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 7067) dealing with a 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. 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 which helped her win the American "Junior Miss" title in nationwide competition for farmers would have less opportunity for increased incomes. The new farm bill would give the Secretary of Agriculture almost complete authority to regulate the consumer's grocery bill.

Farm Bureau's Program
In recent testimony before a House Agriculture Subcommittee 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- Current wheat and feed-grain laws would be either repealed or allowed to expire.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 $1.26 per bushel.
- The complicated measure has late production and marketing allotments to farmers. However, this sounds like $.30 per bushel, certificate payments of an added $.25 are offered to entice farmers.
- Farm leaders point out that although the Secretary could dump onto the market an additional $1.25 per bushel, it is not. The payment is available on only "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, Ellison 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 increases would be offered to entice 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' freedom."

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.

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

Unless eased, these arbitrary decisions threaten to upset the applecart, the cherry cart 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 75" may have started the drive to find harvest help, with about 175,000 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 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 sugar beet job. In 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 out to get into hospital bills at the grower's expense.

Most disturbing of all is the report that Mexican officials who were glum at first to the idea that they could have extra harvest hands now are jubilant at the prospect of gaining them, along with the American processing factories as well.

If it were true, 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, Brown, Minute-Maid and Tropicana.

The Braceros that used to come to the United States are now on the Mexican side of the border where the "easycome" workers had always gone before. And that helps no one.

The termination by Congress of "Public Law 414" — to immediately authorize the hiring of agricultural workers by Secretary of Labor — was the direct cause of the Secretary's campaign. Let us accept as fact that the Johnson Administration and the Secretary of Labor do not want to see the crops rot.

We feel sure that the Secretary, in his effort to stop the loss of a bumper crop, realizes that if the American processing factories are to get their harvest help, with about 175,000 Mexican workers shut out by law from the ripening crops.

It is not the food processor that is odious to Mr. Wirtz. Let us point out the inequities of permitting this foreign labor to act to protect American producers from the competition of foreign foodstuffs.

Let's use the system. Why not an embargo on all foreign foods if we can get the importation of foreign food stopped by the labor regulations and requirements that the Department of Labor has issued regarding agricultural workers. Our own crops 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 labor that is 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 see that they were adequately housed when they were on the job, that Farm Bureau members are going to have in those factories now idle.

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 own crops 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.

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**TORNADOES! - a Night of Terror**

**Funnels Wrack Countryside Death and Damage Grow**

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

The more dramatic stories and freak occurrences have been largely reported, but as with any disaster 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 one part of 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 area, that problem answer "next area." Although damage was severe, the Brooks considered themselves "lucky." Their home was only slightly damaged, and only one animal was killed.

**How Much Insurance is Enough?**

**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 B. 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

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 very direction.

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

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.

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 all 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, Omer Anderson, and Agency Manager, Burleigh Schmauder, helping assess damages.

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

NOW ROOF GOES ON — as Hollis VanderKolk, Allegan County, and Roger Hambarger, 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.

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

MICHIGAN FARM NEWS

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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 catasrophy 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 $55,000 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.

Bert'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.

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.

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

PARTNERS IN GROWTH...

Michigan, the heart of one of the greatest industrial concentrations the world has ever known, is also recognized for its agriculture. A fine example of industry and agriculture joining hands and working together is the BEET SUGAR INDUSTRY OF MICHIGAN. The combination of progressive farmers and efficient industrial food processors provides the Michigan consumer with a product of which it can be truly said, None Finer in All The World... MICHIGAN MADE PURE SUGAR.

Remember to ask for MICHIGAN MADE PURE SUGAR the next time you shop. Ask for it by name... PIONEER or BIG CHIEF SUGAR grown-in-Michigan, processed-in-Michigan and sold-in-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 the county Farm Bureau Presidents and Executive Committee members who met for two days in a leadership conference at Camp Kett in February. There, the projects that make 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-action-port 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 Development 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 ..."

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.

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PLYAC added to your sprays saves respraying costs!

To make sure your sprays really work, be sure to add Plyac. This is Allied Chemical's unique, patented liquid polyethylene spreader-sticker that prevents rapid weathering off.

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Add just 2 to 4 ounces of easy-to-use liquid Plyac spreader-sticker for every 100 gallons.

Your sprays will go on better and stay on longer—help you to a more profitable harvest!
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 grouped from the one-two punch 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 operative 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 uses 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."

TAX RELIEF — an 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. Alt, Executive Secretary of the Michigan Farm and Power Equipment Association also interested in the problem from left: Dean Friderig, Montgomery, Committee Chairman, Alt, and committee members Eugene Roberts, Lake City, and Donald Rudig, Dexter.

