

MICHIGAN FARM NEWS

THE ACTION PUBLICATION OF THE MICHIGAN FARM BUREAU

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"MOST OUTSTANDING YOUNG FARMER" — Ralph Letson, pauses for a milk break with his wife, Betty, and children, Jeaneen and Darwin. The Letson farm operation was singled out from 30 finalists in the Junior Chamber of Commerce sponsored statewide contest. Members of the Eaton County Farm Bureau, Ralph serves on the

Michigan Farm Bureau dairy advisory committee. He was cited in 1963 for outstanding production by the Michigan Milk Producers Association, and is an active supporter of the American Dairy Association of Michigan. After the excitement, Ralph's comment was, "They give the awards to the men, but girls like Betty should get one, too."

"Most Outstanding" Young Farmer

An Eaton county dairy farmer, *Ralph Letson* (34) of Charlotte, has been named Michigan's most Outstanding Young Farmer by the State Junior Chamber of Commerce.

Mr. and Mrs. Letson (Betty) will fly to Ft. Collins, Colorado, where they will represent Michigan in the national contest, April 11-13.

A member of the Eaton County Farm Bureau, Letson serves on both the county Farm Bureau dairy committee and on the Dairy Advisory Committee of the Michigan Farm Bureau. Coincidentally, *Robert Zeeb*, the state's Outstanding Young Farmer of two years ago, serves as chairman of this state Farm Bureau dairy advisory group.

Letson's choice marks an unbroken string of such top awards which have gone in recent years to young dairymen, although all types of farm operations were listed this year by the 30 candidates at the state contest March 6.

As an example, for the first time in the 11-year history of the Michigan contests, a "Christmas Tree" farmer, *Theron Stone*, of West Olive, was among the

candidates. Theron also grows blueberries, and fruit was listed by several other finalist.

Just as a majority of the district winners were dairymen, so too were they Farm Bureau members. Many listed Community Group or county Farm Bureau activity among those things of "community worth" upon which they were judged.

Three broad areas of activity were considered by the judging panel, — besides interest in community and civic affairs, they included progress made in individual farming situations in relation to obstacles that had to be overcome. Management ability ranked high in the judging.

First runner-up was *Norman Crooks* of Stanton, a member of the Montcalm county Farm Bu-

reau where he has served as chairman of his Community Group. Others among the top four were: *Frank Lipinski*, Buckley, second runner-up, and *Ed Wittenbach* of Belding, third runner-up. Lipinski was the only bachelor among the top four, and one of four single men in the final competition.

A wife and three children seemed average among the thirty finalists who were warned by speaker *Thomas Cowden*, Dean of Michigan State University's College of Agriculture, to "take time to enjoy your families." Cowden reminded the ambitious young men and their wives that "some of life's greatest pleasures are seated around your breakfast tables each morning."

Co-sponsoring this year's Outstanding Young Farmer program along with the Junior Chamber of Commerce was the Farm Bureau Insurance Group; *Farm Bureau Mutual*, *Farm Bureau Life and Community Service*.

Miss Atwood Named Women's Coordinator

The appointment of *Miss Helen Atwood* as Coordinator of Farm Bureau Women's Activities, has been announced by *Clarence E. Prentice*, Secretary-Manager of the Michigan Farm Bureau. She will assume the position April 12.

A resident of New Hampshire where she has been employed for some years by the New Hampshire Farm Bureau, Miss Atwood comes to Michigan with an impressive background of Farm Bureau experience. Besides responsibility for coordinating the work of the New Hampshire Farm Bureau Women's program, she also assisted the Farm Bureau Young People in their activities and edited the monthly Farm Bureau publication.

In Michigan she will have prime responsibility for coordinating the activities of the Michigan Farm Bureau Women's Committee and the district committees, as well as assist county committees with their programs. She will also work with Farm Bureau Young People and in other areas where the work of Farm Bureau Women relates to the total Farm Bureau program.

"We are extremely pleased that *Miss Atwood* has accepted this important position," reports *Mrs. William Scramlin*, Chairman of the State Women's Committee. "She will be a valuable addition to the Michigan Farm Bureau staff," *Mrs. Scramlin* added.

Editorial

Patchwork Quilt

"Did Grandma ever tell you about the patchwork quilt that lies across the sofa in her room?"

"It is made from scraps of dresses that she wore when she was young, and some of them were woven on a loom. Sometimes, when it is raining and we can't play out of doors, she lets us spread it out upon the floor—and as we choose the pieces we'd like to hear about, she tells us of the dresses that she wore."

With these words, an anonymous poet wrote with feeling about the patchwork, or "crazy" quilt that Grandma had, and how it represented a form of recorded family history.

"Grandma told us once that life is just a patchwork quilt," the poet wrote, "joys and sorrows, laughter, tears and things. And that sometimes when you're looking for a lovely piece of red, you only find a knot of faded strings . . ."

Lillian Atcherson, the Blue Earth County (Minnesota) farm wife, must have felt much the same when following her first airplane ride, she was inspired to write about the "patchwork quilt" that is America's farmlands.

"Neath the great blue dome of heaven, lies a country fair and free, with its fertile hills and valleys, stretching out from sea to sea," she began. In her verses which have since been immortalized as part of the "American Farm Bureau Spirit," the official Farm Bureau song, Mrs. Atcherson told of the "cotton growing southlands and the northern fields of grain."

Truly the realm of American agriculture is a varied, complex, vast patchwork quilt. With its more than 300 crops, infinite variety of weather conditions and soils, American farming is among the most diverse in the world.

Obviously, any farm organization that accurately reflects such a diversity, must of itself be diverse. It must be broad and flexible enough to represent ALL of agriculture and its people—nationwide. It must speak for the poultry and peanut farmer, for the sugar-beet and bean man, for the oyster and onion people.

And as the complexity of agriculture changes—so must the organization that represents it. It was for this reason that 170 full-time farmers from the state of Virginia visited in Michigan recently. They were cotton, tobacco, fruit and dairy farmers, interested in how Farm Bureau serves farmers of this state.

Doubtlessly, "Farm Bureau" meant something different to each of these Virginians, and perhaps by the time they left Michigan, it had come to mean still something else.

Those things we understand best mean the most to each of us. Thus, one Farm Bureau member may insist that the main function of the organization is to operate a specialized insurance program. To another, Farm Bureau could mean an effective lobby force, or perhaps, a local cooperative service.

Of course, Farm Bureau is all of these things, but it is also much more. To most farmers, Farm Bureau means neighbor-working-with-neighbor to create a strong, united voice for the minority group which farmers have become.

Best of all, in the nearly 50 years since these neighbors first organized this effective voice, Farm Bureau has added so many new facets to its "patchwork" quilt that there is layer after layer of depth to the organization.

Those who helped put together this "crazy-quilt" of programs and farm service-ideas had no pattern to follow. They wove the fibers of the organization on a loom of their own building and in a design of their own choice. They worked to the tune of the "Farm Bureau Spirit"—a melody of their own devising.

Sometimes, as Grandma found out, the strong appearing "patch" turned out to be just a knot of faded strings—as a good idea failed.

But mostly, they quilted together a wonderful heirloom of sturdy cloth, a comforter with character, one that blankets and serves well the crazy-quilt pattern which is our wonderful different agricultural-America.

M.W.



Farm-Labor Shackles ?

"Michigan farmers face serious problems in adjusting to new farm labor laws and regulations including the new Michigan minimum wage and Federal crew leader registration."

That is the conclusion of the Michigan Farm Bureau board of directors, meeting in Lansing, March 23-24.

A substantial list of legislative proposals regarding farm labor now before the 1965 legislature was considered. Included in the study were proposals covering regulation of migrant farm labor camps (housing, living and working conditions)—the inclusion of farm labor under mandatory workmen's compensation coverage, regulation of transportation of farm workers, state crew-leader registration and amendment of the minimum wage law as it affects agriculture.

The Michigan Farm Bureau board approved a set of guidelines against which to measure each of the proposals as they develop within the Legislature.

They said that any such legislation should recognize the economics of agriculture and Michigan's competitive position as related to the products of other states.

"It should be recognized that seasonal farm labor housing is usually provided at no charge to the worker, and very often the housing, facilities and utilities are provided for both workers and their families," the board stated.

The farm leaders added that wherever practical, laws and regulations should be of general application, and should not be "class legislation" applying to a particular group only. Further, that regulations should recognize the customs and practices of handling a variety of crops.

Elsewhere in their statement, the Michigan Farm Bureau board said that "there should be consideration for the term of use of housing and facilities, to relate investment to length of time of use . . ."

"It should be our objective to provide a broad opportunity for employment, including young people and children, particularly under family supervision, in jobs where health and safety hazards are minimal."

They concluded: "The family farm is the bulwark of Michigan agriculture. Excessive requirements for record-keeping, red tape and excessive costs and taxes can make it impossible for the family farm operation to continue . . ."

MICHIGAN FARM NEWS

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WOMEN OF FARM BUREAU: Mrs. William Scramlin, Holly; FARM BUREAU YOUNG PEOPLE: Raymond Kucharek, Gaylord.

President's Column

Five-Man Rule ?

Five men of the U.S. Supreme Court have shaken the foundations of our republic, even right down where you live. It was just five justices out of nine that acted to destroy the basis of representation established by our constitutions—both state and national. It ought to make everyone of us mad enough to fight!

These five men acted with power not granted them by the law. They looked right around the tenth amendment of the Constitution. That amendment is the heart of our Bill of Rights. Its clear intention is to limit the power of the federal government.

It declares that all powers not granted to the federal government by the Constitution are reserved to the states themselves, and to the people. These five men have challenged the very foundation of our government-by-the-people.

If their action sticks, the Constitution becomes meaningless. Remember, this decision will reach right down to your local County government. It hit fast right in my home county. A federal judge, acting on the Supreme Court ruling, declared that our Kent County Board of Supervisors must be elected on a straight population basis.

So many of our townships can no longer have a member on the Board. The cities have a government-monopoly in Kent County.

But the development is not just rural against city people. It is a case of abandoning the right of the people to decide on their own form of government.

The Supreme Court has even thrown out the apportionments of state legislatures set up by a popular vote of the people. They have to change to fit the dictates of the Court—the population basis. The Court takes for itself a power even greater than the people's vote!

Some public groups have recognized what is happening. Many have passed resolutions calling on Congress to initiate a constitutional amendment to spell out the right of states to determine the nature of their own Legislatures. This should not be necessary, but apparently it is necessary to put the Court in its place and to remove the power of decision from those five men to over-rule the people.

The National Council of Farmer Cooperatives is one of the groups calling for Congressional action of this kind. They declare that the people within a state should have the right to select one House of their Legislature on a basis other than population. They hold that the vote of the people at home should carry weight in such a matter, and that people who are in a minority should have some effective voice in government.

If the Court can decide what the makeup of the State Legislature can be, certainly the Court can assume the power to pass judgment on every act that any Legislature passes. Thus, the federal government takes supreme power over the law, whether national or local.

That they can do so locally is reflected, as I say, on what happened to local government in Kent County. Federal judges can pass along the decisions of the Supreme Court in regulating the bodies of government even where you live.

According to the last report I had, eighteen state legislatures now have passed resolutions calling for a national Constitutional Convention to draft an amendment to assure the states the right to set up their own legislative bodies. Congress could initiate such an amendment, by a two-thirds vote, or two-thirds of the states could do it. It would take such a resolution by 34 states to call the convention.

But such a convention is not necessary if Congress will act, and that brings us into the picture. When I say "us," I mean the voting citizens right around home.

I'd like to ask you to join me in sending letters to Congressmen to protest against the Court's action and call for Congress to submit a new amendment for a vote of the states on this issue.

Elton Smith

Michigan in Washington ...



