Farm Bureau

Members Believe...

In the American competitive system.

That the Constitution is the basic law of the land and its interpretation should be in keeping with the intent of its authors.

That property rights cannot be taken away without infringing on rights guaranteed by the Constitution.

That government should provide only minimum controls and aids.

That government should stimulate, not discourage, individual initiative.

Innovation is part of the...
**Editorial**

**Twenty-two Heads**

Committees have become commonplace to the point where their considerable value is often ignored.

By their nature they attract ridicule, for committee actions are slow at best and deliberation is easily mistaken for inaction.

**Some say,** "If you want to kill an idea, turn it over to a committee." Others point out that Russia's farm failures are a good example of what committee planning produces.

Still, committees are an important part of our complicated world. Most of the work of our legislatures and of Congress is done through committee assignment.

Much the same is true of Farm Bureau which has the best of all committee structures, because it is voluntary. Farm Bureau committees are powerful because they have no power other than that gained through the enlightened self-interest and the pressures of conscience.

Farm Bureau committees never threaten or demand. They invite instead of command. They ask for help. They give help freely. They are respected forces in their communities.

A voluntary organization is much more than one which a member joins of his own free will. By its very nature, much of the work in a voluntary organization must also be done by members, voluntarily.

Farm Bureau is member-oriented. It is responsive to the wishes of its membership and to reflect these wishes the member may play a key role in performing important jobs.

Fortunately, farmers are among the hardest committee workers to be found anywhere. This is true in spite of the fact that they also know committees for what they are — not one bit better or worse than the abilities of the people who work on them alone.

Those who hesitate about accepting committee work should pause to think about the alternatives. These begin with the rather obvious fact that if good people refuse to give of their time and talents, those who have "time to spare" — and little talent, must do so.

It is to the credit of most County Farm Bureau boards that choices for committee assignment are not lightly made. Farm Bureau leaders know that those selected to help build programs become the active core of the organization.

These people gain in experience through planning programs, and through working in the fields they have helped plan. More often than not they are recognized as leaders of Farm Bureau in future years.

July is the month when the County Farm Bureau boards appoint all basic and other special committees. The Local Affairs committee, the Farm Bureau Women's committee and the Community Groups. Helping tie all of these programs together with the strong cord of communication is the Information committee.

Should you be asked to serve on a committee of the Farm Bureau, take the invitation for what it is, a compliment and an opportunity. You would not have been asked if you were not qualified and needed.

A "man-and-shoe" committee is called a Dictatorship. In this country we don't do things that way. A "man-and-shoe" man is the Farm Bureau way of doing it, a dozen or two dozen instead of one.

The old saying "two heads are better than one" has been improved upon.

In Farm Bureau, change that to "twenty-two heads" and count your own among them!
Study Leads to Program Advances

Expanded Program "Consensus Report"

Based upon hundreds of suggestions for Farm Bureau program expansion, and following the work of an ad hoc state "Relationship Committee," the board of directors of the Michigan Farm Bureau has backed both a greatly expanded program and a dues adjustment to finance it.

Recommended by the board is an eight-dollar membership dues increase in 1968 with three dollars of this amount to go to county Farm Bureaus, and five dollars to state programs.

This would place dues at the $20 mark, compared to the present $12 sum.

The Farm Bureau board also suggested that county organizations be allowed to set dues to exceed this amount if desired.

These decisions were made after a prolonged study by the State Relationship Committee, which examined reports from local Farm Bureau meetings called to study Farm Bureau programs and their financing.

Most recently, the Executive Committee of the Michigan Farm Bureau has compiled and released a "Consensus Summary" of the comments, with copies sent to all county Farm Bureau Presidents, Secretaries and Women's Chairmen.

The report is of special significance in a number of areas, and compares local recommendations with those of the Relationship Committee and final action by the Michigan Farm Bureau board.

The Executive Committee, made up of Michigan Farm Bureau president, Elton Smith, Vice President, Dean Pridgeon and a third member, David Morris, made a careful breakdown of each area studied, then compared it with recommendations made by a special committee, with members representing each district of the bureau.

"Almost every county said 'expand' marketing efforts. Targets crops mentioned were — nancy beans, wheat, beef, milk, vegetables, red beans, feeders piggies and timber products.

"They said that emphasis should be given to Market Research, a market newsletter in the Farm News, 'contracting' of farm produce, closer liaison with existing commodity organizations, statewide coordination of marketing groups through Farm Bureau, exploration of overseas marketing possibilities plus research in overseas selling, and timber marketing possibilities."

Following this, the Executive Committee listed the action of the State Study Committee: "Recommended: increased emphasis in research and addition to staff to work on these problems."

Under "The state board has recommended" — they listed: "Same" — indicating that the Michigan Farm Bureau board had added its approval.

Similarly, the Executive Committee examined and listed the recommendations and actions in ten other areas. Included were: Membership, Staff Expansion, Community Groups, Young People, Farm Bureau Women, Citizenship, Information, Dues, Public Affairs, and new Member-Service programs.

Among the new Member-Service programs listed for consideration by the Michigan Farm Bureau was possibility of a Farm Bureau "credit system" — primarily for young farmers.

Others underscored the concern farmers have for an improved type of farm accounting system, to be set up and operated through Farm Bureau. Tied into this was the possibility of side-benefits through the help in preparing income-tax forms, estate planning and "farm incorporation."

Considerable emphasis was placed on help in farm labor procurement and in training farm laborers through agricultural trade schools.

The Michigan Farm Bureau board recommended thorough study of these suggestions.

LEGISLATION

In the matter of improved legislative services, taxes were mentioned more than any other item by those county Farm Bureaus holding study meetings. Main concern seemed to lie with relieving property tax loads. Other issues mentioned were: water pollution, soil and water conservation laws, legislation to combat agricultural subsidies, changes in wheat grades and freight rate adjustments.

The State Relationship Committee recommended additional staff assistance in legislative areas, and the board made the same recommendation.

The consensus of a large majority of counties was for added field help, with several asking for more regional fieldmen. Others requested county or multi-county "paid" staff help. More regional men, smaller regions seemed to be the consensus, the Executive Committee reports.

ADEQUATE DUES

The Executive Committee reported that about all counties said "Let's have adequate dues to finance Farm Bureau programs even if this means some increase."

Several counties said that there should be two levels of dues, based on either classification or age. Many counties said that a part of any dues increase should come to the counties. Several recommended that from $1 to 50% of any dues increase should go to the counties.

Some counties that studied the problems of finance did not recommend a "dollar figure" — others recommended $15, $20, $25 or more, based on their understanding of program needs and anticipated costs tied to it for a several-year period.

