"WE GIVE THANKS... for the abundant harvest of this land..." 

This prayer will be echoed throughout America as families pause to express their gratefulness on Thanksgiving Day. In Michigan, with its fruitful plains and fields of waving grain, Farm Bureau families take pride in the part they play in producing this great agricultural abundance. To highlight this contribution, Farm Bureau Women have combined talents to author a "Country Kitchen Cookbook."

THAT FARM PROGRAM

The new four-year farm bill adopted by the Congress shortly before adjournment already shows likelihood of not lasting four years.

"The new farm bill carries a fantastically high price tag — more than $15 billion — and this is a little steep even for an Administration embarked on the biggest spending spree in history," said AFBF President Charles B. Shuman, speaking in Cedar Rapids, Iowa.

The conference report of the bill differs in several respects from the measure as passed earlier by the House and by the Senate. Further uncertainty results from the wide discretion given to the Secretary of Agriculture, making it impossible to predict how the programs will be operated.

The eight titles of the bill cover dairy, wool, feed grains, cotton, wheat, cropland adjustment, miscellaneous provisions, and rice.

The Secretary of Agriculture is authorized to use "projected yields" in place of "normal yields" in figuring payments on all farm programs.

"Action-Packed Annual"

The action-packed 46th annual meeting of the Michigan Farm Bureau will begin with delegate registration in the Auditorium of Michigan State University, East Lansing, Tuesday morning at 8:30 a.m.

Included in the three-day program November 9-10-11 will be a "new look" with a number of major changes slated, among them a move to the Lansing Civic Center for the traditional main banquet, held this year on Wednesday evening, November 10.

Busload arrangements are planned by many county Farm Bureaus to take advantage of the expanded banquet facilities at the Center, and an unusual chance for members and leaders to hear a major address by American Farm Bureau president, Charles B. Shuman.

The Secretary-Manager's report by Clarence E. Prentice is scheduled for Wednesday morning, November 10. Consideration of a slate of resolutions will begin shortly thereafter and continue through Thursday, November 11.

The convention will conclude with the election of directors in the "odd-numbered" districts along with the Director-at-large and a Women's and Young People's Committee representative.

See page three for more program details.
Editorial

GROUP THERAPY...

From all parts of the United States they come. From the East, from the West and South, Virginia, Alabama, North Carolina, New York, and most recently, California. The magnet pulling farm leaders from other states into Michigan has been our unique system of Farm Bureau Community Groups.

All agree with us that the Community Farm Bureau is the heart of our organization. They note that it is a vital, self-help system, one of much worth is accomplished. Some groups proudly point to laws now in effect which first began as group discussions. Some of the groups have been meeting continuously for more than 25 years.

Several have produced persons of fame — people now gone on into the world to leave indelible marks. The chairman of the board of one of the world's greatest chemical companies is a Virginia Community Group member. The participants in another group include rural authors, Judges, Senators and Representatives.

As we take pride in Michigan's more than 1,000 local "units" of Farm Bureau and help spread the idea into other states, it has grown to be recognized that the Group System comes with inbuilt problems.

Membership participation is the key, and less than 10 per cent of the Farm Bureau membership is included in the monthly Community Group activity. It is probably 1 per cent of "group therapy" — for a person to become involved. Failure to "connect" with a "sick" group get that way? How does one recognize the symptoms?

In some cases, the group becomes a "closed corporation" and non-group members are largely ignored. In some communities, the groups have become ingrown, so close-knit that "outside" groups are discouraged.

In others, the programs have become superficial, filled with trivia, and so socially oriented that they would be hard to define. Not that social values of a Farm Bureau Community Group are to be scorned, rather they should be balanced with meaningful activities.

Here's a trouble-spot checklist helpful in evaluating the worth of any Community Group: Are "new" families sought out and invited to join?

Is the membership "Roll-Call" a major project of the group? Are the values of membership strengthened or lessened?

Is the majority of time taken up with "just visiting" or does the business or action side get short shrift in the meeting time?

Is the average group member's age near the 80 and above mark? Would young farm families feel "out of place" in the group?

Is the discussion topic actively pursued — or only a given a passing glance?

Does the group become involved, TRULY INVOLVED, in the real issues of the community?

"Have a significant summer," the college students who spent most of their time on the pickle lines shouted to each other as they headed toward vacation and more of the same.

Youth and energy — even when misdirected — are attracted to the vital issues of the day: Action — local, vital action — has always been strong competition. It is the kind of competition that Farm Bureau needs to hitch up more often.

Has Farm Bureau in your Community Group had a "significant summer" filled with action toward the end of the fall season of significance began with a community calendar of Farm Bureau events that will place each member in contact with his organization and get him more deeply involved in worthwhile efforts.

If so, get set for the crowds, for people will still come to meetings in droves if they're convinced their participation contains something of significance to them.

They will react in a positive manner toward anything that involves them, that touches the issues of their lives and has meaning in personal terms.

EDITORIAL — Join the NEW FARM BUREAU

President's Column

"SEAT OF HONOR"

It's that time of year when our county Farm Bureaus have elected many new members of the boards. A new way of thinking, these leaders are taking on a terrifically important job.

I would hope that none of these elected leaders looks on his new position simply as a "seat of honor" — and that alone. Actually, he faces a high responsibility to Farm Bureau and its programs. He has been put into one of the most responsible jobs in Michigan.

It is no thumb-twiddling position. There are hundreds of millions of dollars of farm resources involved and hundreds of farm families to be represented and protected by the action that these leaders take.

He should be willing to accept the fact that he is "on the spot." He will be faced with important decisions and the need for action in matters vital to the interests of Farm Bureau members in his county.

I am familiar with the serious and difficult decisions which face the members of the Michigan Farm Bureau board of directors. These men and women struggle with problems of benefiting the farmers and consumers and services. It is their responsibility to develop long-range plans that will keep Farm Bureau strong.

