

MICHIGAN FARM NEWS

THE ACTION PUBLICATION

THE MICHIGAN FARM BUREAU

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Wightman Named to University Board

Michigan Farm Bureau president Walter Wightman has been named to the Board of Trustees of Central Michigan University, Mt. Pleasant.

He will serve on the eight-member board for a term ending December 31, 1966.

Coincidentally, the announcement of the appointment was made when Wightman was at Central Michigan University attending the sixth annual Farm Bureau Freedom Conference.

He was welcomed as "my new boss" by Judson Foust, University president, who greeted the conference and told of the activities of the fast-growing University.

The board is created by the new state Constitution, and all appointments are subject to confirmation by the Senate.

Besides Wightman, others appointed include Mrs. Ross Backus, an Owosso housewife; E. Allan Morrow, vice president of Leonard Refineries; Willis Campbell, Cass City Superintendent of Schools; Lawrence Rahilly, president, Interstate Motor Freight, Grand Rapids; Mrs. Katharine Hafstad, owner-manager of Snowberry Farm Lodge, Harbor Springs; Lloyd Cofer, assistant principal of McMichael Junior High, Detroit, and John Sivier, vice president of the Standish State Bank.

SIGN OF SAFETY — mounted on the tractor of Elton Smith, Kent County dairy farmer and vice president of the Michigan Farm Bureau. The brightly colored, reflectorized sign attracts maximum attention, warning cars of a slow-moving vehicle ahead.

Sign May Save Lives!

Super-highways and super-powered cars can spell super-trouble for Michigan farmers who must use the highways to move farm equipment. Often the work-day stretches out and dusk adds to the danger. Too much work for too few people causes haste.

Statistics tell of tragedy. Less than one-ninth of all workers in the United States are employed in agriculture, but they account for one-fourth of all accidental deaths. High on the killer list is the slow-moving vehicle on the highway.

Those who doubt that the super-highway system is involved have only to check the research reports. Close to 70 per cent of all slow moving vehicle accidents occur on federal and state highways. Only 25 per cent are accounted for on county roads, and a scant five per cent on township roads.

Michigan farmers are determined to cut this accident toll, and in policy resolution have stated:

"We recommend that slow-moving farm vehicles be adequately lighted at night and during daylight

hours should be designated by a brightly colored flag mounted above the tractor or implement."

The resolution also states, "We believe every county Farm Bureau should do something of an educational nature on these problems."

For these reasons, many county Farm Bureaus are taking a close look at the new "SV" (slow vehicle) emblem program.

The emblem, designed and tested by the Ohio Agricultural Experiment station, appears to be the answer. It consists of a triangular fluorescent-red adhesive material and a border of darker red reflective tape, mounted on an aluminum plate.

The student branch of the American Society of Agricultural Engineers at Michigan State University is sponsoring the emblem campaign in Michigan. They suggest that farmers purchase one emblem for each tractor and add "mounting clips" to all tractor-pulled machines. When a machine is pulled, the tractor emblem moves to the machine clip. Later, it would go back to the tractor.

Some county Farm Bureau groups are investigating the possibility of adopting the project locally.

Editorial**Horse Sense**

One thing about horses — give them a chance and they soon learn to work together. They do it side-by-side as a matched team; standing end to end and side-by-side in the pasture where two tails can do double duty in switching flies, or out on the open range where they face good times or bad together as a herd.

Folks call it "horse sense," and many a farmer who went to sleep in the buggy or on the cultivator ended up safely in his own barn-yard because of it.

Modern farmers know it makes "horse sense" to team up to get a job done. Hitching together to do effective marketing will require more Farm Bureau teamwork than ever before.

"State lines must be removed from our thinking," says Percy Hardiman, well known dairyman and president of the Wisconsin Farm Bureau. While a guest at Farm Bureau center, Lansing, Hardiman recited many reasons why farmers must get over the idea that an organization is good enough if it is strong within a state's boundaries.

Chief among the reasons is marketing.

Today's farm markets lie hundreds and thousands of miles away from beef feed-lots or the fields where crops are grown. Watercress, produced on the Hawaiian farm of Masaru Sumida, former president of the Hawaiian Farm Bureau, is marketed in Chicago and San Francisco. Michigan fruit and vegetables in turn are shipped to all parts of the world.

What happens when a national processor, operating from his base of strength, negotiates with thousands of individual, small producers? It is customary (and natural) to offer producers the lowest possible price that will yet assure enough production to keep the processor in business in that area.

Most farmers when offered contracts accept them blindly, for there appears to be little choice. "Either take what is offered, or grow something else." Indeed it is common to negotiate fruit and vegetable contracts with farmers based on the grower's needs of the moment. Often the persuasive personality of the processor-fieldman is as great a factor as the farmer's own money needs.

Only in areas where special soils and climates coupled with specialized "know-how" have allowed a superior product, do producers build much power to negotiate. Even then, a truly national processing firm banks on its ability to shift operations to other areas in preference to serious bargaining.

Michigan has such soils and produces highest quality pickling cucumbers, asparagus, cherries and blueberries, apples, peaches, pears and an endless variety of other specialized crops.

That's where a nation-wide marketing organization, owned and controlled by farmers, becomes invaluable. That's why the American Agricultural Marketing Association, and its Michigan affiliate (MACMA) are so important.

Through these two marketing associations, Michigan producers can build an effective state and national sales voice.

In the Saginaw-Bay City area, tomato producers have met to seriously consider how they might work with tomato growers of Ohio through the Ohio version of MACMA.

In turn Ohio apple growers may wish to work through the Processing Apple Division of the Michigan Association.

So—what good these days is a farm or marketing organization confined to one state?

Inter-state cooperation gives the lie to those who say that farmers cannot or will not work together.

It is the kind of "teamwork" that makes horse-sense.

M.W.

**"Housewife Issue" Explained
By Shuman in Detroit**

COUNTY PRESIDENTS and Executive Board members listen intently to American Farm Bureau president Charles B. Shuman, in his recent appearance at Camp Kett. Earlier in the day he took part in press conferences in metropolitan Detroit.

When Illinois farmer Charles B. Shuman came to the big city, Detroit felt the impact.

Shuman, president of the American Farm Bureau Federation, brought with him the story of what he called the "housewife issue" involved in proposed Washington farm programs of compensatory payment hand-outs to farmers.

On his way to Camp Kett and the annual meeting of County Presidents and Executive Committee members, Shuman stopped off in Detroit for a visit with newsmen in an "editorial conference" at the Detroit Free Press, and later, in a noon luncheon press conference.

Questions were polite, but penetrating. They ranged from politics (Shuman is a Democrat) to international affairs. In between, Shuman outlined Farm Bureau's program and philosophy and hit especially hard at current "compensatory payment schemes" now before Congress.

These, he said — are not in the public interest; rather they are political gimmicks providing "all things to all men." He added that they promise cheap food, low treasury costs, and high profits for farmers all in the same breath. "A child should know better, but we are seeing men seriously propose that all three can be accomplished at one swoop."

One newsmen from the Free Press asked "does Farm Bureau always support what is best for the farmers — best for the economy or what?" Shuman answered that Farm Bureau policies aim first at national interests followed by purely farm interests.

He added: "As farmers we're not altruists. Like everyone else, we want an honest profit, but we know that this profit must come from consumers. We know that we must produce for the shopping basket, not for the government bin or warehouse, and that farm incomes must come from the market, not from some arbitrary price fixed by a man sitting behind a Washington desk. . . ."

Shuman told the newsmen that a vast majority of farmers "are on the side of the consumer," that they want to produce high quality food and fiber as efficiently as possible at competitive prices.

He warned that compensatory payment proposals are offered as farm programs, but actually in-

volve the cost of bread and meat, cereal and shirts, dresses and shoes. They are "housewife issues and city consumers must recognize them for what they will do to them," he said.

"How come farmers don't win more congressional battles in view of how well you are organized?" a columnist asked.

According to Shuman, farm numbers tell the story. "Let's remember that farmers are now only slightly more than 7% of the population and that there are only 67 districts in the United States still classified as 'rural' — farmers have a vast selling job to do, to inform non-farm people of their stake in the freedom-to-farm issue. This is why I'm in Detroit today," he said.

"Farmers want to do their job the best way they know how. Housewives, more than all others, should realize this is their fight, too, and that unless they make their strength known, they will wind up paying more money for lower quality food and fiber," Shuman concluded.

President's Column**Man and Machine**

By Walter W. Wightman, President
Michigan Farm Bureau

The wonders of machines do not greatly impress Loren Eiseley, a famous anthropologist.

At the same time he notes that a mechanical mouse can reach its cheese faster and more accurately than a real mouse harvesting seeds on an autumn thistle in a very complicated world.

From a different kind of person comes this appraisal of man. Douglas MacArthur regards the American soldier as one of the world's noblest figures. He says, "In twenty campaigns, on a hundred battle fields, around a thousand campfires, I have witnessed that enduring fortitude, that patriotic, self-abnegation and that invincible determination which have carved his statue in the hearts of men."

There is danger that we place too much importance on the machine and not enough on man's development of it. Human beings have always been ingenious in their ability to adjust to circumstance, in spite of handicaps that might stand in the way of achievement. I think of such people as Helen Keller whose handicaps would seem almost insurmountable to most individuals. But no greater work has been accomplished than that of this deaf, and blind woman.

A human being is a wonderful creation when we stop to consider all the capabilities he has and can develop. None of us probably ever use 30% of our abilities, and most people much less, and some not at all.

How much better our world would be if each one of us would sit down once in a while and take an inventory of what our abilities are, and how they might coincide with opportunities! *The rewards are commensurate with the effort and sacrifices that we are willing to put in.*

— ★ —

With all the discussion and publicity about federal aid to farmers, (and particularly small farmers whose conservation payments rarely exceed \$40) there never was a time when those same farmers could not do more than that for themselves if they really put their minds to it.

Somebody has asked, "What would we do if we had a bank that credited \$86,400 to our account each morning; carried over no balance from day to day; allowed us to keep no cash in our account, and every evening cancelled whatever amount we failed to use during the day?" Well, most of us would draw out every cent.

We have such a bank, you know. We call it time.

Every morning it credits us with 86,400 seconds, and every night it writes off whatever we have failed to invest to good purpose. It carries over no balance. The point is that we don't use our opportunities. *Time is opportunity.*

It would seem that the best way to get these things done is to begin to work at the job of building character and self respect into the lives of our growing young people. This same philosophy becomes important in our international relations, particularly with the underdeveloped countries.

People really don't enjoy being the recipients of a dole and often accept it because of extreme necessity. In addition, most of our underdeveloped countries have vast underdeveloped potentials for producing food and the necessities of life. We have the know-how and human survival depends upon our teaching others how to help themselves.

The great battle in the world today is between materialism and Christianity. Materialism depreciates the value and importance of the individual. Christianity elevates the individual to a place of importance in the scheme of things.

People really want to be worth-while. One of our big jobs is to help them to feel and to be worth-while. This will pay bigger dividends than all the money we can give away.

W.W.

