



LOVELY 17 YEAR-OLD PATRICE GAUNDER, — displays the poise and confident charm which helped her win the American "Junior Miss" title in nationwide competition for the highly-coveted honor and \$10,000 in scholarships. Sponsored by the Junior Chamber of Commerce, the competition involved 40,000 entrants.

Daughter of Mr. and Mrs. George Gaunder of the rural Lakeshore area, south of St. Joseph, Patrice attended the Michigan Farm Bureau Citizenship Seminar at Camp Kett this past summer as a student sponsored by the Berrien County Farm Bureau Women's Committee. Later she recounted her Seminar experience on radio and before the delegate body at the County Farm Bureau annual meeting. She has credited the Seminar with broadening her knowledge and strengthening her convictions about America so that she could intelligently discuss the topic during the Judges' interviews in Mobile, Alabama.

Patrice has expressed the wish that every high school student could have the Seminar experience. This wish will come true for another 140 outstanding Michigan high-school students this coming July 12 to 16, when the 1965 edition of the Youth Citizenship Seminar, sponsored by the Family Program Division of the Michigan Farm Bureau, will again be held at Camp Kett. (St. Joseph Herald-Press Photo)

Farm Bill is Warmed-Over Supply-Management Control

"A market-manipulator's dream" — "more of the same program we now have" — "a hoax designed to trap both farmers and consumers." Such are the tags placed by farmers and farm leaders on the Administration's new farm bill.

After considerable delay, the bill (HR 7097) dealing with wheat and feed grains has now been introduced in the House.

The complicated measure has all the earmarks of a politician's delight in that it appears to offer something for everyone. Yet most consumers and farmers find little in it to their liking.

Supposedly the bill would cut the cost of federal spending for farm programs by some 200 million dollars. In theory the bill would shift the burden away from taxpayers to consumers through what has been termed a 300 million dollar "bread tax."

"Aren't consumers taxpayers too? I know of no way to separate them, do you?" — asked Mrs. Haven Smith, Chairman of the American Farm Bureau Women's Committee of Michigan newsmen in a series of press-dinner meetings. "How can 'taxpayers' save money, when as 'consumers' they are doubly taxed for the privilege?" she asked.

Under terms of the proposed legislation, the Treasury would be tapped for the 200 million dollars less than in the past to pay for price supports and certificates on wheat and feed grains. Next, farmers would be offered certificates calling for 100 million dollars more in Brannan-Plan type direct payments.

When all provisions of the new program are tallied however, about 300 million dollars of new costs per year would be added to the consumer's grocery bill through higher retail prices on wheat and rice products and farmers would have less opportunity for increased incomes.

The new farm bill would give the Secretary of Agriculture almost complete authority to regu-

late production and marketing allotments to farms.

No limit would exist to the amount of CCC stocks that the Secretary could dump onto the market to break prices and manipulate farmers into the control programs.

In his testimony in support of the bill, the Secretary said that his right to dump government stocks on the market was necessary to make his programs effective.

Besides the dumping threat, a lure is held out to farmers to help assure their cooperation in the program. Although price supports on wheat are dropped to \$1.25 per bushel, certificate payments of an added \$1.25 are offered to entice farmers.

Farm leaders point out that although this sounds like \$2.50 per-bushel wheat, it is not. The payment is available on only "45 percent of the 'normal yield' on allotted acreage." Farmers must comply strictly with all acreage cuts (generally agreed to be around 7 percent) — and with other government control programs to get the "bonus."

Michigan Farm Bureau President, Elton Smith, has termed the bill "a warmed-over version of the same program we now have, and which has failed miserably in raising net farm income."

He noted that the proposed increased government payments to farmers of 100 million dollars per year actually breaks down into an individual farm increase of less than ten cents per day — a mighty small return for the loss of farmers' freedoms."

Farm Bureau's Program

In recent testimony before a House Agriculture Subcommittee hearing on wheat and feed-grain legislation, Farm Bureau supported legislation which contains these provisions:

Current wheat and feed-grain laws would be either repealed or allowed to expire.

Beginning with the 1966 crop, price supports for wheat would be set at the U.S. farm price equivalent of the average world market during the immediately preceding three marketing years, — currently about \$1.34 per bushel. Premiums and discounts would be used to reflect market-demand for milling and baking quality wheat.

Under no circumstances would the price-support level of wheat or corn be less than 50 percent of the applicable parity-price, — currently \$1.26 per bushel for wheat and 78 cents per bushel for corn.

To protect farmers against competition from the release of Commodity Credit Corporation surplus stocks of wheat and feed grains, sales of these stocks at less than 125 percent of prevailing support levels, plus reasonable carrying charges, would be prohibited except for sales which are offset by open-market purchases.

The Secretary of Agriculture would be authorized for a period of three years to enter into contracts for the voluntary retirement of cropland with emphasis on whole-farm retirement.

LET'S ALL SUPPORT "MICHIGAN WEEK" MAY 16-22!

Editorial**Everyone Loses...**

Weather, insects, and diseases — those used to be the three big worries facing the fruit or vegetable farmer. Usually a good spraying solved most of the problems.

Those days of comparative calm have disappeared under an avalanche of rules and regulations imposed on temporary farm labor by Secretary of Labor Willard Wirtz.

Unless eased, these arbitrary decisions threaten to upset the applecart, the cherrycart and the whole wagonload of fruit and vegetables.

Buried side-by-side under the pile may well be the producer and the consumer. The first, laid low by unplanted or unpicked bumper crops, the other stretched out under the burden of increased prices paid for fresh foods in plentiful supply.

The termination by Congress of "Public Law 78" last December started the struggle to find harvest help, with about 178,000 Mexican workers shut out by law from the ripening crops.

The Secretary of Labor contends that if paid "adequate" wages and given prime working conditions, the missing Mexicans can be readily replaced by local jobless now on the relief or unemployment compensation rolls.

But the "easycome" rocking-chair kind of money is hard to resist, and work under the broiling sun for people who bring to the job only little experience and less enthusiasm, soon becomes unbearable.

Florida farmers contributed \$2,100 to pay the transportation for 74 domestic workers from Louisiana for a sugarcane cutting job. After the free trip, most of the workers refused to work at all. Within ten days, not a single worker remained, and two had cut themselves with knives and were building up hospital bills at the grower's expense.

Most disturbing of all is the report that Mexican officials who were glum at first at the loss of the American jobs have now become jubilant at the prospect of regaining them, along with the American processing factories as well.

California Senator George Murphy reports that some U. S. plants are already being built in Mexico and that similar plans are afoot for the big canning firms such as Campbell, Heinz, Del Monte, Minute-Maid and Tropicana.

The Braceros that used to come to the United States will now be used to build up Mexico's fruit and vegetable production, which in turn will be processed in American plants attracted to the Mexican side of the border where the labor is.

The final irony will be the exporting of these products to the United States at considerable extra cost to American consumers.

Although spoilage of fruit and vegetable crops because of lack of harvest labor has already begun, Farm Bureau members see hope in a law which they call upon President Johnson to use, "Public Law 414" — to immediately certify the admission of sufficient, temporary, supplemental foreign farm workers to handle the crops.

Michigan farmers are directly involved, for although the problem may now be as far away as Florida, Michigan uses nearly 100,000 seasonal workers, about 14,000 of which have been Mexican or British West Indies Nationals.

The urgency of the problem is paced by the harvest season across the country, led by California, Florida, Texas, Arizona, New Mexico, and finally as summer approaches, into our Midwest.

In desperation farmers call upon either President Johnson or his Secretary of Labor to act to settle a silly situation in which everyone loses, the farmer his crops, the consumer his money in higher prices for poorer quality food, local industry in factories removed to a foreign country, and local workers, the jobs they used to have in those factories now idle.

M.W.

GUESS WHO SHOOK THE TREE?**Let's Go All The Way---****WHY NOT AN EMBARGO ON ALL FOREIGN FOODS?**

Winchester, Va.

To the editor: You have written much recently about the labor regulations and requirements that the Department of Labor has issued regarding agricultural workers.

Our tales of woe are interesting because misery loves company. Apparently they are falling on deaf ears in Washington, at least as far as the Johnson administration is concerned.

Let's accept as fact that the Johnson Administration and its allies in this situation have a valid point. That point being foreign workers keep Americans unemployed, and that the American public does not want to eat food handled by said foreign labor.

If we can agree on this point, then it certainly follows that Mr. Wirtz and Company would not wish to have food enter this country that has been harvested or grown by the same foreign labor. Whether used abroad or in this country it is still foreign labor and it should be recognized for what it is.

Let us then start our own clamor of "discrimination." Let us point out the inequities of permitting this foreign food into America to compete cheaply against American farmers and American labor.

Let us ask for an embargo on Canadian apples, French wine, Mexican vegetables, Argentine beef, and all of the rest of the food that is of the type that is produced by the labor that is so odious to Mr. Wirtz.

Let us have proof, if such food is permitted to enter our country, that decent American wages were paid to the workers who grew it, and let's know that they were adequately housed when they were on the job, that their food was inspected, and that they were insured against injury and illness.

This is our best weapon and argument to overcome Mr. Wirtz and his campaign. It points out the stupidity of his reasoning. I am sure an all out effort to accomplish this could turn congressional opinion in our favor. How about giving it a try?

DELMER ROBINSON, JR.

MICHIGAN FARM NEWS

THE ACTION PUBLICATION OF THE MICHIGAN FARM BUREAU

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President's Column**Group Strength**

When I was a kid, if you wanted to tell someone a hot idea, the saying was, "Let me put a bug in your ear." Well, I'd like to put a bug in the ear of Farm Bureau members, and no pesticides allowed!

I'd like especially to have this idea "bug" young farmer members because we need their active help and leadership as Farm Bureau faces the future.

We know that farmers will face all sorts of problems in the coming years. They will call for the best kind of organized action possible. And when I say "organized," I mean it right up to the hilt, and right where the farmer lives.

You can get organized action only if members are in a position to act together on quick notice when their support is needed and power counts.

That was and is the strength of Community Farm Bureaus in Michigan. These groups weren't organized just for the "heck of it," or just to create another meeting for members to go to.

They were formed to keep members in touch with what is happening which hits farmer interests in one way or another. They provide a system in which powerful action can be taken by thousands of members on short notice.

The discussion program is designed to keep the members informed and to give them a chance to suggest directions for Farm Bureau action. The Minutemen are key people in this set up.

They get up-to-the-minute news about legislative developments. They can pass this along. They can give the "alert" when support is needed. Without this system, the organization is loosely knit. I think it is vital.

By this method members have gotten over thirty thousand letters off to lawmakers in a single day. This could never happen without the Community Farm Bureaus. And these groups are our own creation.

Another thing, — members have used their home groups as a means of tackling county and local problems together. They have gotten some very important things done at these levels. Let's not forget it. They could never have done these things individually.

It should be clear why young farmers are important to this program and why the program is important to them. We can't expect that problems will disappear tomorrow. In fact, farmers will need more unity of push than ever. They can't afford to let their organization at the local level go slack.

For the past three years or so, buses and cars have rolled into Michigan from Colorado, Virginia, New York, Alabama and Florida. Tennessee folks are coming soon — Farm Bureau folks. Their main object is to study how Michigan's Community Farm Bureau system works. The fame of the system has gone nationwide and few states have anything like it.

These visitors go home saying, "By golly — that's the answer to good member organization!" And we get copied. I know of no better compliment to our Community Farm Bureau system. So let's keep them strong and coming!

The point is simple. With good organization you can communicate and act together. Without it, you can't.

We now have 72 young-farmer Community Groups in the state. We ought to have 750. I would urge the County Farm Bureaus to go to work with their best efforts to get them organized.

And I invite every young farmer member to take action on his own to form a group with other young farmer friends and neighbors. The groups make the king-pin for tomorrow's Farm Bureau organization.

If we get things done that need doing in the future it will be because we are well organized. Members will be in the act.

Elton Smith

TORNADOES! - a Night of Terror

Funnels Wrack Countryside Death and Damage Grow

The winds of tornadic force which slammed through Michigan the night of Palm Sunday, April 11, left a toll of heartache and misery which still remains to be fully assessed.

The more dramatic stories and freak occurrences have been largely recorded, but left untold are the more commonplace heart-rending happenings which in a few minutes permanently scarred the property and the lives of hundreds of Michigan residents.

Arguments continue about reasons why usual warning systems failed. Weather Bureau officials contend that early and adequate warnings were given. Local radio and television stations assert that reports of possible tornadoes due to strike in the state were broadcast with regularity.

The fact remains that almost a full hour elapsed between the time when "first-touch-down" brought death and damage in one part of the state and when the same slow-moving "squall-line" hiding the deadly funnel formations reached their next target.

In the shock period following such a wide-spread disaster, the inclination is to find someone to blame. But mere blaming will remedy nothing. The disaster system has a weakness. Undoubtedly more tornadoes will come. Rapid corrections of the causes of failure must be made. The warning system must be given a complete overhauling.

In spite of the great city, suburban and resort-community damage, far greater damage lies in the rural areas. Each farm is a complete "factory"—and great numbers of farm buildings succumbed to the raging winds. What value remains in an orchard with each fruit bud-tip splintered—or in a laying flock blown into the next county?

Miraculously, most livestock "rolled" (literally!) with the punch. Although here and there a flock of sheep graze among their dead, and featherless chickens walk around in shocked nakedness, few of the larger livestock appear to have been badly hurt. Uninjured horses and cattle have slowly wandered back to fenceless feedlots and places where their barns used to stand.

One herd of swine died, not from bruising injury, but because they were packed solid with mud to the point of suffocation.

The loss of life and property in the few minutes of time involved is hard to believe. Besides nearly 50 persons dead, insurance underwriters call the tornado property damage loss a "fifty-million dollar blow," more than double that of any previous storm in the state's recorded history. Although some of this loss will be insurance covered—many sufferers will realize the inadequacy of their coverage in relation to replacement costs.

Pointed up will be the need for all insurance users to constantly re-evaluate their coverage and keep it up to date to match spiraling values.

Helping to ease the numbing shock were concerned Farm Bureau insurance agents and adjusters arriving with cash, consolation and advice. Equally welcome were the more fortunate neighbors who somehow escaped and offered all they had to give. People, livestock—and food for both—those were first concerns.

"Operation Cleanup" appears to be the next step. Most salvage work has been done with the help of farm neighbors. Debris scattered over miles and dozens of acres, must be picked over, shoved into piles and destroyed before an already-delayed spring work season can begin. The sheer miles of junk created by the capricious winds make this a herculean task. As one farmer put it, "What do you do with 20 acres of wheat when there are sticks of wood driven into the ground every few feet?"

