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

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 grid of proposed legislation, the lawmakers have already revised their deadlines 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 bipartisan 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 Potato Industry Council and the Cherry Commission and the 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 delegations 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 the "foggy area" of debate, 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 such a program, farmers would be forced to do with licensing of fertilizer spreaders.

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.

A.F.B.F. Board of Directors says the bill is a "misguided effort" to force farmers to sign up or face ruin.

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 bill, 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 Hoovers 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.

McNamara, Hart Oppose Farm Bill
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 terming 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 coals instead of burning them.

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, states 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 the annual activity. A gratifying total of 329 County Farm Bureau legislative committee members and guests travelled to Lansing for this informative series.

Michigan Farm News

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Market Power Through Market Price System

(Excerpts from an article by Max Hool 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 trend toward concentration of agriculture 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 purpose for 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 NPO, is doomed to failure because the farmer is marketing more than his produce. He must pay attention to 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 unions make demands not in agriculture — and are unwanted. They have learned to look to the judgment of a market, knowledge and good judgment in marketing procedures.

Responsible cooperation building greater bargaining power for farmers, but it requires positive action — courage, knowledge and capital. The policy of cooperation can be successful.

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 BOOMS 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 Gomed Area group was organized on February 25; Lake Land group was organized in the Alderson 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 ever reached.

Orchard and congratulations go to Mr. and Mrs. William Sawyer, Mr. and Mrs. Clarence Heimen- dinger, Mr. and Mrs. Art Ettor, Mr. and Mrs. Earl Griffin and Mr. and Mrs. Silas Knowles.

Lenawee County has organized two new groups since January 1, while each of the following counties have organized one each:

Van Buren, Meckata, Grafton, Mialand, Saginaw, Sanilac, Mio-

nakee 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 point caused a 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, the members elected a plant committee to represent them in negotiations.

The member of the committee are Alfred Burt, Chairman, Essexville; Irvin Highstelting, Finning; Adolph Heine, Se-

sexville; Ervin Zellinger, Sagi-

September 6, 1964

near, and Ed Schmidt, Bay City.

The Committee has met twice with Heinr. Franck Company officials. Some progress has been made in reducing the long "wait-
in line to unload" problem and reducing huncher 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 de-

cision 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 solu-

tion to the problem.

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 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 declining. The tomato paste market is expanding primarily because of the growing popularity of pizza among teenagers and adults.

F BYP 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.

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 over four million dollars. The sugar beet industry plays many roles in the economic welfare of Michigan. In the manufacture of the product there are great quantities of materials, operating supplies and manpower are used, all of which provide better farms, business, homes, and improved communities. We are proud to be part of the continuing growth of Michigan. Remember, every time a sugar beet grows—so does Michigan.

BEEF 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. R.C. 100 bills contain or are closely related to the school aid formula, designed to give local districts credit for effort in financing education. Districts levying more than 8 mills for operation would receive comparatively more state aid. H.320 maintains the present school aid formula but increases the per pupil allowance from $224 to $234 and the deductible mileage from 3% to 4%.

Both bills would require a larger state appropriation (H.320, $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 37% 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, but it was 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 grain supply for 1963-1964 is up five million tons.
Michigan CERTIFIED Seed

Bin Tested / Process Tested

Michigan, a winning state, has over 99% of U.S. total Pea or Navy Bean production; the top $25,000 award recipe "Hungry Boy's Casserole," used Navy Beans; the world's great cash crop "Soybeans" are a favorite cash crop in Michigan; Baking potatoes, Boiling potatoes, Chipping and Processing potatoes... all can be had—thanks to an assist from Michigan Certified Seed. Identify the seed you purchase by its blue MCIA tag. It's your proof of field inspection and/or laboratory testing for (1) the incidence of weeds and disease, (2) germination and (3) vigor of growth.

SOYBEANS

Plant Michigan Certified CHIPPEWA, BLACKHAWK, HAWK-EYE AND HAROSOY varieties. They yield a yellow seed high in oil content and mature in 115 to 130 days.

POTATOES

Consumers have preferences. Growers can choose from 17 varieties of Michigan Certified seed potatoes. All have been southern tested, field inspected twice, bin-checked and federal and state inspected.