MICHIGAN FARM NEWS

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Bait for the Trap —

POLITICAL HANDOUTS

In 1949, farmers rose up to defeat the program of direct government payments to producers proposed by Secretary Brannan. They recognized the political handouts for what they were — bait in the trap! And the "Brannan Plan" died.

Now, under the name "Compensatory Payments," the same political handout program is before Congress.

The Cooley Bill, proposed direct payments on cotton, passed the House during the period of emotional stress following the assassination of President Kennedy. Action on the bill had been postponed from week to week while vote-trading and arm-twisting efforts were used to try to line up the needed votes.

It looked as though the bill was dead, but it finally squeaked through during the period of mourning for our past president.

"Brannan type" direct payments are proposed for wheat in Senator Humphrey's bill now before the Senate Agricultural Committee and in a bill recently reported, "without recommendation," by the Wheat Subcommittee of the House Agriculture Committee.

Promising (1) no controls and high prices to farmers, (2) cheap food to consumers, and (3) savings to taxpayers, the compensatory payment program sounds too good to be true! And it is!

The plans propose that producers would sell at market price. The difference between the market price and a target price set by Congress would be paid to the producer directly from the federal treasury.

At first glance this would appear to give farm produce free movement in domestic and foreign markets, and take the gov-

ernment out of the business of buying, storing, selling, and giving away, farm commodities and regulating and controlling farmers.

In reality, it would wastefully increase production, depress market prices, and create a taxpayer demand for rigid controls on production! Farmers would be dependent on an urban-elected Congress for appropriations to make the compensatory payments.

Licensing of farmers, as proposed by James Patton, president, Farmers' Union, would be a probability and would place a ceiling on opportunity in agriculture and a leveling downward of farm incomes. Young farmers would face increased difficulties and costs in getting started.

Consumers, who now buy their food at bargain prices, would develop a subsidized cheap-food philosophy, similar to that which

ruined the butter market following the World War II butter subsidy program.

The program would have damaging effects on farmers, businessmen, consumers, and on government. It is a favorite plan of those who would change our private enterprise system to a politically managed economy.

"Regardless of form, this (compensatory payment) approach is unsound and dangerous to our economic and political system," says the policy statement adopted by the delegates at the American Farm Bureau Federation Convention last December.

"It would stimulate production, increase unit costs, depress market prices, necessitate tight production controls, and make farmers dependent on Congressional appropriations for much of their total income. It also would be extremely costly.

"Increasing costs would invite limits on payments to individuals, and this would place a ceiling on opportunity.

"Payment programs mislead the buying public with respect to the value of farm products, as a part of the real cost is paid through taxes rather than at the store. This is a trap for producers and ultimately would be a trap for consumers, since it would encourage inefficiency.

"We vigorously oppose any system of compensatory payments for agriculture," concluded the AFBF delegates.

YOUNG FARMERS HEAR STATE REP.



STATE REPRESENTATIVE GORDON ROCKWELL (Genesee County) discussed County Home Rule with young Farm Bureau members from Livingston and Genesee Counties. Robert E. Smith, Farm Bureau Legislative Counsel, also addressed the group on other National and State issues.

PESTICIDE RESEARCH CENTER?



DAN REED AND BOB SMITH discuss the need for research on the effects of insecticides, pesticides and agricultural chemicals with Michigan State University scientists and leaders of the chemical industry. A Pesticide center could now be established with an initial capital outlay of as little as \$500,000.

Sweet Victory

(Editor's Note: In last month's issue of the Farm News, a short news item titled "Super-Women?" told of the efforts of determined Montcalm county Roll-Call workers to reach their membership goal. Now, in more detail, Earl Herzog, Six Lakes, tells exactly how it was done.)

by Earl Herzog

Although the tinge of winter was in the air, it did not dampen the enthusiasm of 125 membership workers and new members who gathered at the Montcalm Central High School "Commons" to celebrate victory with a dinner and entertainment.

For the early-birds, a get-acquainted stunt was in order — until those welcome words from the chef rang forth. Then, a menu of solicited food consisting of everything and all its trimmings, including a salad smorgasbord centered by a beautiful red ice-bowl, was served by the Women's Committee.

Following the dinner, Mrs. Earl Herzog, chairman of the Membership Committee, recommended a "7th inning stretch" and then proceeded with introductions and announcements.

Marlie Drew, regional representative, told how he had helped set up the program in Montcalm county, then left details and necessary drive up to our own initiative — which blossomed into a well-deserved victory.

Mrs. James Quisenberry, Roll-Call manager, touched upon the six weeks' drive "down a road not paved." Days speeded on with statistics approximately on a par with last year, although far from rosy or dramatic, she said. Then came that last day with 21 members needed to reach goal.

As the dawn of that last day appeared, all available help went into action. With the hours ticking away, new hope kept mounting, and that 21st member signed in those dwindling minutes of that last day, brought victory — awarding us as being the first county in lower Michigan to go over goal.

Prizes of the new Farm Bureau

gate sign were awarded to Elmer Miller for 17 new members; Earl Herzog for 10; James Quisenberry for 7 and Wm. Hinton for 6. Farm Bureau pen and pencil sets were given to Harry Hackbardt and Robert Chenoweth for 5 each; and Richard Main and Herman Rader with 4.

Although not entered in the contest, Roll-Call Manager Mrs. Quisenberry signed 15 new members. The group with the most points was Bel'dere, awarded with a one-year subscription to *Washington News Beat*.

Dan Reed, Michigan Farm Bureau Legislative Counsel, was guest speaker, and entertained the crowd with a talk which was both educational and amusing.

Local talent Miss Judy Outman concluded the meeting by leading the group in the appropriate song, "So Long, It's Been Good to Know You."



"...and I'll need another ton of that fortified feed, too..."

Think of all the time and steps an extension phone in the barn could save you.

Whether you need to call the veterinary in a hurry or order supplies while checking the inventory — or accept important incoming calls — a barn extension phone is a dependable, handy helper. It can save you valuable man-hours every

month — keep your entire farm operation running more smoothly.

You'll find, as so many others already have, that an extension phone in the barn more than pays for itself. Why not call your Bell Telephone business office? We'll be glad to help you plan just where extension phones can be the most help to you.

Michigan Bell Telephone Company



Stanley Powell—A 43 Year Record of Michigan Service

Almost a half-century.

That's the record of service for Stanley Powell, retiring Legislative Counsel for the Michigan Farm Bureau.

The Years took him from his beloved "Ingleside Farm" in Ionia county to a wide variety of Farm Bureau challenges, both as a member of the Farm Bureau staff and on occasion in the role of "public servant."

He served in the State Legislature as a member of the House of Representatives in 1931-32. He took a leave of absence from his Farm Bureau post in 1961-62 to serve as a delegate to the Constitutional Convention as had his father before him, in the Convention of 1908-09. He now serves as chairman of the State Fair Authority.

At a recognition dinner held February 25, in his honor, a crowd of several hundred friends, Farm Bureau colleagues and members of the State Legislature heard of his "pioneer efforts" in helping found Farm Bureau.

"Stanley was a pioneer of the Farm Bureau movement in Michigan. Before joining the staff of the Michigan Farm Bureau, he was a leader and officer of the Ionia County Farm Bureau which helped to found the state organization," one citation read.

Powell began his work with the Michigan "State" Farm Bureau in 1921. He tackled the job of promoting legislative action as the right-hand man to Clark L. Brody, then Executive Secretary of the organization.

In 1956 the Detroit Free Press called Powell "the number-one lobbyist in Michigan." Frequently his "open approach" to problems won Farm Bureau recognition from those who admired the methods used. A teetotaler and official of the Michigan Baptist Convention, Powell's "glass of milk" approach was the frequent subject of friendly jokes that did nothing to detract from his ability to convince Legislators of the soundness of the rural attitude to many problems.

At the recognition dinner Powell said, "I trust that throughout my various activities in the field of Public Affairs, I have so conducted myself as to have helped create a favorable 'image' for those of us who are termed lobbyists. There are those who seem to feel that this title carries with it some unsavory connotations. I hope that this profession ranks a little higher in public esteem because of the way in which the legislative spokesmen of the Michigan Farm Bureau have conducted themselves."

The esteem in which Powell has been held as a lobbyist and member of the "third" house and which over the years has reflected to Farm Bureau's credit, can be judged by a "concurrent resolution" adopted by both the House and Senate February 20.

The resolution reads in part: "WHEREAS, Stanley M. Powell, long-time spokesman for Michigan agriculture and a former member of the Michigan Legislature is being honored for his many years of service as legislative counsel for the Michigan Farm Bureau; and

"WHEREAS, Many of his friends will be gathered on the campus of his Alma Mater, Michigan State University, on Tuesday, February 25, 1964, to recognize the contribution Stanley has made to the State of Michigan through his service in the Legislature, the Constitutional Convention, and in the Third House, as well as through Farm Bureau, Grange, his church and many other civic and community activities, now therefore be it . . .

"RESOLVED BY THE HOUSE OF REPRESENTATIVES (the Senate concurring), that the public service of

Stanley M. Powell, of Ionia, farmer, statesman and gentleman, be and is hereby recognized and acknowledged by this Legislature . . ."

What of the future? There is that well-known "Ingleside Farm" — and continued work until the end of the current legislative session as a member of the Public Affairs Division of Farm Bureau.

"One has a distinct temptation to dwell on past history. No organization can live on its record or its yesterdays.

"My experience has convinced me that we are never going to run out of problems. Let us dedicate ourselves to those unfinished tasks remaining . . ."

Heading the Public Affairs Division of the Michigan Farm Bureau will be Powell's associate, Dan Reed, of Lansing. Reed, along with Robert Smith, who lives on his Livingston county farm, will carry on the Farm Bureau legislative chores.

capitol report



"FORTY-THREE YEARS AGO, before most of you were born, I came to work for the Michigan Farm Bureau," reported Stanley Powell, retiring Legislative Counsel. A gift of luggage from the Michigan Farm Bureau was presented by President Wightman, while AFBF President, Charles B. Shuman smiles approvingly.

Attention Michigan Farmers...

If you need more than you can pay for now, ask your co-op manager about a PCA-Farm Supply Line of Credit

When your spring operating needs outrun your checking account, see the manager of your cooperative where Farm Bureau products are sold. He can tell you how to say "Charge It" and save money at the same time. The answer: a PCA-Farm Supply Line of Credit.

All you have to do is fill out the application at your cooperative. Production Credit is cooperating with you and your co-op manager, and a PCA fieldman will visit your farm to complete the details quickly. On approval, you can buy your

spring, summer and fall needs as your situation demands.

Repayment schedules to your co-op are planned to fit your farm income. And you'll find simple interest on the unpaid balance will lower your costs . . . enable your co-op to give you better service.

Talk to the manager of your cooperative this week. It's the way responsible Michigan farmers say "Charge It" and still keep their supply cooperatives on a very competitive business basis.



