ROMAINE LETTUCE PLANTS STRETCH ACROSS FLORIDA'S EVERGLADES—SOON VISITED BY FARM BUREAU MEMBERS.

(See Story on Page 11)

Michigan Scores Again

Michigan was in the spotlight at the American Farm Bureau Federation's "Recognition dinner" in Chicago on December 10. Held in connection with the 45th annual meeting of the AFBF, the awards program honored state Farm Bureaus for outstanding achievements and progress during the 1963 year.

States had to record a gain in membership over 1962 to be eligible for an award. In the "over 50,000 member" class, Michigan Farm Bureau took honors in the areas of: Citizenship, Women's Activities, Information, Dairy Promotion and Commodity activities.

Michigan took first place for "outstanding activities in the field of citizenship." The Farm Bureau Women of Michigan took second place award for "outstanding accomplishments in women's activities and support of the overall programs of the organization."

An award "for outstanding work in dairy promotion" was presented to Michigan Farm Bureau. Telling consumers about the merits of dairy products through news media and other promotion projects was a major qualification in competing for this award.

"Excellent progress" has been made toward the Michigan Farm Bureau membership goal of 70,525 farm families for 1964. The Organization Division reports that statewide, nearly 70% of the state goal has already been secured, and work is progressing in all regions.

Once again the counties of the Upper Peninsula maintain their traditional statewide membership leadership, with Iron County reporting 90% of goal reached. Baraga is moving past the 70% mark, as are Delta and Menominee. U.P. leaders have promised "eight out of eight counties over goal" for the 1964 year, and report a full 70% of goal now reached with membership in full swing.

Many enterprising sales methods have been used in promoting membership work this year. For example, in Missaukee county where Roll-Call is based on township goals—all who sitm new members in a township that makes goal will receive one of the new Farm Bureau "stop" signs. Any township captain that doubles the agreed-upon goal, will receive his sign completely installed by Regional Representative, Charles Neblock—who looks forward to a busy sign-planting session.

In Arenac county, a "turkey of appropriate size" to serve a community group Christmas party was delivered to all groups that secured all of their last-year members and signed at least two new ones by December 15. The county membership committee, headed by Virgil Kraatz, delivered the turkeys to four groups. The Twining and Melita groups were first to claim their turkey.

"Santa Claus" appeared at the Ogemaw Farm Bureau Christmas party in the form of well-costumed Roll-Call Manager, Maurice Henness. He passed out carefully wrapped gifts which most took to be rolled calendars—but which turned out to be blank Farm Bureau membership applications, complete with a newly-sharpened pencil.

A deliberately late membership kick-off meeting has been planned in Hillsdale county where at 10 a.m. on January 6, MFB President, Walter Wightman, will address the group. A number of townships plan to report to the meeting with full goal at that time. Farm Bureau leaders from nearby counties are invited to the meeting, to be held in the 4-H building on the Fairgrounds at Hillsdale.
**Editorial**

**What's in a Name?**

How "national" is a national farm organization that adopts such a name and attitude — or a "national" scope actually covers only a scattering of members in a scattering of states?

What of the old "national" farm organizations which after but a century of trying have been unable to spread membership and influence to more than a handful of these United States?

Can a secret membership mean secret strength? Or is the open membership and the completely voluntary organization the strongest?

"We'll have the name if not the game," seems to be the slogan of "national" farm groups which now vie with each other for the remnant of what is left of the eight that do not belong to Farm Bureau.

Farm Bureau, the youngest of the three general farm groups, has no hidden membership lists, cloaks no doors to anyone and continues to grow west beyond the size of any other farm organization in the world. Reaching now into 49 of the 50 states, the American Farm Bureau Federation is the only truly national farm organization with solid membership that includes 714 members in Hawaii and nearly 6,000 farm families in Puerto Rico.

Farm Bureau members grow oysters, sugar cane and sugar beets, Kona coffee, mushrooms, tung nuts, orchids, mink and about 300 other crops including all of the more common varieties. Their farm sizes range from the 10,000 acre super-ranch to the two or three acre vegetable farm.

Farm Bureau officials do not believe that hiding membership lists provides a form of "hidden strength," rather, that refusal to show membership gives an open admittance of weakness. In Farm Bureau, each claimed member family has a corresponding signed membership card — and in every case, yearly dues are voluntarily paid.

In Washington, and at each state capital, Farm Bureau registers openly as a lobbying organization, and it is customary for every statement made by the membership to be accompanied by a statement of membership size.

Policies of Farm Bureau are printed and distributed to all members of the legislature and given to others who are interested. Those who deal with Farm Bureau are frequently reminded that these policies have been freely arrived at by the membership ... in open, public discussion.

Through the use of such procedures, Farm Bureau has grown beyond all others, with the official, year-round membership lists showing a new, all-time membership high of 1,826,955 — a gain of 20,790 Farm Bureau families over last year.

The new membership figures have been published in a state-by-state and region-by-region roundup that when tallied, raised the organization far above the former all-time high of 1,628,987 in 1957.

Those who contend that Farm Bureau is Republic oriented should take special note that 18,747 of the 20,790 gain was made in the so-called "solid South," which totaled the highest gain for all regions, led by an amazing 7,080 new members signed in Alabama.

Other southern states that reached all-time highs were Florida, Mississippi, South Carolina, Tennessee and Texas.

Some find it ironic that the only national farm organization, Farm Bureau, chose the American "title" instead of "National"— but this is done because it is truly national.

Being truly national, Farm Bureau has no need to forcibly "sell" its geographic nature, and instead stresses its all-American program and membership, along with the ability to get things done.

A postscript I "can" is the heart of the "American Farm Bureau."
The American Farm Bureau Federation opened its 45th annual meeting in Chicago, December 8, with an all-time membership high of 1,628,295 farm families on the rolls. Michigan was well-represented at the meeting with nearly 100 persons attending. Honors were won by the Michigan Farm Bureau in five categories of program work, and Michigan's gain of nearly 700 members was listed among the gains recorded in all parts of the nation.

Total national membership was 20,790 families more than in the previous year, and a gain of 5,673 members over the previous all-time high set in 1965. Much of the increase, a whopping 16,747 members, was made in the so-called "solid south" which totalled the highest gain for all regions, led by 7,080 new members signed up nationwide during the year's theme, "Knock on every door in '64." The New Year's Goal: 1,651,173 farm family memberships.

Some Illinois counties are now "electing" a $30 membership fee, while in Hawaii, the dues range from $30 to $35 yearly, depending upon the county involved.