BEANS

(Havy and Kidney) Michigan Certified Navy Bean varieties recommended are MICHIGANE 42 and SAGINAW (vines types), GRATITY, SANILAC and SEAWAY (both types). All live produce high yields of superb, or white Navy Beans.

Oats • Barley • Corn • Navy and Kidney Beans • Soybeans • Potatoes • Wheat

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MICHIGAN CROP IMPROVEMENT ASSOCIATION

Michigan State University • Room 412 Ag. Hall • East Lansing, Michigan 48823
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 agri-culturists 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 marketplace 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 outstanding characteristic of the people here that gets 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 these people and their relationship with one another, 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 Hawaiians, 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.

Nobly, they prefer 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 drought 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 expensive, 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 crown colony could have turned this big island over to the Chinese and Red China. The crown colony 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 shambly 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 only time 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. Not only does it give 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.

"With cement and concrete, you won't have to do any painting or repainting. The walls have walls of 8" lightweight concrete block filled with verniculite insulation. The floor is reinforced concrete. The cows are doing great—staying healthy, too. And my work in a lot easier. The barn stays clean, snug and dry. The hard-surfaced concrete walls are a cinch to wash down. It's much easier to clean up your hands 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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Hong Kong. I'd talk about other subjects I've talked about.

MICHIGAN FARM NEWS

April 1, 1964
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 saucdust box for the smokers of "Squid Cuba Fine Cigar." 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 cans 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 smouldering fire. They held a number of funerals for the cedars.

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 depressions, and the Indians collected it in a gourd or clog pot to use as a medicine.

The white man took the cue. To the early settlers, 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 gassy "rock oil" that came up with the salt water was a "plague 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 "bales" 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 muscle work — man and beast.

Breakdowns, stoppages and burning bearings or "hot boxes" were the rule. The life of a machine was short, although the engines kept on going, and the "burn outs." Good lubricants were lacking, and animal fats were the main source.

Petroleum changed that picture.

Kerosene was a by-product of the early refineries. Men did not want to "foul" it with it. It was too explosive. "Too dangerous!" Kerosene was not 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 hatching eggs 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 a long time to change a thing — to get rid of the dangerous bugs out of them and remove the fear. 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 1900. But steam "hearth fire" were the rule until after World War I.

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

Gasoline engines were appearing around the farms as early as 1860. 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 housework. Mom.

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 improvise on the steering mechanism. You couldn’t turn the wheel the wrong way! Dad got it stuck in the mud, and the steel bugs on the drive wheels "dug right in 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.

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 fence lines — 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 nitriles 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 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 biggest users of petroleum.

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

This cooperative pioneered in direct shipped delivery of farm fuel, where farmers can handle fuels on a volume basis. Other methods have been developed providing for direct shipments to local cooperative bulk plants, thus by-passing the diminishing numbers 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 CROP 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 on farm and truck crops 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.

Gain payment is prompt and fair when you insure with this non-profit farmers mutual insurance company.

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MICHIGAN FARM NEWS April 1, 1964 SEVEN
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 capital 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). 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 capital merely to see the Washington Monument. These were farm and community leaders with a mission. They were briefing the group on current issues that had been brought to their attention by the deputy director of government relations of the American Farm Bureau Federation.

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 been 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. "We were trying to show the group that the time had come to speak up in defense of "American voice in government." Other areas covered were the Johnson budget decrease, described by Rep. Gorder as "an illusion — liberally treated with Johnson's anesthetic." The King-Larsen Bill (medical care under the Social Security Program) explained by Rep. Knox and the Minimum Wage Bill and its implications outlined by Rep. Griffin.

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 she is the only one who understands farm programs.

Visits to the House and Senate prior to a meeting with Democratic Members of Congress were of special interest to the group, as they heard discussion on the proposed wheat-cotton bill. 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 Wingo, Legislative A'st. to Senator McNamara.

Welsh said the group that although many on the proposed farm programs had been set to 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 income drop for farmers if the program was not passed."

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

Congressman 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.

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.

Staebler's answer to Farmer Bureau's Cornplaid Retiree plan was that it would not cut surpluses and would prove too costly.

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.

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 renewed 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."

"IT SAYS HERE we can be assured of safety, satisfaction and peace of mind."

