

MICHIGAN FARM NEWS

THE **ACTION**

ORGANIZATION OF THE MICHIGAN FARM BUREAU

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ASK THE FARMER FIRST.—It's not only common courtesy, it's the policy of organized sportsmen in such groups as the Michigan United Conservation Clubs. F.B. works with sportsmen to improve farmer-sportsman relations.

Substantial Gain in Membership Recorded

The Michigan Farm Bureau closed its Roll-Call books for the 1963 membership year August 31, with an officially recorded gain of 685 farm families, according to Roger Foerch, Manager of the Organization Division. The final tally showed a membership of 69,758.

This gain, the first in three years, placed the Michigan Farm Bureau in the "gain-again" column, now including all states of the Midwest with one exception.

It appears that enough states have totalled sufficient member increases to boost the American Farm Bureau Federation above its previous high-record mark, reached in 1955 with 1,623,222 farm families enrolled.

Officials feel that the record-breaking membership is especially significant in a year filled with crucial issues, among them the national wheat referendum.

Four of the big wheat states, Colorado, Kansas, Montana and North Dakota, have signed more members than in any previous year.

In every case, membership gains have been made in states that recorded the highest "no" vote in the referendum.

In Michigan, many important issues kept farmers alert and active throughout the year.

They included the general election and regular session of the

Legislature, an all-out fight for passage of the new Constitution and the national Wheat Referendum. The special tax session of the legislature also has required more effort.

"Each of these issues again demonstrated to farmers the importance of their working together through Farm Bureau," Foerch feels. Not content with present successes, well-laid plans have been made for the coming fall Roll-Call campaign, aimed at a goal of 70,525 farm families in 1964.

"The right of farmers to speak for themselves is still challenged daily. When we follow this year's membership gain with an even larger one, we will again emphasize that farmers mean it when they say agriculture shall be organized by farmers" Foerch said.

Revamped Annual Meeting Planned

The Michigan Farm Bureau officially marks its 44th "birthday" at the annual meeting scheduled for the Auditorium of Michigan State University, November 11-12-13. Set for one week later than usual, the Monday through Wednesday dates were selected to avoid a conflict with another group for use of the big auditorium.

Nearly 700 voting delegates will spend most of two days working on policy resolutions to build a comprehensive program of work for the 1963-64 year.

The program has been rearranged and broadened to give voting delegates and others who attend a less crowded schedule with more time for the resolutions process. For example, the usual reports which take a major portion of the normal second day, are to be condensed and parts will be incorporated in an evening film-show and award program.

Awards this year will be made for Membership gains, for Community Group activities, for Information committee work and for best all-around county programs.

President Walter Wightman will give his annual address Monday morning, November 11. A Veteran's Day observance will follow. The Young People's Choir of the Ganges Methodist Church is to be featured in a number

of songs, under the direction of Robert Gooding. Mrs. Louise Smith, Kalamazoo Farm Bureau leader and noted musician, will again provide convention music on the Hammond electric organ.

Following the "official" call of the convention Monday morning and the President's Address, the meeting will adjourn at noon for specialized conferences that include a program for Farm Bureau Women and Commodity groups.

Other highlights of the meeting include delegate action on the slate of resolutions and election of Directors in districts 1-3-5-7-9-11, plus one Director-at-large.

In emphasizing the importance of the coming annual meeting, both county and state, and the selection of qualified voting delegates to represent each county,

MFB Secretary-Manager Clarence Prentice reminded members that good state representation begins at county annual meetings.

"Your county annual meeting notice is not just a routine announcement. YOU are Farm Bureau, YOU should attend, and your voice should be heard.

"At your meeting, are you ready to stand up and be counted on the issues to be decided? Are there problems of local nature, schools, taxes, drains, roads, conservation, wildlife and many others that should be examined? Remember, your County Board doesn't know what you think unless you tell them.

"While there, you should help pick agricultural leaders of your county to represent you at the Michigan Farm Bureau annual meeting,—the kind of sound thinkers that can speak for you," Prentice said.

BULLETIN — Charles Shuman, AFBF President, to speak at Beef Cattle Research Facilities' Ground Breaking Ceremonies, at M.S.U., October 2, 2 p.m. Bring your friends.

Editorial**USDA at it Again**

Farmers have learned the hard way that it pays to keep an eye on USDA.

Any extended period of silence from the United States Department of Agriculture is sure to be followed by announcements, pronouncements, new programs, and frequently, — new Administrators.

Within the past few weeks, developments within the department include: Freeman's return from Russia and press conferences about what he saw, what he thought, and what he thought he saw; — a Congressional hassle over commercial sale of his Market News Service, (to give newspapers a variety of agricultural reports, *at a price and in competition with existing services*); — announcement of another series of "dirt-farmer" meetings including one in Michigan, where the Secretary is scheduled to hear for himself "what farmers think and want without being drowned in a babble of voices . . ."; — and finally, the promotion of a "world food" concept as the basis for future farm programs.

The world-food idea has been kicking around in the State Department some years where officials would like to consider food as a diplomatic weapon. Perhaps it has been stimulated by Freeman's visit to Russia, — perhaps by the beating U. S. farm exports have been getting from the Common Market.

At any rate, farmers should brace themselves for another outbreak of "food for peace" and "food bank" proposals. Not that farmers do not believe in world peace, or want to see anyone, anywhere go hungry. The record is clear where American farmers stand when it comes to feeding people.

Farmers feel that if they can keep politics out of farming, farmers themselves will do more to solve local, national and international food problems than any other group.

Domestic politics in American agriculture is bad enough, — farmers shudder at the thought of what could be done to them through international politics, invited by their own Department of Agriculture.

They recall how Agricultural Secretary Freeman brought together a large number of agricultural "advisory" groups when he first took office. After much "conferring" Freeman announced a broad, three-area program for the nation, tied to "Land, Food and People."

Reduced to simple terms the proposal called for government "help" in guiding farmers toward full utilization of land, to produce an abundance of food, — for all of the people.

Carried far enough, agriculture would become a form of public utility, something which has been seriously proposed by Freeman's economic advisors.

Those who have become rightly alarmed because Freeman has set up his own private News Wire Sales Service, do well to think about what can happen when a country succumbs to both Federally Managed agriculture and Federally Managed news.

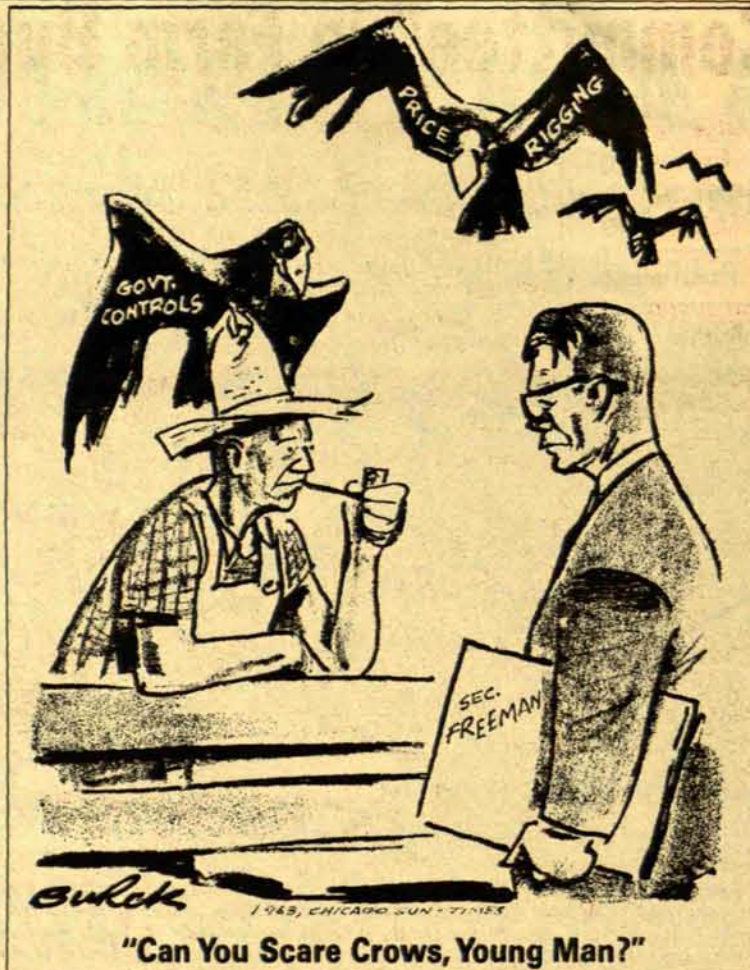
Food or news, both can be controlled. Both represent a life — or death power over people. In Cuba, the opposition newspaper "El Mundo" was confiscated by Castro simultaneous with his land-reform programs that confiscated private farm property and turned both into "public utilities."

"Land and Food for all of the People" is a slogan that Castro could not quarrel with. In fact, there appears to be little wrong with the idea, EXCEPT the old question of *who*.

Who decides what land belongs to whom? A Dictator? Who decides which is government help, or government hindrance? Freeman? Who decides what represents the fullest and best use of land? A committee in Washington? By what standards? Best for what purposes? — Politics? Who will proclaim what amounts of what kind of foods will be best for how many people?

The questions are limitless, — the answers are impossible. There is the intolerable assumption that "somebody" knows more than "everybody" — the somebody representing an Agricultural Czar, — the everybody representing you and I, and the market-place public.

M.W.



"Can You Scare Crows, Young Man?"

Cartoon reprinted courtesy of Burck and Chicago Sun-Times

Another Political Roadshow

Secretary of Agriculture Freeman's "Report and Review" meetings with farmers, one of which will be held in Michigan, are a "vain, desperate and thinly disguised attempt to renew and increase government intervention in agriculture," according to Charles Shuman, president of the American Farm Bureau Federation.

Freeman has called 13 of the meetings, — twelve with farmers and one for USDA Agency representatives. About half of the meetings have already been held, but another group will fall in the forepart of October with a final meeting in November.

Tuesday, October 15 is the date set for the Michigan meeting, called at the Community building in Lapeer, at 2 p.m.

"While the Secretary may use the 'soft sell' approach at this time by stressing the need for increased participation in government rural area development, and by emphasizing the so-called 'voluntary' aspects of his proposals, the hard core objective of increased government interference in the affairs of farm management will remain the primary goal of the exercise," Shuman stated.

"Secretary Freeman, in my opinion, is raking through the ashes of the May 21 wheat referendum defeat in the hopes of finding farmers who will tell him something he wants to hear. However, I believe that he will be disappointed and disillusioned if he thinks this series of 13 meetings will change the determination of many farmers to

move away from more government controls," Shuman predicted.

"Farmers spoke in a clear and loud voice in rejecting government supply-management schemes in the wheat referendum, in last year's turkey referendum, and through their own organizations. These so-called 'grass root' meetings being sponsored by the Secretary at taxpayers' expense are an attempt by a government employee to challenge and discredit the ability of organized agriculture to represent farmers.

"This latest series of political road shows raises the basic question of who shall speak for farmers, and the proper role of a Secretary of Agriculture and the U. S. Department of Agriculture. Our understanding of the traditional division of responsibility in the federal government is that the Secretary of Agriculture, as a part of the Executive Branch, has the role of administering laws adopted by Congress, the Legislative Branch. Secretary Freeman cannot be blamed for initiating the current practice of developing and promoting farm policy legislation. It has been practiced in recent years by agricultural secretaries in both the Republican and Democratic administrations. However, the lobbying and selling pressure on both Congress and farmers has been intensified under the current Administration and reached its peak during the wheat referendum campaign," Shuman said.

President's Column**Let's Be Reasonable... And Constructive**

By Walter Wightman, President Michigan Farm Bureau

There are some basic principles of life which have always been the foundation of human conduct and always will be.

This was true 1900 years ago in Christ's time; 100 years ago in Abraham Lincoln's time; 70 years ago in Booker T. Washington's time.

In 1895 Booker T. Washington, as a representative of Negro enterprise and Negro civilization, gave a speech at Atlanta at the opening of the Cotton States and International Exposition. The address was received with tumultuous applause. At its finish the Governor of Georgia and others rushed across the platform to congratulate him. Later, crowds in the city greeted the Negro leader with enthusiasm, and in his travels thereafter he was given a similar reception in the cities he visited. He said, among other things, in his speech:

"Our greatest danger is that in the great leap from slavery to freedom we may overlook the fact that the masses of us are to live by the productions of our hands, and fail to keep in mind that we shall prosper in proportion as we learn to dignify and glorify common labor and put brains and skill into the common occupations of life; shall prosper in proportion as we learn to draw the line between the superficial and the substantial, the ornamental gewgaws of life and the useful. *No race can prosper till it learns that there is as much dignity in tilling a field as in writing a poem.* It is at the bottom of life we must begin, and not at the top. Nor should we permit our grievances to overshadow our opportunities . . ."

The parades and demonstrations that we are seeing today, stimulated by radicalism and rowdiness are never going to solve the problems that must be solved. If you and I expect to gain the respect and consideration from those with whom we associate, we must earn it by our own conduct and our own constructive thinking.