In his report to the delegates, Roger Fleming, secretary-treasurer of the American Farm Bureau, noted that two of the "top priority goals for 1963" were reached,—defeat of the multiple price wheat plan in the reference rules and attainment of an all-time high in Farm Bureau membership.

President Charles Shuman added that in view of declining farm numbers, "It is all the more remarkable that Farm Bureau membership continues to move upward. This is a dramatic indication of organization growth.

"It reflects widespread support of Farm Bureau policies and programs by farmers and ranchers throughout the country."

Earlier, Shuman had exchanged telegrams with President Johnson expressing greetings to farmers and ranchers.

That evening I drove up to a typical rural home of my long-standing friend, Elton Smith, a first-call dirt farmer who operates a successful dairy farm.

"Concrete, in my opinion, is the best material for farm construction. By using the tilt-up system, I built my house for $1.17 per square foot. That included the labor. No other material could give me a building like this at such low cost."

With modern tilt-up concrete, walls start out like floors—formed and cast right on the floor. A simple rig and a farm tractor tilt them into place. Solid concrete walls give real protection to animals and machinery. You have no worries about fire, rodents, or weather—not a problem in almost any climate.

"Concrete, in my opinion, is the best material for farm construction. By using the tilt-up system, I built my house for $1.17 per square foot. That included the labor. No other material could give me a building like this at such low cost."
Legislature's Second Extra Session Very Productive

The second extra session of 1963 of Michigan's Legislature met December 3 in a State Capitol draped in mourning for the late President Kennedy. Working diligently and exemplifying a splendid spirit of bipartisian cooperation, the legislators made a real record of constructive accomplishment.

In a little over two weeks they achieved vastly more than they had done during the more than two months of the first extra session.

The principal purpose of this second extra session was to make the most needed changes in Michigan laws to bring them into conformity with the requirements of the new Constitution which was to go into effect January 1, 1964.

The Legislature's very commendable record of accomplishment was due to the diligent and constructive work of the Senators and Representatives.

There was a special 18-member joint committee of Senators and Representatives which had been given responsibility for preparing the necessary legislation for consideration at this extra session.

They had been assisted by staff members from the law department of the University of Michigan, some dozen graduate students in that law department, and the support of various members of the State Attorney General's staff.

While bills considered at the recent extra session covered a very wide range of subject matter, many of them had to do with election law changes, courts, judges, educational institutions and civil rights.

New-Con eliminates the necessity for April elections for state and county officials. Hereafter only the state-wide elections will be those held in November of the even numbered years.

Terms of state officials, state senators and county officers will have been increased from two to four years by New-Con and the Legislature has been empowered to set up 4-year terms for township officials.

It is surprising how many provisions of the election laws have to be changed to fit into the new schedule.

New-Con establishes a State Appellate Court and made changes in the basis of filling vacancies in judicial offices. It also changed in various ways the governing boards administering the institutions of higher learning.

Implementing the new constitutionally established State Civil Rights Commission proved to be a controversial issue.

Although Michigan's Legislators made a most commendable record of accomplishment during the recent second extra session of 1963, the complete job of implementing Michigan's new Constitution, that is, bringing all of our state laws into tune with New-Con, is only nicely started.

Many other actions along this line remain for the 1964 session.

It is probable that some of this work will hold over into 1965.

One of the most controversial issues to be considered is that of revamping the entire structure of the Executive Branch of state government and grouping all activities, functions and agencies into not to exceed twenty principal departments.

There are now 126 departments, boards, commissions and other types of agencies which will have to be rearranged and consolidated into not more than 20.

Of course no officials want their governmental agency to lose its identity. If it cannot become one of the 20 principal departments then they want it retained as at least a separate branch of some larger grouping.

Just how this big job will be accomplished remains to be seen.

There are those who plan to sponsor individual bills having to do with some proposed principal department of state government.

Some legislators feel that the only way to get the job done will be through one omnibus reorganization bill which would handle the whole task in one proposal.

Even before New-Con became effective there were those who were plotting to change some of its principal provisions.

The Michigan Good Roads Federation has been permitted to go on record that they would undertake a petition campaign to put on the ballot changes in constitutional provisions relative to the State Highway Department and highway financing.

This would be in line with the position Mr. Mackie, State Highway Commissioner has taken on these subjects during the past several months.

Also, a number of active legislators have been developing plans for promoting a number of Constitutional amendments to change various features of New-Con.

"Congress has passed many bad measures of farm legislation," said Congressman Harold Collier, of Illinois, during debate on the bill. "In fact, the agricultural economy of the Nation has been living under a cruel quirk of Government subsidies and controls which have afforded no solution to the problem of the American farmer; it has only compounded the burden upon many farmers and certainly the American taxpayer."

Taking a hard slap at the cotton bill Collier said - "The bill we have been debating these past two days tops them all in legislation. We find ourselves faced with a bill that will add a subsidy to a subsidy to a third subsidy on the world market to be competitive, then subsidize the cotton-growers and subsidize the textile industry in an agricultural bill."

The bill had been postponed on the calendar from month to month, with the Administration leading the bill sponsors in its failure to get enough votes for passage. On the final count, a switch of 18 votes was enough to put on the ballot changes in constitutional provisions.

The bill, authored by Congressman Harold Cooley, Chairman of the House Agriculture Committee, was supported by the despicable cotton mills, many of which are located in the area of Cooley's home State of North Carolina.

The mills would have preferred a program under which the direct payment "Branham Plan" type of subsidies would be paid directly to farmers. It is estimated the bill would cost taxpayers more than $823 million during the next two years. Congressman Charles Howe, of Iowa, said - "The bill would encompass and adopt the oft-repeated Branham Plan of production payments... it is a bad proposal."

Farm Bureau had vigorously opposed the bill and told Congress - "It will not solve the problems of cotton. Farmers Union joined in opposition to the bill, saying it was not in the best interests of farmers nor of taxpayers."

Michigan farmers have a strong stake in an expanding cotton industry. Acres which are forced out of cotton by the taking over of other cotton markets by other nations under a U. S. price support umbrella will be in a direct competition with Michigan acres in other crops.

Michigan Congressmen voting against the mill subsidy program and to support the Farm Bureau position included - Republicans: Meader, Jordan, Hutchinson, Ford, Chandler, Harvey, Griff, Cederberg, Knox, Bennett and Brondfield.

Democrat supporting the Farm Bureau position: Rybn.

