

# MICHIGAN FARM NEWS

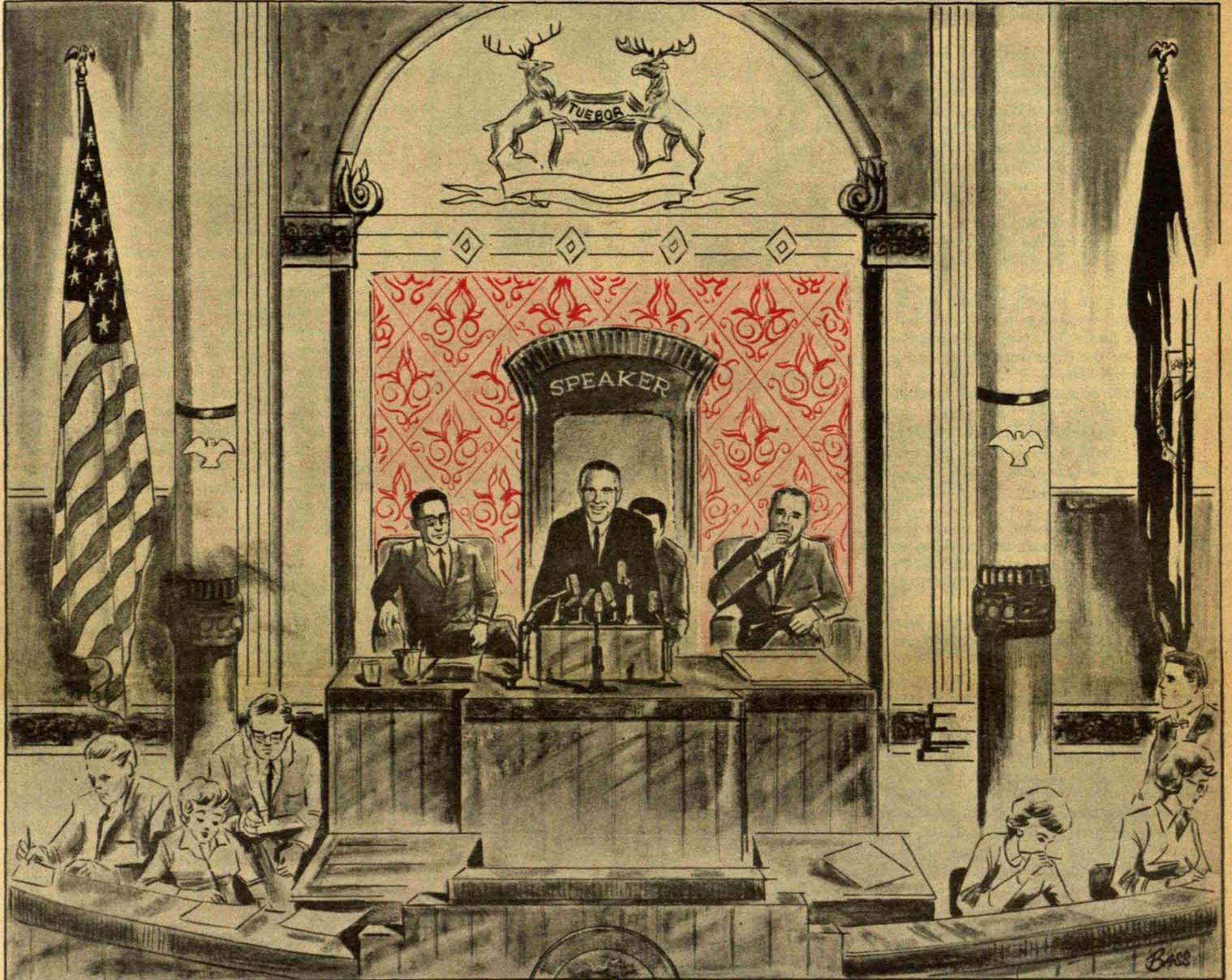
THE ACTION PUBLI

OF THE MICHIGAN FARM BUREAU

Vol. 42, No. 4

Published monthly by Michigan Farm Bureau

April 1, 1964



GOVERNOR GEORGE ROMNEY ADDRESSES A JOINT SESSION of the Legislature in this artist's conception by Sam Bass of one of the rare occasions when Michigan's Chief Executive appears before members of both houses. Seated to the right in the picture is Speaker of the House, Allison Green, Tuscola county farmer and long-time Farm Bureau member.

## The Legislature Labors On

### McNamara, Hart Oppose Farm Bill

An agenda of more than 1,500 bills, and proposed amendments to the Constitution have assured that the 1964 session of the Michigan Legislature is a lively one.

Confronted with the record-breaking grist of proposed legislation, the lawmakers have already revised their deadline schedule several times.

Farmers, through the Michigan Farm Bureau, have kept a watchful eye on over 200 bills on which they have a policy position.

Bills which have not already passed through the "house of origin" are dead for this session, except those dealing with appropriations, elections or legislative apportionment.

April 7 is the final date for reporting from Committee in the House of Origin, all appropriation bills. One week later is the final date for their passage through the originating house.

Measures of real concern to

Farm Bureau members still hang in the balance.

As reported from the Senate Committee on State Affairs, S.1038, the bill to reorganize the Executive Branch of state government provides for abolition of the present bipartisan Michigan Agriculture Commission and for direct appointment of the Commissioner of Agriculture by the Governor.

This would place the Department back once more on a purely partisan political basis as was the case before 1945, when Farm Bureau was successful in its fight to enact a bill that established the present Michigan Agriculture Commission.

The step backward into politics — as proposed in S.1038, has been strongly protested by spokesmen for all the farm and commodity organizations in public hearing.

By Committee amendment, the State Apple Commission, the

Cherry Commission and the Potato Industry Council were placed back in the Michigan Department of Agriculture rather than in the proposed Department of Commerce.

An important battle that Farm Bureau virtually fought alone, had to do with licensing of fertilizer spreaders. Last Fall, Farm Bureau voting delegates expressed their concern about the "recent policy of certain state officials to require trailer licenses on specialized equipment used for transporting and spreading bulk fertilizer and on nitrogen applicators."

Farm Bureau members contended that if these agricultural implements had to have license plates, it might be argued that the same rule should also apply to ordinary manure spreaders, combines, field choppers and similar farm tools.

The Michigan Farm Bureau, through its Public Affairs Division, wrote legislation to clarify

this "foggy area" of dispute, and marshalled a bill through both Houses specifically exempting the spreaders and similar implements of husbandry from the need for licensing.

The bill, hailed as a major victory for Michigan farmers, now awaits the Governor's expected signature. Once signed, it will go into immediate effect.

The budget bill carrying the appropriation for M.S.U. did not contain a line item granting a specified amount to the Experiment Station and the Extension Service.

Farm Bureau feels strongly that there should be such earmarking to make definite what these agricultural programs will receive from the budget granted to M.S.U. for the coming year.

Farm Bureau is also urging items in the M.S.U. budget and in the capital outlay bill for a pesticide research center at the university.

With Michigan Senators McNamara and Hart voting "No," the Administration's supply-management wheat and cotton bill passed the Senate on a roll call vote of 53-35. Hundreds of letters and calls from Michigan farmers had urged defeat of the bill.

The measure passed the House last December as the Cooley Cotton Bill, but was amended in the Senate to include a wheat program and a feed grain tie-in. An effort to hastily ram the Senate-amended bill through the House failed when Congressman Hoeven, of Iowa, protested.

The bill would force on farmers the same kind of program which they turned down in the Wheat Referendum last year. Now falsely labelled a "voluntary" program, farmers would be forced to sign up or face ruin.

The A.F.B.F. Board of Directors says the bill is a "misguided political effort to buy the farm vote in an election year."

**Editorial****Performance Or Promise?**

In the Holy Bible we read how in Egypt a new King arose, "Who did not know Joseph . . ." and who created endless problems by ignoring proven leadership as he tried to stamp out the older order of things.

Perhaps there is a parallel in modern agriculture.

At the moment in Michigan, there is a new "national" farm organization offering membership to farmers on a three-year contractual basis. "Collective bargaining" based on "holding actions" is the heart of the scheme. In theory, these holding actions could take place whenever 60% or more of the involved commodity is covered by contracts in the area of action.

Most Michigan farmers have no trouble seeing through the holes in the idea. Among the things they see is that much more than money is involved.

Questions they ask include concern for the many fine farmer-cooperatives they have built over the years and which would be crippled or by-passed by the direct-bargaining or collective bargaining idea.

They are wary of any proposition to duplicate all of the efforts they have placed into building such organizations as the Michigan Farm Bureau, — and to do so in exchange for promises of "improved income" if and when a majority of farmers and farm commodities are involved.

They know how much can be done when the majority of all farmers are working together in one farm organization, BECAUSE THIS IS NOW BEING DONE THROUGH FARM BUREAU!

Nation-wide, far more than the wishful "sixty per cent" of all commercial farmers, (1959 census report) are now members of Farm Bureau.

In Michigan, more than 90% of the census "commercial" farmers, involving a like amount of the state's livestock and crops, are now represented by Farm Bureau membership.

How strongly farmers have built is a matter of record.

In just the years since the new "national" farm organization came into being, Michigan farmers have invested \$6,155,908 in Farm Bureau membership dues.

The return has been more than tenfold!

What value in dollars and cents can be placed on favorable legislation? On the ability of farmers to speak for themselves?

Yet, forgetting the intangibles and counting only the dollar signs, Michigan farmers have received direct returns from just three affiliated companies to total more than the entire dues spent in the same eight year period.

For example, Farm Bureau Services, Inc., has returned \$2,415,046 in patronage refunds and dividends on capital stock since 1955.

Farmers Petroleum Cooperative returned \$2,046,843 in the same period through patron earnings, interest and dividends.

To these figures add \$2,773,784 in insurance savings effected through Farm Bureau Life, Fire and Automobile companies. Add to the list the greatly improved rates and service farmers have gained from others who have had to raise their standards to meet new competition.

Include all of the intangibles that have meant direct farm income boosts through legislative efforts in Lansing and in each of the other 49 states. Add the work done by Farm Bureau in Washington. Include the special market development work, and special marketing programs. Include the Farm Bureau foreign trade office in Rotterdam.

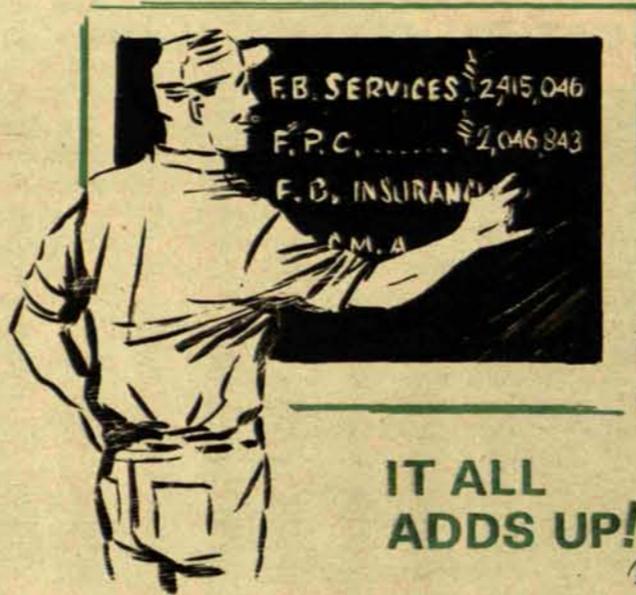
Add the special strength that comes from work done voluntarily and willingly.

Finally, add the warm fellowship and spirit of neighborhood cooperation built into Farm Bureau over the years in 1,400 Community Farm Bureau groups.

For thinking farmers, the farm organization choice is a simple one.

Which will it be, performance or promise?

M.W.

**MORE MONEY FOR MICHIGAN FARMERS**

IT ALL ADDS UP!

**Michigan Farmers Benefit by Expanded Services Program**

The Williams Grain Company with facilities at Quincy, Coldwater, Batavia and Bronson has become an affiliate of Farm Bureau Services, Inc. This is a joint step taken by the two organizations to provide the farmers of the area with the ultimate in products, services and facilities.

Since its inception, the Williams organization has made a consistent effort to provide Branch County farmers with complete agricultural services.

In teaming with Farm Bureau Services, this effort will bear additional benefits for all the farmers in the area. An example of these benefits is the expansion of their grain markets by utilizing Services' Michigan Elevator Exchange Division. Export markets for Branch County grain will thus be more easily reached.

Typical of the cooperative spirit expressed in this merger is Services' acquisition of the Williams corn handling plant at Coldwater. This plant utilizes the cobs instead of burning them.

The end product winds up in the nation's industrial machines in the form of polishing and burnishing materials as well as in the manufacture of soap.

The Williams flour-milling plant and the feed mills will continue to provide markets and supplies for the area's farm production.

The fertilizer blending plant in Coldwater, established in 1963, features one of the area's most modern anhydrous ammonia conversion operations.

A joint statement by M. D. Brownlee, Services' general manager, and Warren Williams, head of the newly acquired company, features the fact that this consolidation was made with the best interests of Branch County's agriculture in mind.