This applies to every human being regardless of his color or race. Mass demonstrations by crowds of people whose resentment is often stimulated to frenzy because of what they think is injustice to their particular group, have never solved any of the problems.

Every group, whether Negro or white, whether business or labor, agriculture or industry, must earn its place in society by what its members think, say and do.

If we expect to gain the respect of leaders in industry, labor, religion and education, we are going to have to earn that too. We earn it by our conduct and by studying the facts of life and the problems which continually confront us and by making sure that we come up with the right answers.

We even have certain groups of farmers who attempt to get what they think is their just share of the proceeds of this economy of ours by destroying property, disrupting the regular channels of business activity and creating disturbances in the market place.

But, this type of activity will never accomplish the desired results nor will it gain the respect of those with whom we have to deal. The sad part of it is that, too often our respected citizens and even our religious leaders and clergymen, because of misinterpretations regarding what is really going on, are induced to support and sometimes take active part in demonstrations of this kind.

There are many things that need to be done in this country right now if we are going to survive as a democracy, and preserve the things that the founders of this country gave their lifeblood to establish. Our organization is, and will be a very strong factor in this effort.

This is why I have belonged to Farm Bureau since its beginning and always will. Let's be reasonable and constructive.

W.W.

MICHIGAN FARM NEWS

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"Most Important Committee" in Farm Bureau

When President Wightman appointed Clifton Lotter, Silverwood, Chairman of the Michigan Farm Bureau Resolutions Committee, he appointed a busy man. He did so knowing how long experience confirms that Farm Bureau leaders are busy people who "make" time for important things.

And in Farm Bureau, there is no single committee . . . no action program more important than the policy development process as climaxed in the work of the state resolutions committee.

Meetings and more meetings, hearings and sub-committee studies, all are part of the committee work, headed this year by Lotter.

This work will be crystalized into a slate of tentative resolutions offered for delegate action at the Michigan Farm Bureau annual meeting, November 11-12-13 at Michigan State University.

As past-president of the Tuscola County Farm Bureau, Mr. Lotter is as well acquainted with the entire process, as he is with the farming he does in partner-

ship with his son on the 320 acre home place.

There, much hard work and pride-in-ownership is evident in the well groomed acres and the top herd of 85 dairy cattle. Lotter grows his own feed and raises his own replacement stock, with time left over for leadership in

Farm Bureau.

The Lotters (Mrs. Lotter teaches) are the parents of six children, with two remaining at home. They are members of the Dayton Center Church, where Clifton teaches Sunday School and is chairman of the board of Elders.



THE OFFICIAL PORTRAIT — of the 1963 Michigan Farm Bureau Resolutions Committee, as taken during a lull in a busy day. The committee includes one person from each membership district and others representing specialized committee work. By districts the members are: (1) Lee S. Cook, Kalamazoo; (2) Lloyd Smith, Battle Creek; (3) Ralph Burch, Plymouth; (4) Laverne Bivens, Bellevue; (5) Stanley Fay, Stockbridge; (6) Clifton Lotter, Silverwood, Committee Chairman; (7) Herman Rader, Howard City; (8) Omer Colbert, Auburn; (9) Peter Hendricks, McBain; (10) William Parsons, Charlevoix; and (11) Herman Reimers, Iron River. Committee Members "At Large" include MFB Board Members Allen Rush, Lloyd Shankel and Dean Pridgeon. Representing Farm Bureau Women are: Mrs. Anton Hoort, Portland; Miss Ruth Hooper, Alma; and Mrs. Gordon Willford, Jr., Gladwin. James Sparks, Cassopolis; represents Farm Bureau Young People.



CLIFTON LOTTER — As Chairman of the MFB Resolutions Committee, Lotter is charged with sub-committee assignments, conducting hearings and overseeing presentation of tentative resolutions at the annual meeting, November 11-12-13.

FB Represented at Jr. Guernsey Show

Five Michigan young farmers, all children of Farm Bureau members, will compete with others from all over the U.S. for over \$1,500 in prizes at the National Junior Guernsey Show, October 1st, in Waterloo, Iowa.

Two Saginaw FB families, the Warren Watsons of Hemlock, and the Walter Frahms of Frankenmuth, will send four members of their families to the Iowa show.

Betty Jo Watson has entered her cow, *Watson Magar Gerry*, in the class for three year olds, and Nancy Watson's heifer, *Watson Supreme Cathy*, is in the Junior Yearling Class.

Frahm's daughter, Susan, has a heifer, *Plainfield B. Abigail*, entered in the Junior Yearling Class, and his son, Walter, has entered his *Elmwood's Gina* in the Heifer Calf Class.

Estella Patton of Albion, daughter of Calhoun FB member, Wilber Patton, has entered her *Peterson Farm Bandmaster Xeno* in the class for two year olds.

With a strong determination backed by good breeding and care, the Michigan group may very well win top national honors.

County Annual Meeting Schedule

Dear Farm Bureau Friend:

Sometime in the month of October your County Farm Bureau annual meeting will be held. It is important that you attend, — *that you speak up, and vote.*

Farm Bureau has had many successes. It will have many more. *It will be as strong as you and your neighbors make it.* If I asked you personally, in your kitchen to attend your county annual meeting, would you? If your county President asked you, would you? I believe you would.

But we can't see each of you personally. So, won't you consider this your personal invitation to be there this year? *We are all depending on you.*

Clarence Prentice,
Secretary-Manager,
Michigan Farm Bureau

- ALCONA — Oct. 7, 8:00 p.m., Alcona High School, Harrisville.
- ALLEGAN — Oct. 11, 7:00 p.m. dinner, Methodist Church Fellowship Hall, Allegan.
- ALPENA — Oct. 9, 8:00 p.m., Long Rapids Town Hall.
- ANTRIM — Oct. 9, 7:00 p.m., potluck supper, Bellaire Community Hall.
- ARENAC — Oct. 3, 8:00 p.m., Twinning Community Hall.
- BARAGA — Oct. 9, 8:00 p.m., Pelkie School.
- BARRY — Oct. 21, 7:30 p.m. potluck supper, Community Building, Hastings.
- BAY — Oct. 16, 8:15 p.m., Monitor Township Hall, Bay City.
- BENZIE — Oct. 17, 8:00 p.m., Benzonia.
- BERRIEN — Oct. 17, 6:30 p.m. supper, Youth Memorial Bldg., Berrien Springs.
- BRANCH — Oct. 14, 8:00 p.m., Coldwater 4-H Cabin.
- CALHOUN — Oct. 16, 8:00 p.m., Marshall Community Building.
- CASS — Oct. 12, 7:30 p.m., Cass County Center Bldg., Fairgrounds, Cassopolis.
- CHARLEVOIX — Oct. 2, 8:00 p.m., East Jordan High School Gym.
- CHEBOYGAN — Oct. 8, 8:00 p.m., Mullet Twp. Hall, Topinabee.
- CHIPPEWA — Oct. 1, 8:00 p.m., Kinross 4-H Building.
- CLARE — Oct. 15, 8:15 p.m. potluck lunch, Grant Town Hall.
- CLINTON — Oct. 8, 7:30 p.m. potluck supper, Smith Hall 4-H Bldg., St. Johns Park.
- DELTA — Oct. 5, 8:00 p.m., Rapid River School.
- EATON — Oct. 17, 7:00 p.m. dinner, 4-H Bldg., Fairgrounds, Charlotte.
- EMMET — Oct. 14, 8:00 p.m., Harbor Springs grade school.
- GENESEE — Oct. 5, 8:00 p.m., Richfield Twp. Hall, Davison.
- GLADWIN — Oct. 10, 8:00 p.m., Sage Twp. Hall, Gladwin.
- GRATIOT — Oct. 9, 6:30 p.m., potluck supper, Ithaca Methodist Church.
- HILLSDALE — Oct. 15, 7:00 p.m., potluck supper, 4-H Club Bldg., Hillsdale Fairgrounds.
- HOUGHTON — Oct. 3, 8:00 p.m., Superior National Bank, Hancock.
- HURON — Oct. 15, 7:00 p.m. dinner, Farm Bureau Center, Bad Axe.
- INGHAM — Oct. 23, 7:30 p.m. potluck supper, Legion Bldg., Mason.
- IONIA — Oct. 7, 8:15 p.m., Youth Bldg., Ionia Fairgrounds.
- IOSCO — Oct. 8, 8:30 p.m., Plainfield Twp. Hall, Hale.
- IRON — Oct. 10, 8:00 p.m., Crystal Falls Twp. Hall.
- ISABELLA — Oct. 22, 7:30 p.m., dinner, Rosebush Presbyterian Church.
- JACKSON — Oct. 15, 7:00 p.m., supper, Northwest High School, Jackson.
- KALAMAZOO — Oct. 10, 7:00 p.m. "Treat", County Center Bldg., Kalamazoo.
- KALKASKA — Oct. 19, 8:00 p.m., Kalkaska High School music room.
- KENT — Oct. 15, 7:00 p.m. supper, Cedar Springs High School.
- LAPEER — Oct. 10, 7:30 p.m. dinner, Lapeer County Center, Lapeer.
- LENAWEE — Oct. 3, 7:00 p.m. dinner, 4-H Bldg., Fairgrounds, Adrian.
- LIVINGSTON — Oct. 8, 7:30 potluck supper, Howell Armory.
- MACKINAC-LUCE — Sept. 30, 8:00 p.m., Engadine Community Bldg.
- MACOMB — Oct. 16, 7:00 p.m. banquet, Immanuel Lutheran School, Waldenburg.
- MANISTEE — Oct. 16, 8:00 p.m., Farr Center, Onkama.
- MARQUETTE-ALGER — Oct. 2, 8:00 p.m., Skandia School.
- MASON — Oct. 11, 8:00 p.m., Scottville Community Hall.
- MECOSTA — Oct. 14, 8:30 p.m., Morley-Stanwood School.
- MENOMINEE — Oct. 1, 8:00 p.m., Stephenson Elementary School.
- MIDLAND — Oct. 14, 8:00 p.m., Midland County Courthouse.
- MISSAUKEE — Oct. 18, 8:00 p.m., Falmouth Public School.
- MONROE — Oct. 10, 8:00 p.m., Ida Elementary School.
- MONTCALM — Oct. 9, 8:00 p.m., Central Montcalm Public High School.
- MONTMORENCY — Oct. 15, 7:00 p.m. supper, Atlanta High School.
- MUSKEGON — Oct. 9, 8:00 p.m., 4-H Center, Wolf Lake.
- NEWAYGO — Oct. 16, 8:00 p.m., Fremont Community Building.
- NORTHWEST MICHIGAN — Oct. 8, 7:00 p.m. supper, Twin Lakes 4-H Camp, Traverse City.
- OAKLAND — Oct. 9, 7:30 p.m. dinner, Pontiac Congregational Church.
- OCEANA — Oct. 21, evening, Hart Congregational Church.
- OCEMAW — Oct. 10, 8:30 p.m., West Branch Community Building.
- OSCEOLA — Oct. 17, 8:15 p.m. potluck lunch, Miller Auditorium, Reed City.
- OTSEGO — Oct. 22, 8:00 p.m., Livingston Town Hall, north of Gaylord.
- OTTAWA — Oct. 10, 8:00 p.m., Allendale Township Hall.
- PRESQUE ISLE — Oct. 14, 8:00 p.m., Belknap Hall.
- SAGINAW — Oct. 24, 6:30 dinner, Peet Center, Chesaning.
- SANILAC — Oct. 7, 7:30 p.m. potluck dinner, Farm Bureau Office, Sandusky.
- SHIAWASSEE — Oct. 10, 7:30 p.m. potluck supper, Casino, McCurdy Park, Corunna.
- ST. CLAIR — Oct. 8, 7:30 p.m. dinner, St. Johns Lutheran Church, Capac.
- ST. JOSEPH — Oct. 14, 7:30 p.m. potluck supper, Centreville Community Building.
- TUSCOLA — Oct. 17, 7:00 p.m. banquet, Caro High School Cafeteria.
- VAN BUREN — Oct. 19, 6:30 p.m. dinner, Farm Bureau Building, Paw Paw.
- WASHTEENAW — Oct. 16, 7:30 p.m. potluck supper, Farm Council Building, Saline.
- WAYNE — Oct. 11, 8:00 p.m., 4-H Building, Fairgrounds, Belleville.
- WEXFORD — Oct. 15, 8:00 p.m., Cadillac High School.

CROP's Bean Goal "In the Bag"



With a pretty queen and a bumper crop of Michigan beans, it looks like CROP's 50-carload quota will be "in the bag."

Highlighting CROP's campaign to reach their goal is Michigan's 1963 Bean Queen, Kathy Uebler of Frankenmuth. Kathy's parents are longtime Farm Bureau mem-

bers. In fact, their membership dates back to 1938.

Standing next to a 100-pound bag of Michigan beans, Kathy holds a one-pound package. She points out that it takes only half that amount, eight ounces, from every 100-pound bag to reach the goal.

capitol report



Federal Tax Cuts Not Tied To Cuts in Expenditures

"It's like getting a birthday present from a friend who charged it to your account," says an observer about the tax reduction bill under consideration by Congress.