Everywhere, Farm Bureau has been involved. At the suggestion of Lenawee county Farm Bureau president, Ivan Hunt, the students of the Onsted High School organized into teams to help with the salvage and clean-up work. Later, older students from all parts of the county organized other teams to work.

Farm Bureau members in Kalamazoo, Livingston, Calhoun, Eaton, Jackson and Ingham counties joined those in stricken Branch, Lenawee and Hillsdale in serving as contact points for grouping and assignment of Farm Bureau work crews.

Coordinating the work on behalf of the Michigan Farm Bureau is J. Delbert Wells, Manager of the Family Program Division. He has worked with county Farm Bureaus of the area in scheduling workers on a "successive day" basis, such as has been done by the Washtenaw County Farm Bureau which organized 100 men for several days of work.

Entirely too much has been said about the division found within agriculture. The friendly, compassionate help of Farm Bureau folks for all who suffered has shown once again how really united farmers are.



SCATTERED WRECKAGE — a typical sight in parts of Michigan following the Palm Sunday tornadoes. This litter is all that remains of three barns on the Alton Brooks farm in Lenawee County. Although damage was severe, the Brooks considered themselves "lucky." Their home was only slightly damaged, and only one animal was killed.



STRICKEN FACES MIRROR NEAR-TRAGEDY — as Mr. and Mrs. Alton Brooks (left and right) stand in one of their few outbuildings remaining, and try to face a difficult future. Offering help in "Operation Clean-up" is Lenawee County Farm Bureau president, Ivan Hunt, and J. Delbert Wells, manager of the Family Program Division of the Michigan Farm Bureau. "Operation Clean-up" is a volunteer, cooperative, pick-up, clean-up effort coordinated through Farm Bureau.

How Much Insurance is Enough?

Following the financially-crippling tornadoes of April 11, many Farm Bureau members throughout Michigan are re-evaluating present insurance protection on their homes, household contents, farm buildings, and farm personal property.

Farm Bureau Insurance offices (especially in the stricken areas) report an increasing volume of inquiries from policyholders wishing to update and increase amounts of insurance.

A great number of the tornado victims found themselves woefully under-insured. In the case of total losses, many Michigan farmers will be forced to bear financial burdens running up to tens of thousands of dollars. Some will leave farming because of inadequate protection.

Farm Bureau Insurance experts recommend that members consider their insurance needs in light of actual replacement costs of property and belongings—less depreciation. The insurance buyer is cautioned to allow for constantly increasing property values. Coverage that was adequate one, two, or three years ago, may be insufficient today.

Farm Bureau Insurance representatives are offering a "no obligation" evaluation of present insurance coverage to Farm Bureau members. If interested, contact your county Farm Bureau office or Farm Bureau Insurance Area Service Office for an insurance audit, including counsel on any necessary changes.

A Commendation

FROM FARM BUREAU PRESIDENT
ELTON SMITH

"Farm Bureau members, employees, and representatives are to be commended for their exemplary action in providing assistance to those in tornado-stricken areas," Elton R. Smith, Michigan Farm Bureau president, stated in the wake of the recent Palm Sunday disaster.

Late reports indicate that nearly 2,000 persons suffered losses in the short period of time that the multiple-funnels dipped to earth in many areas of Michigan. Nearly 800 homes were destroyed and close to 600 more suffered major damage. Over 700 persons were injured and 49 were killed. Altogether, 400 farm buildings were destroyed by the freak winds.

Consisting primarily of financial aid and restitution provided by Farm Bureau Insurance, the assistance rendered included every imaginable type—from personal help in the removal of debris, to on-the-spot claims service by insurance representatives. Farmers left their own fields to help others salvage the remainder of their belongings and prepare fields for plowing.

Mr. Smith continued, "Speaking for Michigan Farm Bureau and those families who are benefiting from the assistance, I extend my heartfelt appreciation for your service to fellow farmers."

Wind-Vortex Creates Havoc

Crippling Damage



AERIAL PHOTO of the Manitou Beach area in Lenawee County shows a flattened dance pavilion (center, light area). The night before the storm, several hundred teenagers attended a dance there. High as the death toll was (nearly 50 persons in Michigan) — experts agree that many times that number could have been killed.

As 400-mile-an-hour winds whipped through portions of southern and central Michigan, the people involved didn't have time to think about the damage being done to their property and belongings. They were too busy trying to survive.

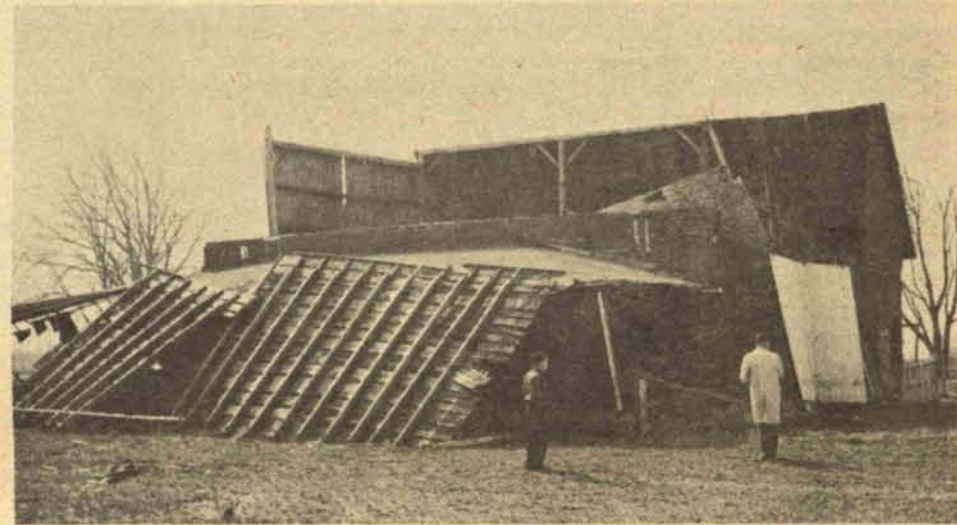
But with the dawn of April 12, the physical damage became painfully apparent. This house was gone — completely vanished. That house lay in a crazy heap on the place where the barn used to be. Silos were toppled. A calf, hip crushed, limped through the ruins of a chicken coop. Machinery was tangled into a mass of indistinguishable steel.

This house was only turned around on its foundation, leaving the interior a junkyard of glass, plaster, dishes, food, clothes — and water from the rain that followed the tornado. Slivers of wood, sheets of tin roofing, and debris of every imaginable description, littered the fields as far as could be seen in every direction.

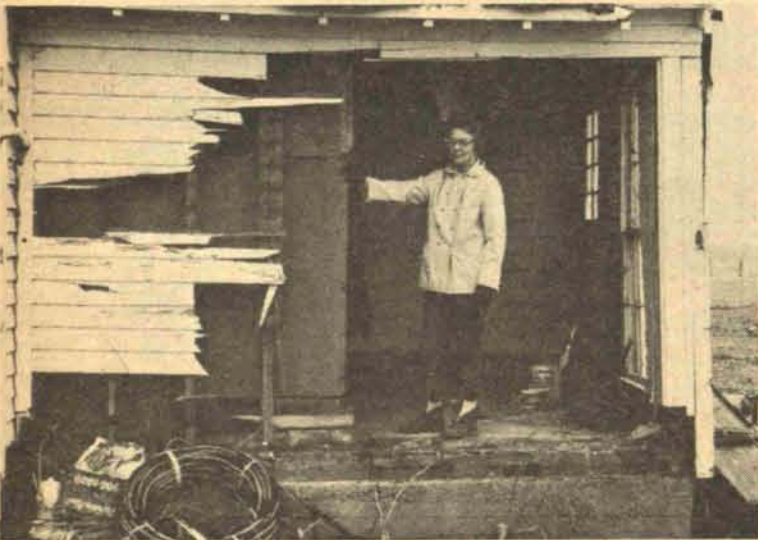
This page of pictures illustrates some of the losses sustained by a few Farm Bureau families in various parts of the state.



STORM-WHIPPED SKELETON — remains of barn on the Victor Carlson farm, Marne, where only the home was spared as the winds whipped through Ottawa County. Outbuildings lay in weird "stacks," concealing crushed vehicles. Carlson was milking when the storm hit.



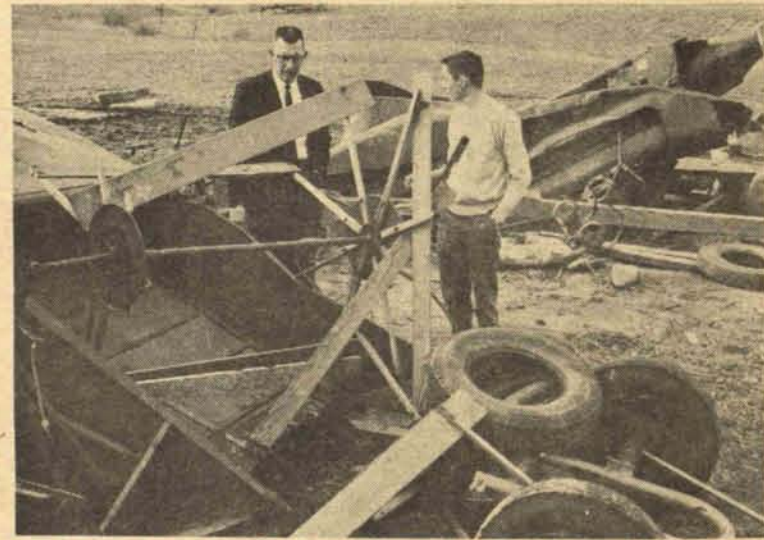
THE BARN OF WESLEY WHITE — Ottawa County, collapsed under the force of tornadoes, pinning down several horses. A few hundred yards away, a neighbor's home was ripped from its foundation, leaving only a crippled shell. Reports show a total of 206 farm buildings with "major" damage.



COMPLETE SHAMBLES are what Mr. and Mrs. Ross Williams, Hillsdale County, found when they returned from a trip. The barn was completely destroyed and their home hopelessly twisted on its foundation. Mrs. Williams is shown above standing where the window used to be.



STATELY TREES — by the thousands, were shorn off as if by a giant mower.



PILE OF JUNK — remains of farm machinery, inspected by Farm Bureau Insurance Agent, Art Sturtevant and David Burkeholder, son of Mr. and Mrs. Lloyd Burkeholder, Lenawee County. As were many farm people, the family was attending Palm Sunday church services when the storm hit.



SCRAMBLED SILO — inspected by Tom Adams, Hillsdale. The tornado ripped the roof off their home, disintegrated several farm buildings, scattered 200 bales of hay over the countryside and left this pile of rubble where the silo formerly stood.



ONLY SPLINTERS remain of this 50-foot mobile home, smashed against an embankment and nearby trees in Branch County. Little remains of the once-shaded site where the trailer had been situated on the beach of Pleasant Lake.

--- Next, The Helping Hand!

Everyone Pitches in

After the dust had cleared — neighbors, friends and, often, strangers pitched in to lend a helping hand.

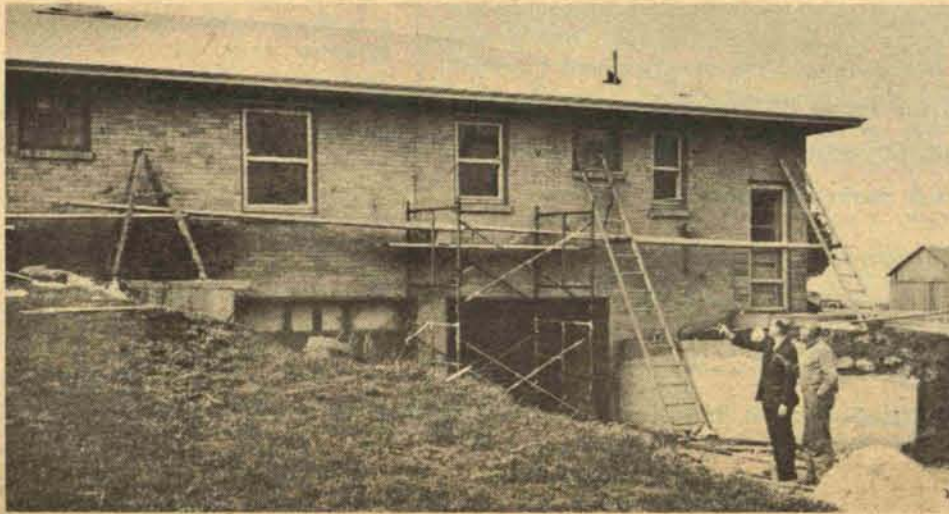
Local Farm Bureau members and those from neighboring counties poured into the stricken areas armed with chain saws and other tools necessary for "cleaning up." Teenagers removed and burned debris. Neighbors furnished food and shelter.

Farm Bureau Insurance representatives responded to the need with immediate claim service and financial aid. Agents gave all possible assistance in initiating settlement of claims, including a personal survey of tornado areas to ascertain damage to the property of Farm Bureau insureds — in some cases, even before the county office had been notified of the loss. Adjusters worked night and day, making "on-the-spot" settlements where possible. All affected Farm Bureau insureds were offered cash to meet immediate needs.

All Farm Bureau Insurance claims were handled by the Companies' own Agents and Adjusters. Additional adjusters were brought in on a temporary basis from other parts of the state, and repairs, in some cases, were begun the day after the storm. If a delay was contemplated, temporary measures were taken to protect property from water damage.



FARM BUREAU MEMBERS from Eaton County stop at the Hillsdale Farm Bureau office for directions to the farm of a member whose property was badly damaged in the storm. Directing them (extreme right) is former Hillsdale president, Lavern Kramer, who himself suffered loss of all buildings on his place. Note the chain-saw, symbolic of the massive task.



NEW ROOF GOES ON — as Hollis VanderKolk, Allegan County, and Roger Hansbarger, Farm Bureau Insurance Agency Manager, look on. Repairs on the VanderKolk home were started the day following the storm. The family's losses included a barn with a recently finished addition.



FOLLOWING THE STORM — Farm Bureau Insurance Sales and Claims staff representatives teamed to provide the kind of outstanding claims service typical of Farm Bureau. Shown are Bob Nelson and Ted Stevens, checking a claim settlement on the Lloyd Bowman farm near Reading, Michigan.



