The 20th Birthday of the Michigan Farm Bureau Women was celebrated at their annual meeting, November 10. Lighting the candles on the birthday cake were (left to right): Miss Ruth Hooper, Gratiot County Women's Chairman, representing Mrs. Ray Neikirk, board of directors, 1944; Mrs. Belle Newell, chairman, 1946-49; Mrs. Marvel Whitaker, 1950-53; Mrs. Carlton Ball, 1954-57; Mrs. Arthur Muir, 1962-65; Mrs. Alex Kennedy, 1958-61; Mrs. Wm. Scramlin, present chairman, and Mrs. Florence Thomas, representing the A.F.B.F.

Membership "Roll-Call" Underway!

The week of November 30 through December 6 has been declared "Kick-off" week for a state-wide mass-action membership Roll-Call campaign directed throughout the state. The Michigan Farm Bureau Federation, according to Clarence Prentice, MFB Secretary-Manager, reports that thousands of Roll-Call volunteers are now at work in all counties of the Lower Peninsula to reach the national membership gain to match national members of the American Farm Bureau Federation, those of other states in the nation. The Kick-off campaign is typical of the more intense, aggressive push toward a state goal of increasing the present membership of 69,612 to 90,000 by December 7.

Such substantial gains again are confident that farmers need to join and work through Farm Bureau to produce the first farmer-organized and poised for action. What will it mean to farmers?" Prentice has predicted that the family farm of tomorrow won't be any more like the family farm of today "than today is like yesterday was." He sees these changes as all the more reason why farmers need to join Farm Bureau to help shape it into the kind of farm organization they want.

Elton Smith Elected

In the annual "reorganization" session of the Michigan Farm Bureau board of directors, Elton Smith, Caledonia, was elected president of the Michigan Farm Bureau. He replaces Walter Wightman who has served as president for the past six years. Wightman remains on the board as "Director at Large" and will be one of the six voting delegates to the American Farm Bureau Federation policy sessions in Philadelphia, December 7-10. Other actions of the board in the reorganization meeting which traditionally follows by one week the annual convention of the Michigan Farm Bureau, included naming Dean Pridgdon, Montgomery, vice president, and David Morris, Grand Ledge, as third member of the Executive Committee. Pridgdon is a prominent Branch county swine producer; Morris owns an extensive cattle-feeding operation in Clinton county.

The board reelected Leon Monroe, Lansing, as treasurer and Clarence E. Prentice, Okemos, secretary-manager. Appointed to fill a vacancy in District 7 was Kenneth Bull, Bailey, filling a position recently held by Cloy Freeborn, Hart.

Besides Wightman, others to serve as voting delegates to the American annual meeting are: Elton Smith, Dean Pridgdon, Walter Frum, Eugene Roberts and Max Hood. The new Michigan Farm Bureau president operates a 80-cow registered Guernsey dairy herd near Caledonia, Michigan. Most recently he served as president of Farm Bureau Services, Inc., a large volume farm supply cooperative affiliated with the Michigan Farm Bureau.

In 1963, he was honored as Michigan's "Dairymen of the Year," and also received Michigan State University's "Distinguished Service to Agriculture" award.
Pride in Farm Bureau

As a member of Michigan Farm Bureau since 1927, I point with pride to the fact that Farm Bureau has:
1. Reduced my truck license fee from $28 to $16.
2. Reduced the price of fertilizer about $37 a ton.
3. Furnished adapted seeds and had staking law for others.
4. In 1927 a well-advertised poultry starter was selling around $8.60 a hundred-weight with a dealer margin of $16 a ton. I painted my sign over and sold many tons of Farm Bureau poultry feeds for under $3.35 to $3.50 a hundred-weight with no good results.
5. Farmers Petroleum Co., the second largest in Michigan, brings my gasoline at 204 a gallon. 10 cents per gallon less than $2.00 per gallon less a dividend of around 10 percent.
6. The Michigan Farm Bureau combusted with the Michigan Farmers' Exchange is probably the largest buyer of grains, beans, and so forth. I get around 1 cent per bushel of wheat in patronage dividend. It has also helped develop our foreign market.
7. The Michigan Livestock Sales, the largest buyer of Livestock in the state, was largely sponsored by Farm Bureau members. We have our own sales at our four auctions now in Michigan to see that other buyers pay the market price. It also handles any livestock I wish to buy.
8. The Farm Bureau fertilizer plants give me high analysis fertilizer at competitive prices.
9. Our artificial breeder co-op in Michigan was largely sponsored by Farm Bureau members.
10. Our local milk producers association was, and is, fairly well controlled by Farm Bureau members and, in conjunction with the Michigan Milk Producers Association, controls the major portion of all milk sold in Michigan and bargains with the big cooperatives for the best possible price.

Unless farmers, through their own self-help organizations, aggressively expand into integrated operations, they will rapidly lose our income tradition of proprietary forms that will integrate from the retail level down to the farm.

Farming is big business and merchandising the production of these farms is big business. Big business requires capital and the question each farmer must ask himself is: Shall we give up and turn over our marketing to someone else, or shall we keep our organization in tune with the times, either with new facilities, merging with our neighbor, or whatever is required?

E. W. Southworth
R. L. Richland, Michigan

President's Column

Fond Farewell

For the past six years, it has been my privilege to "visit" with you through this column. The hundreds of expressions of appreciation that have been sent to me always buys you one up and induces him to try to do better each time.

Today I have a chance to share the dilemma and experienced the triumphs that have made growth for our Farm Bureau.

When I first began writing, it was with some fear, but I now boast to share with you reports of the work of our organization and of the decisions that had to be made. You may record that as Farm Bureau members quickly put me at ease.

If there has ever been anything which I learned while president at Farm Bureau it is that all farmers are pretty much alike. They are genuine "home-folk" knowing the same desires and experiencing many of the same problems.

I am a charter member of Farm Bureau and the end of my present term will mark 16 years of service and a continuing 37 years of continual work for Farm Bureau.

The Farm Bureau's years of satisfaction and inspiration, Farm Bureau has done much for me and as it has for every other Farm Bureau member.

As with all things, if there is a beginning, there is an end, and this will be my last column as president of the Michigan Farm Bureau.

Beginning next month, this spot will be filled by your new president, Elton Smith, a man who has known Elton for a long time. He is an excellent farmer, a sound thinker, and a farm leader of proven ability. He has my congratulations and complete support.

I am confident that under his guidance the Michigan Farm Bureau will experience another surge of growth in both membership and influence. He brings with him all the practical experience of a modern dairy farmer, and a restless desire to do the jobs that Farmers Bureau stands.

Now, may I indulge in a parting prediction and some observations?

Farm Bureau as an organization will be even more important to farmers than it is today.

A Farm Bureau membership is the least expensive and most effective single farm "tool" that a modern farmer can buy.