**'64 LEGISLATIVE SEMINARS BREAK ALL ATTENDANCE MARKS**

Attendance at the 1964 Legislative Seminars, just concluded in March, broke all records for this annual activity. A gratifying total of 329 County Farm Bureau Legislative Committee members and guests travelled to Lansing for this informative series.

Joining them for lunch and brief visits before attending the afternoon legislative session were 73 members of the Michigan Legislature, representing 71 of the 74 counties in which Farm Bureau is organized.

**MICHIGAN FARM NEWS**

THE ACTION PUBLICATION OF THE MICHIGAN FARM BUREAU

The MICHIGAN FARM NEWS is published monthly, on the first day, by the Michigan Farm Bureau, at its publication office at 109 N. Lafayette Street, Greenville, Michigan.

Editorial and general offices at 4000 North Grand River Avenue, Lansing, Michigan. Post Office Box 960. Telephone, Lansing, IVanhoe 7-5911, Extension 317.

Established January 12, 1923. Second Class Postage paid at Greenville, Michigan.

EDITORIAL: Editor, Melvin L. Woell. Advertising and Layout, Paul A. Rivas. Staff Artist, Sam Bass. Women's Material, Mrs. Donna Wilber.

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POSTMASTER: In using form 3579, mail to: Michigan Farm News, 4000 N. Grand River, Lansing, Michigan. Second class postage paid at Greenville, Michigan

**President's Column****Economics And Work**

By Walter Wightman, President Michigan Farm Bureau

Few could be more aware of the economics that support our whole society than members of my family. Those years of struggle are very vivid in our minds when we were attempting to build an economical farm operation unit from almost nothing — to one that could support a full-time farm operation.

There was a mortgage and debts with interest to pay, and a growing family to support at the same time we were increasing our capital investment.

So, we knew first-hand that debts had to be paid and interest raised periodically. It was somewhat of a thrill when interest began to flow in from the other direction.

Any profitable, well operated business is a source of inspiration, particularly when one has been "through the mill" and knows what it takes to make it that way.

The study of economics has always been an interesting subject to me since college days, but there is more to economics than just the values of dollars and cents.

We note here a statement by David West, Professor of Economics, Memphis State University, "It's a shame for a Christian to go broke, bankrupt; and it's likewise a shame for one who is an economic success to be a moral failure."

One does not contribute anything to the growth and welfare of a community by operating an unsuccessful business or by going broke — and let us not overlook the fact that farming is a business and requires real business management these days.

After having said all of these things, it seems as though it is time we begin to recognize that there are many things in life that are much more valuable than the dollar.

We recently heard Mr. Shuman, President of the American Farm Bureau Federation, say that we are, and must be concerned with opportunity and not security. This statement may need some analyzing.

If we mean by "security," a certain number of dollars laid by for a rainy day or old age, this is not real security at all. Many people who laid by something for old age when the dollar was worth 100 cents, are finding it hard to make both ends meet with the "38-cent dollars" we are using today.

In other words, inflation has robbed them of more than 50% of the real equity they had laid by in former years. This can happen to us anytime we place our emphasis upon dollars for our security. If we mean by security — the guarantee of a job or income, even if the individual is laid off the job — this too is an illusion and can't be done indefinitely either.

But, any society can offer opportunity for its citizens to provide for themselves. This is where we begin to consider the more valuable things in life.

These would include knowledge, know-how, training in the skills, honesty, integrity, dependability, love, respect and consideration of one's family and his neighbors, industry and, last but not least, self respect.

The man who sweeps out and cleans the office at night is just as necessary as the manager who sits at the desk all day. The lowly ant is supposed to be the most industrious of all the insects.

Christ, in his admonition to shiftless people of his day said, "Go to the ant, thou sluggard — consider her ways and be wise."

These days there is a lot of discussion about school dropouts, juvenile delinquents and unemployment. We must help to build self-respect into the lives of these young people by teaching them the skills and creating a desire on their part to be worthwhile and contribute something to society.

There is plenty of worthwhile work for everybody to do, but we must first create a desire to do it.

W. W.

## Market Power Through Market Price System

(Exerpts from an article by Max Hood  
MFB Director, District 1)

Farmers realize the need for a program to strengthen their marketing and bargaining position.

The delegates to the Michigan Farm Bureau annual meeting said, "The abundance of our agricultural production demands solutions, not in the defeatist attitude of more controls but rather in the development of an expanding market and the discovery and promotion of new uses for our agricultural products."

With the backing of Farm Bureau and the American Agricultural Marketing Association, over twenty-five state marketing associations have been formed. The name of our own organization is the Michigan Agricultural Cooperative Marketing Association (MACMA).

The philosophy under which these organizations were formed and are operating reflects the basic philosophy of Farm Bureau: a belief that the market power of farmers can best be achieved by the use of the market price system.

Under this system, supply and demand become the primary factors in determining the true market level for agricultural commodities.

The policy of withholding products from the market, which is promoted by the NFO, is doomed to failure because the farmer is marketing more than his labor; he also markets his management and investment.

A far more effective approach

is the use of contracts negotiated by voluntary associations of farmers as far in advance of production as practical.

Farmers have learned that labor union methods do not work in agriculture — and are unwanted! They have learned to use intelligence, restraint, knowledge and good judgment in marketing.

Responsible cooperation builds greater bargaining power for farmers, but it requires positive action, courage, knowledge and capital.

This responsible cooperation may not be Utopia, but it holds far more promise than the alternate route of marching into the clutches of labor or the quicksand of government stagnation.

## Lenawee Boosts Community Groups

Three new groups organized in ten days time.

Can you top this? That's the recent record set by the Lenawee County community group committee when they decided to "go get those young farmers enrolled in community groups and make them a part of Farm Bureau."

The Onsted Area group was organized on February 22; Lake Land group was organized in the Aldersen community on February 28 and on March 2 a new group was formed in the Morenci area but hasn't yet selected a name.

This is a record on group organization that hasn't been equalled in many years in Michigan Farm Bureau — if it was ever reached.

Orchids and congratulations go to Mr. and Mrs. Wilson Sawyer, Mr. and Mrs. Clarence Heimen-dinger, Mr. and Mrs. Art Eaton, Mr. and Mrs. Earl Griffin and Mr. and Mrs. Silas Knowles.

Allegan County has organized two new groups since January 1, while each of the following counties have organized one each: Van Buren, Mecosta, Gratiot, Midland, Saginaw, Sanilac, Missaukee and Baraga.

From reports from the counties, there should be many more new groups organized during the spring months.

## Saginaw Valley Tomato Growers Organize

A group of processing tomato growers in Bay and Saginaw Counties have recently organized for marketing and bargaining purposes.

Farmers in the area have been dissatisfied with delivery conditions and contract prices paid by the processors. Prices have consistently been from four to six dollars per ton lower than prices paid to growers in southern Michigan, Ohio, Indiana, and Illinois.

The growers have found it difficult to profitably produce tomatoes at such prices, and congested delivery conditions at one of the plants has caused considerable loss of valuable time and a deterioration of tomato quality.

About 90% of the growers that produce for the Heinr. Franck Company plant at Pinconning, have joined the Tomato Division of the Ohio Agricultural Marketing Association.

The association, an affiliate of the Ohio Farm Bureau, has been representing processing tomato growers in Ohio and southeastern Michigan in negotiations with processors over contract terms.

Because the Ohio organization has considerable experience with a successful tomato marketing program, the OAMA is making its services available to Michigan tomato growers through a working agreement with the Michigan Farm Bureau.

Following a successful membership drive and several grower meetings in February, the members elected a plant committee to represent them in negotiations.

The members of the committee are Alfred Revard, Chairman, Essexville; Irwin Houghteling, Pinconning; Adolph Heinz, Essexville; Erwin Zeilinger, Sagi-

naw; and Ed Schmidt, Bay City.

The Committee has met twice with Heinr. Franck Company officials. Some progress has been made in reducing the long "waiting in line to unload" problem and reducing hamper rental charges, but the company has not, to date, agreed to increase the price per ton.

The membership has decided not to sign acreage contracts with the company until the company agrees to improve the price and other contract terms. This decision was made by a unanimous vote of the membership at a meeting on March 9 in Bay City.

The committee has indicated that they are willing to meet with the company officials at any time to work out a reasonable solution to the problem.



MICHIGAN FARM BUREAU VEGETABLE ADVISORY COMMITTEE met March 11 at Farm Bureau Center. Dr. Clinton Peterson of the Michigan State University Department of Horticulture (third from left) is shown presenting slides on current vegetable breeding projects by MSU.

## FBYP to Hold Formal Dance

The Formal for the Farm Bureau Young People will be held at the Freeland Community Hall, Freeland, on April 11, from 8:00 p.m. to 1:00 a.m. Tickets are \$1.25 single, \$2.00 per couple.

All Farm Bureau Young People and friends and former F.B.Y.P. members are cordially invited to attend.

## '64 A GOOD TOMATO YEAR

Prospects point toward a favorable year in 1964 for the entire tomato processing industry. Growers can expect improved price and other contract terms because of increasing consumer demand and a small supply of tomato products remaining from the 1963 crop.

Tomato juice consumption is up over 20 per cent due to a short supply of citrus. Stocks of canned tomatoes are down from 1963. The 1963 production of processing tomatoes was down 24 per cent from 1962.

Italy, the chief exporter to the U.S., had two-thirds of a normal crop in 1963. Per capita consumption of tomato products is steadily increasing. The tomato paste market is expanding primarily because of the growing popularity of pizza among teenagers and adults.

## ICC Safety Regulations Apply to Farm Truckers

An increasing number of Michigan farmers are helping to beat the "cost-price" squeeze by using their own trucks to haul cattle and produce. Since Michigan is surrounded by attractive markets that lie beyond our state lines, these farmers often become "interstate carriers" of exempt agricultural commodities and subject to safety regulations of the Interstate Commerce Commission.

On occasion farmers get into serious trouble by not recognizing this fact.

As carriers of exempt agricultural commodities and thus exempt from the economic regulations that apply to non-exempt carriers, they sometimes feel that they are also exempt from the motor carrier safety regulations, which involve such things as driver medical certificates, daily travel logs and vehicle condition reports.

According to C. R. Flemming, Lansing, Michigan, District Supervisor for the Interstate Commerce Commission, most local farmers who fail to comply with the law, do so because of misadvice rather than any open attempt to defy or by-pass the law.

He reminds all who haul, that "there is no exemption to safety regulations for those who operate vehicles across state lines." Flemming states that any motor carrier operating across state lines is under the jurisdiction of the Commission's Safety Regulations, and that vehicles and drivers must comply with these regulations.

He cites a recent case where one person has been fined \$500 plus court costs, and placed on probation for one year during which any further violation of the safety regulations could cost as much as \$3,000 additional.

The person involved had contended that as a private carrier of grain — he was not subject to motor carrier regulations, which the court pointed out to be "humanitarian in nature, for protection of human life on the nation's overcrowded highways."

For a copy of these regulations, write: Interstate Commerce Commission, Bureau of Motor Carriers, 221 Federal Building, Lansing, Michigan.



# 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

# A Report on Education

Michigan Farm Bureau members have shown great concern for school problems in their 1964 policy resolutions. There are many major bills in the current session of the Michigan Legislature in which farmers are interested.

H.715 contains an entirely new school aid formula, designed to give local districts credit for effort in financing education. Districts levying more than 8 mills for operation would receive comparably more state aid.

H.530 maintains the present school aid formula but increases the per pupil allowance from \$224 to \$234 and the deductible millage from 3 7/8 to 4 1/4.

Both bills would require a larger state appropriation (H.530, \$21 million, H.715, \$65 million).

Farm Bureau's policy would favor either bill as a step toward preventing a further burden on the property taxpayer who is now paying 57% of school costs compared to 44% just 10 years ago.

**School Reorganization:** (S.1080) Last year a similar bill passed the Senate and the House refused to accept 10 amendments offered by Farm Bureau. This resulted in an "all out" fight to defeat the proposal, which was successful only by the narrowest of margins — a tie vote.

This year the Senate Education Committee accepted 16 amendments proposed by Farm Bureau. The bill, if passed, would still require each county or intermediate district to set up a committee to study the problems of education in the area and recommend a plan of reorganization. The plan would be submitted to the voters. It could be voted on by the county as a whole or by the proposed districts.

## Dumped Grain Lowered Livestock Price

When the Administration dumped feed grains on the market in 1961, Farm Bureau warned that the result would be disruption in livestock, dairy and poultry production.

The present slump in livestock prices has been caused, in part, by increased marketings resulting from the feed dumping.

"We realize that some persons have supported the feed grains program as an effective way of pouring Washington money into feed grain areas," Farm Bureau said in a statement to the House Agriculture Committee.

The statement pointed out that the current loss of income to producers resulting from the slump in livestock prices is several times the amount of 1961 and 1962 feed grain payments.

*Prairie Farmer* recently pointed out that in spite of the program, the feed grains supply for 1963-1964 is up five million tons.