Democrats voting for the mill subsidy program: None.

Democrats voting for the mill subsidy program: Nodar, Otting, Diggs, Dingold, Leaksilk, Griffths and Stacker.
**Member Involvement** MFB Institute Theme!

"What is more important to people than their own problems?" Almost 200 farm leaders from all parts of the state pondered this question at the 15th annual Michigan Farm Bureau Institute, November 25-26 at Kellogg Center, East Lansing.

The leading question was asked by T. C. Petersen, program development specialist of the American Farm Bureau Federation, as he outlined steps to stimulate "member involvement" in county FB programs.

Suggesting that members be asked, "What are your problems?" and also, "What in your opinion are the solutions?", Petersen cited examples of the success of this plan.

Farmers working together to solve their own problems brings about a "share so they care" attitude which stimulates member participation, he explained.

A clever method of evaluation was used by meeting participants as they searched for ways to better determine the needs of members and how their organization could better fill these needs.

In separate sessions, the farm leaders were asked to list the problems facing farmers in their area, and second list their current county FB programs. In a general session, the two were compared to determine how and if the programs were helping to solve the problems.

Petersen's recipe for "member involvement" included: (1) Ask the county FB executive committee or board, "What are the important problems of farmers in our county?" and (2) "What are the probable solutions and what kind of programs can we see to do these problems?"

Next, he suggested a county meeting of selected members with "leadership potential" where the same two questions would be asked. These selected members would turn in call a meeting in their homes inviting five or six neighbor member couples and again ask these questions.

Reports of these meetings should be presented at a county meeting, where a study or "blueprint" committee would be appointed for research on the suggested solutions to the problems, Petersen explained.

A complete study by this committee would be reported back to the board who, upon acceptance of the recommendations, would then set about formulating action by setting up programs to fulfill the needs of members and solve the problems.

Petersen congratulated Michigan on its membership gain, but stressed that membership would make even greater gains if members are given the opportunity to share their problems and their ideas for solving these problems.

People with Problems + Information and Communication = Programs of Action with Member Participation = Solutions to their Problems" sums up the inspiring program of this year's Institute.

Special workshop sessions were held for county FB presidents, members of Community Group, Citizenship Legislative and Resolutions Committees.

Former AFBF president, Allu B. Kline, known as one of the "Great Living Americans" for his many contributions to agriculture and the nation, appeared before a joint session of the MFB Institute and the Farmers Petroleum Cooperative annual meeting on November 26.

His topic covered areas of interest and concern to the attending farm leaders — "Hogs, Co-ops, and Government."

**Farmers Petroleum Elects...**

A Calhoun county "hog farmer" who has a solid background of support to Michigan cooperatives, was elected president of Farmers Petroleum Cooperative, Inc. at the annual meeting of the organization in late November.

He is Carl Heider, Albion, who at the time of the election was an incumbent member of the FPC board of directors. He replaces Thomas Koning of Ottawa county who, was appointed "third member" of the Executive Committee.

Mr. Heider was also appointed to represent Farmers Petroleum on the board of the Michigan Association of Farmer Cooperatives, and as the shareholder representative to United Cooperatives, Alliance, Ohio.

He is a director and past president of the Calhoun County Farm Bureau, president of the Michigan Farm Bureau Oil Company and treasurer of his local high school board.

**Two-Day Freedom Conference Is Scheduled for February**

February is noted for being the birth-month of great Americans such as Washington and Lincoln. It is only fitting that the Michigan Farm Bureau's 6th annual Freedom Conference should again be scheduled for this month.

According to J. Delbert Wells, MFB Family Program division, an estimated 300 interested Farm Bureau members and guests will attend the two-day sessions at Central Michigan University, Mt. Pleasant, on February 13-14.

In the past, the Conference has stressed a central theme concerning freedom, but this year an over-all approach will be taken.

Some topics as "Freedom — Its Basis and Its Concepts," "Politics and You," and "Glimpses of Society" will be discussed — all designed to point out what you can do to protect your freedom heritage.

Uncle Sam still needs you

Buy U. S. Savings Bonds to protect your country's future and provide for your own future.

U.S. SAVINGS BONDS

Keep freedom in your future with

MICHIGAN FARM NEWS January 1, 1964
More Than "Meats" the Eye

By Larry Ewing
Market Development Division

Oldsmobile, Ford and Plymouth are important names in Michigan's economy, and overshadow such names as Hereford, Angus, and Poland China ... at least as far as our urban dwellers are concerned.

But to Michigan's vast agricultural complex, these names are important to one of our key ag-industries - livestock, and perhaps equally important to the overall economy of the state.

It is estimated that each time a beef herd is expanded by 253 head, one more man will be employed within agriculture, and another man will be employed within the meat distribution service.

Through the years, Michigan has had a diversified agriculture.

Feed grains were not produced in sufficient quantity to feed all the state's livestock, and in the 1930's only 60,000 head of cattle were fed each year due to this feed limitation.

Through application of research provided by land grant colleges, farmers have increased their feed grain production.

By the early 1950's, Michigan became a feed surplus state, which provided for increased livestock production. Over 160,000 head of cattle were finished each year in the state.

Although Michigan exports over one million bushels of feed grains, only 35% of the beef consumed in the state is produced here; 65% of the grains used are purchased from other than Michigan consumers.

While on the surface it would appear that there is tremendous opportunity for expansion of the livestock industry, there are some areas of concern.

As the state's livestock producers expanded, new marketing systems had to be developed.

NEW MARKET SYSTEMS

A livestock producer could no longer be at the mercy of a "dealer" who went from farm to farm. Such a system was not desirable, and the farmer rarely made the better selection.

Any new marketing systems had to be developed.

The auction sale is an example of free competition in action.

As the farmer was caught in the marketing "squeeze", so has the packer become caught up, like the rest of the economy, in the inflationary spiral boosted by skyrocketing labor costs.

Many have consolidated or ceased to exist, and every time a livestock auction system competition is provided at the auction market.

By 1950, seventy of these "auction markets" were established - "dealer" who went from farm to farm. Such a system was not desirable, and the farmer rarely made the better selection.

This is happening in Michigan, and market numbers have been declining.

There were 70 auction markets in the state in 1950 - today there are 16.

In recent years, the terminal markets throughout the United States have become less important in terms of volume marketed.

Oddly enough, this has not been true of Detroit where more cattle move through the yards each year. Hog numbers, however, have declined.

An estimated 10% of the livestock in Michigan is sold locally or direct to packers. Since there is no active competition, how can a fair price be determined?

