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HON PUBLICATION OF THE MICHIGAN FARM BUREAU

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PLOWLAND PATTERNS ON FARMS of Ted Speltz and Robert Reidel, Deer Lake Community F.B. Leaders, Charlevoix; - Reminder of International Plowing Match when Michigan's Leroy Losey Competes for U.S. (Story on Page 3)

Discussion Topic Highlights

Farmer members of the State Discussion Topic Committee met in July to consider the fall and winter discussion program for the Community Farm Bureaus.

The broad importance of the topics to farmers was carefully considered. It was only after much time and detailed study of the nature and background of the proposed topic subjects that the six-month series was decided upon.

Members of the State Topic November: More highway acci-

VIGILANCE IS THE "WATCHWORD'

Farmers Ready for Tax Session

Because a majority of the County Farm Bureaus considered the importance of a state tax reform program last fall, they can Smith. look forward with assurance to the special session of the Legislature now set to attack the problem this

Through their resolutions, they ave outlined a comprehefisive tax structure aimed at a program "balanced taxation" and relief of to property taxpayers. Their ideas have heen presented to the Governor's special study committee and submitted to members of the Legislature.

and Legislative Counsels Stanley Bureau tax program deal with

Their testimony will back Farm Bureau's proposal to repeal the troversy in the special session. business activities and intangibles taxes and to provide significant made it plain that they would property tax relief. Added will support a broad-based flat rate be a proposal to return 1# of the income tax only IF it is considered

Powell, Dan Reed and Robert the possibility of a state income tax, a subject sure to become the center of much attention and con-

Farm Bureau members have

Committee present at the MFB Center, Lansing, were: H. Ernest McCubbin, District 1; Leo Wagner, District 2; Arthur Thede, District 4; Richard Noble, District 5. Mrs. Ford Boyne District 6; Garnet Hoard, District 8; Louis Havward, District 9: and George Klooster, District 10.

Following is the new schedule:_

September: Michigan will haye^ a new system of local courts under the new constitution. Thfr legislature will define the naturij of these new courts, their powers and limitations. What should the new local courts be like?

October: Farmers need better marketing operations to meet tosystem of selling the products of the farm. We will take a look at well-grounded approaches to modern marketing.

dents! Courts hit drivers and insurance companies hard for liability accidents! Rising insurance rates! How can we help reduce injuries and deaths in highway accidents?

December: Can constitutional governments be saved under a "majority rule" policy? The traditional structure of American rnmentmuier attack

January: What next in government subsidies - and where will it end? How subsidies are paid for, and by whom? Who is asking for them? And who is getting them?

February: Public clamor for laws to control the use of agriday's expanding and changing cultural chemicals. Are such laws needed? Can the farmer "clean his own house" to insure protection for the public and for wildlife?

In his call of the special session, Governor Romney has said that completion of the tax reform program will be the primary concern. Afterwards, the problems of implementing the new Constitution may be included. Beginning September 11, the session is expected to continue for several months or until the "called purpose" is served.

During that time, farmers will be well represented through the staff of the Public Affairs division of the Michigan Farm Bureau,

sales tax to counties on a per as a replacement tax, bringing recapita basis. This new revenue would be earmarked to lower property taxes.

a key point in the Farm Bureau proposals, including the suggestion to close one loophole in present law which ignores new property for taxing purposes during the year in which it is built.

With hundreds of housing developments extending into rural areas near larger cities, the added burden for services which they place on property taxes could be relieved by immediate assessment and taxation. The revenue when used for capital outlay could remove a portion of the tax load from farmers.

lief to the property tax picture.

They have added several provisos; that in considering a state Such relief to property taxes is income tax, the Legislature should prohibit local income taxation of non-residents, - and allow counties, by a vote of the people to levy up to 1% income tax for school and county purposes.

> That the Farm Bureau program has appeal has been confirmed by several members of the Legislature who indicate that the only way they will consider a state income tax will be if it is tied to a meaningful program of reduced property taxes.

Officials of the Michigan Farm Bureau believe that if farmers' recommendations are followed, a cut in property taxes by as much Other portions of the Farm as 15 or 20 per cent is possible

MICHIGAN FARM NEWS

September 1, 1963

Editorial Skid Thinking

TWO

Skid-thinking is becoming more common. Half-thoughts and half-truths, skidded together are the result of sloppy mental processes, where logic and illogic become so mixed that they make a sort of sense. But not really. Most who do it are innocent victims of the age in which we live. Finally, it becomes a habit, — sometimes it is deliberately used to confuse.

"War is peace" wrote George Orwell. "Love is hate."

Mixed with the skid-thinking are flashes of insight, — brief windows opening on truth.

"The Weathervane of Rural America!" That is the proud description of one "national" farm organization, used recently in promoting itself. It sounds pleasant and fraught with meaning, — until one examines the idea.

Weathervanes are completely passive. They are usually up in the air. They have one function, to point in the direction of the wind. They are only a barnyard decoration, tossed by each vagrant breeze, buffeted from all sides, as they seek to be with the winners. "Compromise," not firm conviction, has been their creed.

"He's a cow's tail," old-timers used to say about indecisive neighbors who had trouble making up their minds. "He's a cow's tail, he swings with the wind."

"A Firm Stand Loses Friends." — More skidthinking. What kind of friends? The temporary kind that shift when the wind blows?

0 0 0

An early lesson that Farm Bureau leaders had to learn is that firm conviction when acted upon, is the best base for membership growth.

This knowledge didn't come easy. It took farmers many years of trying times to learn that they gained real friends only as they faced issues, prepared to fight all the way.

Most times they won. THEY ALWAYS WON WHEN THEY STUCK TOGETHER.

Win, lose or draw, they always GAINED. They gained respect for themselves, and of themselves by others.

. . .

"Every Member Get a Member" — A hollow catch-phrase that sounds good but has done more damage to organizations that use it than all other skid-thinking combined.

"Every member get a member, — and if they do, all our recruiting work is done." Theoretically, the organization will grow in beautiful mathematical progression. There is nothing wrong with the idea except that it doesn't work. Primarily because people won't work when everybody's job becomes nobody's job.

There is no recorded case of any organization, anywhere, ever growing through use of the "every member" theory. Almost all have tried it. Its twin brother idea is "When all the rest join, I will too." Both are sterile theories. Organizations that allow them, have only a limited, sterile future.

Farm Bureau, the youngest of the general farm organizations, has become the largest of them all through recognizing that dedicated volunteer membership workers are the best qualified to solicit and sign their neighbors at Roll-Call time.



MACMA Begins Negotiations

Processing apple growers have announced a "uniform offering price" for apples under marketing agreements with the Michigan Agricultural Cooperative Marketing Association (MACMA).

The base price was worked out in a meeting of the apple-advisory committee of the American Agricultural Marketing Association in Pittsburg, Pennsylvania. Later, from this base price a price schedule was developed for Michigan conditions by the MACMA Processing Apple Marketing Committee.

Price negotiations began August 22, when telegrams outlining the price schedule were sent to all Michigan processors who earlier had received copies of proposed sales contracts in visits by MACMA field personnel. weight for "hard sauce varieties" such as Baldwin, Winesap and Rome Beauty; \$4.25 and \$4.00 per hundredweight for Northern Spy and Rhode Island Greenings respectively, — the varieties preferred for slicing and blending into sauce; \$3.00 per hundredweight for soft varieties including MacIntosh and Wealthy. All prices are based upon apples 2½ inches in diameter and up.

Many factors were analyzed before prices were determined, including a greatly reduced national processing apple crop, reduced stock of processed apple products, applesauce and frozen apple slices. Pack size and total stocks of practically all fruit products, particularly cherries and blueberries, (chief competitors for apple pie) are drastically down. The only major fruit in plentiful nationwide supply appears to be cling-peaches.

The MACMA-listed price for apples include \$3.50 per hundred-

Hood Named FB Life President

Newly elected president of the Farm Bureau Life Insurance Company is Max Hood, Paw Paw. The Van Burean county fruit grower, now representing District One on the Michigan Farm Bureau board of directors, has been acting-president of the large company since the resignation of Dale Dunkel, May 15.

Wilbur Smith of Burlington, Calhoun county, was named vice president, replacing Max Hood. Smith represents District Two on the Michigan Farm Bureau board. Lloyd Shankel, Wheeler, Gratiot county, was named third member of the executive committee.

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Michigan Farm News	Michigan
Established January 12, 1923.	Farm Bureau President W. W. Wightman

President's Column

Webster's Definition

By Walter Wightman, President Michigan Farm Bureau

Standing in a church in Fryeberg, Maine on July 4, 1902, Daniel Webster said, "I dare not undertake to assure you that your liberties and your happiness may not be lost.

"Beware, be cautious. You have everything to lose. You have nothing to gain," he added.

"We live under the only government that ever existed which was framed by the unrestrained consultations of the people. Miracles do not cluster. That which happened once in six thousand years cannot be expected to happen often. Such government once gone might leave a void to be filled for ages with revolution and tumult, riot and despotism."

We marvel at the foresight with which early statesmen predicted results of a lack of concern for the preservation of the important things affecting our society.

If Daniel Webster were alive today he would be frantically admonishing the American people to turn back from their self-indulgent and wasteful ways lest we lose all we have gained in this experiment of what a free society can do for its constituency.

The wisdom of Webster has often been echoed by modern men who have concern for our future. Recently, Governor Romney said: "If people love anything more than liberty and freedom, they will lose them."

Captain Eddie Rickenbacker says, "The historical cycle seems to be from bondage to spiritual faith; from spiritual faith to courage, from courage to liberty; from liberty to abundance; from abundance to selfishness; from selfishness to apathy; from apathy to dependence; and from dependence back to bondage once more.

"We still have some liberty left. But we are at war to preserve that liberty. No, it is not old fashioned to wave and love the flag of our country or to worship God. You can bet your bottom dollar there will be no atheists among American astronauts."

There are threatening signs all around us. The determined, reckless spending of our government at a time when we could and ought to be conservative.

We now have a national debt of \$309 billion. This is \$100 billion more than the total debt of all the other 132 remaining countries in the world. At the rate they are spending in Washington, this debt can be \$325 billion by 1964:

We are rapidly increasing our rate of spending just as though it made no difference how far we go in debt.

The best thinkers say this debt will never be paid except by the devaluation of the dollar or inflation. This will destroy everything we own, particularly trust funds, annuities, pension funds, savings accounts and insurance policies.

Not even the strongest nation can continue to increase the public debt and survive as a free nation

Farmers calling on farmers, in a systematic, organized way. Going down a list that contains the names of the most important people on earth, and convincing them of the importance of their working together.

"Organized to Ask" — this has been the strength of Farm Bureau. Inviting farmers and their wives to join has made them a true part of Farm Bureau. Giving them a chance to say "no," making them conscious of the cost, in money, in time and effort. Teaching them about the resolutions process, community group activity and the importance of personal participation.

M.W.

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V.-Pres. ______Elton R. Smith Caledonia, R-1 Sec'y-Mgr. ___C. E. Prentice, Okemos M

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WOMEN OF FARM BUREAU Mrs. Arthur Muir Grant, R-2 Representing FARM BUREAU YOUNG PEOPLE James Sparks Cassopolis, R-4 free nation.

In 1847, Karl Marx stated in his "Communist Manifesto" that among important steps necessary to Communize a country was, first — the abolition of property in land and the application of all "rents of land" to public purposes. He added, "the centralization of credit in the hands of the State, by means of a national bank with State capital and an exclusive monopoly."

Communists have long felt that a country hopelessly in debt is ripe for revolution. It looks from here as though they are working hard to get these things accomplished.

If they do, we will be ruled by a dictator. There are those in Washington now who would like to see this happen.

Complacency in these times is dangerous.

W. W.

IMPRESSIVE VICTORY FOR FARMERS

\$50,000 Charge Refused Capitol



PLENTY OF MIDNIGHT OIL TO BURN as G. A. "Bud" Seely, MEE Traffic Manager (left), and J. S. Sherman, MEE Division Manager worked on the recommendation to the Michigan Public Service Commission concerning the \$6 inspection charge for railroad grain cars.

The Michigan Elevator Exchange division of Farm Bureau Services, along with other interested members of the grain trade, were successful in' a stiff fight to prevent a proposal by eastern railroads to impose a heavy "grain inspection" charge.

// allowed, the new fee of \$6.00 per grain-car, would have taken effect August 26, costing Michigan farmers an estimated \$50,000 per year!

First proposed by the eastern railroads as one of eight to the state's producers being new "accessorial" charges to take effect July 13, the in- penalized for them. spection charge was strongly protested by the Michigan $\frac{1}{171}$ r? if J = L J J = 1 i L i * it * itElevator Exchange, only body to make protest at that time. MEE contended that the new charge was, in effect, a rate hike.