H.85 allows school districts to operate school buses of less than 12 seating capacity. Many districts have been handicapped under the previous law. Farm Bureau supported this change. It has passed the House and now in the Senate.

H.1096 changes the intermediate school district act to allow two or more counties to join for intermediate purposes. This change would only be useful to some northern counties.

It does not effect counties having more than 5,000 school children. Five counties in northwest Michigan are now part of an area being served by the first Community College in Michigan.

Because Intermediate Districts have some responsibilities involving the Community College it would be helpful to be able to join more than two intermediate districts.

Any action would require a vote of each county. This bill in no way affects elementary or high school districts.

The results of the people's vote (acceptance or rejection) would be final. The committee would be dissolved and no further action would be required.

The proposal does not threaten any district with loss of state aid and it does not promote a "state-wide" district. It does, however, require that the plan submitted to the voters be drawn in such a manner that all areas would be part of a 12 grade district.



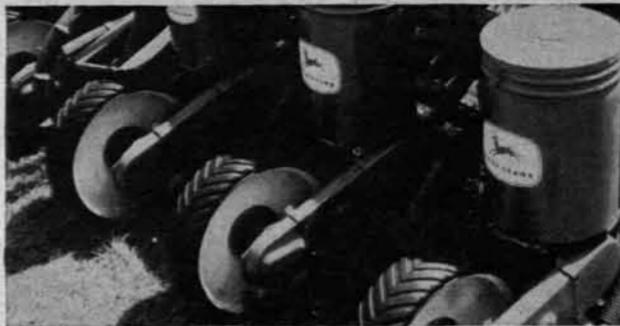
## MINIMUM WAGE BILL INFLATIONARY



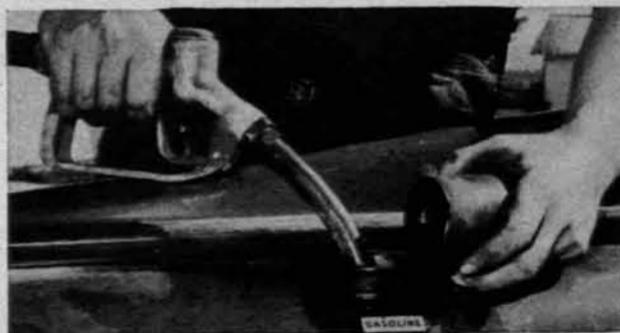
"THE MINIMUM WAGE BILL would do more harm than the good it tries to do," Representative Robert Griffin (9th District) told Michigan farm leaders who participated in the F.B. Women-sponsored Legislative Tour. At a breakfast with their Republican Congressmen, the group heard Griffin explain that the bill would force labor costs and prices up.



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March 18, 1964  
 Honorable William G. Milliken  
 State Senator  
 State Capitol  
 Lansing, Michigan

Dear Senator Milliken:

Michigan Farm Bureau is on record, by resolution adopted at the annual meeting in November 1963, in favor of legislation enabling producers of different agricultural commodities, by referendum vote, to approve a check-off for promotion, research and grower information.

The legislation should apply to any agricultural commodity group which wishes to use this approach to its problems.

Our Board of Directors has given S. 1361 thorough consideration and has approved the bill.

It is our understanding that the exemption clause provides that any program approved under the act shall allow an individual grower to exempt himself from the check-off if he so desires.

Yours truly,  
 Walter W. Wightman  
 President

WWW:db

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## The Story of a Man's Dream

(This is the second in a series of communications from Wm. A. Burnette, Farm Bureau member from Van Buren County, who is fulfilling his dream of a journey around the world. This month, he writes about his visits to Hawaii and Hong Kong. — Editor's note)

As great as they are, neither the sugar nor the pineapple industry in Hawaii can match its greatest accomplishment. In addition to the two industries I mentioned, the agriculturists here are broadening their fields of production to include other products.

*But being a longer distance from their markets than their competitors in other states, they must rely more upon science and technology in agriculture to meet their competition in the market place of the nation.*

They are now expanding their market here at home to achieve diversification. They are rapidly expanding their production in beef, dairy, poultry, coffee, papaya, bananas, Macadanya nuts, vegetables and a number of minor crops.

*I certainly get the impression that these people are up and coming and we can be proud of them as our newest sister state, just as they are justly proud of themselves.*

In my judgment, the one outstanding characteristic of the people here that puts to shame the other forty-nine states of the Union is the attitude of the people toward one another.

As I have looked at the faces in the crowds here, on the streets, in stores and all public places, I have seen none that are tense with racial consciousness. In my quest for information regarding how people live, I have talked with many leading people here who smilingly call themselves "Hawaiian chop suey."

One man explained that he was

a "chop suey" mixture of Hawaiian, Chinese, German, Irish and a few others he perhaps didn't know about. But he seemed only conscious of the fact that he was Hawaiian, an American citizen, together with other citizens, working to make the most of their lives.

The people here in our newest state seem to have solved the biggest problem of the human race in our day and generation. I see it in their faces; I see it in their relationship with one another.

It seems to me the big difference in tension here and in other states is due to the natural-versus-artificial approach to the big problem. The people here are not insisting they should be equal in status, socially, economically and financially.

*Nobody here pretends to be born with an equal distribution of intelligence, ability or performance.* People here are classified on their performance ability and that determines where they live, where their children go to school, and what they do for a living.

In this respect, I think Hawaii is setting an example for the entire United States.

### HONG KONG

I can't recall another state or colony that has more problems than Hong Kong. These problems test the character of the people like silver is tested by fire.

The big problem here at the present time is shortage of water. I know that is hard for the people of Michigan to imagine a situation like this.

*At our hotel, we are warned not to drink any water from the faucets. Matter of fact, the faucets are turned off in our bathroom. There is a 30-minute period allowed morning and night for showers.*

This drouth has been in effect for about six months. The water reservoirs, about 15 in all, were practically dried up.

There is a limited water supply from the interior of China by way of water tankers that is quite insufficient, but the people have endured these hardships with great fortitude.

The crown colony of Hong Kong originally was a grant in what they call perpetuity, as a settlement for a war between the British and Chinese governments. Later, as a result of the Boxer War, a settlement was made by Great Britain leasing from China, for ninety-nine years, an additional territory consisting of about 365 square miles.

The crown colony is going all out to develop this new territory, and they need it. Yesterday, we toured the new territory and viewed the boundaries between Hong Kong and Red China.

*There is a police station up on top of a big hill that overlooks the river valley, but about 200 people a month manage to dodge the Red Chinese police and crown colony police and come into Hong Kong.*

This brings about a situation that brings out the human side of Hong Kong, and I think this is one of the most remarkable feats of humanity I have ever observed. For example, we saw refugees who live in shacks on the hillsides and on top of apartment buildings where their friends who preceded them got settled.

This group amounts to some 800,000 unsettled people. The crown colony could have turned these people back to Red China, but they didn't. The rule is that if people are able to stay with their friends for a few days, they will be accepted.

Of course, the crown colony doesn't want to see these people live in this shack misery and as a result they are building low rental apartment houses.

*The Government has already housed about half a million of these refugee families and are continuing as fast as they can — certainly a great humanitarian effort.*

A friend told me that Chinese families are being broken up in Red China — that is, families in Shanghai that go back hundreds of years — solid families.

They are breaking those families up and sending one individual to Canton, another someplace else — so that the government will be the "big daddy" to the people.

*They don't want them to look beyond the government. They don't want them to look to the families instead of the state.*

(next month: India)

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

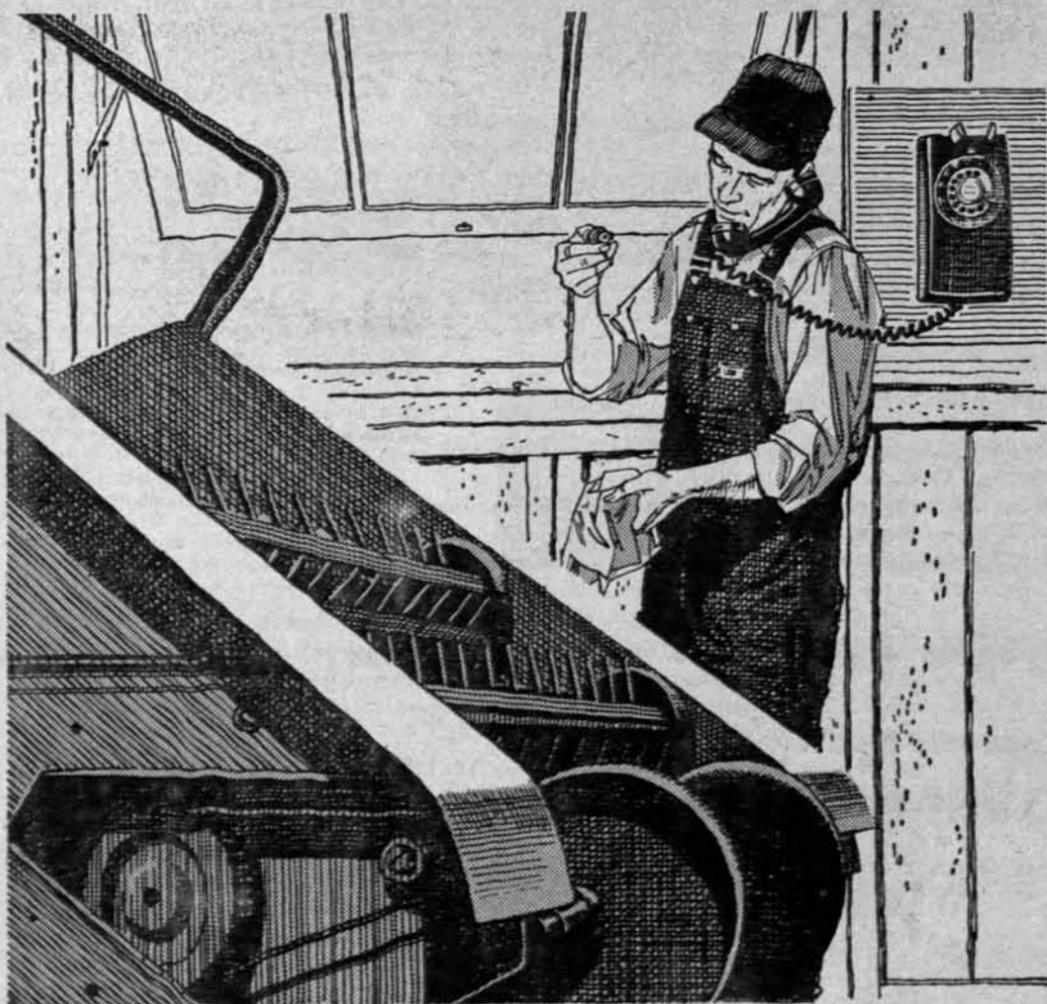
"We've had a telephone on the farm ever since Helen and I were married, almost twenty-seven years ago. It's come in handy lots of times: like the night Jimmy was born, and the time we were all sick with the flu.

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

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

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

**MICHIGAN BELL TELEPHONE COMPANY**



**"Milk production really climbed when we moved the herd to our new concrete masonry barn!"**

Says ROGER BECKER, Cobleskill, New York

"When my herd outgrew the old barn, I decided to build a new barn the cows could pay for. I visited 87 barns in five states before I made up my mind. Now I'm convinced that concrete masonry was the best investment I could have made. The new four-row barn is 64' x 175' with walls of 8" lightweight concrete block filled with vermiculite insulation. The floor is reinforced concrete. The cows are doing great—staying healthier, too. And my work is a lot easier. The barn stays clean, snug and dry. The hard-surfaced concrete walls are a cinch to wash down. It's almost a pleasure to take care of the stock and do the milking. I figure this barn will last me a lifetime without painting and constant repair work to waste my time."