Often members of the state board have to face attacks by opposing self-interest groups. They have to make sound interpretations and present the public with the policies given them by the member delegates.

It's a mighty challenge. And the responsibility of board members, mostly local Farm Bureaus are no less for being local.

Board members must be real leaders, wherever they are. Members should choose for position of responsibility a man or woman capable of delivering the goods. No one is a leader unless he can contribute to keeping his organization strong and active. It is plain the Farm Bureau leader's job to help weld his members into a unified driving force that will press toward beneficial goals for agriculture and farm families.

When you face this responsibility of leadership, it both challenges you and frightens you a bit. The members have given you a very important order, and they expect a good deal from you.

How well — or how poorly — the organization does in the coming months and years, depends on you. Of course, you can't do it alone. Leaders can achieve only as much as members will let them. Member support is vital to effective leadership.

But a leader has to be something of a promoter and salesman, too. Farm Bureau members have passed policies and have asked for programs, at things tagged, the things I learn, "whats and whys" of the policies. Some may not agree with them.

As a representative leader of your county or state organization, you must work for member understanding and support. This calls on you to be a spokesman and a salesman. If you cannot see your job in this light, you would do better not to accept the leadership post. A lot of the unity and strength of action is going to depend on your capacity to make the Farm Bureau position clear. Leaders have to become part of the solution and not a part of the problem.

Now, this does not mean that leaders should not debate matters, but one has to be a good listener. Certainly they should fight for what they think are the best approaches that support policies which will help the farmers. These efforts are finally made by a majority of the leadership body, or by the members in legal meetings, leaders must give full support to the positions taken. This is a mighty challenge.

As a Farm Bureau leader I have found my responsibilities to be both sobering and rewarding. It is a "school of hard knocks" but, while the education may be rugged, the things I learn stand me in good stead in my personal life. If the organization grows, you grow with it.

Elton Smith
DAY-BY-DAY at the MF-B Annual Meeting!

TUESDAY - NOVEMBER 9

Registration of Voting Delegates to the 46th annual meeting of the Michigan Farm Bureau is scheduled for 10:00 a.m., Tuesday, in the basement of the Auditorium at Michigan State University, East Lansing. Women's and Young People's delegates and guests will hold their business session, talent find, and discussion meet in the auditorium of Kellogg Center for state board members and Young Farmers. A Young Farmers' banquet, scheduled for 8:00 p.m. at the Kellogg Center, will be an event well worth attending.

The findings of "Project 80" and implications for Michigan Cooperatives was a main subject of the annual meetings of MAFC and Farm Bureau Services at Kellogg Center, East Lansing, October 4 and 5.

Along with reports of officers and staff, the group at the Farm Bureau Services meeting on Monday morning took a look at what the future might hold for their industry.

In his report, Manager, M. D. Broome presented some suggested areas for the expansion of services to Michigan farmers. Taking into consideration the reduction in numbers of farmers, he pointed out that these farmers will require more, not less, of these services, and these will come in larger orders which will be more economical for the local cooperative and Farm Bureau Services, to buy.

He told members that all cooperatives must give serious consideration to how best they can serve the needs of this bigger customer. Having decided on these needs, the concerned cooperative must move rapidly to fill them.

Guest speaker at the noon luncheon was marketing expert, Dr. Robert Kramer of Michigan State's Agricultural Marketing and Utilization Center. He told the group that the "Project 80" results indicate that the farmer of the future will become more of a manager and less a laborer. "He will spend more and more effort and thought on marketing while maintaining his present high level of technical skill in production," Kramer said.

Monday evening, Edgar A. Guest, Jr. (Bud) of WRJ entertained a joint banquet of FBS and MAFC with his stories of newspaper business and family. After Bud's talk, the various cooperatives showered him and Mrs. Guest with a wide assortment of products. After the flood subsided he looked over the group and muttered in an awed voice, "Did you ever see a better spread?"

Members of the Michigan Association of Farmer Cooperatives explored areas which will require changes in their methods if the conclusions of "Project 80" come to pass. A. K. Johnson, vice president of the St. Paul Interstate Bank, spoke to the group that they must start now to prepare to serve the needs of the bigger farmer of tomorrow. He suggested one of the areas of expansion will be in medium-length credit for building of crops or projects which will meet at the Union Building Ballroom. Farm Bureau Young People will hold their business session, talent find, and discussion meet in the auditorium of Kellogg Center.

WEDNESDAY - NOVEMBER 10

The Honorable George Romney, Governor of Michigan, will appear before the Farm Bureau voting delegates and guests during the morning session on Wednesday. His appearance will be a highlight of the day's activities, which begin at 9:00 a.m.

The annual report of secretary-cashier, Clarence E. Prentice, and comments by affiliate company managers will precede the resolutions session on the morning program. This year's Resolutions Committee is under the chairmanship of Kent county farmer, Gerald Waldeck.

The voting delegates will continue the consideration of resolutions throughout the afternoon until 4:00 when caucus areas will be assigned for nominating of directors in Districts 1, 3, 5, 7, 9 and 11.

Lansing's Civic Center will be the site of the Michigan Farm Bureau banquet on Wednesday evening. The banquet program, which is expected to attract more than 2,500 Farm Bureau people and guests, features an address by American Farm Bureau President, Charles B. Shuman.

To add a touch of beauty and festivity to the big evening affair, the 1966 Farm Bureau "Queen," chosen from a field of some 50 candidates, will be crowned. This replaces the former Miss Farm Bureau contest, and for the first time, young married women are eligible to enter.

The annual presentation of distinguished service to agriculture awards will be another highlight of the program. Add to this already impressive agenda the presence of outstanding talent and you have an event well worth attending.

County Farm Bureau are urged to provide bus transportation for members to attend this banquet.

The move to the Lansing Civic Center for the annual banquet is a part of the "New Look" of this year's meeting. The annual meeting committee, under the direction of chairman, Mrs. Wm. Scranton, and J. D. Delano, Council chairman, has directed toward the goal of "Largest — Best — First!"

