farm machines at the U.S.-S.R. Agricultural Exhibit in Moscow were, according to Angell, apparently for display purposes only, since he failed to see any of the huge, impressive devices in actual use on farms.

Officers of the District 5 Women's Committee include Mrs. Jerrold Topliff, Chairman; Mrs. Lewis Babbitt, Vice Chairman, and Mrs. Dorr Sutherland, District Secretary.

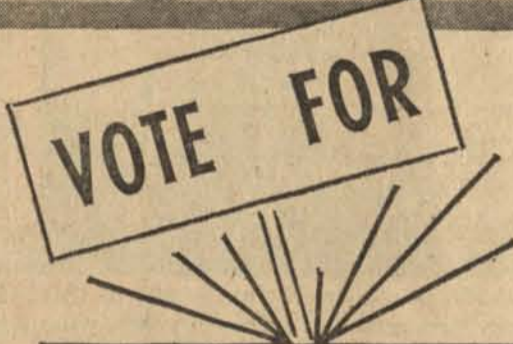


THOROUGHLY ENJOYING the program, this group of Farm Bureau Women is typical of crowds attracted to the Fall District series of meetings recently held. The programs combine "skits" performed by county groups, with entertainment and speaking features. Mrs. Marjorie Karker, Coordinator of Women's Activities, (left foreground) assisted County Committees in arranging the programs.



IN EATON COUNTY, — Farm Bureau Women sponsor a scholarship to Michigan State University for some deserving student. Telling of the project are, (from left)—Mary June Garn, Arlene Weaver and Mrs. Ada Sutherland. The students keep the Farm Bureau Women's Committee informed of their progress through personal reports. Last year's recipient is now majoring in mechanical engineering.

the Farmer's VOICE is the Farmer's CHOICE!



## FARM BUREAU

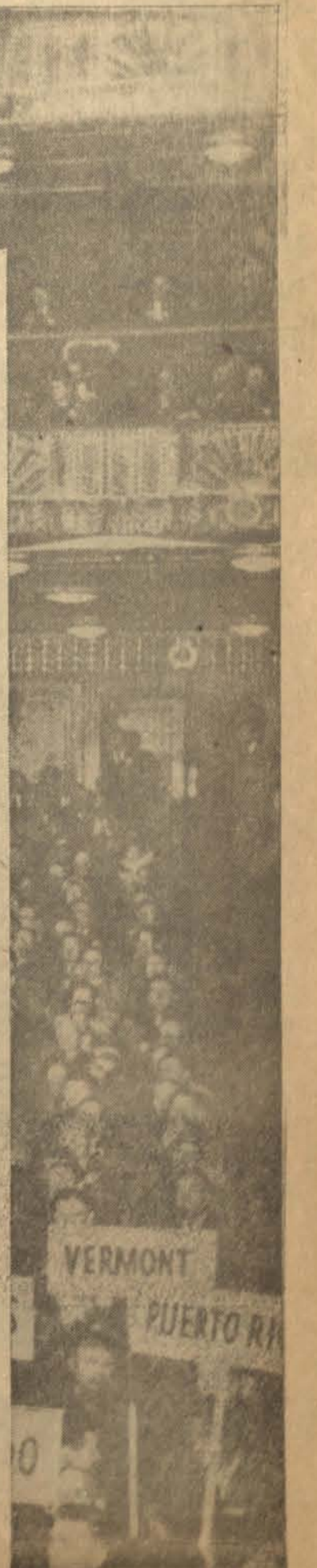
THREE out of FOUR organized farmers in Michigan are Farm Bureau members. And for good reasons! Farm Bureau has the experience, the prestige, and the leadership to get things done for the farmer that no individual or small group could accomplish alone.

**A POWERFUL SPOKESMAN FOR YOU!** Farm Bureau policies are determined by its farmer-members. It is truly *the voice of the farmer* . . . a powerful voice that speaks for you in the market place, in the Legislature, in Congress, and in the halls of Justice!