As a result, a 45-day suspension of the rail charge was granted by the Michigan Public Service Commission, which i i i • • T • !• • »r i i ordered a hearing m Lansing to determine if the charges were justified or should be allowed to become effective. According to G. A. "Bud" wasiheevented and shipped sdyring the suspension period, quick ac- Seely, MEE's Traffic Manager, "The volume loss," predicted tion by the Michigan Elevator and person credited most with Seely, "resulting from this un-Exchange has already saved Mich- rallying opposition to the proigan fanners a major portion of posal, this year's savings represents the \$6.00 per car charge to one year's \$50,000 total fee.

WORLD CHAMPIONSHIP PLOWING

More than Steady Hand and Fast Plow



have been applied to all grain, screenings from grain, seeds, both field and grass, and soybeans.

It would have included the tremendous number of carloads of grain shipped to Michigan's giant cereal companies and mills. Over 75% of the state's grain industry, alerted by the Elevator Exchange, were present at the Public Service Commission hearing and all protested the new rail charge.

In denying the charge, the Commission ruling did not affect an earlier Interstate Commerce Commission decision to approve the charge for all grain shipped out of state through interstate transportation.

Attempting to justify their inspection charge, the railroads claimed that it was necessary because of "drastic reductions" they were forced to make in their line haul rates to meet competition.

Seely was quick to challenge this statement particularly as it applied to Michigan grain origin. He said that Michigan certainly did not receive any of the drastic rate reductions — and he objected

 $P^{\circ intin}g^{\circ u}t^*at^{\text{there win be}}$ diversion of gram from rail to truck and water Seelv warned the railroads that they are slowly pricing themselves out of the transportation business.

 $Th^{e} s \wedge \ll {}^{vo}Jil^{me}f^{reco}I^{ds}$ ^" trie tViicriiiiiri xiijcvciior J_JX~ change show that subsequent to everyiption desided d' rate hikek rail ceipts increased.

reasonable charge, will be far in excess of any additional per car revenue that might be derived.



Appearances Are Deceiving In State's Fiscal Sanity

Michigan appears to be making good progress toward fiscal sanity. Many collections of state taxes are at an all time high. The budget, for the first time in many years, will not only be balanced, but will show a surplus.

The July 1, 1962 deficit of \$85.6 million was down to \$35 million by July 1, 1963 and is expected to be lowered to \$21.2 million in July of 1964.

But the storm clouds of fiscal distress will again be over Michigan by 1965. With the present tax structure and no expansion in services, normal state growth will require \$60 million more.

More children, 66,000 of them, in the school system plus 10,000 more college students will cost \$26 million. \$17 million will be required to properly fund state pensions — an item that has been in the red for many years.

Added population will require more millions for welfare, medical care to the aged, mental health, and other regular programs.

Based on expected revenues this will mean a \$32 to \$40 million deficit added to the July 1, 1964 deficit of \$21.2 million. However, the new Constitution prohibits an operating deficit and requires the governor to recommend and the legislature to provide revenues sufficient to cover the total budget.

It is heartening to note, how- all Michigan citizens.

ever, that the Governor presently believes that part of the increased cost of government can be offset by substantial savings created by 'spending reform."

THREE

The legislature, at its coming special session will therefore be confronted with the task of finding new sources of revenue to cover the expected deficit.

Based on resolutions passed by the voting delegates at the last annual meeting, the Michigan Farm Bureau has presented a 10 point tax program to Governor Romney and members of the legislative tax committees designed to (1) lower property taxes, (2) provide other sources of revenue for schools and local government, and (3) spread the costs of government in a fair and equitable manner to

As It Looks from Here

CIO head, is pressing his court suit against the present plan of apportioning the seats in the Legislature, even though the next election will be under the plan provided in the new Constitution.

Scholle, whose political strength in Detroit isn't open to much question, could have given Wayne County voters a real "new deal" by a realistic districting of that county by the Board of Supervisors, which is responsible for the job.

Under the gerrymandered House and Senate districting in Wayne County, 44 of its 45 Senate and House seats went to one party in 1960, even though nearly 40% of the voters supported the other party.

In 1962, the minority party A plow designed, built and had a 100% gain! It elected two of the 45!

Gus Scholle, Michigan AFL- honey and Arthur Cartwright, of Detroit. 0 « "

> What is your suggestion? Your County Resolutions Committee wants to know!

Committees in Michigan's 71 County Farm Bureaus will present reports at annual meetings in October. Recommendations approved at these sessions will be forwarded to the 18-member Michigan Farm Bureau Resolutions Committee, which held its first meeting on August 20.

Clifton Lotter, of Silverwood, a Tuscola County farmer, is the Chairman of the 1963 Committee. • « «

The throw-away bottle problem is boiling up. Highway litter, except for beer bottles, cans and cartons, has noticeably declined. The throw-away bottle is singled out as the worst offender because of the danger to tires, livestock and humans.

Competing against 36 other champion plowmen from 18 nations will be 21-year-old-Leroy Losey, Springport, Michigan; and 32-year-old Glenn Steiger, Rochester, Minnesota.

Losey, whose father has been a member of the Michigan Farm Bureau since 1951, won the right to represent the U.S. through victories in the national level plowing matches in 1962.

Those who have followed the world-wide matches over the years feel that both Americans have a good chance to heat the jinx and "bring home the bacon" this year.

sed by two previous World Plow-

PRACTICE MAKES PERFECT - and that's exactly what Leroy Losey expects to do at the World Plowing Match to be held in Canada this October. Watching h.s son with a critical eye is Hugh Losey, a former judge in the world-w.de event.

It takes more than a steady hand and a fast plow to win the world plowing championship; and the odds are against the two American farmers, one from Michigan, who will be carrying this country's honors into the 11th annual World Plowing Match.

This year's match will IK? held in Caledon, Ontario, Canada, beginning October K>th. Over 200,000 persons are expected to attend the event.

Since the world-wide contest first began, no American has been able to win the title. Impossible — but Us true.

ing Match contestants, George Lininger, and Glenn Steward, both of Springport, will be used by Losey hooked up to an Oliver tractor.

Although young in years, the Michigan youth has gained considerable experience in both farming and plowing over the past five or six years.

He has total responsibility for farming 515 acres — mostly planted to corn, oats and hay, and practically all of which goes to feed l>eef cattle raised on the farm.

Coaching the voting farmer is his father, Hugh, who served on the judging panel at the world event in Italy in 1960.

(Photo by Goodyear)

• « «

Will Federal Aid to Education, and Medicare, be election-year issues? If so, they may be joined by the Administration's proposed tax reduction plan. • • «

Under the chairmanship of Representative Ed Good, Huron County farmer, the Legislature's House Interim Committee on Migrant Labor Problems has been holding hearings.

Three of the hearings have been held in the Thumb area (sugar l>eets). Southwest Michigan (fruit) and Southeast Michigan ptomatoes).

Members of the Committee are: Chairman Good and Representatives James Farnsworth, Allegan; Carl Little, Saginaw; Robert Ma-

Cost of cleanup to taxpayers, on State highways alone, is up nearly \$100,000 over last year, and \$446,000 has been budgeted. Cities and counties will spend nearly as much.

A mandatory return value on bottles seems to be one of the most practical answers. The return value should be at least five cents, and as much as ten cents has been suggested.

. . .

"More government expenditures and prompt passage of tax reduction legislation" is the AFL-CIO proposal for prosperity.

It has been suggested that the trouble with the Federal budget deficits of the recent years is that they are "too small."

Clinton Soil District Wins Top State Honors

The Clinton Soil Conservation District has been named Mich-

igan's grand award conservation

The district, chosen by state

agricultural leaders, was entered

in the 16th annual Soil Conserva-

tion Awards Program of the

Goodyear Tire & Rvibber Com-

Maurice Gove, St. Johns' farmer

and longtime FB member since

1944, and Robert Moore, Elsie, FB member since 1947 and mem-

ber of his district conservation

board, will be given a four-day

tour of the Goodyear Farms, near

Phoenix, Arizona, in December. There the two men, along with

district for 1962-63.

Mk-The Fabulous Fluid

Everyone has drunk it at sometime or another, yet few people know the amazing past and present story of milk.

Would you believe, for instance, that one state in the U.S. has more cows than people? That at least ten different animals give milk enjoyed by humans? That in India, some dairy barns serve as temples? Or that the buttons on your clothes may be made of milk?

It's all true according to C. S. Edgar, General Manager of International Paper's Single Service Division, manufacturers of plastic-coated paper milk containers.

Milk is the only substance on the face of the earth whose primary purpose is nourishment. Cow's milk contains some of all the basic food materials that give people energy and help them grow strong and healthy.

In short, the cow is the "true foster mother" of the human

race.

Though milk is now sold in plastic-coated cartons, the original milk container, the cow, dates back at least 11,000 years. *Records exist of cows being milked in 9,000 B.C.*

Yet cows were unknown in America before Columbus brought them to the West Indies on his second voyage in 1493.

The first U.S. cows were brought over to the Jamestown colony in 1611. The Pilgrims made the mistake of not bringing cows with them, and lack of milk was said to have had a bearing on the high death rate, particularly of children.

Cows were required to be brought on later ships.

While there are 31,088 people per cow in Japan, we have one cow for every l^{x}/z people. But the state of Vermont actually has more cows than people. The Green Mountain state boasts over 390,000 dairy cattle —and, in the 1960 census, only 389,881 humans!

Hardest working cow in history? Strangely, a bovine owned by a brewery. In 1951, a Holstein named Green Meadow Lily Pabst gave 42,805 pounds of milk — about six times the national per cow average!

The milk bottle was invented in 1884 by Dr. Harvey D. Thatcher of Potsdam, New York. Today, a new process enables milk cartons of paper board to be plastic coated to provide extra durability and prevent leaking.

But plastics "contain" milk in more ways than one. Casein plastics, made from coagulated protein of milk, are used to make clothing buttons which resemble horn, ivory, ebony and marble in appearance.

Though the Chinese dislike milk and seldom drink it, the Todas of southern India virtually worship the fabulous fluid. Their milk producing animal is the buffalo, and tribal life revolves around the herd, with the dairy barn serving as the temple!



THE COW DATES BACK at least 11,000 _{years} since records -exist of cows being milked in 9,000 B.C.

102 others, will study conservaexist of cows being tion Prices on the 14,000-acre desert farm.

pany.

This farmer paid \$700* for use of the money.

He borrowed \$2000 for 5 years on the "easy payment" plan . . . 6% interest on the *beginning* amount, plus a 5% "carrying" charge. This meant 5 annual payments of \$540 each. Total interest cost: \$700.



This farmer paid \$600* interest.

He, too, borrowed \$2000 for 5 years, at 6% interest under the "interest-in-advance" plan. In his case, there was no carrying charge, but interest was calculated on the orfginal sum borrowed. He repaid in 5 annual installments of \$520 each. Total interest cost: \$600.





IDENTICAL BUILDINGS

This farmer borrowed from PCA and paid only \$360*.

He borrowed the same amount (\$2000) for 5 years at 6 % interest. But PCA charged him only simple interest, figured on the unpaid balance for each year. The first year he paid \$120 interest, but the last year, only \$24. Total interest cost: \$360.



*These are typical instances. In some areas, interest rates may be slightly above or below the 6% used in these examples.

Why PCA interest costs are low

Study these 3 cases and you'll see how easy it is to be misled by interest rates. In each of the instances described above, the interest rate is the same (6%) but actual interest cost paid by the 3 farmers differs considerably. Also, a PCA loan is tailored to meet your requirements. *You* decide the repayment plan . .. let it coincide with your income periods, if you wish. Because your PCA is owned and operated by farmers *for* farmers, it will work *with* you to make your borrowed money work *for* you.

Oddly enough, only men are permitted to milk the buffalo cows and run the dairy; women can do nothing with milk but drink it — and swallow their pride.

Yes, milk is a fabulous fluid it's been with us for a long, long time; and it'll be with us for a longer time to come.

Americans drank an average of 129 quarts of milk in 1962, about the same as in 1961 thanks to research, educational and promotional programs which have helped maintain milk consumption levels. Keep this important fact in mind next time you need operating capital for your farm. PCA interest *COSTS* are low because PCA charges *only* simple interest on the money you borrow . . . *only* on the dollars actually used and *only* for the actual time you use them.

LOW INTEREST-COST LOANS

· Operating Cost Loans

· Farm Improvement Loans

Building Loans

· Feeder Loans

· Equipment Loans

And at PCA you are dealing with farm credit specialists who know and understand *local* farming problems. At PCA you obtain credit whenever and wherever you need it. These are good reasons to borrow only from your local PCA.