GATEWAY TO MT. VERNON,—as seen through falling snow, provided Michigan tour members with a different view than that usually seen along the magnolia-lined walks. The carefully kept grounds and buildings have been restored to its original condition. Many were pleasantly surprised at the advanced farming methods Washington used.

Blossoms in the Snow

Photo feature by Charles Bailey

"Apple blossoms" came early to Washington this year.

They were carried there by a group of 47 Michigan Farm Bureau leaders who visited their Congressmen during the "Sixth Annual Farm Bureau Women's Air Tour," March 14 through 17.

During their visit members of the group were luncheon guests of Minority Leader and Mrs. Gerald Ford. As they dined in the historic old private dining room furnished the Speaker of the House, members of the group presented a fancy spring bonnet, festooned with artificial apple blossoms, to Mrs. Ford.

Official spokesman, Mrs. Ann Campau of Ada, assured Mrs. Gerald Ford that the hat was an "original" designed especially for her, and meant to remind her of the beautiful real blossoms which will soon color the countryside of Central Michigan.

This annual visit of farm leaders from all parts of Michigan began Sunday afternoon, March 14, with a swift flight from Detroit's Metropolitan Airport, to National Airport in Washington. A busy three days followed.

Early Monday, everyone visited in American Farm Bureau Federation headquarters, where busy officials work the "Washington beat." A thorough briefing by staff members prepared those on tour with background for a visit to Capitol Hill. Later, most of the group took advantage of a sunshiny afternoon to stroll along the mall between the Capitol building and the Washington Monument.

Chinese food may be good for a change, but it falls far short of Michigan bean soup and roast beef, most agreed after a Chinese meal that climaxed the day. More food, this time served where most people who visit Washington never penetrate,—the private and ornate dining room provided the Speaker of the House, began the second busy day for the Michigan group.

There, in a breakfast with members of the Michigan Republican delegation in Congress, the farm leaders chatted with their Representatives. Each Congressman spoke briefly to the group, telling of activities of his committee assignments.

Tuesday afternoon was set aside for visits with the Michigan Democratic Delegation in Congress. A sudden flurry of activity on the floor of the House plus several quorum calls, combined to cut short the conversations, much to the group's disappointment.

One tour highlight was a guided visit to the new offices in the Rayburn building with Congressman E. A. Cederberg as host, since he had already moved into his new offices in this controversial, but impressive new structure.

Group members visited the Senate and House galleries after the Rayburn tour, watching Congressmen from both parties working on a proposed revision of Federal apportionment laws relating to Congressional districting.

Wednesday broke clear and cool for what had been set aside as "tour day"—with the cold progressing with the morning. Few noticed the weather though, as they toured the Bureau of Engraving where they saw bundles of "greenbacks" rolling off the presses. All were surprised by the many steps it takes to turn out an ordinary one-dollar bill.

One step attracting the eyes of everyone was the counting and bundling operation with human counters flashing incredibly nimble fingers to count thousands of bills every hour.

All noisy talk and teasing stopped when the group entered the White House, where a sense of history seems to overwhelm. Walking through the rooms where Presidents from John Adams to Lyndon Johnson have lived and worked, brings an automatic sense of awe.

Predicted showers turned into heavy, wet snow, which still failed to dampen enthusiasm. With cheerful "so whats?"—typical of farmers, the group sped to the tomb of the Unknown Soldier at Arlington National Cemetery, and then, on to Mt. Vernon.

Heavy weather did not prevent them from walking the paths once used by George and Martha Washington, their family, and friends. They viewed the sweeping panorama of the Potomac, impressive even under snow. Later, when asked if they could prepare meals with the crude equipment in the old kitchen, most of the women shook their heads in horror at the thought.

With weather turning from bad to worse, the weary travelers waited an anxious two-hours to see if the planes were still flying. Finally the call came over the public address system, and with relief, the group trudged through the snow to the plane and a quick trip home to loved ones.



MICHIGAN CHAPEAU,—featuring artificial apple blossoms, "to remind you of the real ones soon to appear at home,"—is placed on the head of Mrs. Gerald Ford by Mrs. Ann Campau, Kent county.



PRIVATE DINING ROOM,—of the Speaker of the House, is the setting for breakfast when Michigan farm leaders were guests of the Republican delegation to Congress. Standing is Minority Leader, Gerald Ford.



LEGISLATIVE BRIEFING,—prepare the Michigan group for a better understanding of Congress, as Marvin McLain, a Legislative Director for the American Farm Bureau talks to the group about farm legislation in the Federation's offices.



RAYBURN BUILDING TOUR,—is conducted by one of the first Congressmen to move to new offices there, E. A. Cederberg, of Michigan's 10th District. The costly building has been under fire.



TIME OUT TO VISIT,—is taken by Congressman Paul Todd, Jr., (Dem.) of Michigan's third district. In spite of a hectic day on Capitol Hill, Todd excused himself from an important hearing to chat with his folks "from back home."



WASHINGTON SAT HERE,—on the front porch of Mt. Vernon, overlooking a broad expanse of the Potomac river, and across it to Maryland. On this porch, Washington viewed farm operations while considering important national affairs.

BEWARE THE

Springtime Gyp-Artists!

There are fully as many "confidence" schemes as there are Con-men, and springtime is their favorite working season. The sap is high in the trees, they say, and the saps on the farms are ripe for the taking. There is nothing sacred to these gypsters, who may smile in your face as they lie to you, all the while busily performing daylight robbery with you as the victim.

Some have even been known to change the old Latin warning of "Caveat Emptor" (let the buyer beware) to "Caveat Vendor" — let the seller look out, as illustrated in this true story recited by a convicted check-cheat, and as told to Pete Simer. Read it and beware.

WANTED TO BUY — Livestock, farm tools and equipment. Retired toolmaker has purchased run-down dairy farm; needs everything. Cash on the barrelhead. No junk. No dealers. Tele. _____ noon till 9 Sunday.

That ad ran Thursday, Friday and Saturday in a farm country daily; costing its author \$8.40. It could have cost you many times that amount.

The only tools this retired toolmaker ever made were devices for decashing his fellowman. And his cash on the barrelhead turned out to be checks that were as unnegotiable as wasted minutes.

No junk was right. Everything he "bought" was A-One — worth anywhere from \$150 to \$200.

And how was the hoodwinking accomplished —?

THE BAIT

Well, as the "noon till 9" calls materialized, this middle-aged, personable, accomplished crook either rejected or promised to purchase each item offered for sale. Then, from carefully kept notes, he plotted his Monday itinerary.

Arriving punctually for each appointment, he stepped down from a truck cab with his hand extended in greeting. Then he introduced himself via a sealed-in-plastic employee's pass from a nationally known corporation, and quickly got down to the business at hand.

"She's just as you described her over the phone," he'd say. (He never quibbled over the asking price.) "But," he'd add, "I've just about bought myself cashless today, so I'm afraid I can do nothing but leave a small deposit, and return for this fine heifer tomorrow. Unless —" He'd leave it dangling, but only long enough to pat the heifer on a flank and, as if suddenly remembering, he'd then produce an imprinted corporation envelope and from it remove a letter, which he'd ask the unsuspecting farmer to read.

THE HOOK

Under a corporation letterhead, the typewritten message read something like this: "Dear Mr. Bakke: I am pleased to inform you that, due to your outstanding employment record, we have decided to gesture in gratitude. Enclosed is our check in the amount of \$238.63 — a bonus of \$10 per year (minus payroll deductions) for 30 years of faithful service . . ." The corporation's "Vice President" rambled on and on, "Trusting that this parting consideration will launch you happily into an equally rewarding orbit of retirement," and other flattering hogwash of that nature.

Pay to the Order of Claude Bakke, each "parting consideration" said.

A dozen farmers paid.

One victim alertly wrote the truck's number under "Claude Bakke's" signature on the check, then more or less jokingly said, "Trust nobody! That's my policy." But the license number really didn't matter because the crook had rented the truck under a phony name. However, a squat, fiftyish, obviously successful farmer in another section of the county gave "Mr. Bakke" a bulldozer of a setback.

NEARLY CAUGHT

After the crook eagerly snapped up twin Holstein calves for \$175, the squat farmer excused himself on the pretext of going into the house to get the check's balance in cash. He came out clutching a shotgun; walking as a man who meant business.

Stopping eight or ten feet away, he aimed the barrel dead center at the crook's chest. "Guess what, Mr. Bakke?" he said. "I just called the place where you said you used to work. A girl in personnel told me she never heard of you; that nobody named Claude Bakke ever worked there!" He took another step, and continued, "Naturally now, since you're so good with words, I'd like to hear what you have to say about that . . . while I consider whether or not I ought to call the sheriff."

"All I can say is," the crook began shakily, staring at the one-eyed menace in the squat man's hands, "maybe you'd better take another look at my check. Then perhaps you'll recall that I worked in the Experimental Division, which not only is an entirely separate unit, but has its own personnel and payroll departments, and supervisory staff as well."

The squat man didn't seem to know what to make of that. He just stood there, obviously sizing "Mr. Bakke" up and down, for a long, poise-shattering minute. Then he looked at the check again. "Okay," he said at last, "so it does say Experimental Division."

"Sure it does," the crook shot at him quickly, "because that's where I worked. And here's my special Experimental Division employee's pass. It's got my photo, thumbprint, signature, clock number, address, and complete physical description." Then, in an all-out desperation bluff, he added: "Call Experimental, at my

expense, if you like. The number is —"

But the squat man waved the suggestion aside. (If the corporation in question had an Experimental Division within 500 miles, it would have been news to "Mr. Bakke". With his small, hand-powered printing press, he'd printed Experimental Division on his "home-made" checks, employee's pass and letter from the "Vice President" merely to have a point on which he might talk himself out of just such a predicament as this.)

"Despite your credentials, Mr. Bakke," the squat man said, lowering the gun barrel, "I have a hunch that tells me you're not what you're supposed to be. So, soon's we get my twins out of your truck and back on my land, suppose you high-tail it outta here!"

Fully aware that a rubber check was circling around his neck tight enough to choke another long prison term out of his life, the crook indignantly — but promptly — complied.

But, after turning Monday's "purchases" into quick cash, he netted a creamy \$1,700!

SCHEMES GALORE

Next time, just for variety, perhaps he would get a stack of newspapers and merely answer ads offering items for sale, then pay for all purchases in phony personal checks.

Make no mistake about this: Sharp check squad detectives and rubber check-shy merchants everywhere are forcing check artists to draw on sheer ingenuity these days.

Many check cheats, therefore, prey on private individuals with such gimmicks as the one described.