**A SOUND PLATFORM FOR FARMERS—** In this year of important issues and important decisions that affect farmers, FARM BUREAU is by all odds *the farmer's choice for leadership*. Farm Bureau offers a sound platform which seeks fair prices for farm products in the market place; it insists on equitable taxation; it campaigns for good government; it strongly supports school and church activities; it helps create a healthier atmosphere for youth development.

**Renew**  
Your Membership  
in Your  
County Farm Bureau  
**NOW!**

**GET MORE OUT OF LIFE WITH FARM BUREAU!** Farm Bureau, for 40 years, has helped make farming a more profitable business for you. But efficient farming, alone, is not enough. In Michigan, members enjoy better social, cultural and educational opportunities . . . in short, a *better life* . . . as a result of Farm Bureau accomplishments.



# Rural Radio,---a Story of Service

## WION, Ionia, Features Top Farm Programming

(This is the first in a series of features dealing with broadcast services to Michigan farmers. Others will follow as space allows.)

This is an age of consolidated farms and "vanishing" farmers. Each man on the land knows well the feeling of rising costs and tightened income, . . . the challenge of change.

These rural changes include those in communications. Today's modern, fast-moving mechanized farmer uses many forms of high-speed communications in his daily work.

### LOCAL RADIO

This is the story of how local radio, "in tune" with local farmers, serves agriculture in a large, important farming area of mid-Michigan. It is a story that, with variations, is repeated throughout the state. As a direct result, Michigan farmers live better, fuller lives.

Our story goes back to 1953, when a successful hatchery operator in rural Ionia, Monroe MacPherson, Sr., rolled up his sleeves and started to build a new radio station, "WION, 1430 on the dial." The station was built partly as a business venture, and partly as a service to the community-at-large.

It didn't take long for WION radio to assume an important role in the community as a fast, most dependable news source for local and national news and as "entertainment king" by presenting music, variety and educational programs. It began serving as on-the-spot sports reporter at important local sporting events; as a free com-

munity bulletin board for meetings, special events; as an important advertising media in the area; and finally, serving as a source of weather and farm news.

This story of WION service has continued throughout the years. Now, when the station is nearly 10 years old, and 10 times more powerful than its beginning (5000 watts vs 500) that story of service is more potent, has more meaning than ever before.

### Potent Programming

Part of the potency can be attributed to an outstanding local news department, piloted by News Director Harry Boyes. Under his leadership, WION was named the Associated Press "Station of the Year" in 1959.

Of special farm interest is the new, up-to-the-minute farm programming, represented by Farm Director, Dan Covell.

WION serves its farm audience with 9 farm-oriented pro-

grams daily. There are early morning farm programs and weather programs; mid-morning programs of information; a 30-minute program from 12:30-1:00; more afternoon programs of music and information; and, starting in the spring, there will be a new evening farm program chock-full of valuable information.

The content regularly broadcast on a daily basis includes: guest appearances by Extension, Soil Conservation and ASCS workers from two counties; guest appearances by experts from MSU and other institutions of research and development; Farm Bureau programs and direct-wire weather forecasts-in-depth. Others include livestock reports from several markets in the nation; regional and national farm news, plus many other special reports that may take a farm listener literally anywhere.

### Flexibility, Mobility

The keynote of the modern, fast-moving, friendly farm programming is mobility. Mobility and flexibility. In an age when many radio stations are dropping farm programs entirely, and many others are de-emphasizing it as much as possible, WION is forging ahead in the belief that, "If you serve the farmer and serve him well, he will listen."

Such is the philosophy of General Manager, and son of the owner, Monroe MacPherson, Jr. "Mac" grew up on his father's farm-hatchery, and for a time attended Michigan State University. Under his leadership and the help of Farm Director Covell, and with the cooperation of agencies in many surrounding counties, WION has developed a farm programming that is proving that radio



**OBJECTIVES** — of the upcoming annual Ionia Stock Show, (Nov. 5-6-7) are discussed by the President of the Show Board of Directors, Harold Harwood, (center) along with (from left) Bill Pryor, Extension Director; Ed Strong, 4-H Agent and County Agent, Paul Wilkes, all of Ionia. Others are WION Farm Director Covell; Harwood, Jim Crosby and John Catey, Extension Director and 4-H Agent, from Montcalm county.

continues its important role in the life on the farm.