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An organization to improve and extend the uses of concrete  
Please send free booklet, "Labor-Saving Concrete Dairy Barns."  
Also send material on other subjects I've listed:

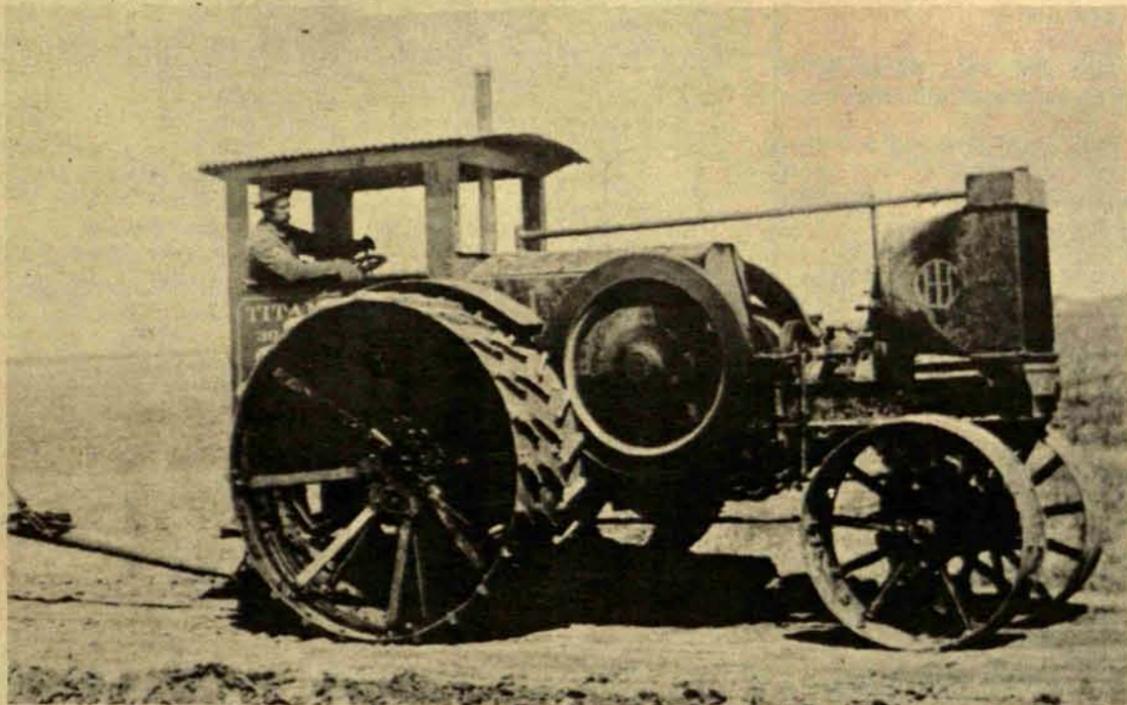
NAME \_\_\_\_\_

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CITY \_\_\_\_\_

STATE \_\_\_\_\_

# From "Rheumatiz" to Horse-Power Whiz



Grandfather's old grocery store was a museum of smells. The fragrance of peppermint sticks, chocolate, spices and coffee was blended with the odors of tobacco and salt codfish from the barrel in the corner.

*There was the inevitable cuspidor or the sawdust box for the chewers of "Sweet Cuba Fine Cut."*

The pungent odor of the old back room had a distinction all its own. For, there were the vinegar and molasses barrels flanking the drum of kerosene. The kerosene discouraged the flies around the vinegar and molasses!

Neighbors brought in their jugs or their gallon kerosene can for filling. Oil for the lamps of America, fifty years ago. Oil to kindle the fires in the old wood stove and the kitchen range. Grandfather called it "coal oil."

"Coal oil" or kerosene lamps came into common use in the mid-1800's, replacing tallow candles. Householders found that it was a handy thing to encourage a stubborn blaze in the stove on a frosty morning.

They often kept a corn cob soaking in a kerosene can as a booster. Some got impatient and threw a cupful on the smoldering fire. *They held a number of funerals for the victims!*

But, the white man did not find petroleum first, nor was he the first American to use it. The black, smelly fluid—crude petroleum—collected in pits and swampy lowlands, and the Indians collected it in a gourd or clay pot to use as a medicine.

*The white man took the cue. To the early white settler, petroleum was "Seneca oil"—an Indian remedy. It was supposed to cure rheumatism or disorders of the lungs.*

Still later, our American ancestors drilled wells to get salt, but the gummy "rock oil" that came up with the salt water was a "plagued nuisance." They dumped the smelly stuff into swamps, ponds and creeks.

A few oil-covered ponds and swamps got touched off—and the miracle of a substance that would burn on the water fascinated folks. Perhaps the stuff might be good for something, after all.

When kerosene lamps became popular, a search for crude oil began. One of the first "holes" put down—they started to dig it before finally drilling—went down only 65 feet.

*Colonel Edwin Drake at Titusville, Pennsylvania got the first oil well. It was in 1859.*

Today, oil wells go down 4,000 or 5,000 feet—even beneath the surface of the sea. Today, there are over 570,000 producing oil wells in the United States—over 1.2 million "wildcat" dry holes. Some wells were pumped dry long ago.

In Edwin Drake's day, only about 35% of the productive work was done by machines—steam driven. The rest was mus-

The massive steam tractors were rarely used in Michigan for field work. They were given some field use on the western plains. But, everywhere, they followed the threshing crews and the old stationary grain separator, father of the field combine. They puffed their way from farm to farm.

Gasoline engines were appearing around the farms as early as 1900. Even then, many farmers stuck to low-compression, low-power kerosene engines. *Gasoline was still suspected.*

It took the automobile to change the attitude. Internal combustion engines began pumping water in place of the old windmill, grinding grists, running corn shellers and grain separators. Even the washing machine in the woodshed had an engine hooked on to lighten the work for Mom.

cle work—man and beast.

Breakdowns, stoppages and burning bearings or "hot boxes" were the rule. The life of a machine was short, although machine speeds were slow to prevent a "burn out." Good lubricants were lacking, and animal fats were the main source.

*Petroleum changed that picture.*

Gasoline was a by-product of the early refineries. Men did not want to "fool" with it. It was too explosive—too dangerous! Kerosene was the thing wanted, so *they let the gasolines evaporate away.*

Kerosene found other uses than lamps and fire-starting on the farms by the late 1800's. Early incubators and brooders, heated by kerosene, put many a setting hen out of business.

Controls on these new "gadgets" often failed however, and *the flame in the incubator often crept up and baked the hatch; or the oil brooder "ran away" and burned down the brooder house.*

Oil brooders for poultry and young stock did not come into general use for another thirty-five years. It takes time for a thing to "catch on"—to work the dangerous bugs out of them and remove the fears.

*In the early 1900's, there were oil-fed tank heaters for the "horse trough" as well as coal burners. Watering the stock became less of a problem. The water tank did not freeze solid any more.*

It may startle us to find that gasoline tractors were appearing as early as 1890! But steam "behemoths" were the rule until after World War I.

Petroleum-driven tractors became rapidly popular. They were faster and more maneuverable than the big steam tractor with its massive boiler and clumsy steering gear.

*Even early internal combustion tractors had to improve on the steering mechanism. You couldn't turn them "in a ten acre field." Dad got it stuck in the mud, and the steel lugs on the drive wheels "dug their way to China."*

Tractors wrote the obituary of the horse on the farm. Without the horse, the farmer needed trucks and cars. The gasoline engine habit grew.

By the 1940's the argument for the low-compression, kerosene-driven tractor was lost. By 1960, there were 5 million tractors on U.S. farms and almost 3 million farm trucks. High grade oils and lubricants were developed, permitting high-speed operation of machinery.

*The revolution into mechanized agriculture has not stopped.*

The old medicine oil of the Indians has become the foundation for a different miracle. Even the airplane has become a farm tool and a means of quick transportation. There are the Flying Farmers. Planes are used to dust crops, spread fertilizer, survey line fences—and even for spotting and herding cattle on the range.

Diesel-powered tractors began hitting their stride in the 1950's after engineers had solved the problem of hard starting.

They were part of the search for power at reduced cost. Some tractors were even designed to operate on liquefied petroleum gas.

*By 1960, farmers were using over 10 billion gallons of petroleum fuels each year.*

Petroleum by-products fight the pests of the farm. "Petrochemicals" provide the ingredients of many pesticides. More than one-third of all pesticides have a petroleum base. Fertilizers, too.

Much of the anhydrous ammonia, urea and other nitrate fertilizer is made in petroleum refineries.

*Farmers drive to market over "blacktop" roads. The asphalt for these roads is a by-product of refined petroleum. Yes—petroleum fills a big niche in the modern farmer's life.*

As the switch to tractors and trucks developed on the farm, the time arrived when the farmers of the nation spent \$3.5 billion a year for fuels and lubricants.

Petroleum became the pillar of their age of power. Farmers have become the greatest users of petroleum.

*Farmers Petroleum Cooperative, being the largest farmer-owned petroleum cooperative in Michigan, has played a prominent role in the state's petroleum history. Since its beginning in 1949, F.P.C. has explored ways to bring petroleum products to farmers through a reduced-cost operation.*

This cooperative pioneered in direct refinery to farm delivery, where farmers can handle fuels on a volume basis. Other methods have been developed providing for direct shipments to local cooperative bulk plants, thus bypassing the commissions of intermediate handlers.

*Farmers Petroleum delivers 47 million gallons of fuels to Michigan farmers per year.*

*"That ain't hay"—but with it there is little need to put labor and soil into the production of feeds for horses and mules.*

## HAIL INSURANCE on farm and truck crops

**this year—insure your income**

Hail damaged Michigan crops on 33 different days in 37 counties during the 1963 growing season. You can't afford to risk ruin from a hail storm and you can't forecast where hail will strike. This year, play it safe—protect your income with Michigan Mutual Hail Insurance . . . at low rates.

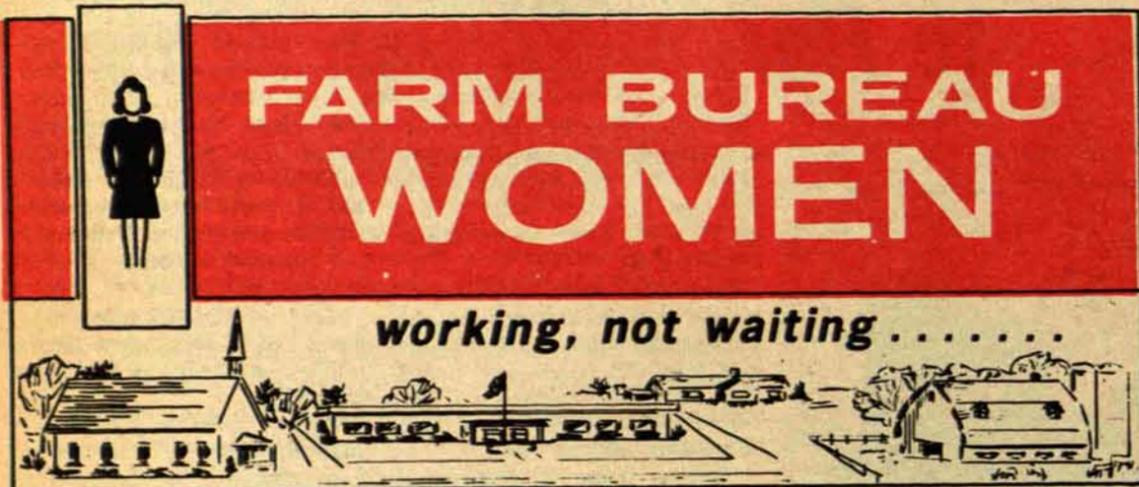
Michigan Mutual Hail has been insuring Michigan farms for over 50 years against hail damage to farm and truck crops. In 1963, claims of \$270,138 were paid and since 1911, more than \$5 million in claims have been paid to Michigan farmers. Claim payment is prompt and fair when you insure with this non-profit farmers mutual insurance company.

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**OVER \$21 MILLION NOW IN FORCE**      **OVER \$1¼ MILLION SURPLUS**

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# 30 Michigan Farmers "Speak Their Piece" in Washington

Story and Photos by Donna Wilbur

It was 6:15 p.m., Sunday, March 1, 1964. Thirty farm leaders from all parts of the state climbed the ramp to the turbo-prop Northwest Airlines plane at Detroit's Metropolitan Airport, some with eager anticipation, others a bit apprehensive about their "first plane ride." Their destination — Washington, D.C.; their objective — to gain a better understanding of the nation's legislative process and to present their views on important issues to Congressmen.

It was an impressive group. There were county presidents, legislative chairmen, women's chairmen and other active Farm Bureau members. There were none in the group who were interested in going to the nation's capitol merely to see the Washington Monument. These were farm and community leaders with a mission.

This was the fifth annual MFB Women-sponsored Legislative Tour. It was headed by Mrs. Marjorie Karker, Coordinator of Women's Activities (who became affectionately known as "mother" during the tour as she counted noses at every stop and directed the group in the right direction at the right time) and Dan Reed, Legislative Counsel, whose familiarity with the city and its people made the group feel secure.

Early Monday morning found the farm leaders in the offices of the American Farm Bureau Federation, meeting the staff and being briefed by them on current legislative issues.

The Michigan Farm Bureau and its Legislative Counsel, Dan Reed, received high praise at the breakfast with Republican Representatives on Tuesday morning.

In the words of Rep. James Harvey, "Dan Reed and Farm Bureau have a continuing and abiding interest in good government. You have been interested not only in farming issues but other areas as well."

He spoke of the importance of writing to Congressmen and said they receive many mimeographed letters but that "lined tablet paper from Woolworths or Kresges, written with a pencil or ballpoint pen, flags it as being from a person interested and concerned enough to write."

Representatives Ford and Chamberlain spoke of recent

publicity to discredit Congress. "The Constitution did not assign a superiority to any branch of government," they said, telling the group that the time had come to speak up in defense of "America's voice in government."

Other areas covered were the Johnson budget decrease, described by Rep. Cederberg as "an illusion — liberally treated with Johnson's Wax," — the King-Anderson Bill (medical care under the Social Security program) explained by Rep. Knox, and the Minimum Wage Bill and its implications outlined by Rep. Griffin.

income drop for farmers if the program was not passed."