PRODUCTION CREDIT ASSOCIATIONS OF MICHIGAN

- | | | | | |
|-----------|-------------|--------------|-----------|---------------|
| Adrian | Bay City | Gaylord | Kalamazoo | Monroe |
| Allegan | Cadillac | Grand Rapids | Lakeview | Mt. Pleasant |
| Alma | Caro | Hillsdale | Lansing | Paw Paw |
| Alpena | Carson City | Howell | Lapeer | Sandusky |
| Ann Arbor | Charlotte | Ionia | Marshall | Traverse City |
| Bad Axe | Escanaba | Jackson | Mason | |

FREEDOM BRINGS RESPONSIBILITY



MISS CAROLYN TOPLIFF gave an evening banquet report of the Young People's "Citizenship Seminar" which she attended in Kansas last summer. Also shown are Mrs. William Scramlin, State Womens' Chairman, Dr. Judson Foust, Central Michigan University President, and Mrs. W. W. Wightman.



BRIG. GEN. WILLIAM HIPPS, Tactical Air Command, U.S.A.F., introduced the briefing team and their slide-movie presentation on the equipment and operations of TAC.



"CUBANS ARE 95% AGAINST CASTRO," said J. P. Sabido, Cuban refugee teacher who fled Cuba and is now teaching at Lansing Community College. Sabido traced the course of Cuban revolution and commented on the Communist take-over of that and other Latin American countries.



"My concrete feedlot will pay for itself in 7 years from manure savings alone"

Says **HARRY MARKS**, Delavan, Minnesota.
Winner of Feedlot Magazine National Beef Feeder Award

"Figuring manure at \$4.00 a ton, and taking into account the number of cattle in the lot, the savings really add up fast. With the paved lot there's no trouble bringing in a front-end loader to shove all the manure into a pit. I've also got a tilt-up concrete fence that keeps the manure from spilling out and acts as a windbreak."

Farmers everywhere will tell you a dry yard makes it easy to keep a close check on stock health. And on the firm footing of a concrete yard, cattle don't need as much space. Two to three times as many head can be handled without crowding. Write for free literature on concrete for feedlots.

CLIP—MAIL TODAY

PORTLAND CEMENT ASSOCIATION
Stoddard Building, Lansing 23, Michigan

A national organization to improve and extend the uses of concrete

Please send free booklet on concrete for feedlots.
Also send material on other subjects I've listed:

NAME _____
STREET OR ROUTE NO. _____
CITY _____ STATE _____



"MY JOB IS LEADERSHIP, ORGANIZATION AND FINANCE," said Dean Pridgeon, of Branch county, when referring to his work as County Chairman of his political party. Also on the panel were: Frank Nivens, Cass, and Mrs. C. Willis, Van Buren, who reported on their responsibilities as party leaders; and Mrs. Alex Kennedy, Alpena, and Waldo Dick, Van Buren, who explained how they set up political training programs for Farm Bureau members within their counties.

THE HEART-BEET OF MICHIGAN

OVER FOUR MILLION DOLLARS IN SALARIES . . . every year the sugar beet industry of Michigan provides employment for thousands of Michigan citizens, resulting in a yearly payroll of more than four million dollars. The sugar beet industry plays many roles in the economic welfare of Michigan. In the manufacturing process of beet sugar great quantities of materials, operating supplies and manpower are used, all of which provide better farms, business, homes, schools and churches for scores of communities. We are proud to be part of the continuing growth of Michigan. Remember, every time a sugar beet grows—so does Michigan.

BEET SUGAR INDUSTRY OF MICHIGAN

As It Looks from Here

As this is written bills are being introduced at a near record rate and it is expected the deadline for introduction will be extended. Some issues of concern to farmers are:

- (1) **Labor Legislation** — H339 and 340 would regulate housing for Migratory labor and would assign various duties to state and local health officers.
- (2) **Workmen's Compensation** — There will be several bills on this subject, one would remove the present agricultural exemption. Other proposals would: require anyone employing one or more to come under the act (presently 3 or more); increase benefits and increase period of benefits from 500 to 750 weeks. The present rate for this type of coverage is between \$5 and \$6 per \$100 of payroll.
- (3) **Bean Commission** — H435, S1192 — Farm Bureau resolutions support this legislation and has worked with the bean producers to write a bill acceptable to all.
- (4) **Unfair Dairy Trade Practices Bill** — will be introduced again this year. The legislation is needed to protect milk producers and their cooperatives from unscrupulous practices in the wholesale and retail industries such as below cost and loss-leader sales. It is not a price fixing bill but very similar to the legislation Farm Bureau was successful in getting passed with bipartisan support in 1962, that was vetoed by the then Governor Swainson.
- (5) **Reorganization of State Government** — S1038 would place some of the present responsibilities of the Department of Agriculture in a new Department of Commerce and would make the Director of the Department of Agriculture a political appointee. In the early 1940's Farm Bureau was instrumental in taking this position out of politics and creating a bipartisan Agriculture Commission.
- (6) **Meat Inspection and Slaughterhouse Licensing** — H22 would provide statewide uniform meat inspection. Presently about 25% of the meat consumed in Michigan is not inspected. Farmers are increasing meat production and need this protection to be assured of increased markets. Consumers and tourists need to know that Michigan meat is as safe as any other.
- (7) **Personal Property Taxes** — One proposal would increase personal exemptions from the present \$1,000 to \$2,500; another would increase it to \$5,000. Increased exemptions are more than justified because farmer investment in machinery and livestock has increased 10 times or more in the past 30 years.
- (8) **Equalized Valuations on Tax Statements** — H241 — Passage of this legislation would make it possible for the taxpayer to know if he is properly assessed. All taxes are levied on the "equalized" valuation. The taxpayer should know what that figure is. At least one county is now printing both the "assessed" and "equalized" valuations on its tax statements.
- (9) **Motor Vehicle Safety Inspections** — various proposals would require safety inspections for motor vehicles.

New Chairman To CROP Board

Lyle A. Thorburn, Manager of Residence Halls at Michigan State University, is the newly elected Chairman of the Michigan CROP Board of Managers. Thorburn succeeds Dan E. Reed, Legislative Counsel of Michigan Farm Bureau. Reed, who served as Chairman for six years, will remain as a member of the Board. Thorburn represents the United Presbyterian Church on the CROP Board and has served as Treasurer.

The other officers elected at the recent CROP annual meeting are: Rev. William B. Lutz, Mayville, Vice Chairman; Miss Mary J. E. Woodward, East Lansing, Secretary, and Rev. Derwent A. Suthers, Williamston, Treasurer.

Poverty vs Dignity

The current drive on "poverty," initiated by President Johnson, follows a resolution adopted last year at the AFL-CIO convention. The labor organization said that one family out of five lives in poverty and that many more live in near-poverty. Many people in the U. S. live well and in dignity on incomes below the "poverty level" as set by social worker standards. Their incomes do not include provision for cocktails, night clubs and winters in Florida! *But they pay their own way!* We can hope that the labeling of these worthy citizens as "poverty stricken" does not rob them of the very "dignity" that a few more dollars are supposed to provide! We cannot recommend "poverty" but we should remember that wealth does not automatically bring happiness.

ADA's 22nd ANNUAL MEETING

Milk on the Move

Milk represents more than one third of all beverages consumed in American homes, said M. J. Framberger at the 22nd annual meeting of the American Dairy Association of Michigan at Michigan State University, February 7.

Framberger, manager of the American Dairy Association, said the organization has a budget of \$7,500,000 to promote the sales of milk and dairy products in 1964. Producers finance the self-help program through a set-aside of two cents per hundred pounds of milk marketed.

"We must develop new sales ideas, add new products, and win more space in the food stores to make gains," Framberger said. "We must win the teen-age group, which is the largest. This is also the group where we lose sales."

"The success of dairymen will be determined by how well consumers accept our product. We must present ourselves as a forward looking industry producing a superior food product."

Milton Hult, president of the national Dairy Council, told the convention that dairy farmers must not underestimate public interest in health.

"Our job," said Hult, "is to establish the need for milk for health and well being. In 1965, half the population of the United States will be under 25. That group is the largest consumer of milk."

Russell Mawby, state 4-H Clubs director, presented the program for the first annual Dairy Foods Conference April 19-21 at Michigan State University. The conference is for girls of high school age who have participated

in foods-nutrition, dairy foods, or dairy production programs, and is limited to 100 girls, one or two from each county.

Boyd Rice, manager of ADA

in Michigan, told the convention that 70% of the state's dairy farmers support the American Dairy Association sales promotion programs.

Officers elected: *President*, Herman Koenn of Chelsea; *vice-president*, Charles Davis, Onondaga; *treasurer*, George K. Austin, Ovid; *secretary*, Boyd Rice, East Lansing. Elected to the *board of directors*: Jack Budd, Belleville; William Van Frank, Montague; Reginald Turner, Sault Ste. Marie; Arthur Wolgamood, Constantine. Andrew Jackson of Howell was elected to the board of directors of the American Dairy Association.



WARD G. HODGE, DISTRICT #6 Michigan Farm Bureau Board member, and his wife, attend the 22nd annual meeting of the American Dairy Association of Michigan. Hodge is a former president of the Michigan ADA.

YOUR FARM BUREAU DEALER



- Michigan Certified Hybrid Seed Corn
- Certified Oats • Mixed Fertilizers
- and Your Proven Best Buy

FARM BUREAU'S IMPROVED SPECIAL

CORN STARTER FERTILIZER

FOR MORE PROFIT WITH LESS LABOR



IMPROVED TO PRODUCE

1. FASTER START
2. DEEPER GREEN COLOR
3. EARLIER MATURITY
4. MORE PROFIT PER ACRE

Michigan Certified Hybrid Seed Corn and Certified Oats can increase your yield. They are developed for and adapted to Michigan soils and climate. Use the partners for profit . . . plant the best and fertilize with the best . . . Farm Bureau.

SEE YOUR LOCAL FARM BUREAU DEALER FOR OTHER POPULAR ANALYSES AND A COMPLETE LINE OF FARM CHEMICALS AND SEED.

NOW! FIRST from FARM BUREAU



FIELD IDENTIFICATION SIGNS

Now you can easily maintain more complete records and have a key to correct fertilizer use. No guesswork as to what analysis you used last year. Available in numbers 1 to 12, colorful, heavy duty metal, easy to read. See your local dealer for complete details.



FARM BUREAU Services INC.
LANSING 4, MICHIGAN

“Even the Sands Shall Flourish”



**Don Kinsey, Coordinator
Education and Research**

Here is a short story of sand. Just plain beach sand — and it was nothing more. It formed the plot of land on which the family lived. On windy days, the sand often blew against the windows like sleet in a blizzard. It sifted under the window sash.

It was in the 1920's. The man who had built his house upon the sands lived with its pestilence — as did his family of five. He “doctored” his lawn with manures to keep alive the straggling catch of rye grass. He planted bone and fish meal to sustain his vegetable and flower garden. It helped.

Then a college botanist gave to him ten pounds of a new commercial fertilizer to “try out.” In the middle of the “lawn” stood an old-fashioned well of the bucket and windlass variety. It was covered with chicken wire.

Thirteen “Kentucky Wonder” beans were planted in the sand around the base of the old well. Our story is not of Jack and the Beanstalk. Yet, there was a mighty striving of the vines.