PRODUCTION CREDIT ASSOCIATIONS

I /Adrian • Alma • Ann Arbor • Bad Axe
 Bay City • Cadillac • Caro • Cold
 Water • Escanaba • Gaylord • Grand
 Rapids • Hillsdale • Howell • Ionia

Jackson • Kalamazoo • Lansing • Lapeer • Marshall • Mason • Monroe
Mt. Pleasant • Paw Paw • Sandusky
Traverse City.

FIRST IN FARM CREDIT

Services, Inc., for the Year Ending August 31, 1953 President Notes Board of Directors & Officers for 52-53 Progress Made

ALFRED ROBERTS President's Comments to Farm Bureau Services Annual Meeting at Michigan State College, Dec. 2, 1953

You as stockholders have gathered to hear a report on the past years' business and to set objectives for the future.

Your Board of Directors feels that much progress has been made in your organization this year. All operations have not turned out as well as we would like to report, but we must expect that at times in all types of business. Management and department heads will report in detail on the various operations.

Changes have been made late in the past fiscal year in regards to responsibility and duties of key people. We feel that the changes made have been in the best interest of your organization and that it will tend to render a better service to the stockholders and patrons in the future.

the calling in of the stock that was sold for the building of the fertilizer plant at Saginaw. This stock was issued MAYNARD BROWNLEE, Mgr. for a period of ten years, but redeemed in seven. This The Farm Supply Division is just another example of what farmers can do for themselves when they cooperate with each other for a com-for 1952-53 being \$11,408,000 as compared to \$\$11,319,000 last mon cause

This year has also marked the extending of fertilizer is graphically illustrated in the operations. Ground was broken this summer for a new charts accompanying this report. plant at Kalamazoo. It is expected to be in operation FARM BUREAU FEEDS hit a real service to many smaller orof manufacturing will be used at this plant. This will over 1952. This increase was made inventories. make possible a better grade of fertilizer for the farmers feed sales for the industry as a throughout the state.

This year has witnessed the building of a new model elevator west of Lansing on US-16 where the Farm Bureau Services ware-house is located. In addition to building of a new model elevator the services ware-house is located. In addition to the service s house is located. In addition to conditions that existed years back, is something for which there is a real need. community.

At some of the other branches, there have been remodeling pro- WE MUST NOT measure pro- ed that more chicks will be added pose of giving better service to by no other country. Agriculture lion raised this year. communities





A very bright spot in the year's operation has been Farm Supply Div. Operations Constitutions of the stock that was sold for the building

throughout the year. One excep-

again showed volume increases in tion to this was sheet metal roofing, which still requires considerable advance ordering to assure year. The unit volume of each department for the last 12 years

coupled with substantial tonnage cess of this program.

serving the needs of the farmers in the immediate area, it will be a place of training for future elevator managers and operators elevator managers and operators, continue an educational program weathering the slump in fairly I am sure you will agree that this that will show the need of the good shape. Unless greater uncooperative to the farmer and his employment hits the cities, milk sales should increase. The egg market is favorable. It is expect-

grams under way with new facili- gress in dollars and cents alone. to the replacement flocks this ties being added, all for the pur- We enjoy a freedom that is known coming spring than the 615 mil-

the farmers in the surrounding is the foundation of this nation. Even the beef industry seems Let us do all in our power to fairly well stabilized and indicapreserve that which we now have. tions are that the future will be bilities of supervision of the field We commend Mr. Yaeger and brighter for this group. In spite his staff for a job well done. We of all these favorable signs and know they are putting forth every because of the reduced tonnage Sales Manager, he has the responice they feel the farmers of Mich- mentioned above, feed sales will be harder to make this year. igan want.

STEEL products, for the most six local associations took advant- cause was market declines on part, were in ample supply age of this service.

> Radio Advertising. Use of radio on a cooperative basis as a media for getting low-cost product

information to farmer patrons has One new management contract supply at the time needed. At least one supplier began offering, in mid-year, shipments in truckloads mixed with fence, nails, roofing, etc. This should be of shortly after the first of the new year. A new process with a 6% increase in tonnage ry smaller and better balanced over these stations.

> PAINT volume for 1952-53 was whole were down 6% for this sec- slightly in excess of the previous tion of the country. These facts, year, which is noteworthy in view of lower farm income. Conincreases made by many of our siderable promotion effort was Co-op members on Farm Bureau made by the department in co-Feed, give evidence of the suc- operation with many local associations. Considerable benefit from this work can be seen, however part of the "pay-off" should come n increased volume in next year's operation. With high quality Farm Bureau paints, the paint business offers a real challenge to local co-ops. Most points • have barely scratched the surface of the potential farm business available.

> > SALES ACTIVITIES. For the purpose of better coordination, effective March 1, 1953, Harold Weinman was given the responsiforce in addition to his sales promotion activities. Serving as better and more effective sales reau Services. The Michigan Farm the fiscal year being \$7,231,745.

very small.

Seated. left to right: Marten

Gam, vice-pres., Charlotte; Alfred Roberts, president. Pig-

eon; J. F. Yaeger, executive

secretary and manager. East

Standing, left to right: Ivan

Parsons, Grand Blanc; Ward

G. Hodge, Snover; Thomas

Berghouse, Cadillac; Blaque

Knirk, Quincy; Albert Shell-

enbarger. Lake Odessa; Paul

Kaechele, Caledonai; Carl E.

Buskirk, Paw Paw.

Lansing.

(Advertisement)

grown among dealers. This year was added during the year-42 local associations joined Farm the Mason County Cooperative, Bureau Services in using 10 radio Inc., at Scottville. This organiza- proximately \$5,000,000 invested in ton of mixed fertilizer handled, stations to promote the sale of tion has an annual volume in cash balances, government bonds, with a minimum payment during Farm Bureau supplies. During farm supplies handled and grain accounts receivable and inven- the 1953-1954 fiscal year of \$200,the 12-month period 3,173 com- thd beans marketed of approxi-

Eighteen local cooperatives are



Paint sales volume showed an encouraging gain over 1952. Funds invested in other cooper-Borrowed and equity capital in-Considerable promotion was done in 1953 which helped then and atives is approximately \$60,000 creased from \$5,155,000 at Aug. should contribute to further gains in 1954. In the years 1946 and greater than last year, as a 31, 1952 to \$5,704,000 at Aug. 31, 1947 the demand for paints was record breaking for all firms.

Other Promotions. Newspaper now under management contract facility loan borrowings. These of 5% 15-year debentures. In effort to render the kind of serv- felt by many feed companies, as sibilities of working with the de- advertising was another major with Farm Bureau Services, the investments are made up of the addition, \$566,000 of 4% 10-year partment managers to develop promotion project of Farm Bu- total volume of these outlets for following items:

S EI[•] '41 42 43 44 45 46 47 48 50 51 52 53 49

The dip in tonnage of steel products sales by Farm Bureav Services in the years following 1947 was brought about largely by government allocations in connection with ihe national defensit program. Steel products were in good supply this year for the] most part.

Farm Bureau Services in **Strong Financial Condition**

LEON S. MONROE Comptroller

new projects costing \$1,618,600 listed above, the new financing Despite abnormally low^ net. provided \$344,000 for the calling margins for the year ending Aug- of Series "A" 1946 debentures du ust 31, 1953, Farm Bureau Serv- in 1956, the payment of St. Pau

inventories,—particularly true in ices, Inc., remains in a strong Bank for Cooperative mortgaged feeds handled at warehouses financial condition. Current as- then outstanding of \$725,600, and where even normal margins are sets exceeded current liabilities an addition to working capital ofj by over \$2,700,000, resulting in a \$61,800. ratio of current assets to current

The mortgage loan of \$1,750,000 liabilities of 2 to 1. Farm Bureau Service has ap- is payable at the rate of \$2.50 per

tories; \$560,000 invested in secur- 000 and \$260,000 per year thereities, mainly of other cooperatives; after. has appropriated \$1,022,000 for .facility expansions, and has invested in plants and equipment our present mortgage loans, re-\$2.863.000.

of \$680,000 is greater than normally carried due to early borrowatives.

Accounts and notes receivable of \$1,405,000 are nearly normal for this time of year although Inventories totalling \$2,933,000 are approximately \$500,000 greater than last year, of which \$254,000 is in the fertilizer manufacturing plant, \$60,000 in Farm Equipment, and the balance in Branch and consigned inventories.

United Cooperatives

Со...

Construction

Hastings Elevator

Construction

Trucks and Trailers.

Central Farmers Fertilizer

Vational Cooperatives, Inc.

Michigan Elevator Exchange

Cash and government securities f \$680,000 is greater if ferred stock outstanding on a 13ings on a new facility loan from the St. Paul Bank for' Cooper-atives the next 15 years are needed. While earnings for this fiscal year fell below that figure, budgets for the coming year have as an objective approximately \$440,000 somewhat higher than last year. of net margins. With the Kalamazoo Fertilizer Plant scheduled for production in early 1954, and the projected improvement in the operation of the Farm Equipment jJivision, the long range object-

ive can be achieved.

Long range financial planning

indicates that in order to liquidate!

In addition to the financing o'

Debentures, stock & equities.' result of additional stockholdings 1953, an increase of \$549,000. Durin the St. Paul Bank for Coop- ing the year approximately \$955,eratives, necessitated by increased 000 was raised through the sale debentures were exchanged for uepentures and \$400,000 retired by cash payments. Following the plan approved by stockholders in Novemdends to 2%, was used for the Stock issued as patronage refunds

.\$1:57,633 Farm Bureau Milling Co.....159,766 55,763 ber, 1951, the savings in income 68,597 taxes and preferred stock divi-St. Paul Hank and Central \$459,393 dends resulting from the reduction Bank for Cooperatives........106.400 of "AAA" Preferred Stock divi-80,099 Commercial Bank Stocks \$661,867

Alfred Roberts

cooperatives have asked Farm Bureau Services for help in the way of management problems. Farm **Division** Bureau Services now has 18 points under management con-This is another service tract. extended to those who feel need

of help at their local cooperatives. resenting local cooperatives and can do for themselves.

fits that rightly belong to farmers through their marketing and changes in the Farm Equipment purchasing operations. Our young Division from a branch to a dealer folks have come up through an

work Mr. Brody is doing in re- beating the road for business. the wholesale and retail levels, so subscribers, carried Farm Bureau branch and management congards to public affairs. His valued Some local associations may be as to expand the use of Farm commodity advertising in its tract points now supervised by assistance is very much appre-I tempted to meet this situation by Bureau supplies and services to twelve issues this year. In addi- Farm Bureau Services was \$14,ciated.

When we adjourn this annual Generally speaking, this will be meeting today and go back to our a poor substitute for sound mervarious communities, may we go chandising of Farm Bureau quali- the major problems has al- Services also furnished its deal- the retail level to modernize fawith a feeling of individual re- ty feeds.

sponsibility, determined to retain the cooperative way of doing business. Remember, where there is unity there is strength.

FBS Internal

DURING the year some local Service

W. VICTOR BIELINSKI Mgr. The future of Farm Bureau icies and working conditions. It acreage allotments on other crops. Services depends entirely upon includes the departments of build- Again, sound merchandising you folks here today that are rep-ing service, payroll, personnel, office equipment and gressive Co-op or Farm Bureau and the farmers of your community. vehicles. In this way related acdealer. With your loyal support there is no limit what an organization of the husiness are com-

> bined THE NUMBER of employees on direct application than in 1952.

FORCES are continually at August 31, 1953, as compared to a Farm Bureau Services remain the promotion material for produce ions as a branch in September, Company. work hoping to destroy the bene- year ago decreased from 714 to largest supplier of this type of 704. This was due, primarily, to fertilizer in the state.

(Continued on Page 3)



Farm Bureau feed sales rose to an all-time high this year, with a ever, to get this information to 6% increase in tonnage over 1952. 94% of our total mill tonnage is the farmer patron. An organized in the form of high concentrates. Each ton of concentrate provides sales and merchandising program five more tons of Farm Bureau feeds at the farm level than is shown will be needed by every local association to accomplish this. on the graph.

adding additional lines of feed. Michigan farmers.