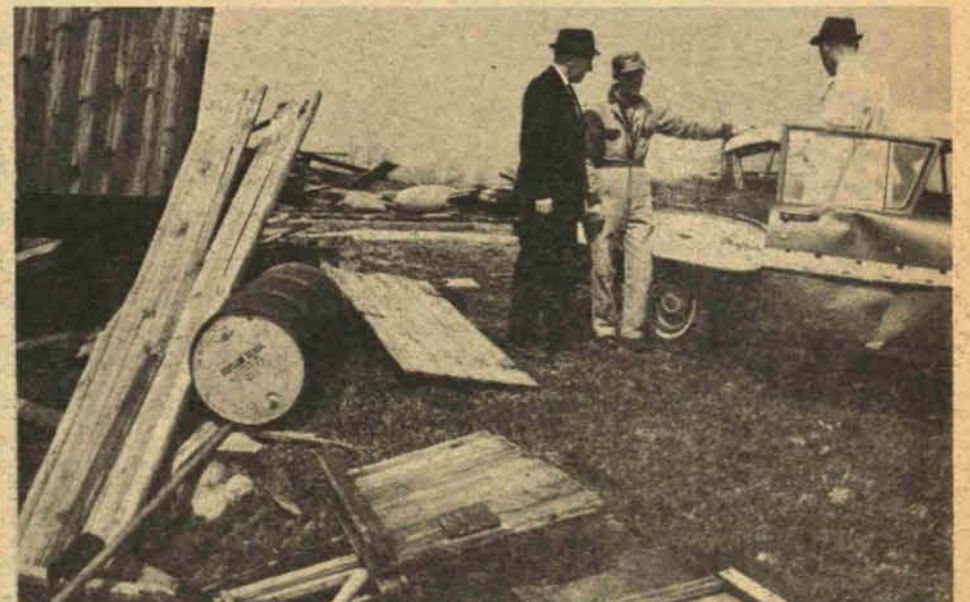
HELPFUL STUDENTS pitch in to clear away the rubble. These Lenawee County volunteers worked endless hours to aid tornado victims. Such compassionate actions help erase tales of juvenile delinquency all too frequently stressed. One week following the storm, much of the litter has been sorted, burned or removed.



ONE GIANT STEP of about 50 feet was taken by the Wendell Burke home near Coldwater, picked up and deposited by the storm almost in one piece. Farm Bureau Insurance Agent, Martin Crabill, is shown amid the rubble of the home.



SEVERE DAMAGE to all out-buildings is evident on the Fred Meyer farm, Allendale. Pictured are Farm Bureau Insurance representatives discussing plans for repair and rebuilding. Losses included a barn and silo. Reports indicate that nearly 400 farm buildings were destroyed by the twisters.



CAR AND BUILDINGS were damaged on the Joe DeBoer farm, Kent County. Kent, Branch, Ottawa, Hillsdale, Allegan and Lenawee counties were hardest hit by the strong winds. Pictured are Farm Bureau agent, Oscar Anderson, and Agency Manager, Burleigh Schroeder, helping assess damages.

Claim Settlement to Approach \$1,000,000

Claim settlements being made by Farm Bureau Insurance as a result of the Palm Sunday tornadoes will total an estimated one-million dollars — according to N. L. Vermillion, Administrative Vice President.

Approximately 500 settlements, ranging in value from \$100 to \$41,000, have been (or will be) made with policyholders of the Companies, as well as the hundreds of smaller claims. All claims are being paid as fast as they can be processed.

"Special funds maintained by the Farm Bureau Mutual and Community Service Insurance Companies will be utilized to guarantee quick payment to policyholders who suffered losses," Vermillion added. "It is our long-standing policy to maintain sufficient catastrophe reserves for use in emergencies such as this."

The insurance official explained that large risks and catastrophe losses are spread among many other insurance companies, including the American Agricultural Mutual Insurance Company, a cooperative federation of Farm Bureau Insurance Companies located throughout the United States. In this manner, no one company is required to bear the entire burden of a major loss concentrated in one area.

The Farm Bureau Insurance Group, headquartered in Lansing, provides protection for owners of approximately 150,000 insurance policies. Founded in 1949 with the birth of Farm Bureau Mutual Insurance Company, the three companies (Farm Bureau Mutual, Farm Bureau Life, and Community Service) have total assets in excess of \$31,000,000.

Best's Insurance Guide, a recognized authority on appraising insurance companies, has given Farm Bureau Mutual its highest rating of A+ (Excellent). They rate a company for its excellence in underwriting, for its economy in operation, for its sound investments, its adequate reserve funds, and resources to meet and absorb unusual shocks.



make sure YOU are fully protected

Consider how much it would cost to replace your home and furnishings. Include the cost of your barn, out-buildings, machinery and livestock.

Are you fully protected?

Contact your Farm Bureau Insurance representative for a "no-obligation" evaluation of your present insurance protection. He'll explain your coverages and make suggestions for changes, if necessary.

Your Farm Bureau Farmowners policy is a "package" of comprehensive coverages for all your property and belongings, offered to you at a money-saving rate.

The Farm Bureau agent in your county is waiting for a call right now.

Farm Bureau
INSURANCE
Group

Farm Bureau Mutual - Farm Bureau Life - Community Service, LANSING



What You Can Do

WHEN A TORNADO STRIKES . . .

With the tragedies caused by the April 11th tornadoes still fresh in their minds, the District 6 Farm Bureau Women, meeting in Lapeer for their annual spring rally, expressed more than casual interest in the "Emergency Self-Help" presentation by Lester Bollwahn, Rural Defense Office, M.S.U.

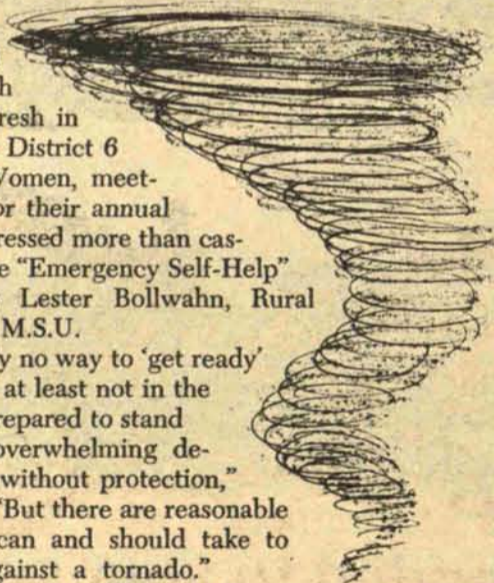
"There is really no way to 'get ready' for a tornado — at least not in the sense of being prepared to stand up against its overwhelming destructive power without protection," said Bollwahn. "But there are reasonable steps a family can and should take to protect itself against a tornado."

Briefly — know what a tornado is — a rotating funnel-shaped dark cloud which sounds like the roar of hundreds of airplanes; know its usual habits — Michigan has an average of four tornadoes per year, the greatest number reported between 4 and 6 p.m., in the hours following the warmest part of the day, usually in April, May, and June.

Understand the meaning of tornado reports — a "forecast" means that conditions are ripe for a tornado to develop within a defined area — be alert; a "warning" means that a tornado has been sighted — take shelter.

Know what to do if a tornado strikes — open the windows on the north and east sides of the house, and then go to the southwest corner of the basement, or to an underground family protection area. Take a battery-operated radio along for instructions. If no below-ground protection is available, lie flat on the floor near an inside partition and keep away from windows.

Detailed tornado safety rules and other emergency self-helps are available from the Rural Defense Office or local Cooperative Extension Offices. Bollwahn urges all farm families to secure this material.



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BEET SUGAR INDUSTRY OF MICHIGAN

Farm Bureau of Future

MEMBERS HELP SHAPE ORGANIZATION

At county-wide meetings all over Michigan, farmers have been exploring the kind of Farm Bureau organization they want now, and in the future. These "Farm Bureau Review" meetings are the third in a series of steps which will result in concrete recommendations placed before the Michigan Farm Bureau board of directors.

Through these meetings, individual Farm Bureau members have the privilege of making their wishes known and actually take part in shaping the future of their organization.

The study-action program was originated by county Farm Bureau Presidents and Executive Committee members who met for two days in a leadership conference at Camp Kett in February. There, they reviewed gains made by Farm Bureau in Michigan in the 45 years since it came into being in our state, and compared present programs with those they felt may be needed if organized agriculture is to keep pace with the future.

The County Farm Bureau leaders endorsed a study-and-report program which involved a series of "multi-county" meetings across the state where the same close examination of Farm Bureau programs and progress was to be made and projected against the future.

The next step in the planned chain of events is the current series involving county-wide gatherings, with the ideas and recommendations coming out of these meetings to be compiled and examined by the State "Relationship Committee" — a group of Farm Bureau leaders who have

the task of studying the grouped recommendations and placing a final set of recommendations before the Michigan Farm Bureau Board.

Adequate finance for Farm Bureau now and in the future, appears to be a prime concern, with most county meetings reporting active discussion in this area.

Information and Market-De-

velopment programs were other areas given attention by local Farm Bureau members. "Improve public and rural-urban relations" — some said, while other suggestions ranged from activating a "speaker's bureau" to arranging the printing of regular newsletters in counties not now covered.

Marketing suggestions included "let's organize a 'Soft Wheat' association," plus expansion of Farm Bureau's Michigan Agricultural Cooperative Marketing Association (MACMA) into a long string of new commodities.

Perhaps the most-inclusive of all suggestions was that sent in by one county group, . . . "expand everything we are now doing . . ."



IN SHIAWASSEE COUNTY — small discussion groups reviewed past accomplishments of Farm Bureau and projected these to the future in an attempt to find new areas where the organization could be effective. The recommendations of these subcommittees were later combined in an overall report.

State Board Actions

Meeting in regular session at Farm Bureau Center, Lansing, the Board of Directors of the Michigan Farm Bureau has underscored actions taken last Fall by Farm Bureau voting delegates in which the "State Relationship Committee" was instructed to continue examining Farm Bureau's financial and program structure.

The Board noted that the resolution called for "specific recommendations to be made to the Board and membership on adequate financing and program expansion of Farm Bureau."

Accordingly, the Directors have requested the State Relationship Committee to report its recommendations to them at the May 11th Board meeting. Prior to this, at meetings on April 26 and May 10, the State Relationship Committee members will consider reports from both the previously held "multi-county" and "county-wide" meetings now concluding.



THE EXECUTIVE COMMITTEE — of Shiawassee County Farm Bureau reviews recommended areas from the subcommittees. The discussion groups listed over 20 suggested "extensions" or new activities for Farm Bureau. Left to right are: Oren Semans, Glenn Williams, Clifford Bristol, and district director David Morris.

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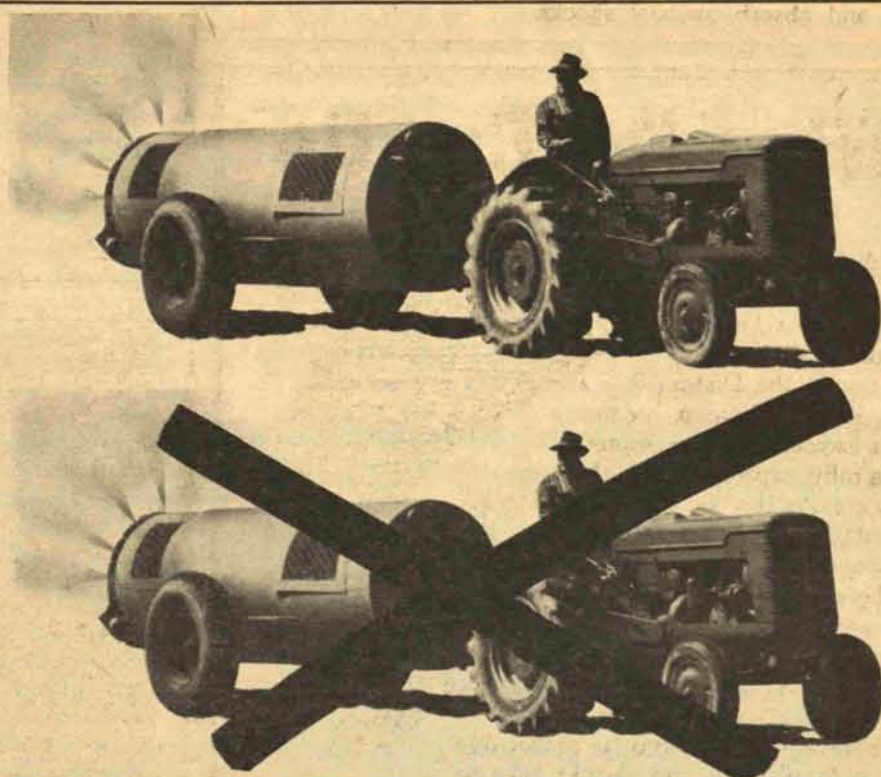
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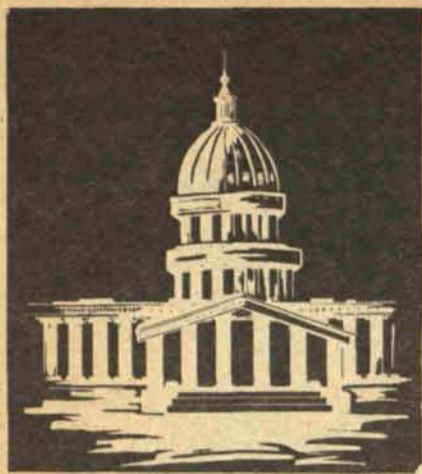
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capitol report



TAX RELIEF, — on farm machinery is discussed by the MFB Legislative Committee at Farm Bureau Center in Lansing. Reviewing a bill with the Committee is Mr. L. E. Ahti, Executive Secretary of the Michigan Farm and Power Equipment Association, also interested in the problem. From left — Dean Pridgeon, Montgomery, Committee Chairman; Ahti, and committee members Eugene Roberts, Lake City, and Donald Ruhlig, Dexter.



LEGISLATIVE ISSUES, — were the subject of a "course" taught by Legislative Counsel, Dan Reed, at a recent "Speaker's Bureau" training-school held at Albion College. Co-sponsored by the Farm Bureau Women's Committee and Albion College, the sessions were aimed at helping farm leaders become spokesmen for agriculture. Pictured (from left) are "students" Robert Smith, Coldwater; Jean Foster, Rives Junction; Mrs. Gladys Ross, Olivet, and Dan Reed.

Senate Places Farmers Under Workmen's Comp.

By Dan E. Reed

Legislative Counsel, Michigan Farm Bureau

The Senate has passed and sent to the House a comprehensive Workmen's Compensation bill which, for the first time, brings farmers under its provisions. The vote, which came in the late hours of a long night session, was 23-13 along party lines.

The Democratic majority, under the leadership of Senator Sander Levin, chairman of the Labor Committee, voted down a number of amendments which would have modified the bill and passed it much in the form in which it had been reported to the Senate by the committee.