Farm-Labor Actions Bring Concern

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LEGISLATIVE ISSUES — were the subject of a "course" taught by Legislative Counsel, Dan Reed, or 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. The 11 sessions were given for agricultural women — Robert Smith, Coldwater; Joan Foster, Ecorse; Glady Ross, Olivet, and Dan 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 23-10 along party lines.

The Democratic majority, under the leadership of Senator Sander Levin, chairman of the Legislative 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 coverage 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 the Republican votes.

It appears that Michigan agriculture will face mandatory coverage under Workmen's Compensation by May 1, 1966.
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 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 the governor, is expected to report 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 take cash for cream business. In the Grand Rapids area, one-half gallon cartons of cream were delivered from the farm exclusive of any processing or packaging cost.

Many other such practices were revealed by the committee that prevailing practices provide "any substantial benefit." For example:

Rep. Erlandson (D-Escanaba) and others of both parties have introduced bills similar to last year's bill. Rep. Mattheussen, chairman of the House Finance Committee, held a public hearing on April 7. There will be strong opposition to these bills.

Farm Bureau members let their representatives know 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. 287 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 reduce property taxes by 20% of the total school taxes. S. 502 would tax new construction first year it is built. Many school districts now have hundreds of new residences built and occupied in the past period between January 1 and opening of school, September 1.

FARM PERSONAL TAXES - S. 267 exempts from the farm personal tax 1925. The present $1,000 exemption to $5,000. S. 292 would increase the personal tax exemption in a manner similar to "tools, dies, and jigs." H. 2296 exempts motor vehicles kept less than 10 months and implements used for tillage and harvesting. H. 487 exempts feeder cattle kept less than one year and increased exemption to $6,000. Another bill would license and title all farm equipment driven by motors of 10 horsepower or more. Brining 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. 1069) — Again Farm Bureau has coordinated the efforts of various commodity groups to write legislation to help meet modern day marketing problems. This bill also includes the current movement of Farm Bureau policy as passed by the voting delegates at the annual meeting last November.

Senator Johnson, chairman of the Senate Agriculture Committee, introduced March 23. However, as it is written, it has not yet been reported out of committee.

The bill permits any commodity group to establish a marketing program to meet its particular needs. Public hearings would be required before the commission of producers would be required.

SWALPMANDS — Farm Bureau supports S 33 which raises state paid, in lieu of taxes from Washington, a little over $1 billion goes to Lansing and just under $1 billion stays at home.

Most of the billion that stays at home comes from property tax revenue and is raising rapidly from year to year. In rural areas an average of 75% of the property tax is paid to the county and township. This bill was rejected 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 3840) — 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. Completion of this bill is a "must" this year if Michigan's livestock industry is to be maintained and expanded.

UNIFORM MILK INSPECTION (Senators 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 the present duplication. Two other bills are, or will be, introduced. One would be some sort of a compromise with health departments; the other would place the authority in the departments of health.

HOUSE AGRICULTURAL COMMITTEE — hears testimony on "HR 2167" — the bill dealing with unfair dairy trade practices. Voted in 1961 by the then governor, John Swainson, the bill is strongly supported by Farm Bureau. Many farm bureau directors, five from the Upper Peninsula, appeared at the hearing to testify in favor of the bill.

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Insurance is your only protection against loss from Hail Damage! Play it safe! Protect your income with Michigan Mutual Hail Insurance. Michigan Mutual has been insuring Michigan farms against hail damage to farm and truck crops for over 50 years. In the last 3 years, over $1 million has been paid to Michigan farmers.

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E. D. Rutledge, Waldron
President
Beans Provide Banquet

BEAN PORAGE HOT, BEAN PORAGE COLD . . .

There were beans in the salad, 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 Beane-staford, 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 snowstorm.

From a field of eight contestants judges picked high-school seniors 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 Al- len of Ithaca, and second alternate is Ruth Ann Weburg of Wheeler. The Queen was crowned by the state Bean Queen, Miss Franconie Weaver, who was last year's Gra- nit 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, Curre LeBlanc, Doug Las Webb and Lyndon Wright, all past presidents of the Gratiot county Farm Bureau.

A public-relations and promotion event, the annual smorgas- board 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 5 acres about half of which is devoted to beans each year.

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

Pridgion pointed up the importance of maximum citi- zen-participation in political party work. The Branch county farmer urged them to exercise full re- sponsibility to be informed, to par- ticipate in the party of their choice, and to vote their convic- tions in all voter-issues.

BEAN BREAD, BEAN DIPPER, BEAN THE" 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 glittered with frost and snow and was piled high along the winding road that leads to the lodge which, in late March, looked like an icicle frost- ed 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 Tyas of Monroe County.

Mrs. Ruben Munson, President, 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 com- pleted artistry — and the others were already planning to use such things as "spaghetti sticks" as their flower centerpieces when they re- turned 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. Edmund Brown, Oakland County, cap- tured first prize.