"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 she is the only one who understands farm programs."
A BLOOD COLLECTION PROGRAM, recently sponsored by the Ottawa County Farm Bureau, netted 35 pints of blood in one day. Shown are Ed Smeden and Morris Schipper, Michigan leaders of the successful drive, giving their donation. "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 error. 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 knowledge — 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.

Mrs. Lester Covert, Ionia County Farm Bureau Secretary, is the chairman of the newly-appointed Field Advisory Committee.

**Polio Victim Leads FBYP**

In March of Dimes Drive

The evidence of a job well done is clearly etched on the tired faces of Tuscola County Farm Bureau members. They are so happy that Shirley Steeves, of Matville, who headed the campaign said, "Helping with the community drive to raise funds 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 conducted many work sessions to fold and sort envelopes, canvas areas and tabulate the gifts.

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 Buckett, Munsieville; Lena King, Calhoun; Evalyn Knight, Clinton, chairman; Marian Matthews, Ogemaw; Ray Robe, Kent, vice-chair; Leona Vance, Gratiot, and Rita Williams, Kalamaazoo, secretary.

The committee is assisted by Michigan Farm Bureau's Coordinator of County Office Records, Mrs. Marjorie Gardner. Recently a Regional Coordinator, Carie 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. Irna Corset, secretary of Ionia County, is chairman of the FAC.

Committee members are: Esther Kennedy, Alpena; Joan Weldon, Clare; Margaret Fitzgerald, Mecosta; Maris Schatte, Arenac; Wilma Baldwin, Montcalm; Merle Herrington, Ottawa; Lucile Sheridan, Eaton and Win-nie Woodmansee of Barry.

Also on the committee are: Lorena Kirkpatrick, Tuscola; Barbara Rouch, Huron; Pearl Engelbrecht, Maricob and Helen Schanz, Washtenaw.

"Everyone was so generous," Shirley said. "One town canvas yielded over $146 and another $190 were received from a bowling tournament."

Community groups, women's committees and the board of directors of the Tuscola Farm Bureau, together contributed $317 to help raise 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.

**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 Sanilac, February 25.

Guest speaker, Anthony Kreiner, MFB board member, outlined the philosophy of Farm Bureau membership and the program of the Farm Bureau membership and community groups and the basic functions of the organization.

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

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

Several prizes for Roll-Call work were awarded, with first prize going to Alex Hotshoe, Carsonville, for signing 20 new members. Howard Erbe was second with 18, and Milford Bowers was third with 17 new members to his credit.
"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 farmers cooperatives got in the years just before 1920. It was an effort to keep farmers cooperatives out of the grain handling business. Private companies expanded 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 30 farmer cooperatives to do something about it.

These co-op elevators pooled $18,511 to get a program on the road. The Michigan Farm Bureau formed an Elevator Exchange Department to start marketing programs locally 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. The Exchange studied the market. By learning the ropes, it found that better prices were possible for elevators.

The Exchange sent out daily reports on prices of grain and beans, and at times 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 the cooperative possible, but the farmers were building a marketing system—which they owned in a separate company. 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 totaling $2,759,414!

In addition farmers and local cooperatives held equities in the Michigan Elevator Exchange with a value of $1,579,928. Over three-quarters of a million dollars of this equity had been earned by the business.

All cooperative ventures, farmer ownerships of the grain exchange 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 could lose its position 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, most of which has continuously worked to make this possible, but the farmers were building a marketing system, which the farmer cooperatives do to do something about it.

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After World War I, production of grain and beans by Michigan farms had begun 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 1920'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 1930's more handling and shipping facilities were needed in the Michigan Elevator Exchange 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 United States had to be met by increased handling facilities. 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 $88,000,000, but an advantage could be gained in building new and expanded shipping facilities on the Great Lakes and in 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 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. It's 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 cooperative as a success! A successful marketing system is not built in a day.

MECOSTA ROLL-CALL

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

According to Mrs. Lawrence Robi- nson, St. Roll Chair for Mecosta County, Martin has signed twelve new memberships and five renewals in his first year as a membership worker.

The Calhoun Farm Bureau was the first township in Mecosta County to reach full membership goal in a 100% membership year.

Mecosta County has reached 94% of its membership goal of 757 members and has every hope to complete its dues work.
Services Tour Includes Canadian Twine Producer

A balsawood 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 Uniko 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 Tace, 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 operated in cooperation with services 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 smaller 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 "slipped" 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 passed 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 current "leap-year" date of February 29, 1964 is part of the whole picture of unity, strength and uniformity.