Pick — pick — pick — all the beans the family could eat and what his wife wanted for winter canning. Our gardener had simply added to the sand a small handful of this new “reddish dirt” and kept the vines watered. Their growth was a miracle to the man with his house on the sand.

ROOTS IN THE PAST

Was this synthetic fertilizer “new” in the 1920's? Is it a development of the twentieth century? Only its wide use is new. And improvements in its form and content have been developing constantly.

It was well over a hundred years ago that Von Liebig, in Germany, discovered that the basis of plant foods lay in the salts of nitrogen, phosphorus and potash present in the soil. The adding of manures to “fertilize” was simply a matter of restoring these food elements to the soil after they had become exhausted by cropping.

But, practices of using lime and manures go back into antiquity — hundreds of years before Christ. The American Indian, too, planted fish with his maize for centuries before the coming of the white man.

As early as 1665, chemical salts were used in America to increase soil fertility. The earliest used was saltpeter — for its nitrogen. America's first experimental farm was established in South Carolina in 1669.

Knowledge about synthetic fertilizers did not grow rapidly, however, until the mid-1800's, when research took hold in our colleges. In England, John Lawes began making “plat tests” of these chemicals in 1837.

It may astound many modern farmers to realize that mixed fertilizers were sold and used as early as 1849 in our country.

Demand rose also for the nitrate-rich guano — deep deposits of bird droppings — dug in Peru, Mexico and the Pacific islands. By 1900, about two million tons of mixed fertilizers per year were being used in the United States.

The advance in the use of commercial fertilizers in the 1800's was slowed by the fact that rich virgin soils were easily available. These would grow abundant crops for awhile with little care. Only as they became exhausted did a pressing need develop.

Tests revealed that the application of manures, low analysis fertilizers (or even light applications of richer analyses) do not restore plant nutrients to the soil at the rate they are removed by cropping.

FERTILIZERS AND INCOME

Experiment stations report that the average farmer could profit from using twice as much fertilizer as he is now applying. The figures show that the high-level user averages \$66 per acre in gross income, and the non-user averages \$37 per acre. The national average is \$46 per acre.

Soil experts report that cropping and leeching remove large quantities of plant food from our soils annually. Where erosion occurs, the loss is severe. In the U.S., 90 million tons of nitrogen, phosphorous, potash, magnesium and calcium are lost each year.

In Michigan, Farm Bureau Services did pioneering work in two areas of fertilizer history. The Farm Bureau introduced high analysis fertilizers on the Michigan market and has led the industry in plant food percentages since the beginning.

It took new methods of manufacturing to make such products possible.

In high-analysis fertilizers there is less inert material. Handling and bagging costs are less for the same amount of plant food. Other manufacturers followed Farm Bureau's lead toward high analysis.

The state average analysis increased yearly, with Farm Bureau fertilizer ever the highest in food content. Nationally the content of mixed fertilizers has risen from 24% to 31.6% in the last 10 years.

Many dollars have been saved for farmers, too, by bulk handling and spreading of fertilizers. There is a difference of about \$5 per ton in the on-the-farm price of bulk fertilizer as compared to bagged products.

The bulk saves on bagging and work. Bulk products are handled by machinery, and Farm Bureau Services led the field in Michigan in the bulk handling operation.

GRANULATION ADVANTAGES

Ten years ago, few mixed fertilizers came in granulated form. Today, 50% of all mixed fertilizers are sold this way. Granulation reduces the tendency of the mixed product to cake or harden because of a new “curing” process.

The plant food elements are released more gradually and progressively, assuring a seasonal spread of the effects of the application. When powdered mixes are jiggled in transportation or in the spreader, they tend to separate — heavier materials settling and lighter materials coming to the top.

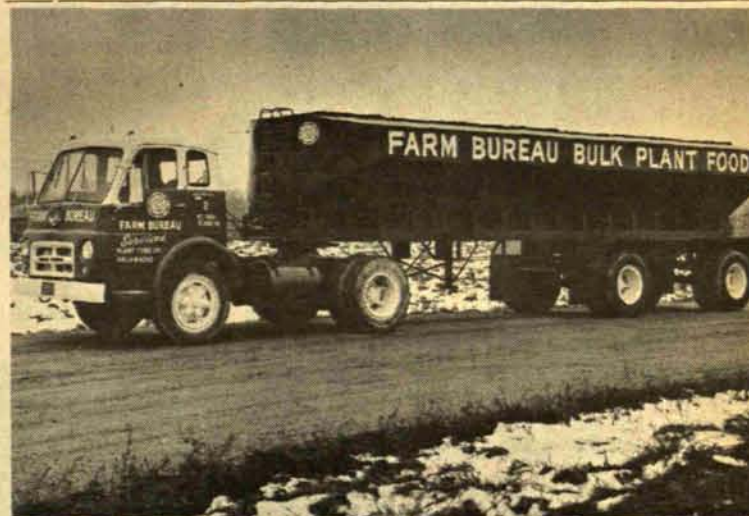
In granulated products the nitrogen, phosphorous and potash are all part of each granule. They cannot separate.

Farm Bureau produces nothing but granulated fertilizers. And the old “bulk lot” method of mixing “batches” is gone. In its place is a production process like an assembly line. Raw materials flow systematically into a continuous-flow system of operation.

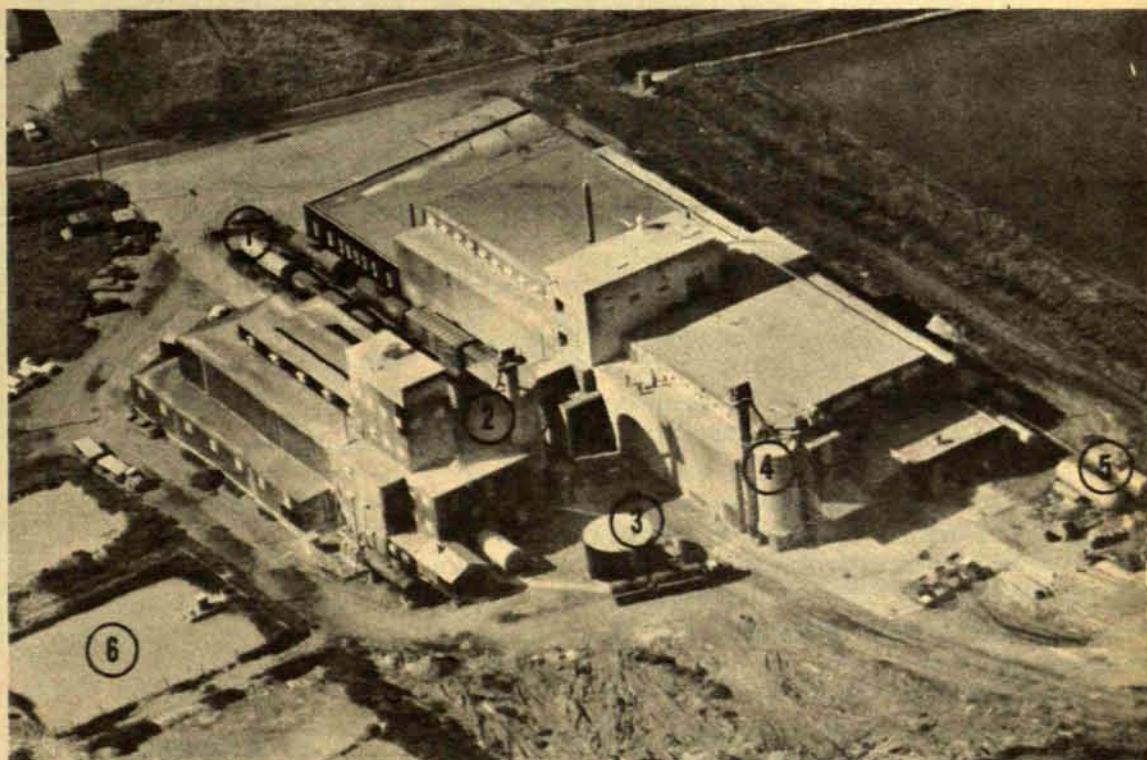
Want to see it? Pay a visit to the Farm Bureau Services fertilizer plant in Saginaw or in Kalamazoo. They will be glad to welcome you, and it is an interesting experience.



FERTILIZER BY THE SEMI-LOAD — Trucks such as this one roll out of FB Services' Saginaw and Kalamazoo fertilizer plants, their cargo tanks bulging with over 36,000 pounds of fertilizer — quick delivery service for local co-ops.



KNEE-HIGH BY THE FOURTH — the fourth of June, that is! With a little help from the weather, special corn starter fertilizer, and nitrogen sidedressing, this hybrid corn seed really took off.



IT TAKES A LOT OF RAW MATERIALS and storage space to keep the FB Services' Saginaw fertilizer plant in operation. These are only a few of the many different materials needed: (1) Tank cars of Anhydrous Ammonia stand ready to be unloaded, their cargos made into granulated fertilizer. (2) 1,500-ton capacity storage silo holds rock phosphate — the important ingredient in superphosphate. (3) A 60,000-gallon tank stores concentrated Sulphuric Acid until ready for use in the manufacture of superphosphate. (4) Up to 200 tons of Murate of Potash can be stored in this silo until needed in the complete granulated fertilizer process. (5) This 22,000-gallon aluminum tank holds nitrogen solutions — still another material needed for the manufacture of complete granulated fertilizers. (6) Two large settling ponds treat the process water before it becomes part of the area's water table.

NEW METHODS AND FORMS

Extensive mining of nitrate salts began in Chile and Peru in the last half of the nineteenth century. Phosphate rock mining started in the U.S. in 1868. Scientists found that phosphorous became more available as plant food when the rock was treated with sulfuric acid — making superphosphate.

New methods were evolved for extracting nitrogen from the air. Improved treatments of raw materials brought richer release of plant food elements.

Research also led to the development of methods for diagnosing the needs of soils. Soil testing laboratories became common. It expanded the art of mixing fertilizer ingredients to match soil needs — like a prescription.

A proper balance of plant foods and trace minerals could then be applied to any soil. Magnesium, boron, copper, calcium, zinc and manganese were needed, too, and could be restored so as to yield healthy plants.

Soil restoration became a science. Farm production on “exhausted” soils often set new records when replenished with the needed ingredients.

TOO LIGHT A DIET

Early blends of commercial fertilizers were often low in plant food content. The bulk of the material was in “ballast” — sand or limestone. In early manufacture this “ballast” often helped to prevent hardening.

But the problem was that farmers had to pay heavy handling and transportation costs. Much of what was being bagged was sand and not plant food. He had to manhandle this stuff around himself — on the farm. Some mixes contained dried manures, bone or fish meal or dried blood.

Researchers at our Land Grant Colleges began to show the value of using heavier concentrations of plant food, both in mixed form and in straight analyses.



WITH A PLAN

... And Some Frosting!

(In an effort to better acquaint MFB Women with their elected officers, the Michigan Farm News featured a "personal" glimpse of chairman Mrs. Wm. Scramlin in last month's issue; now . . . we present vice-chairman Mrs. Jerold Topliff. . . .)

If some early Sunday morning, you should stop by the Jerold Topliff farm near Eaton Rapids, the scene would be typical of many farm families throughout the country.