If the trend continues to increase in popularity, contracts signed between the packer and farmer could set the price.

These new trends in marketing cause anxiety for packers as well as the farmers, for in many instances, the packer no longer "sells" to the buyer, but rather bids for his business - at the buyer's price.

The buyer with his tremendous volume can set the quality and weight standards and the price.

If the packer is successful in obtaining the buyer's business, he has little flexibility in the price paid to the farmer ... and if he is not successful, he obviously has little value to the farmer.

WHAT IS THE FUTURE?

By 1970, Michigan's population will have grown to almost 9 million people, and these people will have to eat - meat included.

The population growth will also include a greater proportion of teenagers, and these "creatures of constant consumption" eat a great amount of meat.

Another important factor of the future is that Michigan livestock producers are close to their market, transportation costs are lower and they can adjust more rapidly to the changing demands of the consumer.

Projected personal incomes indicate continuous increases which will be beneficial to some segments of the livestock industry.

As income goes up, people tend to buy more and better quality meat - more beef, less pork.

As proof of this, beef consumption has risen, and lamb and mutton have held steady or increased slightly.

COMPARATIVE ADVANTAGE

Economists talk of comparative advantage. Roughly speaking this means, "If you can buy something from someone else cheaper than you can produce it - buy it, and produce that which you can do best."

It would appear that perhaps some areas of the country may have a small comparative advantage over the Michigan livestock industry, particularly in the area of processing.

Through a new process, "freeze-drying" meat can be dehydrated by freezing and stored in a clean environment for an indefinite period.

If this new method should become standard, the scales even more in favor of areas other than Michigan.

STATE MEAT INSPECTION

As the 1964 session of the Michigan Legislature draws closer, it appears that one of the hottest issues concerning agriculture will be uniform state-wide meat inspection.

The quality of Michigan meat has not been recognized.

Our own State governmental facilities point out that only inspected meat will be purchased for state use.

We have seen in the past few months what happens to an industry that loses its public acceptance. This, we cannot allow to happen in the livestock industry.

While adequate inspection will not be perfect since it is administer-ted by humans, it will help to maintain the necessary public confidence.

Staemp Bureau members believe that meat inspection is necessary to the welfare of the livestock industry in Michigan. Public health and the farm-agricultural economy of the state must be safeguarded.

In the past, as this type of employment occurred, farmers took all the farm surplus and were forced to shift into field crops production which requires less time than live-stock - although the work is just as hard.

The future belongs to those who prepare for it, and it appears that the livestock producers have taken steps in recent years to prepare for a better future.

One cannot work with farmers every day without having the belief in the future of Michigan Agriculture, and an important key to that future will be a growing, expanding livestock industry.

Finger-Tip Feeding

THE AUTOMATIC FARM BUREAU WAY

Now you can take care of all your feeding chores, simply by pushing a button ... everything is done automatically. Find out how easy it is to save time and money with a Farm Bureau feeding system.

SEE YOUR LOCAL A.B.C. DEALER
CHARLES SHUMAN (back to camera) faces newsmen in the traditional press conference held on the eve of the nationwide Farm Bureau convention. "Will President Johnson's administration bring a change in farm policy?" a newsmen asked. "I would hope so," Shuman said. "We can't go much farther left, so any change would have to be for the better..."

"GOVERNMENT IS NOT GOD" — those attending the Sunday night Vesper Service at the opening of the American Farm Bureau convention were reminded by Charles M. Crowe (left), pastor of the Wilmette, Illinois, Parish Methodist Church. Later, state presidents and others assisted F.B. Women's chairman, Mrs. Haven Smith, in a candle-lighting ceremony.

ANNUAL ADDRESS — by AFBF President, Charles B. Shuman, was a highlight of one morning session in Chicago's Civic Opera House.

AWARD STATE OFFICERS — gather for a group picture following a recognition program that brought honors to Michigan for outstanding Information, Dairy, Commodity, Citizenship and Women's programs. In this group picture are Eugene Roberts, Elton Smith, Mrs. Arthur Muir and President Walter Wightman.

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FIVE THOUSAND FARMERS — jammed into the big Civic Opera House for the 45th annual meeting of the world's largest farm organization, the American Farm Bureau Federation. Nearly 100 Michigan farmers were in the huge crowd which filled the main floor and three balcony tiers. Taken from the stage, this picture clearly shows the distinctive delegate seating arrangements which this year placed Michigan to the back and right portion of the delegate grouping.

OFFICIAL DELEGATES — from Michigan (center row) are pictured listening to President Shuman's annual address to the convention. From the outside seat they are: Walter Wightman, Elton Smith, Lloyd Shankel, Eugene Roberts, Donald Bagley and David Morris.

DAIRY AWARD — for "outstanding performance" is handed to Donald Moore, manager of the Market Development Division of the Michigan Farm Bureau by New York State president, William Bensley, chairman of the Dairy Conference.

TALENT WINNER, Mrs. Marian Brown, is pictured at the conclusion of her vocal solo before a huge audience in the Sherman House, Convention headquarters.

ANNUAL MEETING — by AFBF President, Charles B. Shuman, was a highlight of one morning session in Chicago's Civic Opera House.

FARM BUREAU WOMEN — from Michigan were much in evidence at the big annual meeting. Here (center row, from left) are pictured Mrs. Jerold Topliff, Mrs. Wm. Scramlin, state vice-chairman and state chairman), Mrs. Clayton Anderson, Upland Co.; Mrs. Robert Baccus, Houghton, and Mrs. Eugene Demario, Ogemaw.

45th ANNUAL MEETING American Farm Bureau Federation

THE PICTURE REPORT

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A tribute to Farm Bureau Women's officers was presented to the Eaton FB Women by a former chairman at their annual installation ceremonies this year.

Chairman of the Eaton County Women ten years ago, Mrs. Edith Benedict honored officers: Mrs. Crystal Wheaton, chair-
man; Mrs. Mary Garn, 1st vice chairman; Mrs. Ollie Bacon, 2nd vice chairman and Mrs. Marian Trombley, secretary treasurer.

Because its content could well pertain to all Farm Bureau Women and their officers, the Eaton County ladies would like to share Mrs. Benedict's "Ode" with others.

I was asked to make a little speech
To show appreciation
To the Farm Bureau Women's officers
In the Eaton Farm Bureau

Though it was long ago when I was "in"
I surely do remember
All the hard work and planning.
From September to September.