At the Cordage Company, the board members saw the flowing of sisal fibers "spun" into balls of "spun" sisal which is then treated with "hot" materials to assure fiber strength.

The group was told that several "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 aflairs have real effect on their local production picture and that shortened sisal supply will contribute to a general price rise in the future.

Four to Eye—Board members Edgar Diamond, Alpena (shoulder to cornrow), David Morris, Grand Ledge, and Wilbur Smith, saginaw, shook hands the electric eye works on the automatic bean sorter where the beans are sorted, then accepted or rejected, at high speed. The resulting product rates an official michigan "hand-picked" grade.

"It Started with Eve" Lapeer FB Women Told

Whatever 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!

The 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 the guests in the Farm Bureau meeting proved that they did a good job on both sides of this cooperative project.

Mrs. Donna Willber, from the Michigan Farm News, spoke to the women about the importance of information to their program and stressed their role in involving 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, "It Started with Eve," the story of the price spread, suggested for use by 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.

Adolph Dongillo, Berrien County President, told of the importance of a strong, progressive F.B. Insurance program. Speaking as a county leader, Dongillo 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 covers to meet the protection needs of Farm Bureau members.

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

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.

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 TIGY, 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) Enos Winkle. Seated are, (from left) Carl Kloha, Hugo Schwab (Chairman Bay County Legislative Committee) Howard Askin and Maurice Parsons.

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. Seaton, 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 Heath and Stanley Powell, Farm Bureau; Dale Ball and Director George Alkire, Department of Agriculture; Dan Reed, Farm Bureau; Herman Jenne; George Van Aken, Association of Soil Conservation Districts; and Milton Griswold, Michigan 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.

MOST OUTSTANDING YOUNG FARMER
14 FOR SALE

FOR SALE—Ten dairy cows in Washtenaw County, good milkers, O ' P's and F's, also two heifers. Selling due to fertilizer.
Walking Marketing, The 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 finds 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 held by processors and marketing chains that pricing is a private right for them only. 

One product per crop is not a commodity, but a raw product of the farm. The 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 permit 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 "blow it!" But within the pricing problem lies 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.

Farmers must 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.

One farm product on the consumer market competes with others always a part in consumer choices. Of two or three desirable foods, the consumer will choose those that are less expensive. 

A price boycott on a certain item will not stop the consumer from selection so that competing products "capture the market."

Furthermore, if important 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. Farmer has lost his markets because of cause of such substitutes, and the laboratory has yet to reach its peak competition. 

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. 

Farmers must learn to tie the loafers of farmers to the effort is a key to success. Every consumer must realize the importance of his own marketing efforts. 

The farmer's bargaining approach must be as well as it be considered. The use of the farmers must be learned. 

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.

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 encroachment.

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 would 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?
POWER BALANCED FUELS

BEST for every ENGINE

for auto, truck, tractor, the power-balanced fuels ... pre-
mium and regular gasoline and power-packed diesel fuel
will give you more miles, more acres and more profits per
gallon. FPC Power-Balanced fuels make engines run the way
they ought to run.

"With Farmers Petroleum service, we get everything we need from anti-freeze
and fuel oil to tires, batteries and accessories ... all top quality products at
the best possible price—"

Peter Kurncz
Rt. 6, St. Johns

FARMERS PETROLEUM

4000 N. GRAND RIVER AVE.

LANSING, MICHIGAN
Farm Bureau Agents Span The Nation

A total of 4,694 Farm Bureau agents represent 33 Farm Bureau Fire and Casualty Companies in 44 states and 12 Life Insurance Companies in 43 states. In Michigan 200 professional agents serve more than 140,000 Farm Bureau Auto, Fire, Liability and Life policyholders. And...a Farm Bureau policyholder can rely on a Farm Bureau agent for service anywhere in the United States if the need arises.

Typical of the highly trained, professional men in this vast service network is Michigan's Matt Wiley. Mr. Wiley, Michigan's 1963 Distinguished Service Award winner, is dedicated to serving the protection needs of people in Kalamazoo County.

Personal service...by every Farm Bureau agent...is an important plus. A Farm Bureau agent near you would like to be "your insurance man." See or call him today!