The bill provides that "all agricultural employers of three or more regular employees paid hourly wages or salaries who are employed 35 or more hours per week for a period of 13 or more weeks during the preceding 52 weeks" shall come under the full provisions of Workmen's Compensation laws.

One minor concession was to make the Act effective on agriculture on May 1, 1966. It is now expected that the balance of the Act will become effective 90 days after final adjournment of the 1965 legislature. Since there is a strong possibility that the legislature may not adjourn until late in the fall, the special effective date for agriculture may have relatively little practical effect.

All farmers who employ any farm help "shall provide medical and hospital coverage . . . for all personal injuries arising out of or in the course of employment suffered by all agricultural employees" not covered by Workmen's Compensation. This hospital and medical coverage shall be in accordance with rules established by the Workmen's Compensation department.

The bill also specifies that "such provision of medical and hospital coverage shall not eliminate any remedy otherwise available to the employee against the employer." Under Workmen's Compensation, the liability of the employer is limited to the amount specified in the law. The new bill, however, very substantially increases these limits.

The bill has now been sent to the House Labor committee for review. It seems probable that it will be reported out by the House Labor committee and passed by the House substantially in its present form.

There has been some speculation as to whether Governor Romney may veto the bill. The provisions of the bill go beyond the recommendations which the Governor made to the legislature. However, a Governor's Study Commission of five public voting members recommended substantially the coverages carried in the bill.

It should be recognized that the House is now within one vote of a two-thirds majority, which could override the Governor's veto. It is probable that after the upcoming election in Detroit to replace former Representative Daniel West, the Democrats will hold the necessary 74 votes.

In the Senate, the Democratic majority falls a little short of the two-thirds necessary to override the Governor's veto. However, it would require only the "splitting-off" of three Republican votes.

It appears that Michigan agriculture will face mandatory coverage under Workmen's Compensation laws by May 1, 1966.

Farm-Labor Actions Bring Concern

A number of bills affecting farm labor are in the legislative hopper. Two bills providing for farm labor camp regulation have been under hearing in the House Public Health Committee.

Others would provide for regulation of migrant labor transportation; establish a permanent Migrant Labor Commission, and require state crew leader registration. There are also other bills covering housing including a new comprehensive statewide building code.

Recognizing the number of farm labor legislative issues this year, the Michigan Farm Bureau Board adopted the following statement (given here in part) as guidance for Farm Bureau's work on these measures:

"Michigan farmers are groggy from the one-two punches they have received this year. They are confused and worried about what crops to plant, not knowing what labor will be available when needed, and they are trying to adjust to the record-keeping requirements of the new Minimum Wage Act which became opera-

tive January 1, 1965. Serious problems, involving piecework and use of workers of all ages, abilities, and habits are facing the farmer and his wife.

"The bills we are considering here propose further major adjustments and expense to an industry that already sees its employees often receiving more in wages than the employer receives in income.

"We believe the full shock of the entire program proposed in the bills under consideration would have a serious adverse effect on Michigan agriculture and

the entire Michigan economy. Frankly, it would force many farm families to leave farming and force others into production of mechanized crops, which are already in surplus and which are under government programs.

"We believe the present arrangement for the voluntary assumption of Workmen's Compensation liabilities by farmers should be continued. Farmers should be encouraged to make more use of this program through the use of additional rated categories of coverage. It is not reasonable to assume that a blueberry picker is liable to injuries in the same degree that the operator of power equipment may be. Many believe that broader experience may permit major reductions in the present very high rate of nearly \$6.00 per 100 dollars of payroll.

"If farmers are to be brought under the Workmen's Compensation Act through the requirement for medical and hospital coverage, we urge the Legislature to consider the provision of reasonable limits to coverage.

"We are greatly concerned about the general trend toward inflation and loss of value of our dollar which we believe this bill would encourage. Even a 'creeping inflation' of two to three per cent per-year will cut the value of the dollar in half in a single generation.

"We realize the convenience of the inclusion of an 'escalator clause,' such as is provided. It is an easy way to provide for increased living costs. However, 'escalator clauses' providing automatic increases tend to remove the brake on inflation. Those so protected tend to lose interest in controlling the spiral of costs."

Dan Reed, Michigan Farm Bureau's Legislative Counsel, has presented the Board's statement before the joint House and Senate Labor Committees.

Clip Out and Keep . . .

In answer to a request for a short listing of important Farm Bureau actions "that we may clip out and pass along" — the Farm News this month cites highlights of Farm Bureau's TAX REFORM policy.

Repeal or substantially reduce the Personal Property tax, (present \$1,000 exemption is unrealistic). Repeal Business Activities tax, which affects many farmers.

Relieve Real Estate taxes. Real and personal property taxes take 14% or more of the farmer's income — three times or more than those paid by other groups. Improve school aid formula for greater equalization and relief of property taxes. Assess and tax, for school purposes, new construction the first year it is built.

Assess Agricultural land as farm land as long as it is used for that purpose.

Balance Michigan's tax structure with broad based flat-rate net income tax.

Farm Legislation Action-Summary

"Sea" of Proposals Swamp State Lawmakers

By: Robert Smith
Associate Legislative Counsel

The deadline for introduction of bills, April 14, has come and gone. Another record has been set. More than 1,600 bills have been introduced, and when added to the number of constitutional resolutions and other resolutions will total 2,000 or more as compared to a total of 1,500 last year and 1,200 the year before.

DAIRY UNFAIR TRADE PRACTICES ACT (H 2165)— Farm Bureau and others concerned with unfair trade practices in the dairy industry met with Governor Romney last summer. The Governor said that unfair dairy practices must be stopped voluntarily or legislation should be enacted.

A special committee, appointed by Governor Romney, reported early in March. Hearings were held in Escanaba and Lansing. Evidence was presented showing unusually high extensions of credit (\$10,000 to \$25,000) in order to secure milk and ice cream business. In the Grand Rapids area, one-half gallon cartons of milk retail in the range of from 17-19 cents. (19 cents per half-gallon does not even cover the cost of raw milk delivered from the farm exclusive of any processing or packaging cost.)

Many other such practices were found to exist. The committee doubted that prevailing practices provide "any substantial benefit to consumers."

Rep. Erlandsen (D-Escanaba) and others of both parties have introduced H 2165 which is similar to last year's bill. Rep. Mattheussen, chairman of the House Ag Committee, conducted a public hearing on April 7. There will be strong opposition to this bill. It is essential that Farm Bureau members let their representatives know that they favor such legislation this year.

TAX REFORM is number one in importance and can be accomplished, but leadership is needed, not from the legislators but from the people—leadership in the form of communications to the legislators. It is possible to accomplish Farm Bureau's objective of tax revision with relief to property. For instance, property tax relief can be had by such bills as S. 267 and H. 2497 which would require farm land to be assessed as farm land as long as it is so used. (These bills are a direct result of Farm Bureau's policy.) S. 318 would lower property taxes by 20% of the total school taxes. S. 602 would tax new construction the first year it is built. Many school districts now have hundreds of new residences built and occupied in the period between January 1 and opening of school, September 1.

FARM PERSONAL TAXES— S. 177 repeals the farm personal tax; H. 2510 increases the present \$1,000 exemption to \$5,000. S. 321 exempts agricultural implements in a manner similar to "tools, dies, and jigs." H. 2296 exempts feeder cattle kept less than 10 months and implements used for tillage and harvesting. H. 2616 exempts poultry less than one year of age and increased exemption to \$5,000. Another bill would license and title

all farm equipment driven by motors of 10 horsepower or more. Bringing such equipment under the motor vehicle code should exempt it from the personal property tax. However, the bill also requires that such equipment could be driven on the highway only by a licensed driver.

"AGRICULTURAL COMMODITIES MARKETING ACT" (enabling legislation S 106)— Again Farm Bureau has coordinated the efforts of various commodity groups to write legislation to help meet modern day marketing problems. This bill also meets all the requirements of Farm Bureau policy as passed by the voting delegates at the annual meeting last November.

Senator Johnson, chairman of the Senate Agriculture Committee, held a public hearing March 25. However, as this is written, it has not yet been reported out of committee.

The bill permits any commodity group to initiate a marketing program to meet its particular needs. Public hearings would be held and a referendum of producers would be required.

SWAMPLANDS— Farm Bureau supports S 33 which raises state paid, in lieu of taxes from 15¢ to 20¢ per acre, and permits county government to share in the revenue. This bill was reported out by the Senate taxation committee and is now in the Senate Appropriations Committee.

BEAN COMMISSION (H 2119)— Several bean producers and Farm Bureau testified at a public hearing before the House Committee on Agriculture. Farm Bureau has worked closely with bean producers in writing this bill which would permit the bean industry to develop promotional research and marketing programs.

MEAT INSPECTION AND SLAUGHTERHOUSE LICENSING (H 2049)— Farm Bureau has brought the entire livestock and meat industry together in the writing of this legislation. The bill is now in the House Ways and Means committee. Enactment of this bill is a "must" this year if Michigan's livestock industry is to be maintained and expanded.

UNIFORM MILK INSPECTION— Senator Johnson (D-Marshall) and chairman of the Senate Agricultural Committee, has introduced the bill supported by Farm Bureau and dairy producer organizations. The bill will place the administration in the Department of Agriculture and will eliminate present duplication. Two other bills are, or will be, introduced. One would be somewhat of a compromise with health departments; the other would place the authority in the departments of health.



HOUSE AGRICULTURAL COMMITTEE — hears testimony on "HB 2165" — the bill dealing with unfair dairy trade practices. Vetoed in 1961 by the then governor, John Swainson, the bill is strongly supported by Farm Bureau. Many Farm Bureau dairymen, five from the Upper Peninsula, appeared at the hearing to testify in favor of the bill.

Idea: Be Your Own Tax Expert!

Tax reform is difficult to accomplish because most people fail to look at the problem objectively and recognize that every dollar of tax reduction must be replaced with a dollar of tax increase or a new tax.

In general, as your own tax expert, you should know that the ratio of federal, state and local taxes is approximately 9 : 1 : 1. That is, of all Michigan taxes, a little over \$9 billion goes to Washington, a little over \$1 billion goes to Lansing and just under \$1 billion stays at home.

Most of the billion that stays home comes from property taxes and is rising rapidly from year to year. In rural areas an average of 75% of the property tax is for schools, the rest going to the county and township.

If a flat rate personal income tax is passed in Michigan, and

if it includes just the basic federal deduction, (\$600 per taxpayer and dependent) it would raise about \$110 million for each 1% of tax. Each 1% income tax on corporations would raise \$30 million and each 1% on financial institutions \$2.1 million.

The major tax cuts most people talk about would mean a loss of: \$26.3 million for each mill of property tax reduction; \$124.5 million to repeal the business activities (B.A.T.) and intangibles taxes, \$267.2 million to repeal all personal property taxes (tax on farm personal estimated to be \$7 million) \$100 million to exempt food and drugs from sales taxes; \$14 million to pay for the recently passed property tax exemption for the elderly (outstate this exemption would probably average \$50 to \$75 for those eligible).

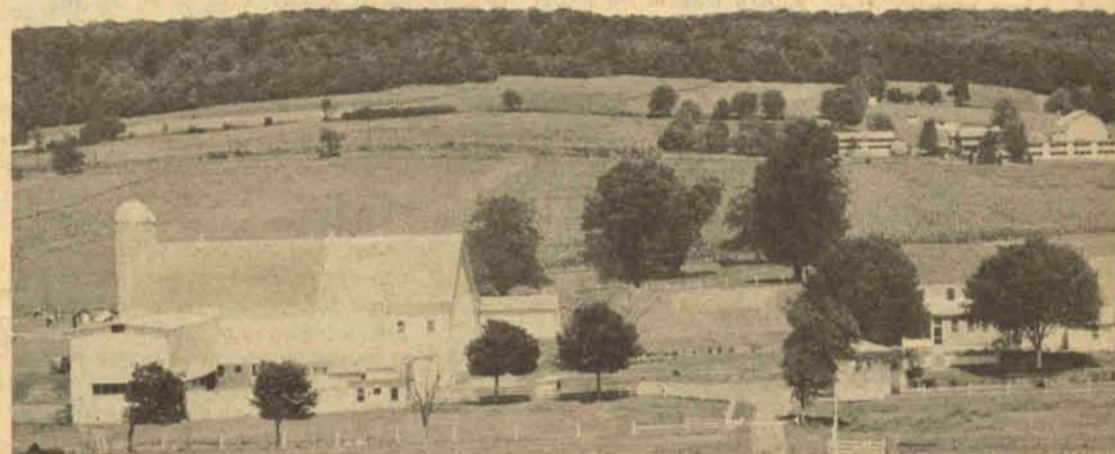
From this information a pos-

sible program could be: lower property taxes 5 mills (\$131.5 million); repeal B.A.T., intangibles and farm personal (\$131.5); tax exemption for the elderly and food and drugs (\$114 million). These would total \$377 million.

A 3% income tax on individuals, corporations and financial institutions would yield \$426 million leaving a net gain of \$49 million; however, this amount would be no more than enough to permit a modest increase in the present school aid formula to help prevent further rise in local school taxes.

This example is of course very general. True tax revision will require many other adjustments. However a little study of these figures can give an idea of the task before the Legislature.

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SPECIAL BEAN DISHES.—are served guests by Smorgasbord Chairman, Mrs. Lloyd Shankel. Cakes, cookies, pies, rolls and candy, all contain amounts of Michigan white pea beans added to the ingredients as flour, or in "puree" form. Those eating them were surprised at the fluffy lightness of the pastries, and the "non-bean" taste.

Beans Provide Banquet

BEAN PORRIDGE HOT,
BEAN PORRIDGE COLD . . .

There were beans in the salads, beans in the soup. There were baked beans, — and bean doughnuts. There was a bean-filled Dutch chocolate cake and bean cookies, bean candy and pies.

Nauseous? Not at all! Bean-bakery is a high art in Gratiot county, heart of Michigan's important pea-bean country. The bean pastries were fluffy-light at the 8th annual Gratiot County Farm Bureau Bean Smorgasbord, and the mock-pecan pie would have fooled most anyone with the possible exception of a Georgia pecan-country connoisseur.

Bean "puree" is the prime ingredient in many of these baked delights, and when used with a flair, the resultant product is equal to other fine bakery flours.

Under the direction of county Farm Bureau President, Garnet Hoard, and general chairman Mrs. Lloyd Shankel, the affair was a smash hit with more than 400 guests braving a rare April 1st snow blizzard.