THURSDAY - NOVEMBER 11

A continuation of the resolutions session will be the first order of business on Thursday, final day of the three-day meeting.

Busy delegates will take time from their heavy agenda to pay tribute to those who have given their lives in the service of our country. The Veteran's Day observance is scheduled for 10:55 a.m.

Election of directors in the "odd" numbered districts, one director-at-large, Women's representative, and Young People's representative will take place during the morning session.

Following luncheon, the delegates will return to the important task of discussion, adopting or rejecting the policy recommendations from the 71 County Farm Bureaus.

High on the list of resolutions issues will be improved marketing, personal property tax relief, highway legislation, water rights, farm labor, legislative apportionment and labor laws.

Michigan Farm Bureau President, Elton Smith, points out the importance of member attendance at the state annual meeting:

"This is the most vital membership meeting of our Farm Bureau year. Everything of importance to come in Farm Bureau achievement begins here and with the action of the members in setting the course.

"We cannot, as members, stand passively aside and merely ask, 'What has Farm Bureau done?' What it has done was the work of yesterday and the fruits of others' purposes and labors. But what it will do is your concern. You must become a part in what it will do in tomorrow's agricultural world.

"Farm Bureau is one of the few organizations where members set the course of action in meetings like this convention of our County Farm Bureau delegates. Members who are not delegates should also come to this annual meeting, and see not only how they can do, but what course is set for our working future."
The real problem is the cost. Present conditions, in many farm areas, will make the $8.35 per $100 of payroll with the $354 minimum premium a real hardship. Farm Bureau members should talk this problem over with their legislators between now and the January session.

UNFAIR TRADE PRACTICES

Many Senators simply did not vote; they did, what is known as "take a walk," that is, they just didn't "happen" to be on the floor when the voting was going on. The vote, or lack of it, was big business. In such case, to be present and not vote, is the same as voting "no." 2165 still lies on the table and is still alive, like tax reform. A sort of living death!

The problem is that farmers will suddenly feel the full impact of the law on farmers. The effect of the law on farmers. The difficulty is that the law requires that farmers have at least 18 two weeks, or will have to be assessed more. All of the above is still alive, like tax reform. A sort of living death!

Michigan is one of the world's greatest industrial areas is also an agricultural leader. A fine example of industry-agriculture cooperation is the MICHIGAN BEET SUGAR INDUSTRY. Progressive farmers and efficient industrial food processors provide consumers with a product of which it can truly be said: None Finer in Pure Sugar when you shop. Ask for it by name: PIONEER or BIG CHIEF. SUGAR, grown, processed, and sold in Michigan.
CAPSULED 
CAPITOL COMMENTS 
FIVE 
MIGRANT LABOR CAMPS UNDER NEW RULINGS

By Wm. A. Burnette
(Editor's Note: Wm. Burnette is a Van Buren County Farm Bureau member who is chairman of the board of Burnette Farms Packing Company in Keeler. He may be remembered by FARM MICHIGAN users of agricultural labor for "Where is Your Dream," his observations of agriculture and people around the world."

As a farmer and packer of canned fruits and vegetables for almost 50 years, Burnette has watched the migrant farm workers. He has studied the movement of thousands of extra workers and the migrant program. He has seen the migration of young farm workers into vast hordes of migrants who first came to Michigan grow into hordes of what Burnette calls "migrant scoundrels in the newspapers".

The migrant houses, so severely criticized, should be turned into public housing and "turnup greens," and usually the best balanced rations in the world are available to them free from food relief stations—provided they do not get a job. A working draft has been prepared by the Michigan Department of Health and a hearing has been held to permit growers and others to be heard. As required by Public Act 298 which was passed by the Legislature this fall, a special committee has been appointed an advisory committee of 13, of which five must be growers employing seasonal labor. It is expected the rules will soon be ordered into effect, with some minor changes.

Ten years ago, the Rural Challenge Committee of more than a hundred farmers and agribusiness leaders developed a blueprint for the future. A group of leaders, led by A. H. French, fed himself and 17 others. The blueprinters estimated that it might be possible, by 1985, for one farmer to feed himself and 25 others.

Legislators in the U.S. D.A. announced that in 1964 one U.S. farmer fed himself and 32 others! My father was born on an Illinois farm just 100 years ago. At that time, one farmer fed only four others!

For him, the worker's cabin is a simple shelter where he and his family will live. It must be a shelter, not a permanent home. We build the cabins because we have the migrants, we can't begin to compete with the year-round program of the government's war on poverty. We can't even begin to compete with the year-round program of the government's war on poverty. We can't even compete with the year-round program of the government's war on poverty. We can't even compete with the year-round program of the government's war on poverty.

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'Colorful as a Rose Garden'

By Don Kinsey

They are neat as a pin, clean as a fraux's kitchen and colorful as a rose garden. Apples, peaches, pears, plums, grapes - fruits in season - spread an irresistible fragrance through their glowing white salesrooms. You want to buy. They are the Michigan Certified Farm Markets.

At the-farm selling of farm products is as old as a garden culture. You may find farm sales being offered at the roadside from a counter made of planks set on barrels, from small booths or, in some places, from attractive and well-ordered salesrooms. Successful farm marketing today calls for higher standards of merchandising than the barrel and plank market. There is much competition from the produce counter in the modern supermarket.

A short time ago, many of our better farm marketers discovered that farm markets were getting a "black eye." Such markets as presented a slipshod appearance, carelessness about product quality or honest pack had been giving all farm markets a poor reputation.

Farmers who operated a better class of markets wanted to act to restore public confidence and to build sales on a sound basis. A group of them decided to do something about it. They organized the Michigan Certified Farm Markets Association, which became a division of the Michigan Agricultural Cooperative Marketing Association.

The aim of these farmers was to bring distinction, customer recognition and high standards of merchandising to the farm markets they operated. They wanted customers to recognize that "there is a difference," and that a certified standard means cleanliness, quality of product and honesty of pack.