The Administration's Revenue Act of 1963 — H.R. 8363 — proposes tax cuts of nearly \$7 billion in 1964 and nearly \$11 billion in 1965. *But is not tied to comparable spending cuts!*

Farm Bureau recognizes the need for "substantial downward adjustment in federal taxes" to create a better climate for economic growth.

"However," said delegates representing the more than 1,600,000 Farm Bureau families, "the current budget deficit and our mounting national debt make it mandatory that a cut in federal expenditures accompany any general reduction in taxes."

The House Ways and Means Committee attached a new Section 1 to the bill calling for balanced budgets in the future and for restraints on government spending.

Congressman John Byrnes (R-Wisconsin) said the Committee "showed a guilty conscience by adopting this 'wishful thinking' section."

1. The deficit for the fiscal year ending June 30, 1964 is under \$8 billion, and

2. The President's spending proposals for fiscal 1964-65 do not exceed \$98 billion.

With bipartisan support, Byrnes came within one vote of succeeding.

are welcome to both candidates and voters! But let's not forget that it's difficult to collect for a "dead horse." Once the tax reductions are obtained, it will not be easy to get those who receive federal tax dollar benefits to accept cuts in programs or payments!

Two Republicans, Rep. Victor Knox (Michigan) and Rep. Howard Baker (Tenn.) joined 15 Democrats to report the bill to the House by a 17 to 8 vote.

Knox and Baker reserved the right to oppose the bill on the floor of the House.

With a \$9 billion deficit already in sight for this fiscal year, and a national debt approaching \$309 billion, Farm Bureau is asking for the defeat of this measure until the reduction is *earned* by spending cuts.

A plan outlining a \$10 billion cut in spending has been submitted to Congress by Farm Bureau spokesmen.

Tax cuts in an election year

Resolutions Committee Holds All-Day Sessions

According to Stanley Powell, Legislative Counsel, an observer would have been greatly impressed by developments at the second all-day meeting of the MFB Resolutions Committee held in Lansing, September 17.

It is significant and a great tribute to Farm Bureau that the busiest men in state government—and other organizations, welcomed the opportunity to appear before the committee or its sub-committees.

Such men as Dr. Lynn Bartlett, Supt. of Public Instruction; George McIntyre, Director, Michigan Dept. of Agriculture; Russell Hill, Exec. Sec., State Soil Conservation Committee; Representative Raymond Wurzel, member of a Joint Legislative Committee; and Thomas K. Cowden, Dean, College of Agriculture.

Other men active in various phases of conservation, highways, national and international affairs, safety, health, welfare, and civil defense also appeared before the sub-committees.

During the hour-long session with Dr. Bartlett, committee members discussed current educational problems and department legislation scheduled for promotion during the coming legislative session.

Both government officials and

others recognize that it is difficult to make much progress in the promotion of legislation without FB support, Powell reported.

Later discussions with other groups covered such things as the needs of the Experiment Station and the Extension Service for the coming year, and tax assessment problems.

The committee has set October 25 as the deadline for getting in resolutions from the county Farm Bureau annual meetings.

Property Taxes DROP with Fiscal Reform

"Tax reform without tax increase" is the goal of the tax reform proposals Governor Romney placed before the special session of the Legislature. While it is impossible, at this writing, to know the outcome, the program presented would have nearly the same effect on farmers as the Farm Bureau tax program passed by the voting delegates at the Michigan Farm Bureau Annual meeting in November, 1962.

The program proposed to the legislature contains the following recommendations which are in line with Farm Bureau policy:

- 1) **Repeals Business Activities tax.** Farmers selling \$25,000 worth of products or more are presently required to file a return and pay the tax. All farmer-owned cooperatives pay the tax, and as with the property tax, B. A. T. must be paid even if money is lost.
- 2) **Repeals Intangibles tax.** Farmers and their cooperatives pay this tax.
- 3) **Reduces property taxes.** This is accomplished by a 20%

reduction on all school taxes. Farm Bureau's approach is different but the effect is nearly the same.

4) **More equitable property tax assessments and County equalization.** Studies have shown that in many counties farm property is assessed higher than other kinds of property.

5) **Require equalized valuations to be shown on every property tax bill.** Presently in most counties it is almost impossible to understand what the real valuation is.

6) **Impose state income tax.** 2% Personal; 3½% Corporate; 5½% Financial Institutions. These rates will replace monies lost through tax shifts.

Exemption of food from the sales tax and tax deferrals for senior citizens are not part of Farm Bureau's program. However, farmers will share in these cuts the same as everyone else. Farm Bureau's program would use these monies to further reduce property taxes.

The Governor's program would allow cities to impose an income

tax of 1% to be shared in the case of non-residents with their home communities. Counties would be allowed to tax real estate transfers. A motor vehicles tax could be levied for road repairs and building purposes.

Revenues levied by these taxes would tend to further relieve property taxes.

Farm Bureau's program calls for a revision of the school aid formula on a more equitable basis which in turn will relieve property. The Governor has stated he intends to take this matter up in the regular Legislative session.

Other revisions Farm Bureau will work for are:

Prohibit local income taxation of non-residents.

Allow assessment and taxation of new property the first year it is built, the revenue to be used for school purposes.

Allow Counties, by vote of the people, to levy up to 1% income tax for school and county purposes. People would thus have a choice on how to pay for local government.

Establish methods of assessing farm land on its farming value rather than its potential non-agricultural use.

As far as farmers are concerned, fiscal reform will mean a net reduction of taxes and will help prevent further rise of property taxes. The inequitable tax load now on farmers' shoulders will be shifted in a manner that will lead to "tax justice".

TAX REFORM PROGRAM



TYPICAL EXAMPLES	GENERAL FARM	GENERAL FARM	SPECIALIZED FRUIT FARM
Gross Income	\$13,000	\$25,000	\$54,600
Net Farm Income	\$ 3,000	\$ 7,000	\$ 7,000
Property Taxes	\$ 300	\$ 700	\$ 845
Tax Savings under Governors proposals:			
Business Activities Tax	—	—	\$ 110
Sales Tax on Food (Family of 5)	\$ 50	\$ 60	\$ 60
20% reduction on School Tax	\$ 42	\$ 98	\$ 118
Savings on property tax as a result of local option taxes are impossible to estimate.			
Total Savings	\$ 92	\$ 158	\$ 288
Income Tax liability (Family of 5)	None	\$ 80	\$ 80
Total Net Tax Savings	\$ 92	\$ 78	\$ 208

Based on M.S.U. farm records. Net Income includes labor income and interest on investment. Greater savings as possible if other Farm Bureau tax recommendations become a part of fiscal reform.

THE HEART-BEET OF MICHIGAN

Michigan, the heart of one of the greatest industrial concentrations the world has ever known, is also recognized for its agriculture. A fine example of industry and agriculture joining hands and working together is the BEET SUGAR INDUSTRY OF MICHIGAN. The combination of progressive farmers and efficient industrial food processors provides the Michigan consumer with a product of which it can be truly said: None Finer in All The World . . . MICHIGAN MADE PURE SUGAR. Remember to ask for MICHIGAN MADE PURE SUGAR the next time you shop. Ask for it by name . . . PIONEER or BIG CHIEF SUGAR grown-in-Michigan, processed-in-Michigan and sold-in-Michigan.



BEET SUGAR INDUSTRY OF MICHIGAN

Michigan and Hoosier Farmers Tour Together



A GROVE OF TREES—on the Walter Lewis farm of Chelmsford, Massachusetts, provides a backdrop for the bus used by Michigan and Indiana farmers for a part of the Northeast Caravan tour. Ten Michigan people took part in the tour in mid-August.

Apparently the busy summer and fall seasons have not dulled the interest farmers have in seeing the country, with substantial numbers of Michigan farmers joining those of Indiana in recent tours over much of the United States.

The NORTHEAST CARAVAN has been reported a top-notch success by the 33 persons who toured the New York and Boston area. Visits to Radio City Music Hall and a three-hour boat ride around Manhattan Island added much to an already full sightseeing schedule.

The New England clambake at historic Plymouth, Massachusetts was a treat that most Michigan folks would not have missed for anything, although some had mixed emotions about the virtues of a steampit lined with hot rocks for cooking purposes.

Several who disliked the peculiar flavor given sea food by slow broiling over the stones and under thick layers of seaweed, made it plain that although one clambake is a wonderful experience, "we wouldn't give a nickel for another." Cooked kelp was not their idea of a subtle flavoring.

Martha's Vineyard was pronounced particularly lovely in mid-August and most would want to return to the quaint island again.

The wide variety of California agriculture was a prime attraction to Michigan farmers who took the SUNNY CALIFORNIA trip, Sep-

tember 4 through 18. A total of 41 persons saw the new Sun-Maid Raisin Growers twelve million dollar processing plant, visited cotton farms and saw the operation of a table-grape packing house.

The giant redwood trees were unforgettable, as were the less impressive but still important walnut and almond groves.

One early concern appears to have been overcome. Michigan farmers have been used to traveling together in the past, staying most of the time with groups from their own state.

At first they were reticent about

mixing with others, as required by the Hoosier travel arrangements. Now, two tours later, those returning are enthusiastic about the friendliness of Indiana farmers, and report that they felt completely welcomed by their travel companions from our neighboring state.

Michigan farmers have shown great interest in the tour service with more than 400 requests received for brochures and information for one or more of the scheduled tours. Still offered is the HAWAIIAN ISLAND trip, (October 5-19) and the MEXICAN TOUR, (November 15-24).

The coupon will bring a detailed day-by-day itinerary for the Mexican Tour.

Information Division, Michigan Farm Bureau
4000 North Grand River, Lansing 4, Michigan

Send details of the MEXICAN TOUR
scheduled for November 15-24.

Name _____

Address _____

County _____

"I chose 'tilt-up' concrete to get a low-cost cattle shelter that's tight, solid and long-lasting!"

Says LLOYD NICHOLS, Bridgeport, Nebraska

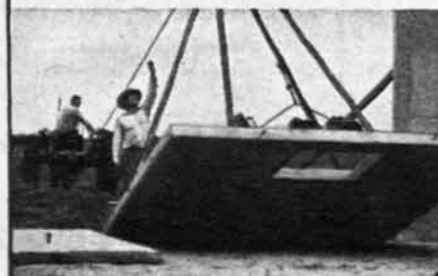


Lloyd Nichols is the manager of this 2,200 acre ranch near Bridgeport. He is a board member of the Morrill County 4-H, member of the Farm Bureau, and president of District No. 6 School Board.

"I NEEDED A good shelter fast. I'd planned on pole construction until the ready-mix man in town told me about 'tilt-up'. It cost me just \$100 more to get a concrete shelter—and well worth it. Last year alone it helped me save \$1,600 worth of calves.

"Because it's concrete, I figure this shelter will be there forever. And I'll probably never spend a dime on upkeep."

Want to know more about "tilt-up" concrete and what a good investment it is? Write for free booklet. (U. S. and Canada only.)



For tilt-up construction, panels are cast flat, in some cases right on plastic sheets spread over level ground. Lifting bolts are placed in the wet concrete.

PORTLAND CEMENT ASSOCIATION
Stoddard Building, Lansing 23, Michigan
A national organization to improve and extend the uses of concrete

"THE PHONE? I COULDN'T DO WITHOUT IT!"