The State Relationship Committee recommended an increase in dues to $20 for 1966 with $2 of the increase to go to counties and $18 to the state. They asked for a special delegate meeting to consider these recommendations.

The Michigan Farm Bureau board recommended that dues be increased to $20 effective for 1966 with $3 of the increase to the counties and $17 to the state that counties be allowed to exceed $20 for their own use "as desired."

THE HOUSE OF DELEGATES — seated at a Michigan Farm Bureau annual meeting in East Lansing. Based on membership, the delegate body is expected to number nearly 700 at the special meeting called to consider an expanded program August 16.

Background Report

Dues Recommendation Comes from Counties

A half-dozen steps have been taken by Farm Bureau voting delegates in the past several years, leading to the special meeting of the Voting Delegate body, called August 16 to consider program expansion and necessary finances to carry it out.

The actions began in the annual meeting of November, 1963. There, the delegates reviewed problems of increased costs involved in operating Farm Bureau programs, and requested that the Michigan Farm Bureau board direct the State Relationship Committee to "study and make recommendations" regarding program and finances "in the years ahead."

Step two involved work of this State Relationship Committee, with members representing each district of the state. The committee met regularly, analyzing programs and finances of Farm Bureau at county and state levels.

The committee reported to the MFB board and to the State Resolutions Committee in November, 1964.

The Voting Delegate body in annual meeting asked that the relationship Committee continue its work and make "specific recommendations" to the board and membership on adequate financing and program expansion for Farm Bureau.

This study project continued throughout the months that followed, aided and involved an examination of the finances and programs of other state Farm Bureaus, consultation with American Farm Bureau leaders, and with experts in farm organization. A preliminary report of "Project 80" presented by Michigan State University staff members provided a look ahead into the future of farming.

In February, county executive committee members met to examine the Farm Bureau of the future. They recommended further meetings to inform the membership of obvious programming needs and adequate financing.

Multi-county board memberships were followed by county-wide membership meetings, with reports flowing to district directors.

Especially noted by those who studied Farm Bureau finances was the scheduled increase in American Farm Bureau Federation dues — up $4 from the present $1.00 in 1966, and going up to $2 more additional ($1.20 total) in 1968.

The next step in the chain of events came in early May of this year when the State Relationship Committee, as directed by the voting delegates last fall, made its recommendations to the Michigan Farm Bureau board.

The report included a recommendation that dues be increased to $20 effective next year to intensify county and state Farm Bureau programs in Field Services, Marketing, Public Affairs, Community Activities (Young People) and Information (Public Relations).

The Michigan Farm Bureau board of directors accepted these recommendations with only slight change. To the $20 dues they added that the increase in dues be split with $3 going to counties and $5 to the Michigan Farm Bureau, further that counties be allowed to exceed this amount as desired.

They set the date of August 16, 1965, for the special delegate meeting.
"Anti-Monopoly" Milk Bill Fails in Final Hours

By Legislative Counsel Dan E. Reed

Without doubt, among the most controversial bills of the current session of the Michigan Legislature has been the dairy unfair trade practices anti-monopoly measure — H. 2165.

Seldon, too, have such sharp comments been made on the tactics used by those opposing a bill. Referring to the many ads, including full-page spreads in metropolitan dailies throughout the state, Senator Ozanek of Muskegon, the minority leader, said — "I am not shaken by the distorted ads presented by an unscrupulous chain store operator."

The ads were placed over the signature of the Kroger Company and carried a coupon space. The housewives were encouraged to cut out the advertisement, fill in her name and address and send it to her Senator. The ad presented a crying baby saying — "I'm gonna cry over high priced milk."

SENATORS OBJECT TO KROGER ADS

Several Senators objected to the fact that the ad was designed in such a way that their names appeared at the bottom of the ad as though they were endorsing the message.

The ads compared the prices for a half gallon of milk in Michigan with high milk cost states in the South or states where milk prices are under State control. The ads did not list milk prices in Wisconsin and Minnesota where legislation similar to H. 2165 is in effect.

H. 2165 has long been a part of Farm Bureau's legislative program. A similar bill passed both houses of the Legislature in 1961. After some unusual parliamentary maneuvering, the bill was finally placed on the Governor's desk. He vetoed the bill, and some believe that his career as Governor was shortened to one term partly by this action.

DISCRIMINATION IN PRICES

Evidence that the Kroger Company has been using discriminatory milk pricing was submitted to the Senate during debate. A telephone survey of markets throughout the State showed that Michigan newspapers sold milk for an average of 31½ cents in Traverse City and 33½ cents in Grand Rapids. Other Kroger prices on the same day showed 31½ in Kalamazoo, 31½ in Detroit for milk in Borden brand containers and 37½ for the same milk in Kroger brand containers bottled by Borden.

During the past four years, there has been less than 1½ per cent milk variation in farmer-produced milk prices for milk. During this same period, Kroger has sold half gallon cartons of milk in Detroit at prices ranging from 33½ to 46½.

Referring to the thousands of dollars of newspaper advertising used by one grocery company, than are farmers themselves!" Terminated by the national stress' concern for their welfare will extend to other areas of bar- gaining for agricultural products!

H. 2165 has been carefully de- veloped over the past several months through many meetings and conferences of farm groups, Michi- gan Milk Producers Association, Michigan dairy processors and distributors. It is a bill to provide fair competition in the dairy in- dustry and would prevent the sale of milk at less than cost ex- pected to meet a competitor's fair price. It would also make illegal the under-the-table handouts to secure business.

It is common knowledge in the dairy industry that such gifts as trips to Bermuda, free parking for lot ads, free advertising, free, or low-cost, refrigerated dairy products have been used to overcome and other equipment — and even "long- cost" or "no-cost" loans — have been used to purchase and provide unfair cutthroat competi- tion.

COMPETITION ELIMINATED

Seventy-four Michigan dairies have been driven out of business in the last few years, lessening the competition in the field of milk purchasing, processing and dis- tribution. These dairies were not necessarily inefficient or high- cost operators. They simply were caught in the bind when large national operators threw their re- sources into competition to de- stroy their competitors and estab- lish their monopoly.

In a decision of the U. S. Su- preme Court, rendered on June 30, 1961, the high court held: "We do not have a law to pro- tect our dairy farmers from un- fair competition from other states." Wisconsin and Minnesota both have legislation similar to H. 2165 and have dumped sur- plus milk into Michigan's Upper Peninsula on a cut-prices scale.

The bill was reported to the floor, and the recommendation that it pass, by the Senate Agri- culture Committee, chaired by Sen- ator Roger Johnson, D-Marshall. Senator Johnson, in explaining the bill, said — "We are not trying to eliminate competition, but we are trying to provide fair competition."