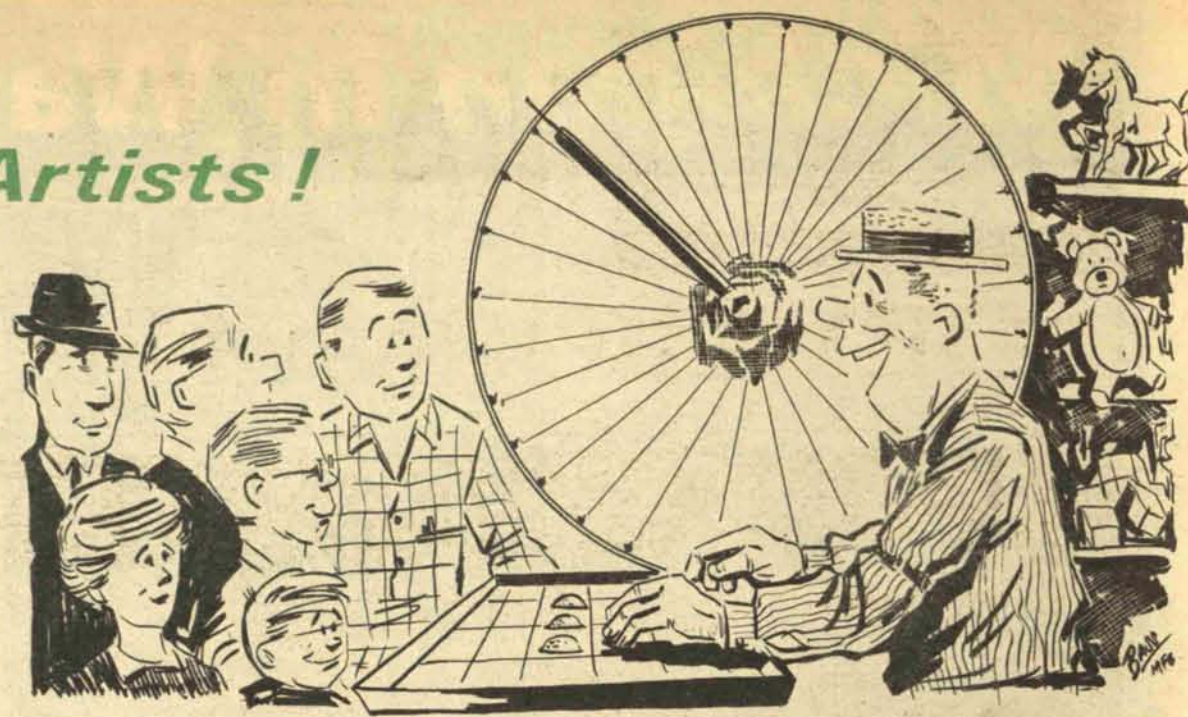
So, if you ever decide to dispose of valuables via the want-ad medium, it just might pay you, in the end, to watch out for want ad artists!

"False Advertising" Hit

"Many consumers are being misled by false advertising. We recommend appropriate industry action to correct this abuse."

This resolution, one of several dealing with gyp-artists, was passed by the delegate body of the American Farm Bureau Federation at the December annual meeting in Philadelphia.

Along similar lines, another current resolution reads: "We insist that appropriate action be taken to require and endorse the proper labeling of foods, fibers and other agricultural products. All products offered to the public in imitation of, or as a substitute for, or in adulteration of, any farm product or any item processed from a farm product, should be labeled to include the names and percentages of all ingredients."

**Gyps Prey on Unwary**

False advertising and product misrepresentation can take many forms. Farmers must be constantly alert to protect themselves from those who would prey on the unwary.

Fortunately, local merchants, local newspapermen, local broadcasters, form a front-line of protection against those who would mislead and misrepresent people of their communities.

No local publisher or broadcaster ever knowingly accepts false advertising, and many thousands of dollars worth of business is turned down each year because of this alertness.

The Farm News is a good example of the cost of this protection. This paper consistently refuses thousands of dollars of advertising each year which the editor and his staff feel may not be in the best interests of readers.

As the "official organ" of the Michigan Farm Bureau, the Farm News operates on the policy that member-subscribers must never be placed in a position where they have to protect themselves from the ill-advised actions of their own organization.

Would-be advertisers and their products are screened. Those who play on fear, offer obvious "get-rich-quick" schemes, or promote health fads and nostrums, do not appear in these pages.

Such screening is only part of the answer, for the people themselves must remain responsible for their own actions. Old warnings need repeating. The rules are simple, — deal with local persons, deal with people you know, deal with those persons and firms which have established themselves.

Remember, most of us are greedy at times. This greed tempts us into quick actions involving important decisions or large sums of cash. Take your time to check things out. A

reputable dealer, — or a real bargain will still be around tomorrow.

A "brand-name" may cost pennies more, but could save you many dollars in reliability and performance.

Finally, although most advertising placed in your newspapers has been checked out, the confidence-man and the quick-change artist will always find ways to promote their schemes.

This leaves the final responsibility up to you as buyer or seller.

If you are alert, if you refuse to take part in any transaction which calls for a rush decision in order to pin down a bargain, the confidence games of the professional shyster will grind to a quick halt.

"BARGAIN" SEED

A good way to get gypped is to buy bargain seed.

The springtime temptation to cut corners at a time of year when operating costs are heavy and income prospects are lightest, has caused many otherwise good farmers to plant a crop of trouble.

Sometimes it is the lucky buyer of bad seed that discovers his crop failed to germinate. The unlucky bargain-hunters are those with near-perfect germination of a poor producing crop checkered with noxious weeds.

Those who know, say that in buying seed you get just about what you pay for. "Bargain" seeds are no bargain.

The better farmers will endorse Michigan certified seeds as the best buy, always. Tested and proven, certified seeds cost more and give more. They produce higher yields of better quality crops. They have a high-rated germination that has been laboratory tested. Their incidence of either disease or weeds more than pass Michigan's high standards of purity and growth-vigor.

Helping to prevent seed-gyps or false labeling, is the seed-testing laboratory of the Michigan Department of Agriculture. The state lab checks about 9,000 seed samples each year and requires labels that declare weed content, germination rate, and date of test.



MARKET DEVELOPMENT



HORTICULTURAL-CROPS LEADERS, — visit during a recent meeting of Commodity Advisory committees at Farm Bureau Center. Composed of producer-members, the committees are advisory to the Michigan Farm Bureau board in special commodity areas. From the left are: Joe Penzien and Veril Baldwin, prominent Macomb and Ingham county vegetable growers; Duane Baldwin, Secretary of the Michigan Vegetable Growers Association, and Donald Moore, Manager of the MFB Market-Development Division. The two Baldwins are father and son.

Expansion Planned

The "Certified Farm Market" program will be offered other areas of the state, according to Market president, Roger Porter, Goodrich. Currently the work of the division centers mainly in the southeastern part of Michigan.

A division of the Michigan Agricultural Cooperative Marketing Association (MACMA) — the Certified Farm Market program is another part of Farm Bureau's efforts to place more cash in farmers' pockets.

Members of the Farm Market division promote high quality roadside markets featuring locally grown fruits and vegetables in their work toward creating a favorable public image. Other values include an information exchange and the use of a "promotable" roadside sign and brand.

Another interesting possibility considered by Market members is the pooling of purchases and supplies, such as branded boxes and bags, through the organization.

Porter explained that there has been a continuing interest shown by market operators in other parts of the state in working within the new group, and this has led to the decision to offer membership to those who upon examination of the board qualify for membership.

The help of local Farm Bureau leaders in suggesting qualified market operators is asked. Meanwhile, roadside market operators who would like to know more about the program may contact county Farm Bureau offices for more information.

Quarter-Million Gain

Nearly 250,000 additional bushels of Michigan's prime processing apple production have been added to the "marketing muscle" that has been developed by Michigan's fastest growing farm marketing organization — the Michigan Agricultural Cooperative Marketing Association.

It now appears that the Farm Bureau marketing affiliate will represent well over last year's 50% of the total processing apple crop in 1965 fall talks with processors.

The more than 400 apple-producing members of the division have a total production in excess of 2,000,000 bushels of apples grown for processing purposes. The division goal is a membership of 500 growers, representing a production of around 3,000,000 bushels.

"New grower-members are adding their names and financial support to the list with a regularity that speaks well for the apple industry," reports *Royal Call* of the Farm Bureau Market Development Division.

"PESTICIDE" COMMITTEE

A 17-member advisory committee which includes three well-known Farm Bureau officials, has been named by Agricultural Department Director, George McIntyre.

The committee is made up of industry leaders and officials of state organizations and agencies concerned with the control of insect and plant pests.

The new group's purpose will be to counsel and advise the State Department of Agriculture and the USDA Plant and Pest Control Division concerning pesticide programs which these agencies conduct.

Representing Agriculture on the committee are Elton Smith, president of the Michigan Farm Bureau, Mrs. Maurine Scramlin, Chairman of the Farm Bureau Women's committee and Walter Wightman, immediate past-president of the Michigan Farm Bureau and director-at-large on its board.

Wightman will actually represent the Michigan State Horticultural Society in his advisory capacity.

The chemical industry, the medical and veterinary professions, Michigan United Conservation Clubs and a number of other groups concerned with natural resources, are also represented.

"Pesticide residues have not been a serious problem in Michigan," McIntyre said, "and we want to keep it that way. An effective control program, however, requires the cooperative effort of all concerned."

"It is our hope that the Pesticides Advisory Committee will help create better understanding of present control programs," he added, "and insure that the public and other interests are safeguarded through a coordinated effort."

"Milk-Pool" Agreements Smooth Market Problems

(The second in a series of background articles by Don Moore, Manager of the Market Development Division, dealing with milk market orders and the Class I Base plan.)

In 1937, Congress enacted enabling legislation to allow regulated milk "pooling" agreements within defined market areas, and thus the Federal milk-order program was born.

The aim of these orders was to assure an adequate supply of fresh, wholesome milk, but the mechanics of the orders were directed at smoothing out marketing problems.

Pooling guaranteed that all farmers within the pool area would be paid the same for "like-milk" delivered. Pools were set up on a class-pricing program with milk used for manufactured products receiving the lowest price. Fluid milk received this price plus a premium set by formula.

Two types of pooling arrangements have been used in the years since "individual handler" pools and "market-wide" pools. The handler pool views each processor in a market separately and pools his milk supply individually. Producers shipping to him are all paid the same according to the handler's class usage.

The market-wide pool views all processors in the market together, and each can draw milk from the pool according to individual needs. All farmers shipping to the market are paid the same price based on the usage of all the processors in that market.

The tendency of a processor operating in a handler pool is to keep his Class I utilization as high as possible so that his blend price will be high and his company will be an attractive buyer. He will tend to buy only enough milk to satisfy his needs and will carry as little surplus as possible. But while this may lead to efficient usage of milk by handlers, it can cause problems for the market in a short production season.

Milk must come from somewhere — and usually from outside markets. If these seasonally needed supplies come from a

nearby market-wide pool which carries extra milk, then the situation known as "riding the pool" arises.

Producers in a handler pool also find themselves in a bind when it comes to finding a market. They have difficulty in increasing the size of their farm operations or even worse if the handler drops them, — as so many smaller ones have in recent years by becoming distributors for larger concerns, then the producer has a problem of finding a new market. Primarily, for these reasons, bargaining cooperatives particularly dislike handler pools.

The market-wide pool pays everyone in the market alike. There is no real incentive for a processor to curtail his manufactured milk operation, because his usage is pooled with all the other processors in the market.

This in turn leads to the problem of a constantly increasing supply of milk. As was discussed in the first of these articles, in areas where a base-excess plan is in effect, this leads to the "base race."

In this series of articles, a considerable amount of time has been devoted to the development of background information in leading up to the discussion on the Class I Base plan. However, this is helpful if not necessary in the understanding of the plan. Some dairy economists consider the Class I Base plan to be simply an extension of class-pricing.

In these articles, the groundwork has now been laid for considering the plan itself.

New A.D.A. Officers



RECENTLY ELECTED OFFICERS — of the American Dairy Association of Michigan pose for their formal portrait. Seated (from left) are: Ted Baumann, Remus Cooperative Creamery, Treasurer; Charles Davis, Producer-at-large (and member of the State Legislature), President; George Austin, Michigan Milk Producers, Vice President. Standing (left): Herman Koenn, National ADA board member and G. Dale Fast, Michigan Milk Producers. Michigan dairymen are reminded of Farm Bureau's official policy resolution calling for "support to the advertising, research, public relations and merchandising program of the American Dairy Association on a year-around basis."

Clip Out and Keep...