Farm Bureau is much like a power tool. It has built-in capacity to get things done, but cannot do them alone. As with any tool, Farm Bureau responds to the brain, guidance and skills of those who use it. Its value is repaired through use.

Unfortunately, if Farm Bureau is not "used"—it becomes much as a tool with a fine cutting edge that is hung outdoors in the rain and snow. It becomes rusty and dull, and the cutting edge is gone.

Michigan farmers have been keeping Farm Bureau "sharp" in hundreds of ways and the list of accomplishments is great. We have experienced: the farm store of innovations; Farm Bureau strength help do the jobs that farmers want done.

When the Roll-Call teams go out this year, they may take with them all that has been done—and the tasks that remain for us to do.

The record of Farm Bureau is beyond reproach. The need for a general farm organization that can and will fight to make things better for all farmers is very real. We have a job to do and every member of Farm Bureau should support, fight, and be active that we stick together and do even a better job than in the past.

With young and enthusiastic men and women coming into active participation in the organization, that "better job" becomes a certainty.

Walter W. Wightman

MICHIGAN FARM NEWS

The MICHIGAN FARM NEWS is published monthly, on the first day, by the MICHIGAN FARM BUREAU, 420 N. Michigan Avenue, Suite 700, Chicago, Illinois 60611.

President, Monty L. Robinson, Grand Rapids, Michigan.

MICHIGAN FARM NEWS is registered as a U.S. trademark of the Michigan Farm Bureau, 420 N. Michigan Avenue, Suite 700, Chicago, Illinois 60611.

Editorial: Melvin L. Eaton, Editor; Robert E. Strong, Editorial Director; Don Van Dyke, Associate Editor; Paul B. Schlee, Secretary-Treasurer; Mary T. Robertson, Circulation Manager; William J. Janisse, Photographer.

POSTMASTER: to be returned to 420 N. Michigan Avenue, Suite 700, Chicago, Illinois 60611.

Second class postage paid at Grand Rapids, Michigan.
We must prepare ourselves to work with a gerrymandered Michigan legislature forced upon our state by the Michigan Supreme Court and—nationally, to plan how best to operate under the U.S. Supreme Court decision requiring both Houses of each state legislature to be apportioned on a population basis.

Our second great area of challenge lies in the market place. Great changes are taking place here—whole areas of change which must become increasingly effective. Marketing and bargaining associations.

Information flowing to our members— information to-member programs.

A NEED FILLED
It isn’t just by chance that Farm Bureau became the largest farm organization in America. It wasn’t just “happen” that four times as many farmers belong to Farm Bureau in Michigan as in the United States as belong to all other general farm organizations combined. Farm Bureau has filled a need.

Farm Bureau has had a big hand in the solution of the problem. Farm Bureau now in the middle sixties is the fastest-growing, most dynamic farm organization any where.

But to those who do not know Farm Bureau, strength has grown, so too have grown problems which farmers face. They include some of the same problems we have always had: the cost-price squeeze—the questions of who shall speak for farmers—the problems of taxes and schools.

But to those, some things new have been added—the problem of farm politics—of large labor, the giant government, of legislative apportionment and need for improved public relations to help balance our dwindling size.

Can farmers keep pace with these changes? Can farmers, working together through Farm Bureau, meet and master each challenge as it arrives?

I don’t believe that we answer that question is closely related to how well we do in contacting our members through these major areas.

CHALLENGES
The first of these has to do with apportionment and attempts to change some of the U.S. Supreme Court decision and voice down into the tiniest possible space.

The Supreme Court decided on June 15, requiring both Houses of each state legislature to be apportioned on a population basis, is another far-reaching action of grave concern to farmers. To it we must respond. Farm Bureau, districting plus forced upon Michigan by our own state Supreme Court.

Farm Bureau has to “re-think” our position within the state in terms of its changing base. As an example, Farm Bureau members may be thankful that some bills not entirely to our liking were passed during the 1964 session.

GAINS MADE
At the time of our last annual convention, the Michigan legislature was in special session considering tax reforms which would have provided relief for property taxpayers. The favorable fiscal position of the state’s General Fund, which brightened during 1963 and has continued to improve during 1964, was probably a major cause of the failure of the tax reform effort.

Still, during the special session and following the regular 1964 legislative session, progress was made on the Farm Bureau’s tax program.

Legislation was passed to carry out the constitutional provision limiting the assessment of real and personal property to 50 percent of its actual cash valuation. Improvements in unemployment procedures and the “Truth in Taxes” bill was passed. This measure required that information be in the equalized value as well as the assessed value of property.

Other gains include personal property taxation relief for owners of farm buildings and dwellings.

This year 22 Farm Bureau states made a membership gain. Michigan was not among them. That would list as Challenge Number Three, an increase in Farm Bureau membership.

POLITICAL IMPACT
As farm members become less, the political impact on agriculture in our state will be severe. Michigan farmers could hardly believe their ears when radios announced on April 9, that Congress had passed the Administration’s Wheat-Cotton bill during a night session.

The bill carried substantially the same provisions which farmers in Michigan had been producing by force to and against. Now, just ten months later, the bill runs through committees of the House, waiting to be asked! Because for many of us the decision in the Supreme Court of the United States has left only one way to do business.

The whole department of Information flowing to our members— the special projects on marketing, on public relations and management of Michigan’s water resources, and establishing a pesticide program at the University of Michigan—each have a direct impact on our lives.

We’ve told of providing service and improving appreciation for Farm Bureau policies and philosophy. Distribution of leadership in the field of Information and Communication,” in the past year the Information Division has sent a top American Farm Bureau Federation award to the high mark.”

Other awards received by the Michigan Farm Bureau from the American Farm Bureau Federation include: Citizenship, Women’s Activities, Dairy Promotion and Commodity Activities.

FAMILY PROGRAM
Citizen activities in Michigan Farm Bureau last year meant new projects and continuance of the older effective ones. Projects from 60 counties participated in the Freedom Conference, the Young People’s Citizenship Seminar for High School Juniors and Seniors had the cooperation of 60 counties and was a highlight of the year.

Farm Bureau members meet monthly in 140 community groups throughout the state to discuss objectives of agri- cultural people. Fifteen counties organized 26 new groups during the past year. All programs, including these were included.

The future of this organization is closely tied to young farmers. Our Young People’s program is being expanded and placed even more emphasis on the young farm couple.

Twelve of the new community groups were Young Farm- er groups.

Farm Bureau sponsored the 4-H Meeting December contest and co-sponsors the FFA Soil and Water Conservation project.

Farm Bureau participation is general to all counties throughout the year. District meetings included special programs on marketing, on safety, and the seat belt campaign. Six scholarship awards were made.

Farm Bureau Women are active, along with all members of Farm Bureau, in all programs of Farm Bureau.

They deserve high praise for their work. Ball-Golf, Citizenship, legislative affairs and rural-urban activities.