Appreciation Days. One of

through local co-operatives and some 43 commodity information scribing its products. Farm Bureau dealers than at any meetings for farmer patrons. time in the history of the organi- These were all-day meetings

zation. Sales of Farm Bureau called "Appreciation" or "Bonus' alfalfa seed were nearly 30% Days. It is estimated that 28,greater than in 1952. In spite of 000 farmers attended these events this, net earnings of the depart- and learned about Farm Bureau ment were 23% less than last quality products and how to use year due to market declines them. In addition, throughout the throughout the year. vear, thousands of Farm Bureau

Prospects for the seed business Members and Cooperative Patseem especially good at this time. rons were informed about Farm Bureau products at community Prices on seed offered to farmers The Internal Service Division of for next spring will be attract- group and Co-op annual meetings Farm Bureau Services provides ive and the acreage to be seeded by the field representatives, comservices involving employee pol- will undoubtedly be larger due to modity specialists, and through

should produce results for the ag-

55% more nitrogen goods for

displays, suggested newspaper 1952.

and radio advertisement, direct

mail pieces, display layouts with Services' 13 branch stores had Company installed a grain drier tures as follows: The mixed fertilizer program instructions for building them, a volume from the previous year. to take care of the moisture probwas again limited only by pro- and many other items. Seventy- This decrease in net margin is lem on wheat and corn handled duction facilities, during the

> MILLIONS OF POUNDS 6.5 6.0 ZEE 5. 5.0 4.54.0 3.5 3.0 2.5 '1H 42 43 44 45 46 47 *8 43 50 51 52 53

Farmers purchased more Farm Bureau seed this year through that will resist 25 virus diseases This authorization provided for 1 cooperatives and Farm Bureau dealers than in any other wear which the second s local cooperatives and Farm Bureau dealers than in any other year. which threaten potatoes. More mortgage loans aggregating \$1,- Grape Mly Alfalfa seed sales were 30% greater than in 1952. Prospects for than 2100 varieties are being 750,000 and additional debenture the seed business appear to be especially good. We seed about 500,000 used in cooperative work at acres annually.

should like to comment on the All feed companies will be programs and techniques, both at News, with a circulation of 60,000 The combined volume of the 31 Regional Cooperatives tion, other farm publications car- 407,745.00 for the year just comi ried more than 300 column inches pleted. in special issues. Farm Bureau Emphasis was again placed at

ways been the dissemination of ers and distributed to farmers cilities which would improve serv-Farm Bureau commodity infor- several hundred thousand cir- ice and efficiency. The follow-SEED — Farmers purchased mation. This year there were culars, literature, envelope stuff- ing are some of the major items more Farm Bureau seed this year held, in cooperation with dealers, ers, direct mail pieces, etc., de- completed during the year:

Policy on expansion. In ac-1. A new 12,000-bushel ca- cordance with a policy estab-

RETAIL ACTIVITIES. In an pacity elevator was constructed lished by your Board of Directors, effort to streamline retail store at the Lansing Branch. This all major additions to fixed assupervisory activities, Ray Bohn- elevator is equipped with mod- sets have been financed through following items:

ment of new local cooperatives 2. Grain handling facilities and branch stores. He is assisted were completely remodeled at Sterling Elevator Facilities......\$ 29,177 by two Store Supervisors—Ken- the Hastings Branch, including a neth Miller on the west side of new high-capacity grain cleaner, the state,, and M. H. Wallace on grain pit, and truck hoist to speed grain handling.

Merchandising Kits. One of the Farm Bureau Services debent- 3. Mobile feed units were put greatest needs of local cooper- ures were sold in the Sterling into operation at the following atives and dealer agencies has area for the purpose of starting a points to improve and expand been a good merchandising pro- new branch store at that point. service to patrons in their re-The Plant Food Department of gram. At their request, Farm Bu- Over \$55,000 of debentures were spective areas: Grand Rapids Other Equipment and owned and controlled by farmers operation of the business are com- Farm Bureau Services distributed reau Services again offered a purchased by the patrons to pro- Branch, Saginaw Branch, Grand

The year just completed has Kalamazoo Fertiliser Plant Inventories... carried with it many problems. Prices on many items, which have been increasing almost continual- Lansing Elevator ly for more than ten years, made Saginaw Wareho an about face. Much credit goes to Farm Bureau Services' retail cash balances as of August 31, store managers, department man- 1953, and the liquidation of abagers, and store supervisors for normally high inventories will producing financial statements their efforts in handling these provide funds to complete these promotive figures situations. The year ahead will projects. undoubtedly present new hurdles. With the continued cooperation

of local associations, these can be the need for the expansion of met and progress maintained.

MSC potato specialists are co- your board of directors authoroperating with the U.S. D.A. and ized a complete refinancing of long-term loans and the "sale of colleges all over the nation to

sales of \$1,000,000, or a total of Sturgeon Bay, Wis. \$2,750,000.

Net margins for the fiscal year amounting to \$123,679 were allocated as follows: Dividends on Class "AAA" Preferred Stock \$ 30,639

able in Class B Pre-

\$123.679 .248.414

in 1940.

Equity capital decreased approximately \$6,000 due to redemp-26,602 tion of Preferred Stock in excess 96,379 tion of Preferred 2... 18,748 of capitalized net margins.

Improvements..... Lansing Elevator Construction.. Emmett Elevator Improvements Grand Rapids Warehouse 28,030 ORGANIZATION OF DIVI-.56,600 SION. With respect to organi-US-16 Land Improvements .11.720 zation of the Comptroller's Divi-\$549,000 sion, some changes have been IInpadditions to the foregoing3580 made to improve the efficiency monthly "merchandising kit" vide this service. A local elevator Blanc Cooperative Elevator Com-which contained "point-of-sale" was purchased and began operat-pany, Fowlerville Cooperative facilities and investments totalling for the operation of the Account-facilities and investments totalling for the operation of the Account-\$1,272,000 have been provided for ing Department has been placed

through bank borrowings and in one department head, who has 4. The Charlevoix Cooperative the sale of Series "A" 5% deben- reassigned duties and added mechanized equipment resulting

Original Expended Balance Ex)»< \$ 8" \$1.048.607 Kalamazoo Fertilizer Plant Facilities. Stuck Subscriptions—Central Farmers Fertilizer Co. for Western phosphate land 125.000

development	125,000	96.379		
nsing Elevator Construction				
ginaw Warehouse Construction	\$1,678,600	\$346,198	\$1,272,409	
ginaw Warehouse Construction The utilization of excessive .				

in a substantial reduction o clerical personnel, as well as more promptly.

The summarization of budgets as prepared by the operating divi-Long term financing. In view of sions, and reporting progress tofertilizer manufacturing facilities wards achievement have been refined during the year by estaband other expansion projects, lishing check points each month thus providing management with more information as a guide to future decisions.

For grape jelly-making, use *> mixture of slightly underripe an<i ripe fruit.

the east side.

due to several factors. The major in that area.

sack, was given in mid-year the ern facilities for swift and the sale of securities, or through responsibility of all retail man- efficient handling of grain. Mod- long-term bank borrowings. Duragement services. This includes ern grinding and mixing equip- ing the past fiscal year, gross supervision of all branch and ment, including molasses blend- additions to fixed assets totalled Added to Reserve Fund 10,579 management contract points as ing, is included in the operation. \$549,000 and are made up of the Patronage Refunds Paywell as assisting in the develop-

IJKMM JIUIIIHIT



"CHIEF ENGINEER" — IN PRODUCING "FARM BUREAU AT WORK" is Mrs. Edward (June) Prentice, who has supervised the electronic reproduction of the program for the past two years. She is pictured near the professional Ampex recording equipment used in making 50 copies of the program each week.

A check of Farm Bureau Center in Lansing, would show United States. Yet the program that not all "radio-activity" is confined to research test-tubes or the Atomic Energy Commission.

Radio, and the many activities surrounding it, are a big part of the normal work day in the Information Division of the Michigan Farm Bureau. There, in a modest area reserved for radio production, "Farm Bureau at Work" - a weekly 15-minute farm public service program, is planned, taped and copied for distribution to a network of 50 stations.

One recent program is typical of many of the "shows" which fol- developed topics ranging from low a fast-moving format of farm county fairs to a report of the news, novelties, information and latest actions of Congress. music.

introduction by Melvin Woell, fairs, was the calb'ope music of Manager of the Information Di- Mrs. lesse Smith, of Kalamazoo. vision, and former radio farm director for a station in the Red received from the Farm Bureau River Valley. By the end of the offices in Washington and Chiprogram, a half-dozen guests have cago, as well as other parts of the your local station and air-time.

Adding a novelty introduction The program began with an to the section dealing with county

Each week, special reports are

is primarily "Michigan" and primarily local in nature.

Attesting, to the popularity of the format has been the growth of the program which began on one station three years ago and has now spread to 50 stations in that period of time.

Technical excellence has contributed to this growth. Each program is produced on professional equipment, (Ampex studio recorders) and sound-levels are controlled to rigid standards.

Stations which have recently begun airing the broadcasts are: WKMI, Kalamazoo; WLST, Escanaba; WFUR, Grand Rapids; WSAM, Saginaw and WWBC, Bay City. Check the schedule for

MMFarm Bureau at Work

Listed are radio stations carrying Farm Bureau's weekly 15-minute variety broadcasts on a regular basis. Tune in, — let your local station know that you appreciate this fine pubhc service programming.

Friday 12:45 p.m.

Coldwater; Dial 1590 ... WTVB

Saturday 6:15 a.m.

Announced Locally

Dowagiac; Dial 1440 ... WDOW

Saturday 12:15 p.m.

East Lansing;'Dial 870 ...WKAR

Saturday 10:30 a.m.

Saturday 11:35 a.m.

Escanaba; Dial 600 WLST

_WCRM

_WIR

_WDBC

- _WABI Adrian; Dial 1490_ Saturday 12:35 p.m. Albion; Dial 1260____ _WALM Thursday 6:15 a.m. Allegan; Dial 1580 WOWE Announced Locally ___WFYC Alma; Dial 1280____ Saturday Farm Program 6:30 to 7:00 a.m. Alpena: Dial 1450 _WATZ Monday 6:30 a.m. Ann Arbor; Dial 1290 WOIA Saturday 6:45 a.m.
- Ann Arbor; Dial 1050. __WPAG
 - Monday 6:15 a.m. Fremont; Dial 1550

Escanaba; Dial 680_

Clare; Dial 990

Detroit; Dial 760

Kalamazoo; Dial 1360 ... WKMI Announced Locally Lapeer; Dial 1230 _WMPC Monday 6:00 p.m. Lapeer; Dial 1530____ __WTHM Wednesday 11:45 a.m. Ludington; Dial 1450 ... WKLA Saturday 7:00 p.m. Manistee; Dial 1340 WMTE Saturday 1:00 p.m.

Marinette, Wis.; _WMAM Dial 570 Friday 11:55 a.m. Menominee; Dial 1340 WAGN

Saturday 6:15 a.m.



LU

For Bigger Yields and Better Quality

Plant

Michigan Certified SEED WHEAT

This year be sure . . . plant Michigan Certified Seed Wheat. Each variety is specifically adapted for Michigan growing conditions to excell in yield and quality. Michigan Certified Seed has been field inspected to insure varietal purity, and has been laboratory tested for good germination. This is seed grown from foundation seed and assures you of the right start for a good wheat crop in 1964. Select from these varieties:

• Avon-white wheat that is beardless with brown chaff and strong white straw. A soft wheat with high yield records.

Thursday 7:20 a.m. Battle Creek; Dial 930 JWBCK Farm Bureau Featurettes Monday thru Friday 12:35-1:00 Battle Creek; Dial 1400..WELL Announced Locally Bay City; Dial 1440____WBCM Saturday 12:15 p.m. Bay City; Dial 1250 .WWBC Announced Locally Big Rapids; Dial 1460 ... WBRN Saturday 12:30 p.m. ____WHFB Benton Harbor; Dial 1060 Tuesday and Thursday 12:40 p.m. Charlotte; Dial 1390 WCER Saturday Farm Show 12:30 to 1:00 p.m. Cheboygan; Dial 1240 WCBY Friday 1:05 p.m.

WSHN Announced Locally Gaylord; Dial 900.....WATC Thursday noon WFUR Grand Rapids; Dial 1570 Saturday 6:15 a.m. _WGRD Grand Rapids; Dial 1410 Saturday 6:40 a.m. Greenville; Dial 1380.....WPLB Saturday 12:45 p.m. Hastings; Dial 1220____WBCH Tuesday 12:30 p.m. Houghton Lake; WHGR Dial 1290 Monday 12:30 p.m. Ionia; Dial 1430____ _WION Saturday 6:10 a.m. Jackson; Dial 1450.....WIBM Saturday 6:30 a.m. Jackson; Dial 910____WKHM Announced Locally Kalamazoo; Dial 1420 WKPR Friday 6:00 a.m.

Midland; Dial 1490 WMDN Saturday 6;30 a.m. Otsego; Dial 980____ WDMC Announced Locally Owosso; Dial 1080____WOAP Monday 12:35 p.m. Rogers City; Dial 960 ... WHAK Friday 12:00 noon m Saginaw; Dial 1210____WKNX Saturday 12:40 p.m. Saginaw; Dial 1400____ _WSAM Announced Locally St. Johns; Dial 1580____WJUD Saturday 11:15 a.m. Srurgis; Dial 1230WSTR Announced Locally Tawas City; Dial 1480 WIOS Tuesday 12:45 p.m. Three Rivers; WLKM Dial 1510 Announced Locally

· Genesee—white wheat that is beardless with brown chaff and strong white straw. High quality that is winter hardy.