The programs and the phone calls
And the nights to District meeting.
To the by-laws of the good
When August is a-fleeting.

Of course, the work was spaced with fun
And making of new friends.
But even so, it sometimes seems
The work just never ends.

So now we want you officers
Our sincere thanks to hear.
And we know it's the beginning
Of another successful year.

We all will try to help you
Another year and our duties won't think
As you forge ahead in '64
With Eaton Farm Bureau Women's work.

P.S. (If you think my rhyme is comy
It's none-the-less sincere.)

"I'm just an old, "has been"
Saying, "I remember dear"

Farm Bureau Women Plan
Washington Air Tour

For the fifth consecutive year, Michigan Farm Bureau Women will sponsor a trip to the nation's capital. The 1964 Washington Air Tour has been included on March 1-4.

The goals of this yearly event are three-fold: (1) to promote a better understanding of our legislative process by watching Congress in session and visiting with Michigan Congressmen and Senators; (2) to meet with America Farm Bureau staff members and discuss the current problems facing farmers, and (3) to visit sites which are part of our American history.

The group will leave Detroit by plane Sunday evening, March 1, and return Wednesday afternoon, March 4. Monday's agenda calls for visits with AFBF staff members and a tour of the U.S. Department of Agriculture.

Tuesday will be the day for watching Congress in action and Wednesday will be spent visiting such famous places as the Smithsonian Institution, Arlington Cemetery, Mt. Vernon, the White House and Ambassador Row.

A request to Mrs. Marjorie Karker, P.O. Box 960, Lansing 4, Michigan, will bring full details. More information will appear in the February issue of the Michigan Farm News.

Pat yourselves on the back!

Because of your outstanding work in all phases of the Eaton Farm Bureau program, the Michigan Farm Bureau Women have reason to be especially proud of this award.

In view of the stiff competition in the "Honorable Mention" category in which the state is judged, Michigan Farm Bureau Women have reason to be especially proud of this award.

Congratulations! Keep up the good work.

FARM BUREAU
WOMEN

working, not waiting . . .

Women's Responsibility—

Know Your Insurance

It's been said that there are two things we can always be sure of—death and taxes.

Farm Bureau Women have discussed taxes and will continue to do so, but the other topic is one we shun as being too morbid to talk about. But let's take a look at a related subject—insurance.

We cannot think of the family's financial protection as a responsibility shouldered only by men, but today more and more women are sharing in their husband's decision. Insurance plays a vital part in this financial protection and women's interest in this area is visibly growing.

What kind of insurance do we have? How much insurance is it enough for my husband to be insured or should I, too, have a policy? (Have you ever stopped to think how much it would cost to replace you? How about the children? These are just a few of the things a wife should know.

The responsibility to provide for his family is probably the greatest motivating force in the life of a man, but what is a wife's responsibility toward insurance?

It is every woman's duty to sit in on her husband's discussions with his insurance agent, and to know what financial protection her family has.

If she does not know this, how could she take over the financial reins if the need arose? To refuse to know—or to be "too busy" to learn—about insurance, is like trying to balance the family budget without knowing how much money is available.

If every woman is reluctant to face—even for discussion's sake—the possibility of her husband's absence, as a wife she can't face the future courageously and as a mother, she can't possibly refuse to plan for the worst.

Farm Bureau Insurance agents are available and willing to discuss these important things with "the woman of the house." Being well-informed about insurance will make it possible to face the future and its problems with confidence and courage.

AFBF WOMEN URGED TO

"Do Your Own Laundry"

Farm Bureau Women who attended their annual conference in Chicago, December 8, went back to their respective states and communities with a broader knowledge of their responsibilities in the role of women, as members of their organization, and as American citizens.

Their chairman, Mrs. Haven Smith, asked the question, "Which Way?" in a challenge which left little doubt in the minds of the large audience as to what could happen to America and the world if women do not fulfill their obligations in these roles.

Mrs. Smith reconstructed the history of women's influence, and "growth" in America from the time of the pioneer woman to the modern day. Delegates attending the convention from Michigan were: Mrs. Wm. Scramlin, Oakland, chair-
man; Mrs. Jerold Toth, Ingham, vice-chairman; Mrs. Clayton Anderson, Livingston; Mrs. Eugene DeMatio, Ogemaw; Mrs. Arthur Muir, Newaygo, and Mrs. Robert Baccus, Houghton.

The Farm Bureau Women's Officers was presented to the Eaton Farm Bureau Women's Committees in planning their 1964 projects. Michigan's suggestion for Farm-Clergy activities was enthusiastically received by the group.

The Michigan Farm Bureau Women received second place award in the national contest for outstanding activities. Mrs. Arthur Muir, former chairman, accepted the plaque for the proud Michigan women who now have their sights set on "Number One in the Nation" for 1964.

MICHIGAN FARM NEWS
January 1, 1964

EIGHT
Lenawee Women Furnish Mortgage Burning "Fuel"

The ingenuity, cooperation and hard work of the Lenawee County Farm Bureau Women’s Committee was largely responsible for the "burning of the mortgage" of the county’s Farm Bureau office building this fall.

An original "pick and chip" plate, 5¢ coffee, and homemade pies, plus the untiring efforts of chairman Mrs. Wilson Sawyer and her workers, resulted in an annual fair booth project which netted thousands of dollars toward paying off the mortgage.

"It will never work," Mrs. Sawyer was told back in 1957 when seats were filled.

But the energetic Farm Bureau leader has a motto: "you’re not defeated until you lose." And her determination paid off -- to the tune of $1660 net profit this year.

Mrs. Sawyer was sure that a "different" menu and 5¢ coffee would beckon fairgoers to their booth. The growth in the size of their booth proves that it did. Their first accommodations could handle 64 people, this year 124 seats were filled.

Help was a determining factor in the success of the project. One year, Mrs. Sawyer traveled 127 miles contacting the various community groups in Lenawee County to enlist their aid.

"It was a group project and the enthusiasm and cooperation of the women has made it a success," said Mrs. Sawyer.

So it was with special pride that the Farm Bureau Women of Lenawee County watched the "burning of the mortgage."

Oldsters and Youngsters--
Topics of Kalamazoo Women

"We begin to die the moment we are born," Kalamazoo County Farm Bureau Women heard this statement at a recent meeting when Miss Dorothy DeLano spoke to them on "Aging."

Former supervisor of the Kalamazoo Senior Citizen’s Home, Miss DeLano has taken part in this subject.