Patiently (?) waiting their turn for the bathroom would probably be Papa Jerold, Mama Maxine and two of their "greatest assets," 15-year-old Donald and 9-year-old Mary Ellen. Inside the "primping chamber," of course, would be teenager Carolin Sue.

With cooperation and a system worked out by years of experience, the Topliff family is at Sunday School by 10:00 a.m. All have graduated from the primary department now except for mother, who is in charge of getting this group under motion.

Mom, Dad and Carolin all sing in the senior choir during the winter months and Carolin directs the junior choir, which takes over in the summer. Donald and his buddy, Vern Hartenburg, are the alter candle-lighters for the church services.

With two of their children in the High School band, this makes the Topliffs members of the "band boosters club" of which Maxine is vice-president. One of her duties has been to pop corn for football games. "They sure eat a lot," she reports.

4-H activities are also an important part of their family life. Maxine is a leader in their local group which has 40 members. Extension work and Eastern Stars have a place on her schedule too.

The Topliff farm specializes in dairy and hogs, and raising crops to feed them. "We condition ourselves for spring work in the sugar bush," says Maxine "and I guess we could be classed as 'diversified farmers.'"

The Topliffs became Farm Bureau members when they came home from the service in 1946. Since then, both have taken part in the community group activities and held offices on the community and county level.

sponsibility of serving as head of the "Program Planning Committee" which makes plans and recommendations for projects to be carried out by Women's Committees throughout the state.

In the hobby category, Maxine likes to make and decorate wedding and party cakes. She also enjoys knitting and sewing. When people wonder how she manages to do all she does, she sums up that most of us do the things we like to do.

"We each have our own little niche—that's what keeps life interesting."

When we spotted this energetic woman at Farm Bureau Center bright and early January 14th to meet with her program planning committee, she didn't look like a harried housewife who had fed her family, sent the children to school and husband to work, and driven 18 miles—all before 8:00 a.m.

It was evident that she handles her little niche in life with great capability. The satisfied "job well-done" looks on the faces of the committee as they adjourned late that afternoon possibly reflects that she executes her responsibilities as well.

Maxine's current job as Vice-Chairman of the Michigan Farm Bureau Women includes the re-



FROSTING ON THE CAKE covers a mouth-watering concoction which is as good as it looks, say those who have sampled the results of Maxine Topliff's hobby—baking and decorating "special" cakes such as the one shown above.

Women Promote Health Charms

An attractive, life-saving "signal device" in the form of a charm bracelet will be promoted by the Farm Bureau Women this year.

The health charm, which may be worn on a bracelet, chain, or watch, acts as a signal to anyone who might perform first aid or emergency medical care, that there is information important to the life and health of the wearer.

The eye-catching, bright red "star of life" on a white background calls attention to the fact that inside the charm is medical information that could save the life of its owner.

Serious allergies to penicillin or other drugs, the need for certain medicines and other vitally important information may be listed inside the health charm. Cards with this information for billfold use are also available.

Cost of the "star of life" charm is \$1.00. Contact your county Women's Committee or Mrs. Marjorie Karker, Michigan Farm Bureau, 4000 N. Grand River Ave., Lansing, Michigan.

The Answer

The world about has problems,
But here within our closeknit
walls,
Kindness and courage lie mingled,
As sunrise springs and sunset falls.
The world hasn't found the
answer
To the acts and deeds of
sadness —
But here in the warmth of home
Prayer brings peace and gladness!

The Gift

Within my timeworn cookie jar
Where grasping hands are thrust,
Each time I've found it empty
I've also found my family's trust!

—By Betty Smith
Ionia County Farm Bureau

U.S. Families Boost Life Insurance Holdings in '63

More than six out of seven American families are life insurance owners. According to Nile Vermillion, Administrative Vice-President, Farm Bureau Insurance, the nation's families had life insurance protection totaling about \$730 billion, or more than \$15,000 for each insured family at the start of 1964.

"Last year there was greater recognition of the life insurance values than ever before," said Vermillion.

"American workers and their families purchased \$88 billion of new insured protection provided under 24 million individual policies and group certificates. A considerable number of families with well-balanced life insurance programs have trade union members as the principal breadwinners."

Nearly three-fourths of all life insurance bought in 1963 was individually purchased ordinary insurance—representing policies

of \$1,000 or more. Group life insurance, in most cases provided "on the job," accounted for near-record purchases last year.

Rising benefit payments demonstrated the end result of life insurance buying. During 1963, over \$10 billion in life insurance and annuity benefits were paid out to American families by their life insurance companies.

"The particular social and economic significance of this vast sum is that it represented cash available for basic family expenses and thus provides for financial stability during times of family crisis," concluded Vermillion.

Inspiration, Information, Fun Highlight Holiday Camp Agenda



HOLIDAY CAMP for Farm Bureau Women will be held at the Wesley Woods Methodist Camp on Clear Lake near Battle Creek. Shown is the main lodge of the camp site where the two-day event, April 1 and 2, will center around a rural-urban theme.

Farm Bureau Women throughout the state will bring their urban friends with them as they attend the annual Holiday Camp, April 1 and 2, at "Wesley Woods" on Clear Lake, 12 miles north of Battle Creek.

Representatives of business, professional, political, church, university and school groups will join the farm women to enjoy the facilities of the "winterized" camp and the outstanding scheduled program.

Keynote speaker of this rural-urban event will be Miss Marjorie McGowan, legal advisor to Governor Romney. She will appear on the Wednesday morning program. During the afternoon of the first day, a panel of Farm Bureau people will discuss "Farmers and our National Economy" with J. Delbert Wells as moderator.

A choice of tours to nearby places of interest is on the agenda for Thursday morning with Professor George Dike of Michigan State University, featured on the afternoon session. "Marketing—Town and County" will be the topic of his talk.

A fee of \$8.00 covers the cost of the two-day camp, including four meals, bed, registration and insurance. Campers are asked to bring their own bedding and comfortable clothing.

Those who cannot be at the camp full-time are welcome to attend any part of the sessions at these prices: breakfast, \$.90; lunch, \$1.10; dinner, \$1.50; overnight, \$1.50 and \$.75 day registration.

Mrs. Jesse Smith, Galesburg, chairman of this year's Holiday Camp, says, "We hope that Farm Bureau Women from every county will come and bring city guests." The camp is sponsored by the Farm Bureau Women of districts 1 and 2.

Reservations may be made by sending the attached coupon (send no money) to Wesley Woods Camp.

Send to: Wesley Woods Camp, Route No. 1, Dawling, Michigan (Phone Banfield 721-8295) Please make reservations for _____ people at the Wesley Woods Holiday Camp, April 1-2. We will attend both days and overnight _____ We will attend only 1 day _____.

Name _____
Address _____
County _____

"Working...Not Waiting" Key to '64 Action Program

From Alcoholism to Prayer, . . . from Rural Defense to Young Wives, . . . with Health, Safety, Citizenship, Marketing, Political Action and Education sandwiched between — this was the order of the day as the Women's State Committee met at Farm Bureau Center, Lansing, January 23-24.

With the program recommendations for the 1964-65 year as prepared by the State Program Planning Committee given top priority on their full agenda, the women accepted the report and added other dimensions as a first step in making the Michigan FB Women "first in the nation."

"... We believe the decisions of the Supreme Court in prayer and Bible reading (in schools) cases constitute an erroneous departure in constitutional interpretation . . ."

With this AFBF resolution as a basis, the State Committee recommends to county Farm Bureau Women's groups that they invite a local lawyer or prosecuting attorney to explain the Supreme Court ruling and what procedures could be taken to set aside this decision, with an eye toward possible action.

The importance of understanding county Extension program's goals and objectives was stressed by the committee with the recommendation that county Extension directors be asked to discuss this with the women.

The Committee urged every county FB Women's Committee to have one program or activity during the year which would be of special interest to young farm wives, pointing to the success of one county in this area.

The Market Development Division of the Michigan Farm Bureau offered their assistance in an area of growing interest to women, by arranging "marketing tours." Larry Ewing, marketing specialist, outlined a suggested tour to key points, including the

Belding Fruit Exchange, the Kroger Warehouse in Grand Rapids and the Farm Bureau Services egg processing plant at Jenison.

Safety will play a big role in the 1964 program, beginning with a newly-appointed State Safety Committee. Mrs. Anton Hoort ("Billie"), District 4 chairman, will head the committee, with Mrs. Eugene DeMatio, district 10E chairman; Mrs. Fred Wells, Ingham county, and Mrs. Dessie DeGroot, Eaton county, named to serve with her.

Farm Bureau Women's Committees will be urged to send their Safety Chairmen to regular meetings of the county Safety Councils. *The promotion and sale of seat belts will be discussed at Advisory Council meetings.*

Citizenship, a familiar area of activity for the women, will again receive emphasis through the recommendation for study groups dealing with the Constitution and Bill of Rights.

This being an election year, Farm Bureau Women are urged to gain a better understanding of the methods by which national and state officials and Congressional members are nominated.

Classified as "URGENT" are rural-urban activities centered around the subject of the farm program being backed by the Administration. Farmers will not have the opportunity to vote this year on what kind of a farm program they want; this will be done by the Congress, explained the Program Planning Committee in their recommendation urging counties to undertake this project soon.

Numerous other areas were covered by the State Committee in its two-day session, including the election of Mrs. Hoort as the third member of the 1964 Executive Committee.

Farm Bureau is Good Customer for Bibles

"Farmers are more fundamentally religious than any other group of American citizens," is the opinion of Glenn Martz, former Washington news reporter, teacher, lecturer —and now a salesman of Bibles.

"They are closer to the handiwork of the Creator than those in the 'asphalt jungles' of man-made environment. The meadow in bloom, the cornfields, apples on a tree, the cathedral-like quiet of the countryside —are all reminders of His works," said Martz.

For this reason, he believes, the organization that represents these farmers, Farm Bureau, is one of his best customers for the beautiful "Memorial Bibles."

Memorial Bibles, Inc. of Nashville, Tennessee, which Martz represents, is the world's largest independent Bible distributor.

Originator of the unique Memorial Bible plan — use of the Cedar-encased, gold-engraved Bibles in lieu of flowers for funerals — the company receives orders for an average of 500 dozen Bibles per month.

Glenn Martz, well-known to Farm Bureau members throughout the state for his frequent appearances at Freedom Conferences and other meetings, states that the Bibles are "in every respect a fitting expression

of sympathy, a comforting and precious memorial gift at a time of greatest need — one which will be treasured and handed down from generation to generation."

Boxed in genuine Red Cedar with a picture of Christ inside the front cover, the white Bibles (in Protestant, Catholic or Jewish editions) are inscribed with 24-karat gold lettering and contain a "presentation page" to be filled out by the county Farm Bureau or by whomever is giving the Bible.

For more information regarding the Memorial Bibles, their cost and availability, contact Mrs. Marjorie Karker, Michigan Farm Bureau, 4000 N. Grand River Ave., Lansing, Michigan.

Women to Discuss "Traffic Safety"

Traffic Safety — an area of vital concern to Michigan citizens — will be the theme of Farm Bureau Women's spring district meetings held throughout the state during April.