MORE MONEY
This brings us to our Second Challenge, that of improving the economic position of farmers. It is no longer a matter of how much you make, this year, but of how much more we can do together this year.

Farmers have done enough to change this, and much more remains to be done. The Market Development Division of the Michigan Farm Bureau, its Commodity Advisory Committee, was in constant contact with the Michigan Agricultural Cooperative Marketing Association, and all phases of the solution to more far income.

MACMA—Michigan Agricultural Cooperative Marketing Association, sold 2 million bushels of corn last year—enough corn to fill 4,000 rail cars— even more in 1964.

The distant market prices by 50% per hundredweight both years—proof that farmers can work together to find the right price for the quantity available and do so without emotion, scare tactics, or vandalism.

Bargaining in good faith for a right price considering all the factors of supply and demand is working and will become increasingly effective in the days ahead. MACMA has again proven this point.

MEMBERSHIP
Gain we have made, programs outlined, are all dependent upon membership support.

In Michigan we have had what can best be termed a “fluctuating” membership record. Our growth was steady to a point—then from the area of “green growth” we seem to have slipped into the “yellowing” column of fluctuation. Naturally any basi- tancy in growth will be reflected in eventual results.

Twenty counties made gold this year. Congratulations to each one of them. Some of the counties didn’t quite make it, so the state rose slightly from last year. What do you want in your farm organization? Have you really thought it through?

It is only as you elect strong, well-qualified agricultural leaders and are active in the state, that Farm Bureau can meet the challenges of to- morrow.

This organization must have competent, well-qualified staff dedicated to Farm Bureau and to the enormous job ahead, and this dedicated leadership of board and staff must have the strong, loyal support of membership.

We’re told of providing service to members. What we need more than anything else is service to the organization! The handful of key members in any county should be multiplied several times over.

Many are waiting to be asked? Or those times of self-criticism, those who continue to say, “We’ve always done it this way” should at least think it through?“Do not disturb” because for them it is already too late.

We have few in Farm Bureau of this kind.

And the entire staff of the Michigan Farm Bureau, “Like to work for farm people who are dedicated to the fact that we have a challenge”.

To meet the challenge of change, we must be shaken from our routine. It is the hour of rededica- tion. Let’s discover that there is no time like the present. With it—all things are possi- ble.
Compulsory "Workmen's Comp?"

"Farmers already provide reasonable protection for em-
ployees who handle farm equipment, but in the case where a worker is injured, he is covered by the same system of workers compensation used in industry," said Dan Reed, Legislative Counsel of the Michigan Farm Bureau, at a hearing before the Joint Legislative Committee on Work-
men's Compensation, November 17, in Lansing.

"Reed pointed out that proposed compulsory Workmen's Compensation laws would place a heavy burden on farmers who now have workmen's compensation coverage. In many other areas wage and pro-
tected by Michigan growers.

"They are operating farmers who derive a major portion of their income from their family living."

In his testimony, Reed pointed out that farm employment cannot be compared with that of industry. Often the differences between an employer and employee are so great that an agreement by contract is difficult to judge. Members of the farm family do most of the work done by the farmer during the year, with seasonal workers on the farm for only a few days or weeks.

Some jobs are paid for as "piece-work." Rates of pay are contracted for with crew leaders or processors. Sometimes farmers trade work with each other. It is a complicated employment situa-
tion. It is to their credit that a Farm Bureau Insurance Companies alone force, Reed said.

"Many, if not all of the policy-
holders carry employer liability. They are operating farmers who derive a major portion of their income from their family living."

"But, liability insurance should be enough. Farmers should not have to pay for transient injury to the workers resulting from their own carelessness. In indus-
tries they can be closely supervised against such things. On the farms they cannot be closely supervised. Consider the farm operation as it is, and not in terms of the conditions as they are in industry. Their conditions, problems and needs are not alike," Reed concluded.

"If we were to give up rail serv-
es on the ferries, farmers would truly be on the 'end of the line,' and almost completely out of circ-
culation," she said.

"They are more aware that for many purposes, their Peninsula is an island nature of the Upper Pen-
A Backward Look, A Glance Ahead

By Donna Wilber

A nostalgic glance at the past 20 years, and a rededication to the future of their program, took place at the Farm Bureau Women's annual meeting, November 10.

The Farm Bureau Women, Michigan State University, was filled to overflowing as more than 500 women from throughout the state gathered to celebrate their 20 years as an official part of the Farm Bureau program.

A huge "birthday" cake was the center of attraction as the audience watched the 20 candles lighted by past state Women's Committee chairmen who served from 1944 through 1964.

When a large candle at the top of the birthday cake was lighted in honor of their former Women's Activities Coordinator, Marjorie Karker, the women responded with spontaneous standing ovations.

Lighting the first candle was Mrs. Earl Hendricks, Chairman, District 9 Women. It was followed by Mrs. Art Thompson, who, during her tenure as chairman, somehow found time in her busy schedule to bake several cakes for the Michigan Farm Bureau Women's 20th "birthday party"...to wish them continued success and to pay tribute to former Women's leaders and members.

After Mrs. Thompson's message of greeting and told of a slide-film presentation highlighting membership dues were 5c per month per family.

A check of Michigan Farm Bureau's history finds the name of James Harris mentioned often. From 1941-45, he was a director-at-large for the Michigan State Farm Bureau and witnessed the name change in 1944 to prevent the misconception that Farm Bureau was connected with the state government.

James Harris was also on the board of directors of the Farm Bureau Fruit Products Company which had three subsidiary canning plants at Hart, Coloma and Bay City.

As James Harris united with his neighbors to solve common problems in 1914, so did his son in the 1940's, and his grandson in the 80's. These farmers, each from a different era, are united by the same spirit, but with some of the same problems, each working to help solve these problems through their organization - the Farm Bureau.

1918 Farm Problems Similar to Todays

It was a bright, crisp morning—the first day of Spring. Twelve farm couples were seated around the big dining room table at the Bella Vista Farm in Grand Traverse County. The group's hosts were Mr. and Mrs. John Goodman.

Roll-Call was taken and each person answered by telling why he thought country folks were leaving their farms for the city. Then Mr. M. E. Buckles opened the discussion for the day - "The Possibilities of the County Farm Bureau."

The year was 1918. It was the regular monthly meeting of the Lone Tree Farmers' Club, organized in June of 1914. About a half-century later, the son of James Harris, the club's president, found the neatly printed program booklet among his mother's effects. The son, Charles Harris, member of the Board of Directors of the Michigan Farm Bureau, recognizing a story in his discovery, passed it along to the Farm News.

In the listing of discussion topics for 1918, it is interesting to note that although some seem rather amusing, there are others which are still the topic of discussion in 1944—such as "What Legislation Should Be Enacted for the Farmers—and How Women Farmers May Help to Bring About?"