She stressed that youth should be taught to respect old age and gain through its knowledge and experience; also that oldsters should keep healthy and "remember that the other fellow has problems, too."

"Slow Learners" was another topic discussed by the Kalamazoo Women.

With Glyde Minor, director of the Practical Education program of Portage Schools as their speaker, they learned that there are young people who, although they have trouble with reading, writing and spelling, do not belong in "Special Education" classes.

"These students have a worth as individuals, even though they may not be college material, and can fill a definite place in our economy," Mr. Minor said.

He explained that they are given "specially adapted" courses in their last three years of High School, along with working part time, first at school and then in business or industry.

Upon completion, these students receive a high school diploma, although it will not admit them to college.

Open '64 Roll-Call

It’s Roll-Call time in Michigan--and efforts of the Isabella Farm Bureau Women turned in this direction at their November meeting. Sparking off their 1964 membership drive, they invited prospective members and presented them with the "Farm Bureau Story."

With the wise assumption that well-fed people are more receptive, the Isabella FB members first served a potluck dinner, after which Mrs. Lillian Wosney, Roll-Call Manager, introduced the new county president, Kenneth Wagster.

After president Wagster had outlined the county Farm Bureau structure, Larry Amsden, Market Development Coordinator of Michigan Farm Bureau, explained the state structure and the importance of Farm Bureau to farm people. Insurance agents present offered words of inspiration and encouragement.

A short business meeting followed which included a motion to have everyone write their Congressman urging them to help in the retaining of the religious element in our schools, on our U.S. monies and where ever it is now present. "We feel, as an organization and as individuals, that we dare not by-pass our American Heritage," is the stand of the Isabella Farm Bureau.

With fifty people present at this special "Roll-Call" meeting, the Women plan a similar gathering in December, held in another quarter of the county.
OPEN THE DOOR IN '64

A SOUND FARM FUTURE

JOIN FARM BUREAU
Education, State Aid and Taxes

Farmers have now received their property tax statements and in most areas are again experiencing a "shock wave" of higher taxes.

The increase will probably average around the 7% mark, some areas lower and others much, much higher. In no case will there be any logical relationship to farm income, benefits received, or taxing ability. School taxes, on the average, will be nearly 3% of the total bill.

The tax reform program proposed by Governor Romney at the special tax session of the Legislature would have provided real relief to property taxpayers and would have been especially helpful to farmers but the details of the "wrecking job" that led to its needless death need not be recounted here.

The Governor recognized the needs of education and the importance of the present school aid formula in his message in September and announced his intention to make specific recommendations to the regular session of the Legislature which will convene in early January 1964.

Once again, the MFB's Family Program division is sponsoring Area Conferences on Education. Currently there are two meetings tentatively scheduled:

- January 26, Sanilac County, February 4th, and Sanilac County, February 11th.
- January 27, and February 14th.

The purpose of the area conference is to acquaint MFB members at the county level with the problems and forces that are brought to bear on public school education, and how they as interested citizens can become more effective in dealing with school problems.

Only one written report is to be presented to the group on each conference date. This will be a summary of the problems presented at the conference. A brief report will also be presented on the new school aid formula.

School Bells to Ring Again for FB Members

Many civic-minded Farm Bureau members will be back "in school," but they will not be studying the usual "three Rs."

Once again, the MFB's Family Program division is sponsoring Area Conferences on Education. Currently there are two meetings tentatively scheduled:

- Art Mauch, Ag. Econ. Dept., MSU.
- E. L. Delbert Wells, MFB Family Program division.

"These conferences could take the form of an 'education day' or a review of the county's educative problems with the school superintendent," he said.

In explaining the importance of this type of activity, Wells said, "The public schools are a public trust, and as the major farm organization in Michigan, we should all do that we can to see that the schools are run consistent with Farm Bureau principles and ideals."
TWELVE

January 1, 1964

MICHIGAN FARM BUREAU

AGRICULTURE IN ACTION AROUND MICHIGAN

MANY STATES PROMOTE "STOP" SIGNS

NATIONAL WINNER

CONGRESSMAN VISITS WITH FARM LEADERS

MISS JEAN SPARKS, energetic Cos-

opolis 4-H Club member, was her se-

cond major national 4-H Club award

in seven years. She has been named

winner of an $800 scholarship donated

by the Sunbeam Corporation for her

work in Home Economics. In 1961 she

was a delegate to the 4-H Club Con-

gress as a Leadership winner.

GERALD R. FORD, prominent member of the House Appropriations Committee

and recently named by President Johnson to the committee now investigating

Kennedy's assassination, visits with MFB vice president, Elton Smith (left) and

President Wightman, just prior to speaking on the AFBF convention program.

He told the crowd of his recent visit to the Community Group meeting in Elton

Smith's farm home.

ANNUAL INSTITUTE IS SUCCESS

"PEOPLE INVOLVEMENT"—a program building was the theme of the recent 15th

annual Farm Bureau Institute, held in Kellogg Center. Almost 200 farm leaders

from all parts of the state attended. Shown listing potential work areas is Mrs.

Richard Leach, Cass county, in a session chaired by U.P. Regional Representative,

Hugo Kivi, Escanaba.

MISS JEAN SPARKS, energetic Cos-

opolis 4-H Club member, was her se-

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"ALL AMERICAN MEMBERSHIP BALL-GAME BEGINS . . ."

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U.P. WOMEN "ON THE GO"

HUMPHREY SPEAKS

LANSING'S SWINGIN' SINGERS

"THE MELODIERS"—both a singing group and a new RCA record album by that

tame, have been drawing favorable attention throughout Michigan. Three young

Lansing men, Phil Bandy, Tom Smith and Bill Wagner perform in the group,

photographed in a recent recording session for the "Farm Bureau at Work" radio

program.

UPPER PENINSULA Farm Bureau Women’s Committee officers from Houghton,

Iron and Menominee counties met recently at Crystal Falls Township Hall. Shown

"talking a break" are Marlene Leach and Houghton Women, (left to right, back

row) Mildred Corey, Edith Sager, Helen Good, Phyllis Hoeker, Grace Hornung,

(front row) Anna Tikkanen, Dorothy Barnes and Viola Hastiksen. Where were

the Iron County Women?—On E.P. duty, doing the dishes!

MINNESOTA SENATOR—Hubert Hump-

frey, former Democratic party presi-

dential candidate and assistant majority

leader of the Senate, spoke at the gen-

eral session of the American Farm

Bureau in Chicago, December 10.