To answer a request for a short listing of recent Farm Bureau accomplishments "that we may clip out and pass along,"—the Farm News this month cites these few of many examples in the field of **MARKETING**:

This past growing season, Michigan processing apple growers worked together through Farm Bureau's **MACMA Processing Apple** division, to gain an extra 25¢ to 50¢ per hundredweight, for grower-members, in spite of a bumper-crop year. It meant 10% to 15% increases in incomes. The **MACMA Division** (Michigan Agricultural Cooperative Marketing Association) marketed 2 million bushels of the 1964 crop.

The Farm Bureau **Egg-Marketing** program now markets 5,000 cases of eggs each week, bringing top quality premium prices to producers. This has been a fast-growing project.

Farm Bureau's new **MACMA** division, "Michigan Certified Farm Markets" will expand membership across southern Michigan during 1965. Certified top-quality local roadside markets will build the kind of reputation that means more income.

Use "Multiple Benefits"

The George Shrivvers, young farm couple from Fremont, believe in taking full advantage of the multiple benefits of their Farm Bureau membership. On their 448-acre dairy farm in Newaygo county, Farm Bureau feed, seeds, fertilizer and petroleum products play an important part in running an efficient, profitable operation.

They believe that the insurance programs are one of Farm Bureau's greatest benefits and the Shrivvers are protected by "all insurance—car, life, fire, wind, and Blue Cross-Blue Shield."

According to the Shrivvers, another major benefit of a Farm Bureau membership is "Information"—through the Farm News, at local, county and state meetings, and through the many available leaflets and pamphlets.

"Also important is the 'inside information' we get on legislators, legislation, bills the Farm Bureau favors and opposes and the reasons why," says Patricia, George's

attractive young wife.

The Michigan Agricultural Cooperative Marketing Association is another reason the Shrivvers believe their Farm Bureau family membership is so valuable. "The major role of Farm Bureau in the future will be to keep farmers organized and help to gain a fair price for our products."

George is a member of the Newaygo County Farm Bureau "Farm Services" Committee. The Shrivvers were among the outstanding young farm couples who participated in the Farm Bureau sponsored Young Farmer Conference in January.

1 (FBM) (\$12) = S

If you've been helping your youngsters with their "modern math" lately, the equation 1(FBM) (\$12)=S will prove no challenge.

It says, of course, "One Farm Bureau membership costs how many pounds of sausage?"

This was a problem solved recently by Carl Keineth, Tuscola Roll-Call worker and a member of the county board, who found himself in possession of \$12 worth of summer sausage in exchange for a Farm Bureau membership.

"The hard working people in Tuscola County will go to no end to accomplish what they set out to do when it comes to member-

ship," reports Mrs. Clare Carpenter, Roll-Call chairman. "Mr. Keineth appeared very happy with his transaction, and all he needs now are the pancakes to go with it."

Mrs. Carpenter and her co-chairman, Emil Schiefer, sent letters to people who had once been members, inviting them to join Farm Bureau again. This mailing brought "immediate response," she reports, including four who sent their dues without having a worker call on them.

"That just goes to prove that there are those who would join if they were just asked," said Mrs. Carpenter.

Youth Asks Help

To the Editor:

I am very interested in making agriculture my career, and plan to take a "Young Farmer" course at Michigan State University.

They prefer such students to have previous work-experience on a farm, if possible, and here is where I need your help.

My counselor suggested that you can help boys like me get summer jobs on farms. I'm mainly interested in cattle raising and would like to work away from home.

Signed: Mike Grogan

This letter arrived on the Farm News desk, carrying with it the intriguing thought that perhaps some reader might help a young man launch a farming career.

Mike does not give his age or previous work experience if any, but those interested in helping a young chap get going, may reach him at: 55112 Monroe Drive, Rochester, Michigan.

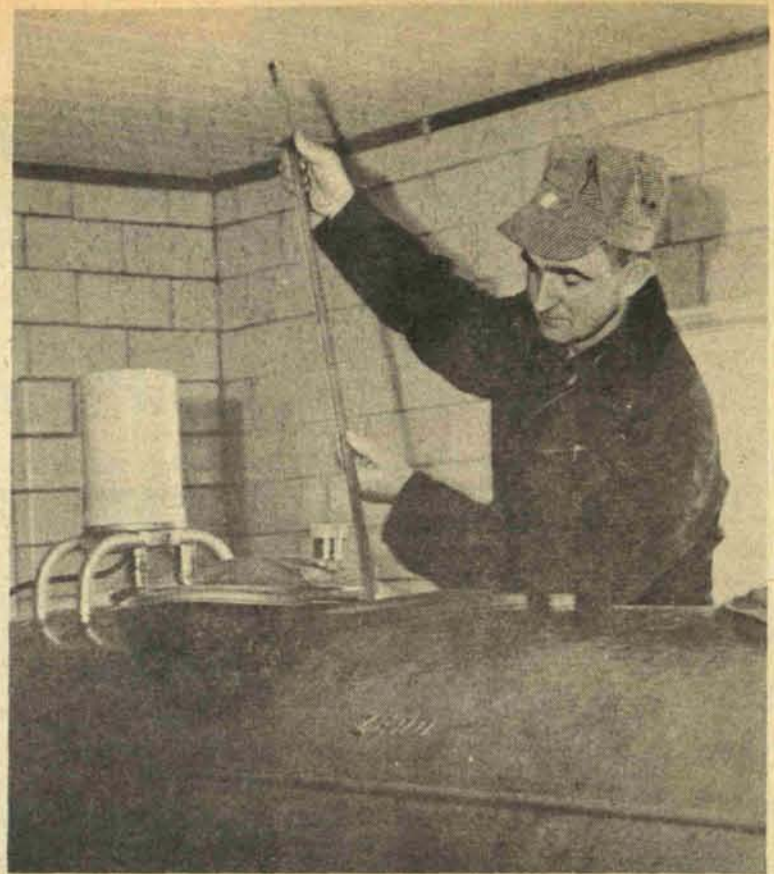
Milk Means \$ Money \$

Milk production on the Ralph Letson farm has almost doubled in five years. Letson, picked as Michigan's Outstanding Young Farmer by the Michigan Junior Chamber of Commerce, has increased the average milk production in his 100-cow herd from approximately 8,000 pounds in 1959 to better than 14,000 in the past twelve months.

At the same time, he was reducing his labor cost per-hundred. Today he is producing milk at the rate of 450,000 pounds per-worker per-year. Many dairy specialists feel that any producer with a yearly production of 300,000 pounds is doing an excellent job.

To do this kind of production job, Letson has invested in the latest in milking and feeding equipment. No feed or milk is handled by "manpower." The cows are milked in a tiled parlor and the milk is pumped directly into a 1,000 gallon bulk tank. Although much of the feed is home produced, it is stored in bulk bins and is fed to the cows by means of carrier equipment.

The milk house for the parlor has tiled walls which are washed down frequently with a hose. There is no odor of spoiled milk, such as dominates many of the old-time milk houses where the milk was poured from pails into coolers or cans.



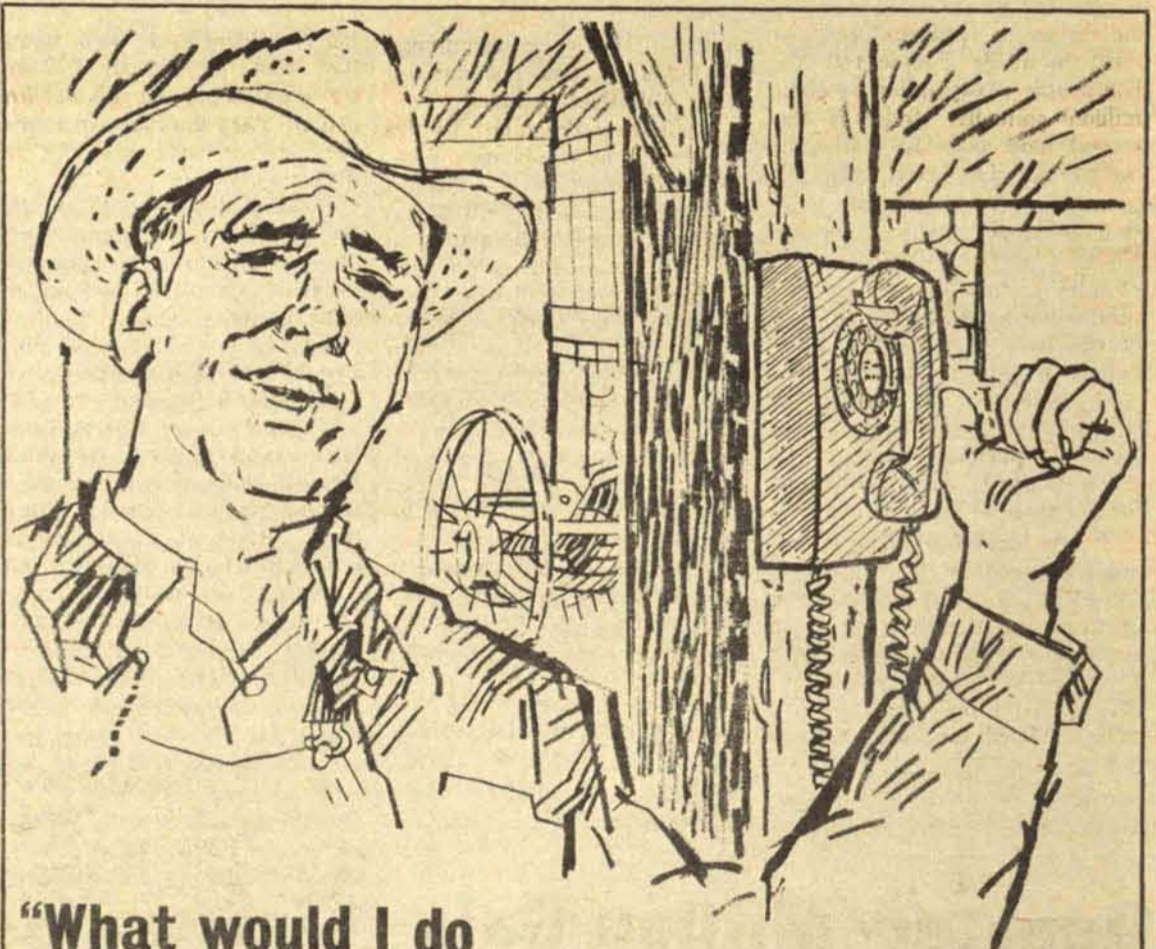
CHECKING THE "MONEY STICK"—Outstanding young Farmer, Ralph Letson of rural Charlotte, keeps a close eye on the milk-level in his huge, one-thousand gallon bulk-tank in the milking parlor. Those huge, refrigerated, stainless-steel tanks represent a big investment for the modern dairyman.

A peek at the Health Department inspection sheets reveals that the inspector found little to criticize.

Back of all this operation is a set of records which most business men would envy. There is a cow-by-cow record showing what each cow is doing month by month. There also is a complete set of records for the entire

farm operation so that the Letsons can tell on a minute's notice what a given cow or an operation is doing volume-wise or financially.

As Ralph says, "a man with a couple of hundred-thousand dollars investment cannot afford to guess about how he is doing, even for a few days."



"What would I do without my extension phone? I'd run my head off!

"Run to the house to take a call from the feed store. Run to the house to make a call to the vet. Run to the house to take a call from the county agent. Run...

"Oh yes, I could get along with-

out my barn extension phone. But I'd just as soon try mowing the back 40 with a hand scythe!"

Try an extension phone in your barn. See if you'd ever want to do without it.

Michigan Bell
Part of the Nationwide Bell System



A Well Groomed Camel

Michigan in India

By: Jerry Fite

Country Fair Time! From the mile-long midway come cries of "Try yer luck! Knock over the little dolly! Only a dime."

On one end of the amusement lane, David Benson, of Jackson, Mich. stands in a dusty show ring, judging a livestock contest.