Meetings of the Lone Tree Club were set up to facilitate the farmers' work schedules. Their meetings began at 11:00 a.m. from May through October, they scheduled at 2:00 p.m. after the Membership dues were 5c per month per family.

A check of Michigan Farm Bureau's history finds the name of James Harris mentioned often. From 1941-45, he was a director-at-large for the Michigan State Farm Bureau and witnessed the name change in 1944 to prevent the misconception that Farm Bureau was connected with the state government.

James Harris was also on the board of directors of the Farm Bureau Fruit Products Company which had three subsidiary canning plants at Hart, Coloma and Bay City.

"I cannot think of one major project that has not been hampered or retarded by impractical government directons. Of course, in a period when our national economy has been disorganized by the greatest war in history, we must expect to have greatly increased governmental regulations and restrictions."

...But for the sake of the boys who are making these supreme sacrifices, I regard it as a major obligation and duty of your Farm Bureau organization to fight and keep alive the critical or unnecessary government action in our domestic program.

As James Harris united with his neighbors to solve common problems in 1914, so did his son in the 1940's, and his grandson in the 80's. These farmers, each from a different era, are united by the same spirit, but with some of the same problems, each working to help solve these problems through their organization— the Farm Bureau.
New Board Directors Named

Three Directors have been newly-elected to the board of the Michigan Farm Bureau. They are Harvey J. Leuenberger, Saginaw; District 8; Raymond Kucharek, Gaylord, representing the Young People’s Committee, and Kenneth Bull, Bailey, appointed to fill a District 7 vacancy.

Leuenberger, (42) replaces Lloyd Shankel, Breckenridge. He was born and raised on the same 119 acre farm which he, as a third generation, now owns and operates in Thomas township of Saginaw county.

Past service on the Michigan Farm Bureau resolutions committee and on the state fruit and vegetable advisory committee, has given Leuenberger a broad background of state-wide Farm Bureau experience.

“A big city” background while a small child, provides an interesting twist to the life of 10-year-old Raymond Kucharek, new Chairman of the Young People’s Committee.

His parents spent 7 years in Detroit before moving to a farm near Gaylord in Otsego county, which they have somewhat recently converted from a general operation to dairying.

Raymond attended schools in Gaylord, graduating from St. Mary’s High School, where he was active in Future Farmer’s work, and held the position of Chapter Treasurer. He served as Student Counsel Delegate from the Senior Class.

Kenneth Bull was born and raised in eastern Muskegon county, where his father was a fruit grower before him. He and two brothers have become leaders in fruit growing and packing on their 405 acres. “Bull brothers’ Orchards” currently package and sell apples for a large number of other growers, with their apples sold throughout center and eastern United States. They have many market innovations to their credit including early use of “CA”-Controlled Atmospheric storage.

Bull has been active in the Michigan Agricultural Cooperative Marketing Association and was among the committee of growers that originated the MACMA Processing Apple Division in 1969. He has served on the board of directors for two years.

Work on numerous fruit-grower committees, and service on a local Hospital Board, which when combined with an active-interest in soil conservation work, more than fills any “spare time.”

How could a farm family ever manage

It would take a small army of extra hands around the farm just to run the errands your phone runs now. Even then, the work would pile up. For you can do in minutes with a telephone what otherwise would take hours—or even days—to accomplish.

And the phone helps in so many ways to make your home happier and safer, too—keeping in touch with friends or relatives out of town... visiting with a neighbor you haven’t seen for a while... or enabling you to call help fast if an emergency arises.

All these things the phone does—for a very small price indeed.

“Three R’s” Awards Given

Benzie, Iosco and Washtenaw county Farm Bureaus are unusual, and have been recognized as such through presentation of the “Three R’s of Membership” awards during the recently held Michigan Farm Bureau annual meeting.

The “Three R’s of Membership” stand for Retain, Remind and Retain.

When interpreted into language of membership Roll-Call workers, it means to review the list of old and new members, compared with a list of prospective members. Old members are reminded to renew their membership at Roll Call time, and the end result is a high percentage of retention.

All of which goes back to a basic philosophy of organization, whether you agree that creating new Farm Bureau membership is only half of a continuous job. The other half is tied to servicing the new members and making them feel “at home” in the work and fellowship of the organization.

Success in these areas is at once reflected into cancellation figures, which in many organizations is well above the 10% mark each year.

In the Michigan Farm Bureau, it has dropped below the 7% mark in recent years. Thanks to the hard work of Farm Bureau leaders in counties such as the three award winners, Michigan has become one of the lowest “back-door” loss states in the American Farm Bureau Federation.

The total 1964 cancellations in Iosco county is a scant 2%. In Washtenaw, the cancellation was 4.39 per cent, while in Benzie, it was only 4.39 per cent.

Alpena and Oceana were other counties with only modest cancellations, Alpena with 5.60 per cent, and Oceana with 6.92 per cent.

Information Award

The Ottawa County Farm Bureau received top honors in Awards Night ceremonies at the Michigan Farm Bureau annual meeting, for “distinguished achievement in the fields of information and communication.”

Listed with Ottawa were Bay county, in a number-two position and Chippewa county in the third spot.

A camera and attaché case were presented by Malcolm Woll, Manager of the Information Division of the Michigan Farm Bureau, to Ottawa county Information Chairman, Albert Petterman and Mrs. Edward Langdell, editor of the county Farm Bureau publication.

In making the presentation, Woll reported that much of the credit for an unusually effective information program in Ottawa county has been due to fine cooperation of the county board of directors.

“In turn, the Information Committee maintains excellent working relations with other committees, which are attempting to expand their activities because of this support,” Woll said.

Bay county was saluted for its “all-around active Information Committee,” and for work done through local radio through Committee Chairman, Herbert Schmidt.

Chippewa was cited as a small-budget county which continued to turn out one of the best membership-boosting letters of any group in the state.

Honorable mention was made of three other counties which included Trenorth — last year’s top winner, Alpena “which does much, using many methods and methods,” and Montcalm county “showing lively interest in explaining Farm Bureau to others.”
GOOD FARM NEIGHBORS...

WORKING TOGETHER THROUGH FARM BUREAU

Working with pride in the good earth...

Working together at "Roll-Call" time to invite others to share in building a better farm future.

BUILDING TOGETHER,...

Better marketing tools and know-how, building member-strength needed for action; building Farm Bureau into the kind of farm organization that does the job!

FARMERS HAVE VISION BEYOND THE FURROWS THEY PLOW

JOIN AND...
"DISTINGUISHED SERVICE" awards were presented by the Michigan Farm Bureau to four well-known agricultural leaders. Making the presentation is Walter Wightman. Recipients include David Friday, Wm. McDonald, Stanley Powell and Thomas Cowden. Mrs. Cowden represented her husband, absent on a business trip. (See story in nearby columns.)