A "spring cleaning" hat featuring mop and cleaning items on a plastic bleach container, modeled by Mrs. Victor Werner, Monroe County, copped second prize. High fashion in a corncob-tissue original by Mrs. Marian Tyas took third place, while an Easter bun- ny hat containing jelly beans and worn by Mrs. Henry Myer, Mon- roe, 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. Your and Mrs. Lindseyman, 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 fellow- ship for District 3 Women, who are already looking forward to next year's "retreat" with enthusiastic anticipation.
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 Bouldman 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.

"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 includes: 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.

"Communications,— an Avenue for Action"

"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 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 that we have ever done before ... and vitally important is the role of communications 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.

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 Farm Bureau "women's chairman. The Andersons operate a farm, and Mrs. Clayton serves on the county Farm Bureau board of directors.

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."
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.

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GIVE YOU MORE ACRES PER GALLON!

Now... contains... MPA the Amazing NEW Multi-Purpose Additive for More Power and Action

BEST for Every Engine

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Available through Michigan Farm Bureau Services, Inc.

Visible day and night, year after year. Beautiful indefinitely in Co-op's protective sunset red enamel, UNILITE quality rail steel posts withstand termites, livestock, rot and fire. Fast, easy driving eliminates woodcutting, digging, backfill, tamping and heaving. Easy to move, too. BONDERIZED to last... cheaper over the years. Workmanship, materials guaranteed. For best quality and longest life, buy UNILITES... always!

Available through Michigan Farm Bureau Services, Inc.
Improved Prices --- Job for all Farmers!

Michigan farmers have demonstrated that they can have “mushroom 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 for 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, growers vied the price from supermarkets as they got in the face of a record crop.

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.

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

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News from the Counties

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 ten "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 told 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 F. Sisson. Conference meetings 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 (visual-aids 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 the farm problem with new eyes.

Young Farmers Plan Future

SPECIAL "YOUNG-FARMER" SERVICES

"There are many young farmers in Michigan whom I think it interested in working as a part of Farm Bureau," said Bruce Van Til, young Muncie 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 meetings 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 Farm Bureau has decided 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 that 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" be placed to plan the annual meeting of the American Farm Bureau Federation in Chicago, in mid-December.

"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.

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 the most effective control — more effective than government regulation.

The nature of some business activities — postal service, communication, transportation, sanitations, gas, water, electric energy — have been and are still subject to competition. Competition is growing and has proven impractical. It will not be eliminated by restrictive laws.

The question of why the cost of electrical energy would lead to more stringent, ex-

Rural Electric Cooperatives are providing service to 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 all-time high.

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

We're not competing for a share of the freedom; we're generating and delivering 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-chevroner?"

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

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

Bureau officials 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 ensure economic freedom — not FROM competition — but freedom to compete.

"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 another group to the community group meetings was the goal of the county Community Group Committee, which met recently with Tuscola County Farm Bureau, men Mr. and Mrs. Ford Boase, as they visited all groups and then brought them together in a group that had done outstanding jobs to conduct an "ideal" meeting.

Interest in the Tuscola group meeting was shown by 64 persons attending the session where chair Jackie 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 chairman, Executive Committee, and county board representatives.

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

MJCHIG~N FARM NEWS
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 unswervingly action, 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 has built a reputation of success in developing such programs on a voluntary basis, as the record of the association shows.

The statement 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."

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

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

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

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

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

Part of the Nationwide Bell System...
OLDEST FARM BUREAU MEMBER?

OBSERVING HER 99TH BIRTHDAY recently was Mrs. Anna 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 Alcona County Farm Bureau. (Photo courtesy of Alpena News)

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; W. Rockey, 15 years; Julius Rope, 11 years; McKendry, Armstrong; Arlo Wasson, 15 years; and Ted Weston, 15 years.

MISS MICHIGAN MEETS FANS

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.

INNOVATING 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.

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 Badich, Ypsilanti; Sally Noble, Cheryl Shoaf, (Incoming FHA President); Sue Workman (Outgoing President).

CONSERVATION FARMER OF THE YEAR

CONSERVATION COOPERATOR, — Don Ledebeur, Capac dairy farmer (left) receives the "Farmer of the Year" trophy from James Two, Soil Conservationist at the annual Kiwanis-St. Clair County Farm Bureau dinner in Port Huron, as Mrs. Ledebeur looks on. "He has carried out every needed conservation practice on his 200 acre farm" Two 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 Baumke, general manager of the Michigan Animal Breeder's Cooperative, at the 58,000-member organization's annual meeting. Douglas Parrish, Goodrich, was re-elected president. Other officers include Frank Heim, Jackson; Edward Wright, Saginaw; Williamson, Warren; and Dr. Cyril Spike, Owosso, Treasurer.