Benson walks slowly between the animals, critically eyeing carriage, stance, and appearance. The young boy at the head of each animal stiffens, lifts his pet's head a little higher, and talks in a soothing tone as Benson feels the coat of his prize animal. When the judge turns his back, the boy prods gently with a cane between the animal's toes, forcing the legs into a good, square stance.

Finally, the decision is made. The judge calls for the microphone, and gives his reasons for placing the animals as he has. Parents, some swelling with pride, others suffering their sons' disappointments, hear David Benson saying that this animal's coat is too shaggy, that one's covering too thin, and this one's hump too far to the rear. The contest is in India, the animals are camels.

David Benson is one of the contingent of Peace Corps Volunteers sent to India to help that country develop modern techniques in agriculture. India's single most important objective is an increase in food production to meet the needs of some 440 million people — expanding by eight million annually. India is the second most populous nation in the world today. More than 300 persons inhabit each square mile, compared with about 55 for the United States.

India is basically an agricultural country. About 45 per cent of the land is devoted to agriculture, but this is only about one acre per capita. The average size of an Indian farm is five acres. About 70 per cent of the population depends upon agriculture for a living.

The Indian government, realizing the necessity for increasing the yield per acre for such crops as rice, cotton, wheat, jute and sugar cane, asked the Peace Corps to send Volunteers trained in modern farm technology to live with and teach the Indian farmer.

Benson entered an extensive training program at the University of California at Davis on September 27, 1963. For ten weeks he and the other members of his project received intensive training in Indian culture — the religion, history, and customs. They started the long process of learning Punjabi, an Indian language. They also reviewed American history and government.

Soon after their arrival in India, David realized that knowledge and the desire to help was not enough. He was bucking centuries of oppression, hunger, and custom. His plan for a youth camp, which resulted in the camel show, was a huge effort to break down many of the Indian barriers to individual freedom. In an advance plan for the camp, David wrote:

"The proposed club would offer sports, handicrafts, agriculture and educational and community service activities. It will promote loyalty and cooperation; it will develop skills in sports and manual skills. It will better prepare youths to help their community, and hopefully, their country."

His objectives included:

1. **Literacy Program:** To this there would be two phases. First, for club members to improve their reading and writing. A small library could be started at the club house. Instructors from the local college will help. Secondly would be for club members to hold classes for illiterate older people. Reading, writing and account-keeping could be taught.

2. **Agricultural Improvement:** A plot of land on the club grounds would be set aside for a kitchen garden, dry-farming, and/or intensive agricultural instruction.

3. **Drama and Folk Songs:** In these fields of expression much could be done. Dramas presented for public entertainment would be one example. And folk song collecting and singing would focus on the fabled past of Rajasthan.

4. **Fairs and Shows:** The youth club could hold its own fair, with sports, dramas and games, or it could join in with the already established fairs and shows. Booths could be set up as in an American carnival with prizes given for hitting the "bullseye" or knocking over bottles. To emphasize the value of animals, contests could be held for the best looking and decorated camel, donkey, or bullock."

Another Michigan Volunteer, Grant De Witt Wells, of North Adams, learned, like Benson, that machines, technology, and good intentions do not result in an instant increase in food production.

Wells entered training for the agricultural project in Pakistan at the University of Minnesota in June, 1962. He was well-trained for his job, having graduated from Michigan State University with a B. S. in Agricultural Engineering in 1959.

Three years later, he received his M.S. from Cornell. His job was to help plan and lay out a network of irrigation channels, to maintain the pumps and diesel engines, and to work with local farmers.

This all sounds easy to one with Grant's qualifications; however, he found a few unexpected drawbacks. For one thing, Wells and his co-workers encountered embankment breaches and canals running the wrong way. This was relatively easy to solve. The difficult problem is, as Wells wrote, that "most farmers are still unconvinced about the value of irrigation. They say that water from Allah contains magic qualities and that irrigation does not."

Other Volunteers have also found that they cannot use a direct problem-solution approach. Methods are steeped in tradition, folklore, and religion. Volunteers cannot force change, they must first help the Indian or Pakistani farmers to understand his problem. Mark Angeli, of Iron River, is teaching physical education, English, and driver's training in addition to his assigned course in meat cutting at an agricultural school in Tunisia. Through outside voluntary activities, Mark hopes to establish a common ground upon which he and the Tunisian farmer can work together toward a solution to hunger.



PROUD TRIBESMAN,—displays the fine-points of his camel, selected as "best of show" after a judging-ring display similar to that done at county fairs with prize cattle of Michigan.



PIG PROJECT,—is inspected by Volunteers in Bolivia.

It is difficult to find a success story among Peace Corps Volunteers in agriculture. They leave no bridges, no buildings; stomachs seem as empty after two years of hard work as before. Discouragement and disenchantment come frequently.

Many Volunteers feel that they are wasting two years. Others feel that an opening has been made—a small chink in tradition through which future projects may find success.

The Volunteers may doubt their success, but the people with whom they have worked do not. Every country in which the Peace Corps has worked has requested more Volunteers. The people of Kumira, Chittagong, East Pakistan, presented Grant Wells and his co-workers the following citation following the completion of a cyclone shelter in the village:

"... When the entire locality was engulfed with sorrows and sufferings due to the devastating cyclone and sweeping tidal bore of the 28th and 29th of May, 1963, you appeared here as a saviour of humanity from the heaven. You found hundreds dead, thousands dying, thousands shelterless, thousands having nothing to eat or to wear. Instantly you started construction of dwellings, feeding the unfed, clothing the unclad, nursing and treating the ailing . . .

With these few words of acknowledgement, hope and thanks to all present or absent, we remain with hearts full of love, admiration and reverence.

Yours sincerely,

The Grateful People of Kumira"



BULLOCKS REPLACE TRACTORS,—in much of the world, something quickly discovered by Volunteers who have to adapt their ways of thinking to the kind of animal farm power used in this country a century or more ago.

Farm Bureau Says . . .

What is the official Farm Bureau attitude toward the Peace Corps?

Current policy statements point out that the United States is an example of the progress possible in a free society, and that our assistance to underdeveloped nations should be based on carefully thought-out long range plans.

These include a "well defined program to provide technical assistance consistent with each nation's current stage of development," the policies state.

"The Peace Corps should be an integral part of our foreign technical assistance effort, with emphasis on selection of Volunteers who have practical experience and training." The policy resolutions add that these Volunteers should be able to explain and defend the "American private competitive enterprise system."



FARM BUREAU WOMEN

working, not waiting

"Information and Entertainment"

During the month of April (early June for U. P. area), Farm Bureau Women throughout the state will gather for their annual Spring District meetings.

Each district will present a program of information and entertainment designed to make a well-spent day for all attending women. Election of officers is scheduled in all even-numbered districts.

"Emergency Preparedness" will be the topic of the keynote speaker Lester Bollwahn, Rural Defense Office, Cooperative Extension Service. His presentation at the Spring meetings will stress the importance of being properly prepared for emergencies on the farm and in the home.

Farm Bureau Women will have an opportunity to meet their new coordinator, Miss Helen Atwood, who will be introduced at the district meetings. Miss Atwood, formerly of the New Hampshire Farm Bureau, will assume her duties in Michigan in early April.

Check the listing for date and location of your district meeting. For further details, contact your county Women's chairman.

Dist.	Date	Location
1	April 20	Community Bldg., Cassopolis Fairgrounds
2	April 28	Coldwater Grange Hall, M-27
3	April 27	Salem United Church of God, Farmington
4	April 29	Allendale Town Hall
5	April 19	Rankin Twp. Hall
6	April 13	Lapeer Co. Center Bldg.
7	April 1	1st Methodist Church, Big Rapids
8	April 14	Monitor Twp. Hall, Bay City
9	April 21	Methodist Church, Lake City
10W	April 23	4-H Bldg., Petoskey Fairgrounds
10E	April 22	Rust Twp. Hall
11E	June 16	Delta County
11W	June 15	Houghton County

"You Are Invited..."

"You are invited" — to the annual Gratiot county Farm Bureau Bean Smorgasbord, to be held at Alma College, Alma, the evening of April 1. The invitation comes from county president Garnet Hoard and his hard-working committee.

A Smorgasbord highlight will be the dozens of bean-dishes, bean

cakes, doughnuts, pies, cookies and candies, which when combined with more traditional dishes will assure a top-notch dinner for everyone.

Michigan Farm Bureau vice-president, Dean Pridgeon, will be this year's speaker, and is expected to tell of his personal farming experiences and beliefs.

Farmers Are Important!

Business and professional people and city housewives in Livingston County are more aware of the importance of agriculture since they attended a recent rural-urban luncheon sponsored by the Farm Bureau Women.

Promotion of a better understanding between people living in rural and urban areas was the goal of the Livingston County Farm Bureau Women as they undertook this effort, reports Mrs. Clifford Van Horn, chairman. They were rewarded with an attendance of over 125 persons.

Guest speaker, Mrs. William Scramlin, state chairman of the Farm Bureau Women, stressed the fact that "of every \$1,000 the government spends on subsidies, only \$5.00 reaches the farmer." She added, "Not all farmers live on subsidies, nor do they want them."

In an illustrated talk on the changing phases of farming, Agricultural Extension representative, Duane Girbach, told the urbanites, "The American family reaps the real benefit of higher productivity. One of the reasons for the higher standard of living is because farmers have freed enough people to produce the finer things in life."

A cooking demonstration displaying the use of cottage cheese in menus was given by Miss Mary Jackson of the American Dairy Association. She was assisted by Mrs. Claudine Jackson, Howell.

Mrs. Roger Holsey was program chairman for the first rural-urban meeting sponsored by the Livingston County Farm Bureau Women in the past eight years.



MICHIGAN MEETS NEBRASKA, — in the lobby of the historic Willard Hotel, Washington, D. C. There, delegations from both states were combining legislative and historical interests through group tours. Sponsored by Farm Bureau Women, Michigan's 47-member tour group was one of the larger of recent years. Mrs. Elton Smith, wife of MFB President, stands to the left.

"FARMERS AND WORLD AFFAIRS"

"Farmers and World Affairs" — a non-profit organization dedicated to expanded understanding among rural people of the world, will sponsor a two day conference in Michigan, April 26-28.

The conference will deal with the problems facing India and other Middle East countries. Speaking on the topic will be Gregory Votaw, Economist for the South-Asia department of the World Bank.

Held at Camp Wesley Wood, near Dowling, Michigan, the Conference will devote much of a two-day study program to such questions as "How is the status of women changing in the Far East? — What are the effects of these changes?"

Other question-areas will include an examination of the natural resources in the Far East and if these resources will be used for peaceful development. The border clashes and other troubles between the Israelis and Arab countries will be discussed as will programs of American aid and the problems involved.

The conference costs are nominal, \$5.00 per person per day, with guests to bring their own bedding and towels. Dormitory-style housing will be used for the

two nights, with some accommodations possible in the camp guest-house.

For more information or reservations, contact the Family Program Division of the Michigan Farm Bureau.

NEW SCHOLARSHIP AVAILABLE

A new scholarship for Michigan community and junior college students who transfer to the College of Agriculture at Michigan State University was announced this week:

The award of \$250 is provided by the Michigan Farm Bureau.

Dr. Richard Swenson, Director of Resident Instruction of the College of Agriculture reports that in 1963-64 forty-four percent of the College of Agriculture graduates were transfer students.

Students who are interested in applying for this scholarship should submit the regular Michigan State University admission application and write a letter indicating interest in the scholarship to:

Director of Resident Instruction,
College of Agriculture
121 Agriculture Hall
Michigan State University
East Lansing, Michigan

The application deadline is April 15.