Members of the Michigan Certified Farm Markets Association are working to develop their association into a statewide marketing group. 1965 has seen the addition of member farm market operators in the western fruit areas of Michigan.

Everyone enjoys the sights and smells of the fruit displays at the fair. You can get the same enjoyment just by making a visit to one of these markets. Watch for the Michigan Certified Farm Market sign - and STOP IN!

He moves fruit! From 15,000 to 18,000 bushels of apples, alone are sold in Certified Farm Market each year. Ah, yes - and cider - about 500 gallon a week.

"Most "Certified" markets concentrate on fruit. Why not more vegetables?" J. W. answered.

"If I made room for vegetables, I would have to expand the sales room. Tax assessment rates are too high. Maybe vegetables would pay, but I want them. But, mind you, they must meet high quality standards and give honest measurement - no false scales your tax assessment higher."

J. W. says that he is doing all right, even with nine other fruit markets within two miles of him. Three of these nearby markets are owned by fellow members of the Michigan Certified Farm Markets Association. There's Bob Spicer, Vernon Grimes and "Mac's Berry Patch." J. W. Erwin has been retailing at his location for six years. The market opens with the peach season and closes April 1. In the meantime, fruit moves to the controlled-atmosphere storage to the counters.

The Rosses are moving from Novi to salesroom. But members of this association must raise most of it necessary. Food moves from the controlled-atmosphere storage to the counters.

Roger Porter is the affable president of the Michigan Certified Farm Marketers. His market lies shortly east of Goodrich near Flint. He has much of the local farm fruit market to himself, for there are few others in the area.

Roger's market is expensive and features an "on-the-scene" cider press. Ten thousand gallons of cider are sold. If it doesn't all move - well, sell vinegar, and that moves, too.

Roger might have plenty of cider in 1965. His apple crop suffered 60% hail damage this summer. That's the way the ball bounces for farmers.

Customers can buy hail-damaged apples for half price, if they want them. But, mind you, they are sold as damaged goods. And the price is right. Roger says that it may help him to recover some of his costs, at least. In Roger's salesroom one also finds popcorn packaged by a local F.F.A. chapter - a popular item.

Members of the Association are supplied with information on market. They pool purchasing of market supplies. And every member is eligible to display the proud sign of the "Michigan Certified Farm Markets" - inside and outside.

Watch for that sign. If you see it, stop and enter. There is a Slate River Orchards sign on the farm. In the middle is a popular item.

"Michigan Certified" Farm Markets

SALES SHELVES GLOW with colorful bays of Jonanthan and Snow apples at the Slate River Orchards of Lorne Ross. Three miles west of Farm. Mrs. Ross presents a giant-size "Wolf River" apple to visitor Don Kinsey.
A BUSY DAY IN THE LIFE OF AN AGENT!

"Man on the Scene"
By Roland F. Self
Farm Bureau Insurance Group

An insurance representative, to most of us, is a man who always seems to be carrying a brief case and a large book full of figures. He is the "on the scene" when there is an auto accident or a barn fire. And, he is the man you see at the County office or at any number of Farm Bureau functions.

But what is he really like?

To find out, let's spend a day with an Agent.

Let's say you have an appointment to meet Don Brinks—Career Agent in Livingston County—at his farm home near Howell, this morning. You pull into the driveway, and just as you step out of the car—he bursts out the front door and says, "Sorry to rush you, but I've got to get going. I have an appointment at 8:30 with Mr. Ruttman. Hop in the car—I'll drive."

You arrive at the Ruttman's Long Creek Farms, where Don spends about thirty minutes reviewing the casualty insurance program he had set up previously for the Ruttman's— a Farm Bureau policy.

From the Ruttman's, you drive to Finney where Don has an appointment with the school superintendent, Mr. Wesley Reader. He explains that employees of certain organizations, including public schools, are eligible to invest in annuity and/or life insurance retirement programs with non-taxed income.

During the noon meal, you learn that Don attended Michigan State University, majoring in Agriculture, and, from 1949 to 1956, farmed with his father. In 1956, he purchased a dairy farm near Howell and moved his family there.

Two years later, Don was chosen the Outstanding Young Farmer in Livingston County. The same year, and again in 1960, he and his wife were chosen the Outstanding Dairy Couple for the district by the Michigan Milk Producers Association.

In 1961, Don sold his dairy herd and became a full-time representative for Farm Bureau Insurance. In his own words, "I liked farming, but I really like insurance. I have more freedom than I ever had as a dairy farmer. I enjoy working with rural people, and I like the idea of being able to provide a vital service such as insurance protection."

After lunch, you jump back into the car and drive to the Livingston County Farm Bureau office in Howell, where the insurance headquarters are located.

From the County Office, you drive to the farm of Mr. John Osborne, to deliver a Farm Bureau policy. Don reviews the policy with Mr. Osborne, making sure the coverages on the heart attack and cancer policy Don had set up previously for the Ruttman's representative like drive."

Don explains an insurance program that will provide funds for the family's future financial requirements and goals—Don recommends the policy that allows Mr. Osborne to realize tax savings on his annuity. Don has five other such policies in force at the school.

Two hours and forty-three miles later, you return to the Brinks home where his family is waiting to greet you. There is Kathy, Kristy, Brian, Barry and Don's wife, Shirley. Supper is ready.

At the table, you ask Don what he likes best about insurance.

"I get the most satisfaction from what we call Estate Cases. By setting up a certain form of life insurance program, a farm estate can be guaranteed to stay in the family—while all children who want to leave the farm are provided for."

You get back into the car. Don drives to the home of Mr. L. Boy Glover of Webberville. Mr. Glover purchased a policy to aid his family's future.

BUSY DAY BEGINS—as Don steps to say "Hello" at the Hickory Ridge Farm dairy to the father-son partnership of Norman and Gordon Topping. Don has coverage through a Farm Bureau policy on the Toppings' 200-cow dairy herd, some of the dairy buildings and the vehicles.