A HUGE BANQUET CROWD — saw Karen Ann Lindemann of Ann Arbor crowned "Miss Michigan Farm Bureau" (right in center photo). She received her crown and bouquet from Susan Walker, Manchester, last year's princess. Members of her court are Gloria Wilson, Kingsley, Grand Traverse county (right) and Frances MacDonald, Pickford, Chippewa county.

GOVERNOR ROMNEY told the delegates that agricultural problems exist "because we have been leaving the job to Washington," in his first major post-election talk.

Ag-Service Awards Made

Four respected men of Michigan were honored "For Distinguished Service to Agriculture" at the annual banquet program of the Michigan Farm Bureau, November 10.

Honored were a farmer-inventor whose specialty agricultural machines are in growing demand; — the person who developed the process for homogenizing milk; a former Senate Page and farm lobbyist who has recently sold of the privately owned tractor for the Michigan Farm Bureau and Thomas Cowden, Dean of the College of Agriculture, Michigan State University.

THOMAS COWDEN
In making the citations, Walter Wightman, president of the Michigan Farm Bureau said of Dr. Cowden: "He is well known to many Farm Bureau leaders over the entire United States because of his service as director of Agricultural Research for the American Farm Bureau Federation from 1943 to 1949."

Wightman said that Cowden has endeared himself to Michigan farm leaders because of his burning desire to see Michigan agriculture move ahead, and that he has tried to make the College of Agriculture at Michigan State a leader in its field. "Within the limits of budget, staff and facilities, this he has been able to do," Wightman said.

WM. MCDONALD
In honoring Wm. McDonald, Wightman said that most housewives to see cream rise to the top of their bottle of milk, they would think that there was something wrong with it. He pointed out that although William McDonald has been an outstanding figure in dairy marketings, he has received national and international attention because of the process he developed for homogenizing milk.

"This process soon caught on all over the country, with sales of the milk in the United States, Canada and abroad, now homogenized," Wightman said. He told of the sale of the privately owned dairy processing and distribution system to the milk producers which it served, and of the rising value of the cooperative enterprise.

DAVID G. FRIDAY
Born on a fruit farm in the Coloma area at the start of the truly mechanical age in agriculture, David Friday had ample opportunity to observe the labor-saving problems of fruit and berry raisers.

Listed among his labor-saving inventions are: An orchard tractor called the "Friday Doodlebug" — a mechanical power hoe, a mechanical straw spreader, and a mechanical shaker to aid in red tart cherry harvest.

About 300 of the "Doodlebug" tractors have been sold, and last year 50 of the mechanical cherry harvesters were manufactured and sold. Friday developed a plastic collar to help shape cherry trees to better accommodate the machine.

STANLEY POWELL
"Michigan's leading lobbyist" is a title that has been earned by Stanley Powell. — Wightman said in honoring the recently retired Legislative Counsel for the Michigan Farm Bureau.

"Stanley's interest in legislative affairs is deep-rooted," Wightman said. "He served as a Page in the Michigan Senate in 1913-14 and was a messenger for the Senate Secretary in 1915-16. He learned legislation and politics partly from his father who was a member of the state Legislature and a Con-Con Delegate in 1908."

Wightman reminded the crowd that Powell has had virtually uninterrupted service with some part of the Michigan Farm Bureau since 1923, except for leaves of absence to serve as a member of the State Legislature in 1931-32 and on the New-Con in 1961-62.

"We wish you well in your new challenge as a State Legislator," Wightman concluded.
"CONTINUOUS AND EFFECTIVE" — Dairy Promotion was recognized by the MFB Market Development Division during the annual dairy conference. Division manager, Donald Moore (left), hands a certificate to Howard Ritter, representing the top award county of Huron. Clayton Ford (center) accepted for Delta county, as did Charles Halton of St. Joseph.

ORGAN MUSIC — just naturally goes with convention time. Again, Mrs. Louise Smith, Kalamazoo county farmwife, contributed sparkling melodies. Although the Convention Organ differed from her own, she mastered it with ease.

INVENTIVE MEDICO — Dr. Homer Stryker, Kalamazoo M.D., who has invented many medical devices, speaks at the annual evening banquet. An estimated 1,000 persons were present.

LARGEST INCREASE in Community Groups, brings a trophy to Allegan county, received by Rex Radseck (left) from Regional Man, Marlie Drew. Runners-up were Lenawee and Isabella.

HAVING A BROKEN ARM — has one advantage, as demonstrated by Wilford Schwab, Lenawee delegate, shown using his sling as a handy carrier. With him are Alton Brooks (center) and Wilson Sawyer, all of Lenawee County.

PART OF THE CROWD — estimated at the 1,500-mark, listen attentively during general sessions of the annual meeting program. They heard affiliate company reports, took part in a Veteran's Day observance, and acted on a long list of resolutions. A forest of county delegation signs add to the convention atmosphere.
Lansing, Michigan
December 1, 1964

Dear Farm Bureau Friend —

Forty-five years ago, Michigan farm leaders gathered in Lansing to create the "Michigan State Farm Bureau."

They joined together to build a farm organization that would speak with their united voice and deal for them in improving incomes.

Farm costs were rising, supplies bought for farm use were of poor quality and automation was just beginning as tractors replaced horses.

Within a few years the Farm Bureau which these pioneering leaders founded, gained dramatic success. Many of the gains were made through a new affiliated company which these same leaders formed, — FARMERS PETROLEUM COOPERATIVE, INC.

These gains since 1949 include over $6,000,000 in cash repayment, interest and dividends to farmer-patrons and their cooperatives.

Unmeasured is the valuable "competitive advantages" farmers have also gained through cooperatively owning and operating their own petroleum enterprise.

The Board and Staff of Farmer's Petroleum Cooperative remain continually aware of the value of this association with Farm Bureau. Obviously our management responsibility is to FARMERS PETROLEUM, but that to Farm Bureau is a close second. In like manner, the leadership of Farm Bureau owes prime responsibility to Farm Bureau, and only slightly less to the FARMERS PETROLEUM COOPERATIVE program.

Active support on the part of one, generates counter-support from the other. Working together we can and will enjoy the fullest expansion of Farm Bureau's common objectives.

Jack McKendry, Manager
Farmer's Petroleum Cooperative, Inc.
"Tall People Build Tall Organizations"

The following is the annual report of Carl Heidler, president of Farmers Petroleum Cooperative, as given at the annual meeting of the organization, November 24:

It has been said, "a company is known by the ideas it keeps." This is especially true of a cooperative where people and ideas are the very life blood of the organization.

People who are loyal and enthusiastic about the cooperative.

People with integrity, integrity, and imagination—plus a dash of dash and drive.

In short—"TALL" people. I am convinced that we have many such individuals in our cooperative—"TALL" people make a "TALL" cooperative.