From a field of eight contestants, judges picked high-school senior Barbara Gould of Wheeler, as their 1965 county "Bean Queen." The daughter of Mr. and Mrs. Dale Gould, Barbara expects to study secretarial-science at Ferris State College after graduation from high school this June.

Alternate Queen was Jane Allen of Ithaca, and second alternate is Ruth Ann Weburg of Wheeler. The Queen was crowned by the state Bean Queen, Miss Francine Weaver, who was last year's Gra-



MMMMMMnnn GOOD! — That's the reaction of pert Julie Hoogerland, daughter of Dr. and Mrs. C. L. Hoogerland, Alma, — as Dad looks on. Julie was one of a large number of youngsters in the crowd of 400 that braved a snowstorm for the event.

tiot county winner before taking the state title.

Entertainment included songs by a local barbershop quartet known as the "Past Presidents Four" — and composed of Dale Munson, Carew LeBlanc, Douglas Webb and Lynden Wright, all past presidents of the Gratiot county Farm Bureau.

A public-relations and promotion event, the annual smorgasbord brings together a large number of city dwellers to mingle with their farm hosts. Increased domestic consumption of Michigan's prime pea-bean crop is the central theme.

"Michigan produces about 99 percent of the world's white pea-beans, and Gratiot county is a

major producer" — according to Farm Bureau president Hoard. He, along with his brother, farms 600 acres about half of which is devoted to beans each year.

In an address to the group, Michigan Farm Bureau vice president, Dean Pridgeon, told the farmers and business-men guests that no citizen can evade his responsibility for the society in which we live.

Pridgeon pointed up the importance of maximum citizen-participation in political party work. The Branch county farmer urged them to exercise full responsibility to be informed, to participate in the party of their choice, and to vote their convictions in all voter-issues.

"Haven Hills" Aptly Named for Retreat

High on a hill in a beautiful wooded area of Oakland County, there stands a rambling rustic lodge with an inviting "come sit by the fire" appeal in its Early American decor and windows which offer a breath-taking panoramic view of the countryside.

Appropriately called "Haven Hills," this quiet, close-to-nature spot is the site of District 3 Farm Bureau Women's annual "retreat."

Although the trees glistened with frost and snow was piled high along the winding road that leads to the lodge which, in late March, looked like an icicle frosted cake, inside there was a breath of spring.

As the women registered for the two-day session, each was presented with a bright-colored "flower" name button made by Mrs. Marian Yoas of Monroe County.

Mrs. Ruby Dunstan, Pontiac, brought spring along with her in the form of unusual and clever floral arrangements which she demonstrated for the 33 attending women. Several lucky ladies found themselves recipients of the completed artistry — and the others were already planning to use such things as "spaghetti sticks" in their flower centerpieces when they returned home.

Hand-made "easter bonnets" mocked the winter outside as the women paraded before the judges hoping their "originals" would take first place. The judges had a tough decision as the women used their ingenuity and talent to come up with head gear created from bleach containers, toilet tissue, imitation grass, and various other items, as yet foreign to the fashion world.

A farm scene, complete with pigs, cows and chickens — and a Farm Bureau button to give it added significance — perched atop the head of Mrs. Edward Bourns, Oakland County, captured first prize.

A "spring cleaning" hat featuring mop and cleaning items on a plastic bleach container, modeled by Mrs. Victor Warner, Monroe County, copped second prize. High fashion in a corn-cob-tissue original by Mrs. Marian Yoas took third place, while an Easter bunny hut containing jelly beans and worn by Mrs. Henry Myer, Monroe, came in fourth.

A crafts class which started in the afternoon of the first day and lasted "after hours" for over-nighters created much interest among retreat participants this year. Under the capable direction of Mrs. Yoas and Mrs. Lindenman, the group created many attractive items to show "back home."

Speakers on "Communications" and "Home Rule" plus reports on the Freedom Conference and the Washington Air Tour rounded out an enjoyable and well-planned agenda of fun, facts and fellowship for District 3 Women, who are already looking forward to next year's "retreat" with enthusiastic anticipation.



SPRINGTIME greeted the District 3 Farm Bureau Women as they registered for the Haven Hills annual "retreat" and were presented with bright-colored flower name tags. Despite adverse weather conditions, 33 women attended the sessions.



THE WINNER — said the judges, was Mrs. Edward Bourns, Oakland County, for her original creation depicting a farm — a Farm Bureau farm, naturally, as indicated by the large prominently displayed "F.B." button on her Easter bonnet.



BUSY FARM WIFE—Mrs. Clayton (Mary Edith) Anderson, District 3 Farm Bureau Women's chairman, had "a few things to do" before attending the annual Haven Hills "retreat" — among them, helping with the morning chores.

Farm Chores Come First

If the chairman of the Haven Hills "retreat" was slightly breathless when she arrived to begin the second day's session, there was good reason. Her schedule, which began before dawn, included farm chores, sending two grandchildren off to school, and towing a tractor that balked at starting on the cold morning. All this before the drive to Haven Hills and a busy day at the annual retreat.

This energetic woman is Mrs. Clayton Anderson, District 3 Farm Bureau Women's chairman. The Andersons operate a 221-acre dairy farm near Fowlerville in Livingston county, where Clayton serves on the county Farm Bureau board of directors.

Mrs. Anderson, known as "Mary Edith" to her many friends, lists sewing as a hobby, but this, too, becomes a service as she lends her talents to the 4-H sewing club she has led for 13 years. She is also active in the Methodist Church WSCS.

As a new member of the state Women's Committee, Mary Edith takes her responsibilities seriously. *"I feel that by working together through Farm Bureau, farmers can do many things that we as individuals can't do, and that many of these things start as activities of Farm Bureau Women."*

Spring Rally

Congenial hostesses, a good attendance, and a program with just the right amount of serious and light topics, combined to make the District 6 Farm Bureau Women's "spring rally" a success.

Over 150 women from Huron, Sanilac, St. Clair, Tuscola and Lapeer gathered at the Lapeer County Center Building, April 13, where they were welcomed by host county chairman, Mrs. Horace Davis. The "attendance plaque" was awarded to Lapeer County, with 52 women answering the roll-call.

An area of vital concern to the women — the safety of their families in times of disaster — was discussed by main speaker, Lester Bollwahn of the Rural Defense Office.

A style revue, featuring fashions for young and old, and starring Lapeer Farm Bureau Women as models, brought favorable comments from an appreciative audience. Stealing the show, however, were three little tots, whose proud grandmother was the rally hostess, Mrs. "Bea" Davis.



WELCOME TO MICHIGAN — was the greeting of Lapeer county Women's chairman, Mrs. Horace Davis (center) and Mrs. George Southworth, dist. 6 chairman (right) to the new Farm Bureau Women's Coordinator, Miss Helen Atwood.

"Unselfish Service"

A member of the Farm Bureau Women's state committee, Mrs. Cleve Lockhart, District 11E chairman, has recently been honored by her community. Named "Pickford Citizen of the Year" by the local Lion's Club, "Hattie" was guest of honor at a special dinner meeting where she was presented with a plaque for her outstanding community service.

In his tribute to Hattie, Lion's Club president, Emerson Eby, stated, "Our club is proud and honored to be able to show this appreciation for the fine work you are doing to make this a better community in which to live."

Described as a person who never says "no" when asked to find time on her busy schedule for "one more job," her list of activities include: service as editor of the Farm Bureau newspaper, county Farm Bureau secretary, citizenship chairman, 4-H sewing club leader, member of the 4-H Council, president of the Methodist Women's WSCS, district secretary of Upper Peninsula youth work, Sunday School teacher and choir member.



"CITIZEN OF THE YEAR" was the title bestowed upon Mrs. Cleve Lockhart, Pickford, District 11E Farm Bureau Women's chairman by Lion's Club president, Emerson Eby, for "making a better community through her unselfish services."

"Communications, — an Avenue for Action"

Networks Represented

MRS. HAVEN SMITH AT "HOLIDAY"

"Communications" was the theme of the Farm Bureau Women's Holiday at Wesley Woods Camp, April 7-8. Sponsored by the women of Districts 1 and 2, the sessions highlighted the importance of communications in gaining understanding and in the preservation of freedom.

Keynote speaker, Mrs. Haven Smith, chairman of the American Farm Bureau Women's Committee, asked her audience, "Where to? What next — for America?" In a hard-hitting address, Mrs. Smith challenged the women to "make America just what we want it to be."

"We can't do this, however," she said. "with 70 per cent of our population sitting on the sidelines living in a wasteland of human power as far as our government is concerned." Pointing to a recent survey which indicated that only three out of every 100 people are consistently active in the political party of their choice, she reminded the women that "politics is just as close to us as our shoes."

"We pay tribute to politics every time we open our pocketbooks," she said. "How can any intelligent person say he should not become involved in politics when he works four months out of every year to pay his taxes — and when what is happening in the political arena today is effecting the future of our children? Through apathy and poor citizenship, we can do to our country what the Communists have never been able to do."

"We must do a better job of thinking, of weighing, analyzing and forming our own opinions based on knowledge than we have ever done before . . . and vitally important is the role of communications people in giving Americans this background of knowledge with which to think."

Representing the news media on the "Holiday" agenda were Hugh Harper and Gordon Anderson of WKZO radio-television, Kalamazoo, and John McGoff, president of the Mid-State Broadcasting Corporation, who told the 70 attending women that he went into the communications field to make better use of his talents in the maintenance of our freedom.



AMERICA'S ANTI-POVERTY PROGRAM — began over two-hundred years ago, Mrs. Haven Smith, Chairman of the American Farm Bureau Women's Committee, told this large group of farm leaders and news-media representatives at Kalamazoo. Mrs. Smith said that "Forty million immigrants to America came as poor people, hopeful they could improve their economic, social and religious lot. Anti-poverty programs are not new to us, except for the foolish concept of government financing."



FARMWIFE TALKS TO THE PRESS, — as Mrs. William Scramlin, Chairman of the Michigan Farm Bureau Women's Committee speaks before news-media guests at one in a series of press-relations dinner meetings sponsored by Farm Bureau Women.



WHAT ABOUT "MANAGED" NEWS? — This question was asked newsmen by Mrs. Erma Hombaker, (left) and Mrs. Wm. Scramlin. Newsmen include, (from the left) Gordon Anderson, Fetzer radio network; Hugh Harper, WKZO, Kalamazoo, and John McGoff, Mid-states Network.

Newsmen are Press-Dinner Guests

Free Farmers, Press, Vital

A free agriculture and a free press assure the freedom of citizens in a free country, newsmen were told in a series of spring press-relations dinners sponsored by Michigan Farm Bureau Women, in cooperation with the Information Division.

The newsmen were told that producing a newspaper, radio or television broadcast presents many of the same type of problems which farmers encounter when they produce a crop or turn out prize livestock. Involved in both cases are workers who represent "management" and capital simultaneously as they labor in their own "factories."

This illustration was used by Melvin Woell, editor of the Michigan Farm News and one of a team of Farm Bureau leaders who took part in the series of dinner sessions which involved more than 50 news "outlets."

Woell carried the parallel further when he pointed out that government efforts to control farmers and their production are similar to government "managed news" or "rule-making" attempts by the Federal Communications Commission involving broadcasters.

"The story of agriculture's fabulous productivity, which has been made possible through freedom from controls, is a story that must be told and retold," he said.

Mrs. Wm. Scramlin, chairman of the Farm Bureau Women's Committee, amplified these remarks to newsmen when she said that better living for America comes first from the farm, and that Americans are now spending only 19 cents of each dollar for food, "the lowest percentage of income spent for food by any people in the world at any time in history."

In suburban Detroit where the Wayne County Farm Bureau hosted a noon press luncheon, Mrs. Haven Smith, chairman of the American Farm Bureau Women's Committee, told the news media guests that they are a vital link in gaining metropolitan understanding of farmers' problems.

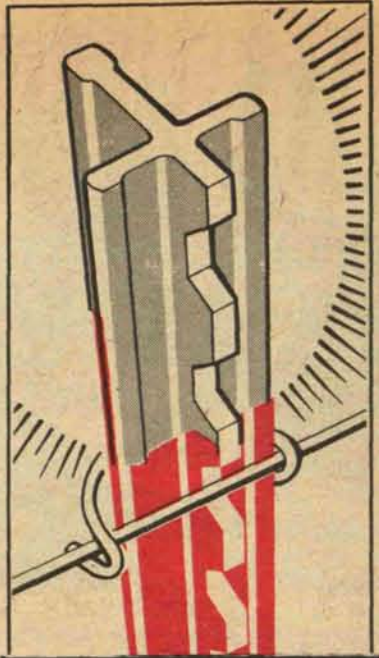
She urged the metropolitan press to take a critical look at the Administration's new farm program and the \$300 million dollar consumer "bread tax" which it contains.



DETROIT-AREA NEWSMEN,—listen with their Farm Bureau hosts as Mrs. Haven Smith, Chairman of the American Farm Bureau Women's Committee, discusses proposed federal farm programs, which she called "Freeman-Brannan Plans with a bread-tax twist."



"RURAL NEWSREEL"—popular WXYZ television farm feature hosted by Dick Arnold, brought Mrs. Smith before many thousands of Detroit area housewives in a program where she talked about fallacies of "cheap food" and supply-management controls.