Don explains Mr. Reader's tax-sheltered annuity policy. The policy allows Mr. Reader to realize a tax savings on his annuity, and he has five other such policies in force at the school.

Don writes up an application to insure a new $18,000 truck which Farm Bureau Insurance had just purchased for the nursery.

You learn that Farm Bureau insures all 25 units in the company's fleet, and had recently replaced one of the units following an accident during which a truck was rendered a total loss.

Three hours and forty-three miles later, you return to the Brinks home where his family is waiting to greet you. There is Kathy, Kristy, Brian, Barry and Don's wife, Shirley. Supper is ready.

AVID LISTENER—Mr. Wesley Reader, Finney school superintendent, listens as Don explains Mr. Reader's tax-sheltered annuity policy. The policy allows Mr. Reader to realize a tax saving on his annuity. Don has five other such policies in force at the school.

THE QUALITY STEEL POST
NOW BONDERIZED FULL LENGTH. Nationally known non-metallic rust inhibitor provides better finish, adherence, appearance. Vastly superior to paint.

AFTER SALE SERVICE—Don Brinks, a member of the Township Board, an Elder of his church, a family man—and a professional insurance representative like 215 other men who represent Farm Bureau in Michigan—is finally calling it a day.

FARM BUREAU SERVICES, INC.
Lansing, Michigan
**FARM BUREAU WOMEN**

working, not waiting . . .

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**THE IMAGE OF AGRICULTURE** — is discussed by Richard Arnold, former Chairman of the Michigan Farm Bureau Young People's Committee, and now Radio-Television Farm Director for Michigan State University. Arnold has been a leader in urging increased rural use of the electronic media. His talk climaxed the two-day meeting.

**INFORMATION UNDERSTANDING**

**ON THE SPOT**

If you are a leader in public life, you are certain to find yourself "on the spot" occasionally. To be called on for comments or statements in public groups is inevitable — but a "tough spot to be in.

District Farm Bureau Women's chairmen and vice-chairmen agreed on this point at their two day Communications Seminar at Camp Kett, October 7 and 8. But they bravely took a fling at it. They gave impromptu speeches — on the instant, with no preparation. Information must be gathered, organized and developed. Effective expression must be practiced to give it punch. The speech must be good. It must move the audience with the speaker. A workshop was devoted to the art of preparing for a speech.

But, since a message develops far more punch when reinforced with "things seen," illustrations were given of the use of visual aids — slides, charts, flash cards and colorful objects relating to the subject content. "Show and Tell" beats only "Tell.

And, since discussion among people is more effective for some occasions than a speech, the art of conducting discussions was demonstrated in another workshop.

Time was devoted to the proper writing of articles and news releases for publication. The need for occasional appearances on radio and television marked the approach to another study session. And since effectiveness here depends upon proper relations with news media, counsel was given on "diplomatic relations" with the public news media.

Richard Arnold, farm editor of W.KAR at Michigan State University, told the ladies that farmers have abundant opportunity to work for a proper image of agriculture through radio and television. Arnold said that broadcast stations want and need more materials on farm affairs.

"The pressing need is for you to address your message to consumers," said Arnold. "Farmers spend too much time talking to themselves — to other farmers. Stations have to have stories that reach the public."

**Visit to Ireland — Brings New Friends**

"Thou has made me known to friends whom I knew not. Thou has given me shelter in homes not mine own. Thou has brought the distant near and made brother of the stranger.

"This quote from an Irish poet was made by Mrs. Aroti Dutt, India, incoming president of the Associated Country Women of the World, at the 11th Triennial Conference, held September 14-15 in Dublin, Ireland.

Mrs. Wm. Scramlin, Holly, who represented the Michigan Farm Bureau Women at the world conference, says this quote expresses very well the attitude of the A.C.W.W.

"There are many differences between Holly and Dublin, but I learned that the hearts of women the world over are pretty much the same," said Mrs. Scramlin.

The Michigan Farm Bureau Women's state chairman brought back many interesting reports from Ireland, but the one she most wants to share is the acceptance of Michigan's invitation to hold the next A.C.W.W. conference here in 1968. She reports that the meeting, hosted by the Michigan Farm Bureau Women, Extension Clubs and Farm and Garden Clubs, will be held at either Michigan State University or in Detroit.

There were nearly 1,800 women at the triennial conference, including 200 from the United States. Mrs. Scramlin explains, "The A.C.W.W. is a multi-million team of women on five continents. The purpose of the meeting is to get to know each other and to plan projects for the coming three years which will enable us to help each other.

The representatives of 40 different countries were treated royally by the Irish people, Mrs. Scramlin reports. "Sometimes the schools were let out, or they would have bands out to meet us. We were treated like royalty.

Ireland's Prime Minister and his wife gave a reception for visitors, held at the Royal Dublin Society building. Another special function was a tea for the American delegates given by the American Ambassador. This was held at the American Embassy in Phoenix Park.

"Phoenix Park is a beautiful place," Mrs. Scramlin said. "It is reported to be one of the largest parks in the world. One thing about it seemed rather strange to us, however. An old Irish law allows farmers to use the park for pasture six months of the year, so there are cows wandering all over!"

She learned a little about the image of the United States in other parts of the world during conversations such as one with a lady from South Africa. Upon learning that Mrs. Scramlin was from Michigan, she inquired about Cranbrook and explained that her daughter is presently studying textile design there. She expressed her motherly concern when she said, "We thought a long time before we consented to let our daughter go to that wild country alone."

Mrs. Scramlin enjoyed Ireland and the tours through old monasteries, churches and castles. And what did Ireland think of the American delegate? Mrs. Scramlin explains that American woman wants her tea clear! Very peculiar perhaps, to their way of thinking, but they found, as Mrs. Scramlin did, that though tastes, customs and problems may vary — the heart is the same.