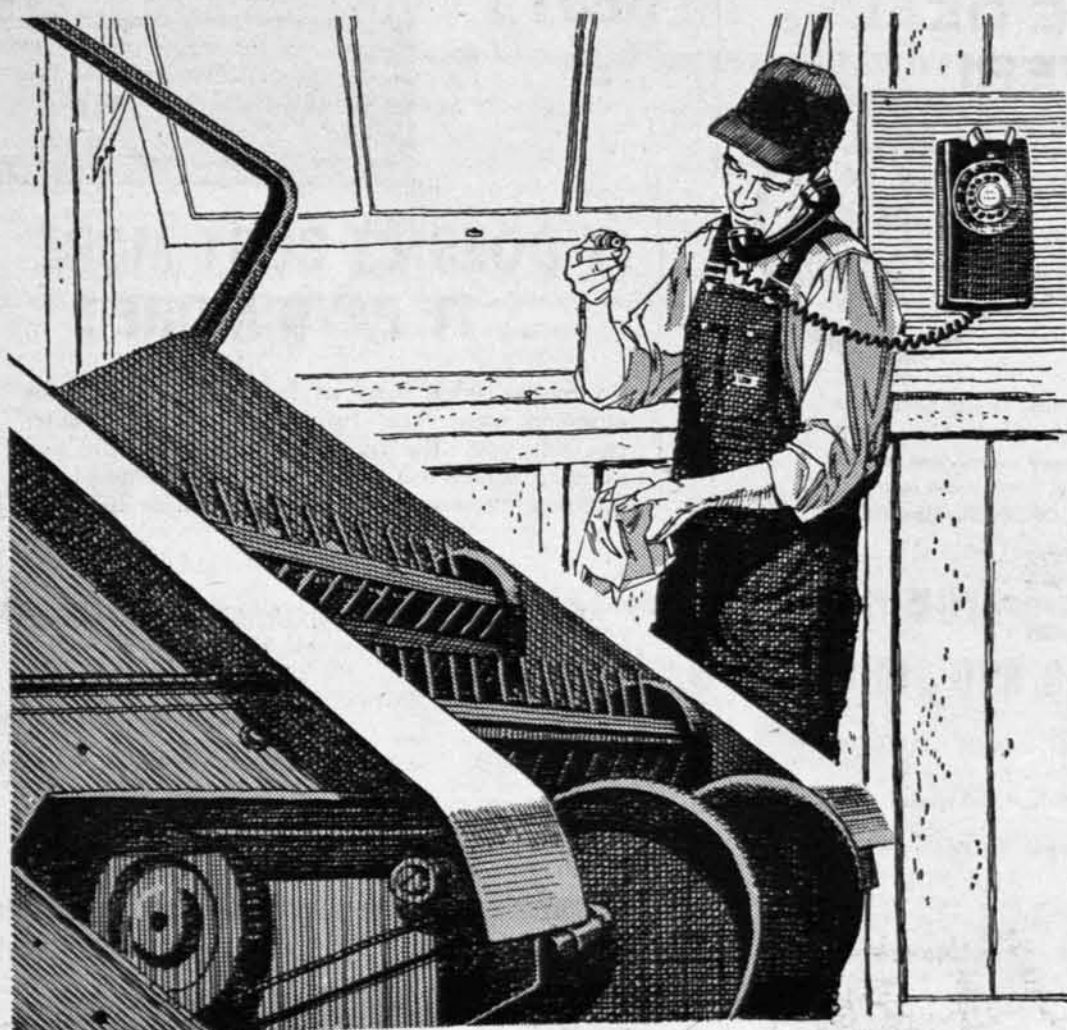
"We've had a telephone on the farm ever since Helen and I were married, almost twenty-seven years ago. It's come in handy lots of times: like the night Jimmy was born, and the time we were all sick with the flu.

"But over the years, I've found that the calls we make day in and day out are just as important . . . for instance, when I call to check on the latest prices,

or when I have to order a part for the tractor or talk to the county agent. You know, a lot of things are essential to running this farm, and the telephone sure is one of the most important. It's one convenience I couldn't do without."

Yes, the telephone does save you time and worry. Nothing else in your home gives you so much service and security at such little cost.

MICHIGAN BELL TELEPHONE COMPANY



Farm Bureau Enlists in Michigan "Sales Army"

Just a Minute... Please!

The Michigan Farm Bureau has lent its influence to the promotion of Michigan, through support of the "Minutemen" program sponsored by the Greater Michigan Foundation.

An outgrowth of Michigan Week, the Minuteman program is expected to enlist an "army" of Michigan enthusiasts willing to sell advantages of the state on a year-round basis at a minute's notice.

Considered a permanent state-wide promotion program, the Minutemen were named when a member of the organizing committee suggested that any Michigan citizen could easily open a conversation anywhere in the interest of the state with the approach . . . "May I take a minute . . ."

A Foundation subcommittee, composed of Richard Cook of the Michigan Retailers Association; Dale Kennedy of the Michigan Education Association, and Clarence Prentice, Secretary-Manager of the Michigan Farm Bureau, picked the name after a long list had been scanned and tested with statewide groups.

Civic, labor, religious, professional and trade associations have joined agriculture as represented through Farm Bureau, in offering informed citizens to act as a militant group of "salesmen."

The advantages of this chain-reaction program are immediately apparent. First, each of a long list of statewide associations, such as Farm Bureau, has a ready-made organizational structure through which to work. Each organization has strong roots in Michigan and is well acquainted with the advantages of the Wolverine state.

For example, Farm Bureau has been "selling" the importance of agriculture in the state's economy for as long as it has existed and is becoming increasingly active in finding or creating better markets for Michigan farm products.

Promotions aimed at groups with which the Michigan Farm Bureau comes into contact are another feature. Recently an all-Michigan dinner was arranged by the Michigan Farm Bureau for a nationwide gathering of Farm Bureau information staff members at Michigan State University. The dinner featured only Michigan products on the menu, and introduced a number of new foods, among them Dagano cheese and "Frumil" — a dairy and fruit product. A unique fresh blueberry ice cream was chosen for dessert. Products related to Michigan agriculture were piled before each plate in a repeat of the famed "loot bag" idea that has done much to promote the state. Agricultural Department Director, George McIntyre, addressed the group on the theme of "Mighty Michigan."

In pledging Farm Bureau support to the Minuteman idea, Prentice told the organizing committee that few other states produce all of the foods for a truly balanced dinner as Michigan does. He stressed the wide variety of our agriculture, — and the many processing and distribution industries it supports.

"We are first in the production of many foods, and high on the list with many others.

"Farm Bureau officers and members can do a marvelous job of helping sell the advantages of Michigan agriculture to friends and neighbors across state lines, and at all manner of gathering both within the state, or wherever they go . . ."



ROMNEY LISTENS, — as Walter Wightman, (right) president of the Michigan Farm Bureau, tells of the coming meeting of the American Institute of Cooperation slated for Michigan State University in 1964. The Governor has been invited to "Sell Michigan" by opening the sessions, hosted by the Michigan Association of Farmer Cooperatives.

Smith to Economic Council

In the last session of the Legislature, the "Michigan Department of Economic Development" was relieved of its rather burdensome title and renamed more in keeping with what state leaders felt was the prime role of this important department of state government.

Now titled the Economic Expansion department, the new agency name is reflected in many changes in approach to problems and methods of operation. To assist the department, an "Economic Expansion Council" has been named, with prominent people from agriculture, industry, and labor represented.

Farm Bureau has been recognized on the Council, with the appointment to the group of Elton Smith, vice president of the Michigan Farm Bureau. Seated with him are such persons as J. F. Wolfram, of General Motors, Win Schuler of restaurant fame and John Fetzer, owner of the Detroit Tigers and president of the broadcasting network that bears his name.

The agency deals with a long list of programs each of which touch on some "growth" phase

of Michigan's economy. International trade, for one example. The St. Lawrence Seaway potential for Michigan has never been fully realized, with a 25 per cent increase in Michigan exports as one immediate goal.

Other aims of the department include luring new industries to the state, retaining those we now have, and finding better methods for communities to suit their facilities to those firms who need raw material and labor supplies.

A \$750,000 research program, administered by the Economic Expansion department is channelled into state colleges and universities, where 40 projects that could have tremendous value to Michigan, are under consideration.

In an era of space flight, defense contracts have become even more important than in the past. Many Michigan factories are equipped to turn out vital missile components if they are made aware of exact requirements and conditions demanded by the Armed Forces and others involved in the space program.

A progress report made just two months after the reorganization of the department, shows that it has obviously come a long way. Cutting out unproductive work areas and adding such supporting groups as the Expansion Council has greatly strengthened chances that with the department's guidance, true "economic expansion" is inevitable in Michigan.

MFB President Heads State Product Board

For the first time in the history of the Michigan Week promotion program, a farmer and farm leader will head up the important Business and Product Promotion Board.

Michigan Week General Chairman, Dale Sellers, of Detroit, has announced the appointment of Walter Wightman, president of the Michigan Farm Bureau, to head the Board, a post formerly held by Wesley Baker, of the S. S. Kresge Company.

As Chairman, Wightman will name the person who will head a committee to handle the state wide competition to find Michigan's "Product of the Year," the "Agricultural Product or Process of the Year," and to select the outstanding community achievement of the year.

Wightman's acceptance of this important post in the Michigan Week structure, is in keeping with Farm Bureau's positive attitude toward Michigan Week and the organization's support to the "Michigan-Minuteman" program.

The Business and Product Promotion Board is one of seven important bodies operating within the Michigan Week structure, and includes all business groups in the state.

Wightman's appointment is one of three recent assignments involving expansion of the state's growth that have gone to top Farm Bureau officials. They include the seating of Vice President Elton Smith on the Michigan Economic Council, and Secretary-Manager Clarence Prentice, on a sub-committee of the Greater Michigan Foundation.

The close cooperation of agriculture and industry in building a better Michigan, is heartening in a state where differences instead of similarities have all too often been stressed.

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YOURS FOR
ONLY \$2.98**

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FARM ROOFING AND SIDING**

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Services A.B.C. Dealers
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BEST!**

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...IT PAYS MORE!**

No matter what type of building you may be planning, your local Farm Bureau A.B.C. dealer can help you. The cream of Michigan's pole-type building contractors erect all A.B.C. buildings. In addition, the materials are warranted for 30 years.

SEE YOUR LOCAL A.B.C. DEALER

<p>CARO, Caro Farmers Co-op CHESANING, Chesaning Farmers Co-op, Inc. COLDWATER, Coldwater Co-op ELKTON, Elkton Co-op FREMONT, Fremont Co-op GREGORY, Plainfield Farm Bureau Supply HOWELL, Howell Co-op Co. KENT CITY, Kent City Farm Bureau</p>	<p>LAPEER, Lapeer County Co-op PIGEON, Cooperative Elevator WEST BRANCH, West Branch Farmers Co-op and at the following FARM BUREAU SERVICES BRANCHES — Lansing Hart Mt. Pleasant Jeddo Saginaw Kalamazoo Traverse City</p>
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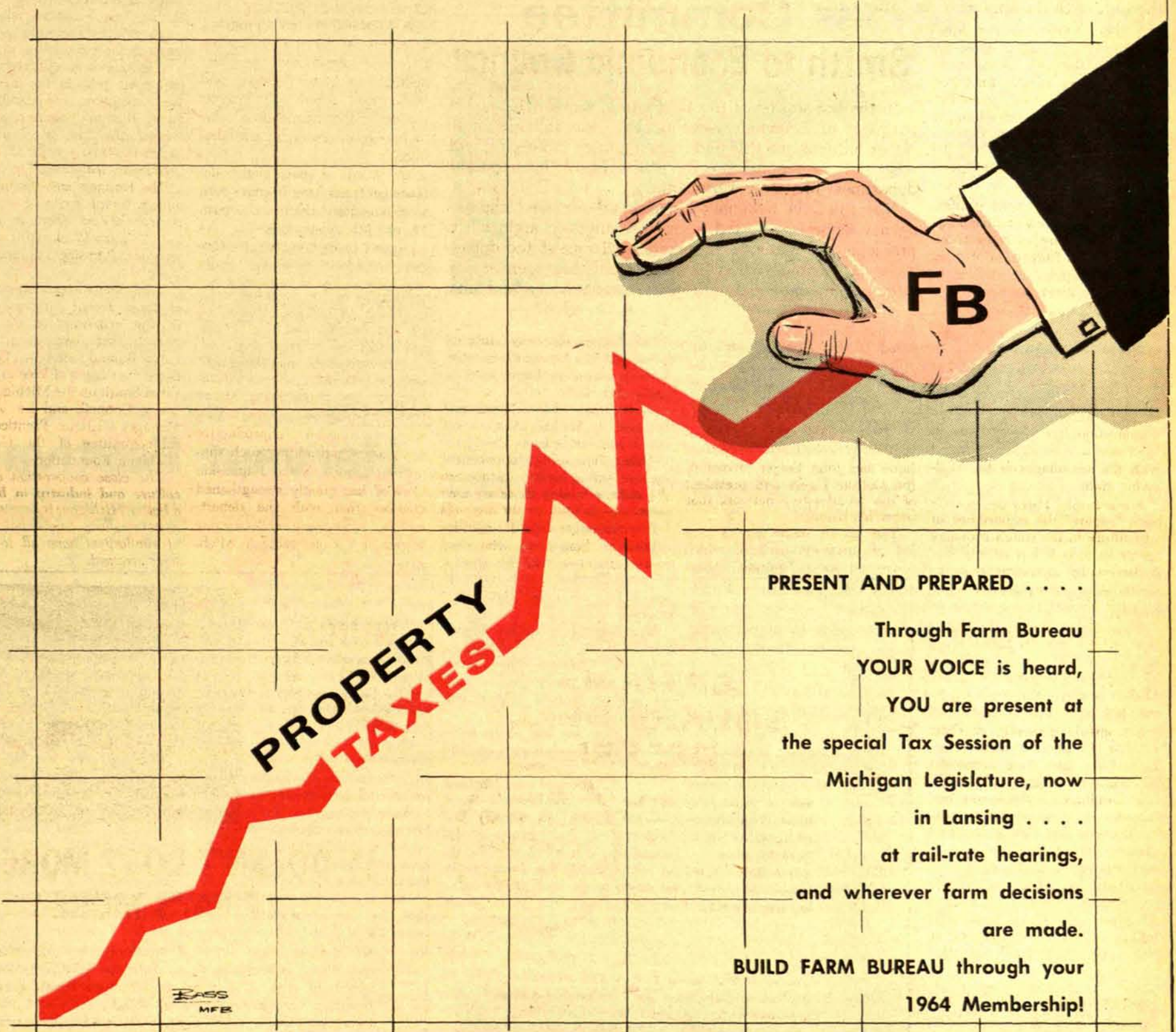
**FARM BUREAU
Services
INC.**
LANSING 4, MICHIGAN



**FARM BUREAU
Services
INC.**
LANSING 4, MICHIGAN

HELP SHOVE DOWN PROPERTY TAXES

THROUGH AGRICULTURE'S ACTION ORGANIZATION



PRESENT AND PREPARED

Through Farm Bureau
YOUR VOICE is heard,
YOU are present at
the special Tax Session of the
Michigan Legislature, now
in Lansing
at rail-rate hearings,
and wherever farm decisions
are made.