Districts will feature individual, entertaining programs with the safety topic an added incentive for all Farm Bureau Women to attend. Gordon Sheehe, Traffic Safety Center, Michigan State University, will be the guest speaker at each meeting.

Check with your county

Women's chairman for time and place.

District	Date
1	Apr. 21
2	Apr. 22
3	Apr. 23
4	Apr. 8
5	Apr. 20
6	Apr. 14
7	Apr. 2
8	Apr. 15
9	Apr. 10
10E	Apr. 16
10W	Apr. 9

SPRING HOG FEED SALE

\$2⁰⁰ per ton Discount on All Early Orders

AND TO TOP IT OFF

WE'LL GIVE YOU A BEAUTIFUL PIGSKIN HAT

FREE

With every order of 5 tons or more



\$9⁹⁵
VALUE

"FARM BUREAU FEEDS DO AN EXCELLENT JOB"



says Dean Pridgeon

"On our farm we plan to raise and feed out 2,000 head of hogs. We have bought some feeders in the past, but plan to raise all of our own now. Our feeding program is based on Farm Bureau Hog Feeds. The sows receive a 16% ration using Farm Bureau's Parkmaker 35% during gestation and nursing. The pigs are started on Faro-ettes and when they are eating these well are switched over to Creep-ettes until reaching 40-50 pounds. We then put them on an 18% ration using Farm Bureau Parkmaker 35% until 60-70 pounds. At that weight we switch them to free choice feeding using high moisture corn and Parkmaker 35%. They stay on this until sold at around 210-220 pounds. We are really happy with the results we are getting from Farm Bureau Hog Feeds. With good management and correct feeding, Farm Bureau Feeds can do an excellent job for any feeder."

This is a "Hush Puppies" brand casual hat made of "breathin' brushed pigskin" only by Wolverine, makers of the famous casual shoes.

Farm Bureau Services brings you the finest in hog feeds . . . perfected in research farms for years to bring you real quality at economy prices.

NOW . . . during this Spring Sale, you can get the best feed there is . . . with a cash discount . . . and a beautiful hat to top it off.

Here are just a few of the Farm Bureau hog feeds . . . one for every need.

- **VIG-R-PIG** — Contains **SULFAMETHAZINE** . . . for maintenance of weight gains in the presence of **ATROPHIC RHINITIS** . . . and prevention and treatment of bacterial swine enteritis.
- **FARO-ETTES** — is a pre-starter, highly palatable because of its high milk products content.
- **CREEP-ETTES** — is a starting ration, available with Tylosin, Hygromycin or Aureo S P 250.
- **PORKMAKER** — 35% is a supplement to be used with home-grown grains as a starting and growing ration. It is available with Terramycin, Hygromycin, Tylosin or Aureo S P 250.
- **GF-100** — is a finishing ration (100 lbs. to finish) and is available with Tylosin.

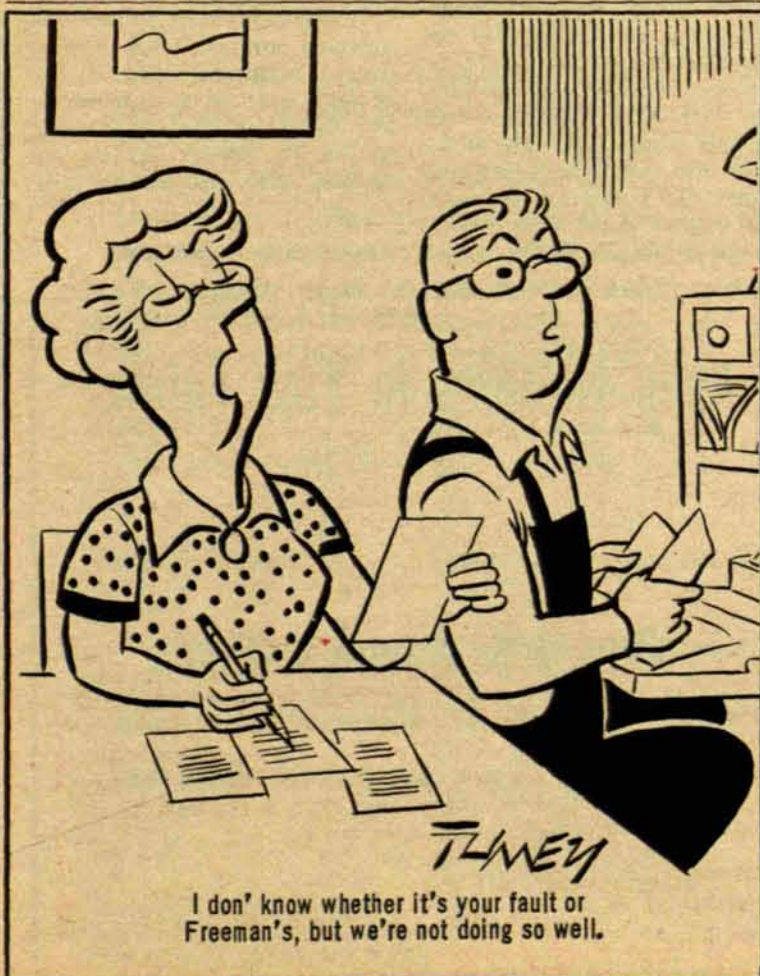


This offer available at participating dealers only

FARM BUREAU
Services
INC.

4000 N. GRAND RIVER AVE.,

LANSING, MICHIGAN



Clergy Hear Facts

"Our individual freedom and citizenship responsibilities depend on the principles of helping the individual to help himself," said Mrs. Clare Carpenter in an address to a group of Tuscola County Farm Bureau members and their ministers on January 31.

Speaking at a farmer-clergy program at Farm Bureau Center in Caro, Mrs. Carpenter cited the government compensatory payments as "handouts" taken from the already burdened taxpayers.

"The subsidy funds are taken from one pocket and put into the other with the hand of government control wrapped around it," she said.

It was suggested that the test of any government policy should be, "How will it affect the character, morals and well-being of our people?"

County Farm Bureau President, Alfred Goodall, reviewed the his-

tory of the organization since its origin in 1915 and explained the structure of the county group.

Clifton Lotter spoke on the policy-making procedure within the organization and traced the formation of resolutions from community Farm Bureaus to the national level.

What Farm Bureau stands for was explained to the clergymen through the slide presentation, "The American Way."

The program was arranged by the Tuscola County FB Information Committee, with dinner served by members of the Women's Committee under the supervision of Mrs. Frank Satchell, Caro.

The Story of a Man's Dream

(William A. Burnette is a life member of the Van Buren County Farm Bureau and owner of the "Burnette Farms" packing company in Hartford. Fulfilling a lifetime dream, Mr. Burnette is now on his first lap of a journey around the world. Writing from his plane over the Pacific Ocean, he tells of his thoughts as he looks back to his beginning and the circumstances which lay the cornerstone of his great dream. This is the first in a series of communications from Mr. Burnette, in which he will tell of his impressions and experiences as he visits with the people of other nations. — Editor's Note)

Chapter I — "Preview"

My birthplace, the Sequatchee Valley in Tennessee, was surrounded by a little poor land, and mountains on either side. When I looked beyond my "bush" I either saw the cliffs of the mountains or the sky overhead.

But, even so, there was hope in the Valley. On my father's side, there were Methodist preachers in the family. My Uncle George, on my mother's side, was a hard-shelled Baptist. He believed in the Bible literally. He told me that Heaven was up above, and that Hell was down below, and both of these places seemed very real to Uncle George.

If Uncle George was right, then I am in Heaven now because I am in the sky over the Pacific Ocean between seven and eight miles above the surface of the earth. Incidentally, I am on my way to Hell because I'll be down under in China in a few days.

Up here, in this position, I am thinking about the Russian Cosmonaut who declared as an atheist propagandist that he saw no God or Heaven in the sky. On the contrary, I feel that God is very near. I am sustained in this position by the law and order of the Universe. So I feel that God is everywhere up here, as well as on the earth, and he is in every breath I take and every thought I have.

But even as I fly around the world, my mind goes back to that bush where I was born. A man's birthplace is a point of reference from which he can never escape, nor should he try.

My native bush in Sequatchee Valley was the hub of the Universe to me. So far as I was concerned, the whole world revolved around that bush. The thoughts and impressions I had then and there, are vitally connected with the sum total of my thoughts and convictions today.

I remember I saw the American eagle fly from one mountain to another, and wished that I had the wings of an eagle, so that I might fly over the mountains to see what was going on over there. The desire and ambition grew in my mind to find my way out of the Valley and over the mountain to see for myself what the world was like on the other side.

Then, I had second thoughts. How could a boy who was wearing long pants at the age of six, made from his father's castaway clothes and a home-made calico shirt with no shoes, ever hope to get out of that situation?

It was not a situation peculiar to me. Every boy and girl who went to that country school for two, sometimes three, months in the year to learn reading, writing and arithmetic from a teacher often without even an eighth grade education, had hopes to create the ways and means of rising and flying out, as on the wings of an eagle.

Today, when I am flying around the world, I reflect upon my life as a string of events where each event is like a pearl on that string in succession, from first to last.

When a person's work is done, he ties together the beginning and the end of that string and it becomes his crown of life — a crown of merits or a crown of thorns.

I believe this short preview will naturally color whatever observations I have and report on my contacts with other members of the "family of man" on this trip around the world. Thanks for reading. Wm. A. Burnette signing off.

(Next month: Hawaii)



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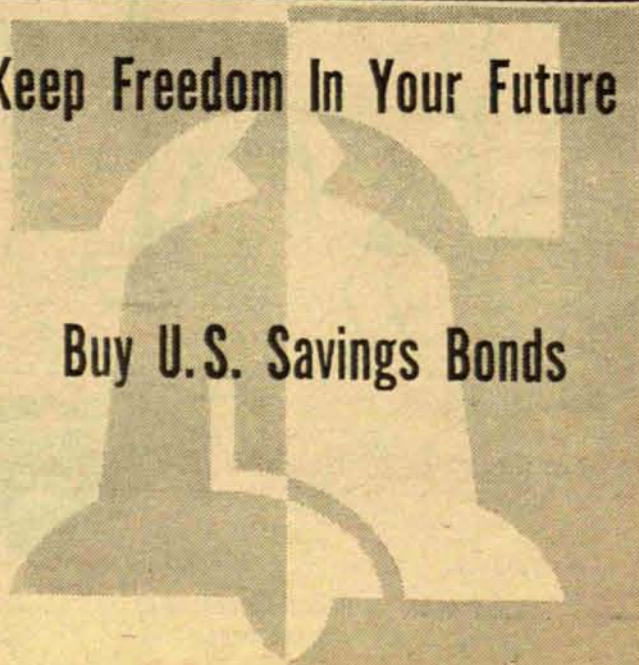
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BARLEY Two Michigan Certified Spring Barley Seed varieties with superior yields and resistance to stem rust are Traill and Moore. Traill is a malting variety for early planting. Moore is a non-malting medium variety that holds its head well for combining.