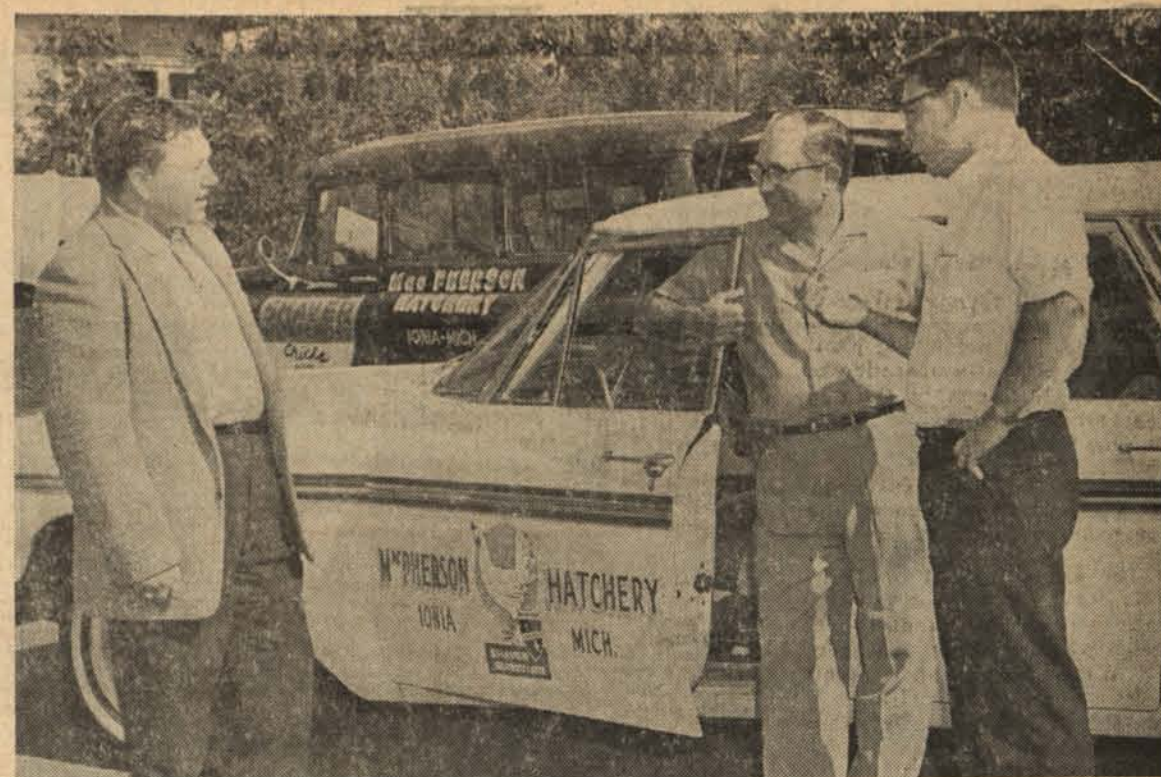
"Striving to capture the farm audience in our vast area is a bigger job than it might seem," Covell states. "But we are going about it with a system." The "system" includes a station-printed quarterly journal, sent to farm families, telling of the station's objectives, aims and accomplishments. Currently a "Farm Problem" forum program series is planned, each to be an hour in length and featuring prominent spokesmen of various opinions on hot farm issues.

### A Look Ahead

"But what we're doing, have done and do every day is only part of our story," says Boss MacPherson. "We have big plans for the future, and they include the latest, most rapid means of communication at our dispos-

al." Such plans mean regular coverage of important farm events around the country, sometimes from the air, utilizing the station airplane. Other events will be covered from WION's red-white-and-blue mobile studio, or from either of two "News Scout Cars."

So, no matter how much de-emphasis farm life and farmers may take in some quarters these days, one thing can be certain: At an unobtrusive radio station on Haynor Road, just north of Ionia, where three tall towers cut into the sky, are folks hard at work, writing, recording, reporting on news important to people who spend their lives in agriculture. That's heartening news to the farmer, and so long as he listens, they will keep on broadcasting service with a capital "S."