Rep. James O'Hara received a round of applause from the Michigan group as he announced his intention to vote 'no' on the proposed farm program. The rather surprised farm leaders heard him explain that his reasons for voting against the program "probably are not the same as Farm Bureau's."

Congressmen Neil Staebler's enthusiasm for the recent tax cut and the proposed farm program with its "high degree of voluntary aspects" was not matched by the visiting farmers.

The friendly meeting with the Representatives eating their bacon and eggs along with people from their districts was sparked by lively discussion and occasional humor such as displayed in a suggestion by one Representative to have Billie Sol Estes for Secretary of Agriculture since "he is the only one who understands farm programs."

Active audience participation resulted in a lively exchange of views, with Staebler extolling the virtues of the farm program and the group countering with the farmer's side of the story and his fight against strict controls.

Visits to the House and Senate prior to a meeting with Democrat Members of Congress were of special interest to the group, as they heard discussion on the proposed wheat-cotton bill.

Staebler's answer to Farm Bureau's Cropland Retirement plan was that it would not cut surpluses and would prove too costly.

Senator Philip Hart was called from the meeting with Farm Bureau leaders by the "buzzer" system which alerts Congressmen that a vote is forthcoming. His administrative assistant, Bill Welsh, took over for the Senator, and explained the structure of Hart's staff and their work, which includes processing an approximate 1200 letters received each week. Also present was Ed Winge, Legislative Ass't. to Senator McNamara.

Although by the end of the lengthy discussion, some of the group were inclined to agree with Staebler's description of himself as an "amateur farm economist," they did appreciate his time with them.

Welsh told the group that although mail on the proposed farm program had been 8 to 1 against it, the Senator in deciding his vote would use this as only one factor. His main consideration, he said, would be the "possible

The people arriving at the Detroit Metropolitan Airport on Wednesday night were not as bright-eyed and eager as when they left that same location three nights before. Bad weather had made the trip back somewhat rocky and some were pale and shaky, others drawn and tired, and a few "just plain sick."

But regardless of their physical condition, it was certain that each considered this tour one of the highlights of their life — for the things they had seen and heard, the new friends they had made — and the valuable knowledge they would now use and share with the "folks back home."



FLIGHT 312 DEPARTING FOR WASHINGTON, D.C. — Michigan Farm Bureau members climb aboard, anxious to begin their "legislative mission" in the nation's capitol. Meetings with Congressmen to express their views on current issues had top priority, with time for sightseeing, too.



DEPT. OF AGRICULTURE chemist, Dr. Jackson Simpson, told of work done by the Research and Development Utilization Laboratories to find new and profitable uses for farm commodities.



"IT SAYS HERE we can be assured of safety, satisfaction and peace of mind." Seatbelts fastened and ready for take-off, Jeanette Pinkston (left), Alice Burandt and Lena Adams read about the turbo-prop plane which will take them to Washington, D.C.



OTTAWA FB PRESIDENT, Franklin Schmidt, while in the service of his country, witnessed the original, memorable scene of the Marines raising the American flag at Iwo Jima. Viewing this statue, Arlington Cemetery, Mt. Vernon, the White House, and other places of interest on their sight-seeing tour, brought about a renewed appreciation from the group of their precious American Heritage.



MARVIN McLAIN, AFBF Ass't. Legislative Director, reviewed the cotton-wheat bill which he called "the most obnoxious ever to come out of the Senate Committee," and the tax cut which "our grandchildren will pay for." He also reminded the group that the AFBF "can only be as effective as its members," and urged them to write to their Congressmen.

**OTTAWA F.B. RECEIVES RED CROSS PRAISE**



A BLOOD COLLECTION PROGRAM, recently sponsored by the Ottawa County Farm Bureau, netted 95 pints of blood in one day. Shown are Ed Sneden and Harris Schipper, Zeeland, heads of the successful drive, giving their donations. "The Ottawa Farm Bureau deserves deepest gratitude for a job done so very well," said the Red Cross.

**SAC and FAC Benefit Farm Bureau Program**

**NEWS FLASH:** The SAC has taken another important step forward with the recent appointment of a 13-member FAC!

If these impressive names bring to mind such things as rockets, missiles, or the Strategic Air Command, this is not too far in orbit. For the eight members of the SAC (Secretaries' Advisory Committee) and the 13 members of the FAC (Field Advisory Committee), combining their enthusiasm, willingness for hard work, and know-how — pack about the same power as a missile on-course toward a predetermined goal.

The goal? — To provide Farm Bureau with the maximum amount of service in the most effective manner possible, to stimulate membership growth and maintenance, and promote county programming and increased member participation — through the improvement, development and utilization of methods.

In 1962, recognition for overall performance in the Farm Bureau program was given to one county secretary in each region. These award winners made up the first State Secretaries' Advisory Committee: Alice Abbott, Lapeer; Bonnie Burkett, Missaukee; Lena King, Calhoun; Marilyn Knight, Clinton, *chairman*; Marian Matthews, Ogemaw; Kay Robe, Kent, *vice-chr.*; Leona Vance, Gratiot, and Rita Williams, Kalamazoo, *secretary*.

The committee is assisted by Michigan Farm Bureau's Coordinator of County Office Records, Mrs. Marjorie Gardner. Recently a Regional Representative, Marlie Drew of the Central Region, was named as an *ex-officio* member of the committee.

The Field Advisory Committee, appointed by the SAC in February, has as its first assignment, the compilation of an administrative manual for county Farm Bureau Secretaries. Mrs. Irma Covert, secretary of Ionia County, is *chairman* of FAC.

Committee members are: Esther Kennedy, Alpena; Joan Weldon, Clare; Margaret Fitzgerald, Mecosta; Marie Schutte, Arenac; Wilma Baldwin, Montcalm; Merle Herrington, Ottawa; Lucille Sheridan, Eaton and Winnie Woodmansee of Barry.

Also on the committee are: Loretta Kirkpatrick, Tuscola; Barbara Bouck, Huron; Pearl Engelbrecht, Macomb and Helen Schanz, Washtenaw.



MRS. LESTER COVERT, Ionia County Farm Bureau Secretary, is the chairman of the newly-appointed Field Advisory Committee.

**POST EMERGENCE WEED KILLER**

# BUTOXONE

**How to Spring-Plant ALFALFA and Get Bumper Yields—1st Year**

For successful spring planting of alfalfa, birdsfoot trefoil or red clover... cut broadleaf weed competition with BUTOXONE! Pays many times your investment... in better stands, higher yields and weed-free hay. Use with or without nurse crop. Spray early when weeds and crop start growth. May also be applied in established stands.

Ask for More Information and Circular

**CHIPMAN CHEMICAL COMPANY**  
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TESTED FOR OVER 5 YEARS

**Polio Victim Leads FBYP In March of Dimes Drive**

The evidence of a job well done is clearly etched on the tired but happy faces of Tuscola County Farm Bureau Young People following a March of Dimes drive which netted well over \$1,000 for the national foundation, reports Mrs. Clare Carpenter, Information chairman.

A victim of polio, Shirley Stevens, of Mayville, who headed the campaign said, "Helping with the community drive to provide new help for the handicapped is one of the ways I know for showing the appreciation for help given me during my trying years."

Shirley and her co-workers held many work sessions to fold and send out mailers, canvas areas and tabulate the gifts.

County FB President, Alfred Goodall, dropped in on one meeting and was put to work preparing for the drive by sealing envelopes.

"Everyone was so generous," Shirley said. "One town canvas yielded over \$146 and another \$100 plus the proceeds from a bowling tournament."

Community groups, women's committee and the Board of Directors of the Tuscola Farm Bureau, together contributed \$137 to help with expenses of a local boy in the IFYE program.

Richard Ross, a senior at Michigan State University, and son of Mr. and Mrs. Richard Ross, Sr., Caro, is slated to go to Poland as part of the International Farm Youth Exchange program. He will leave April 12 for a six-month stay.

**MORE PROFIT WITH LESS LABOR**

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**PROFIT PARTNERS**

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

Fine quality Northrup-King Seed available also.

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Farm Bureau's improved Special Corn Starter Fertilizer is just what the name implies... a scientifically formulated analysis that will give you the best corn profits you've ever had. See your local Farm Bureau Dealer for other crop analyses and a complete line of Farm Chemicals and Seed.



**Sanilac Briefs New Members**

The Sanilac County Farm Bureau Board of Directors and Roll-Call workers held an information meeting for their new members at the county office building in Sandusky, February 25.

Guest speaker, Anthony Kreiner, MFB board member, outlined the philosophy of Farm Bureau. He told the group that the Farm Bureau membership and community groups are the basic foundation of the organization.

Howard Erbe, county president, explained the legislative and minute-man procedures, while Doug Edington, manager of the Farm Bureau elevator, told of the work in his area.

Four community groups — Go-getters, Harmonie, Lynch and Snay — were honored for having 100% paid members by November 1. The Shabbona group was recognized for organizing a new group, Sandy Acres, before Dec. 1.

Several prizes for Roll-Call work were awarded, with first prize going to Hugh Alexander, Carsonville, for signing 20 new members. Howard Erbe was second with 18, and Milford Robinson was third with 17 new members to his credit.



**FARM BUREAU Services inc.**

LANSING 4, MICHIGAN

**BULK FERTILIZER**

- Labor Saver
- Cost Saver

Your local Farm Bureau dealer can save you a lot of time, trouble and money this spring. Simply have him spread your plowdown, sidedress or topdress fertilizer for strong, early crops. Farm Bureau bulk spreading equipment is available almost everywhere in the State. See your local dealer now!

# "GO PEDDLE YOUR BEANS..."

"Go peddle your beans somewhere else. We don't want to do any business with a Co-op!" The receiver slammed on the hook, and the local Co-op manager scratched his head. What to do with all the grain and beans that he was expected to move to market?

This was the slice of cold shoulder that farmer cooperatives got in the years just before 1920. It was an effort to keep farmer cooperatives out of the grain handling business. Private companies regarded grain handling and pricing as their exclusive domain.

It was recognized as a major problem when the infant Michigan Farm Bureau was formed in 1919. By 1921, Farm Bureau leaders had rallied the forces of 50 farmer cooperatives to do something about it.

These co-op elevators pooled \$18,511 to get a program on the road. The new Michigan State Farm Bureau formed an Elevator Exchange Department to start marketing grain and beans and to build an impact on prices to farmers.

The job was a big one. It needed more than a mere department. So a corporation was formed — the Michigan Elevator Exchange — late in 1921.

It went to work. The Exchange studied the market. By learning the ropes, it found that better prices were possible for farmers through their cooperative elevators.

The Exchange sent out daily reports on prices of grain and beans, and as time went on, storage facilities necessary to shipping and to regulating the flow of grain to markets were obtained.

Earnings had to be reinvested to make this possible, but the farmers were building a marketing system — which they owned themselves. No one could tell them "Go peddle your beans somewhere else!"

Did the venture pay for farmers? Let dollars speak. From 1924 to 1962 the Michigan Elevator Exchange returned to farmers through their local cooperatives cash patronage from earnings totalling \$2,759,414!

In addition farmers and local cooperatives held equities in the Michigan Elevator Exchange with a value of \$1,379,928. Over three-quarters of a million dollars of this equity had been earned by the business.

In all cooperative ventures, farmer ownership calls for the investment of earnings in facilities necessary to carry on the business. Without facilities to handle volume, the venture could not perform its service.

Unless the service is expanded to control sufficient volume, the cooperative is not able to have an impact on market prices. The rule is the same as for any business.

Without investment in the operation no returns are possible. But in the case of the Michigan Elevator Exchange, as with the

local cooperative, ownership of the business belonged to farmer members and patrons.

After World War I, production of grain and beans on Michigan farms began booming, and the crops had to be moved rapidly from local elevators into larger storage facilities.

Again, unless you had these facilities, you could not keep pace with the traffic. In the early 1950's Michigan Elevator Exchange had to build a four-million bushel storage facility at Ottawa Lake, Michigan. From this facility grain and beans could be shipped out of Lake Erie ports.

But the farm production boom continued to rise. By the early 1960's more handling and shipping facilities were needed if the Michigan Elevator Exchange was to handle an effective share of the available grain in the market.

The opening of the St. Lawrence Seaway also meant the opening of routes for direct shipment of grain and beans across the seven seas.

Regional grain cooperatives across the United States had formed an export company to

open the door to such shipments. It is the Producers Export Corporation of New York City, a farmer cooperative designed to deal on the international grain market.

By the early 1960's, the Michigan Elevator Exchange was on firm financial footing. It had working capital of nearly \$887,000, but an advantage could be gained in building new and expanded shipping facilities on the lake port front by combining resources with the Farm Bureau Services, Inc.

This pooling of resources made possible the construction of the new grain terminal facility now under construction on the Saginaw River. The grain terminal will expand the shipping and handling capacity of the Michigan Elevator Exchange by two-million bushels.

The Michigan Elevator Exchange, now a division of Farm Bureau Services, places no stress on processing the products it handles. It makes available facilities to clean and pick beans only where its local cooperative

elevator members lack the facilities to do so.