• Dual-red wheat that is a soft wheat with fairly stiff straw. High yielding and resistant to Hessian Fly.

· Monon-red wheat that is a soft wheat with stiff straw and white chaff. Matures early and has a high yield of quality wheat and resistant to Hessian Fly.

,;^&itfi^ , MICHIGAN CROP IMPROVEMENT ASSN. • AST LANSING, MICHIGAN CORN • FIELD BEANS • OATS BARLEY RYE . POTATOES . WHEAT . SOYBEANS SEED

. . recommended specifically for Michigan growing conditions.'

YOUR FARM BUREAU DEALER

IS YOUR

1-STOP CENTER

FOR ALL YOUR

SEED and PLANT FOOD needs

WHEAT **STARTER** FERTILIZER MORE PROFIT

IMPROVED

SPECIAL



with LESS LABOR

Increase your wheat yield per acre, by following the program on the bag. The high, water soluble phosphate gives the bonus of additional winter hardiness to your crop.

- HIGH PROFIT PARTNERS

Michigan Certified Seed Wheat and Farm Bureau Special Wheat Starter Fertilizer

Each seed variety and every Farm Bureau High Analysis Fertilizer has been produced with one thought in mind . . . YOUR PROFIT.

SEE YOUR LOCAL FARM BUREAU DEALER FOR ALL YOUR FERTILIZER, SEED AND CHEMICAL NEEDS. HE IS YOUR ONE-STOP SERVICE CENTER.



Fflfilfl BUREAU

LANSING 4, MICHIGAN

BURN WOOD THE MODERN WAY



Michigan ADA Will Replace **Dairy Princess Contest**

What's better than one pretty, healthy farm girl promoting the dairy food industry? According to the American Dairy Association of Michigan the answer is a hundred girls.

For this reason the state ADA board of directors approved a three year grant to the 4-H Club girls dairy foods industry educational program. This will replace their sponsorship of the Michigan Dairy Princess contest.

in the dairy foods industry.

According to Russell Mawby,

The 4-H Club program kick-off State 4-H Club director, each girl wall be a two-day conference held attending the conference must be at Kellogg Center, MSU, next 16 years of age or older, and must spring. Among the subjects dis- have participated in 4-H dairy, cussed will be careers for women foods-nutrition, or dairy foods projects.

Procedures for the girls' selec- products."

tion will be developed by the county offices of the Cooperative Extension Service in consultation with local groups.

The purpose of the conference is to provide up to 100 qualified young women each year with a top ranking educational program on the dairy foods industry. The girls will then take this information back to their home communities-and may become interested in further educational training in the dairy foods business.

In approving the grant, the ADA of Michigan board of directors said, "It is one of the best possible uses of dairy farmer's funds in the ADA program to increase the sale of milk and dairy





STOP IN SOON

EVERY FARMER IN **MICHIGAN IS ELIGIBLE** FOR THESE WONDERFUL PRIZES

Yes, if you're an active farmer in Michigan, you're eligible to win any one of these wonderful FEED FAIR prizes . . . nothing to buy . . . nothing to write. See your local participating Farm Bureau dealers for all details . . .



R.C.A. COLOR T.V. SETS Your choice of finish on this beautiful set.





with a thermostatic control

Over a half a million families from all over the continent have discovered Ashley, the heater that has revolutionized wood as a heating fuel They get more heat with less fuel than was ever thought possible. They get controlled, even heat for up to 6 rooms 24 hours a day. They enjoy fuel loads that last up to 12 hours even in the coldest weather. Why not join them and be a satisfied Ashley owner yourself? See your Ashley dealer or write us now for details.

ASHLEY, Dept. 17, 6th & Dinwiddie Richmond 24, Virginia

4 economy models and 4 beauti-ful cabinet models to cheese from. Shewn is our C-60 cabinet •Mdel that heats up to 6 reems with constant controlled heat.

3

Dealerships available-Write for details.

ask for Ashley, the leader! burns all types of wood!

they'll be displaying this FEED FAIR poster.

No employee, official, dealer or agent, or their families, of Michigan Farm Bureau, Farm Bureau Services, Inc., Farmers Petroleum Cooperative, Inc., Farm Bureau Insurance Companies or Capital Advertising, Inc. will be eligible to participate. Capital Advertising. Inc. will supervise the awards and decisions of the judges will be final.

BUREAU

attachments for easy cleaning.



FARM BUREAU SERVICES, mc

4000 N. Grand River Ave.

Lansing, Michigan



ARM BUREAU WOMEN

working, not waiting.

 $\% MT_{-\&n}$

Farm Bureau Women Decide "If You Want to Know, Ask"



A LEADING QUESTION — "How did your Women's Committee projects help solve the problems of farmers?" caused the 135 chairman, vice-chairman and secretaries to do some serious evaluating of their county programs. The small discussion group system as shown above called for participation of all attending officers at the Camp Kett meeting.

"This is a Farm Bureau sponsored meeting for officers elected by Farm Bureau members. You are here because you want to do a better job." These were the opening remarks of Mrs. Marjorie Karker, Coordinator of Women's Activities, to the 135 women attending the officers' training sessions at Camp Kett, July 30-31.

Stressing the importance of "knowing their organization," Mrs. Karker challenged the chairmen, vice-chairmen and secretaries of Women's Committees from 48 counties to take a look at the reasons behind the organization of their county Farm Bureaus.

To prompt this thinking, she quoted the "Purpose of Farm Bureau" from the American Farm Bureau Federation resolutions booklet which, she reminded them, was written by them — "... a free, independent, non-governmental, voluntary organization of farm and ranch families united for the purpose of analyzing their problems and formulating action. . .

"Cow-Sitting" Pays Off For Chippewa Chairman



important to replace a piece of farm equipment than to have a new davenport and chair.

Mrs. Hattie Lockhart of Pickford solved this common problem recently as she combined a paying job with a good neighbor role in a most unusual occupation Groups are involved in this — "cow-sitting." Mrs. Lockhart's

"Farm Bureau members do not live in the offices at Lansing or Washington or Chicago," said Mrs. Karker. "They live in the county - and only a county Farm Bureau can formulate action for the problems of its members . . but first they must know the problems.

"How do you find out what these problems are?" The answer to this question provided the theme for the camp, "If you want to know, ask."

Mrs. Karker explained that once they found out what the problems are, they would know what they should be trying to do, . . . and therefore, make better officers because of this knowledge.

Small discussion groups decided "What Are the Problems Facing "What Were the Most Important Projects in Your County?"-then, "How Did Your Projects Help to Solve the Problems." This eyeopening exercise provided much food for thought for meeting participants.

Second day sessions included classes on "Your Duties as Officers of Farm Bureau Women's Committees" conducted by Mar-jorie Karker, "Leadership Train-ing" by Mrs. Marjorie Gardner, County Office Coordinator for the Michigan Farm Bureau, and "How Information Can Make Your Programs Grow" by Mrs. Donna Wilber of the Information Division.

Ogemaw Women Go The "Second Mile"

A "good neighbor" project, with emphasis on helping the sick and aged, has been initiated by the Ogemaw County Women's Committee, according to Mrs. Lee LaForge, chairman of District 10E.

Community Farm Bureau worthy activity, with Atherton



WHAT ARE THE PROBLEMS facing farmers in your area today?" — This small discussion group gives the question some thought at the officers' training sessions held at Camp Kett on July 30-31. Forty-eight Farm Bureau Women's Committees were represented at the annual camp, which is aimed at helping officers do a better job in their elected positions.



"WHAT ARE YOU GOING TO DO about your image?" . . . asks Mrs. Donna Wilber of the Information Division, at the Camp Kett training school. Suggesting that an effective information program can help their programs grow as well as create good public relations, she reminded the Farm Bureau Women that what they do is news.

A report of the Washington leg- mittees and Farm Bureau Young islative tour, sponsored by the Farm Bureau Women, was given by state chairman, Mrs. Arthur Muir.

She told of some of the experiences of this year's tour and made a special plea to the women ter Lake near Cadillac, provides to write to their Congressmen about issues of importance. "A handwritten letter on plain tablet paper carries more weight than a formal, typed communication," said Mrs. Muir.

For many of the Farm Bureau Women, the camp was the first opportunity to enjoy the facilities which their fund-raising projects helped to build.

In early 1960, the MFB Board of Directors endorsed a program to finance a dormitory at the 4-H training center. Women's Com- had learned at camp.

People sold 50,000 Camp Kett buttons in addition to their money-making efforts for the attractive modern building which can house 60 persons.

The camp site, located on Cenan inspirational atmosphere for sessions such as the Farm Bureau Women's Officers Training School.

"No dishes to do, no kids to watch, no meals to cook, — a beautiful setting and good fellowship — all this put its in a receptive frame of mind for the valuable information we received," summed up one county officer as she headed for home, determined to put into operation what she

Rural-Urban Event Features 4-H Girls Style Revue

A rural-urban meeting, sponsored by the Saginaw County Farm Bureau Women, featured an address by state chairman, Mrs. Arthur Muir, and a style revue by 4-H girls of their clothing projects. Entertainment, door prizes and a luncheon under the capable direction of Mrs. Martha Baker and Mrs. Gerald Homaman, completed the successful event held recently in Merrill.

MRS. HATTIE LOCKHART, Pickford, chairman of the Chippewa County Farm Bureau Women's Committee, arrived at Camp Kett slightly exhausted but happy. Her unusual job of "sitting" for a neighbor's 33 cows came to an end just in time for her to attend the officers' training school - and netted eno'igh money for the new living room suite she had wanted "more than anything."

When Mr. and Mrs. Young Farmer Couples sit down to discuss the family budget, it frequently results in the decision that, for now anyway, it's more

charges numbered 33 (17 of them to be milked!) and they belonged to a neighbor who took a IVz* week jaunt to Alaska.

The Chippewa County Farm Bureau Women's chairman fared pretty well until the night of July 29th when she began to worry about her cow-sitting responsibilities. The following morning she was scheduled to represent her county at the Farm Bureau Women's Officers Training School at Camp Kett and if the cows' owners did not arrive home in time, - it would be difficult to find a substitute sitter! But the traveling neighbors did

come home and Mrs. Lockhart arrived at Camp, slightly exhausted but happy; — she was going to have that new davenport and chair!

and Campbell Corners the first to report what they had done as good neighbors.

The Jodinan Rest Home in West Branch was the lucky number-one target of this new program and received visits, cookies and reading material. Typical of Farm Bureau Women, they went the "second mile" and tackled the unglamorous tasks of mending, replacing buttons and washing and pressing bathrobes for the patients.

A follow-up call to the Home brought ice cream, cake, magazines and the always-welcome visits.

School Lunch and Special Milk programs have helped give young people a proper diet based on the Basic Four Food Groups.

Mrs. Muir commended the women for their part in the national wheat referendum and called the results, "not only a victory for the farmers, but a vote for freedom for all America. . . . We should thank God that we have a 'grass roots' farm organization that is willing to fight for a principle, one that believes in representative government and our free enterprise system."

Using an Abraham Lincoln quote, "Never forget that the good farmer is the fundamental citizen of any community, state or

belief that this is especially true very near the soil. in the troubled times in which we now live and would continue to be as long as man exists.

"Let us never forget that the cultivation of the earth is the most important labor of man," she stated.

"Unstable is the future of a country that has lost K^r. taste for agriculture. // there is one lesson in History which is unmistakable, nation, Mrs. Muir expressed the H fc that natural strength lies

> Special guests at the rural-urban luncheon were: Charles Mumford, Farm Bureau Regional Representative, County Farm Bureau President Harvey Leuenberger, and former State Legislator, Holly Hubbell.

Tuscola's Heart and Hearth Opened to Foreign Visitors



(Left photo) FROM JAPAN - Yukio Sagota and Jushin Tsumuro (right) take a look at the operations of the Tuscola County Advertiser print shop in Caro. Their tour guide, Marty Heim of the Advertiser (left) answers some questions for the two students from Tokyo. Both youths are studying English at the University of Michigan. (Photo courtesy of Tuscola County Advertiser)

From a "small" Michigan Week project sponsored by the tries in all, were present. Many Tuscola County Farm Bureau Women, grew a county-wide effort to promote world peace through mutual understanding.

It all began with a county visit by 74 foreign students during Michigan Week. When the students returned to school at Ann Arbor after their weekend visit, it seems that they passed on the spark of friendship to others at the university.

Dr. Paul Dotson, Director at the Ecumenical Center, U of M, asked the county if it would be possible to extend the invitation to another group, and on July 26th, the red carpet was rolled out.

invited into the homes of Tuscola other lands this summer. citizens to spend the weekend in an attempt to promote a better understanding of America and our way of life.