"THE MELODIERS"—both a singing group and a new RCA record album by that

name, have been drawing favorable attention throughout Michigan. Three young

Lansing men, Phil Bandy, Tom Smith and Bill Wagner perform in the group,

photographed in a recent recording session for the "Farm Bureau at Work" radio

program.

KLINE HONORED BY CHICAGO CLUB

FARM LEADERS PLAN WORK AT INSTITUTE SESSIONS

The portrait of Allan B. Kline, former AFBF president, has joined the gallery of

other leaders who have made distinguished contributions to the livestock industry

in the famed Saddle and Sirloin Club. Charles B. Shuman, AFBF president (left)

presents the portrait to David Kaimers (right) president of the club, while Kline

looks on.

"THE MELODIERS"—both a singing group and a new RCA record album by that

name, have been drawing favorable attention throughout Michigan. Three young

Lansing men, Phil Bandy, Tom Smith and Bill Wagner perform in the group,

photographed in a recent recording session for the "Farm Bureau at Work" radio

program.

PLANNING TOGETHER—"so that we can better work together" might be one description of the recent Institute workshops

and group sessions. Here, Farm Bureau leaders from Kent, Ottawa, Allegan and Van Buren counties visit.
Ottawa Farmers "Talk Dutch" For American Agriculture

"How do American farmers grow such large ears of corn?"
"How much land does the average American farmer have?"
"Are farm prices controlled in America?"

"Do farm women do their own housework? Do they help with the chores?"
"Do all Americans have cars?"
"Is it true that Americans eat out of tin cans?"

These questions were asked by the thousands of Dutch people who thronged to the U.S. Food and Agriculture Exhibition in Amsterdam, The Netherlands, in late November.

They asked these questions of Mr. and Mrs. John Van Timmeren, Allendale, and Mr. and Mrs. Marvin Patmos of Hudsonville.

The two couples had been selected by the United States Department of Agriculture to represent American farmers at the largest exhibition of American agricultural products ever presented outside the United States.

Stationed at their exhibition booth against a background of a 16-foot painting of an American farm, the Michigan farm couples from Ottawa county and their Agricultural Agent, Richard Maclachlan, were direct and honest in their replies.

Interpreters were available to the "American agricultural ambassadors" but rarely used. Both the Van Timmeren and Patmos families are of Dutch descent and were able to speak the language. They also found that a majority of the visitors could speak English.

A film of the true story of American agriculture, "Beauty Without Boundaries," produced by the USDA and featuring shots of the Van Timmeren and Patmos farms, was shown frequently at the exhibition and received enthusiastically by viewers.

They were informed that the royal couple would visit their display and were given instructions not to do or say anything until Queen Juliana made the first move.

They were soon put at ease when the Queen came onto their platform, extended her hand and spoke to them in fluent English. They found her "most gracious and very friendly."

Mrs. Edward Langeland, Ot­
tawa County FB reporter, cited an example of the Dutch hospi­tality. The Netherlands public relations man told the Van Tim­merens that he hoped it would be all right if he invited "some friends" for coffee and a chat with the American farmers.

When the Michigan couples arrived at the appointed time and place, they found three hundred people waiting to meet them!

**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. Two or more editions take rate of 10 cents per word per periodical. All classified ads are cash with order, and copy MUST be in by 20th of the month.

**3 BUSINESS OPPORTUNITIES**

LEARN AUCTIONEERING, Free catalog. Missouri Auction School, 1535W 2nd St., Kansas City, Missouri. 84519. (1-16-26h) 3

**14 FOR SALE**

POULTRY/PRODUCE CRATES—Long­
word Produce Co., Center, Michigan. Phone 615-963-0532. (1-12-26h) 14

**20 LIVESTOCK**

MILKING SHORTHORN BULLS, calf­
you to handle. By 1st calf and from Records of Merit dams. Stanley M. Powell, Ingelside Farms, R. 1, Box 20, Near Hudsonville, Michigan. Phone 616-963-0532. (12-12t-10p) 14

**20 LIVESTOCK**

CATTLE FEDDERS—Feed high analysis Perfect Balancer 8% phosphate mineral feed. Fred Raw, Champion Feed Mills, 64109, Kansas City, Missouri. 64109. (1-12-26h) 14

**22 NURSERY STOCK**


**26 POULTRY**

DAY OLD OR STARTED PULLETS—Easter Breed, fertile. Started pullets of all ages. We can also supply California Grays from 30 days. Write for complete list of prices. Village View Farm and Hatchery, Zeeland, Michigan. (7-9t-48b) 26

**26 POULTRY**

GELATIN BONE CO., Romeo, Michigan. Phone 616-963-0532. (12-12t-10p) 14

**26 POULTRY**

KLAGER'S DUKALB PROFIT PULLETS—Sixteen weeks and older. The proven Dukalb. Radio meter on all. Selling standard in all localities. KLAGER HATCHERIES, Bridge­

**31 SILOS**

P & D SILO UNLOADERS, Rebuilding Your Silos, Hopper Mills, Feed Motors. Laptop, Installation, Parts and Service. War Farm, Alexandria, Grand Lodge, Haz­

**34 WANTED**

WANTED: Man and wife to manage Farm to sell, run by us. We pay 2.5% of gross. Michigan Farmers, Box 956, Lansing, Michigan. (12-12t-10p) 34

**26 POULTRY**

You Pay for Every Subsidy Hand-Out!

Prepared by the Education and Research Department, Michigan Farm Bureau

January 1, 1964

FOURTEEN fails.

ernment press. But let enough that People center their faith in the productive work, and come to expect production by people in society.

change for goods which permits the closed shop, auto-

abroad today that the government

tion at higher pay, featherbed-

is present whenever any person From 1950 to 1961, total wel-

ury.

ask the wrong question about subsidies. People may even them? What they really mean is, "Why not me, too?"

prepared by the Education and Research Department, Michigan Farm Bureau

MORE FREE RIDES

One needs merely to study the nationwide trend in various wel-

selves?

MARKET INCOME

people begin to believe it) is that people cannot solve their own

problems.

One thing is for sure. They'll
cut this free-wheeling affair of hand-

in Washington movement is being

The present-day "go to

A subsidy does not have to

sidized at public expense. The
government recognizes a claim to

the urge develops. The "public

MISTakes must growl They must "show

rural areas. "To shift for themselves, until -

people do not declare a

takes 35

the government, fewer and fewer re-

people on the federal

The A.R.A. picked Rice Coun-

And as more and more people

Subsidy are there to-

FOURTEEN

10. How much should people be left to

4. How much claim does the

government, fewer and fewer re-

pay for all.