Oceana Gains Roll-Call Goal

Breaking away from the grip of Old-Man-Winter, the Oceana county Farm Bureau's "goal buster" membership beat the arrival of Spring by nine days.

The 768th Farm Bureau membership, signed by the Roll-Call team under the direction of Burton Hawley, Shelby, came after a solid month of being just eight members short of county goal.

As in their farming operation, the membership drive in Oceana was a family affair. Roll-Call Manager Hawley, enlisted the aid of his brother, Francis, and his father, Donald, in the acquisition of renewals and 49 new members.

To complete the family picture, processing these memberships was Mrs. Francis Hawley, county secretary. "We were so close for so long," reports Mrs. Hawley, "that we felt like celebrating when that 768th member was signed."

In congratulating the hard-working Roll-Call workers, Michigan Farm Bureau Field Services division manager, Glenn Sommerfeldt, said, "Oceana county could well serve as an inspiration to other counties who find themselves just short of goal. They proved what extra effort can do!"



DISTRICT FOUR — Farm Bureau Women's Advisory Council met recently at the Pancake House in Grand Rapids to discuss program plans for the coming year. Representation from Allegan, Barry, Ionia, Kent and Ottawa counties resulted in excellent attendance. Mrs. Wm. Scramlin, state chairman, was present to outline the 1965 Farm Bureau Women's program.

Tax Reform in '65?

You Can Help!

What about the possibilities of tax reform in 1965?

"There could be reform if the people would start writing in and demanding it" so stated a Democratic Representative from a metropolitan county. Another Representative said that he has heard plenty on the "fish issue," the "liquor question," and "dog racing" but "not one letter" on the issue of tax revision.

Farmers have more to lose than any other group. It is possible that they could end up with more taxes and no reform.

One Senator told a Farm Bureau Legislative Seminar meeting in Lansing that he had been in a meeting where agricultural sales tax exemption was questioned. Such threats are not new, Farm Bureau has had to meet such challenges to many long standing gains nearly every legislative session. However, it must be recognized that more than half of the members of the Legislature are "new faces" most of whom do not have an understanding of present day farm problems.

Yet, the fact that Farm Bureau Legislative Seminars have been extremely successful indicates a commendable desire on the part of Legislators to learn more about farmers' problems.

Every Farm Bureau member should help get such understanding by writing his Senator and Representative and let him know the need for property tax relief through tax reform.

Meanwhile, Senator Fitzgerald (D., Grosse Pointe Park), chairman of the taxation committee has slowed the possibilities of total tax reform by his "discovery" that it would be "unconstitutional." Democratic Attorney General Kelley, however, has officially ruled that tax reform including a flat rate income tax with deductions is constitutional.

The new Constitution also provides that the Legislature can request a ruling from the Supreme Court before legislation becomes effective.

Until now chances for tax reform appeared quite bright especially when Senator Brown, Democratic Floor Leader, had announced that he would introduce a tax reform package similar to Governor Romney's tax proposals of a year ago provided the people vote whether to have a graduated or flat rate income tax.

Concerning farm personal property taxes — There are several bills to increase the farm exemption, exempt machinery used for limited periods of time, change livestock exemptions or completely repeal the tax.

Farm Bureau favors complete repeal. If this is not passed, then the effort will be to get the best bill possible. Write your Legislator!

capitol report



RADIO ROUNDTABLE, — provides Bay county listeners with the answers to questions placed by Farm Bureau leaders to their Legislators. Bay county Information Chairman, Herbert Schmidt, taped the conversation for broadcast on his weekly Farm Bureau news program. Participants are (from left) Maurice Parsons; Senator Robert L. Richardson, Jr.; Carl Kloha; Representative Sam Charron, and Herbert Schmidt.

"Punch-Groggy"?

Most Michigan farmers hire some help during the year. It may be the neighbor's son, or the part-time farmer down the road. Or it may be a fruit or tomato picking crew.

Right now, Michigan farmer-employers may well be groggy from the one-two punches thrown their way:

One — the failure of Congress to extend P.L. 78, under which Mexican Nationals, anxious for the work, were temporarily admitted to the U.S. to fill farm jobs which could not be filled by domestic labor. P.L. 78 expired December 31, 1964.

Two — the Michigan minimum wage law, calling for a minimum of \$1.00 per hour to covered employees, beginning January 1, 1965. A recent opinion of Attorney General Kelley ruled that the Act became effective on August 28, 1964 and that the 13-week qualifying period began at that time.

Most farmers report present pay scales of \$1.00 per hour, or over, for able-bodied workers but have problems of record keeping, especially with piece rate workers.

A bill — S.B. 150 — has been introduced by Sens. Charles Zollar, Garland Lane, Joseph Mack, Emil Lockwood, Harold Volkema, Milton Zaagman, Robert VanderLaan, Haskell Nichols, Frank Beadle, Thomas Schweigert, Michael O'Brien, Gilbert Bursley, Jan Vanderploeg, Bernard O'Brien, Charles Youngblood, Jr., Robert L. Richardson and Jerome Hart, which would permit establishment of acceptable piece rates by the Wage Deviation Board. Payment of the approved rate would meet requirements of the law and eliminate the necessity for keeping track of hours worked by each individual. The bill was referred to the Senate Committee on Labor. Every interested farmer should contact his Senator and Senator Sander Levin, Chairman of the Committee.

Termination of P.L. 78 cuts off a source that last year provided 14,000 farm workers for Michigan crops. Competition for workers will be keen. California and other States are already recruiting domestic workers in areas which formerly provided the bulk of Michigan's seasonal farm workers.

New laws now being considered by the Legislature include Workmen's Compensation Act amendments which would require mandatory coverage of farm workers. A special section, almost sure to pass, would require all farmer employers to provide all farm employees with hospital and medical coverage under regulations to be "established by the Department."

Legislators Friendly, Attentive!

Michigan Farm Bureau members have been letting their legislators "hear from home" through a series of six Legislative Seminars held in Lansing during February and early March.

Members of county Farm Bureau State and National Affairs committees attended the one-day meetings, which were felt to be of unusual importance this year because of the large number of new members of the Legislature. As Legislative Counsel Dan Reed pointed out to the groups, more than 80 of the 148 members of the House and Senate are new to their offices this session.

Each seminar in the series began with a briefing for the county people, as Farm Bureau policy in areas likely to be considered by this session was reviewed by

Reed, and Associate Counsel, Robert Smith.

Each noon the members of the Legislature from the counties of a designated region in the state were luncheon guests. During the meal there was opportunity for guests and their county hosts to become better acquainted in what often turned out to be lively table discussions. Such topics as tax reform, the Governor's budget proposals, meat inspection, and many others were aired and candid opinions were expressed.

One comment: "I hear lots of talk about programs of 'tax reform' but so far, it mostly sounds like 'tax increase' to me . . ."

At one seminar, the chairman of the Bay county Farm Bureau Information Committee, Herbert Schmidt, took advantage of a

noon-time lull to make a radio tape with his Senator and Representative.

In the afternoon, visits were continued with Legislators at the Capitol building where committee members had an opportunity to see their Legislators at work and to watch the legislative processes in action.

"Time to go home" came too soon for most, who agreed that the project in mutual understanding had been both important and worthwhile.

Without exception, Legislators had been attentive and friendly, and if not always in agreement, at least each had heard the other's opinions.

Perhaps this is the way that equitable compromise is born.



VISITORS FROM HOME, — Shiawassee Legislative Committee members talk with their Senator and Representative during one of six Legislative Seminars held in the past several months. From the left, they are: Ralph Wolfen, Senator Emil Lockwood, Steve Jancek, Rep. Blair Woodman, and Oren Semans.



COUNCIL AT THE CAPITOL, — as Midland county farm leaders huddle with their representative, Nelson Tisdale, between Roll-Calls in the Legislature. In the group are (from left) Mrs. Ruth Gettel, Ed Schultz, John Ryan, Glen Stowits, Representative Tisdale, and Gerry Gettel.



AN EXPANDED EUROPEAN MARKET—for Michigan beans is the aim of bean industry leaders. Recently the Michigan Bean Shippers Association, of which the Michigan Elevator Exchange is a member, engaged a European representative to explore possibilities of expanded exports. This representative, Brian Wilmot of the "Graham Cherry Organization," London, along with other dignitaries, visited in Michigan Elevator Exchange offices, Lansing. Pictured are (from left): Philip DeVany of the National Dry-Bean Council, Washington; Mr. Wilmot; Maurice Doan, and William Smith, of the Michigan Bean Shippers and Dick Shantz, Michigan Elevator Exchange Division of Farm Bureau Services.

Farm Labor Crisis Confronts Johnson

WIRTZ DEAF TO PLEAS
TRUCK GARDEN, CITRUS LOSSES IN MILLIONS

By LYLE WILSON
United Press International

President Johnson's Great Society has run into some bad trouble at the grass roots. More accurately, the bad trouble is at the roots of truck gardens and of citrus growers in all areas of the United States where farmers raise perishable crops.

The worst of the trouble is in California and in Florida. Truck farmers and citrus growers in these states are pleading with Secretary of Labor W. Willard Wirtz for farm laborers to harvest their crops.

Wirtz is not tuned in to their pleas. The secretary hears more clearly the voices of President Johnson's liberal partners in the Great Society. Most clearly, Wirtz can hear the voices of organized labor and of Americans for Democratic Action.

Big labor, ADA and others long have protested the custom of importing Mexican and West Indian labor to harvest American truck and citrus crops.

The Mexicans, familiarly known as braceros, streamed across the border to earn U.S. dollars in Texas and California. They were not compelled to work for U.S. dollars. They came to the United States on their own.

CUT FOREIGN LABOR

Under authority voted him by the U.S. Congress, Wirtz is moving to bar the Mexicans from the United States and to compel the West Indians to go home. He has cancelled work permits of 13,800 foreign farm laborers now in the United States and ordered them out.

LBJ's partners argue that U.S. farm workers labor under shocking conditions. Further, they contend that big growers take advantage of foreign and domestic workers alike but, especially, utilize the foreign imports to keep labor costs down. Wirtz and his Labor Department policy makers argue that there are 4 million unemployed Americans among whom the truck farmers and citrus growers should and must recruit their pickers, thus reducing unemployment totals which embarrassed the late John F. Kennedy's administration and continues to embarrass his successor.

Sounds like a good idea, the growers reply, but they claim they have tried to recruit Americans for these pickin' jobs without success. The Americans either will not or cannot do the work. So say the growers.

CLAIM HEAVY LOSSES

The growers further assert that their losses will be in the millions of dollars unless Wirtz relents, thereby hiking the prices of fruits and vegetables. It is not unreasonable to believe that Wirtz fears that ADA and big labor would have his head if he double-crossed them on this matter of imported farm labor. The shame of it is that the average citizen—to whose food budget this dispute is important—has no means of ascertaining the facts for himself. If he distrusts Wirtz on suspicion of playing politics for leftwing votes, the average Joe may also distrust the growers on suspicion of demanding foreign labor because it is cheap.

Fortunately, however, there are some neutral voices. John S. Knight's well edited Miami (Fla.) Herald kids neither itself nor its readers. The Herald remarked editorially that Florida employers at their own expense had recruited jobless Americans to pick and to pluck.

"But it hasn't worked out," the Herald reported. "The Americans are not properly trained and don't don the job. Many vanish after a few days." They get to sunny Florida and go over the hill.

How about that, Mr. Secretary Wirtz? Answer up clearly, please.