County FB Information Chair- and her people." man speaking for the county said,

chosen to open their hearts and Over 150 foreign students were hearth to welcome visitors from

"The experience the students gain within the homes and communities may change the course of history, and will definitely be a major factor in determining Mrs. Clare Carpenter, Tuscola their attitude toward America

Students from Mexico, Japan, "The people of this county have Hong Kong, Korea - 30 coun- understanding."



Six-vear-old Gonzola Medina and his little brother. Jose wait for their parents to find hosts Rex Griffin, long-time Farm Bureau member, and Mrs. Eli Chatfield. Another little brother, Julio, age 1, was also a participant in the countywide project in world understanding. Their father is studying engineering at U. of M. (Photo courtesy of Tuscola County Advertiser)

of the visitors were professional people back home and were doing advanced study at the university.

As one Japanese student said, "With representation from 30 countries of the world, you have a small United Nations with you for the next two days, and through your efforts can be equally effective."

When it was all over, and the last busload of students returned to school, Tuscola county was already looking forward to the next visit.

Mrs. Carpenter summed it up, "Thus ended a memorable weekend, but by no means the end of our desire to combat the greatest barrier to world peace and understanding- the ignorance that people of one nation have to another. We hope to continue our efforts toward promoting world

Mother Passes Chairman's Gavel to Daughter

The chairmanship of the Marquette-Alger County Farm Bureau Women's Committee was passed from mother to daughter as Mrs. Elizabeth Rajala took over the office previously held by Mrs. William Bakewell of Dukes in the Upper Peninsula.

Mrs. Bakewell had served in this capacity since 1959, one year after the Marquette-Alger Farm Bureau was organized. Her daughter reports that "mother missed only one or two county board meetings during her term of office."



Mrs. Elizabeth Raiala

In the Upper Peninsula where members must travel many miles to attend Farm Bureau events, it is common to have only one or two Women's Committee meetings each year. The Marquette-Alger Women are proud that this *members*.

past year, they have met three times. Average attendance at the meetings have been from 15 to 20 women, with most of them having to travel 30 miles or more one way.

Mrs. Rajala reports that the women have participated in statewide projects such as "pennies for friendship," safety on the farm, "get-out-the-vote" drives and many others including the allimportant attendance at board meetings to "better understand Farm Bureau on the county level."

A look at the enthusiastic 'women of action" representing the Upper Peninsula at the recent state-wide Farm Bureau Women's Officers Training School at Camp Kett indiciates that it would take more than long miles to discourage these "gotta-wanna"

ATTENTION Farm Bureau Women, FBYP, 4-H, etc.

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whose timely subject will be the

present racial tensions. Miss Mc-

Gowan formerly worked in the

ment of Justice under Attorney

Larry Ewing, Coordinator of

Market Development, will present

some pertinent facts on a subject

of vital interest to members, "Farm

Bureau's Role in Agricultural Mar-

nator of Women's Activities for

the Michigan Farm Bureau, and

Mrs. Margaret Muir, Women's

Mrs. Marjorie Karker, Coordi-

General Robert Kennedy and is now Assistant Legal Advisor to

Governor Romney.

keting.'

Dow by the Riverside



GREENHOUSE TEST PLANTS - used for ag-chemical experiment work, are checked by Michigan Farm Bureau board members in the Dow Bio-Chemical Laboratory. Left to right are: James Sparks, Cassopolis, representing the Farm Bureau Young People; Dow Chemical representative; Walter Wightman, Fennville, president of Michigan Farm Bureau; Edmund Soger, Stephenson and Eugene Roberts, Lake City.

It seems hard to believe that the ebb and flow of a comparatively small Michigan river can cause a huge chemical firm such as Dow of Midland, to either increase or cut back production.

But, built on the banks of the Tittabawassee, Dow Chemical has grown over the years into a giant concern with a huge thirst, one that requires 300 million gallons of water each day, just for cooling purposes.

Involved now are 6,000 people in charge of 350 processes, most of which require water in one manner or another. So important has this water flow become that sun-spot cycles, the gravitational pull of the tides and historic records are all considered in attempts to predict the river's flow.

Giant computers have been used in trying to measure the vagaries of the stream, and cloudseeding experiments have been conducted to increase rainfall into the watershed that feeds the river.

Biggest bugaboo is the problem of waste disposal. Each of the 350 plant processes have by-products that must be voided.

Under a carefully controlled schedule, worked out with such authorities as the Conservation Commission, Dow places portions of these wastes into the stream in a volume that will not unduly disturb the use of the stream by others or by wildlife.

Truly toxic wastes are fed into fires, or underground storage tanks. On occasions, officials have been embarrassed by accidental release of solutions, such as one harmless chemical mixture which turned out to be a prime ingredient in detergent.

Chemical officers company awoke the next morning to find a "head" of foam eight feet high, over five acres of the drain field. Members of the board of directors of the Michigan Farm Bureau were recent guests of Dow Chemical and toured the laboratory facilities. They heard proposals to impound water in times of heavy flow, to fill slack periods later. They saw how agricultural chemicals are conceived, tested and formulated.

D,stnct 6 Camp °P^{en} ^ L B H B ?

District 6 Farm Bureau Women extend an invitation to women throughout the state to attend their fall meeting scheduled for Camp Kett on September 25-26. Registration will begin at 9:30 on the first morning.

An outstanding program will feature Mrs. George Romney, wife of Michigan's Governor, who will talk to the campers about women's responsibilities in politics. Also scheduled to appear is

State Chairman, will also appear Miss Marjorie McGowan, former on the program. Con-Con delegate from Detroit,

Costs are modest, - \$10 for room, registration and meals. Reservations will be accepted up to Camp Kett's capacity, ... so Criminal Division of the Depart- clip out the attached coupon and return before September 20.



County_

Send to: Mrs. Marjorie Karker Michigan Farm Bureau 4000 N. Grand River Ave. Lansing 4, Michigan

Please make reservations for the District 6 Fall Meeting at Camp Kett, September 25-26.

Name-Address.

The bigger your family...the more you'll save!



Ask Congress to pass money-saving "Minimum Freight Rates" legislation now!

Dow officials explained that between two and five thousand "candidate" chemicals are tested before one is found suitable for use as a product. Before most new chemicals are accepted, they cost several years of work-time and from two to three million dollars.

you see — in fact, almost everything on the family shopping list (meat, chicken, eggs, butter, milk, vegetables, and many other items)-will be favorably affected when the "Minimum Freight Rates" bills now before Conpress are passed. Why? Because many freight rates are now higher than they need be. They can — and will — be reduced when railroads have freedom to lower rates.

Lower freight charges mean lower prices for you, the consumer. But what happens today when railroads try to lower their freight charges? On freight that moves in large volume, our requests to lower our rates are almost invariably opposed by barge or truck interests -sometimes both. This results in long, costly regulatory delay and, too often, our request is turned down cold. This keeps all freight charges artificially high and costs you money.

Excessive regulation — a throwback to the days when railroads had no competition - is responsible. It was needed then. It is ridiculous now. This is recognized by rected when the bills are passed.

Let's get one thing straight. The proposed legislation will not let railroads raise their prices one penny on anything without Interstate Commerce Commission approval. It will permit railroads to lower prices on agricultural products and bulk commodities such as salt, sugar, coal, grain, and many others. Lower freight costs on these important family budget items will put money in your pocket.

American consumers will save billions of dollars each year when the "Minimum Freight Rates" bills, as they are now written, become law. Every day of delay is costing you money. Write Congress today. Ask your Senators to vote for S. 1061. Ask your Congressman to vote for H.R. 4700. Do it now!



The Russians Have Us Beat for Pea



MASSIVE DEVICE IN PHOTO MOLDS BRIQUETS as it moves through a peat bog near Smolensk. Other machines scoop up peat blocks and load them on railway cars for shipment to power plants and factories. Much of the 160 million tons of peat produced annually in the Soviet Union is used for fuel. (Sovfoto)



WHIRLING BLADE fitted to crawler tractor deepens drainage trench at a peat facility in Tootsi, in the Soviet Union's Estonian republic. Russians have developed many unique machines to boost peat output to current 160 million tons yearly, or about 95% of total world production. (Sovfoto)



U.S. PEAT PRODUCERS RELY ON CONVENTIONAL EQUIPMENT like these tractors guiding disk harrows through huge peat bog at Minden City, Mich. Later, bulldozers will scrape loose peat into huge piles that are moved by truck to processing plant nearby. This 2,000-aere tract will be the nation's largest peat facility, when fully developed. (Massey-Ferguson photo)

For peat's sake.

That's why the Michigan men went to Russia. When the "Leningrad Palace of Culture" - really a big auditorium to Western eyes, opened to the International Peat Congress, August 15, they were there.

They spent what time not taken by meetings, in visiting a peat bog, a peat processing plant and a *peat-fired power* station. They examined one area of agricultural production in which the Soviets outshine the United States . . . the production of peat.

Peat is big business in Commie-country. The Soviet Union currently accounts for 95% of the world's total peat output, outdoing the United States about 300 to one. In fact, last year they shipped 525 tons of peat to the United States for the sake of capitalistic profit on a product to which most Americans hardly give a second thought.

Heading the American team was Joseph A. Hartman, president of the Peat Producers Association of the United States, and vice president of the Michigan Peat Company, biggest American producer. Others on the tour include long- to American buyers. It is not time Lapeer county Farm Bureau known if any sales were made, members, Mr. and Mrs. Kenneth but U.S. companies were anxious derson Peat Company of Imlay action. City. With the group that included a man each from Minnesota, New Jersey and South Carolina, was Melvin Stamman of Capac, Michigan, superintendent of Michigan Peat's two large processing plants. Representing Michigan State University was Dr. Robert Lucas of the soil science department. What did the group see? Among other things some of the big, weird machines that Russians are fond of "inventing" sometimes it seems as much to impress foreign visitors as for any practical purpose they will fulfill. In the past visitors have reported monstrous hay devices and "showcase" combines that looked as impressive as they appeared impractical.

Yet not long ago the Soviets sent a trade expert to the United States with a catalog of their unusual peat removal and processing equipment which he hoped to sell

contrast, U.S. power stations are turning to atomics for a peaceful application of the world's most powerful energy source.

In this country, where peat is unheard of as fuel, it is gaining wide favor in the suburbs as a garden and lawn soil conditioner. Related to coal, peat is made up of semi-carbonized vegetable tissue that has gone through partial decomposition, much as a compost pile, with the big difference being the. addition of water and time.

A main ingredient are mosses of the Sphagnum family, and today's modern gardener finds equal use for the spongy dried moss, or its altered form, peat. The Bureau of Mines reports that 94% of all peat bought by Americans last year was used for "general soil improvement."

The Bureau also reports that Russians turned out around 160 million tons of peat in 1962, compared to about a half-million tons Anderson, representing the An- to see the Russian machines in here in the United States. Ireland is the world's second largest producer, followed by West Germany. In each case, fuel Is the main use. There is no shortage of deep peat deposits in the United States, in fact, Michigan alone could supply all foreseeable needs of the nation for hundreds of years. Faith in the future of the U.S. industry was demonstrated recently when Michigan Peat bought 2,000 acres of prime peat land at Mrnden City, Michigan. The big need right now is ideas for new types of automatic equipment to "harvest" the bogs. This, the United States delegates to the International Peat Congress planned to inspect first-hand. The world will hardly wait with bated breath for their report, but all



UNUSUAL CONFIGURATION of peat pile looms over tractor-loader moving raw peat at Capac, Michigan, plant of the Michigan Peat Company. Mountains of peat are scraped out of nearby fields to keep processing plant humming through spring, summer and fall. Total U.S. peat output in 1962 reached record 572,000 tons.



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. building!. In addition, the materials are warranted for 30 years.

One, a peat-briquet compressor sounds good, but photos of the brick-sized chunks show many to be poorly formed or falling apart. Again, the machine appears far too huge for the kind of job it is supposed to do.

Why peat bricks? That is another part of the story. Peat is "big" in Russia primarily because it is widely used for fuel. Peasants burn it in their hut braziers, where it provides warmth while cooking meals. It is the poor-man's companion, filling much the same place on the peasant's economic scale as does cow-dung in India.

It would be hard to imagine a peat-burning power station in the United States, but the Russians are proud of this "advance." In agree it will be interesting.