Our operating report for the 1964 year reflects what such people can do. While we have heard a great deal during the past year about farm prices, a successful farmer should be equally concerned about farm costs. It is said that farm petroleum supplies now account next to the top in farm operating costs. Stock-ladder patrons of Farmers Petroleum are doing something about these costs as you will note in this report.

One thing more is needed—more people who support and use these cooperative's to ask our management people how much more business could we have without expenses going up. I'm sure they would quickly say, "a great deal."

Indeed, I would like to tell you why I am writing to you to understand more people do not do business cooperatively. Our price is competitive. The quality and service is good.

Above all, I know of no petroleum cooperative more concerned with its customers' needs than Farmers Petroleum.

Indeed why shouldn't this be so? For this cooperative is owned by these it serves—"TALL" cooperative... by and for "TALL" people.

Plow Under Pin Image

Of official of the petroleum industry says it's time to plow under for keeps the tattered image of the "hayseed farmer." "Petroleum Today," a magazine published by the American Petroleum Institute, reports that a true image of the new breed of farmer is that of a tough-minded business executive with the brains, brawn and courage needed to run an enterprise which grosses $5,000 a year—the average annual gross income per farm of the nation's 350,000 leading families.

The publication says modern, successful farmers are specialists. They, in turn, depend on other specialists to supply them with fuel, feed, seed, chemicals and equipment while other specialists process farm products and market and distribute them.

This vast "agri-business," as it is called, employs four out of every ten workers in the nation and adds $30 billion a year to the gross national product, the magazine says.

The oil industry plays a prominent role in this agri-business. Farmers use more petroleum products than any other segment of the economy, not only for fuel for tractors and trucks but also as the raw materials for such farm essentials as fertilizers and weed-killers.

Tuscola Annual Meeting Attracts Large Turnout

Farm Bureau members of a county that found itself the center of violence involving a "Withholding Action," disproved proved popular as a low attention. As over 350 turned out to their "best annual meeting ever."

Tuscola County Farm Bureau members came prepared to participate in constructive action on resolutions which they studied in advance at their local community group level. Their well-attended meeting was also attended by county presidents and Huron Farm Bureau.

They heard Michigan Farm Bureau president, Walter Wightman, cite problems as opportunities. "An organization, he said, can have a chance to solve them."

He told the members that "in American agriculture, we are as much an innovator as an agriculturalist."

The County Farm Group Committee, headed by Mr. and Mrs. Ford Bogey, presented answers to those top concert. The Mrs. Richard Zienstra captured first place for submitting the most outstanding manuscript. Mrs. Mary Lee Goodwin, Mrs. Florence Cargill of Group 35 placed second, and Mrs. Arnold Kramer of the Lyman Group took third place.

Sherry Lynn Schmandt of Mil- lington was chosen to represent Tuscola County in the state con-

Text for "Miss Farm Bureau" of 1965. She was crowned by her predecessor, Bernice Bunch.

In recognition of service to the organization, President Alfred Goodell presented Farm Bureau pins to Bruce Buggs and Robert Black, both retiring from the board of directors, also recognized was John Kropf, retiring after ten years' service as Roll Call manager.

Special hours were given to fourteen of the original members of the first group organized in the county. These members have remained active since 1928 and one has just passed his 90th birthday.

A banquet served by the Tus- cola County Women's Committee was enjoyed by members prior to the meeting.

New Annuity Policies

A new line of Annuity policies has just been introduced to the public by the Farm Bureau Insurance Group, according to N. L. Vermillion, Administrative Vice President.

Designed to provide financial security for retirement, annuity policies guarantee the policy owner a fixed income as long as he lives.

"Introduction of the new policies constitutes several months of effort by employees in every department of the Company," Vermillion reports. "Through exhaustive actuarial studies, we have developed a series of policies which will offer the policyholder maximum benefit from his investment."

A chief member of the firm's agency force had been thoroughly trained in designing annuity programs to fit specific financial needs of individuals, according to Vermillion.

Several types of annuities are now being offered by the Company. Policies which allow for immediate retirement payments to the policyowner are two examples. Also, a man and wife may purchase a policy which guarantees a fixed income as long as either party lives.

The annuities may be tailored to reflect the unused portion of them by the policyholder after the policyholder's death, depending on the program chosen and other individual circumstances.

"I'm well pleased with the way these concrete paved lots work out in our loose-housing dairy set-up. Cows don't waste feed and energy struggling in muck and mud. Our records prove we get consistently higher milk production per cow, all year around. Clean-ups are easy and fast. In fact, since putting our cows on concrete, we've cut our labor in half although we've doubled our herd."

Concrete barnyards pay in many ways. No feed is trampled in mud—more feed goes toward producing milk. Herds stay healthier. Vet bills are lower—concrete reduces mastitis and foot rot. And less cleaning required in the stalls means that cows get in and out of the milking parlor faster. No wonder more and more paved lots are seen on the most progressive dairy farms today.

"With cows on concrete, milk production stays high even in the rainiest weather."

Says T. B. "Tom" Cunningham, Darlington, South Carolina

Photo caption: The Montcalm County Farm Bureau Women recently toured the Gerber Products Company in Fremont and the Pine Tique Colonial Furniture Company, Muskegon. Thirty-nine women were guided through the Gerber plant where they saw raw products processed, scaled, sterilized, labeled, checked by electric eye, packed and loaded. The women were especially impressed by the high sanitation standards of the plant. Special education for children was the topic of discussion at a recent Ingham County Farm Bu- reau Women's meeting. Kenneth Matheny, guest speaker, told them of help given to children of Farm Bureau and of "home care" experiences with children who are unable to attend school.
Apple Growers Gain Through MACMA

Base the value of your farm products in facts—and you are on sound bargaining ground. Michigan apples in 1963-64 has yielded experience of tremendous value. MACMA, Michigan Farm Bureau's marketing affiliate, is one of the techniques will be of great help in future growers commodities.

The only price bid that the number itself on this page was one for juice apples. In the second week of September a bid price was offered for juice apples at 75¢ per hundredweight. Growers could not afford to pick them up for this price and deliver them. MACMA consented growers to deliver no apples at this price. Few growers did. The bid stayed on. The first bid for sauce varieties (replaced Paul Rivas, who resigned in October to accept a position elsewhere. The preferred slicing variety, 86x, was bid up 50¢ per hundredweight to a price of $2.75 during the last week of September. This was also very close to MACMA asking price of a month earlier. Bidding by several processors of frozen slices has been very active, with the MACMA $3.00 price being rejected on an opening bid.

Despite an abundance of juice apples, caused by the big crop during the month of August, the juice price strengthened during the week of October 12. The major packers of quality apple juice called for large quantities of apples and bid $1.25. This was the first opening bid since August.

It is significant for MACMA's effort that prices being paid in 1964, with an estimated crop of over 182 million bushels, are equal to or better than the prices during the Eastern Apple Market Group, which was composed of growers. This was the only major price bid that the Michigan crop totalled 181,6 million bushels.