In cases like this, where people

"NOBODY must have it"

Scott's wheat and livestock pro-

they want it or not. each year. In addition, it would

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And the end is not yet.

the federal "help." But federal offici-

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Farmers' Week—Something For All

Michigan's agricultural population will be able to obtain the latest advice and new ideas for efficiently producing food and fiber during the annual Farmers' Week on February 3 to 7 at East Lansing.

A minimum of frills and a maximum of highly-educational sessions geared to adapting today's farmer to 'space-age' production will be highlights of this 49th annual event on the Michigan State University campus. Sessions will cover all subjects ranging from alfalfa to zinnias during the week.

Farmers by the thousands flock to the East Lansing campus each year to learn about new ideas in agriculture and also to renew old acquaintances during the mid-winter week.

Free stalls, heated milking parlors, raising better calves and protein problems will be presented during dairy programs.

During your stay at MSU, be sure and stop in at the Michigan Artificial Breeders Cooperative at 3555 Forest Road.

On Monday, February 3rd, the treat's on MARG and you're invited to a Pancake Breakfast from 7 to 9:30 a.m. in the basement of their office.

Many top exhibits will be on display and personnel will be on hand to answer questions.

New developments for slow-moving vehicles on the highway, big power for field work, diesel-lubricating and new sources of farm power will be discussed by agricultural engineers.

Better methods for selling beef, lamb and pork will be items of interest to stockmen.

Eight MSU departments will combine forces to sponsor a joint forage crops program aimed at increasing Michigan production.

A panel of specialists and scientists will discuss improving pastures, getting high yields, storing, utilization and grassland economics.

Poultry raisers will hear talks on the Michigan Seal of Quality, laying hens and turkeys of the future and the new egg law.

People owning centennial farms will hear from members of the Michigan legislature tell where we are and what lies ahead in regards to the new constitution.

Foresters will present a complete program for the Christmas tree grower from planting to selling.

Both professional and amateur horticulturists will be welcome at programs dealing with "all about apples," controlled atmosphere plant growing, infra-red greenhouse heat and growth regulators.

Crops and soils programs will feature sugar beet production, European weed control, a report on new oat varieties and marketing of Michigan's gigantic bean crop.

The annual Distinguished Service Awards to citizens making a large contribution to Michigan agriculture will also be presented during the week.

Homemakers accompanying their husbands to the MSU campus can look forward to seeing and hearing about space housing, landscaping, food fads and fallacies, good lighting and what's ahead in the textile field.

Young people will also be able to hear about the experiences and ideas of many farm families just getting started in this complicated business of farming.

A highlight of the annual farm management banquet will be a talk entitled "... and credit is due" by the chairman of the agricultural committee of the American Bankers Association.

Opportunities for farm recreation, the artificial lake situation, trailers outside of parks and control of highway interchanges will be of interest to many farmers.

Various exhibits will dot the campus from one end to the other. Special exhibits including egg grading, milkfarm, wine feeding and free stall dairy housing will be features of the enormous Spartan Stadium Concourse spectacular.

Detail programs are available from your county extension office.

Annual Poultry Meeting and Banquet Set for Farmers’ Week

The 23rd Annual Meeting of Michigan Allied Poultry Industries will be held on Wednesday afternoon, February 5, 1964 at Michigan State University during Farmers’ Week, followed by the Banquet at 6:00 p.m.

The meeting will be held in the small auditorium in Anthony Hall.

Mr. Lloyd Cell, General Manager of the Poultry and Egg National Board of Chicago will be one of the speakers.

The Second Annual Poultry Banquet scheduled for the evening at 6:00 p.m. will be held in the Centennial Room, Kellogg Center.

Dr. Carl C. Byers of Cleveland, Ohio, nationally known as a writer and humorous advisor, will be the main speaker.

All poultry industry people are invited to attend and bring their friends.

Tickets are $5.00 per person and may be obtained by writing to Michigan Allied Poultry Industries, P.O. Box 184, East Lansing, Michigan.

Enclose your check for tickets with your order.

this is the story of

Lloyd Smith, his sons and Farm Bureau Milkmaker 34%

Lloyd Smith and Sons' dairy farm is located in Calhoun County. The Smiths have a milking herd of 100 Holsteins; a total of 185 head, including calves and heifers. They have loose housing system, with a pole-type loafing barn, 135 x 49'-built by the Battle Creek Farm Bureau.

The milking herd gets a ration which consists of Corn Silage—8 months of the year, and Haylage—4 months of the year. Silage is fed 4 times a day. The grain ration is ground shelled corn, supplemented with Farm Bureau 34% Milkmaker; to balance the daily total feed intake per cow at 13%.

The Smiths own 345 acres and farm an additional 200 acres. Son LaVern was State Tractor 4-H Club winner.

The Smiths say, "Milkmaker gives us palatability in the grain ration, which is needed in a milking parlor. This is a contributing factor for good milk production. We believe Milkmaker helped the 60 first year heifers in the 100 head milking herd produce 12,149 lbs. of milk and 441 lbs. butterfat. We also like the health giver factor of Milkmaker and the body condition we are able to keep on our herd."

THEIR SUCCESS STORY CAN BE YOUR STORY

SEE YOUR LOCAL FARM BUREAU DEALER FOR QUALITY FEEDS AT ECONOMICAL PRICES

Farm Bureau SERVICES, Inc.

4000 N. GRAND RIVER AVE.

LANSING, MICHIGAN
Protection TODAY...

Security TOMORROW

NEW LIFE INSURANCE PROGRAM OFFERS MORE IN '64!

Farm Bureau Life is introducing a completely new life insurance program for 1964. New improved plans, new rates, and new dividend schedules will make Farm Bureau Life... more than ever before... your first choice for protection and savings.

Farm Bureau Life Insurance is a complete security program in itself. Yet, it dovetails neatly with Social Security benefits both during the dependency period and retirement period. Life insurance purchased for family protection when the children are growing up will solve retirement income needs later in life.

For the benefits of a complete life security program... see your local Farm Bureau agent. His training and experience plus Farm Bureau Life's wide range of plans... all new for '64... can guarantee you "Protection Today—Security Tomorrow." See him soon. He'll be pleased to serve you.

FARM BUREAU INSURANCE
COMPANIES OF MICHIGAN

Farm Bureau Life • Farm Bureau Mutual • Community Service