**"Ceed Mile Failte"**

By Mrs. Wm. Scramlin, Chairman
Michigan Farm Bureau Women

This is the traditional Irish greeting, "A Hundred Thou-and Welcomes," which I heard so often while attending the A.C.W.W. meeting in Dublin, Ireland.

I should like to repeat this welcome to all Farm Bureau Women of Michigan to attend our state annual meeting to be held at Kellogg Center, East Lansing, November 9, starting with a 12:00 noon luncheon.

It would be wonderful to have a good crowd at our meeting and I hope you plan to come early for the opening of the general sessions at 10:00 a.m. at the Michigan State University Auditorium. This will enable you to hear President Smith's address, which I know will challenge you.

Try to interest others in attending this year's annual meeting. Perhaps you can get enough to make up a carload — or even a busload — to come to the big banquet on Wednesday, November 10, at the Lansing Civic Center.

This quote from an Indian poet was made by Mrs. Aroti Dutt, India, incoming president of the Associated Country Women of the World, at the 11th Triennial Conference, held September 14-15 in Dublin, Ireland.

Mrs. Wm. Scramlin, Holly, who represented the Michigan Farm Bureau Women at the world conference, says this quote expresses very well the attitude of the A.C.W.W.

"There are many differences between Holly and Dublin, but I learned that the hearts of women the world over are pretty much the same," said Mrs. Scramlin.

The Michigan Farm Bureau Women's state chairman brought back many interesting reports from Ireland, but the one she most wants to share is the acceptance of Michigan's invitation to hold the next A.C.W.W. conference here in 1968. She reports that the meeting, hosted by the Michigan Farm Bureau Women, Extension Clubs and Farm and Garden Clubs, will be held at either Michigan State University or in Detroit.

There were nearly 1,800 women at the triennial conference, including 200 from the United States. Mrs. Scramlin explains, "The A.C.W.W. is a multi-million team of women on five continents. The purpose of the meeting is to get to know each other and to plan projects for the coming three years which will enable us to help each other.

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Farm Women Attend State Safety Meet

The Michigan Farm Bureau Women were among the state's 41 women's organizations that participated in a traffic safety conference, September 20-22, at Michigan State University. Governor George Romney invited state, district, and county safety chairman of the major women's groups to take part in this third Michigan Women's Conference on Traffic Safety.

Mrs. Wm. Scramlin, state chairman of the Farm Bureau Women, and Mrs. Eugene DeMatio, state safety chairman, were on the steering committee for the year's conference. Also attending were representatives from the YWCA, Junior Forum, women's coordinator Miss Helen Aneudt, and members of the state safety committee, Mrs. Velma DeGroot, Mrs. Don Boll, and Mrs. Harland Weikel.

While presiding over one session, Mrs. DeMatio told the women, "You are highly respected people in your communities—and you can be the power house for traffic safety. We all have to believe in something before we can sell it. The fact that you are at this conference is a proof that you do believe in this cause."

In addition, to outstanding participation in the meeting, the Michigan Farm Bureau Women received recognition for the women's contributions. Awards were given to members of the organization for programs designed to promote a better understanding of local and state traffic problems, with the delegates prior to the conference. If they came to the meeting, they were given the homework completed, awards were given. The Farm Bureau Women scored 100 per cent as all participants received their awards.

The homework included interviews with school administrators, driver education teachers, traffic law enforcement officers.

The conference dealt with the national traffic situation, and legal aspects of traffic safety, the role of women in traffic safety, and driver self-improvement programs for members of the organization.

Special attention was given to the status of legislative and administrative programs designed to help cut Michigan's high accident rate.

"I asked the delegates come home from this conference with a feeling that they had a story to tell the other women going home to tackle it," said Mrs. DeMatio.

The son of Mrs. Dolores Van Hoey of Birmingham, Alger is a graduate of the University of Detroit High School.
CHIPPEWA HOSTS CHARLEVOIX
By Mrs. Cleve Lockhart

Sixty-five women registered for "Guest Day" at the Pickford Community Building on October 13, when the Chippewa County Farm Bureau Women entertained the Charlevoix County Women.

Following a coffee and get-acquainted hour, and a short business meeting, Karl Larson, county extension agent, took the group on a tour of Chippewa County by way of slides. He showed the various types of farming, industry, and recreation carried on in the county.

A potluck luncheon was served with tables decorated in the fall theme of colored leaves, fruits and vegetables. Souvenirs were provided for each guest with free samples of cheese from the Rudyard Cheese Company, pens from the Rudyard Cooperative, and Soo Locks place mats.

Following devotions, 48 of the women boarded a school bus loaned to them by the Pickford Township Schools. They traveled to the Kincheloe Air Force Base where the group was met by a guide who took them through the base housing to the Sentry Dog Kennels. A half-hour sentry-dog show was presented and this proved to be the highlight of the tour.

A visit at the chapel with a talk by one of the chaplains, a tour of the operational area and an explanation of the different planes and their uses proved very interesting as well.

For More GO In The SNOW
Get UNICO

THE UNICO REDI-GRIP SALE IS ON!

You get terrific traction with Unico Redi-Grip tires in mud, slush or snow and NO annoying hum or vibration.

Save now during our big sale.
A PERSONAL MESSAGE—ON “MEDICARE”

From Michigan Blue-Cross Blue Shield

If you are over 65, or nearing that age, you’ve probably been reading a lot about “Medicare.” A recent survey shows that nearly all people over 65 are aware of the federal “Medicare” program but, only 11 per cent of them fully understand the provisions of the new law.

Blue Cross and Blue Shield are presently developing programs to complement “Medicare” coverage to provide you with greater protection against the cost of illness. Your Farm Bureau will notify you about these new complementary Blue Cross and Blue Shield coverages.

Keep in touch with your county secretary. The Farm Bureau is arranging to keep her up-to-date to help you.

Of course, the Social Security Administration is the official source of information on “Medicare” and any questions should be referred to this official government agency.