CHAINs CONCERNED FOR FARMERS?

Some of the chain store ads have expressed concern for the plight of the dairy farmer under the legislation. Several Senators also picked this line from the ads and used it on the Senate floor. It appears that the chain stores feel that they are better able to handle the dairy problem than are farmers themselves! Terminated by the national stress' concern for their welfare will extend to other areas of bar-
More Labor Legislation
By: Associate Legislative Counsel Robert E. Smith

A flood of farm labor legislation continues!

Minimum housing standards, migrant labor transportation safety standards, mandatory Wages and Hours Act, Workmen's Compensation Coverage of farm workers, and a duplicating crew leader registration bill will add to the complications facing farmers who use seasonal help.

A federal crew leader registration bill, adopted by Congress last year, became effective January 1, 1965. It is more comprehensive and more rigid than H. 2238 in the Michigan Legislature. The federal act covers interstate crew leader operators. The Michigan act would require all crew leaders to register, with a $5 fee. It was stated by authorities working in the field that as far as they know only four crew leaders were intransit operators.

In opposing the duplicate registration of those already covered by federal requirements, a bureau raised the question — "What harm will it do? It's only a $5 fee." There is little recognition in many quarters of the complex problems and the yards of red tape faced by family farm operators as new laws restricting farm operations are placed on the books.

A bill to require farmers using seasonal labor secured through group leaders was shelved by the House Labor Committee, chaired by Representative James Bradley, D-Detroit. The bill would have required farmers using five or more workers secured through a "group leader" to file a $1,000 penal bond to guarantee payments of wages due. The measure grew out of the so-called Edmore situation of 1964, where a picket processor failed, leaving a number of Puerto Rican workers stranded. The Committee killed the bill when Farm Bureau pointed out that farmers were not fly-by-night operators and had no bad record of nonpayment of wages. The Committee also was surprised to learn that farmers are not exempt from the general statute which permits the Commissioner of Labor to sue for wages not paid to workers.

Question: I always had to go into town to borrow money for my farming. Did you say PCA will come right out here to my farm to make a loan to me?

Answer: You bet! PCA knows your time is valuable...so they come to see you. And PCA fieldmen are all trained agricultural credit men. They know what you're talking about.

Question: Doesn't that make their interest costs high?

Answer: No! PCA costs are probably the lowest in the business. The bank that I always had to go into town had a $200 dollar loan that was payable in 20 years. I was never pleased with the service. I had to drive for miles for a loan, while now I call the PCA and they come to me. I always had to go to the bank just to get $100, and now I can get $1,000. It is more convenient to call the PCA and get a loan.

Question: How do I get a PCA man out here?

Answer: Just call PCA on the telephone. The numbers are listed right here! Do it now. It won't cost you a thing, and it will save you time. Write if phoning isn't convenient.

PRODUCTION CREDIT ASSOCIATION

Adrian • Allegan • Alma • Alpena • Ann Arbor • Battle Creek • Bay City • Cadillac • Caro • Carson City • Charleton • Escanaba • Gaylord • Grand Rapids • Hillsdale • Howell • Ionia

Jackson • Kalamazoo • Lakeview • Laplace • Marshall • Mason • Monroe • Mt. Pleasant • Paw Paw • Sandusky • Traverse City
Talk about a harvest of shame.

Those who take seriously the Biblical admonishment, "Thou shalt not kill" and yet take pride in their eyes from tragic scenes of large fields of overripe strawberries rot in the sun, as crisp, unpicked asparagus hardens into whips of tall grass, bursting into flame, and are buried under its own weight."

Carloads of lettuce lying untouched while supermarket prices soar to the 50c per head mark, cauliflower at nearly 50c per head and tomatoes low in quality but sky-high in price — are all more of the story of the small man and the labor union leader. The higher prices and poorer food are the direct result of official government labor policies. urged by labor leaders in a 10 percent increase of the labor union leader.

Ignored has been the fact that under the law allowing such workers to enter this country, all jobs must first have been refused by the American citizen. The refusal of work offers still stand, but there has been no stampede on the part of America's unemployed to rush into the heat of the tomato and lettuce fields. Untended and unpicked, the fruit rots.

"The letters that follow show the reactions of Michigan growers to what is taking place:

Dear Editor:

By what "Alice in Wonderland" reasoning does Wirtz claim unemployed school children are entitled to work on farms? Why not as taxi drivers, auto assembly, carpenters, tool and die makers? How this hopeless cause for jobs, unalike with seniority rights, pays scale, etc., is not understood is that the school does not want a bunch of school kids messing up their operation.

Sure, I hire school kids — as astemate as I can — and the teachers are breakers and before them — most of the "welfare" immigrants, have earned their pay, helped the farmer, strengthened America. The Mexican bracero, on the other hand, comes at the expense of the union leader's stand against jobs on American farms.

L.B.J., in signing Wirtz, has committed a gross blunder for the U.S. American Republic and his own political career. The Mexican bracero is a god-awful deal for the American farmer. There is no sound reason he would not hire school kids to pack pickles when harvest time comes.

The jobs, other than picking works, are not too serious than most farmers realize, including the cucumber growers. For months now, Secretary of Labor Wirtz has stubbornly re-fused to allow the only competent help for the pickled harvest to come into the country. He has kept the farms already growing to go to waste so there is no sound reason he would not hire school kids to pack pickles when harvest time comes.

Kenneth Bull
Balley, Michigan

The next day none of the eight men showed up. The following day eight men came, but only one of the original crew. The entire crew averaged 23 hours per week per man when the rest of my help averaged 48 hours. It is conceivable that the braceros cannot be produced with this type of underemployment, unde- pendable and highly unqualified labor.

Dear Editor:

I believe we have here as much experience with right-of-way as any farmer in Michigan. One electric line crossed our farm, cutting all tile lines. Eight years later it was taken up and we found that the cut lines were never connected. The gas pipe-line was removed in mid-winter and left a three-foot high dam across the county drain.

One electric line runs at an angle of two corn rows per pole; another line runs the other way, and one pole row per pole of line. We have paid $800 of electric line, 560 rods of telephone line, 100 rods of cable under ground. At one time we had 220 acres of level land in North Shade Township, Gratiot County — near Carson City.

Dear Editor:

I called the Farm Labor Office of the Michigan Employment Security Commission at Grant for some urgently needed labor to do fruit pruning. After two weeks, four men — without any previous experience — reported for work. I told them the next morning and I would have Secretary Wirtz explain what he will do. I told him the next morning and I would have Secretary Wirtz explain what he will do. Instead of the four, eight men showed up.

We put four of them in the packing house. Their job consisted of placing bags of apples (4 lb.) in a box. Ordinarily two days' work in the apple farm can be done by these men, but four of these men could not keep up.