BUILD FARM BUREAU through your
1964 Membership!

BUILD FARM BUREAU

FARM BUREAU WOMEN

working, not waiting

FB Women Well Represented On Resolutions Committee



Miss Ruth Hooper



Mrs. Anton Hoort



Mrs. Gordon Willford, Jr.

When Michigan Farm Bureau's 700 voting delegates assemble at Michigan State University on November 11-12-13 for their annual meeting, the women in this gathering will be pleased to note that they are well represented on the important Resolutions Committee.

Seated at the front of huge Fairchild Theatre auditorium with 15 other committee members will be three familiar faces: Mrs. Anton Hoort, Ionia County, Mrs. Gordon Willford, Jr., Gladwin County, and Miss Ruth Hooper, Gratiot County.

Serving on the committee, these women will have given of their time and energies to the task of checking, studying and wording resolutions submitted by the 71 County Farm Bureaus of Michigan.

They have listened attentively to experts in many areas and worked on subcommittees designed to handle the many resolutions dealing with state, national and international affairs, health and welfare, taxation, education, and others.

At this time of year especially, with canning and Fall housecleaning and school starting, — farm women have more than enough to keep them busy at home. How, then — and why, do these women take time from their already full schedules to serve on this committee?

This is the question we asked the representatives of the Farm Bureau Women. The answers we received prove again that the Women are a vital, working part of the Michigan Farm Bureau organization.

Mrs. Anton Hoort, better known as "Billie," is chairman of District 4 Farm Bureau Women.

"I had no idea when I was asked to serve on the Resolutions Committee that it was so important until people started congratulating me!" she said, still a little awed by her responsibilities.

"Billie" is the mother of four active children: Carole, 13; Douglas, 12; David, 11, and Danny, 9. They live on a 225-acre farm near Portland. Husband Anton is a Corrections Officer at the Michigan Reformatory in Ionia.

Does being away from home for the several Resolutions Committee meetings cause problems with a family this size?

"Some," says Billie, "but none that can't be solved. When I received the letter from President Wightman regarding the committee, we had a family conference . . . where it was decided that 'mom can go.'"

The emergency shelf and the freezer are amply stocked prior to her absences and the family has even decided that housework can be fun when the "boss" isn't around.

Mrs. Hoort is a Sunday School teacher at the Portland Christian Reformed Church. She "loves working with young people" and her hobbies include baking and collecting recipes.

How does she feel about serving on the Resolutions Committee?

" . . . honored and thrilled but just a bit apprehensive about the job which lies ahead. My husband and I are proud of the organization to which we belong.

"Farm Bureau has served us in so many ways, and maybe now, in a small way, the Anton Hoort family can serve Farm Bureau."

Mrs. Gordon (Geneva) Willford, Jr. serves in many capacities in Farm Bureau, including

the position of District 8 Women's vice chairman. She is secretary of her county Women's Committee, a member of the Legislative Committee and Young People's counselor.

The Willfords farm 400 acres in Gladwin County, specializing in beef, sheep and general farming in partnership with one son. Her family includes her husband, four boys and one girl . . . "plus one grandson," she adds proudly.

One of Mrs. Willford's boys is a junior at Michigan State University, another is employed at Farm Bureau Center in Lansing. Two of her children attend the Gladwin Rural Agriculture School.

Geneva calls upon the cooperation of her family at the times she must be absent from home to attend committee meetings. She feels fortunate to have a daughter-in-law to take over in the kitchen while she is in Lansing discussing "Bylaws and Internal Affairs" and "Conservation," the two subcommittees upon which she serves.

Mrs. Willford is an active 4-H leader in her area and also serves on the board of directors of the Gladwin County Sportsman Club Auxiliary. Her hobbies are hunting, sewing and reading.

Of her appointment to the Resolutions Committee, Mrs. Willford says, "I feel it is a great responsibility and a great honor to be chosen. It will be an interesting and enlightening job. I am sure I will gain a great deal and hope to contribute something valuable in return."

Miss Ruth Hooper is beginning her second year as chairman of the Gratiot County Women's Committee. Prior to holding this office, she was secretary of the committee for four years. Ruth was born and raised on a general farm and lives with her parents, Mr. and Mrs. George Hooper in rural Alma. They specialize in dairy, beef, hogs, corn, beans and wheat.

To the question of whether being away from home to attend Resolutions Committee meetings caused any special problems, Ruth called herself a "misfit with no kids, no knitting or tatting." Her only problem is to schedule her other activities around them, such as church meetings and her part-time work in the church office.

Although Ruth Hooper feels she does not fit into the pattern of the "norm" with problems involving household chores and care of children, — it is certain she will not be a "misfit" on the Resolutions Committee. Her convictions regarding her responsibilities in this important role prove otherwise:

"I feel it is an honor to serve on the Resolutions Committee, but also a challenge to responsibility, . . . a challenge to use to our very best ability, intellect, wisdom and understanding in making the necessary decisions to provide the delegates with recommended resolutions that will be to the best interest of not only Michigan Farm Bureau members — but for all citizens of the state."

FARM-CITY

Harvest Festival



They started their important contact right from the beginning — at the planning stages of their project.

Realizing that city women are just as busy as farm women, they knew that it would take more than an ordinary invitation to lunch to get participation. So using the "If you want to know — ask" approach, the Kent Women invited urban ladies from the metropolitan area of Grand Rapids to meet with them to decide what they would like to discuss.

Together, they came up with a far-reaching subject of common interest, "Your family's dinner table." This will be the theme of a series of "harvest festivals" held during the month of October with ten Kent County Farm Bureau Women opening their home to their counterparts from the city.

Each of these hostesses will have two co-hostesses to help her entertain the urban women.

"Your Family's Dinner Table" — an area of major concern to all women — will offer an opportunity for discussion on pesticides, the "loss leader" problem and how it affects the city consumer as well as the farmer, and what effect a controlled agriculture would have on the tables of American families.

"What is so exciting about this particular project," says Marjorie Karker, Coordinator of Women's Activities, "is the fact that there will be no 'state-office speakers' or experts at these meetings. The job will be done by the farm women themselves."

Similar projects will be undertaken by other county Farm Bureau Women's Committees throughout the state. Although methods will differ, results will be the same: an important job done the best way possible — through a "two-way, face-to-face" communications system.

When there's a "reeeally big" job to do — you can always depend on the Farm Bureau Women!

The Kent County FB Women are demonstrating this well-known fact in a current project.

One of the major problems farmers face today is public misinformation. Mis-leading statements and propaganda regarding farmers and agriculture create rural-urban misunderstanding, convince Washington that it can do a better job of managing farms than farmers themselves, and alarm city people into thinking that the use of pesticides will mean the end of birds singing in the springtime.

Realizing the importance of counteracting this kind of damaging misinformation, the Farm Bureau Women's State Committee decided that here was an area where they could be of real help. They appointed a special committee to decide how best to get this job done.

This committee came up with the recommendation that each Women's Committee should handle the project on their county level to fit their local situation.

It was clear that a procedure used in one county would not be as effective in another. One suggested rule was that the job be done "face-to-face" or "eyeball-to-eyeball" (as a famous communications expert phrases it) for best results.

How do you get face to face with those to whom you wish to tell your story? The Kent County Farm Bureau Women solved this problem in a unique manner.



FARM BUREAU POLICY HARVEST — It takes a battery of secretaries to record the proceedings of the resolutions sessions at the Michigan Farm Bureau annual meeting. Shown with the secretaries are the Resolutions Committee members who have spent long hours preparing the resolutions for the 700 voting delegates. Included on this important committee for 1963 are Farm Bureau Women's representatives Mrs. Anton Hoort, Ionia county; Mrs. Gordon Willford, Jr., Gladwin; and Miss Ruth Hooper, Gratiot. (If you think one of those secretaries looks especially familiar — you're right! It's your own Marge Karker, second from left, Coordinator of Women's Activities.)

Worth Mentioning...

The Michigan Farm Bureau Women, the Michigan Home and Garden Association, and the Michigan Home Economics Extension Council have extended an invitation to the Associated Country Women of the World to hold its 1968 Triennial Conference in Michigan.

The official invitation was made at a recent Country Women's Council held in Madison, Wisconsin, and attended by State Chairman Margaret Muir and State Coordinator Marjorie Karker.

Reporting on this meeting, the Milwaukee Journal stated that the women attending the C.W.C. "dispelled the old image that the farmer's wife is a weary drudge . . . they are well-educated, well-traveled, well-groomed . . . and looked and acted as though they knew the day, the year, and the hour."

A reunion of St. Clair County Farm Bureau Women brought 40 ladies to the YMCA Blue Water Room in Port Huron recently. Following a noon luncheon, past-chairmen reconstructed the history of the St. Clair Women's Committee. A clever "This is your life, Irene Hitchings" presentation honored (and surprised) one of the county's most faithful Farm Bureau workers.

The Emmet County Farm Bureau Women's Committee has

donated a refrigerator to the Petoskey Day Center for Retarded Children. This worthy project was made possible through the cooperation of their local appliance dealer.

October 30th is the date set by the Gratiot County FB Women for their annual rural-urban event. The program will take place at Tyler Auditorium of Alma College and will feature the popular "America on Parade" presentation by Robert Brouwer. Marjorie Karker, Coordinator of Women's Activities, will outline the role Farm Bureau plays in agriculture.

The Newaygo Farm Bureau Women recently toured their County Medical Facility which has the distinction of being debt-free! The visitors expressed approval of the decor, the fixtures and the immense amount of planning that has gone into this large center. Following their tour, they held elections of officers for 1964. Mrs. Knox Powers was elected chairman; Mrs. Milford Holler, vice chairman and Mrs. Harley Boes, secretary-treasurer.

A "fun meeting" was held recently by the Osceola County Women, featuring a style show, a skit titled "Sorting the Rummage," and a picnic at Reed City, home of the famous No-Che-Mo mineral springs. The group is planning to charter a 40 passenger bus to bring them to Michigan Farm Bureau's annual meeting in November.

Donuts, Hot Coffee, Hard Work, Good Profit!



Mrs. Nora Hazzard

A Women's Committee in search of a money-making project discovered a "gold mine" at their county fair. Inspired by Marjorie Karker, Coordinator of Women's Activities, and aided by talented and willing workers, the St. Clair Women set up a booth to sell hot coffee and homemade donuts.

The result? Whether it was the novelty of seeing fried cakes stirred, rolled out and fried before the eyes of fairgoers—or whether it was the tantalizing smell drifting up the midway that caused the popularity of this booth is not known. But popular

it was . . . to the tune of almost \$200 profit in three days!

Mrs. John (Nora) Hazzard of Yale holds the unofficial title of "champion donut maker" with 2,400 fried cakes to her credit, made at the fair with her magic touch from over 100 pounds of flour.

Mrs. Martin Houston, engineer of the project, kept coffee pots going, serving the public and filling in wherever and whenever the need arose. Of their helpers who worked throughout the three days and evenings, the ladies said, "without their help, this project could never have been so successfully carried out."

Mrs. Hazzard, a great grandmother, said she never thought she would see the day when she would be making fried cakes out in public with everyone watching her. A portion of the proceeds from her "public demonstration" will go toward the Camp Kett fund.

ATTENTION: FARM BUREAU WOMEN Attend Your Fall District Meetings

Dates have been set for Farm Bureau Women's Fall district meetings. Excellent programs have been planned in each district.

"Farm Bureau's Role in Agricultural Marketing" will be discussed at the meetings this year, featuring Larry Ewing, Coordinator of Market Development, who will present some pertinent facts on this subject of vital concern to members.

Be sure to attend your district gathering for fun, fellowship and valuable information. Contact your county Women's chairman for time and place.

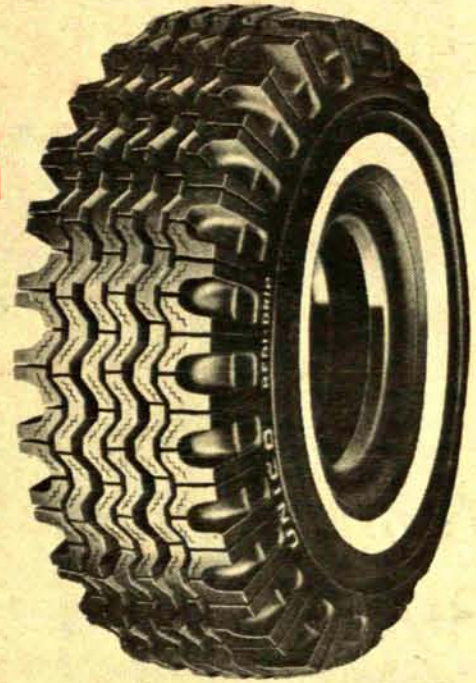
District	Date	District	Date
1	October 29	6	Sept. 25-26
2	October 8	7	October 2
3	October 10	8	October 9
4	October 3	9	October 1
5	October 4	10E	October 24
		10W	October 23

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Now is the time to order snow tires. We have complete stocks ready for winter. You can be ahead of the weather with our early order prices.