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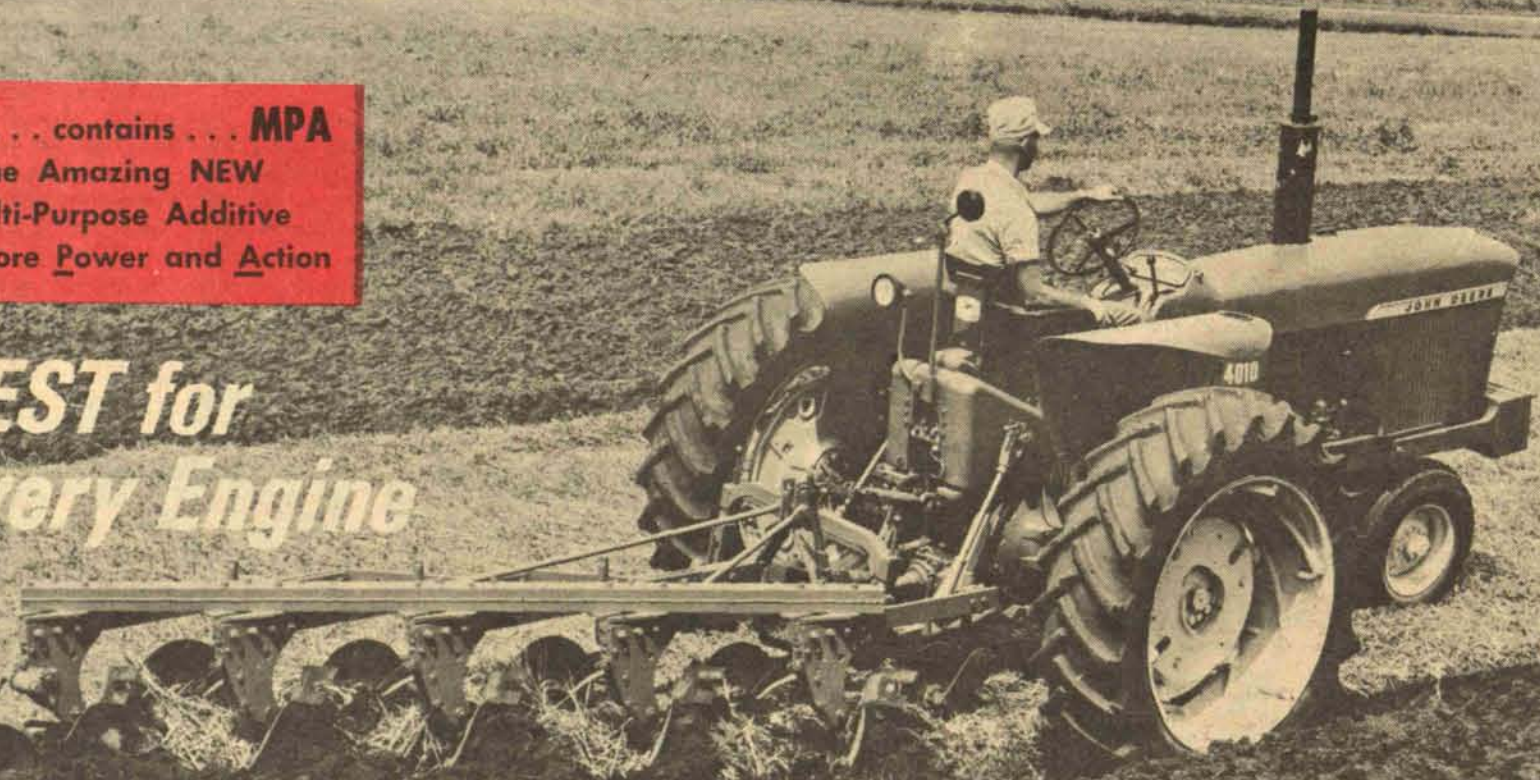
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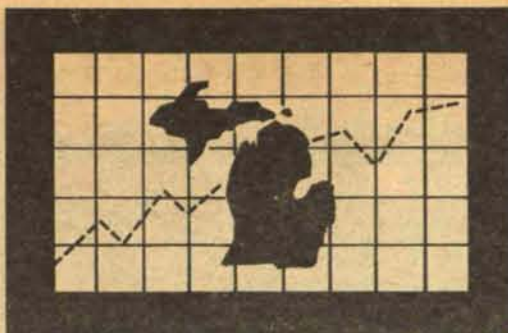
FARMERS PETROLEUM

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LANSING, MICHIGAN



APPLE MARKETING.—is big business in Michigan, according to Robert Braden, Field Services Director for the Michigan Agricultural Cooperative Marketing Association. Shown at a Marketing Seminar panel are: (from left) Ed Powell, Michigan Elevator Exchange division, Raymond Bohnsack, F. B. Services and Braden.



MARKET DEVELOPMENT

Wirtz's Word to Farmers

The following editorial is reprinted from the pages of the Detroit Free Press.

Labor Secretary W. Willard Wirtz went out to California to view its croplands and tell their proprietors to stop hoping.

What California's fruit and vegetable growers have been hoping is that somehow they can prevail upon Congress to modify a law which became effective Dec. 31. It shut off the supply of seasonal migratory farm labor provided by Mexico's braceros.

Bracero is Spanish idiom for laborer. The purpose of the law is to eliminate the job competition which braceros are said to have been giving this country's unemployed. The hitch, according to California growers, is that most Americans would prefer to remain unemployed rather than work in their fields and orchards, and that crops are in prospect of rotting for want of attention.

Wirtz sees it as a wage and living-condition issue. If the pay were higher and the life of the agricultural worker more abundant, there would be no lack of Americans willing to cultivate and harvest, he believes.

There can be some doubt as to this. Much of the work done by braceros has been more arduous than Americans generally have shown a willingness to undertake.

And in any event, Wirtz is pretty airy about inducements to coax them into the fields.

He doesn't think raising farm wages would bring any significant increase in food prices. Maybe so. But one of the things the Washington bureaucrat is often slow to comprehend is that there is a relationship between production costs and what the consumer pays.

Also, Wirtz envisages a national network of trailer camps with full community facilities

(schools and churches included) for the American migrant agricultural worker. These would be under joint federal-state auspices.

Auspices is the bureaucratic euphemism, usually, for getting up the money. What Wirtz means is that the network would come out of federal and state taxes. Another thing bureaucrats are slow to comprehend is that the taxes paid by a producer also have to enter into the cost of his goods to the consumer.

It is true that the braceros have been willing to work for low wages and in mean surroundings, and that there has been a disposition—by American employment standards—to exploit them.

But the braceros haven't seen it that way, and have flocked in to take jobs a good deal more rewarding than they could find at home—else they wouldn't have come in such numbers as to be worth restrictive legislation.

This, of course, doesn't justify their annual coming and going if they are actually keeping the U. S. unemployment rate up.

But it is still a big question whether any considerable number of American unemployed—even those who compare with the braceros in lack of skills and literacy—are going to flock into the fields at any wage which agriculture can pay without having the consumer feel it in his pocketbook more than insignificantly.

Since the bracero has also been a feature of Michigan's agricultural scene, quite a few of its farmers will be digesting what Wirtz said in California. And it may be that as the growing season goes along he will have to come here, too, on a mission of pacification.

Improved Prices --- Job for all Farmers!

Michigan farmers have demonstrated that they can have "muscle in the market place" if they are willing to pool their efforts and produce, marketing experts reported at the Spring series of marketing seminars conducted by the Market Development Division of the Michigan Farm Bureau.

Using apples as an example, Robert Braden, Field Services director of the Michigan Agricultural Cooperative Marketing Association, told how the apple growers probably averted a disastrous break in the processing apple market. Through their program of selective selling and gradual release of apples at realistic prices, producers saw the price from processors strengthen as the season progressed, and this in the face of a record crop.

Meeting in ten of the 11 Farm Bureau director districts, the seminars were designed to provide members with an opportunity to discuss problems in farm marketing and to explore some marketing opportunities.

Part of each meeting was devoted to a study of the economics of marketing farm products and the remainder was devoted to reports from the various Farm Bureau marketing affiliates.

Braden pointed out that there are areas where farmers could be getting improved prices if they could assemble enough of the production of a given crop to start bargaining with handlers and processors. "We can bargain only when we have a major portion of the crop and when the processors know that we don't intend to try to hold them up for unrealistic prices for our produce," he added.

From the Grain Marketing Department of the Michigan Elevator

Exchange Division, Edward Powell reported that while sales of wheat and beans have been slow this year, the reopening of the St. Lawrence Seaway for the summer should start both wheat and beans moving into the European markets again. Although export certificates for soft white wheat have been scarce, he expressed hope that the overseas market for this wheat will open before the new crop is harvested.

Speaking of the need for large size market units, Powell reported that in the last few years, many of the smaller grain companies and co-ops have merged with others or have actually gone out of business. He pointed out that almost all of the grain and beans sold into world commerce leave the United States through a mere handful of companies.

According to Market Development Division manager, Donald Moore, farmers hold within their grasp part of the solution to many of their marketing problems.

"The secret," he says, "is for farmers to produce high grade produce and then combine their production to achieve a supply level attractive to major buyers for processors and grocers."

"In today's market the farmer cannot depend on high grade alone to sell his produce; he must also attain high volume either alone or in cooperation with his neighbors."

MARKETING PROGRESS

"The Michigan Agricultural Cooperative Marketing Association, (MACMA) has been successful in marketing processing apples. Progress has also been made in the areas of pickling cucumbers, processing asparagus and in upgrading roadside markets.

"Marketing experience has been gained by MACMA. It now stands ready to serve producers of other agricultural commodities.

"We ask that the Michigan Farm Bureau work with producers of other commodities to explore the possibilities of better marketing through MACMA. Since no program can be successful without a true spirit of cooperation, we urge producers of specific commodities to seek the assistance of Farm Bureau in solving marketing problems . . ."

(1965 Resolutions, Michigan Farm Bureau.)

Meat Inspection Outlook Hopeful

"A STEP CLOSER . . ."

Michigan has moved a step closer to a uniform statewide meat inspection program. A hearing has been held by the House Agriculture Committee on "House Bill 2049." The bill, introduced by Representative E. D. O'Brien (Detroit), with 68 co-signers, would provide for licensing of slaughterhouses.

The bill would also create a program of ante-mortem and post-mortem inspection, to be administered by the Michigan Department of Agriculture. All meat for human consumption slaughtered in the state would be inspected.

Animals slaughtered by a producer on his own farm would be exempt from inspection.

"This bill probably has had more study than any other piece of legislation," according to Larry Ewing of the Michigan Farm Bureau Market Development Division. "In November, all segments of the livestock and meat industry were invited to the Farm Bureau Center to discuss the need for meat inspection. Following this, six similar meetings were held. Farmers, packers, sausage makers, wholesalers, and retailers were represented. Legislators cooperated fully. Most of the suggestions made by the industry

were incorporated in H.B. 2049," Ewing said.

One of these suggestions incorporated in the bill would direct the Michigan Department of Agriculture to evaluate the 19 current local meat inspection programs which may be approved if they meet the standards of the Department.

Employees working in the local programs would continue their duties under the supervision of the Department. This arrangement would in no manner affect the existing Civil Service status or pension rights of these employees.

Bipartisan support for the bill has been evident, and members of both political parties have signed it. A spokesman of the Democratic Party testified at the House Agriculture Committee in support of the bill, and Governor George Romney has called for this type of legislation.

The bill has met little opposition, although representatives of several local health departments have testified against it. These persons stated that local health officials could provide "tender loving care" in inspection programs and that quality could not be maintained by a State agency.

"Local health departments are doing a good job where they inspect meat," said Ewing, "but no one knows exactly how much

meat is uninspected. People in Michigan, whether residents or tourists, should be protected by this type of service.

"Farmers want this legislation. Inspection helps to build public confidence in a product. Packers want this program. Competition can be increased when inspected products move about freely. The present situation presents barriers to trade. The public probably thinks all meat is now inspected. If the public knew that this is not the case, it would demand this legislation," Ewing said.

In annual resolution session last November, Michigan farmers made the point that animal and human health are closely linked, and that meat inspection is the final link in the chain guaranteeing consumers wholesome food on their tables.

They said that responsibility for maintaining livestock free from disease rests with the Michigan state department of agriculture which already provides inspection service to consumers of sausage under the sausage law. Logically, the same department of government should handle the broadened service under the proposed licensing bill.

"It has been disappointing that opposition from a few vested-interest groups have delayed this needed legislation," the Farm Bureau leaders wrote last fall.

News from the Counties



SPEAKER'S WORKSHOP,—conducted by the Information Division in the new "Communications Center" in the Farm Bureau building, Lansing—featured the use of visual aids by those participating. At the lectern is Melvin Woell, division manager, surrounded by some of the many home-made devices that speakers may use in "visualizing" the story of modern agriculture. Seven counties participated in the "pilot" Speaker's Bureau.

Leaders Become Speech Students

FARMERS WORK AT "DO-IT-YOURSELF" P.R. PROGRAM

"When a better image of farmers is created, it will have been done by farmers themselves," according to Carlton Moe, president of the Jackson County Farm Bureau. "The present 'image' was created by people other than farmers, so we shouldn't waste too much time trying to patch it up."

Moe was one of twenty "students" enrolled in a pilot Speaker's-Bureau project sponsored by Farm Bureau Women in cooperation with Albion College. The students were given an intensive three-day course in public speaking and Farm Bureau policy at the Albion Center for Continuing Education.

"Groups such as these at the Speaker's-Bureau will play a major part in creating an image favorable to the farmer, — one based on true facts," Moe said.

The public speaking portion of the course was conducted by members of the Albion Speech Department staff under the direction of Dr. Robert Goulding. Briefings on Farm Bureau policy were handled by a number of specialists, led by Clarence Prentice, Secretary-Manager of the Michigan Farm Bureau. Prentice was

assisted by Family Program Manager J. Delbert Wells, and Legislative Counsel, Dan Reed.

Following the Albion sessions, the students spent a day at Farm Bureau Center, Lansing, studying training aids and visual-use, in a course taught by the Information Division. The participants made radio recordings, used slides, films and overhead projections. They heard lectures on use of charts and blackboards and examined a number of home-made visuals designed to stimulate their own creative abilities.

Guided by the Family Program division, the "Speaker's-Bureau," as the name implies, is designed as a do-it-yourself type of public relations speaking project for farmers. Participants plan to accept local speaking engagements on the behalf of agriculture.

"No one has deliberately built a wall between the interests of farmers and city people, but in the minds of many it exists," one of those taking part in the project declared.

This energetic group has designs on tearing down that wall by first getting people to look at each other over it.

Power Cooperatives Sharpen Competition

By: James Porter
Top O' Michigan Rural Electric Company

Competition is an important factor in our free enterprise system.

It is a most effective control — more effective than government regulation.

The nature of some business activities — postal service, communication, transportation, sanitation, gas, water, electricity, etc., renders them unadapted and unsuited to the form of competition as it exists on "Main Street, USA." Duplication of these facilities has proven impractical.

One can readily comprehend why the cost of electrical energy would be greater in a community served by two or three suppliers, each with its own poles, wires, transformers, in a given area, as compared to the same area served by one system properly managed and efficiently operated.

In the evolution of the electrical energy industry, three major types of organizations generate and deliver most of the electricity used today. They are — investor owned, municipally owned, and rural electric cooperatives.

Each exists because of a need. Each has its proper and important place in the economy of our nation. They all are a part of our free enterprise system.

Since electric suppliers serve their own areas on what amounts to an exclusive basis, competition exists only on a comparative basis — one is a "yardstick" by which the other may be measured.

We have years of experience behind us. There is no need to speculate as to the effect of these three methods of electrical distribution on the industry.

Studies show that rates are lower, service is better, and area coverage has improved.

Rural Electric Cooperatives are providing coverage of sparsely settled areas on a cooperative basis at reasonable, affordable rates. Municipal plants serve their areas efficiently and economically. The profits, dividends, and stock values of investor owned utilities are at an all-time high.