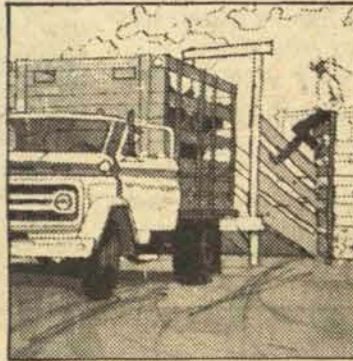
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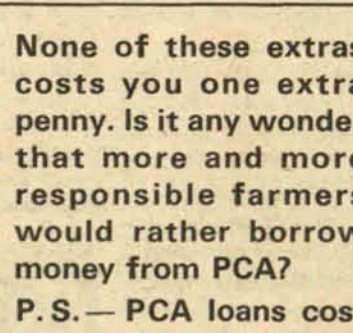
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FIRST IN FARM CREDIT

News from the Counties



"SILENT AUCTION" — at the Allegan County Farm Bureau Women's meeting, featuring home-baked pastries, receives the attention of prospective bidders Mrs. Max Radseck, South Haven, and Mrs. Walter Wightman, Fennville. Conclusion: a clever and very delicious way to replenish the treasury.

BLOW YOUR HORN!

Allegan County Farm Bureau Women were urged to "come out from under the haystack and blow their horns" for Farm Bureau and agriculture, at their March meeting.

Using the familiar "Boy Blue" nursery rhyme, Mrs. Donna Wilber, Michigan Farm Bureau Information Division, stressed the increasing importance of communications as farmers become a smaller percentage of the population, and outlined some of the ways Farm Bureau Women could help meet this challenge.

A "silent auction" featuring home-baked bread, cookies, sweet rolls and candy, as well as various other items such as vases and candy dishes, brought some competitive bidding from the 35 attending women.

used for some good purpose such as reducing the national debt, I would feel better about it.

I think my city cousins are quite interested in the answer to my question since it affects the price of bread they buy. I guess what I am really questioning is why should the miller pay for wheat that has no certificate connected with it or why should the government receive money to be used in payment of certificates in cases where no payments are to be made?

Is this a case of receiving money under false pretenses?

Yours truly,
Max Hood

New Service Offered

Michigan growers of potatoes for processing under contract, are eligible for a new information service offered by the Michigan Farm Bureau.

The service has been established by the Market-Development division in response to the rapidly increasing amount of potatoes now being processed.

The reports will cover such interest-areas as prices and other contract terms currently offered by processing potato buyers in Michigan and other major potato producing states. Potatoes for chipping, for frozen French fries and other processing uses will also be covered in the reports.

Growers wishing to receive the potato contract summaries should contact their county Farm Bureau offices or the Market Development division of the Michigan Farm Bureau.

The division also reminds growers of pickles, tomatoes, snap-beans, peas, peppers, cabbage and other vegetables who are considering signing a contract with a buyer, that summaries of contract prices and other terms for all processing vegetable crops are also available to Farm Bureau members.

Open Letter to Orville

Mr. Orville Freeman, Secretary
U. S. Department of Agriculture
Washington, D. C.

Dear Sir:

My views on the present "voluntary" wheat program were well-expressed by the general manager of Mid-States Terminal, Inc., recently when he pointed out that farmers, processors, and grain merchandisers, including cooperatives, are unhappy with the present wheat certificate program.

I am one of the large number of farmers east of the Mississippi River that stayed out of the program in 1964 and I am still out in 1965. I produced about seven hundred bushels of wheat last year and sold it in January, 1965, to a miller who paid me \$1.34 per bushel.

It is my understanding that the miller is required to pay seventy cents per bushel for all the wheat he uses for flour. This amounts to slightly under five hundred dollars that I would have received if I had signed up in the program.

I know this isn't a large amount in the minds of a great many people today, however, I have heard that these small amounts will add up to about \$67 million which will be the difference between the amount that soft wheat farm-

ers will receive in certificate payments and the amount millers and exporters will pay for the certificates.

If this is true, Mr. Secretary, the question I would like to ask is this: "What has happened to the \$500 I donated?" If it were being

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Plan your future career with
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POSITIONS AVAILABLE

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Previous experience, or can train, for the general management of elevator and farm supply business with volume of 1/2 to 1 million dollars. Must be able to supervise people and plan for the business operation. College training desirable in agriculture or business administration.

SALES REPRESENTATIVE

Personal contact with farmers from a retail farm supply store. Sales and service of all types of production supplies: seed, feed, fertilizer, farm chemicals, etc. Must be alert, aggressive, and able to work with farmers to improve their farming programs. College training in Vo-ag or general agriculture desirable.

GRAIN & FEED MEN

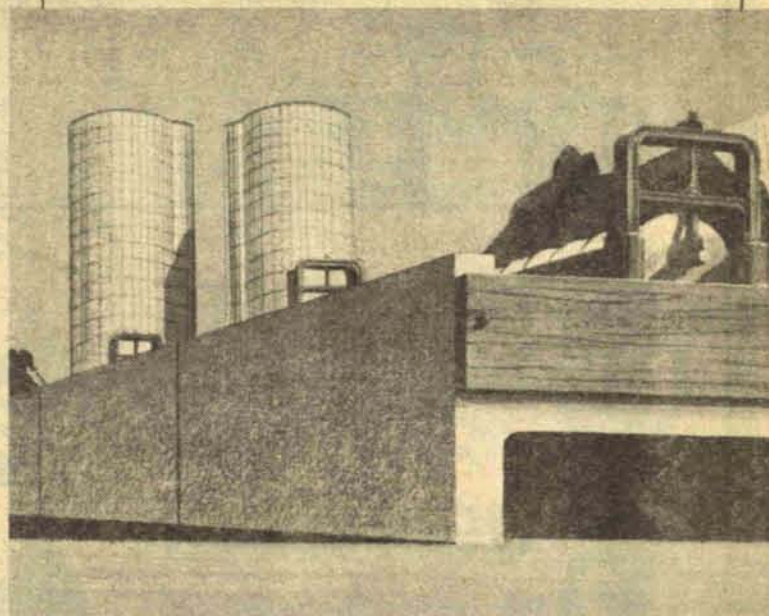
High school education. Progressive attitude, good personality. No physical handicaps. Agricultural background required. Previous experience desirable. Perform duties of feed mixing according to instructions and formula. Handle and grade various grains, seed, and beans. Sufficient mechanical skill to operate machinery, make adjustments and minor repairs.

Interested persons contact the Personnel Department of Farm Bureau Services, 4000 North Grand River Ave., Lansing, Mich.



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AGRICULTURE IN ACTION AROUND MICHIGAN

OLDEST "JAYCEE" MEMBER?



STATE JAYCEE PRESIDENT, —Richard St. John, presents Nile Vermillion, Administrative Vice President for Farm Bureau Insurance, an honorary Associate membership in the organization. The award was a recognition of Vermillion's efforts in support of the Outstanding Young Farmer program.

NEW COORDINATOR



MISS HELEN ATWOOD, —formerly a staff member of the New Hampshire Farm Bureau, has accepted the Women's Coordinator position with the Michigan Farm Bureau. She joins the staff here April 12.

TRI-COUNTY CONFERENCE



INGHAM COUNTY FARM BUREAU, —hosted directors of Eaton and Livingston in a tri-county conference typical of many held in Michigan as farm leaders ask "What should Farm Bureau be like in 1980?" Pictured is one of the small-group discussions at the Ingham meeting, which were led by District Directors David Morris and Donald Ruhlrig.

VIRGINIA FARMERS IN MICHIGAN



FOUR LOADED BUSES, —plus six additional cars that couldn't be pictured, indicate the size of the group of Virginia Farm Bureau leaders who visited Michigan in early March. Anxious to learn how best to expand their programs of service-to-members, the 175 touring farmers stopped at local service-outlets and visited Community Groups.

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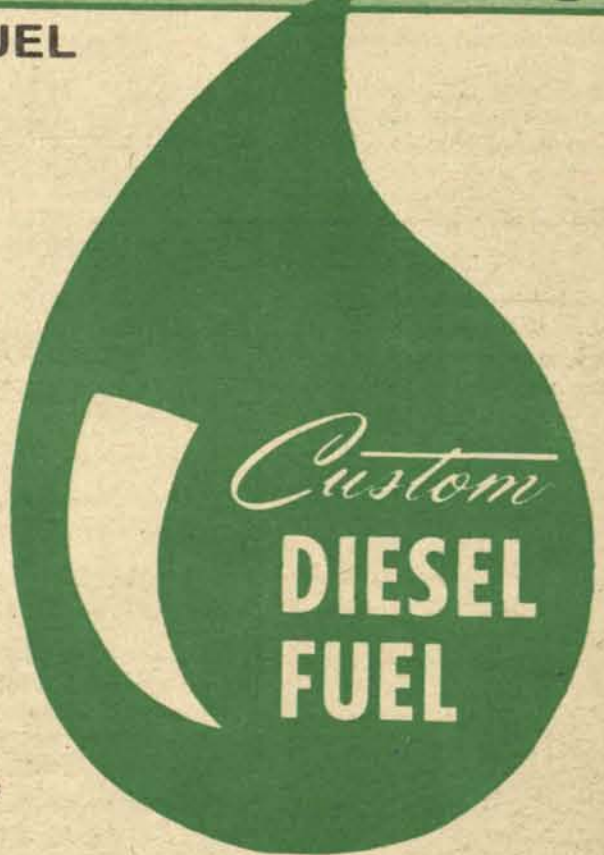
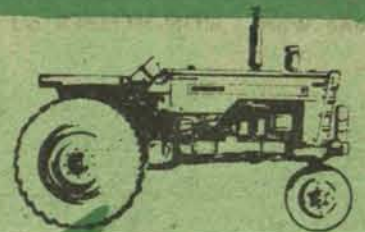


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FARMERS PETROLEUM

4000 N. GRAND RIVER

LANSING, MICHIGAN

COMMUNICATIONS SCHOOL



TOOLS OF COMMUNICATION, — were examined by Michigan Farm Bureau and affiliate company staff members in a recent seminar in Lansing. At the lectern is C. W. Stall, Director of Information for the Indiana Farm Bureau.

TALKS IN TEXAS



RUSTY MOORE, — Consultant for Michigan Farm Bureau Life Insurance, in Estate Planning, appeared in Texas before thousands of insurance men at a three-city sales conference.

THEY TOOK IN THE FLAG



LATE WINTER SNOWSTORM, — caused the Farm Bureau Center in Lansing to look like this, days before the official arrival of Spring. To protect it from high winds and wet snow, workers took down the office flag.

HUTCHINSON REPORTS



FOURTH DISTRICT CONGRESSMAN, — Edward Hutchinson, (R-Fennville) is shown reporting on Congressional action on reapportionment bills. Hutchinson is a member of the House Committee which has jurisdiction over such matters.

FOUR OUTSTANDING YOUNG FARMERS



PLAQUES AND TROPHIES, — are admired by the Four Outstanding Young farmers and their wives: (from left) Mr. and Mrs. Norman Crooks, Mr. and Mrs. Ralph Letson, Nile Vermillion (representing the co-sponsoring Farm Bureau Insurance Group) — Mr. and Mrs. Ed Wittenbach and Frank Lipinski.

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 6 DOGS 20 LIVESTOCK 20 LIVESTOCK 26 POULTRY

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62 cows, 33 bred heifers, 34 heifer calves, 37 milking 2-year-olds, 34 open yearling heifers.

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Feed free-choice to stop cash losses from cracked, checked or soft-shelled eggs.