SOME HELPFUL TIPS

— The “Medicare” program is divided into two parts: Part “A” provides hospital benefits and is automatically available to all who are covered by Social Security.

Part “B” is the “voluntary medical insurance” portion of “Medicare” which provides doctor care benefits. You must sign for Part “B” and make a monthly payment of $3 for these doctor care benefits.

— If you are presently receiving Social Security benefits, you will automatically be covered for Part “A” and will receive a card for enrollment in Part “B.” However, check your eligibility for “Medicare.” Even though you may never have been covered by Social Security in the past, you may be eligible for “Medicare.”

— You may be eligible for “Medicare” benefits even though you are presently employed. There is no “means test” or income limitation under the new program.

— Be sure to sign up for Part “B,” the “voluntary medical insurance” portion. Those who do not enroll for this program by March 31, 1966, will not have another opportunity until October 1, 1967.

— By all means, keep your present health care coverage in effect until at least next July, when “Medicare” goes into effect. Farm Bureau members who do not presently qualify for group coverage may now enroll at any time for a non-group Blue Cross-Blue Shield contract.

If Mr. Bell hadn’t invented the phone a farmer would have had to!

Farm families like yours depend even more than most folks on the telephone.

You call downtown—or anywhere in the nation—for up-to-the-minute information to help you run the farm efficiently and profitably. Your wife counts on the phone to keep the family close to friends and relatives, however far away.

A wonderful invention, the telephone. And so low in cost.
A QUEEN WAS CROWNED at the Montcalm County Farm Bureau annual meeting, October 13. She was Mrs. Gordon Anderson, shown here with her court: Mrs. Arvid Crane, Mrs. Donald Droper, Jr., Mrs. Lewis Perkins and Mrs. George Ravell. The opening of the Farm Bureau Queen contest this year is married women brought a pleasing response from Montcalm, where all candidates were "Mrs.".

EATON CANDIDATE

REPRESENTING EATON COUNTY at this year's state Farm Bureau Queen contest will be lovely Janet Hill (center), daughter of Mr. and Mrs. Lloyd Hill, Vermontville. Members of her court are Miss Linda Grier (left), first runner-up in the Eaton Farm Bureau contest, and Mrs. Phillip Conklin, second runner-up. The state winner will be named at the Michigan Farm Bureau annual meeting banquet, November 10.

MINIATURE FARM

A FARM HOMESTEAD — complete with pond, and built by Charles Delamarter, was selected as first prize table decoration at the recent Ingham county annual meeting. From left, those pictured are: Mr. and Mrs. Delamarter, and Mr. and Mrs. Earl Leonard, all of the "Pioneer" Community Group.

AWARD TO FARM BUREAU — for outstanding service in areas of rural health, is made by Dr. S. D. Steiner, president of the Michigan Health Council, Representing Farm Bureau is David Morris, board member of Grand ledge. With him are (left) Miss Helen Atwood, coordinator of women's activities, and (right) Mrs. Morris.
FARM BUREAU MARKET PLACE

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

**1 AUCTIONS**
MISSOURI AUCTION SCHOOL, Satellite 930-50 Lewiston, Idaho. (9-14-65) 14

**6 DOGS**
STARTED ENGLISH SHEPHERD PUPS from our own good working stock dogs. Ferris Bradley, Springport, Michigan. Phone Lansing 339-2394 or Perry 625-3390. (11-2t-26b) 14

**14 FOR SALE**
POPY OF AMERICAS, the 46th to 54th Frame with Appaloosa color and white coat. 20 years old. (25-5b) B. Parsons, 3187 Morgan and Sourdough, St. Louis, Missouri 63116

**18 HELP WANTED**
WANTED—Couple to manage inmates, references required. Write, P.O. Box 100, Lansing, Michigan. (11-14-65) 14

**20 LIVESTOCK**
FREEING HOGS! Use safe, free, high analysis Perfect Balancer, 5% phosphorous mineral feed. Root feeds to grow hogs fast, feed free from weeds, weeds, weeds. The perfect grain substitute. The Gelatin Bone Co., Box 125, Emmett, Michigan.


COUNTRY KITCHEN COOKBOOK
128 pages of delicious ways to prepare Michigan-grown products. Over 300 recipes originated and family-tested in the kitchens of the state's best cooks — the Michigan Farm Bureau Women. Attractive construction with easy standard. Makes a unique and welcome Christmas gift at reasonable cost. Contact your county Farm Bureau Women's Committee Chair.

Countryside Cakes, Inc. 4000 N. Grand River Ave., Lansing, Michigan.
Farm Bureau members and leaders have been considering two problems in the past six months. One is the matter of overcoming financial roadblocks that have these so-called "minor" legislative accomplishments. The other is the means of opening the way for programs to meet farmer and agricultural needs in future years.

If either of these problems was to be met, a dues increase was necessary.

A new dues level prompts many members to ask: "What has Farm Bureau done?" Do you really want to know? This article devotes itself to that question.

Few members keep pace with the day-to-day action of Farm Bureau. Its present activities slip by unnoticed. If the member isn't watching the game, he misses gains being made on behalf of farmers. But the fact is that Farm Bureau efforts never cease.

Some members do not need to ask the question. They have seen it happen - it is a point to watch Farm Bureau's work — and they know!

One member delegate at the Special Meeting in August told his fellow-delegates — "I paid $30 dues for each of the three years of my membership. If those dues had been $100 a year, every year, Farm Bureau wouldn't owe me a cent!" He had been watching the game as it went on.

Farm Bureau constantly faces problems which affect farmers. It takes action where the problems are — according to the best information and counsel it can gather. Farm Bureau must always be alert and active on the legislative front.

It is the only farm organization that is always there in the legislature. It usually stands alone. It often aids growers' commodity organizations. Few such can afford a full-time legislative counselor in Lansing when issues are hanging in the balance. Neither can the individual farmer afford to be there.