Young People's Annual

A lively crowd of 75 Farm Bureau Young People gathered in meeting rooms of the Bay County Farm Bureau office, Bay City, for the annual meeting of the Young People, November 7.

The group, under the leadership of Arlo Ruggles, of rural Saginaw, has yielded experience of tremendous value. Michigan Farm Bureau's marketing affiliate, is one of the techniques will be of great help in future growers commodities.

Base the value of your farm products in facts—and you are on sound bargaining ground. Michigan apples in 1963-64 has yielded experience of tremendous value. MACMA, Michigan Farm Bureau's marketing affiliate, is one of the techniques will be of great help in future growers commodities.
FARM BUREAU MARKET PLACE

SPECIAL RATE TO FARM BUREAU MEMBERS: 25 words for $2.00 each additional. Additional words, 10 cents each. Figures such as 12 or $12.50 count as one word. NON-MEMBER advertisers: 15 cents per word one edition, two or more editions, 10 cents per word. Copy deadline: 20th of the month.

1 AUCTIONS

MINNESOTA STATE SCHOOL, Free
4 auction: 12.00 Livonia, Kansas City,
7th-11th-1964.

6 DOGS

SELECTED ENGLISH SHEPHERD PUPPIES
12.00. Reader Avenue, Springport.
Sealed bids. 9-1-1-1-60.

REGISTERED ENGLISH SHEPHERDS
- Standard, Stock and Watching. Two
by stock, one watching. Sale and Deliv-
ery limited to Michigan. Six to eight
months. Puppies, two sex, two old.
Good looking and healthy. Bred and
raised by Mr. and Mrs. C.R. Weir, Orate.
PhoNE: STORY-1309.

10 FARMS FOR SALE

230 ACRE FARM—120 tillable, river
frontage, 136 wooded acres, 2 barns,
1 2 large homes. Total price $13,000.
Features include good soil, ample
water, 500 feet of river frontage. Pontiac,
Michigan. 6-471-2261.

14 FOR SALE

Poultry/freight Crates—Lum
Phone 867-4526.

20 LIVESTOCK

CATTLE FEEDERS—Feed both adult
and feeder steers, including Perfect
Balancer 8%.Phosphate mixture re-duced
in cost 10 cents a bushel. bicycle in-cluded.
Feed. Feed rice. 60 cents a bushel in
10 lb. On 1st order of 1000 or more, 50
cents a bushel. Delivered. Minimum
order 500 lbs. One year experience.
FARMERS: Get Perfect Balancer at your
local elevator. Special promotion: Free
Perfect Balancer with each 100
pound of Perfect Balancer. Delivered.
Phosphate and salt. Phosphate mix-
ture reduced 10 cents a bushel. Rice
included. All of this "dollar and cents"
description of the bag's contents.

20 Poultry

DAY OLD OR STARTED PULLETS
The DeKalb profit pullet. Accepted by
the smart poultryman for high egg pro-
duction, superior quality, greater food
conversion, ideal bone structure. Get
KLAGER HATCHERIES, Bridgewater,
Manistee County. Box 362, Manistee, Michi-
igan. Phone 3-304. (tf-46b) 26

CAMELOT LEGHORN #924—BEST
LEUCOSIS RESISTANCE on Farm and
Market. Guaranteed. Write for prices.
Also 16 weeks and older. The proven
DeKaib profit pullet. Accepted by
many members of Michigan. Buy De-
Kalbs. Write for prices and description of
the bag's contents. Phone 2-884.

KLAGER'S DAKS PUFFY PULLETS
Sixteen weeks and older. The proven
DeKalb profit pullet. Accepted by
many members of Michigan. Buy De-
Kalbs. Write for prices and description
of the bag's contents. Phone 2-884.

26 POULTRY

ROPED PIGS—Unlimited supply. Top
quality. Outstanding stock. 4,000 pigs
available.

26 POULTRY

GELATIN BONE CO., Box 125, Emmett,
Michigan.

Cf'latin Bone Co., Box 125, Emmett.

POULTRY/PRODUCE CRATES—Lum-

ear tagged Indian vaccinated. Purchase by
express any time. Payment made on receipt

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10 lb. On 1st order of 1000 or more, 50
cents a bushel. Delivered. Minimum
order 500 lbs. One year experience.
FARMERS: Get Perfect Balancer at your
local elevator. Special promotion: Free
Perfect Balancer with each 100
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express any time. Payment made on receipt
School Dropouts Create Serious Youth Problem!

Prepared by the Education and Research Department, Michigan Farm Bureau

What is the crisis of the "War Babies," and why is it due to hit in 1965? Here are facts to ponder:

1. Next year, 34% million American "War Babies" will become 15 years of age. This is 1 million more than reached employment age in 1964.
2. A half million of them will find the doors to college and to jobs sealed tight against them. No room — a dismal prospect for their future and a threatening social bombshell.
3. Many of them will be unemployable in any capacity. They have dropped out of school. They lack training for any sort of work. Unskilled jobs get more and more scarce. Only about 6% of present-day jobs use unskilled workers.
4. There are 57 million young people in the nation today who have not finished high school. In Michigan, 22% of the youngsters entering high school do not graduate. This has meant 22,000 per year, up to now. Many of them drop-outs neither read nor write.
5. Five years or more of school crowding has agitated the problem. The children who are not "college timber" are often neglected. Vocational training shops were emptied of their benches and tools to make room for more academic classes. The young people who were not interested in, or capable of completing academic work got discouraged and quit school. There was nothing offered to meet their needs.
6. But, not all of them lacked the mental capacity to do the work. Some had emotional problems, family problems, contributing to their discouragement. Seventy percent had normal mental ability. More than half of them have the capacity to finish high school. Fifteen percent are smart enough to do college work.

Many of them come from rural areas. They go to cities looking for work. Lacking skills or being confused by the bewildering methods of employment, they roam the streets, lost and discouraged. They are bound to be numerous.

5. Educational "failures" contribute strongly to lengthening welfare rolls. Over 80% of those on relief have not finished high school. Next year's 18 year old army will stretch the lists. Education is costly, but poor training is more expensive. It costs about $30,000 to maintain a person on public assistance from age 16 to 56, and he makes no contribution to the support of society.

Michigan State University states that not more than one in 20 students who have dropped out of school is smart enough to do college work. Some had emotional problems, family problems, contributing to their discouragement.

6. Let's get a straight view of these young people. Are they delinquent, generally? We should not stigmatize them all with this stinging brand.

Yet, the drop-out is apt to be resentful of society. Masses of them can become a serious threat to any orderly society. They 'feel' like failures. They finished last in the educational race. Many feel "shunted aside" in the school system. They may get into trouble. There is little else to do.

Yet, only 35% of them have delinquent records. Sixty-five percent remain law abiding citizens, even though unhappy.