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SELECTED ENGLISH SHEPHERD PUPS from our own working stock dogs — \$20.00. Bradley Acres, Springport, Michigan. (Jackson County) (9-64-12t-15p) 6

14 FOR SALE

FOR SALE — Clipper seed cleaner #16 with 26 screens, 650 G.P.M. irrigation pump and motor like new, Minn. Moline power portable corn sheller, Rosenthal #80 corn husker and shredder. Pine Border Farm, Cedar Springs, Michigan. (Kent County) (2-6t-35b) 14

CO-OP, BLACK HAWK, AND COCKSHUTT PARTS and attachments. Largest inventory in Michigan. Used parts for Co-op E-3 and E-4 tractors. Heindl Implement Sales, Reese, Michigan. Phone VO 8-9808. (Saginaw County) (3-2t-27p) 14

FOR SALE, RENT OR TRADE — Clarksville — 197 acres land, 137 acres clay loam, 60 acres muck, two family house, onion storage, cattle barn for 40 head. Will sell muck separate. Edward Tanis, Jenison, Michigan. Phone MO 9-9226. (Ottawa County) (4-2t-35p) 14

FOR SALE — three section Stewart sheep shearing machine, EB handpiece, knives, 1/4 horse electric motor, new clutch. R. D. Scoggins, 5815 18 Mile Rd., Cedar Springs, Michigan. Phone 937-9216. (4-1t-28b) 14

FOR SALE — No. 1 Buckeye tilling machine. Digs 5 1/2 feet deep. Good digging condition. Make an offer. Wilfred Malburg, 17251-22 Mile Road, Utica, Michigan. Phone HO 3-7201. (Macomb County) (4-2t-25p) 14

18 HELP WANTED

WANTED — Cook and second assistant help for Infirmary. References required. Write Box 960, Michigan Farm News, Lansing, Michigan. (2-3t-18b) 18

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FEEDING HOGS? Use salt free, high analysis Perfect Balancer 8% phosphate mineral feed in your hog feed. Mix one pound of Perfect Balancer with each 100 lbs. of ground feed. You can eliminate bone meal by using Perfect Balancer. Get Perfect Balancer at your elevator. The Gelatin Bone Co., Box 125, Emmett, Michigan. (tf-50b) 20

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LIKE SWEET ONIONS? New blue ribbon assortment — 600 sweet onion plants with free planting guide, \$3.00 postpaid, fresh from Texas Onion Plant Company, "home of the sweet onion," Farmersville, Texas 75031. (1-4t-31p) 24

POULTRYMEN — Use Perfect Balancer, 8% phosphate mineral feed in your ground feed. Eliminate soft shelled eggs. Mix 3 lbs. per 100 lbs. feed. The Gelatin Bone Co., Box 125, Emmett, Michigan. (tf-25b) 26

SHAVEN STARCROSS 288 — TOP RANKING WHITE EGG LAYER by U.S.D.A. Summary, reported in January. Costs no more to buy the best. Pullets all ages. Example — 16 weeks \$1.56, 20 weeks \$1.83. 95% raised on our own farms. Free comparison booklets, MacPherson Hatchery, R#3, Ionia. Phone 527-0860. (Ionia County) (4-2t-46b) 26

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GHOSTLY PEARL 63 — First in Wisconsin Random Sample Tests 1964, in income over feed cost, laying house feed consumption, egg quality, egg weight, mortality rate. The Total Profit Bird. Day old or started pullets of all ages. California Grays, layers of White Eggs. Egg Bred White Rocks. Write for literature and prices or Phone Area Code 616-68-83381. Village View Farm & Hatchery, Zeeland, Michigan. (1-5t-64b) 26

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

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RESPONSIBLE ATTORNEY WISHES TO LEASE EXCLUSIVE HUNTING RIGHTS ON APPROX. 640 ACRES OF MIXED FARM AND WOODLAND WITHIN 90 MINUTES OF NW DETROIT SUBURBS. AIM IS WATERFOWL AND PHEASANT SHOOTING AND AREA MUST BE ON GEESE OR DUCK FLIGHT. WRITE JAMES LARK, 34275 GROVE, LIVONIA, MICHIGAN.

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THURSDAY, APRIL 15th — 7:00 P.M., C.D.T.

40 BOARS — 40 REGISTERED OPEN GILTS — 160 COMMERCIAL OPEN GILTS. Feed conversion, carcass information, backfat probe on every animal in catalog. Cut-out on Gr. Champ. Carcass Truckload of 15 head, 1965 Hoosier Spring Barrow Show, 42 loads shown: wt. 224, lgh. 31.1, B.F. 1.26, loin eye 5.42, percent ham and loin 41.0. Boars in this offering sired by MAGNIFIER, CMCM5 and LONG TIME CMS IFCMS.

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Catalog on request. Supper available.

Farm-Owned Supermarket Chain?

DISCUSSION TOPIC

Prepared by the Department of Education and Research,
Michigan Farm Bureau

Should farmers seek a controlling interest in a retail chain store system? You have heard the cry of "Wild Ideal" But is it so "wild?"

You might cook the "wild" flavor out of it. If you step back and take a look at the whole problem of how farm prices are set today, you get thoughtful. Conditions in farm marketing have changed and are changing. They have a "new look."

Farmers stand in a weaker position than ever in the pricing system. By tradition, they have produced what they felt proper and then have sold with the flow of the pricing tide. Few farmers have made a serious study of the market system to find better ways to work within it.

The tightening cost-price squeeze of recent years has needed many farmers to cast about for some solution. But, the moves have been more of a desperation effort than a planned approach. *Trial and error is not enough in today's markets.*

Ask yourself, "Why is a farmer just a price-taker?" You cannot answer unless you look deeply into the market system and see what is happening. It does little good just to feel abused and helpless against the powers that control things, whatever they are. You can pick the wrong things to "blame." And "blaming" leads nowhere!

Farmers may get tempted to cry out, "Stop the system! Don't let them do this to us! It isn't fair!" That is like asking for the ocean tides to stop. A better approach would be to gain understanding of the system of which they are a part and study how to get a better share of the consumer's dollar from the system. The share of the consumer's dollar has been shrinking. Find out why.

The idea of buying a retail marketing chain should provoke farmers to study the problems, at least, and to consider certain facts.

In today's world, the major decisions on food pricing are being made by the large retail supermarket chains. Step by step, the marketing operation that serves consumers has moved farther away from the farmer. More processes are added to the food before it is taken home. Farmers have no power to knock these great supermarkets into line, even if that were assumed to be a good idea.

Only a few years ago, the dominant power in the pricing system was the processor. He turned out "name brands" of products, advertised them and dictated the price to the small independent grocer and to the farmer. He held the key position in the marketing system.

But his era of influence is passing rapidly. The supermarket chain now dictates the price, the quality, the variety and the form of the marketed product to the processor. The processing firms exist only by the good graces of the supermarket system. How is this done?

The supermarket chains now control ninety percent of the consumer sales. Supermarkets can open or close the door to any food item brand simply by enlarging, decreasing or denying shelf space to it. The amount of shelf space allowed is in direct relation to the amount of any item sold. By cutting down or closing out on shelf space, any processor's item can be frozen out of the market.

The supermarkets compete vigorously for a share of the consumer sales. They base their earnings on volume. They are highly consumer-conscious. Gimmicks of every sort are used to bring in the flow of consumer traffic — including some items sold below cost! It has happened with milk.

More consumer products are offered with ready-to-use preparation, attractive packaging, "double stamp days" — and all without advancing prices above the competitive level.

All possible price advantages are aimed in the direction of the consumer — not back in the farmer's direction. Products are bought in vast lots, and at discount prices. The supermarket now prefers selling products under its own brand labels. All these trends are weakening the position of the traditional "brand name" food manufacturing companies. Even the day of the well-known meat packing companies may be numbered. Armour and Swift beef give way to "Kroger Beef" or the like.

So the trend goes another step. The supermarkets begin setting up their own processing plants. Is the next step for them to move into producing their own raw products? If they do not, with whom will the farmer deal when he sells his products ten years from now?

Bargaining with a "middleman processor" may become extinct by then! Such is the pace of change in our food marketing system. Will farmers organize properly to meet the nature of the changes that they face?



IF SO — HOW?

Thoughtful farmers are asking the question, "How can we survive in the face of this changing system? How can the farmer become a part of the pricing operation of such a powerful movement?"

One thing seems certain. Farmers must discover and develop a workable "power position" within this marketing system if they are to fare at all well as a part of it. And they cannot continue to survive in a healthy condition by trying to deal with such a system individually. A united and well-planned program of approach is a "must!"

Shall the future approach be through cooperative bargaining only? With whom? If processor influence is declining, if the future of processors is to fade from the picture, who will be left in the bargaining picture but the superchains and the farmers?

UNITY OR BUST?

Certainly nationwide supermarkets will not fool around bargaining with individual farmers for small lots of raw products. It would be too costly and too slow. Farmers must be prepared to bargain for vast shipments on stated delivery schedules and with quality specified by contract.

If farmers are well organized and equipped to deal in this climate, it is not a bad situation. Direct deals of this sort are economical. Extra costs of handling through the "jobber of yesterday" are reduced. Perhaps some of these savings can be passed to farmers. This would require a proper negotiation by trained experts employed by farmers.

Any "lone wolf" farmer would still be a price-taker, if, indeed, he could find anyone who would bother with his tiny lot of stuff.

CONTRACTED PRODUCTION

The farmer's present problem of having to take whatever price he can get is partly a result of producing whatever he wants, in any volume, without immediate respect to market demand. But the prices he gets are based on the market demand of the moment. Surpluses always means low bid-prices. So also do drops in consumer buying.

Planned production in relation to products called for by contract paces output to the market demand. It avoids market gluts. It can bring better prices per unit marketed. Supermarkets favor such contract buying. Prices set in advance on certain quantities could help farmers cut costs of

production. Output would be limited to exactly what is needed. Heavy backlogs of surpluses would not overhang the market to keep prices forced down.

Farm families could still manage and operate their own farms under such a system. They would not have to surrender to being "integrated" by some non-farm business enterprise. Such integration often reduces the farmer to little more than an employee of a business that intrudes onto his farm. He may own little of the enterprise but the land.

GET IN THE SWIM?

The idea that farmers might gain a stronger "power position" in the system of price-making by a stock-control purchase of supermarket chain emerged last summer. The Ohio Farm Bureau Marketing Division came up with the idea.

First, it occurred to them that if farmers gain a voice in granting shelf space to processors' products, processors would be more willing to bargain with farmers. That's for now.

But also for the future — farmers would become more directly related to the system that operates the pricing program. "You can bargain better within a system than out of it." The idea was not "full control and ownership" in the supermarket chain. Just a strong controlling interest in it. The supermarket system would still remain an independent operation. Farmers would not be bargaining with themselves.

The idea never was that Farm Bureau should purchase the corporation outright. It would purchase stock only. And members would not be asked for "contributions" nor dues assessments to

finance such a move. If anything was "wild", such rumors were.

STILL EXPLORING

If the green light were to flash on for the project, promotion work would be done, yes. But Farm Bureau members would be invited to invest voluntarily in stocks of a well-established chain corporation.

Stocks would operate through a Farm Bureau Holding Company. Such stocks would retain their marketable value, would yield dividends to holders and would be the property of their purchasers.

Considering the value of the stocks as they stood last summer, it was estimated that control of over 50% was a possibility. Purchase of \$100 in stock each year for four years by one-third of the Farm Bureau members in the nation would do it.

The Ohio proposal stirred lively discussion on the floor of the Farm Bureau national convention in Philadelphia in December. The public press did a lot of wild speculating.

But the delegates took the thoughtful approach. Let's get all the facts before we jump, they said. Are the advantages real and possible? Are there any legal hurdles?

The American Farm Bureau Board of Directors will report the results of study to delegates at a special meeting or at the next regular convention. Any decision for action will remain with the delegates.

COMING TOPICS

May — Problems of Road Financing.

June — County Home Rule and Local Governments.



"Brand Name" food manufacturers and processors continue to enjoy a place in the supermarket by the good graces of supermarket chains. — But, IT COULD BE A SHORT TERM LEASE.

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