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LAPEER, Lapeer County Co-op **PIGEON.** Cooperative Elevator WEST BRANCH, West Branch Farmers Со-ор and at the following FARM BUREAU SERVICES BRANCHES – Lansing Hart Mt. Pleasant Jeddo Saginaw Kalamazoo Traverse City



IAMSINO 4. M1CMIOAN

AGRICULTURE IN ACTION AROUND MICHIGAN

PAT TIKKANEN SELECTED U.P. QUEEN



TIKKANEN, CALUMET ffront) was recently selected Miss U.P. Farm Bureau for 1963 in competition heid in Marquette. Others competing for the title were (front to back): Anne Johnson, Iron River; Sandra Wick, Cornell; Sue Corey, Stephenson; and Holly Lindberg, Carlshend. Pat will later compete in the Miss Michigan Farm Bureau contest af the MFB Annual Meeting in Lansing.

FBYP'S MIDWEST CAMP HELD AT CAMP KETT



OVER FIFTY FARM BUREAU YOUNG PEOPLE FROM SEVEN attended the Midwest Camp held July 26-29, at Camp STATES Kett, Michigan. There were groups from Michigan, Wisconsin, South Dakota, Indiana, Illinois, Missouri, and Ohio. A full agenda covering the problems of world trade was presented, but there was still time for fellowship and renewing old acquaintances.

TUSCOLA FBYP PRESENT FLAG

CHECK PRESENTED

SAGINAW TERMINAL WORK PROGRESSES



L. A. CHENEY, Secretary, MAFC, (left), presents Elton Lawrence, Guidance Director at Middleville H. S. with one of fifteen scholarships awarded teachers for workshop on opportunities in agriculture and cooperatives.



F.B. SERVICES BOARD MEMBER, Max Hood, examines one of the several hundred pilings that will give a firm base to the new grain-terminal near Saginaw. Driven more than 70 feet until "refusal" the hollow pilings are filled with concrete. Work is moving smoothly on the vast project which includes a new feed mill.

MICHIGAN ATTENDS 1963 AIC MEETING

TODAY ! THROUGH 7



A LARGE MICHIGAN DELEGATION attended the 1963 American Institute of Cooperation held August 4-7, in Lincoln, Nebraska. Forty-five youths and adults represented the state at the national meeting which will be held here next year. Boger, Chairman, Ag. Econ., MSU, will be next year's host. About 3,500 persons are expected to attend. Dr. L

MFB BOARD VISITS DOW CHEMICAL





THE TUSCOLA COUNTY FBYP recently purchased this flag for the Tuscola County Farm Bureau's conference room, in Caro. Dean Campbell, vice-president (left); Arlo Ruggles, president; and Shirley Stevens, secretary-treasurer, officers of the young people's group made the presentation.

FAIR SEASON DRAWS TO CLOSE



THE BRIGHT LIGHTS OF THE MIDWAY, the smell of popcorn, the displays and exhibits, livestock awards — all the things that make up a county fair will soon be just a memory as the 1963 Michigan fair season comes to a close

FAIR EXHIBIT ON HEAVY SCHEDULE



THE "BIOPRODUCTS" LABORATORY of Dow Chemical Company, was one stop when members of the Michigan Fa rm Bureau igan. The exhibit, pictured at the Upper Peninsula State Fair in Escanaba used board recently toured facilities of the giant chemical firm in Midland. The group witnessed the extreme care used in compounding and developing chemicals for agricultural use.



FARM BUREAU WAS THERE, — at most county fairs. This year the popular exhibit Farmers Mapping the Way" was used at 30 fair locations in all parts of Michlarge maps and a replica of a farmer to tell the Farm bureau policy-development and resolutions story.

MICHIGAN FARM NEWS



Plant

MMPA Acquires New by Donald R. Moore Manager, Market Nevelopment Division

Last month the Michigan Milk Producers Assn. announced they fer the processing and sales dis- distribution. had completed an agreement with tribution of Dairyland to Ira

Terms of the agreement transr a chance to increase their sales

Ira Wilson & Son to exchange the- Wilson. The Wilson Company Milk Company and the receiving was signed between MMPA and Dairyland Division at Carson City now becomes the largest privately station from Ira Wilson, MMPA Wilson. This is significant since for the Saranac Milk Company at owned dairy in Michigan and the obtains a manufacturing plant on the Wilson Company has main-Saranac and a receiving station at fifth largest in the nation. They the western side of the state tained many non-member ship-Ovid. As it looks to us, this is a have had many years experience which it has needed increasingly pers. Now the Association will good deal for both organizations. in the milk business and welcome in recent years. The receiving supply all the Company's milk.

station can easily be absorbed into the big MMPA operation al- the two companies in the field at ready processing in Ovid.

Certainly, not to be overlooked In taking over the Saranac the full supply contract which

The change taking place puts which each is most adept-MMPA in the sale of the proin this transfer of properties is ducer's milk, Wilson in the sales distribution of dairy products.

From the viewpoint of the Market Development Division of Michigan Farm Bureau, this new arrangement is a logical step in the more efficient marketing of a farm product.

26 POULTRY

NOW IS THE TIME to place your order for Shaver Starcross yearling hens for September and October deliveries. These hens will be producing from 55% to 65%. Priced at 750 each delivered to your farms. MacPherson Hatchery, Ionia, Michigan. Phone 1774. (Ionia County) (9-lt-41b) 26

FAMOUS SHAVER STARCROSS (chicks) and Started Pullets debeaked, vaccinated and delivered at following prices: 4 week olds 65*, 6 weeks 800, 8 weeks 95*, 10 weeks \$1.15, 12 weeks \$1.30, 16 weeks \$1.60, 20 weeks \$1.88. Write or phone MacPherson Hatchery, Ionia, Michigan. (Ionia County) (9-1t-41b) 26

ALL TYPES—Top prices paid your farm. No flocks too large. Will consider con-solidating smaller flocks with others in your area to make full load. Phone or write in advance so we may schedule your load. ARGYLE POULTRY, 21616 John R., Hazel Park, Michigan. Phone LI 1-3140. (2-12t-43p) 26

POULTRYMEN—Use Perfect Balancer, 8% phosphate mineral feed in your ground feed. Eliminate soft shelled eggs. Mix 3 lbs. per 100 lbs. feed. The Gelatin Bone Co., Romeo, Michigan. (tf-25b) 26

SILOS

31

NEW C&B CORRUGATED CEMENT STAVE SILOS—now built with acid re-sistant plastic on inside. By any standard of comparison the finest cement stave silo and most for the money. NO DOWN PAYMENT—easy terms. Complete sys-tematic feeding also available. C&B Silo Company, Charlotte, Michigan. (tf-44b) 31

34 WANTED

WANTED—60-61-62 Chevrolet Tandem Drive Truck without body. Must have 5 speed transmission or powermatic. Con-dition of tires no object, rest of truck must be good. Ted Lambrix, Pentwater, Michigan. (Oceana County) (9-1t-33p) 34

WANTED—Live disabled cows and horses. Pay up to \$40. We have a truck in these counties to pick up every day: Sanilac, Huron, St. Clair, Lapeer, Macomb, Gen-esce, Tuscola, Oakland, Saginaw, Shia-wassee, Livingston, Lenawee. Phone any-time RA 7-9765, or write Fur Farm Foods, Inc., Richmond, Michigan. (Macomb County) (9-4t-45p) 34



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Farm Bureau Market Place

TRY A 25 WORD CLASSIFIED AD FOR \$2.00

SPECIAL RATE to Farm Bureau members: 25 words for \$2.00 each edition. Additional words 10 cents each per edition. Figures like 12 or \$12.50 count as one word. NON-MEMBER advertisers: 15 cents per word one edition. Two or more editions take rate of 10 cents per word per edition. All classified ads are cash with order.

DOGS

14 FOR SALE

REGISTERED ENGLISH SHEPHERDS. Crusader bloodline. Stock and watch. Four mothers due September and October - \$50.00 each. Eight pups, 6 weeks old, \$25.00. Homer Johnson, Marshall, Mich-igan. (Calhoun County) (9-lt-25p) 6

10 FARMS FOR SALE

120 ACRES of clay loam on trunk line highway, one mile west of Marion, Mich-igan, 70 acres of Alfalfa, drawing soil bank payments plus 50 acres of excellent pasture with spring creek. Modern build-ings, seven room house, automatic heat. Finished in knotty pine, running water in barn with automatic waterers, buildings insured for \$18,000. Will sell with or without stock and farm machinery. Re-tiring and will sell below actual value. C W. Bonney, Marion, Michigan. Phone: Riverside 3-6694. (Osceola County) (7-63-tf-78b) 10 (7-63-tf-78b) 10

(7-03-tf-78b) 10 ANN ARBOR—SALINE area. 158 acree good woods. Gently rolling productive clay loam. Excellent location on black top road. Good buildings, need paint and minor repairs. Dairy barn with 39 stan-chions and drinking cups joins 36 x 80 basement barn. Milk house, silo 14 x 50. Eight room house, 2 baths, oil heat. Shadv yard. \$45,000 with \$8,000 down. Phone Dexter, Michigan HA 6-3102. Oril Fer-guson, Broker. (Livingston County) ._____(9-2t-73p) 10

13 FOR RENT

CHEERFUL FURNISHED CABIN, on 4 lakes, Hiawatha Nat. Forest, Sleeps 2 or 3. \$40.00 week with boat. Cordery, Box 2, Wetmore, Michigan, Alger City. (8-2t-24p) 13

14 FOR SALE

NEW IDEA #300 two row corn picker, A-1 shape, for sale or trade for corn or oats. R. L. Seger, 2030 Wolf Lake Rd., Grass Lake, Michigan. (Jackson County) _____(9-2t-27p) 14

FIRST AID for ALL your drainage prob-lems. 100 year guaranteed Vitrified Salt Glazed Clay Products. Drain tile, sewer pipe, flue lining. Write or call for price list. Ed Anders, Retail Sales Represent-ative for Grand Ledge Clay Products Company, Grand Ledge, Michigan. Phones: Office, National 7-2104. Resi-dence, National 7-2870. (tf-46b) 14

40 ACRES 1,320 ft. on semi-private lake, \$5.00 ft. 40 acres on small lake, \$3,500. Small block cabin, about two acres, lake and road frontage, \$2,500 cash. Cordery, Box 2, Wetmore, Mich. (8-2t-33p) 14

ONE IRRIGATION PUMP AND MOTOR ONE IRRIGATION PUMP AND MOTOR, 1200 feet 3 inch aluminum pipe with connectors, 18 sprayer nozzles, 3 inch suction hose, all in good condition. Write Cheboygan Soil Conservation District, Court House, Cheboygan Michigan.

(8-2t-33p) 14

4,000 BUSHEL CRATES, Roto Baler, Allis Chalmers Power Rake, Hardie P.T.O. Sprayer 400 gal. tank and 25 gal. per minute pump. Roy Chilberg, R#2, Scott-ville, Michigan. (Mason County) (9-1t-25p) 14

COBEY FORAGE WAGON-\$600.00, excellent condition—painted, 6-ply tires, new gear box. Gehl blower—\$150.00. John Bowman, 8833 Wabasis Lake Road, Green-ville, Michigan. Phone OX 1-8382. (Kent County) County) (9-lt-25p) 14

FOR SALE—Fully Equipped Cider Mill, two presses. Must be seen to be appre-ciated. Located 5 Va miles north of Belle-vue on Ionia Road. Charles L. Wildt, R#2, Bellevue, Michigan. (Eaton County) (9-1t-28p) 14

FOR SALE—220 Gallon Zero T20 Bulk Milk Tank. Excellent condition. Cornelius Devine. Box 455, R#1, Kalkaska, Mich-igan 49646. Phone 258-4366. (Kalkaska County)______(9-1t-21p)__14

Northern Michigan Feeder CATTLE SALES

Oct.	4,	Bruce Crossing	Oct.	11,	Baldwin	
		— 1000 head			<u> </u>	head
Oct.	8,	Escanaba	Oct.	16,	Alpena	
		— 1200 head			<u> </u>	head
Oct.	10,	Gaylord	Oct.	17,	West Branch	
		— 3200 head			<u> </u>	head

Write for brochure - Ray McMullen, Sec, Michigan Feeder Cattle Producers Council; Gaylord, Michigan

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HARDY SPECIALIZED TRACE MINERAL SALTS

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FEEDING HOGS? Use salt free, high FEEDING HOGS? Use salt free, high analysis Perfect Balancer 8% phosphate mineral feed in your hog feed. Mix one pound of Perfect Balancer with each 100 lbs. of ground feed. You can eliminate bone meal by using Perfect Balancer. Get Perfect Balancer at your elevator. The Gelatin Bone Co., Romeo, Michigan. (ff_50b) 20 (tf-50b) 20

MILKING SHORTHORN BULLS, calves up to breeding age. By our noted sire and from Record of Merit dams. Stanley M. Powell, Ingelside Farms, R. I, Box 238, Ionia, Michigan. (Ionia County)