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Farm Youth to Visit “Far-Away-Places”

The younger member of a Lenine county family and son part-
nership will leave the farm next October for a six month stint at an International Farm Youth Ex-
change (IFYE) delegate to Mex-
ico.

The youth, Larry Gould of Morenci, is one of six Michigan youths participating in the 1965 IFYE program selected by the Michigan Cooperative Extension Service and the National 4-H Club Foundation. He is in a partnership in an 89-acre farm operation with his parents, Mr. and Mrs. Jay Gould, a Michigan State Univer-
sity short course graduate, par-
ticipated 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:

- Elleanor L. Foreman, 22 of Webster, 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 Bu-
reau.
- Earl W. Threadgold, Jr., 22, of Belleville. Earl, an MSU senior in agricultural business, will spend six months in Venezuela.
- Daniel Overton, 22, Bangor, an MSU junior in education, will travel to Turkey. His parents are members of the Van Buren County Farm Bureau.
- An MSU senior in special edu-
cation, Elaine A. Ellis, 21, of Mar-
ette, will go to Peru. The Ellis family are members of the Sanilac Farm Bureau.
- Norman R. Veliquette, son of the B.C. Veliquette, former presi-
dent of the Antrim County Farm Bureau, will spend six months in Brazil. He is an MSU dairy pro-
duction junior.

Norman will go to Chile with the good wishes and a contribu-
tion to the hand-working An-
trim County Farm Bureau We-
men. The ladies prepared and served five dinners for Agricul-
tural Extension Department meet-
ings recently and netted a profit of $200.

In addition to their contribution to the IFYE programs, the Antrim Farmers of America work. He has been a member of the Michigan Farm Bureau for the past two years.

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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.

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 others to play this idea in public. (Has it been played with? But a "public image" is what people think, when nobody thinks very much.

With agriculture's influence on the wane is it not time to shift our positive public relations program so as to replace the poor public image of agriculture with a favorable one?

A favorable public image is worth working for. Public attitude can do 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 - the enjoyment of life, their security, health and prosperity.

Take health, for example. Americans are "bound for health." They hate the idea of themselves as sickly. 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 health; food is the way we save money. It is a "do-it-yourself" project. Those who do succeed in putting this on the air get a lot of ready-to-use preparation to boot. 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 blow 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 marketplace. 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 if your every meal was a scatty bowl of boiled rice - and nothing more? In food-scarc 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? Americans' efficient farms have out-paced that explosion! Why, we ship a quarter of our production out of the country!

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 is need for an active and aggressive public relations program so as to replace the poor public image of agriculture with a favorable one.

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HOGS OR HORSES
Farm Bureau has the Program!

THE PERFECT FEEDS FOR
HORSES AND PONIES

CHAPP "All-In-One" ration supplies all the feed needed by the horse in easy to feed pellets. It contains minerals and vitamins as well as roughage and grain.

TURF Horse Ration is fed with hay or other roughage. Divide the amount to be fed into 2 or 3 feedings daily. The amount will vary according to the weight of the horse or pony.

SLICK Horse and Pony Ration is guaranteed by Farm Bureau to build stronger, healthier stock. Slick is an all purpose formula with a high vitamin supplement content.

With Farm Bureau Services you can go through the complete cycle of hog raising without a single worry. It's the easy way to cut costs and boost profits with our management and feeding program. We can set you up with (1) the most complete line of hog feeds on the market; (2) environmental controlled hog houses with controlled feeding, partially slatted floor and liquid manure handling; and (3) a complete line of equipment for automated hog feeding. In addition, we offer the most complete line of manual hog feeding equipment in the state.

BE ON THE LOOKOUT!
FARM BUREAU SERVICES
TRUCKLOAD PAINT SALE
WILL BE IN YOUR AREA SOON!

Yes, we're going to bring a whole truckload of top quality Red and White Unico paints right up to the front door of all participating Farm Bureau dealers and have the biggest paint sale you ever saw. Watch for it in your area! Your local dealer has all the details...see him now!

CHECK THESE PRICES!

BIG SAVINGS ON LADDERS AND OTHER PAINT NEEDS

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FARM BUREAU Services inc.
4000 N. GRAND RIVER / LANSING 4, MICHIGAN

The One Stop Shopping Center For All Your Farm Needs
"WE HAD NO PLACE TO GO"

THE THOMPSONS, SHOWN ABOVE WITH ADJUSTER HAROLD SPROUT, WERE LEFT HOMELESS ON THE NIGHT OF APRIL 11. THE INSET PHOTOGRAPH SHOWS THEIR HOME PRIOR TO THE TORNADO.

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 Thompson's 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.

We believe it should always be this way.

Farm Bureau
INSURANCE
Group

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