Farmers have spent 40 years building this effective system for the marketing of grain and beans which has continuously worked for the best possible prices the market will afford.

Its pricing, based on close and realistic market analysis, has earned for farmers and their cooperatives over \$2.5 million in cash and equities.

The record scores this farmer marketing venture as a success! A successful marketing system is not built in a day.

## MECOSTA ROLL-CALL

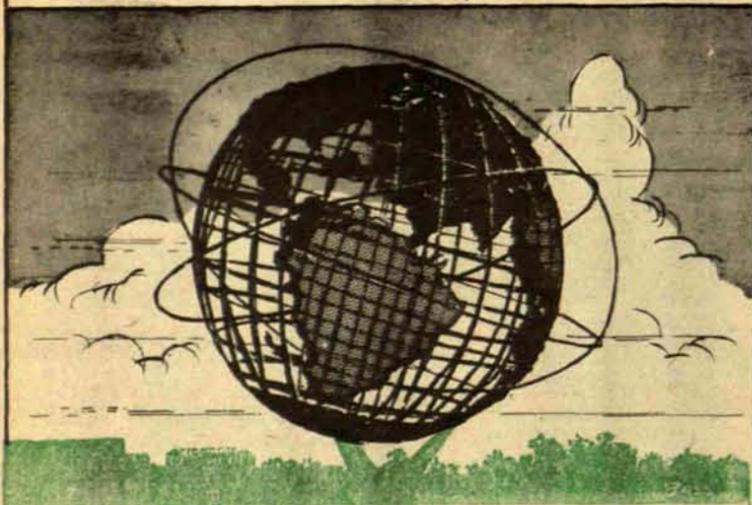
Martin Applegreen of Colfax township in Mecosta County is not only an exceptionally successful farmer and dairyman in his area, but is also a successful membership worker.

According to Mrs. Lawrence Robison, Roll Call Mgr. for Mecosta County, Martin has signed twelve new memberships and five renewals in his first year as a membership worker.

Colfax township was the first township in Mecosta County to reach its membership goal and be a 100% township.

Mecosta County has reached 96% of its membership goal of 757 members and has every hope to complete the drive soon.

## World's Fair Holiday



### GRAND TOUR OF EUROPE ALSO PLANNED

Two exciting tours are planned for Farm Bureau members and friends in the months ahead — one "overseas" and one close at home for Michigan folks.

A "GRAND TOUR OF EUROPE" is scheduled for mid-August, with a choice of travel by either ship or air, for those participating. Great Britain, Belgium, The Netherlands, East and West Germany, Czechoslovakia, Austria, Italy, Switzerland and France, are countries included in the European trip.

The latter part of July has been selected for Farm Bureau's "WORLD'S FAIR HOLIDAY" — with a special trainload of Michigan Farm Bureau members and friends taking a six-day outing to the big New York event.

#### THE FARM BUREAU WORLD'S FAIR HOLIDAY

Leave Detroit by train at 8:15 on the first day, arriving in New York that same evening at 8:45. Rooms have been reserved near Radio City. Full day tour of New York, with visits to Empire State and United Nations buildings, the Bowery and similar sights. Evening show at Radio City Music Hall. Three days at the fair, and another fast train ride home completes the HOLIDAY.

Costs and additional details as soon as completed will be rushed to those who return the coupon. Hurry! We are limited to 40 persons on the WORLD'S FAIR HOLIDAY.

INFORMATION DIVISION, MICHIGAN FARM BUREAU  
4000 NORTH GRAND RIVER, LANSING 4, MICHIGAN

- Send Details of WORLD'S FAIR HOLIDAY (Last part of July)
- Send Details of GRAND TOUR OF EUROPE (Mid-August)

NAME \_\_\_\_\_  
ADDRESS \_\_\_\_\_  
COUNTY \_\_\_\_\_

## SPRING HOG FEED SALE

**\$2<sup>00</sup> 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



**\$9.95**  
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 Porkmaker 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

# Services Tour Includes Canadian Twine Producer

A busload of Board Members, representing both the Michigan Farm Bureau and Farm Bureau Services, completed a 650-mile round trip tour of cooperative points in Central and Eastern Michigan in late February. Included was a quick side-trip into Ontario, Canada, and a visit to the Brantford Cordage Company, makers of Unico Premium Quality twine.

The group made their first stop at Mt. Pleasant and the combined offices of the Isabella County Farm Bureau and Farm Bureau Services retail store. Both are housed in a colorful, well-lighted, insulated pole frame building.

Store manager, Maurice Tase, told of a growing business, "with increased volume in every area," now involving a staff of eight persons.

At Zilwaukee, the officials saw final wiring being connected to the control panel of the new Farm Bureau Services feed mill. They were told that by mid-April "if weather permits" the remaining 26 "tanks" to complete the new grain terminal facility can be "slipped."

The slipping process is a method of continuous pouring of concrete which assures strength and uniformity. Harbor dredging to improve the dock facility has continued throughout the winter months with more yet to be done.

The Directors were told that marine vessels on the Saginaw River could be loaded out of the terminal by the first of September, and that when completed, the terminal would provide excellent river facilities with direct connection to the St. Lawrence Seaway for Michigan farmers. A ship "turning basin" is now being enlarged.

The Farm Bureau Services fertilizer plant at Saginaw and cooperative facilities at Caseville, Pigeon, Sandusky, Yale and Marysville, were all included in the tour itinerary.

At the Pigeon Cooperative Elevator, the farm leaders saw one of the larger, more comprehensive, service facilities.

Excellent storage, bean mills, truck dumps and similar advantages are offered by the 50 year old cooperative which last year alone packed and shipped 27 carloads of beans in one and two pound packages.

Those on tour saw "electric eye" sorters employed both at Pigeon and at the Port Huron facilities of the Michigan Elevator

Exchange where Michigan beans are big business.

Before visiting Canada and the Brantford (Ontario) Cordage Company, the group paused on the Michigan side for a dinner briefing by Clarence Prentice, Secretary-Manager of the Michigan Farm Bureau.

He told the group that Michigan farmers have much at stake in maintaining and expanding foreign trade in farm products and that currently the "balance of trade" with Canada favors the United States by close to 300 million dollars yearly.

At the Cordage Company, the board members saw the flowing "sliver" of sisal fibers "spun" into balls of unbroken twine of uniform thickness after a vigorous carding and combing process.

They were told that only "hot" countries grow the tropical plant, but that northern companies produce the twine. The spinners (manufacturers) are reluctant to invest in plant facilities in countries where the sisal is produced because of political instability.

Indonesia and Tanganyika were cited as examples as was Cuba, where the sisal industry has been appropriated by the Castro government.

The Michigan farmers were forcibly reminded that world affairs have real impact on their local production costs when told that shortened sisal supplies will contribute to a general price rise for twine this year.



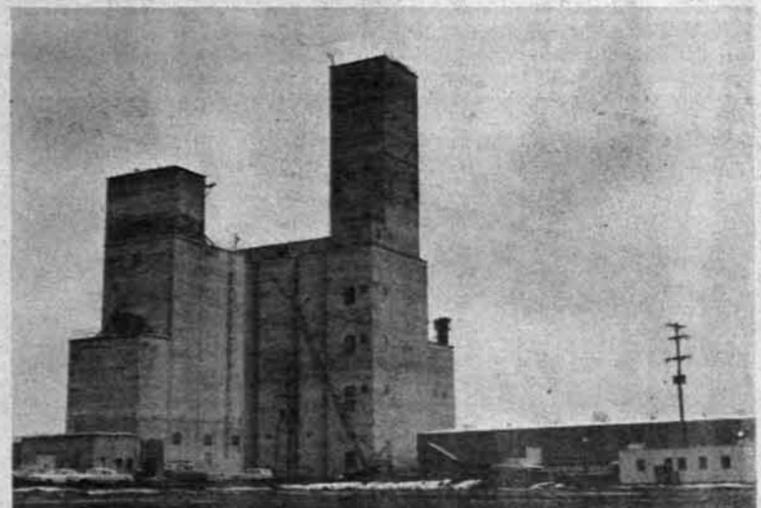
STACKS OF SISAL — raw product for Unico Premium Quality twine are examined in the warehouse of the Brantford Cordage Company, Brantford, Ontario, by Board Member Eugene Roberts (left) and Elton Smith, president of Farm Bureau Services. Our government considers twine to be a strategic material.



"EYE TO EYE" — Board members Edgar Diamond, Alpena (shoulder to camera), David Morris, Grand Ledge, and Wilbur Smith, Burlington, check how the electric eye works on the automatic bean sorter. The beans are scanned, then accepted or rejected, all at high speeds. The resulting product rates an official Michigan "hand-picked" grade.



TREATED POLES — at the John A. Biewer Company plant in St. Clair begin as trimmed trees direct from the forest. They end as smoothly barked and pressure-treated timbers, ready for use in Farm Bureau pole buildings. A "trainload" at a time of the peeled poles is shunted into a cavernous cooker which pressure treats the wood to assure permanence. Fence posts and some forms of lumber are also treated.



MID-APRIL — WEATHER PERMITTING, means continuous pouring of concrete as the final 26 tanks are "slipped" to complete the new Grain Terminal complex near Zilwaukee. The new feed mill (left part of picture) hides part of the two rows of five tanks already finished.

## "It Started with Eve" Lapeer FB Women Told

Whoever said, it's impossible to do two things at once and do a good job of either one, hadn't watched the Lapeer County Farm Bureau Women in action. They can — and they did!

Their February meeting date coincided with their assignment to serve almost 200 Extension women gathered at the County Center Building in Lapeer.

With great competence and culinary skill, the Lapeer FB Women alternated their presence and energies between the kitchen, which smelled of tuna-noodle casserole and home-baked rolls, and their meeting room, decorated in the traditional February red-and-white scheme.

Compliments from the Extension women and from the guests in the Farm Bureau meeting proved that they did a good job on both sides of this two-way project.

Mrs. Donna Wilber, from the Michigan Farm News, spoke to the women about the importance of information to their program and stressed their role in informing their "city sisters" of the

housewife issue in the proposed farm program.

Chairman Mrs. Horace Davis urged the women to send telegrams to their Congressmen regarding the "compensatory payment" plan. Several of the committee members had already done so and one explained how her husband had visited his surrounding neighbors to urge them to do the same.

The group previewed a film, "It Started with Eve," the story of the price-spread, suggested for possible use at their rural-urban activities. A graphic presentation of the "life line" of America, the film analyzes the price spread between the farm and the table.

## 14TH BIRTHDAY FOR MOTHER OF MANY

Mrs. William Schwiderson, mother of Chippewa County Farm Bureau president Franklin Schwiderson and of 13 other children, celebrated her 14th birthday, February 29, 1964.

The February 29th date explains how a mother of 14, (seven boys, seven girls) could actually have had only 14 "official" birthdays in more than 50 years. Born on the extra "leap-year" day of February 29, Mrs. Schwiderson is actually four-times-fourteen, and her children range in age from 36 to 12 years.

Oldest son, Franklin, was selected as the state's Most Outstanding Young Farmer in 1961.

A party was held by the children at her home, with family, friends and neighbors helping celebrate. Mrs. Schwiderson is a faithful Farm Bureau member, and has done much to promote the organization. She is a member of the Brimley Farm Bureau and has held many offices within the group.

## Farm Bureau Insurance Holds Statewide Meeting

More than 500 people including wives and husbands gathered in Lansing's Civic Center on March 5 for the 1964 Farm Bureau Insurance Statewide meeting. Agents, County Presidents, County Secretaries and Farm Bureau Board members were in attendance.

Appearing on the program were N. L. Vermillion, Administrative Vice President for Farm Bureau Insurance; Walter Wightman, President of Michigan Farm Bureau; Adolph Dongvillo, Jr., Berrien County Farm Bureau President; Bob Nelson, Career Agency Manager for Jackson-Hillsdale Counties; Wayne Smith, Vice President and Sales Director, Iowa Farm Bureau Insurance; and H. Heartsill Wilson, nationally known sales speaker.

Ivan Allison, Sales Manager, presented awards to the top agents and agency managers for 1963. Irv LeBlanc, Director of Sales Promotion and Public Relations, served as chairman for the one day session.



A. Dongvillo

Adolph Dongvillo, Berrien County President, told of the importance of a strong, progressive F.B. Insurance program. Speaking as a county leader, Dongvillo pointed out how a strong county Farm Bureau and a strong insurance program work together for the individual member.

He stressed the importance of attracting high caliber men as agents and in developing new coverages to meet the protection needs of Farm Bureau members.

The Statewide meeting marked the 15th Anniversary of Farm Bureau Insurance.

# AGRICULTURE IN ACTION AROUND MICHIGAN

## FARM MANAGERS OF THE YEAR



ONE OF THOSE SELECTED as outstanding farmers in the Michigan Farm Account Project during the Farm Management Banquet held Farmer's Week was David Morris, of Grand Ledge. Morris, a member of the MFB's board of directors, is shown accepting the award with his wife.