I put the other four men to another job and they completed four trees in eight hours, which is equivalent to what one man could do.

Of course, they had to have their pay that night. The next day four men came but two of them were "unable to work." The driver of the car wanted to borrow $50 to buy gas, and I have never seen him since.

I could go on for some time about damages by those who were getting free use of my land. In all of this, with only one ex- pected, not one company has offered to grant me a favor or service without pay.

Let me mention that at all of the companies, way out in front is the General Telephone Company. They have been gentlemen to deal with and we have worked out our problems. At the bottom of the list, in my opinion, is the Michigan State Highway "Right of Way" Division.

We know that the right of eminent domain is basic, never- theless it is socialistic in its con- cept, in that it takes from the in- dividual and gives to the state and to certain large corporations, free use of private property.

I would like to make some sug- gestions as to changes that I think could be made.

1. The owner should be al- lowed $100 per description for attorney fees in a right of way negotiation, $25 for attorney fees for an easement.

2. In case of condemnation, the cost of developing the appraised value at once as the case may drag on for several years. This would not cost the state as it pays interest at 5 per cent from the start. This would allow a farmer more capital property taken.

3. Hearing should be held for a local judge, not one who is state-appointed.

4. The department must pro- vide drainage under the road at its own expense. The County Drain Commissioner may call a board of determination to decide when drainage is necessary.

5. Before a right of way may be condemned, a public hearing must be held; all owners to be given written notice; all rights to be explained. The hearing should be held by the General's department.

6. No judge, jury or com- mission in a position to be able to determine damages to prop- erty without knowing how many years the pipeline or utility will be in use — and all should pay a yearly rental fee subject to review each ten years.

Walter Kipp
Garon City, Michigan
ONCE OVER LIGHTLY
BY INK WHITE
Editor, Clinton County Republican News

432 of us had a dandy time

IT'S MY GUESS that newspaper people attend more banquets, meetings and such than most folks. Not because we like to, necessarily, but because it's part of our job.

I'd be less than honest if I didn't confess that there are dozens of nights in the year when I'd rather sit home than drag myself off to some affair that should be "reported."

Once in a great while, though, comes an occasion that's worth all the previous punishment . . . that compensates for other less interesting evenings . . . and makes me glad I've had the privilege to be in attendance.

SUCH AN AFFAIR was the Rural-Urban banquet at Smith Hall in St. Johns last week. The dinner was sponsored by the county Farm Bureau and 432 of us — farmers, business people and our ladies — gathered to eat good food, visit a little, sing some songs, enjoy talented entertainers and get inspired by a truly glorious speaker.

The fellow who did the talking was Allan B. Kline, highly regarded Iowa pig raiser, who is a past president of the American Farm Bureau.

With mannerisms somewhat reminiscent of Sen. Dirksen, Kline drizzles home his message in such a conversational way that he appears to be speaking "off the cuff."

Individual freedom is his general theme and he gets around to applying it more specifically to the Farm Bureau's interest in a freer market for agricultural products, the Taft-Hartley law's "right-to-work" section, and the current rural-urban struggle over apportionment of state legislatures.

ALONG THE WAY this scholarly Iowan throws in references to the Proletaries of ancient Egypt, the Age of Pericles in Athens and the writings of Alexis de Tocqueville. Yet he does it so casually that there's no appearance of "talking down" to his audience.

Ernie Carter of Watertown remarked to me afterwards that Kline talked in simple terms you can understand. That was the ultimate in compliments, I'm sure, because Kline is a professional who must pride himself on his ability to size up an audience and tailor his presentation in a way that will best influence their thinking.

He was at his best the other night and it's a pleasure to hear a man go about a speaking chore in such a workmanlike manner.

THE SPEAKING wasn't all that was superior. Vivacious Sandra Dershem, St. Johns high school vocalist, enchanted the banquet crowd with her selections.

I don't know anything about music, but this gal sounds real good to me. She looks good, too, and she's got poise like you seldom see in an amateur entertainer. There was hardly a dry eye in the hall when she trilled out those high notes of "Michigan, My Michigan.""}

Scott Heibeck preceded Sandra with three accordion numbers that drew hearty applause.

DAVE MORRIS, Eagle farmer and district Farm Bureau director, presided as master of ceremonies and kept the program moving swiftly along. E. J. Bottum, county Farm Bureau president, introduced guests. Mrs. Willher Brandt led community singing and brought extra spirit into the Michigan Week crowd with her choice of "Michigan, My Michigan."

Elton Smith, state president of the Farm Bureau, was on hand to introduce the evening's principal speaker. The Rev. Gerald Churchill of St. Johns spoke the invocation. Accompanists for musical numbers were Mrs. Lewis Babbitt and Miss Della Davis. Organ music during dinner was provided by Lloyd Welch.

Among our tablemates at the banquet were pretty Barbara Gould of Wheeler, picked this year as Gratiot County Bean Queen, and Bernard and Donna Feldpausch of St. Johns. Bernie confided with us about their new born twins. "We didn't even know she was married," he said.

"THANKS TO MARLIE" — Clinton County Farm Bureau president, E. J. Bottum (left), extends appreciation to regional representative, Marlie Drew, for his many contributions while serving in that area. Marlie and his family were honored guests at the Clinton rural-urban dinner. The Drews have moved to Three Rivers, where Marlie services the Southwest region.

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.

Representatives of area civic-professional groups, news media and industry were present, along with dignitaries from neighboring counties such as the Gratiot County Bean Queen, the mayor of Grand Ledge, and Representative Blair Woodman of Shiawassee.

Special guests included Michi- gan Farm Bureau president, Elton Smith and Mrs. Smith, and Mr. and Mrs. Marlie Drew and daughter, Mickey. Marlie Drew was honored by the Clinton County Farm Bureau for his "many contributions" as regional representative.

District director, David Morris, served as master of ceremonies, and Farm Bureau young people provided the entertainment.
Carrots — A Golden Treasure

Sooner or later it was bound to happen — the recognition of the golden carrot as a crop of special importance to Michigan. Our state is third in the list of top carrot producers, with more than one-million hundredweight of the crisp vegetables going to market yearly.

In keeping with the tastes of most children, a majority of all carrots are eaten raw, with only one-fourth of the crop processed, and then mostly for baby foods.

"It's a small world," decided Dr. Cyril Spike, active Shiawassee County Farm Bureau member, after a recent visit to Japan. While visiting the Kiyosato Educational Experiment Project (KEEP), he met Tsuru Nakatani, now Mrs. Byoro Nabari of Kiyosato, Japan.