And, most important, the necessary governmental regulation, both federal and state, has been kept within the limits commensurate with the need to protect the public interest, including stockholder's equities and returns.

Would this be true if only one type electric utility generated and delivered all the energy in our nation?

Could federal and state commissions provide effective and equitable nation-wide control which would protect the public and investors from abuse, and still leave the initiative to do it "faster-better-cheaper?"

History is replete with examples of the failure of laws and regulations to effectively control monopolies.

The absence of competition in any endeavor has an inevitable conclusion. It would lead to more stringent, extensive government regulation.

Rural Electric Co-ops are fulfilling their purpose and function. They are beneficial to our nation's economy as well.

This American application of cooperative philosophy has proven to be a vital competitive force in our economy.

Progressive, efficiently operated, MEMBER SUPPORT-ED cooperatives assure economic freedom — not FROM competition — but freedom to compete.

Young Farmers Plan Future

SPECIAL "YOUNG-FARMER" SERVICES?

"There are many young farmers in Michigan whom we must interest in working as a part of Farm Bureau," said Bruce Van Til, young Montcalm county farmer, speaking to county board members and young farm couples at Grand Rapids.

"These fellows have the technical training to be our future leaders and we need them in our organization if we are to grow," he added.

The Grand Rapids meeting was one of several district meetings held for younger Farm Bureau members during the months of March and April. In an effort to determine how Michigan Farm Bureau can better serve the interests and needs of the younger farmers, the Family Program Division has arranged such meet-

ings with groups of county board members and young farm couples.

At these conferences an effort is made to determine if there are specific services which could be especially rendered for the younger members now entering agriculture.

Suggestions have included the areas of legal problems, Social Security as applied to farmers, Workmen's Compensation, farm finance and credit utilization.

As a result of these conferences the Division hopes to involve the interest and effort of some of these younger farmers who now may more or less "sit on the sidelines."

Those invited to attend the Young Farmer meetings have displayed a leadership potential badly needed in organized agriculture, Farm Bureau officials feel. County board members have been active in selecting those taking part in the series, openly admitting that these young persons may

well replace them on the board in future years.

Among the positive plans brought out in the meeting series, which has involved about 300 young farmers, is the request that a special "Young Farmer" bus tour be planned to the annual meeting of the American Farm Bureau Federation in Chicago, in mid-December.

This program, which started with a three-day tour and study of Farm Bureau and its affiliates by twenty-five young farm couples in January, will be climaxed with a special banquet for young farmers at the Annual Meeting of Michigan Farm Bureau in early November.

"Who knows, in a few years from now the top leadership of the Michigan Farm Bureau may come from one of these youngsters being contacted by this program," said J. Delbert Wells, Manager of the Family Program Division.

"Ideal" Community Group is Examined

A unique method of interesting and instructive training in the form of an "ideal" Community Farm Bureau group meeting, was undertaken recently by the Tuscola County Farm Bureau.

Adding interest and variety to meetings was the goal of the county Community Group Committee, under the direction of co-chairmen Mr. and Mrs. Ford Boyne, as they visited all groups and then brought together key officers who had done outstanding jobs to conduct an "ideal" meeting.

Interest was evident as 64 persons attended the session where chairman Jack Laurie kept the program moving with an orderly procedure of reports, songs and recreation. Each one taking part

in the meeting used material and information designated for the regular monthly meeting.

Officers from fifteen groups heard reports from the Minute Man, Citizenship chairman, Package Reporter, Women's Committee, Information Committee and county board representative.

The monthly discussion topic, community singing, recreation, and last, but not least, refreshments, rounded out the meeting. J. Delbert Wells, Family Program Division, Michigan Farm Bureau, summarized the program by posing questions for each presentation in an attempt to see if the intent had been successfully projected.

"Independents" View Cooperation-Results

The Annual Meeting of the Independent Cooperative Milk Producers Association in late March was a fine demonstration of an important point. The dairy farmer members know what it takes to make a cooperative go. They did the things required to keep their association strong.

For the meeting, four hundred and twenty-six dairy farmers and their wives jammed the Assembly Room of the Fountain Street Church in Grand Rapids. There, they learned that their cooperative had handled an average of 348,625 pounds of milk per member in the past year. The volume of milk handled had increased from 154 million pounds in 1963 to 170 million pounds in 1964.

Returns to the farmer members had been favorable under the \$5 per hundredweight price for Class I milk as negotiated by the bargaining committee of the milk producers cooperatives of Michigan. The year's report showed favorable operational gains for the year.

A vote of the members present gave rousing support to the financing of a trust fund to guarantee payments to producers in the case of failure by dairies to pay, for various causes. The members approved a 1½ cent per hundredweight deduction for this purpose.

Milk producers on the west side of the state have faced a situation, under the Marketing Order, that is reminiscent of the old "Pittsburg-plus" freight rate charges on steel in the 1920's. Shipping rates on milk have been adjusted as though all deliveries were made to receiving stations around the Detroit area.

Southwest Michigan shippers see this "location adjustment" as unreasonable where their milk is delivered close at hand to the Grand Rapids market or other points west. They call for the abandonment of such regulations under the Marketing Order.

"Milk Producers Cooperative of Michigan are to be congratulated for presenting a united front in

their price negotiations," said Al Miller, Deputy Milk Marketing Administrator of the U. S. D. A. "Failure to agree on the part of the Milk marketing cooperatives in the Chicago milk-shed has lost them their negotiated price under their marketing order."

Douglas Jenks, president of the "Independents" said that the Chicago collapse constitutes a threat to negotiated prices under our marketing order for southwest Michigan. The collapse of the Chicago "superpool" drops the producer price from \$4.29 to \$3.66.

Indiana and Illinois dairies have been shipping into Michigan markets under the umbrella of our negotiated price. This presents difficulties in maintaining the negotiated prices and in holding our southwest Michigan markets.

Elected to the Board of Directors for three-year terms were: Wesley Huyser, Caledonia; Wayne Stuart, Clarksville; Joe Rottier, Fremont; Henry Pell, Fremont; and Elmo Heft, Conklin. Elected for a one-year term was Ralph Kunde, Fowlerville.

Leaders remain leaders, wherever they live, whatever the work. The prominent leaders of the "Independents" are, for the most part, the same people who are Executive officers and board members of the County Farm Bureaus in their locality.



GERALD WALDECK, Caledonia, presents the Nominating Committee's slate of Candidates. Waldeck is president of the Kent County Farm Bureau.



LISTENING THOUGHTFULLY,—to the president's report is Wesley Huyser, vice-president. Many of the "Independent Milk Producers" including Huyser, are also Farm Bureau members.



PRESIDENT'S ADDRESS,—is given by Douglas Jenks, to members of the Independent Milk Producers Association at the Cooperative's annual meeting, held in Grand Rapids in late March. More than 400 attended.

Compulsory Funds?

A.D.A. CONCERNED ABOUT COMPULSORY PROMOTION-FUND PROPOSALS

In a well-attended meeting held recently in Chicago, delegates to the American Dairy Association's 25th anniversary session took a number of newsworthy actions, including adoption of a "position statement" to clear the air regarding compulsory collection of milk promotion funds.

Legislation calling for such promotion programs on a nationwide, compulsory basis, has been suggested, and the American Dairy Association which has built a reputation of success in developing such programs on a voluntary basis,—felt the need to make its official position known.

"Although the organization is not involved in lobbying and legislation, it is apparent that a 'statement of position' should be made to insure that such proposed legislation would not result in duplication of activities," the Association statement read.

The statement gave credit to the financial support gained from "hundreds of thousands of dairy farmers all across the country," and noted that promotion funds are secured by a variety of means as determined by the member-unit organizations themselves.

A list of conditions to be included in any proposed legislation

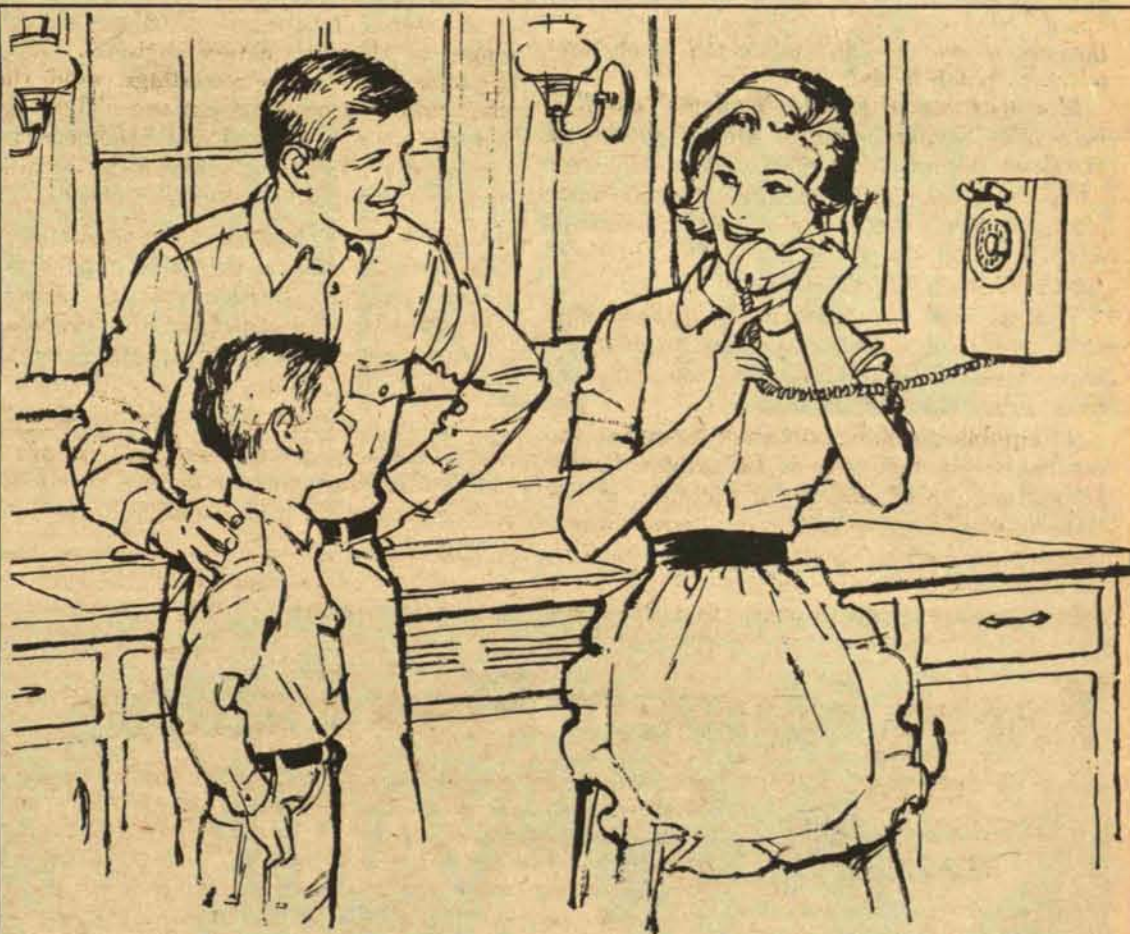
was compiled and approved. It provided: "That any mandatory support program will be approved by a majority of those who will be making the investment before it becomes effective in their state or market."

"Control of the funds and their allocation be vested in the hands of those who are actually making the financial investment."

"That any legislation will permit use of such funds by the American Dairy Association,—and that the rate of investment be sufficient to carry out the complete program of dairy-food research and promotion and sufficiently flexible to meet current and future needs."

Later in the annual meeting, Troy E. Kern, Cooper, Texas, was elected the new president of the American Dairy Association. He succeeds William J. Hitz, Polk City, Iowa, who served the past four years and was not eligible for re-election to the office.

FARM BUREAU MEMBERS, in official policy resolutions, support the voluntary collection of funds raised for commodity promotion purposes, with these funds administered by a non-governmental organization of producers,—with handlers and processors included where it is mutually agreed that they should be.



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

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

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farm efficiently and profitably. Your wife counts on the phone to keep the family close to friends and relatives, however far away.

A wonderful invention, the telephone. And so low in cost.

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AGRICULTURE IN ACTION AROUND MICHIGAN

OLDEST FARM BUREAU MEMBER?



OBSERVING HER 99TH BIRTHDAY recently was Mrs. Asse Vam, who came from Norway to Alpena in 1887, and later moved to Spruce where she and Mr. Vam farmed for more than 40 years. Mrs. Vam has seven children, 12 grandchildren, 17 great-grandchildren and one great-great grandchild. She is a member of the East Bay Community Group of the Alpena County Farm Bureau. (Photo courtesy of Alpena News)

MORE THAN A CENTURY . . .



103 YEARS OF SERVICE,—to Farm Bureau members in Michigan, that's the record of this group of Farmers Petroleum Cooperative staff members. "Dean" of the group is William Armstrong with more than 25 years. Congratulating Armstrong is Manager Jack McKendry, himself a veteran of over 11 years. Others are (left to right) Harding Torch, 11 years; Wm. Rockey, 15 years, Julius Rabe, 11 years, McKendry, Armstrong; Arlo Wasson, 15 years and Ted Weston, 15 years.

MISS MICHIGAN MEETS FANS



FUTURE HOMEMAKERS — surround Miss Sally Noble, reigning "Miss Michigan," during her appearance at the annual Michigan convention of Future Homemakers of America. Left to right they are: Barbara Barich, Ypsilanti; Sally Noble, Cheryl Sheathelm (Incoming FHA President), Sue Washburn (Outgoing President).

APPLE QUEEN



DIANA DWAN — 18 year old daughter of Mr. and Mrs. Joseph Dwan, Stevensville, is the 1965 Michigan Apple Queen. The pert brunette is a student at the Bronson School of Nursing in Kalamazoo.

SEEKING NEW WAYS—



INVOLVING YOUNG FARMERS, — in Farm Bureau, is the subject of this alert group at Fremont. Over 250 young farmers and their wives participated in ten such meetings over the state. Left to right: Mr. and Mrs. Norman Crooks, Stanton; Ray Launstein, Williamston, (Member, MFB Young People's Committee) and Mr. and Mrs. Eugene Kopx, Hart.