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Don't wait for the first cold snap . . . that's when tired batteries always fail. Get a fresh, new Unico 48 for sure starts every time . . . Unico . . . the battery that never lets you down.

See your local Farmers Petroleum dealer or Direct Distribution Agent.



FARMERS PETROLEUM

4000 N. Grand River / Lansing, Mich.

Eaton Women Take a Look "Behind the Iron Curtain"



THE VIP's of Eaton FB Women's annual garden party are shown at the serving table on Mrs. Robert Cronk's attractive lawn, site of the successful event. They are (left to right): Mrs. Dessie DeGroot, chairman of the garden party; Mrs. Gerald Topliff, District 5 chairman; Mrs. Robert Cronk, hostess; Mrs. Verness Wheaton, Eaton Women's chairman, and Mrs. Arthur Muir, state chairman.

Sixty-nine Eaton County Farm Bureau Women recently attended their annual garden party in Bellevue and with the help of Dale Ball, Michigan's Assistant Director of Agriculture, "took a peek behind the Iron Curtain."

Mr. Ball had an eager audience as he showed pictures and spoke of his experiences on the "people-to-people" tour to the Iron Curtain countries.

He told the group that Russians like everything big — from cigarettes (with a minimum of tobacco) — to a cannon (which never worked but was on display). Their farm machinery was also big and cumbersome, he said.

The touring group visited several collective farms, one of which was comprised of 88,000 acres with 4,000 families and one automobile. Each of the fields on this farm contained 250 acres.

Their cows were milked three times a day producing about 5,000 pounds of milk annually (as compared to about double that amount for American production). "Their production and efficiency is far below our American averages," said Mr. Ball and blamed this on lack of equipment and incentive.

He found the Russian people eager to learn about the American way of life and were especially interested in the pictures the Michigan farmers showed them of their farms, families and automobiles. They found it hard to comprehend that nearly every-

one in America had their own automobile.

The visitors were guided by two Russian girls, who at first did not appear to want to be friendly but gave the impression that they were only doing a job required of them.

However, after spending a few days with these American farmers "they began to smile and enjoy themselves. When the time came to leave, their goodbyes were said with tears," said Ball.

He expressed the belief that education will defeat Communism and that the only way the Russian people can learn about America is through these "people-to-people" visits.

Scene of the garden party was the home of Mrs. Robert Cronk of rural Bellevue. Each Com-

munity Group represented set their own table for the desert luncheon with prizes awarded for the most novel and the prettiest centerpieces.

Judges Carol Spiker, Maxine Topliff and Lucille Sheridan chose the Grand Valley and Carlisle groups as winners in the "prettiest" category, both featuring attractive floral arrangements.

The Watson Group, whose centerpiece depicted a Mexican bull-fighting scene, took honors for the "most novel."

Oakland Women Visit State School, House of Correction

The Oakland County Farm Bureau Women broadened their knowledge of two problem areas recently as they toured a school for mentally retarded children and a house of correction for women.

At the Plymouth State Home and Training School at Northville, they were briefed on the treatment and facilities provided for the 700 retarded children ranging in age from six months to twelve years who are residents of the home. They were told that the school has 1500 children waiting for admittance with lack of

room and finances making this impossible.

A tour of the Detroit House of Correction, women's division, provided them with a look at the system which teaches a trade to those confined. Courses in sewing, canning, cosmetology, etc. makes it possible for inmates to make their way in the world following their confinement period.

Mrs. Otto Rexin, secretary of the Oakland Farm Bureau Women, reports that a bake sale held at the 4-H fair was successful, proceeds to be used for 4-H work throughout the winter season.

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Barry Women's Camp Program Features "Gumdrops to Onions"

Covering topics from centerpieces made of gumdrops to European markets for onions, the Barry County Farm Bureau Women's camp program was enjoyed by 67 ladies. Their 15th annual outing was held at the "Y" campsite at Algonquin Lake on August 19-20.

The first day's session included a picnic dinner, community singing and a demonstration on table decorations presented by Mrs. Dunn and Mrs. Erway. Centerpieces made from vegetables and gumdrops emerged from this clever exercise.

Devotions led by Chaplain Leora Smith, music by the Senior Citizens male quartet, and a presentation on "Chile" by Mrs. Jack Brown, Middleville, closed the evening program.

Highlight of the second day's program was a talk by Mrs. Ben Bosgraff, Ottawa Women's chairman, recently returned from a trip to Europe, who told the group of her experiences there.

Mrs. Bosgraff is the wife of Hudsonville's famous "Onion King," whose product is widely accepted in European markets.

Mrs. Agnes Conklin, Hastings, reports, "Camp closed with everyone happy — glad they had attended and looking forward to next year's get-together."

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THE WASHTENAW COUNTY FARM COUNCIL

A Project in Rural-Urban Cooperation

What can a County Farm Bureau do to promote citizenship and responsibility in their county's young people? Back in 1949, the Washtenaw County FB felt they had the answer when an Ann Arbor race track and fair association went out of business.

Clarence King, then Washtenaw County FB president, appointed a committee to look into the disposition of the track and fairgrounds.

The committee members, Frank McCalla, Jack Bradbury and Leonard Burmeister, perhaps were unaware at that time of the important part they would play in an activity that eventually furnished approximately \$70,000 and the beginning of the Washtenaw County Farm Council.

The Council, made up of Farm Bureau and other county leaders, was formed to coordinate the many activities formerly handled through the old Fair Association but with emphasis on 4-H and youth activities.

According to Frank Haggard, present chairman of the Washtenaw County FB information committee, the idea behind the Farm Council was "to preserve

something for the boys and girls of the county, rural and urban, and give them a place of their own to work on supervised projects and activities."

"As it worked out," he said, "the Council has done an outstanding job in keeping young people busy while training them as future good citizens."

Backed by approximately \$70,000 received when the City of Ann Arbor purchased the old fairgrounds, the Council began making plans for developing a show grounds with appropriate facilities.

Since its small beginnings with the original county FB committee, the Farm Council has grown with the addition of new buildings and expanded activities.

Funds for new additions and the necessary maintenance of the approximately 20-acre site are raised by an annual Chicken Bar-B-Que on Father's Day—a traditional event for all of the county.

Although it began with the county FB, Haggard pointed out that it was only through the co-

operation of many other groups that the Council became a reality. One outstanding group has been the Ann Arbor City Kiwanis Club.

They have furnished material and lighted the horse show arena, and have continually supported the Council through donations.

Some of the varied activities carried on in the past few years include the state Black & White show (1961, 1962), yearly 4-H livestock projects, and most recently, the County 4-H Show.

Opportunities will always exist for agriculture to work with others toward a common goal whether it be youthful citizenship, mutual rural-urban understanding or local tax problems. But it takes a forceful, farsighted leadership and members who are willing to shoulder the responsibility for what must be done if the opportunities are to be used.

Talk Meet-Talent Find Time Again

TALK MEET

Farmers speaking for farmers — farmers speaking.

To develop the public speaking ability of young farmers, the Farm Bureau Young People are once again holding their annual Talk Meet contest. This year's topic is "Who Shall Speak for Farmers?"

District winners will compete for the state title at the FBYP's annual meeting to be held in November. From there, the Senior division winner will go to the AFBF's annual meeting Talk Meet in Chicago, December 8th, as Michigan's representative.

TALENT FIND

Agriculture is a technical and specialized industry, yet its people's talents are many, and in recognition of this fact, the FBYP are sponsoring the annual Talent Find contest in conjunction with the Talk Meet.

As in the past, there will be two divisions: the Senior, from ages 17 to 30; and the Junior, 16 and under.

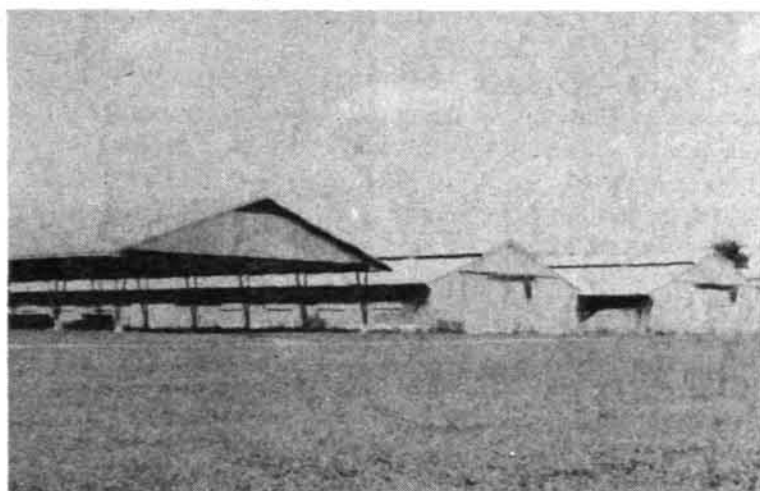
The Senior division winner will represent Michigan at the AFBF's Talent Program on December 8th, in Chicago.

For more details on either contest, contact your county Farm Bureau office, or the Michigan FBYP, 4000 N. Grand River, Lansing 4, Michigan.

Remember, entries must be in by October 15th. Be sure that your county is represented.



THE MAIN ACTIVITIES BUILDING is the center of the Washtenaw County Farm Council's youth activities.



OTHER IMPORTANT BUILDINGS are the judging pavillion (left), and the beef, dairy and horse buildings. Located within walking distance is the county FB office.

Pump "On the Blink"

What to do when the pump stops pumping is at best aggravating, and at worst profit-killing. To answer the many questions concerning repairs and maintenance of your electrical pumps, the Flint & Walling Co. has recently made available a booklet called "What to Do When the Pump Stops."

The booklet presents in chart form the symptoms of specific pump ailments and indicates which can be corrected by the pump owner and which require professional attention.

It also prescribes corrective treatment for unusual water tastes and appearances.

Also available from the company is a booklet called "Planning Your New Water System." Com-

plete with statistics, the booklet lets the individual figure exactly how much water his farm requires, and answers such questions as "What type of pump is needed," and "How to buy a complete water system."

The new folders are available without charge from Flint & Walling, Kendallville, Indiana.

Non-fat and low fat milk are record setters in the dairy field. The 1962 consumption levels were the highest in 15 years.

Genesee FB's Friendship Overcomes Foreign Tongue

With the "Chicken War" stealing the headlines every day, and international trade relations seemingly stretched to the breaking point, Genesee county decided to do something about it.

When fifteen farm managers from Nicaragua came to the United States as part of an agricultural exchange program, they found a warm friendly welcome waiting for them in Genesee county — and from Farm Bureau there.

Among the farm families who opened their doors to the Latin American visitors were Mr. and Mrs. Leslie G. Ames, Genesee County FB president; Mr. and Mrs. Earl E. Johnson; Mr. and Mrs. F. D. Bloss; and Mr. and Mrs. Richard C. Laing—all active FB members.

Although most of the visitors' Michigan trip was spent at MSU, there was time for weekend visits with the Genesee farmers.

The Nicaraguans were particularly interested in dairy and beef farm practices, but also found time to attend an Arabian horse show at Corunna.

After leaving Michigan, the group made up of managers of

large farm holdings owned by wealthy Nicaraguans and managers of smaller farms, went to Washington, and then spent several days in Gainesville, Florida, at the University of Florida.

Entertaining fifteen foreign visitors may not seem like a big thing when compared with the worldwide trade problem, but the hand of friendship is a powerful force.

It is like a stone thrown in the farm pond. The widening ripples continue to move out from the original small splash until they cover the pond. Yes, friendship is a powerful force, and something farmers understand the world over.

Chores Completed-Camptime Again



IT TAKES A LOT OF COOKIES to feed 60 hungry people. For the eighth consecutive year, the Reeman Community Group has spent a week vacationing together at their county youth camp site.



THE YOUNGER SET of the Reeman Community Farm Bureau Group are shown at breakfast at their annual "camp time." Next on their agenda was a dish-washing session . . . then fun in the sun playing volleyball, baseball and swimming.

Every summer toward the end of August, when canning, freezing, haying, etc. are done, twelve families of the Reeman Community Farm Bureau in Newaygo County head for their county youth camp on Hess Lake for a week of vacation fun. This was the eighth consecutive year the group has enjoyed "camp time" together.

Mrs. Harley Boes, Reeman, explains that early in July, they decide who will go, how many, how much food to order . . . and most

important, who will be the cooks for the approximate 60 people attending the camp. This year they solved the problem by dividing into three groups of four women working together — which meant two days on "cooking detail" and free time the rest of the week to play volleyball, baseball, read, knit, sew, swim . . . or just sit in the sun.