Every legislative year has continued to add to the pyramid of "minor" legislative accomplishments by Farm Bureau in the interest of farmers. In 1965, Farm Bureau succeeded in getting the passage of bills for a state school districts and the equalizing millage factor — these are Farm Bureau's after long-continued effort.

Programs and services developed by Farm Bureau have been in response to requests by the member-delegates. Marketing programs, for instance.

The Michigan Farm Bureau established the "Michigan Agricultural Cooperative Marketing Association" to assist ANY group of farm producers that wished to have its help in marketing operations. Stress that word again — ANY producer group.

One of the first groups to use MACMA was the processing apple growers. MACMA has had outstanding success in bringing price improvement for processing apples. In both 1963 and 1964, Michigan processing apple prices were above the national average.

But this activity has created a misperception. Some people get the idea that MACMA is ONLY an apple marketing association. Not so! Asparagus growers, pickling cucumber growers and dairy farmers who are operating through MACMA.

And, if MACMA is not helping to market your product, it is only because growers of your product have not united to accept MACMA's offer, or have decided to try some other approach. Any limit to the commodity growers which MACMA will serve is set by a lack of action by the growers, and not by MACMA's readiness to serve them.

Switch to fertilizer. And why in that direction? It is so easy to forget, or maybe you didn't know. During the 1940's fertilizer manufacturers made no move to free the farmer from paying for bagging, handling and shipping low analysis fertilizers.

In 1953, the state average was only 23% plant food, and the low level continued.

Farm Bureau began producing high-analysis fertilizers in 1949, at the request of farmer delegates at the Annual Meeting. Competition was forced to enrich its fertilizer analyses. By 1964, Farm Bureau fertilizers average 42.6% plant food. The state average had followed reluctantly — to 41%. Farm Bureau also pioneered the distribution of both fertilizers. Figure the savings in bags, shipping and handling — and in labor. Would you have them, if Farm Bureau had not started the whole movement?

Farmers often say (and with good reason) that dollars count.

O. K. So, more talk of dollars — even dollars paid to Farm Bureau.

No other farm organization in Michigan can match the dollars returned to farmers and their co-operatives by our Farm Bureau Service companies. They are farmer-owned companies, too.

Farm Bureau has more dollars invested in them than in any other enterprise, except their own farms.

Farm Bureau Services (including its Farm Bureau-founded Michigan Elevator Exchange Division) has returned cash dividends totaling more than $3,750,000 to the boys who are saving the world. To these farmers and farmer-co-ops holds investments worth more than $6.5 million in the business which made much of it earned in the business.

Farmers Petroleum Cooperative has paid nearly $8 million in dividends to farmers and their cooperatives. Add $11,000,000 paid in dividends on patronage reserves, $908,533 in dividends on stock and $387,863 in interest on debentures — mostly owned by farmers.

The Farm Bureau Insurance Group has paid over $33.5 million in dividends to policyholders, $293,137 in interest on investment certificates, $305 million in casualty benefits and over $33.5 million in life benefits in 15 years.

Our Michigan Elevator Exchange is the largest handler of grain and beans in Michigan. With channels open to the world, the "Exchange" obtains the best prices available for farmers. Close to 100 cooperatives are members of the M.E.E.

Our Farm Bureau Egg Marketing Program sets the premium producer price and the top quality standards for Michigan eggs.

We cannot forget the many fine things that members have done locally through their Farm Bureau organization. The accomplishments of the Farm Bureau are not limited to matters of health, safety, and citizenship have earned them an enviable reputation.

The whole picture blends, when you see it, to reveal a pretty big (and big enough) picture which you can measure Farm Bureau and its contribution to farming. But, as the boys are saying now, "you ain't seen nothing yet!"
Farm Bureau Dairy Calf Program*

Farm Bureau announces the arrival of the NEW Milk Saver for All, available in 25 lb. or 50 lb. bags at your local Farm Bureau Elevator. One 25 lb. bag of Milk Saver for All is all that is needed for the calf’s first six weeks of age. This milk replacer is a high energy product, containing readily digestible protein. It is also medicated with Aureomycin to guard against scours and other digestive problems. This Milk Saver is well fortified with vitamins and minerals to meet the calf’s requirements. The 25 lb. bag replaces 250 lbs. of whole milk. Using Milk Saver as the milk base means an additional $10.00 profit per calf raised.

For even greater gains, Farm Bureau recommends the use of Farm Bureau Complete Calf Ration for from 4 days of age to 6 weeks of age to help the calf take full advantage of its inherent ability to grow at a rapid rate at a young age. Small amounts of this highly palatable, coarse textured feed should be made available at 4 days of age and then fed up to 1½ lbs. per day to 6 weeks of age. This program has been tried and tested on cooperative research farms under “On the farm conditions”, and is built for more profit to you Mr. Dairyman.

WANT MORE PROFIT?

It’s in the Bag.....
at Farm Bureau

MONEY MAKERS!

* MONEY MAKER

FARM BUREAU Services INC.
4000 N. Grand River Avenue, Lansing, Michigan

Save when you buy... save as you use the product... get greater yields... save when you market... Farm Bureau Services quality products can help you lower your Unit Production Cost.
On the evening of August 7, Harold Aldrich returned to find his home in ruins. A fire ignited by lightning had destroyed the interior and all furnishings—leaving only a stark, smoke-stained shell. Fortunately, no one was injured.

The next day he called his Farm Bureau Insurance representative and things started happening. Adjuster Herb Grosse inspected the loss and gave Mr. Aldrich a check for $1000 to meet the family’s immediate living expenses. After two contractors had thoroughly evaluated the extent of damage, Farm Bureau presented Mr. Aldrich a check for the full value of his home and all furnishings—plus payment to cover extra living expenses the family would incur until they were able to move into a new home.

“We were more than pleased with the settlement we got,” Mr. Aldrich recalls. “I have always heard Farm Bureau gives the best claims service you can find—and now I’m convinced! I’d recommend Farm Bureau to anybody who’s looking for good insurance.”

And so would we.