**FAST ACTION ON NEW IDEAS**—is typical of modern broadcasting. Here, Monroe MacPherson, Sr. (center) discusses new farm programming with son and WION General Manager, Monroe MacPherson, Jr., and Farm Director Dan Covell. Informal meetings between staff and farm leaders have resulted in better programming for those who live in one of Michigan's better farming areas. A former-farmer himself, and successful hatcheryman, MacPherson, Sr., has given strong support to farm programming. The station is planning a series of 12, hour-long Farm Forums to be broadcast later in the year.



**AIRBORN BROADCASTERS**—frequently cover such events as the State Tiling Demonstration and Field Day, held this summer in Ionia county. Three broadcasts daily helped boost attendance. Pictured (left to right) are "Mac" MacPherson, Dan Covell, Merrill Ray, Soil Conservationist with the Montcalm S.C.S. and Glenn Converse, Work-Unit Conservationist in Ionia county.



## "Farm Bureau Hog Program Gives Me Highest Net Returns"

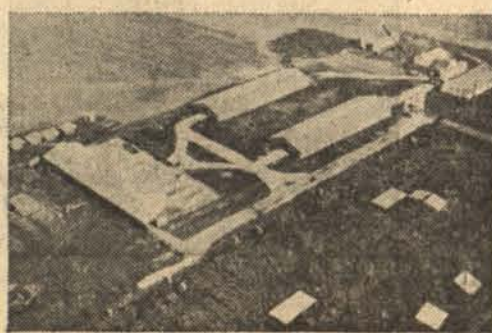
— George Mathews, Union City

George Mathews, Rt. 1, Union City, has a 405 acre farm in Branch County. He farrowed 80 sows last year and sold 1,065 market hogs with one of the lowest feed conversion rates in the State.

Here are the facts as verified by the Michigan State University Farm Accounting System.

- His feed conversion rate was a low 3.36 lbs. of feed per pound of pork produced.
- To get one pig to market, it took only 46 lbs. of Farm Bureau Supplement and that included sow, boar and creep feeds.
- Mr. Mathews feed cost was only \$9.22 per 100 lbs. of pork marketed, with boar and sow feed included.

No wonder George Mathews is one of the State leaders in income over feed cost, and he does it with Farm Bureau feeds. You can too!



Typical of the Farm Bureau network of research facilities across the country is this cooperative feed testing farm for swine research at Lexington, Ill. Feed and management problems are explored under controlled conditions to bring you the finest feeds.

See Your Local Farm Bureau Dealer for Quality Feeds at Economical Prices

<p>You borrow \$10,000 for feeder cattle, feed, and operating expenses for a 10 month period. Your interest cost per head, the PCA way: about \$8.37.</p>	<p>You borrow \$4,500 to buy a new tractor, repay during next 3 years. Your total interest cost, the PCA way, will be (on the average) only: \$402.</p>	<p>You borrow \$2,000 for seed, fertilizer, fuel, and other operating expenses, pay it back at harvest time. Typical interest cost, the PCA way, is only \$30.</p>
<p>\$2,200 is the approximate cost of this new bulk milk tank. Over 5 years, your increased dairy profits will generally pay typical PCA interest cost of \$330.</p>	<p>\$2,000, with trade-in, will likely buy this new car for you. If you repay over 3 years, the PCA way, your average monthly interest: as little as \$5.16.</p>	<p>\$2,000 is the price of this new farm building. Paid back over the next 5 years, the PCA way, your average interest cost per year is only \$72.</p>
<p>\$3,000 is cost of this addition to your farm home. If you pay it off over 5 year period, the PCA way, your average interest cost per year is only about \$90.</p>	<p>Borrow \$2,400 for 4-year college education, repay \$150 a year until graduation, the rest during 3 years after graduation. Total interest: about \$476.</p>	<p>\$2,400 may buy the boat and motor your family has always wanted. Paid back over 3 years the PCA way, interest cost could be as little as \$210.</p>

## Look how PCA saves you money on financing everything you buy

Have you bought any of these items lately? Compare the interest you are now paying with the interest that you would have paid with PCA

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