The older boys and girls, ten years of age and up, are "chief dishwashers" three times a day. Some of the men stay at camp

during the day; others "commute" to their regular jobs and farming chores.

The whole family comes to camp, says Mrs. Boes, — babies, bottles, cribs, Mom, Dad, kiddies, Grandpa, Grandma and rocking chairs. "Everyone goes home from camp looking forward to next year," she summed up. Long-time Farm Bureau member Myreenus Hooker of Fremont has been in charge of the camp since it started eight years ago.

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AGRICULTURE IN ACTION AROUND MICHIGAN

MIGRANT LABOR CAMPS INSPECTED BY COMMITTEE



A HOUSE COMMITTEE RECENTLY INSPECTED migrant labor housing in Lenawee County. One of the chief crops in that area is tomatoes. Shown at left is Rep. Arthur Cartwright (D-Detroit) talking to Dan Reed, MFB Legislative Counsel, who accompanied the committee on their inspection and also testified at the afternoon hearing. With his back to camera is Rep. Robert Mahoney (D-Detroit), and at extreme right, Rep. James Farnsworth (R-Allegan) looks on. Committee Chairman Ed Good (R-Huron) not in photo, conducted the hearing and inspection.

FB SERVICES HOLDS DEALER SEMINAR



THESE FERTILIZER SPREADERS represent a small part of the equipment displayed and demonstrated for over 50 liquid-N and bulk fertilizer dealers attending a FB Services "Sales and Service" seminar held August 29, at the Farm Bureau seed plant in a continuing effort to give members the best service available.

OCTOBER NAMED CO-OP MONTH



A PROCLAMATION IS SIGNED BY GOVERNOR ROMNEY naming October as "Co-operative Month." Cooperative leaders observing the signing are (l. to r.): N. L. Vermillion, FB Insurance Companies; Vernor Smith, Michigan Rural Electric Co-operatives; LA Cheney, MAFC; Governor Romney; Walter Wightman, MFB; Maynard Brownlee, FBS; Herb Van Aken, Michigan Production Credit Associations; Fred Dombroske, Michigan Artificial Breeders.

EGG MARKETING STORY TOLD



A GROUP OF COUNTY AGRICULTURAL AGENTS — MSU Extension Specialists, Production Credit Association Secretaries, Consumer Marketing Agents (MSU), and Federal Land Bank officials from all parts of Michigan attended an education meeting conducted at the Brighton Plant of Farm Bureau Services, September 16. After a chicken barbeque, they heard the dynamic story of FB's Egg Marketing program.

ONCE-OVER PICKLE PICKER



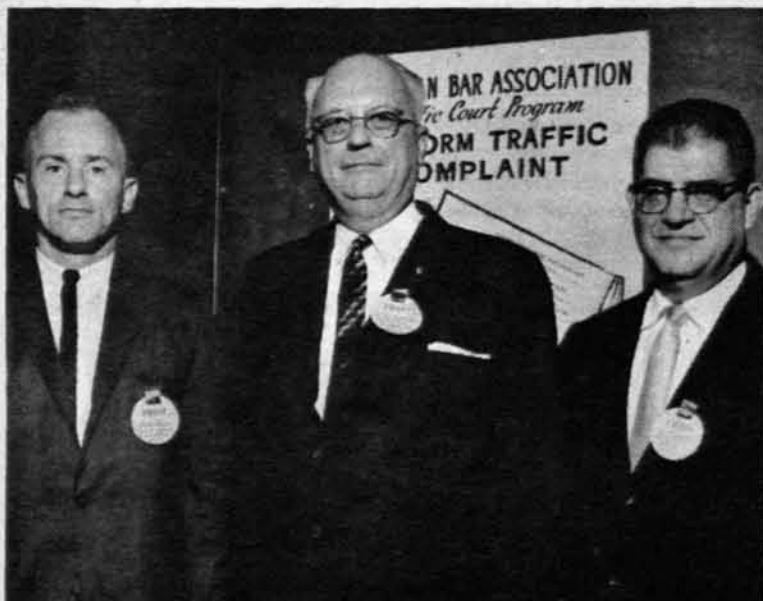
NEW MSU CUCUMBER HARVESTER is a once-over machine that operates by lifting the plants from the soil and running them between a pair of rubber belts. The fruits are stripped from the vine and fall into a conveyor which places them in any suitable container. Although the machine is the result of three years of research, it will be several more years before commercial production can be achieved.

CITIZENSHIP IN THE MAKING



AFTER THEIR RETURN FROM KANSAS, and a YP's Citizenship Seminar, these Farm Bureau Young People had much to discuss concerning their own 1964 citizenship project to be held in August. Shown above are (l. to r.) Jean Sparks, Cassopolis; Mrs. Tom Wieland (advisor), Charlevoix; Carolyn Topliff, Eaton Rapids; Jake Wilford, Gladwin; Dick Wire, Berrien Springs; and Les Bollwahn (lower left), coordinator, FBYP.

JP MEMBER IN GEORGIA



KENNETH C. WEBER, (center) Brighton Twp. Justice of the Peace, and Farm Bureau member since 1958 recently attended a Traffic Court Improvement Conference at the Emory University School of Law in Atlanta, Georgia. Shown with Weber are Dan Kuhn, Court Clerk, E. Detroit (left); and James P. Economos, Director, Traffic Court Program of the American Bar Assn. of Chicago (right).

GOVERNOR ROMNEY VISITS U.P. STATE FAIR



GOVERNOR ROMNEY TOURS THE CATTLE BARNs during his visit to the Upper Peninsula State Fair held at Escanaba. Here he is shown in the 4-H Cattle Barn checking the Houghton County 4-H cattle exhibit. From left to right are Bonnie Aho, Joanne Moilanen, Carol Hendrickson, all of Calumet; Governor Romney, Miss U.P. Farm Bureau Pat Tikkanen (with her "bouquet" of oat sheaves) and Daniel LaTendresse of Chassell. Hugo Kivi, Field Representative for the Michigan Farm Bureau in the U.P. again served as supervisor of the cattle barns for the duration of the fair.

"Bounty Without Boundaries"

It is safe to assume that two Michigan farm families can hardly wait for the opening of the big International Trade Fair in Amsterdam, The Netherlands, November 7-24.

It will be a return "home" to the land of their ancestors for both the John Van Timmeren and Marvin Patmos families of Ottawa county.

Both families have had the unusual experience of becoming "stars" in a Hollywood-style color film — produced in wide-screen Todd-AO, optical techniques which allow for the projection of multiple views on an 80 foot screen.

Both couples, husbands and wives, will be present when the film "premieres" in Amsterdam.

Produced by the United States Department of Agriculture, the film will be featured at the fair, along with other exhibits and the two U.S. farm families, to depict the smaller American farmer, — what he produces and how he operates.

Many Europeans consider American farms to be vast complexes of thousands of acres with huge machinery and many hired men doing most of the work. The film is designed to show how the United States is made up of thousands of family farming units, many of whom still contribute great amounts of personal labor and with little or no hired help.

The Ottawa county region was picked for obvious reasons, among them its rolling land near the great lakes, somewhat typical of the Holland area, and for its American born Dutch residents who can speak the Holland language (as both the Van Timmeren and Patmos families do).

Besides the Holland atmosphere, the Allendale and Hudsonville areas of Ottawa county provide a wide diversity of farm conditions, ideal for camera work, with fruit, — apples, cherries, strawberries and blueberries, — livestock and poultry, — and in the case of Van Timmeren, celery grown on his 80 acres.

Long-time members of the Ottawa County Farm Bureau, the entire Van Timmeren family have roles in the picture, including two teenage sons, a married daughter and her one-year-old child.

Ottawa county contains many herds of high quality Holstein cows, a familiar scene to the Dutch. One such registered herd,

that of Gerrit Berens, Farm Bureau member near Hudsonville, will be shown in one scene of the film. They are pictured grazing in a fresh alfalfa pasture with a set of farm buildings in the background and a church spire showing in the distance.

Poultry scenes were filmed on the Patmos farm, where in ten year's time, a flock of 300 chickens have expanded to 55,000 layers . . . which he handles with modest amounts of help.

Patmos grows most of his own feed on his 350 acres, which includes 200 in corn.

Again, poultry farming is dear to the hearts of most Europeans who will be sure to have many questions to ask the participants following each showing of the film.

Printed in a variety of film sizes and with sound tracks in German, French, Swedish, Italian and Spanish, the film will be shown many times and places other than the Trade Fair. But there, in the huge Rie Building in Amsterdam, a complete self-service food store and a group of mechanical and technical displays by many U. S. firms will complete the exhibit.

Central to it though, will be the wide-screen film titled, "Bounty without Boundaries" . . . shown continuously with Dutch and English sound-tracks.

Farmers Petroleum Pays Again

Roberts Named to Petroleum Board

Eugene Roberts, prominent Missaukee county poultryman and member of the Michigan Farm Bureau board of directors from the Ninth District, has been elected to the board of the Farmers Petroleum Cooperative.

He replaces L. Dale Dunckel, who resigned some months ago because of poor health.

The election seats Roberts on the fourth such board of a Farm Bureau affiliate company. He currently serves on the boards of all Farm Bureau Insurance Companies, on the MACMA board, and on the board of Farm Bureau Services, where he is a member of the Executive Committee.

With his wife and son Ronald, Roberts lives on 560 acres near Lake City, recently converted from a dairy operation to a substantial flock of laying hens. Minor farming interests include beef cattle, sheep and cash crops.

A New Year's celebration develops annually at an unusual date, and stockholders of Farmers Petroleum Cooperative are the ones who celebrate the occasion.

August 31 marks the close of the cooperative's fiscal year. Then the earnings for the past year are "totted up" and shared with stockholder-patrons.

The Board of Directors of Farmers Petroleum met on August 29th to plan this sharing party, and there were prizes to be handed out.

Over \$80,750 was mailed immediately to all holders of FPC debentures.

The Board took notice of a group of "Class A" stock which would fall due in another year.

"Pay it off a year in advance," said the Board. So cash to the amount of \$105,090 will go to holders of this stock (1948) to redeem it.

In addition, a 5% dividend will be paid on all outstanding "Class A" stock, sharing still another \$61,300.

Patrons who hold certificates of indebtedness for deferred patronage refunds will find these certificates yielding a 3% dividend in 1963. This taps the cash register for \$16,000 more to patrons.

"Farmers Petroleum is very gratified to be able to return these dividends and patronage savings to its stockholder members," says Jack McKendry, Manager, of the Farm Bureau affiliated cooperative.

"This has been a year in which competition has been very pressing. Gas price wars have developed, and in some locations they have endured for a long period.

"Costs have been high, too" he said "Cut-throat pricing hurts everyone and reduces the chances of staying in the black, to say nothing of paying back earnings to farmer stockholders."

The balance of FPC's earnings (after federal taxes) will be paid to stockholder-patrons — 25% in cash and 75% in deferred patronage refunds.

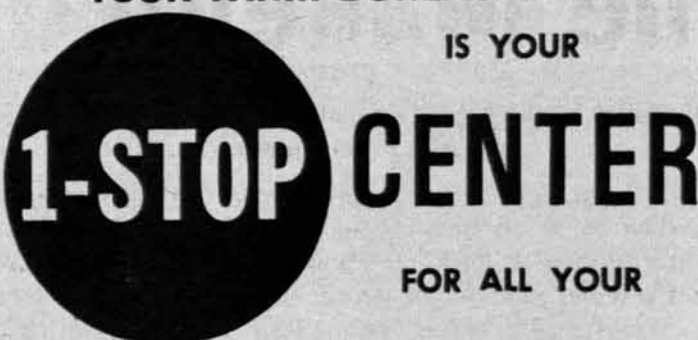
Figure it out—you can't match this sharing by saving trading stamps!



FARMERS PETROLEUM BOARD, pictured in recent session, include new member Eugene Roberts. From the left, Directors are: Elton Smith, Caledonia; Carl Heisler, Albion; William Bartz, St. Joseph; Lloyd Shankel, Breckenridge; Donald Sandbrook, Blanchard; Eugene Roberts, Lake City; Allen Rush, Lake Orion; Tom Koning, Chairman of the Board, and Ward Hodge, Snover. At this meeting the board marked the close of the Cooperative's fiscal year with the decision to distribute substantial earnings to stockholder-patrons.