If that name sounds familiar to some Farm Bureau families in Michigan, there's good reason.

Tsura ran out of money while in the United States living with Michigan farm families, whom she still remembers fondly. She is truly thankful to the Michigan Farm Bureau Women because she never understood Americans until she lived with farm families and saw first-hand how hard they worked and how they saved food," reports Dr. Spike. "Tsuru is especially thankful for the inspiration the women gave her to help her own people."

KEEP, described as a "practical demonstration in democracy," is a farm school located in the midst of one of Japan's most poverty stricken areas.

"The project has brought more progress to the area in 15 years than they had experienced here in the last 500 years," said Dr. Spike. Tsuru's husband is a director of KEEP, as well as a business administrator for a Tokyo hospital.

"Tsuru is a fine, sweet, capable lady," Spike reports. "The evening I was there, the KEEP hospital burned. Tsuru worked all night caring for the patients and providing food and warm drinks for the fire fighters in sub-zero weather." Dr. Spike feels sure that the Farm Bureau Women and the farm families with whom she lived, would be proud of Tsuru, mother of two, working with dedication toward a better way of life for her people.

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Carrots — A Golden Treasure

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MAFC Council Meets

"Farmer cooperatives should prepare now to render services needed by the larger, more mechanized farms of the 1980's if they expect to survive," a team of Michigan State University agricultural economists told the Council of the Michigan Association of Farmer Cooperatives. Under the leadership of Agricultural Economics department chairman Lawrence Boger, the team reported on "Project 80" and its implications to the farmer cooperative movement in Michigan.

Meeting recently at Farm Bureau Center in Lansing, the Council heard the team of economists report on the progress of the Project 80 study and their projections of farm economic changes in the next 15 years. Using these projections of larger farmers with greater needs for custom services and larger equipment and finance needs, the Council attempted to evaluate the effects of these changes on the operation of farmer cooperatives. One area of special interest was the need for more and larger custom services tailored to the needs of the large farmers but adaptable to the needs also of their smaller neighbors.

The team of economists estimated that the cash needs of the farmer of 1980 will be 50 percent greater than his needs today. The MAFC Council members studied this area at some length.

"As the need for more cash increases, so will the need for us to do a good job," Council chairman, Alfred Roberts of Pigeon, told the group.

One of the objectives adopted by the association for the next year is the involvement of more young farmers in the many services and activities of the member cooperatives. As one member said, "since these young fellows are going to be the farmers of the 80's, we had better get them and their thinking into our organization now."

Other projects adopted by the Council included sponsorship of a tour of the Scandinavian countries and sponsorship of a speakers' bureau training program for speakers on cooperative subjects.

"THANKS FOR A JOB WELL DONE" — says Farm Bureau president, Elton Smith, in presenting plaques for long service on the Boards of Directors of the Michigan Farm Bureau (8 years) and Farm Bureau Services (16 years) to Martin Garn, past president of Farm Bureau Services.

Hail is Unpredictable!

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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Stoddard Building, Lansing, Michigan 48933

An organization to improve and extend the uses of concrete

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NAME
ST. OR R. NO.____ CITY____ STATE__
Visiting Tomorrow's Farm

ENGINEERS PREDICT MECHANIZED FUTURE

WORLD'S FAIR — Detroit! The first rays of sunlight wash the nearby mountaintops, sweep the slopes and brush the shadows from the rolling desert.

The sun, leaching higher into a cloudless sky, warms the night-chilled air. Tiny wind rivulets tease the desert sand which, in the growing light, stretches drab brown and gray to the distant horizon.

The heat rises with the sun and is reflected in shimmering waves which at times obscure a patch of color formed by fields of crops blooming miraculously amidst the otherwise barren expanse.

Within a circular, glass-walled room atop a tower near the fields a technician touches a series of buttons. Far below the desert stillness is broken as a machine begins to move along tracks which border a field of corn.

The machines, straddling the arrow-straight rows of cornstalks, picks and husks the ripened ears. The plump corn kernels are shelled, cleaned, processed and packaged as the collector moves along.

At the end of the field the packages of corn are transferred to refrigerated freight containers which are loaded onto conveyors serving a processed products center. Some of the containers leave the center immediately by express truck or train for the metropolitan markets; others are stored for later delivery.

In the meantime the tower operator has set other machines to work; machines which uproot and convert the cornstalks to fodder, plow and harrow the empty field and plant it with soybeans.

This is the farm of the future as foreseen by General Motors engineers and depicted in an exhibit at the New York World's Fair.

It also conforms to the requirements laid down when the "Futurama ride into tomorrow" was conceived — that the designers' proposals had to be practical, necessary and attainable with the technology that could be developed.

Futurama visitors, riding in sound-equipped lounge chairs, see a highly-sophisticated form of farming, yet many of its processes and techniques are essentially refinements of agriculhral practices in use today. Moreover, with the world population increasing some 60 million persons each year, farming of this type — and on this scale — will become more and more necessary.

For centuries man has dreamed of farming the deserts. The great tracts of arid land surrounding the earth experience few seasonal weather changes and provide consistently good growing conditions.

SOLAR POWER UNITS (Foreground) provide electrical power, while rotating irrigation arms sprinkle desalted sea water. Its flow is regulated by tower operators who add the needed nutrients to the incoming water. The problem, of course, is the relatively high salt content of ocean water. The Futurama farm could do it.

In many parts of the world's deserts the soil is rich in minerals and other plant foods and needs little more than water to become highly productive farmland.

Designers set about to provide that water for an integrated farm complex that could grow, process and ship food to the market place with the greatest possible economy and dispatch.

"Our objective," said an executive, "was to show that it is possible to deliver a truckload of green beans — for example — anywhere on earth in the middle of winter and do this at midsummer prices and quality. The Futurama farm could do it."

In many desert areas, where bordering mountains block the rains, the off-distant sea is frequently the greatest potential source of water. The problem, of course, is the relatively high salt content of sea water, the cost of purifying it and transporting it to the desert farm.

However, man today is desalinizing sea water. As the purifying equipment improves, the cost-per-gallon promises to fall and make desalted sea water economically practicable for irrigation.

There still remains the problem of inexorably delivering the water to the desert fields. Pumps — driven by atomic-generated electricity — move the water through pipelines to the Futurama farm. Solar power, while limited by weather factors, augments the atomic-powered generator.

Soil deficiencies are corrected by tower operators who add the needed nutrients to the incoming water. Its flow is regulated by moisture-sensing devices planted midst the crops.

Where the deserts are farms today two or three crops each year are not uncommon. With the controls available Futurama farm fields would provide an even greater yield.

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Special atmospheric conditions — humidity, light, soil or air temperature — are also artificially maintained in order to speed or inhibit growth or maturation as the market dictates.