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AGRICULTURE IN ACTION AROUND MICHIGAN

A.I.C. PLANS DISCUSSED



FB SERVICES EXECUTIVES CONFER WITH N.C.F.C. Vice President and discuss plans for the American Institute of Cooperation in August. From left to right are: Elton R. Smith, FBS Vice President; Eugene Roberts, Director; Ken Naden, Exec. Vice President of the National Council of Farmer Cooperatives; John Converse, Director, and Maynard D. Brownlee, General Manager.

HOT PANCAKES GREET EARLY ARRIVALS



HOT PANCAKES WITH MICHIGAN MAPLE SYRUP, sausages, coffee and milk were served to about 200 people on Monday morning of Farmer's Week by the staff of the Michigan Artificial Breeders Co-op. Thanks to the breakfast, said a university official, there were more people "on the campus" and "on time" than ever before.

FARMERS PETROLEUM HOSTS FARMERS



A GROUP OF MONROE COUNTY FARMERS were the guests of Farmers Petroleum Cooperative as they toured FB Center and the huge oil refinery. Arlo Wasson (right) hands out samples of Unico's new B660, a multi-purpose grease, to the farmers as Charles Happy, (3rd from left) FPC agent from Monroe county, looks on.

MONTCALM COUNTY "BUSTS GOAL"



TO CELEBRATE THEIR ROLL CALL VICTORY, 125 membership workers and new members gathered at the Montcalm High School for a dinner served by the Farm Bureau Women's Committee. Shown admiring the salad smorgasbord are Don Reed (left), Mrs. Robert Comstock and Harold Greenhoe.

F.B. SERVICES' SEMINAR ATTRACTS MANY



AN OVERFLOW CROWD OF FB SERVICES DEALERS and their personnel attended the recent Custom Applicators' Herbicide Seminar at MSU's Kellogg Center. The Seminar was sponsored by the Plant Food and Seed Division of FB Services and the MSU Cooperative Extension Service.

MISS BECOMES MRS.



FORMER "MISS FARM BUREAU"—Gail Priddy, is now Mrs. Ronald Evans, Midland. Both have been employed by Dow Corning, of Midland. Gail was Farm Bureau Princess in 1961-62, and State Dairy Princess in 1962-63.

FAIR BOOTH PAYS OFF



THE 4-H BUILDING FUND GROWS by \$800 as Mrs. Norman Harvey (right), president of the Cass County Center Building board receives the check, representing the proceeds from their yearly food fair booth, from Mrs. Chester Ball, FB Women's Committee member.

HONORED AT FARMER'S WEEK



"DISTINGUISHED SERVICE TO AGRICULTURE" awards were presented to three Michigan farm leaders for their contributions to rural Michigan. Receiving congratulations from Dean T. K. Cowden, MSU College of Agriculture, are: Arthur Sackett, Edmore; E. J. Clabuesch, Pigeon; and Edward J. Wright, Saginaw farmer and member of the Michigan Agricultural Commission.

WHERE IT'S WARM IN WINTER



FARMERS IN FLORIDA,—Michigan and Indiana farmers who took part in the recent "Sunshine Tour" of Florida, pose on the steps of the Florida Farm Bureau office in Gainesville.

Top County Officers at Camp Kett

"True leadership accepts responsibility" — those who attended the annual President's Conference were told.

Held at Camp Kett, January 28, the leadership-training "school" was broadened this year to include Executive Committee members (presidents, vice presidents, and third member of the county board).

American Farm Bureau President Charles B. Shuman talked to the 130 leaders present at a dinner session, and earlier, the March 1st retirement of Stanley Powell, long-time Legislative Counsel for the Michigan Farm Bureau was announced by MFB President Wightman.

"One of the best ever," seemed to be the opinion at conference end.



CAMP KETT — the 4-H Leadership Training center in northwestern Michigan, was the site of the recent President's Conference. Fifty presidents from 61 counties attended along with other members of the county Executive Committees.

New Topics Chosen By "Full House" Committee



WORK, WORK AND MORE WORK — that's what happens when the state-wide "Discussion Topic" Committee meets at FB Center. Each six months brings the committee together to plan Community Group topics for the next half year.

It was January 24th — and that is winter. Yet they came from every corner of Michigan — and no Farm Bureau district lacked representation. There were eleven of them.

"They" — are the members of the State Discussion Topic Committee, elected by their districts to consider the topics to be discussed by the Community Farm Bureaus in 74 counties of the state. Their attendance at the January meeting was 100% — a full house.

"They" — are farmer members of Community Farm Bureaus in their respective counties and members of their County Farm Bureau Committees on Community Groups. They meet each six months to review, discuss and select the discussion topics for the coming half-year schedule.

Attending the January meeting were Maynard Platz of White Pigeon, District 1; Edwin Kiesling of Marshall, District 2; Mrs. Wilford Bunyea of Plymouth, District 3; Mrs. Wesley Huyser of Caledonia, District 4; Richard Noble of Grand Ledge, District 5; Mrs. Ford Boyne of Marlette, District 6; Jerome Jorrisen of Ludington, District 7; Mrs. Gordon Willford of Gladwin, District 8; Louis Hayward of South Boardman, District 9; Mr. George Klooster of East Jordan, District 10; and Mr. David Crandall of Daggett representing the Upper Peninsula — District 11.

Topics scheduled by the Committee for discussion in the coming months are:

- March — *What Washington is Doing About the Farm Program.*
- April — *Modern Methods to Deal With a Modern Market.*

May — *Our Farm Bureau Young People Today.*

June — *New Developments in Michigan's Tax Picture.*

July — *How Farm Bureau Tackles the Marketing Problem.*

August — *New Ideas in State Aid for Schools.*

Says Mrs. Gordon Willford about the work of this Committee:

"It takes a lot of study and information to decide what topics are important for our program. We are faced, today, with many complicated problems that are generated in Congress and the Legislature. Our farm people have a great need to keep in touch with them."

Louis Hayward agrees, "And if our members will use the discussion programs right, these meetings bring them actively into the making of Farm Bureau policy, since policy starts with the members."



"HOMEWORK" RECEIVES ATTENTION of this group of county Farm Bureau officers as they fill out questionnaires dealing with local programming. Earlier, they heard staff reports from each of six Farm Bureau division heads. Opinions of these and similar program features were listed for committee guidance.

Announcing for 1964...

FARM BUREAU PHOTO HUNT

Shoot your way to the pages of MICHIGAN FARM NEWS, and win \$2.00 in cash, plus a handy surprise gift.

Who May Enter: All members of a Farm Bureau family.

What To Enter: Black-and-White photographs you have taken. They may tell a story of any local, county or State Farm Bureau activity to show people, places, and things related to farming in Michigan.

How To Enter: Each entry must be accompanied by an entry blank. There is no limit to the number of entries you may submit. All entries will be retained by Michigan Farm News for use in serving the program of Farm Bureau.

Enter To Win: If your photo is selected for use in any 1964 issue of the Michigan Farm News, full credit will be given to you, plus \$2.00 in cash, and a handy surprise gift. REMEMBER — while the stories your pictures tell are extremely important, they also will be judged for their photographic quality.

ENTRY BLANK

Please typewrite or print 1964 Farm Bureau Photo Hunt Fill out and attach to each entry

Name _____

Address _____

County _____

If the Farm Bureau membership is not in your name, please give the name and your relationship _____

Description of entry:

I, personally took this photograph and I hereby grant to MICHIGAN FARM NEWS the right to use this entry in promoting the program of Farm Bureau.

Address entries to: Photo Hunt
Michigan Farm News Box 960 Lansing, Michigan

Railroad Rate Bill

Goes to Congress

In a surprise move the House Interstate and Foreign Commerce Committee has reported out of committee a bill to "de-regulate" the railroads' agricultural commodities rate structure. It can now be voted on at any time.

The bill, HR-9903, was introduced as a result of the late President Kennedy's request to Congress to equalize the regulation of the various modes of transportation by the Interstate Commerce Commission.

The motor carriers have been exempt from rate regulation — but not the railroads who have been battling to bring the truckers under the U.S. Commerce Act.

Unable to get the truckers regulated, the railroads in the last few years have concentrated on getting themselves "de-regulated" and it now appears they are close to achieving their goal.

Although nearly two years of testimony have gone by, the House Committee's swift reporting of the bill and a key provision which could have a drastic effect on the state's grain market, caught many Capitol Hill observers by surprise.

According to G. A. "Bud" Seely, Michigan Elevator Exchange Traffic Manager, if the bill went into effect there would be no control over the railroads' rates, either maximum or minimum, by the Interstate Commerce Commission.

The bill requires that rate

changes be filed with the I.C.C. in Washington 30 days after the commodity's transportation has taken place!

Said Seely, "This could well revolutionize Michigan's grain industry as it pertains to railroad transportation of agricultural commodities."

Farm Bureau has long felt that some type of legislation was needed but only to the extent that certain safeguards would be included, protecting the shippers from discrimination and prejudice in the matter of rate fixing for agricultural commodities.

Farm Control Bills Cancel Farm Voice

Prepared by the Education and Research Department
Michigan Farm Bureau

Suppose that we consider a scheme of direct payments from the government to the auto industry. How would it work? What would be its effects?

Quite certainly, labor leaders would not want it, although they were the first to push for such a program for agriculture. They would fear the threat of eventual control limits on wages and the chance that government officials might take charge of the unions — unless labor leaders, themselves, were in the governmental driver's seat.

But — set the situation back in the era of Kaisers, Packards and Hudsons. These auto companies went to the wall. For a case example, narrow our problem to the old Hudson Motor Company.

The design of the Hudson had all the grace and beauty of an inverted bathtub. Sales hit the skids. The company lacked the efficiency to keep up with modern trends.

But suppose that a political cry went up to "Save the company! After all, it employs nearly a half million people!" Give it a subsidy — set up a program of payments on production. And — as they are prone to do today — government officials may look upon this proposition and say, "It is good."

Then the "experts" decide that a basic price to protect the company can be set at \$1,800. They declare that the company can sell the cars to customers for whatever price they may bring — and the government would pay the difference between the sales price and the \$1,800 figure. (Of course, citizens in general would be taxed to pay this difference.)

So — Hudson is guaranteed a price and — at first — there are no limits set on production. Then, away we go! Bathtub Hudsons by the score flood the market. They are cheap — so the public buys them in spite of their design. Other auto makers protest and demand the same subsidy.

Government costs mount. The decision is made finally to set quota limits on output. They cut production sharply. Wages had gone up, but have to be cut back sharply. Labor troubles make it necessary to put worker programs under government control. The government is paying a major shot — and has authority.

But Hudson hangs on, continuing to produce the same "bulging beauty" — forever.

They are assured a price. No need for competition. No need for improvement in design or efficiency. No incentive for change of any kind. So progress in cars skids to a screeching halt.

WHY BOTHER?

Today, with similar programs being pushed in Congress for agriculture, farmers face more hazards than are evident in our Hudson parable. And progress in American agriculture can die in the same way.

The voice of the people in government seems to have less meaning these days. Some political scientists are now declaring that it is silly to let the people decide on national problems and government programs. Some politicians are believing them and acting on the idea.