NATIONAL CRISIS

Conditions we have outlined set the stage for President Johnson's proposal for a "war program" to help American youth. He is asking that appropriations be increased from $34 million to $877 million by 1969 for vocational training programs.

Some of this work may be done in government training centers, schools may not be able to handle the entire load. Yet the main "war" must be carried on by the schools in the home communities. The state and federal governments can only help put the needed machinery. The real solutions will come from the community mobilization.

BROAD ACTION

Solving such a problem becomes everybody's business. Failure happens even in the home. The pre-school child needs a home that helps him feel secure. He needs high ideals, self-confidence, good work habits as part of his self-image. Where the home does not help him get these, community schools for the pre-school child may have to do the job. This child must be detected and corrected at this age.

They can also be recognized in the elementary school child. More intensive remedies should be started at this level with children who need help. More attention must be given to the individual child. It is not enough to have one child "fail" and all the rest get the "average." High schools must offer more training in trade skills. They must help the youth who "do not fit into the academic curriculum" to learn employable skills and the elements necessary to make him a useful citizen.

Schools must concentrate on broadening their offerings and expanding their teaching staffs to provide training for out-of-school youths and adults who need help. They must not become frozen into the roots of the traditional study program. Where proper help has been given, many drop-outs have picked up where they left off and have completed their high school education.

Costs and expenses? Many communities may have to make bigger athletic fields and auditoriums and the like, or into facilities and teaching staffs to meet the needs of the vocational training gap. We have been taxing for the wrong things in many instances.

BUSINESS TIES IN

Industries and business institutions must expand opportunities for on-the-job training and part-time employment for many of these youths. The opportunity to work at a job helps to re-establish positive work habits — a very important element of a person's daily life.

Industries have to be in on the "show." Many jobs today are highly specialized and need special equipment. Industries have this equipment and the job requirements. Schools do not and could not afford them. Schools must know the needs of industry and business, and how many jobs need filling. Yes, the task takes on community-wide dimensions.

Labor unions, too. They will have to remove their opposition to employing youth. It is a problem of the job is to find solution. Preventing young people from taking jobs means a lack of experience which forces them to remain handicapped when applying for jobs.

A closed door policy can strangle any effort to help youth on a broad scale. And the best we can do will still be not enough!

EXTENSION HELPS

The Cooperative Extension Service has been doing excellent work with in-the-home training programs for Welfare home-makers. Home maintenance, home meals on a limited budget, child care and even marketable skills for the family have been part of the educational offering and work.

A considerable number of "D.C." mothers have taken over the support of their families in whole or in part as a result of this program. Farm Bureau delegates loaded the Extension Serv- ice for this program at the Michi- gan Farm Bureau Annual meet- ing last month.

CANT SAY "HO-HUM!"

The problem of the uneducated and unemployed youth is one which nobody will be able to dodge. One way or another, it will hit home.

Our communities must do something about it or face certain serious consequences. Work to meet it must be fast and united — everywhere.

We cannot try to fall back on the old remedy of "recreation." We cannot simply think of it as trying to "reform" these young people. None of this is an answer to the howls of young people who need to know how to handle a job and who need the jobs just to feel that they "belong."

Judge WadeMcCree puts it simply, but strongly. "Every drop-out, left high and dry without work and without hope, is a potential enemy of the society which fails him. We must either restore him or accept that we will have repeated conflicts with him, until he either becomes a society col- lapsus..."

And, it may startle us to real- ize that by 1967 half of the U. S. population will be under 25 years of age.

QUESTIONS

1. Most counties in Michigan have formed citizens committees to take action on the problems of youths who have dropped out of school. Should your County Farm Bureau tie itself in with the work of this committee? Where such a committee is lacking should the County Farm Bureau take the initiative to form one?

2. Where has the community emphasis been placed in the use of this program? Have the athletic fields and stands been built or auditoriums constructed while facilities have been lacking for training in trade skills? Is there need for a new look in the school offerings?

3. How can business, industry and agriculture cooperate to meet this problem?
Season's Best Wishes

At this season of the year, we have time to collect our thoughts...what we have done...what we are doing...and what we intend to do in the future.

With all the turmoil of everyday happenings...the seemed necessities of day-to-day activities...a pause to assess our position is in order.

You who work with animals and the soil earn your living on your own initiative. No matter whether you raise cash crops, swine, beef, dairy cows, poultry or any combination of them...you derive what you put into them.

Better living through better farming is what we offer you.

Your trust, your confidence, your patronage of your own organizations are the stimuli that keeps us moving forward...and are the deterrent to further federal controls.

Because of what you need and want, we work with you to raise, harvest and market your grain and beans; we process, blend and formulate the multitudinous feeds for all your animals; we mix, package, spread and spray the most accurate plant food needs; we offer a complete package for poultry men, including marketing the eggs and poultry for our people; we design, supply and build farm buildings for every purpose; we process, sort, store and grade the many seeds you raise and use; we manufacture, test, supply and even apply the paint for your farm and home; whatever your needs, we endeavor to handle them.

Through our affiliate companies, you can purchase gasoline, oil, grease, heating fuel, tires, batteries and accessories...life insurance, insurance on home, farm and car for fire, theft, liability...and Blue Cross-Blue Shield through continued membership in the Michigan Farm Bureau.

Our credo is simple. We try to do as much as is possible...for as many as is possible...for as little as is possible.

May this holiday season and the coming year be the best you have ever enjoyed. Merry Christmas and a Happy New Year.

4000 N. GRAND RIVER AVE. / LANSING, MICHIGAN

FARM BUREAU Services INC.

QUALITY FARM BUREAU PRODUCTS
THEY GO TO SCHOOL FOR YOU...

The development of an insurance program to protect your family, future, and property is no job for an amateur. That's why you should rely on your Farm Bureau Insurance agent.

Farm Bureau Insurance agents are trained and retrained — so they can serve you better.

New agents, for example, first receive formal instruction through special licensing courses held at Michigan State University. Then, they attend Home Office orientation schools to become acquainted with Company policies and procedures. Later, the new man is "taken under the wing" of an experienced agency manager who provides education and advice on a continuing basis.

This doesn't mean the formal training is finished. Even veteran agents attend advanced life insurance marketing courses at Purdue University to gain technical knowledge about specialized uses of life insurance, such as estate and tax planning. Ray Heintzleman (shown above) is just one example of our 210 agents and managers throughout Michigan. He has attended six different formal training schools since he joined the Farm Bureau Insurance Group in 1961. This, combined with on-the-job experience, has equipped Ray with the ability to offer his clients expert counsel. Owners of almost 150,000 insurance policies throughout Michigan trust and rely on the sound judgement of their Farm Bureau agent. Why don't you?

Farm Bureau INSURANCE Group

Co-Sponsor of Michigan's Outstanding Young Farmer Program