Computers keep a constant eye on the market to forecast food stuff demands and program current shipments. This information enables tower operators to achieve maximum farm efficiency through crop rotation, harvest schedules, processing and other operational techniques.

Though great distances may separate the desert farm from its metropolitan markets, delivery time is sharply reduced by improved freight handling techniques and transportation.

An automatically-controlled, intrcontinental highway and a high-speed rail line serve the Futurama farm. Processed and packaged, the farm crops are loaded into standard-size containers easily accommodated by truck or train and handled by a fully-automated loading system.

Minutes after it leaves the vine it is at the############################################################

Auto Designers Depict Futuristic Farming

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Yes, "Tall in the service of Michigan farmers", that's the record of the Michigan Elevator Exchange division, busily marketing Michigan grain and beans since 1921.

SELL OR STORE YOUR GRAIN AND BEANS THROUGH YOUR LOCAL COOPERATIVE and FARM BUREAU ELEVATOR!

Michigan Elevator Exchange members can get you the best prices that the market offers.

When you market, THINK TALL.

Think Cooperative!
FARM BUREAU WOMEN
working, not waiting.

A BAKE SALE — with proceeds going to the Citizenship Seminar fund for three Livingston County young people — was held recently in Howell by Farm Bureau Women.Shown proffiting is saleslady on her own work Mrs. Clifford Nohrnn (right). Almost convinced to buy back their own baked goods are Mrs. Shirley Lottie, Mrs. Clarine Taylor and Mrs. Mary Hett. The women netted $154 from their sale with more donations still to come.

OFFICER'S TRAINING WORKSHOP SCHEDULED

A two-day training workshop for incoming county and district women officers will be held at Camp Kett, July 7-8, according to Miss Helen Atwood, coordinator of Farm Bureau Women's activities.

The main objective of this year's workshop will be to promote a better understanding of Farm Bureau and the women's role in it, to study the officers' duties, and the techniques of getting the job done effectively.

The workshop will begin with 9:00 registration on Wednesday morning, July 7, and adjourn on Thursday afternoon at 2:30.

Featured speaker for the training camp will be T. C. Petersen, director of the Program Development Department of the American Farm Bureau Federation.

Also scheduled on the program in Michigan Farm Bureau president, Elmo Smith, who will talk to the officers about the "Future of Farm Bureau.

"We hope that officers will make a special effort to attend this important meeting," states Miss Atwood. "The executive committee has done an excellent job of making up a workshop program which will be of real value to all leaders in the Farm Bureau Women's program."

Women at World Session

In September, 1965, fifteen hundred women from all parts of the globe will meet in Dublin, Ireland, to hold the 11th Triennial Conference of the Associated Country Women of the World. The Michigan Farm Bureau Women, members of the ACWV, will be represented by their state chairman, Mrs. Wm. Scranton.

The Farm Bureau Women's executive committee and the state board of directors felt that official representation from Michigan was especially important in view of the invitation which will be extended to the ACWV to hold their 1968 conference in Michigan. The invitation will be issued jointly by the Michigan Farm Bureau Women, the Michigan Extension Clubs and the Michigan branch of Farm and Garden Clubs.

For many years, county Farm Bureau Women's Committees have contributed to the ACWV through their "Pennies for Friendship" project. Mrs. Virginia Smith, chairman, American Farm Bureau Federation Women's Committee, is Deputy President of the ACWV at the present time.

The ACWV, only international organization of country women in the world, has 176 member societies. They are all self-governing societies, groups of rural women working in their own lands to better the lot of women and children, working to get better nutrition, better education, better housing and a happier life, through their own efforts and in their own way.

There is no one pattern for the women in the various countries to reach these goals because of the widely different climates, creeds, ways of life. But they are strongly united in their aims to improve conditions and in the warm friendship for their fellow members in other lands. Every third year they meet to report progress and make plans for the future.

The theme of this year's conference is "Working Together." The resolutions which come from the societies include such topics as cooperation, the use of chemicals in farming, safety in homes and on the roads, training projects, nutrition, and marketing.

Women's Speaker Confirms

Mrs. Litta Roberson, who has spent the last year in Literacy Village, India, will be the principal speaker at the Farm Bureau Women's annual meeting, Tuesday, November 9, Michigan State University, East Lansing.

Mrs. Roberson, state Women's Director of the Ohio Farm Bureau Federation, will relate some of her experiences in "Literacy Village." Her work there has been supported, in part, by the Michigan Farm Bureau Women, who have watched her progress with interest. A letter to the women read at district meetings last fall indicated some of the exciting adventures Mrs. Roberson has had in India. This is an election year for Farm Bureau Women, so counties having candidates for state chairman and vice-chairman should have their nominations in by September.

Nominating forms will be sent out. These may be obtained from Miss Helen Atwood, Michigan Farm Bureau, 4000 N. Grand River Ave., Lansing, Michigan. Further program details for this year's annual meeting will be printed in upcoming issues of the Michigan Farm News.

ATTENTION FARM BUREAU WOMEN!

Remember Tsuru Nakatani, from Japan? You will be interested in reading about what Tsuru has accomplished since her return home. See page 8.
Arrangements have been completed with Encyclopaedia Britannica to bring you the latest Imperial Edition at a reduced price — a price that is substantially lower than that which is available to any individual.

Since it is Farm Bureau policy to never release member-names from confidential lists, you cannot learn the details of this special arrangement unless you fill out and mail the coupon below.

And the beauty of this plan is that you not only receive the 24-volume Britannica itself at a reduced price, but you have your choice of additional Britannica merchandise at no extra cost through Britannica's Group Co-op Plan.

These extras, from which you may choose, include such items as the 15-volume Britannica Junior Encyclopaedia designed especially for boys and girls, the Britannica World Language Dictionary, the Britannica Atlas, a beautiful walnut-veneered bookcase, your choice of Home Study Guides which cover subjects that range from history and literature to child care and home decoration. Also included among the extras is the Britannica Library Research Service which allows you to receive up to 100 prepared research reports on almost any subject of your choice.

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In addition to this, along with this reduced price, Encyclopaedia Britannica is also extending its own "Book club" plan with an important difference. It is called the Book a Month Payment Plan. You receive all 24 volumes at once, yet pay for just one book each month.

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FOURTEEN

SUMMER! - A TIME TO TRAVEL...

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BALANCED PROGRAM

MABC members know the importance of a balanced investment to increase future milk production and sales. First, your cows must have the ability to produce. You get that "right" inheritance from proven MABC sires. Through MABC, better livestock management and breeding has contributed to the increase in Michigan's milk production level. It really pays to belong to the MABC.