_(tf-25b) 20 DAIRYMEN—Use Perfect Balancer 8% phosphate mineral feed. Mix one pound of Perfect Balancer to every 100 lbs. of ground feed. You can eliminate bone meal by using Perfect Balancer. Get Perfect Balancer at your elevator. The Gelatin Bone Co., Romeo, Michigan. (tf-40b) 20

CATTLE FEEDERS—Feed high analysis Perfect Balancer 8% phosphate mineral feed. Feed free choice. Put plain salt in one container and Perfect Balancer Min-eral in another container. The animal knows which one he needs. Get Perfect Balancer mineral at your elevator. The Gelatin Bone Co., Romeo, Michigan. (ff 47b) 20 (tf-47b) 20

(II-47b) 20 NICE 17 MONTH OLD REG. GUERN-SEY BULL—His dam has an official actual production record 10,870 lbs. milk, 529 lbs. fat, 305 days milking twice daily as a senior two year old. His sire Brad-fords Edith Pat, M.A.B.C. with 72 records of 10,291 milk, 577 fat. M.E., T.B., and Bangs tested. August Siefert, Route 1, Sturgis, Michigan. (St. Joseoh County) (9-1t-57p) 20 __(9-lt-57p) 20

SPECIAL FEEDER SALES at the stock-yards in Lincoln, Michigan, on Thursdav, September 12; Thursday, October 3; Calf Sale on Tuesday, October 15; Thursdav, October 24; Thursday, November 7. All native northern Michigan cattle fresh from the farm. Sale starts at 1:00 p.m. (Alcona County) (9-1t-42p) 20

FOR SALE—30 Large Holstein Wisconsin Heifers due September and October. Weight 1,100 lbs. Vac. and tested. \$250.00. Edw. W. Tanis, R#1. Jenison, Michigan. Telephone MO 9-9226. (Ot-tawa County) (9-3t-26b) 20

FOR SALE—Registered and purebred serviceable age Landrace boars, also open Gilts. Matt Welsford, Route #1, Ithaca. Telephone Ithaca 875-3925. (Gratiot County) (9-2t-20b) 20

ANGUS SALE

13th Annual West Michigan Angus Breeder's Association Sale, Saturday, October 5, at the 4-H Fairgrounds, Lowell, Michigan. Show at 10 a.m., sale at 1 p.m. Quality offering of bulls, breeding cattle and 4-H steers. For catalog, write Enoch Carlson, Chairman of Sale Committee, Alto, Michigan.

MAPLE SYRUP PRODUCERS-Changing to oil for 1964. If you have electricity available order now for special summer discounts. Purchase repairs and replace-ment parts now and save dollars. Be ready for 1964 sap season. Sugar Bush Supplies Company, Box 1107, Lansing, Michigan. (7-3t-41b) 21 22 NURSERY STOCK

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Good Morning Judge! What Kind of a Court is This ?

Prepared by the Education and Research Department, Michigan Farm Bureau

Suppose that you collar a trespasser in 1969 or that you have to pay a traffic ticket. Either takes you into court.

But what kind of court? By 1969, Justices of the Peace will be replaced by a new system of local courts. The new constitution requires this. Farm Bureau has no policy regarding the nature of the new local courts. Do the members have suggestions?

Without question, some of the advantages of the "JPcourts" must be retained. But over the years these courts became the target of the slings and arrows of public opinion. Criticisms were often no better founded than gossip of the market place. Yet unfavorable public opinions destroyed these local courts.

The Justice of the Peace courts came to Michigan as part of the original state Constitution of 1835. They were doomed to be in the field of fire. He who must render unpopular decisions must expect to get brickbats thrown at him. Witness the umpire at a baseball game — and what he gets from the fans. He cannot win in any popularity poll!

There should be no attempt to "whitewash" any abuses that may have existed in the operations of the J.P. courts as they have been. Such abuses could have been corrected by changes in the law under the old constitution. This was not done. But the public lacked understanding of the provisions of the law under which the J.P.'s worked.

In an era of high speed automobiles and numerous traffic tickets there were numerous violators who heard the verdict ---"\$10 and COSTS." It bred a lot of talk and resentment. Imagined abuses were magnified into "fact." Few actually knew the facts, but everyone was sure that the J.P.'s had a "racket" for lining their own purses. From a distorted focus, public opinion decided that "The J.P.'s and their cost system must go!'

The Facts About Costs

Let the public be just to the Justices — belatedly. We can sort fact from fiction. In popular opinion, fiction often outstrips fact. What are the laws governing the work of the Justices of the Peace?

Consider one popular criticism — "J.P.'s are untrained to dispense justice with a proper interpretation of the law." This statement you can find in the proceedings of the Constitutional J.P. courts convict a greater per-Convention. It is true — in part, Where there are some J.P.'s who lack legal training, however, there are others who hold degrees in law.

Irregularities in the application of existing laws can leave any legal system vulnerable to public criticism. If you get your income by the device of charging fees to people called into court it will be seen that abuses are possible convictions. Who wants the thing is sure - there will have to "tap" the minor violator, sup- trial — or perhaps the expense of posedly. And those who are tapped for such fees feel abused and become critics of the system. But the fees the Justices were eligible to collect were the same as for other minor courts — and were spelled out in the law. And the J.P. got his fee whether or not he found a person guilty. If guilty you paid the fees. If "not guilty" the County paid the Justice his fee. Such pressure to find people guilty as might develop could be aimed at saving the County (or the chartered community) money - but not to enrich the J.P. personally. Convicted "victims", however, inclined to put the J.P.'s on their private mental griddle.

quires the J.P. to frankly give you a bill of the fine and costs. In municipal courts this bill is not required. But the costs allowed by law are the same — plus whatever costs are added by the city ordinance. All these are lumped together and included in the "fine." So the costs are hidden. If you don't know about them, you can't resent them.

The J.P.'s must turn all fines and costs over to the County Treasurer.

Every collection is subject to a monthly audit. The county returns to him only such fees as he is due under state law. Municipal courts can turn the "take" of the court over to the city treasury. For some cities this means hundreds of thousands of dollars in revenue. Not so for the J.P. courts.

Too Many Convictions?

Another criticism has been that centage of ordinary citizens than circuit courts convict criminals accused of major crimes.

The person accused of a major crime will fight his case tooth and nail. Traffic violators or petty offenders usually don't want to be tied up with a trial - so they plead guilty, pay the fine and are done with it. Their own decision assures a high record of - that an avenue is open to trouble of returning to court for a be some "lay judges" permitted



"The offices of the Circuit court commissioner and Justice of the Peace are abolished at the expiration of five years from the date this Constitution becomes effective or may within this period be abolished by law. Their jurisdiction, compensation and powers within this period shall be as provided by law. Within this fiveyear period, the legislature shall establish a court or courts of limited jurisdiction with powers and jurisdiction defined by law."

That's that. Future judges of the local courts will have to be paid by salary. The Justice of the Peace courts have operated at small expense to the public in past years. But in the future, public funds may have to be used to establish new and larger local courts and to pay the salaries of judges.

The question arises — where is this money to be obtained? In areas of low population the matter may pose a special problem. One by law. Not only could the less populated areas ill afford to hire a fully trained lawyer, hut some counties exist where there arc few

Public opposition led to a breadth. They say that people to attend training courses both distances to reach any local court. serving in that office. Such trainwhich have their own municipal courts would not be serviced by the local district court. All other areas of the district would come are now authorized by law to colunder its jurisdiction.

> courts may handle civil cases involving damages, debt claims, etc., up to \$300 only. This is one reason why they gained the name of "the poor man's court." The \$300 limit is no longer high enough to serve the general need. In order to remove some of the case load from the higher courts, the J.P.'s propose that this limit be increased to \$1,000. It would speed up the action of justice for the people and save the need to travel to a County Seat.

> It is proposed that the new local courts handle the same types of cases as the J.P. courts now service.

> It seems clear that heavily populated districts would need to have a number of judges. The J.P. proposal suggests one judge for the first 20,000 population and an added judge for each 20,000 more people up to 120,-000. An added judge would then be employed for each 30,000 extra people up to 180,000, then one for the next 45,000. A district of more than 225,000 population could have up to 10 judges. This

before taking office and while Cities within such districts ing would be under the supervision of the State Court Commissioner.

Remembering that all courts lect fees, it is not startling to find Under present law, the J.P. the J.P.'s suggesting that local courts be permitted to do so in the future. Whether to "hide" them as is done in other courts (to preserve the reputations of the new local courts) may be a question to consider. Or should ALL courts he forced to show their costs?

> If fees are not the basis for financing of these new courts, from where shall the money come? The cost will fall on the county and the local districts. Increased property taxes? That would kick a hornets nest! New forms of local taxes - on incomes for example? That would set another fire! What method is there available except for fees that would gain public acceptance? Fees are not prohibited by the new constitution. Only their use in paying the compensation directly through the fee system is abolished.

> One thing is for sure - we must have serviceable local courts.

Questions

tunes the number of judges to the 1. Considering population. area to be served or distances to be traveled to reach the courts and money needed to operate local courts, -



And -r- do you pay no "costs" in other courts? You do - but here's the difference. The law re- rarely saw the positive side.

a lawyer? Pay and be done with it, — go free!

The violator often forgot that the Justice of the Peace was there that he didn't have to travel to the County Seat to settle his "ticket." He didn't have to wait until some high-ranking judge got around to calling his case on a busy docket. In emergencies the J.P.'s were available 24 hours of the day.

J.P/s Now Travel a Short Road

The Justices of the Peace are victims of their own lack of a vigorous public relations program. They did not halt the growing tide of public misinformation about their work. The public

or no lawyers available.

J.P.'s Draft a Constructive Plan

The Michigan Justices of the Peace Association is not sulking over the fate of its members. It has taken the initiative to suggest ideas for a new local court system "to serve the needs of local people." The J.P.'s offer this plan merely as a foundation on which the Legislature may build a sound law.

A system of local district courts is suggested. Although the boundaries of any district would be set by the County Board of Supervisors, no district would be greater than 20 miles in length and

case load.

Judges would be elected within the districts — to serve staggered terms of office. The aim is to insure a continuous operation of the courts. Candidates for office would be nominated by petitions requiring not less than % of the names of qualified and registered voters of the district.

Vacancies would he filled or judges added by the Board of Supervisors. Any appointed judges would serve only until the next general election - unless elected to the office at that time.

Suggested Training Courses Required

The J.P. plan suggests that any judge of a local court who lacks a law degree should be required

What kind of districts should be established for such local courts?

2. Should the fee system (assessing of costs to court cases) be continued - or should these courts be financed by other methods? Tied to this question is the fact that judges must be paid by salary in the future.

3. Should "lay judges" (without a law degree) be permitted to serve in the future local courts?

4. What method should be used in placing the judges of local courts into office?

FIFTEEN

DAIRY MARKETS CHANGE. TOO!

During the past five years, the dairy industry and your American Dairy Association have made many changes, both at the state and national level.

It becomes more obvious that markets no longer belong to any one. Milk, on occasions, is shipped hundreds of miles to compete for fluid sales.

As our markets expand, it is necessary to recognize that our interests cannot lie in a particular area or region. Our concern must be with the overall image of dairy products and the promotion of dairy products throughout the country. Milk sales in Chicago, Cleveland, Cincinnati, even New York and Texas, affect Michigan consumption and the price paid to producers.

In order to meet this evergrowing marketing challenge, your American Dairy Association program has had to change. It has grown, expanded, and is doing things that five years ago were not necessary, nor even practical. The American Dairy Association of Michigan, taking the lead in the promotion of dairy products, is doing what producers know is necessary and now accept as part of their responsibility to themselves, and the industry.

The attitude toward promotion by dairy farmers in Michigan has grown favorably, not only with the American Dairy Association, but marketing and bargaining co-ops as well as operating co-ops.

In the past, some people have felt that promotion was the responsibility of the dairy and not the farmer. This is no longer the case, and hasn't been so for some time. The producer has' the most to lose and the most to gain. The career dairyman is aware that an investment in promotion and advertising, as well as research and public relations, is as much a part of his business as insurance and a quality product.

The changes in the American Dairy Association program are made solely on the basis of merit and for the overall good of the dairy industry of this state. The Board of Directors of the American Dairy Association of Michigan, as well as the National organization, appreciates the fact that the dairy farmer invests his money in this type of program in an effort to sell more of his product and to create a better market. This money must be spent as efficiently and effectively as possible. It is the responsibility of every dairy farmer in Michigan to seriously consider an investment in the American Dairy Association program in relation to his interest in continuing to milk cows.

Dairy farmers....

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iry customers. FALL COTTAGE CHEESE PROMOTION STARTS Sept. 8th

This cottage cheese promotion represents the cooperative efforts of the Michigan Milk Producers Association and your American Dairy Association of Michigan.



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