## 15th YEAR FOR F.B. INSURANCE



N. L. VERMILLION, ADMINISTRATIVE VICE PRESIDENT for Farm Bureau Insurance, reports on the year's activities at the 1964 STATEWIDE meeting in Lansing's Civic Center March 5. Directors of Farm Bureau Insurance Companies are seated on the stage. Farm Bureau Insurance celebrated its 15th Anniversary on March 7th.

## 444 YEARS OF FARMING



PICTURED ON HIS 83rd BIRTHDAY, John Schwab of Bay County (center) is interviewed for Farm Bureau radio by Herb Schmidt, county Information Chairman. Brother Leonard Schwab looks on, as Schmidt explains that the Schwab family represents a total of 444 years of Bay county farming experience.

## STATE FAIR CHAIRMAN TOUR UNICO MANUFACTURING FACILITIES



CHARLES FIGY, a Farm Bureau member since 1942, and former director of the Michigan Dept. of Agriculture, is the new chairman of the 20-member Michigan State Fair Authority.



A GROUP OF FARMERS PETROLEUM SALES PERSONNEL attending one of a series of tours used to acquaint them with the built-in quality of UNICO products, listens as a guide explains one of the operations in the manufacture of UNICO batteries.

## STATE SENATOR MEETS WITH BAY COUNTY FB



STATE SENATOR LES BEGICK, (standing, center) discusses a farm bill with Bay County Farm Bureau members at a recent Legislative Seminar in Lansing. To his left is Herb Peppel, County President and (left) Ernie Winkle. Seated are, (from left) Carl Kloha, Hugo Schwab, (Chairman Bay County Legislative Committee) Howard Askin and Maurice Parsons.

## MOST OUTSTANDING YOUNG FARMER



"MOST OUTSTANDING YOUNG FARMER" — John Paul Jackson, Clayton, Michigan, and his wife Vivian, are interviewed for Farm Bureau radio by Clarence Prentice, (right) Secretary-Manager of the Michigan Farm Bureau. Held recently at Tecumseh, Michigan, the event is conducted annually by the Michigan Junior Chamber of Commerce.

## SAFETY AWARD TO KALAMAZOO PLANT



BECAUSE OF ITS CONTINUING SAFETY RECORD — two full years of no "lost-time" accidents, the Kalamazoo Fertilizer plant has been given Services' safety award plaque. No one can blame Russ Vincent, plant manager, for the broad smile as he receives the award from John C. Sexson, manager, FBS Plant Food and Seed Division.

## F.B. REVIEWS PROGRESS OF PROPOSED FARM BILLS



DURING SESSIONS OF THE LEGISLATURE, a frequent review of progress of proposed farm bills is held in the offices of the Michigan Department of Agriculture. Around the conference table at a recent meeting were: Don Moore and Stanley Powell, Farm Bureau; Dale Ball and Director George McIntyre, Department of Agriculture; Dan Reed, Farm Bureau; Herman Koenn, Grange; Herbert Van Aken, Association of Soil Conservation Districts, and Milton Grinnell, Michigan Farmer.

# Farm Bureau Market Place

TRY A 25 WORD CLASSIFIED AD FOR \$2.00

SPECIAL RATE to Farm Bureau members: 25 words for \$2.00 each edition. Additional words 10 cents each per edition. Figures like 12 or \$12.50 count as one word. NON-MEMBER advertisers: 15 cents per word one edition. Two or more editions take rate of 10 cents per word per edition. All classified ads are cash with order, and copy MUST be in by 20th of the month.

## 1 AUCTIONS

MISSOURI AUCTION SCHOOL. Free catalog! 1330-50 Linwood, Kansas City, Mo. 64109. (2-Tf-10b) 1

## 10 FARMS FOR SALE

FOR SALE—160 acre dairy farm in Sanilac County, main road, good soil, large house, garage, tool shed, large dairy barn, pole barn, paved yard, 2 silos, Grade A set up. Raymond Burnison, Snover, Michigan. (Sanilac County) (4-1t-35p) 10

160 ACRES, 20 miles Northwest of Lansing, one of the best dairy and general farming farms in the area. No. 1 level land, 24 acres of wheat, modern home with built in range and oven, tenant house needs some repairing, lofting barn with silo and paved yard, other buildings. Write or call Archie Moore, DeWitt, Michigan, phone 669-6645 or Briggs Realtors, St. Johns, Michigan, Phone 224-2301. (Clinton County) (4-1t-66b) 10

## 14 FOR SALE

POULTRY/PRODUCE CRATES—Lumber Products Co., Ceresco, Michigan. Phone 616-963-0532. (12-12t-10p) 14

NEW EQUIPMENT—\$61 Ford Tractor, 2000 Ford Tractor, New Holland Direct Cut Chopper, Marbeet Harvester. Priced for quick sale. Whitman Tractor Sales Co., 2460 Midland Rd., Bay City, Michigan. (Bay County) (4-1t-29p) 14

FOR SALE—Polled Hereford Bull, born in May 1956 Proven. Name—Rollo Domino, No. 947890; Sire—A.F.L. Choice Domino 36th 5206630; Dam—Myrtle Woodette 5238238. 1000 bales choice 2nd cutting alfalfa. Leo McClellan, 7168 Potter Road, Davison, Michigan. Phone OL 3-4374. (Genesee County) (4-1t-40p) 14

D2 DIESEL CATERPILLAR TRACTOR, perfect condition, only 4500 hours, recently over-hauled, 16" track and equipped with Hyster Winch. Frank Deaner & Son, Sodus, Michigan. (Berrien County) (4-1t-25b) 14

## 14 FOR SALE

THREE STAR POLLED HEREFORD PRODUCTION SALE, May 2, at Melvin Rose Farm, Rockford, Michigan. Fifty head. Consignors Ellis Garlinger, Melvin Rose, Geo. Southworth. For catalog write Geo. Southworth, Elkton, Michigan. (Huron County) (4-1t-30p) 14

## 19 HORSES

AT STUD: TENNESSEE WALKER, BLAZE O'GOLD. Beautiful Golden Palomino. Double registered. State inspected. Live foal guaranteed. Rude's, R#1, Box 562, Traverse City, Michigan. Phone: CA 3-5571. (North West Michigan) (3-4t-25p) 19

## 20 LIVESTOCK

MILKING SHORTHORN BULLS, calves up to breeding age. By our noted sire and from Record of Merit dams. Stanley M. Powell, Ingleside Farms, R. 1, Box 238, Ionia, Michigan. (Ionia County) (tf-25b) 20

FOR SALE—40 large Wisconsin Holstein Heifers, vac. and tested. 1,000 to 1,100 lbs. \$250.00. Due July and August. Ed W. Tanis, R#1, Jenison, Michigan. Telephone MO 9-9226. (Ottawa County) (4-2t-27p) 20

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

REGISTERED GUERNSEY DISPERSAL—April 18. Saturday, 11:00 a.m., Sales Pavilion, Williamston. 90 head, 43 cows, 18 bred heifers; 28 open heifers. 18 daughters of Lyrene Wistar's Sampson, Michigan State Champ who is sired by a son of Meadow-Gold Wistful V.G. 10 records include 14497 M \*802 F-2x. There are several "Real" top breeding female families. All vaccinated. Cowham Farm, Harold & Dwain Dancer, R1, Jackson. (Jackson County) (4-1t-68p) 20

## 20 LIVESTOCK

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

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

## 22 NURSERY STOCK

COLORADO BLUE SPRUCE—100 quality selected 4 year plants, \$6.00, 10 Windbreak Scotch Pine over two feet \$3.75, postpaid, planting time. Gibson Tree Farms, R4, Gladwin, Michigan. (Gladwin County) (4-1t-27p) 22

## 24 PLANTS & FLOWERS

POSTPAID. SWEET POTATO PLANTS. Guaranteed Triumphs, Allgolds, "Bunch", Portoricos, Redyam, Goldrush, Centennial, Nancyhall, Yellowyam. 200-\$2.00; 500-\$3.00; 1,000-\$5.00. Sunshine Plant Company, Gleason, Tennessee. (4-2t-25p) 24

GLADIOLUS, FIRST QUALITY, rainbow mix. Per 100: Large—\$4.50; Medium—\$3.50; Small—\$2.50. Three-size mixture 100—3.00. Grow sponges in your garden — package 12 seeds — 29c. Six different cannas—\$1.95. Postpaid. Catalog listing glad varieties and garden plants. Hartfarm, R2A, Decatur, Michigan. (4-2t-43p) 24

LIKE SWEET ONIONS? New Blue Ribbon Assortment 500 sweet onion plants with free planting guide \$2.50 postpaid fresh from Texas Onion Plant Company, "home of the sweet onion", Farmersville, Texas. (2-4t-30p) 24

FOR SALE—Thornless Red Raspberry Plants. Berries large and sweeter. Dug as you wait. Phone for appointment. John R. Donaghy, Sandusky, Michigan. Phone 648-3046. (4-1t-24p) 24

FOR SALE—Asparagus plant in commercial quantities. Rudolph Szweczyk, R#3, Paw Paw, Michigan. Telephone 657-5003. (Van Buren County) (3-2t-15b) 24

## 26 POULTRY

NYKAMP'S DEKALB STARTED PULLETS for greater profits. Raised under one of the strictest and most positive pullet raising programs. Raised in large (5000 to 16000) controlled environment houses. NYKAMP'S ESSEXVILLE HATCHERY, Essexville, Michigan. Phone 894-4633. (Bay County) (2-2t-35p) 26

POULTRY WANTED—be assured of top price — Cash — Farm Weight — No grade — Premium for large flocks. Call or write Watts & Son Poultry, Williams- ton, Michigan. Phone 655-1069 or 655-1758. (Ingham County) (4-5t-29p) 26

STONE NO. 56—Highest 5-year average California against all big name brands. Cameron No. 924 highest net income 3 yr. average all Penna. tests. Baby chicks or started pullets. Free delivery. Free literature. Dirkse Leghorn Farm, Box 169N, Zeeland, Michigan. (4-1t-41b) 26

## 26 POULTRY

DAY OLD OR STARTED PULLETS—The DeKalb profit pullet. Accepted by the smart poultryman for high egg production, superior egg quality, greater feed efficiency. If you keep records, you'll keep DeKalbs. Write for prices and catalog. KLAGER HATCHERIES, Bridgewater, Michigan. Telephones: Saline HAZEL 9-7087, Manchester GARDEN 8-3034 (Washtenaw County) (tf-46b) 26

EGG-BRED WHITE ROCKS from leading Strains. High Egg Production averages. Write Village View Farm & Hatchery, Zeeland, Michigan. (2-4t-19b) 26

FAMOUS SHAVER STARCROSS 288 (Strain Cross Leghorns). Year after year top bracket winners in Random Sample Contests, also marvelous on the farm performance. Can also supply Blue Diamond White Rocks. Free literature on Day Old and Started Pullets. MacPherson Hatchery, Ionia. Phone 1774 (Ionia County) (3-2t-43b) 26

RAISE GHOSTLEY PEARL 63—the total profit layer. Egg production 250-280 eggs, high interior quality, 25.2 egg size. 92-94% adult livability. Body size 4.38 lbs. Day-old or started pullets of all ages. We can also supply California Grays and Egg Bred White Rocks. Write for literature or phone Drenthe MU 8-3381, Village View Farm and Hatchery, Zeeland, Michigan. (1-5t-60b) 26

ASSORTED LIGHT BREED DAY-OLD PULLETS \$19.95 per 100. Write Village View Farm & Hatchery, Zeeland, Michigan. (2-3t-18b) 26

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

CALIFORNIA GRAYS, Bred for High Production large white eggs. Write for special prices. Village View Farm and Hatchery, Zeeland, Michigan. (2-4t-20b) 26

KLAGER'S DEKALB PROFIT PULLETS—Sixteen weeks and older. The proven Hybrid. Raised under ideal conditions by experienced poultrymen. Growing birds inspected weekly by trained staff. Birds on full feed, vaccinated, debeaked, true to age, and delivered in clean coops. See them! We have a grower near you. Birds raised on Farm Bureau feed. KLAGER HATCHERIES, Bridgewater, Michigan. Telephones: Saline, HAZEL 9-7087, Manchester GARDEN 8-3034. (Washtenaw County) (tf-72b) 26

## 29 REAL ESTATE

FOR SALE—Farms, homes, resort property. Michigan Thumb area. Send for free spring catalog. Edsel Clemons, representing Marshall Real Estate, 3466 Main St., Deckerville, Michigan. (Sanilac County) (4-1t-25p) 29

## 31 SILOS

RIBSTONE SILOS—P & D Silo Unloaders, Feeding equipment, Layouts, Parts & Service. NO DOWN PAYMENTS — Easy Terms. Way Farm Automation, Grand Ledge. Phone Mulliken 3741 or Jonesville VI 9-7934 (Eaton County) (4-t-29b) 31

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

## 34 WANTED

WILL PAY CASH for any old guns. Describe fully, make and price wanted. Box 960, Michigan Farm News, Lansing, Michigan. (3-2t-20p) 34

WANTED—Live disabled cows and horses. Pay up to \$40. We have a truck in these counties to pick up every day: Sanilac, Huron, St. Clair, Lapeer, Macomb, Genesee, Tuscola, Oakland, Saginaw, Shiawassee, Livingston, Lenawee. Phone anytime RA 7-9765 or write Fur Farm Foods, Inc., Richmond, Michigan. (Macomb County) (3-2t-45p) 34

WANTED—Pullet raisers with good housing. A good earning opportunity. Contact MacPherson Hatchery, Ionia, Michigan. (Ionia County) (3-2t-15b) 34

## 36 MISCELLANEOUS

FARMERS! AUCTIONEERS! One big farm radio buy gets big results! WION Ionia 1430! Serving 23 Central Michigan Counties! 5000 Watts! Low rates! Excellent service! Write Dan Covell, Farm Director! Box 143, Ionia, Michigan! Full-time Farm Radio! (3-2t-37p) 36

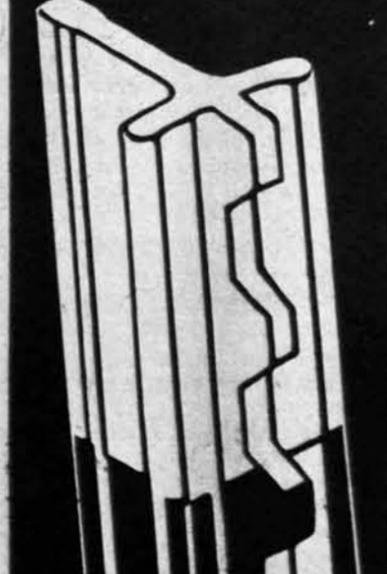
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It is easy to overcome.