CONSERVATION FARMER OF THE YEAR



CONSERVATION COOPERATOR,—Don Ledebuhr, Capac dairy farmer (left) receives the "Farmer of the Year" trophy from James Tew, Soil Conservationist at the annual Kiwanis-St. Clair County Farm Bureau dinner in Port Huron, as Mrs. Ledebuhr looks on. "He has carried out every needed conservation practice on his 200 acre farm" Tew said. The award was made by the St. Clair County Soil Conservation District. (Port Huron Times Herald Photo)

BIG ANNUAL MEETING



"TODAY'S BEST FARM BUY"—is the description given to artificial breeding by Kenneth Baushke, general manager of the Michigan Animal Breeder's Cooperative, at the 58,000-member organization's annual meeting. Douglas Pierson, Goodrich, was re-elected president. Other officers include Frank Heim, Jackson, Edward Wright, Saginaw, Frank Merriman, Deckerville, Secretary; and Dr. Cyril Spike, Owosso, Treasurer.

Farm Youth to Visit "Far-Away-Places"

The younger member of a Lenawee county father and son partnership will leave the farm next October for a six month stint as an International Farm Youth Exchange (IFYE) delegate to Mexico.

The youth, **Larry Gould** of Morenci, is one of six Michigan youths participating in the 1965 IFYE program conducted by the Michigan Cooperative Extension Service and the National 4-H Club Foundation. He is a partner in an 890-acre farm operation with his parents, Mr. and Mrs. Jay Gould.

Gould, a Michigan State University short course graduate, participated in eight years of 4-H Club and six years of Future Farmers of America work. He has been a member of the Michigan Farm Bureau for the past two years.

The other five Michigan youths selected as IFYE delegates for 1965 are:

Eleanor L. Foreman, 22 of Webberville, a home economics teacher at East Tawas, will go to Australia. She is an MSU graduate. Her parents are members of the Ingham County Farm Bureau.

Earl W. Threadgould, Jr., 22, of Belleville. Earl, an MSU senior in agricultural business, will spend six months in Venezuela.

Daniel Overton, Jr., 22, Bangor, is an MSU junior in education. Overton will go to Turkey. His parents are members of the Van Buren County Farm Bureau.

An MSU senior in special education, **Elaine A. Ellis**, 21, of Marlette, will go to Peru. The Ellis family are members of the Sanilac Farm Bureau.

Norman R. Veliquette, son of the B. C. Veliquettes, former president of the Antrim County Farm Bureau, will spend six months in Brazil. He is an MSU dairy production junior.

Norman will go to Chili with the good wishes and a contribution from the hard-working Antrim County Farm Bureau Women. The ladies prepared and served five dinners for Agricultural Extension Department meetings recently and netted a profit of \$200.

In addition to their contribution to the IFYE program, the Antrim Women will send two young people to the July Citizenship Seminar at Camp Kett.

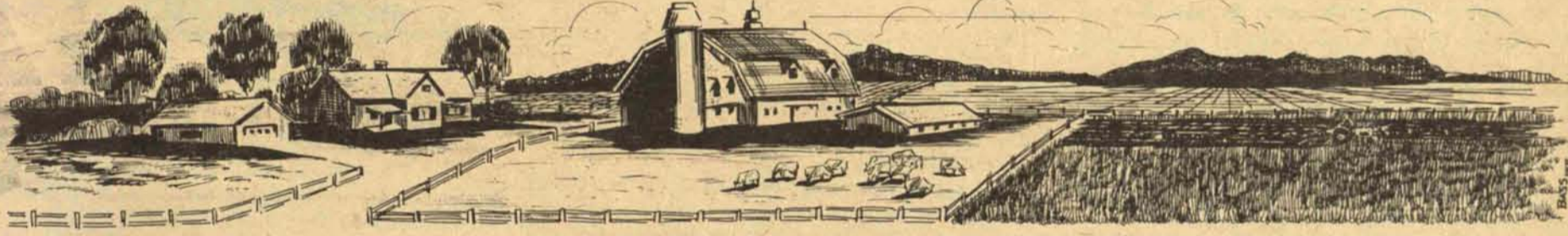
YOUTH-EXCHANGE DELEGATES



1965 INTERNATIONAL FARM YOUTH EXCHANGE DELEGATES, — representing Michigan are these six former 4-H Club members. They are (left to right): Norman Veliquette, Kewadin; Daniel Overton, Bangor; Larry Gould, Morenci; and Earl Threadgould, Belleville; Elaine Ellis, Marlette; Miss Mary Woodward, Michigan State University 4-H Club program specialist; and Eleanor Foreman, Webberville.

FARM BUREAU MARKET PLACE

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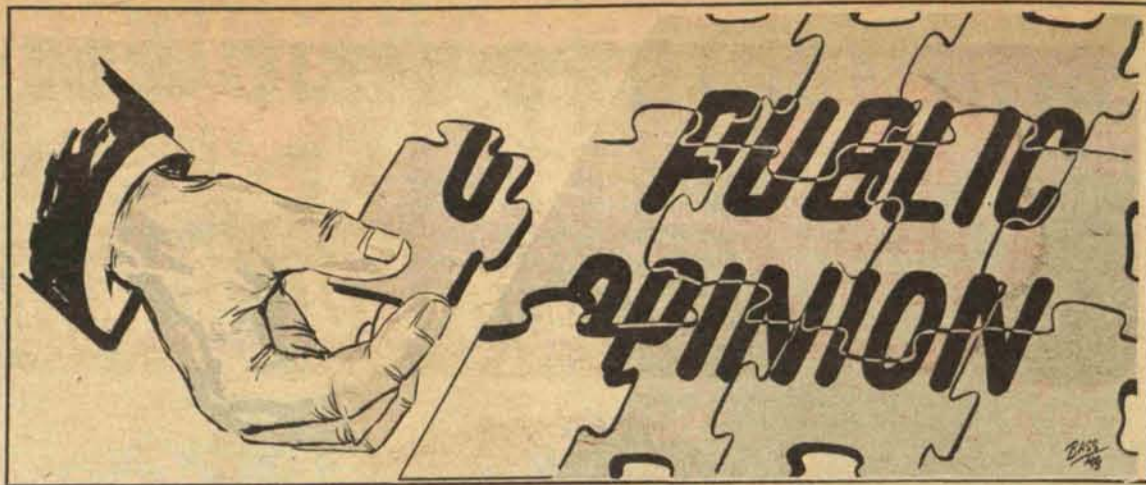
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DISCUSSION TOPIC

Prepared by the Education and Research Department
Michigan Farm Bureau



Building A Positive "Image"

A "Do-it-Yourself" Information Project

How can farmers set their course properly for a positive public relations program? The first step is to get rid of elements with a negative impact. That leaves you prepared to "go positive."

The negative side is well-known. Cartoons and comments by people reveal that the farmer "image" is often mud-spattered and dented. It comes partly from ideas which are nineteenth century hang-overs. But it has modern distortions, planted with purpose in public attitudes. Purpose? Developments show that the mold has been tampered with.

An apportionment shifting the farmer's share of influence in government into the hands of urban special-interest groups. Broadcasts like "Harvest of Shame"—soon followed by farm labor laws that strangle the operations of many farmers. Yes, the image has been tampered with. But a "public image" is what people think when nobody thinks very much.

Another over-played negative element is draped on the image. Consider how farmers are stressed as a "minority." (Even farmers often play this idea in public.) Has it been played too loud and too often?

Real mixed-up ideas! Political and economic half-truths blown up into a fantastic picture—and people accept them. But all this shows is that farmers have a job to do—a job of getting the proper information before the public.

Farmers a minority? So what? What other minority does so much for so many?

Public ideas and attitudes are often founded on ideas that have no greater basis in fact than fairy stories. People "latch onto" the gossip of the market-place. Dame Rumor is told exactly what to say.

It is easy to think that you settle the matter when you resent it. You may shout denials, act indignant and hurl return accusations at others. What is the result of such public back-biting? Quite clearly it sets you up as "complainers, grippers," and nobody loves a gripper. No, that is not the answer.

A favorable public image is worth working for. Public attitude can do so much to hurt you or so much to help you. Publicity affects agriculture's destiny in politics. Politics intrude into the lives and business operations of people. The farmer needs the support of friends.

The farmer's story can be given tremendous appeal. It reaches right into the basic wants and desires of people—their enjoyment of life, their security, health and prosperity.

Take health, for example. Americans are "hounds for health." They have an image of themselves as athletic. Many cherish being strong and vigorous. Beauty, too. Don't forget the appeal to the ladies!

What's the pitch? Food is the vital element that brings healthy children and adults. Prove it with contrasts. The simple facts show the effects of food-deficiency among people of the Far East. Their poor children are shown as emaciated skeletons, listless and feeble.

The abundant food from American farms means children here at home with a sparkle in their eye, clear complexions, rosy cheeks and boundless energy. Very few, indeed, lack regular "square meals." What if their every meal was a scanty bowl of boiled rice—and nothing more?

In food-scarce lands, the people's diet is two-thirds starch. From American farms comes a diet that is two-thirds protein, rich with meats, eggs, dairy products, fruits and vegetables—ever-changing appeal in endless variety, and all rich with vitamins. Americans love their delicious meals. But the farm should get their proper credit!

Security? Is the case strongly presented that Americans have the most secure food supply in the world? Has it been properly revealed that this is true in the face of a tremendous population explosion? America's efficient farms have out-paced that explosion! Why, we ship a quarter of our production out of the country! Small need to worry over having plenty for years to come!

Prosperity? Have you ever heard anyone on television give the farmer credit for increasing the consumer's spending power? But the facts show it to be so! What if American consumers had to spend 53% of their incomes for food, as people do in Russia?

Fifteen years ago, American families were paying 25% of their take-home pay for food. Today, they spend only 18.8% for the same amount of food, but get a lot of ready-to-use preparation to boot!

Scarce food is always costly food. And where many farmers must work to produce it, costs of production mount. That's the problem across the seas. American farmers now feed themselves and nearly 30 other people. The Russian farmer can feed only six extras. Russia is exactly where we were in 1870.

But, the "power-point" is this: Americans save money from their pay checks with which they can buy many other goods and services they desire. They enjoy a more abundant living. The American farmer has made it possible.

Progress? Every year has seen new and better food products develop with abundance from our farms. They have served the consumer's desire for better quality and greater variety.

The farmer's POSITIVE story has an almost endless possible power of appeal. We should not fail to point out that farmers are one of the biggest customers in the nation for goods of city manufacture. Farmers buy nearly thirty billion dollars worth of operating equipment and supplies each year for the farm and another fifteen billion dollars worth of goods for family living.



Some farmer groups have seen fit to provide funds for promotion of products. The best example is the support of the American Dairy Association. But there has yet to be any pooling of funds to tell AGRICULTURE'S SUCCESS STORY. Other groups pour billions of dollars a year into the pool of public influence. They know that well-planned publicity pays.

Of course, no one else will do the job for agriculture. It is a "do-it-yourself" project. Those who do tell stories of the farm usually take credit for themselves for the benefits revealed.

Michigan Farm Bureau tells as much of the success story as it can within the limits of funds available. Broadcasts over more than fifty Michigan radio stations each week. Feature columns in 130 Michigan newspapers weekly.

But, considering the job to be done, it is like trying to drive a railroad spike with a tack hammer. Others speak so much louder where people hear them—and so much more often. We have yet to tap television—the medium where people get most of their ideas today.

Farmers at home can help tell the positive story in rural-urban meetings, face-to-face contacts with other people and by working with other groups in worthy civic projects. Of course, farmers must believe in the value of their own story. You cannot convince unless you, yourself, are convinced.

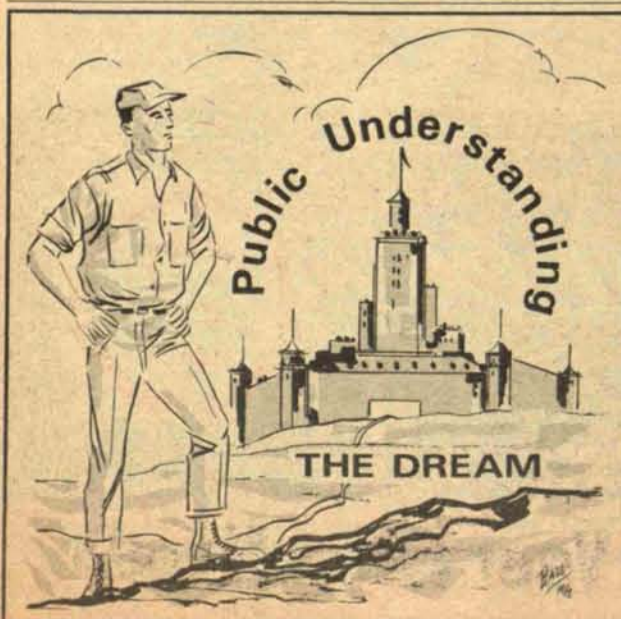
Capable spokesmen from the farms should be selected and trained to speak to other groups on the subject. No one can tell the story better than the man who lives it. Public acceptance is highest from such people.

There is need for an active and aggressive public Information Committee in every County Farm Bureau. We must recognize that, up to now, we have fallen short of doing the minimum necessary to get the job done.

With agriculture's influence on the wane, is it not time to shift our positive public relations program into high gear?

QUESTIONS

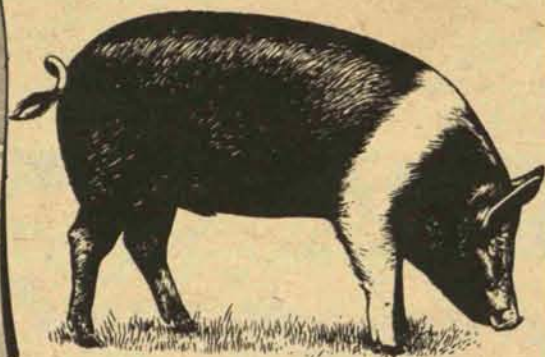
1. What positive persuasion points can you suggest that would add power to the farmer's story?
2. How could farmers expand their public relations program so as to replace the poor public image of agriculture with a favorable one?





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William and Wava Thompson, of rural Coldwater, won't forget Palm Sunday, 1965. A tornado swept down on their farm and demolished everything they owned — their home, two barns, a granary, and a two-car garage. Fortunately, they weren't at home.

Shortly after being notified of the loss, Farm Bureau Insurance representatives were at the scene. Adjuster *Harold Sprout* took immediate action to settle the claim — working with the Thompsons' Farm Bureau agent, agency manager, and the Company's Home Office Claims Division in Lansing.

The destroyed buildings were diagrammed to determine their replacement value. An inventory list of all the household contents and farm personal property was compiled. Shortly after, the Thompsons received a check for the full amount of their insurance policy.

This same fast, fair claims service was provided to all Farm Bureau insureds affected by the recent tornadoes. Farm Bureau Claims and Sales representatives have been working night and day to assist the stricken families.

This type of service isn't unusual for Farm Bureau. Each insured receives the fastest, fairest claim service we know how to give.

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