As a dairyman, your first concern is to stay in business. A balanced dairy industry also depends on increased consumption of dairy products. Expanded markets depend on timely merchandising, advertising, public relations, and product and market research. When you support your American Dairy Association, you are actually investing to secure a balanced program for increasing your milk sales in the market places of America.

FOURTEEN

Last Chance for World's Fair

Last year's exciting six-day trip to the New York World's Fair is to be repeated in late August, giving Michigan Farm Bureau members and their friends a last chance to take in the "fair of the century."

The all-rail tour will leave from Detroit at 7:45, Tuesday morning, August 24. It will return to Detroit Sunday, August 29. In between will lie a busy period of sight-seeing which includes traditional tours of Lower New York, Chintown and the Battery.

An afternoon trip by boat is planned, taking the group completely around Manhattan Island, past the Statue of Liberty and the beautiful skyline of the United States' largest city.

Guide for the tour will be Melvin Woell, Editor of the Michigan Farm News and Manager of the Information Division for the Michigan Farm Bureau. He will bring to the group experience gained as a guide for last year's successful World's Fair tour.

FABULOUS FAIR

Although reported to be in financial difficulty, travellers report that matters of high-finance have had no apparent effect on exhibits and similar attractions. A few of the higher-cost amusement rides have closed, but even more of the already many "free" exhibits have been completed.

For example, the fascinating Belgium Village was incomplete and closed most of last season when workmen rushed to finish this duplicate of a Belgium community. Now open, the Village is proving a major attraction.

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Lansing, Michigan
"Scandinavian" Tour

Farmers to use Fast Jet

It's a small world as Michigan farmers will discover when a Pan American jet flight sets them down in Oslo, Norway just a few hours after leaving Detroit.

Such is the schedule planned for the special Scandinavian Cooperative Tour, arranged by the Michigan Association of Farmer Cooperatives for the dates of August 30 through September 20.

The 22-day tour will be guided by L. A. Cheney, Secretary-Manager of the Michigan Association of Farmer Cooperatives. Cheney's broad knowledge of the organization and operation of farmer cooperatives will be valuable assets as the tour group visits cooperatives in the Scandinavian countries.

Norway, Sweden, Finland and Denmark, in that order, will be included in the tour with stops at such places as the "Stora Vasby Farm" between Stockholm and Uppsala, and a visit with the "Swedish Cooperative Union and Wholesale Society."

Coupled with a sight-seeing tour of gay Copenhagen will be a stop at "Meat City" to see the amazing uniformity of Danish pork. Later, the group will meet with representatives of the "Andelsutvalget" for information about the Danish Cooperative movement.

Tour cost? $1,076 per person from Detroit. Check and mail the coupon for a day-by-day itinerary.

Travel-LOG

NORTHEAST CANADA AND NOVA SCOTIA


EUROPE

Departing August 7 — Returning September 8. To England, Norway, Sweden, Finland, Denmark, West Germany, Czechoslovakia, Austria, Switzerland, with a couple days in Paris.

NORTHWEST CARAVAN


WASHINGTON, WILLIAMSBURG

Departing August 19 — Returning August 25. This will be by rail to Washington and return, with a three-day bus trip to the Richmond-Williamsburg area. Cost from Detroit, $188.63 — cheaper for wife travelling with husband.

WORLD’S FAIR

Six days at the fabulous New York World’s Fair, leaving by rail from Detroit in late August. This tour will include visits to Chinatown and the Battery and a boat trip around Manhattan Island. Cost — approximately $140.

Information Division, Michigan Farm Bureau
4000 North Grand River, Lansing 4, Michigan
SEND DETAILS OF TOURS AS CHECKED
July 31-August 14
NORTHEAST CANADA AND NOVA SCOTIA □
August 7-September 8
EUROPE □
August 19-September 1
NORTHWEST CARAVAN □
August 19-25
WASHINGTON-WILLIAMSBURG □
Late August
WORLD’S FAIR □
August 30-September 21
"CO-OP TOUR" TO SCANDINAVIA □
Giant Underwater "Eggbeater"—Shoves Oyster-Shell Deposits from Dead Reefs, while powerful hydraulic pumps draw the "slurry" aboard for processing through washing, sorting and grading cycles. Costing $1,500,000 this dredge can process 600 cubic yards of oyster-shell per hour. Later, the shell reaches Michigan farms as a valuable poultry diet supplement.

To most farmers a "mallard" is a species of duck. To the men that "farm" the oyster-shelf reefs off America's coastline, the "mallard" is a species of mechanical duck, as well as a floating home and factory.

The new dredge specifically designed to mine oyster-shell, which in crushed form finds its way to poultry farms all over the United States including Michigan, "Mallard" has been placed into operation by Southern Industries Corporation, producer of Pilot Eggshell, Mayow's Snowflake and Potomac brands of oyster-shell products.

"Mallard" is the forerunner of what agricultural scientists predict will eventually become a flotilla of "factories" designed to farm and mine the sea. They point out that although most modern farmers consider themselves dry-land operators, vast regions of the ocean will be brought under men's cultivation and control.

Among the predictions are those that future ocean-farmers of the future planting and cultivating huge beds of kelp and other high-value sea plants, herding shoals of branded and fenced-in fish which are fed regularly, and many types of mining operations such as that done in the recovery and processing of oyster-shell.

Two hundred feet long, 50 feet above and tall as a 7-story building, the new dredge operated by the Southern Industries Corporation is capable of recovering and processing 600 cubic yards of reef oyster-shell per hour. It works with the cutting head more than 500 feet below the surface of the water, digging into layers of shell deposited by countless millions of bi-valves over centuries of marine activity.

Valued for a number of reasons, oyster-shells have been used in crushed form for centuries by poultrymen to insure fewer cracked, checked or broken eggs. To do this they must supply large daily amounts of a source of highly concentrated calcium which oyster-shell provides.

After being dredged from coastal reefs and thoroughly scrubbed, the oyster-shell is further processed by sterilization and drying in super-heated kilns. The largest producer of oyster-shell for the poultry industry, Southern Industries annually dredges six million cubic yards of oyster-shell from reefs off Virginia, Florida, Alabama and Louisiana coastlines. Each year near by 400,000 tons of the crushed shell is graded into hen, pullet, and chick-sized particles.

Besides having high calcium carbonate in meal and flour form for feed mills and as a supplementary free-choice ration for laying hens, the new giant dredge "Mallard" scoops up and preprocesses the calcium shell deposits for use in drug and chemical trades, for asphalt roofing, tires and paints. Still another portion is converted into lime.

"Merit Rating" Comes to Michigan
Farm Bureau Blue Cross-Blue Shield member-subscribers will receive, along with their next quarterly billing statement, information regarding the "Merit Rating" system, new to Michigan newspapers, but used in other states for several years.