Farmers pinned marketing quotas and drastic government controls to the mat in the wheat vote of May 1963. But government officials wanted "progress" toward central control over agriculture. Some winked in 1963 and said, "Wait till next year."

"Next year has arrived." What the politicians meant by "wait" is becoming clear. Political winds continue to blow strongly toward programs of control in agriculture by the planning "experts."

Only the approach is new. But the trend of thought in Congress

is this — "So — if farmers vote down our control programs, just change the law and leave out the farmer vote. Let Congress decide. No referendum."

CONTROL BILLS GALORE

In the present Congressional session, a flood of bills is appearing calling for certificate forms of subsidy handouts for various farm commodities. Wheat, feed grains and cotton continue as "test targets." All the bills have the same objective — government subsidies as bait and stouter controls over production and marketing. Settle the matter, now and forever. Set it in "legal concrete."

The authors of these bills and the content of their texts are too numerous and complicated to mention here. New ones seem to pop up every week or so — but the aim is always the same. They would all put into effect the same program that farmers voted down last year!

Consider the McGovern bill as a sample. It would keep in effect the same certificate program as last year's law — and the same controls. It would just outlaw the farmer's referendum vote.

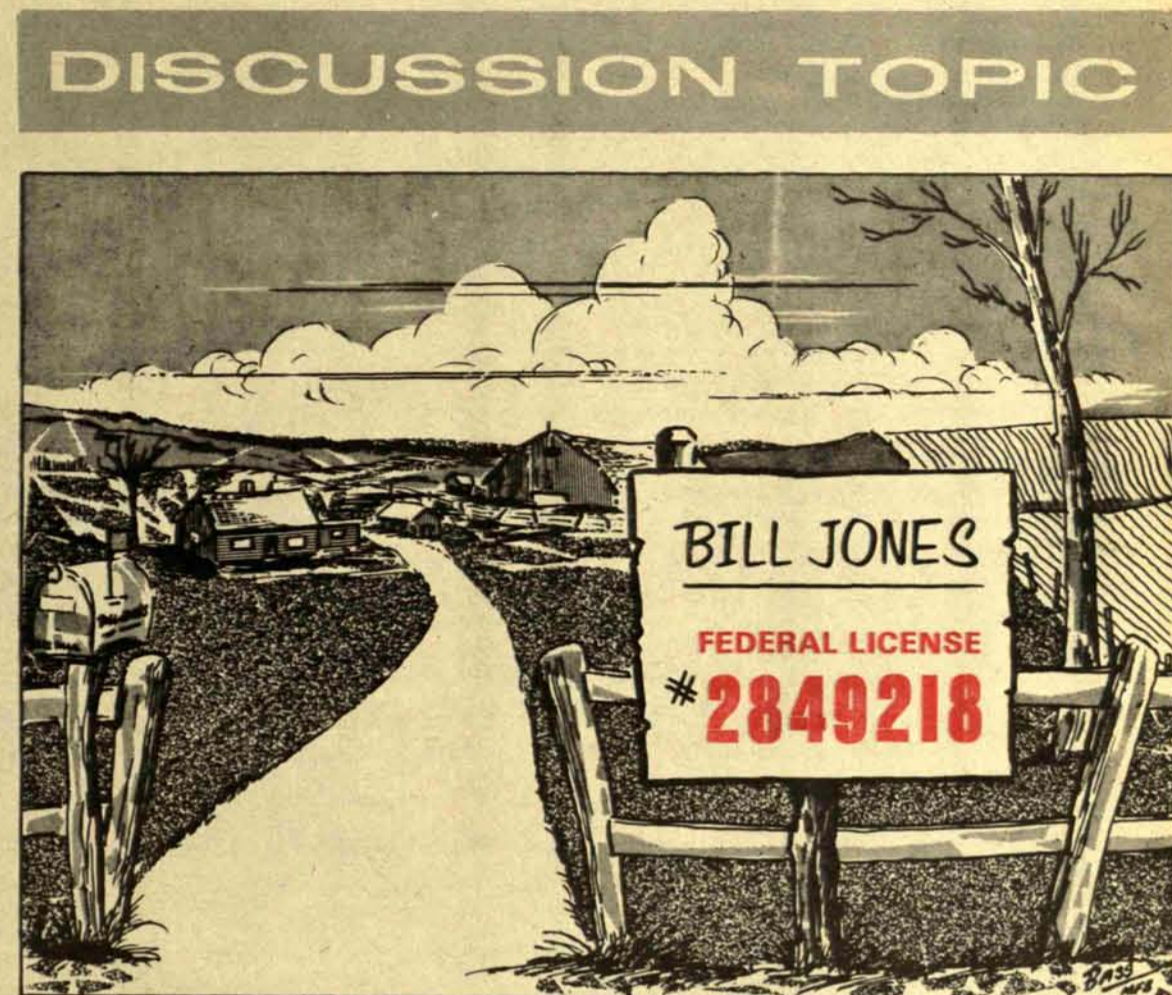
Its supporters are pushing it in Congress and to the public as a "voluntary" program. With this magic label, some Congressmen may fall for it.

As applied to the McGovern bill, what does the word "voluntary" mean? The practice has become common to talk about a proposition as being "voluntary" if it offers ANY KIND OF A CHOICE AT ALL to those affected by it.

This would make your decision "voluntary" if you were offered the choice of a porcupine or a cactus as a bedfellow.

THE CHOICES?

One may ask — seeking full information — "How wide are the choices? Is one side of the decision loaded more favorably to affect the decision than the other?" Of course, such questions are FARMER questions. Congressmen may not think nor care to ask them. Some think that



farmer choices "just gum up the works."

If the McGovern bill passes, you will not choose whether or not to have the prescribed marketing quotas and certificates. That matter will have been decided by Congressmen.

In practically all of the bills being offered, you will be issued certificates which permit you to sell a certain portion of your crop. The government — mainly Congress — will set the value of these certificates according to the judgment of the government officials. There will be a requirement for rigid compliance to stay within your allotments. The government will hold authority to cut these allotments according to its "own discretion." Your marketing quotas may be set by bushels or bales.

The other choice? You can stay out of the program. They stress that you could grow what wheat you wished, for example, "without penalty."

But, with an open market price wrecked because of flooding with "non-certificate wheat," or beaten down farther by the dumping of CCC stocks on the open market, you may try to recover your costs of production as a "freelance" farmer! You would get no supports, of course.

Is there "no penalty" — or is a ruined price your penalty? Is the choice fairly balanced — or is the offering rigged to compel farmers to accept the program or go broke?

GOVERNMENT GRANT

For a number of years now, a couple of ideas have been taking root in Congressional minds. They are about at the flowering stage.

One of these ideas is that farmers should be required to have a federal license to farm. If you are going to regulate, the job is so much easier if you have the power to license or the power to revoke or withhold a license.

The other idea calls for the power to regulate, allocate or adjust the limits of permissible payments to farmers — so as to adjust the incomes allowed to them.

Has government moved toward

licensing? Basically, government wheat certificates would be permits to sell. They would also be straight handouts of money from the Federal Treasury. As such, they put farmers directly under government jurisdiction. The Supreme Court has ruled that "what the government subsidizes, it has the authority to control."

Something gets tied to certificates beyond their value as cash. They transfer management rights on the farm from the farmer to the government. They are, in effect, licenses to farm.

The idea of limiting or scaling payments to farmers is no longer "somewhere over the rainbow." Such proposals are contained in certain bills now before Congress. As program costs mount, the limits to payments can be squeezed tighter. And mount they will.

It will take hordes of federal employees to do the bookwork on certificates, without considering the costs based on the farmer payments. When the public wearies of mounting tax pressure, farmers can expect neither sympathy nor support.

Public resentment against farmers has flamed over the costs of past programs. By their very nature, direct payment programs are designed to be the most costly in farm program history. Farmers have already heard the clamor for "tighter farmer controls" and the demand to "cut the costs." Can farmers rely on government for a major share of their incomes? Others hold a majority influence over Congress. And Congress will decide on the "grants" each year.

With the payments coming directly to farmers, none of the blame for costs can be shunted to those who store commodities. The government plans to store none in the future.

APPEAL TO CONGRESS

The action of Congress in the next few weeks will decide the future of American agriculture — Your future. If some bills pass, even your right to vote on certain marketing quotas will be gone.

Your only line of action today is to write to your Congressmen and Senators protesting programs

and policies which lead to farmer dependency and rigid government regulation.

Farm Bureau's appeal is for positive opportunity for farmers. By virtue of their policy resolutions, Farm Bureau members believe that a change in the direction in farm programs is long overdue. They desire a program which will:

1. Permit market prices to serve as the dominating influence in guiding the planning of farm production and the movement of farm products into a consuming market, not government storage.

2. Provide price supports which will be protective only, and which do not lead to government price fixing in place of supply and demand adjustments.

3. Protect markets for farm products from depressing shock effects resulting from heavy stocks in government storage and from their sudden release onto the market to wreck prices. Where CCC stocks are low, market prices often rise above support levels. Government programs should allow them to do so, and not set limits to income opportunity.

4. Provide government assistance by means of a cropland retirement program while farmers make gradual adjustments toward a freer market.

5. Aid in the expansion of farm commodity markets both at home and abroad. They should not substitute government-subsidized sales for dollar sales of present farm production. They should not build subsidy upon subsidy merely to keep government programs continually in effect.

These are positive ideas, consistent with sound economics — and not depending for their correctness on any political viewpoint. It is a matter of history that opportunity has made America great.

QUESTION

1. To protect the farmer's voice in farm program legislation — how many letters to Congressmen and Senators will your group members write within the next few days?

Will you help solve one of our state's most critical problems?

There were 255,000 reported *accidents* on Michigan highways in 1963. 1859 people were *killed* . . . an average of 5 *every day* of the year. Over 123,000 were *injured* . . . 50,000 of these people received injuries from which they will *never* recover.

One out of every ten families in the state felt the impact of at least one accident resulting in a death, injury or property damage.

The cost of Michigan highway accidents in 1963 exceeded \$335 million . . . \$55 million higher than in 1962. If the present trend continues, this could approach \$400 million in 1964.

This tragic highway traffic record also forces up the cost of automobile insurance for individuals throughout Michigan. The major factor in higher insurance rates is the tremendous *increase in Bodily Injury Payments*.

A reduction in deaths and injuries can be achieved if all citizens seriously practice good safety habits on our highways.

Seat belts, installed and *used*, can substantially reduce injuries. State government proclaimed the highway accident rate to be a state emergency. Special recommendations for corrective action are being made.

Farm Bureau Insurance Companies support any responsible action to improve Michigan's highway record. And, *Farm Bureau Insurance will continue to protect its policyholders with the broadest coverages available at the lowest possible rates.*

You . . . as an automobile owner and auto insurance policyholder . . . can help keep rates down. The answer to the problem is a *reduction in highway accidents* and *realistic payments* for Bodily Injury Claims.

We all have a responsibility to ourselves, our families and the general public to do whatever we can to reduce the tragic waste in lives and economic loss caused by highway accidents.

Will you help?

FARM BUREAU INSURANCE

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