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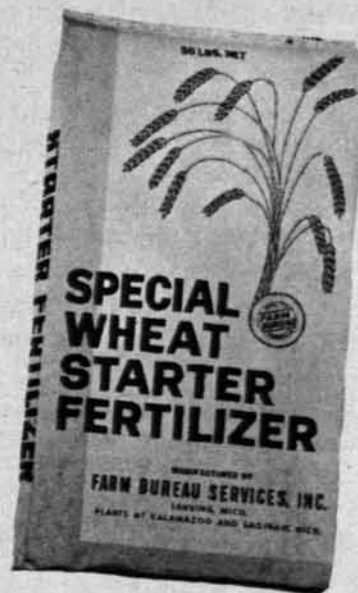


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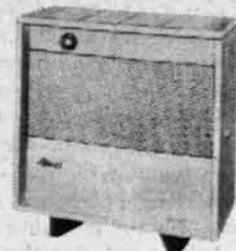
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The Makeup of the Modern Market

Prepared by the Education and Research Department
Michigan Farm Bureau

Sound farm prices that endure, cannot be "cooked up" at random by a few planners and forced upon the public by pressure tactics. Such hard-boiled pricing schemes must always run the gauntlet of consumer acceptance or rejection. *When a product is over-priced, consumers switch their choices to substitutes. Farmers can be left holding the bag.*

No group of farmers, no organizers with rosy promises, can perform an enduring price miracle in the market and suddenly solve the whole farm income problem. "Jack the Giant Killer" is not the role leading to farmer success in pricing. This role leaves too much out of account. It is self-defeating because *shock-pricing* can destroy the market for a product.

There is a vast difference between "collective bargaining" for price and the development of actual market-power for farmers. Market power considers the facts of the market as it is. It seeks to keep that market healthy and strong to take the future output of the farm at the best possible prices. Market power works IN — not AGAINST the market.

If farmers are to achieve price (and income) advantages, they must match the power of today's marketing system by uniting their strength and by improved "know-how." They must deal with the market as it is. Greater knowledge and understanding of business in the market will be necessary.

Attacking it with methods of force is like trying to cut down the pyramids with a hatchet.

A Changed System

What are the characteristics of the modern market? Our American food marketing system is sometimes called "the miracle of modern times." It is still being transformed. *Farmers just have not kept pace with the changes in developing their own approaches to it.*

Many of the familiar "middlemen" are fast disappearing. The product-jobbers to whom farmers sold in the past, the commodity auctions and the big terminal markets — are gradually passing out of the picture. Independent processing plants and wholesale distributors are closing shop. Local independent grocery stores cannot keep pace in the new world of marketing giants.

Replacing them all, we find the vast marketing firms or organizations doing all of the jobs formerly performed by separate firms or individuals. They buy direct from producers — or do their own producing. They process, store, and transport products under their own brand names. They own and operate large networks of retail stores, managed through central administrative offices. They are the supermarket chains.

Their very size brings them market power. They buy food by the millions of tons. Nearly half of the food sold today flows through these supermarkets.

The trend is toward more of this. And they are a product, in part, of our highly concentrated urban centers.

These chains are the big buyers of today's farm products. They are managed by highly skilled business men. Strictly independent food stores have had to organize for buying, pricing, advertising — or even for processing — to keep pace with the supermarket's power. Thus some independent grocers were able to "stay alive." *The same challenge faces the independent farmers.*

The Bluster About "Bigness"

Some people repeatedly protest the "bigness" of modern marketing organizations. Certainly our anti-trust laws should prevent a monopoly — with control in the

hands of some single marketing giant. But, can you shout them down? No! Mere protests are like whistling in a gale — few will hear it. Bigness is a product of our times and conditions.

How our urban neighborhoods are growing and concentrating! It takes a fast-acting, high-volume food distribution system to serve them. Foods in vast quantity and variety must be ready for the hand of this horde of consumers.

Ask foreign visitors whether our food distribution has done a good job of feeding a tremendous population. These visitors are wide-eyed at the vast piles and varieties of food items on our supermarket shelves. Our guests find neither variety nor abundance at home in their stores.

How much would American farmers lose without this efficient marketing system? Or could they build a system of their own to match it?

But, (you may ask) need they become this big? Why such growth? It is, in part, a result of a condition familiar to farmers — a cost-price squeeze in business. Developments strive to meet the rising costs of doing business. Wages have risen constantly, and there is national inflation. Cost-cutting efficiency is a must.

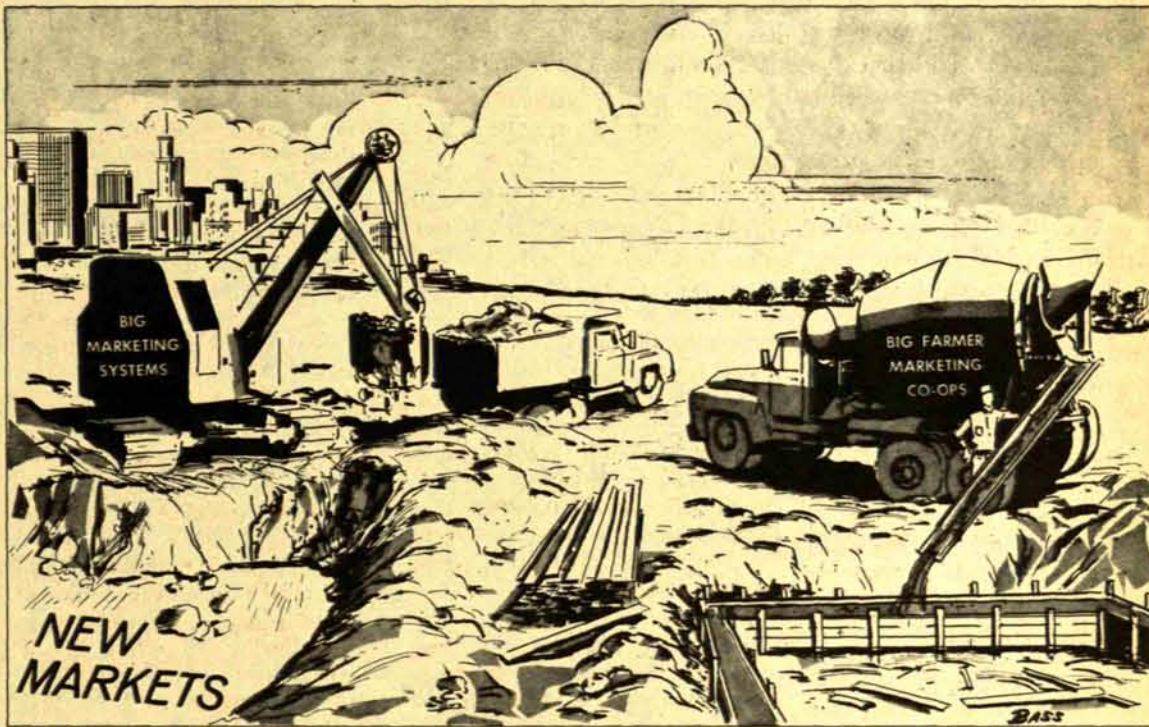
So the large marketing firms get larger to buy on discounts in great quantities. They seek rapid "turn-over" in sales at smaller margins of profit. They buy direct — the old jobber's and salesman's commissions are saved. They distribute from large central warehouses — few of them. This saves on storage costs. Many own their own truck fleets to cut expenses.

They eliminate delivery services. They sell for cash, cutting losses from bad credit accounts. Self-service by customers reduces the force of clerks. Risks are spread — if one store fails the result is not fatal. Others cushion the loss. *All this cuts costs — and bigness is the key.*

Not Dealing With "Peanuts"

The marketing of food and other farm products is our nation's biggest business. It employs 10.5 million people. The retail value

DISCUSSION TOPIC



SETTING THE FOUNDATION FOR FAVORABLE FARM PRICES

of food sold at home — 280 billion pounds of it — comes to \$62 billion a year.

Exports, welfare and the armed services take another \$35 billion worth per year. It costs \$41 billion to market the food.

It totals, in all, to a business of over \$100 billion annually. The job cannot be done by a disjointed "peanut vendor" marketing system.

Matching This Market Power

The fact remains — the "bigness" of these super-firms gives them market-power. Such market power carries influence in setting price levels for farm products.

What can farmers do to face such a Goliath of the market place? Just one answer fits — match it with market-power of their own. Farmers control the food production plant. But they must grow in the understanding and use of business skills. And they must organize to realize their strength. Short of these things, farmers will have to jump through the pricing hoops held by the ring-masters of the market.

The farmers' line of action is the formation of large bargaining or marketing cooperatives. Product-control is the lever. A majority of farmers must unite in the effort. Individuals and small groups will be hopelessly out-bid in the market. This has been the weakness — up to now.

There must be unity of purpose, policy and action among farmers, based on the marketing system as it exists — not as they insist that it must be. Two roads are open to such action, or some combination of the two:

1. Farmers can develop their own "Operating Cooperatives." These take over many of the jobs and services of the middlemen. It would mean a farmer-owned supermarket system. Farmers may go part, or all the way toward handling, processing and distributing the products from farm to consumer. Such a program would, of course, increase the farmer's share of the consumer's dollar.

The BIG problem is to finance ventures of such vast size. Processing plants, warehouses, stores, trucks? Advertising? You would

have to match the public acceptance of competing stores to get the business. Farmers would be hard pressed to finance such massive operations.

2. "Bargaining Cooperatives" — another approach — can be developed on a less costly basis. Their objective is to obtain the best favorable price for farm products that the market can afford. They offer products to buyers on a contract basis, and under provisions to deliver certain quantities, varieties and quality according to buyer specifications. They agree to delivery schedules.

To work effectively, bargaining cooperatives must have sufficient command over a controlling percentage of the product to be marketed. There must be means of holding such products, with minimum loss, during periods of negotiation.

The cooperative may, or may not, take title to the products being sold. But organized growers must agree and sign contracts to sell their products exclusively through their cooperative as authorized bargaining agent.

Large cooperatives can afford to employ marketing experts to guide and perform the necessary operations — gathering, interpreting and applying market information in establishing "asking prices." These experts would carry through the negotiations for price agreements and buyer contracts.

Framework For Success

A. *There must be unity, loyalty and self-discipline* among the member producers. They must sell to contract-buyers only, and then not until pricing contracts have been completed with buyers. Otherwise, there is no pooling for bargaining power.

B. *Producer members must provide adequate financing* to carry on the work of the cooperative. This may involve a membership and/or the payment of some percentage of money received from the sale of their crops.

A related job may have to be done. The retailers may have to be prevented from price-slashing or "loss-leader selling" of the farm

product. Such selling destroys the pricing relationships of the products and wrecks the farmer's price bargaining power. Buyer contracts may have to contain restraining agreements on this practice.

Contracts with buyers as to price, quantities, varieties and quality are best when completed before production begins. "Planned production" prevents the expense of producing more than can be sold under the contract. Members may have to accept shares of the quantities demanded by the contracts.

Bargaining can bring advantages to both producers and buyers. Beyond price there are advantages in setting payment terms, improvements in grading and delivery conditions.

Better prices are available to producers when products meet buyer specifications. Buyers no longer want ungraded products. Grading adds to the buyer's cost of operation. There is increased spoilage. Poor grades are hard to dispose of on the market.

Generally, an ungraded crop will bring a lower total return to the farmer than a graded crop. Grading before sale thus helps to command top market price, and to improve income.

When farmers learn to act and follow principles such as we have reviewed they will create the necessary market power to face today's marketing system. Methods that short-cut true market conditions will lead only to blind alleys. And such methods mean financial loss to farmers who attempt them.

QUESTIONS

1. What makes it important for farmers to build their marketing programs on complete and accurate information about the market?

2. Should farmers undertake complete marketing operations — from production through processing, packaging and retailing the products? What problems are involved in such an approach?

3. What conditions are required to build a successful bargaining program for farm products?

6 GOOD REASONS for owning

Farm Bureau's FARMOWNERS POLICY!

Complete farm protection in one policy

Farm Bureau's Farmowners policy provides broad protection for fire, wind, theft, liability and other perils. It covers the House and Contents, Farm Personal Property, Barns and Outbuildings and Farm Liability.

Six examples of the wide range of losses . . . large and small . . . covered under this package policy are illustrated at right. Each of these successful farmers have experienced the advantages of combining all coverages necessary on their farms into *one* policy. Each policyholder had a different type of loss . . . but *all* were covered by Farm Bureau's broad coverage FARMOWNERS policy.

Check the advantages of the Farmowners policy on your farm. See your local Farm Bureau agent for details. Do it *today!*

1 THEFT CLAIM — MR. ADOLPH DONGVILLO, JR. of Berrien County lost several lugs of grapes by theft. His FARMOWNERS policy covered the loss.



2 FIRE LOSS—Fire completely destroyed the barn and items of farm personal property on the farm of **MR. RAYMOND STEPHENS** of Ogemaw County. Covered by his FARMOWNERS policy.



3 PIGS ELECTROCUTED — MR. EARL BARKS of Clinton County lost twelve pigs by electrocution when the feeder shorted out. Loss was covered by his FARMOWNERS policy.



4 COLLISION LOSS — MR. MELVIN HOGAN of Washtenaw County ran the branch of a tree through the radiator and fan of his combine while picking corn. His FARMOWNERS policy covered the loss.



5 EMPLOYEE MEDICAL CLAIM—An employee of **MR. DOUGLAS PIERSON** of Genesee County was charged and thrown by a cow. Medical expenses for the employee were covered by Mr. Pierson's FARMOWNERS policy.



6 COLLISION LOSS—**Mr. CLARK SHAFFER** of Calhoun County had a loss when hired man drove tractor into a parked corn picker. Both tractor and picker were damaged. Loss covered by his FARMOWNERS policy.



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