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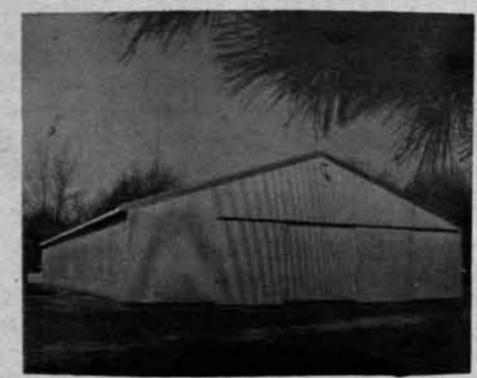
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You save yourself and your money with this gleaming sun-set red enamel post that's all ready to drive. No wood to cut, no holes to dig, no backfill, tamping and heaving. Unilites withstand fire, rot and termites. And reflectorized crest guides night drivers on road and field. Workmanship, materials guaranteed. Unilites last indefinitely. Buy them and save! Available throughout Michigan from FARM BUREAU SERVICES, INC. LANSING, MICHIGAN UNICO

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

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CARO, Caro Farmers Co-op  
 CHESANING, Chesaning Farmers Co-op, Inc.  
 COLDWATER, Coldwater Co-op  
 ELKTON, Elkton Co-op  
 FREMONT, Fremont Co-op  
 GREGORY, Plainfield Farm Bureau Supply  
 HOWELL, Howell Co-op Co.  
 KENT CITY, Kent City Farm Bureau

LAPEER, Lapeer County Co-op  
 PIGEON, Cooperative Elevator WEST BRANCH, West Branch Farmers Co-op

and at the following FARM BUREAU SERVICES BRANCHES — Lansing  
 Hart Mt. Pleasant  
 Judd Saginaw  
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## FARM BUREAU Services INC.

LANSING 4, MICHIGAN

PURE CRUSHED TRIPLE SCREENED OYSTER SHELL



FOR POULTRY

FARM BUREAU MILLING CO. Inc., CHICAGO, ILL.

**FARMERS:**

Check the value you get in Gelatin Bone Perfect Balancer, the mineral feed of champions:

	Percent Min.	Percent Max.
Phosphorous	8.0	9.0
Calcium	29.0	34.0
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# Walking the Marketing Tight-Wire

Prepared by the Education and Research Department  
Michigan Farm Bureau

*Getting the best price from the market is like walking a tight wire. It takes skill to walk a tight wire.*

The thing that "sticks in the farmer's craw" is that he is disregarded in the pricing of farm products. He gets resentful when others give him no voice in this matter which affects him so deeply.

He notes that consumers are spending a smaller percent of their dollar earnings for food. This means that they could afford a bit more for the farmer. He gets weary of the long traditional attitude taken by processors and marketing chains that pricing is a private right for them only.

On his side of the fence, the farmer faces a continually rising spiral of production costs. *The pinch on his earnings gets tighter—between these cost-price millstones. He wants out of the pinch.*

No one should wonder why farmers get a bit desperate for a seat at the bargaining table. Conditions prompt them to "pull their ranks together" in cooperative moves to make themselves "heard" in the market. The problem is real.

The question is—"How to do it?" The impulse, under pressure, is "to blast!" But within the pricing problem lie many problems that the farmer cannot afford to overlook. *He can neither neglect nor disregard the consumer market without destroying the source of his income.*

Consumers must purchase and continue to use his products. They are his market. The more they buy, the better off the farmer is. If they slack off or stop buying, the farmer suffers.

## KEEP YOUR BALANCE

The farmer wants price. But at the same time, he must have active purchases of his products to keep his market alive. Both are vital to him.

*Today's price that kills tomorrow's market can mean disaster for the farmer.*

This is the narrow, tightly-stretched line along which the farmer must learn to walk. It takes skill. The tight-wire may be called "top price in a healthy, expanding market." An effective marketing program that lasts must cultivate both sides of this system—stay in balance.

Picture what can happen if the farmer tries to overload the price side of this balance. Suppose that he just insists on an out-and-out boost to a price well above present market levels without considering the facts of the consumer market as a whole.

*The question is NOT whether such a boost in price is "reasonable." Of course it is "reasonable," and farmers could justify it in terms of the costs of production.*

But neither reasonableness nor costs of production have much to do with the consumer's willingness to purchase the products. If the price causes him to stop buying—well?

The real question to the benefit of the farmer is "Will the price yield maximum benefits to growers, yet keep demand alive?" *After the demand price is obtained, will the market still be there for tomorrow—for next year? Will a short-term gain destroy long-term incomes?*

## CONSUMER DECISIONS IN THE BALANCE

An element tipping the balance in this problem is the clear-cut fact that the consumer has choices. He does not HAVE to buy any particular farm product or food. There are hundreds of things to select from.

*Farmers have no power to tell consumers that they MUST buy a certain product at a certain price.*

One farm product on the consumer market competes with others. Price plays a part in consumer choices. Of two or three desirable foods, the consumer tends to choose the items that are less expensive.

*A price boost on a certain product may tip the balance of selection so that competing products "capture the market."*

High prices on certain products of the farm have even caused the development of substitute foods—made in laboratories and factories. Butter and cotton have lost to oleo and synthetic fabrics.

Farmers have lost incomes because of such substitutes, and the laboratory has yet to reach its limit! New substitutes appear almost daily, as price encourages the laboratory to develop more of them. A farmer marketing approach will not add to such encouragement.

Some have said to this fact of consumer choices, "Aha! This can be controlled by farmers." Farmers control food at its source. So the answer seems "made" if all farmers are organized to control all food flow to market.

"Starve the consumer market into submission!"—and create business distress for processors and distributors of food.

This idea reckons without a very important fact. Proper price bargaining can bring some benefits. But would consumers sit idly by while farmers create food scarcities and high prices? Not for long—and that's for sure.

*The public seeing its food supply threatened, would call upon Congress to put "unruly farmers" under control—to take over regulation of the food supply. Farmers cannot match consumer voting power.*

## PRICE BENEFITS

What about the farmer's chance of negotiating better prices from processors and the consumer market? With the proper approaches, they are good.

First, it must be recognized that the processors perform a necessary service in the marketing system, and that their opera-

tions are part of the marketing costs.

Today's sales of food depend upon converting the raw products of the farm to more useful and acceptable form.

*Such sales depend on making the products available throughout the year as finished products and putting them where the consumer wants them—and when he wants them.*

If these services were not performed by established companies, farmers would have to provide the services themselves. This is scarcely possible. It would require billions of dollars and overcoming the competition of present marketing companies.

If the farmer is to get better prices, these prices must either be absorbed by the marketing agencies or be passed along to consumers. It is reasonable to assume that some of each could be done without damage to either.

Yes—price bargaining with the marketing system is possible for farmers. The success of such bargaining will ride on a number of "IF's." The farmer, himself, is not the least of these "IF's."

## BARGAINING PROGRAM "MUSTS"

1. *Farmers will have to organize solidly behind a well-organized bargaining movement.* The farmer's first job is to prove that he is an important factor in the market. Taken individually, farmers have never been able to do this.

A farmers' organization must be able to control enough volume to affect the major source of supply. Volume control and the ability to supply the market with quality products does have its place in bargaining.

You cannot carry all your eggs in this basket, however. Pooling products alone is not enough.

2. *From the very outset, the loyalty of farmers to the effort is a key to success or failure.* Every farmer who fails to support it or who markets products at less than the asking price contributes to the destruction of the effort for all farmers.

3. *The real key to the bargaining art begins with knowledge.* Without complete and accurate marketing knowledge, the farmer's bargaining approach walks the tight-wire blindfolded.

Research and market analysis must go on constantly to lay a sound foundation for effective bargaining. The farmer's negotiators must be as well as or better informed than the experts with whom they must deal across the bargaining table.

*Prices to be asked are not "picked out of the blue."*

Such prices result from careful study of market conditions. Facts are organized and related. Such facts include (a) present supplies (carryover) and the crop outlook for the product; (b) expected supplies in other areas; (c) prices being offered both for your product and other competing products; (d) supplies of these competing products; (e) quality standards to be met; (f) trends in consumer demand (product preferences) and (g) trends in

## Farm Income Originates Here



purchasing power among consumers.

*The bargainer must know that the market can absorb his asking price without knocking it in the head—and be able to prove it.*

4. *This knowledge forms only the background for the necessary SKILL IN STRATEGIC BARGAINING.* The skill of strategy must be learned. You cannot short-cut around it nor substitute mere pressure for it. Real bargaining depends upon the art of persuasion among others who "know the ropes", too.

A new set of circumstances may face you every year, calling for new facts and new strategy. It takes a lot of thoughtful planning.

That farmers bargaining organizations must develop and use these skills to be effective is keenly realized by existing marketing organizations.

A good job of working for the best price that the market will bear has been done by such organizations as the Michigan Milk Producers Association, the Great Lakes Cherry Marketing Cooperative, the Michigan Livestock Exchange and the Michigan Elevator Exchange. (See page 10 of this issue.)

The new Michigan Agricultural Cooperative Marketing Association also takes this "work within the market" approach to bargaining.

## CONTRACTS BRING FARMER ADVANTAGES

*Price is not the only factor in such bargaining. The farmer's capacity to deliver requested quantities and quality on a requested schedule gives him bargaining advantages. Payment schedules may also be arranged to the farmer's advantage.*

With some products, contracts may make production planning possible—making it possible to cut costs. He can plan to produce only what is needed at the

price agreed upon. He puts no labor or production supplies into excess production.

Trends in today's marketing system point up the need for developing top-flight marketing skills, and to consider the market in doing so.

Today's vast marketing chains and manufacturing corporations command vast resources of money and men. They will continue to buy from the farmer unless it gets cheaper to begin producing the raw products on farms of their own.

*Severe price demands can push them in this direction.*

The move to corporation farming has been slowed because the big companies cannot find expert farm managers. The men they need are running farms of their own. *They prefer to keep the farm a family affair and run their own business.*

The bargaining approaches that farmers make should be aimed at keeping the farm a family affair and an independent business. Corporations should not be given stronger reasons for taking over farm production, and farmers should not be a party to this encouragement.

If this change develops, the family farm can be strangled for lack of a market.

Proper bargaining skills will help keep farm markets for farmers, but without these skills, farmers can upset their own applecart.

## QUESTIONS

1. What is the best price level you could ask for your farm product and still keep an active market for it next year?
2. What conditions would you have to consider in order to set such a price at a workable level?
3. Could you safely set such a price without a great deal of accurate market information?



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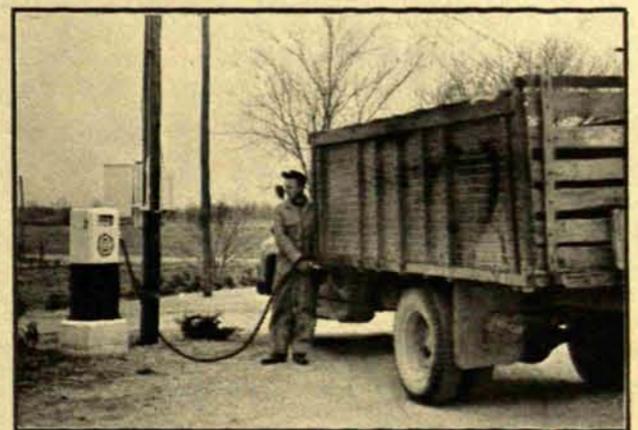
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