According to Blue Cross-Blue Shield, merit rating will offer guaranteed annual rates with greater equity from several reasons:
1. Rates will be influenced by the cost of Blue Cross and Blue Shield benefits actually used by a group.
2. Rates will reflect the cost of hospital services in the area of the member-subscriber.
3. Rates can be stabilized or lowered by less frequent use of benefits.
4. Rates can never be more than 20% above the average rate of all groups.
5. Rates can never change more than 30% from one year to the next.

Greater equity in merit rating is assured because each group will more nearly pay for what it uses, the officials explained. Farm Bureau Blue Cross-Blue Shield rates will be affected by the cost of hospital and doctor care used by the group. Formerly, all Blue Cross rates were based on the cost of benefits used by all groups in the state and the statewide costs of hospital services. Under merit rating, the cost of benefits used by each group will be reflected in that group's rates.

Because Farm Bureau, as a Blue Cross-Blue Shield group, uses hospital and doctor care benefits costing more than the average used by all groups, rates will be adjusted to compensate for the difference.

Each member-subscriber will receive full information, direct from Blue Cross-Blue Shield, as to how merit rating will affect his coverage.

This system will keep rates in line with current costs in an area. It is designed to help protect subscribers against possible increases resulting from higher costs in other groups.

The new merit rating system was explained in full detail to county Farm Bureau Secretaries at their conferences May 25 and June 2, by J. E. Shadduck, Manager, Direct Billed Groups Department of Michigan Blue Cross-Blue Shield.

"Operation Information" Underway

Farmers and their Farm Bureau organization have everything thing to gain by becoming more effective in informing the people.

That premise is the foundation for a series of "Communications Clinics" designed to provide "know how" for County Farm Bureau Information Committees.

Kicked off May 18, the series of instructional meetings will continue until mid-August and will eventually reach all County Farm Bureau Information Committees in Michigan.

These Clinics are of a "down to earth" nature which tackle the methods necessary for a committee to do a good job of telling the story of Farm Bureau, increasing agriculture to members and to a public which sees little of farming.

The one-day "schools" come at a time when the public at-large has many distorted images of farms and farmers. Experts agree that sometimes the distortions are cultivated by self-interest groups.

In the first meeting of the series, Northwest Michigan Farm Bureau hosted its neighbor counties: Antrim, Kalkaska, Missaukee, Wexford, Manistee and Benzie.

Washtenaw County Farm Bureau invited Livingston, Wayne, Lenawee and Monroe to a Clinic at Ann Arbor, May 28.

In the sessions to come, Calhoun County plays host to Barry, Eaton, Jackson, Branch and Hillsdale on July 12. Newsway County invites Mason, Osceola and Oscoda on July 13.

July 15, Tuscola County invites Bay, Saginaw, Huron and Sanilac County Committees to its Clinic at Caro. July 16 — Isabella is the host, Clare, Gladwin, Mllbold and Mecosta Counties attend.

Clinton County becomes the Clinic center, July 19, hosting Montcalm, Gratiot, Ionia, Shiawassee and Ingham Counties. Lapeer County lines up Genesee, St. Clair, Macomb and Oakland on July 20.

Iron invites Arenac, Ogemaw and Alcona on July 22, and Cheboygan calls in Alpena, Montmorency, Otsego, Presque Isle and Charlevoix, July 23.

Upper Peninsula Communications Clinics will be held in August. Counties to be served are Chippewa, Mackinaw-Luce in one Clinic, Marquette-Alger, Delta and Menominee in another, and Iron, Baraga and Houghton in a third.

"Writing a Good News Story" was the subject discussed by Don Kinney of the Michigan Farm Bureau Information Division with county Information Committee members at a "Communications Clinic" in Traverse City. Participants have been making a trial run at news-story writing.
GREAT LAKES GROUP MEETS IN ESCANABA

Members of the tri-state Northern Great Lakes Rural Development Committee have voted to incorporate. The action took place at a meeting held June 4 in Escanaba.

The committee has been supported by an advisory panel of representatives from Federal agencies and the universities of Wisconsin and Minnesota, and Michigan State University. Chairman Walter Harvey of Eagle River, Wisconsin, said, "Any new organization must have continued utilization of these agencies but should have the door open for other public or private support."

The new committee, representing 31 counties in the northern portion of the three states, has already stimulated the formation of several resort centers and the establishment of wood utilization industry.

Tourist specialist, Louis Twardzik, suggested to the group that each major community should have a person responsible for recreational development, just as communities have school superintendents to administer education. He also suggested that the three states should plan cooperatively for highway construction.

Michigan delegates to the tri-state organization are: Harold Dettman, St. Ignace; Roy Jensen, Fennville; Ed Gould, West Branch; Clark Most, Alanson; Palmer Beebe, Dowagiac, and the Reverend Carl Storer, East Lansing.

A GRAND SLAM WIN over a field of 21 in the German Shorthaired Pointer Club of America "national specialty" recently added a big jewel to the show ring crown of "Kamik Desert Dawn," shown here with her proud owner, Harold Tepin of Farm of America "national specialty" recently added a big jewel to the show ring crown with about the same total weight.

All Silage Not Alike

"Unfortunately, all corn silage is not created equal," says Dr. Merle Teel, Director of the American Farm Research Association. "Some silage is good, some is mediocre and some is just plain bad, and how it gets that way is usually predictable."

Farm Bureau Service, Inc. of Michigan is a member of the American Farm Research Association, which is a Farm Bureau affiliate. The findings of the Association are passed on to Farm Bureau members in terms of better crops, products and services.

Here are tips offered by Dr. Teel to help Farm Bureau members improve the feeding value of the silage they produce:

Best quality com silage is made from fields with high grain yields. Early-planted well fertilized corn will have 60 percent grain rather than 40 to 50 percent. The silage will contain 0 bushels of com per ton rather than from 2 to 5 bushels. High energy com silage is made from com harvested at 65 to 70 percent moisture. Grain will contain approximately 50 percent moisture and will be well dented. To provide com with proper maturity for silage select an improved, disease-resistant hybrid which will mature in the time you have allotted for growth. With late planting, a short season hybrid will provide higher energy silage than a full season hybrid with the same total dry weight.

Planting date may not change the total silage yield. It may reduce only the grain content of the silage. Such silage is best fed to dry cows and heifers. Fiber digestibility in corn drops very little during the grain ripening phase. Total digestibility increases with maturity due to increased grain content.

Grain yield increases at rates between 150 and 200 pounds per acre per day during the peak period. Between the milk stage and early-dent stage it is increasing 4 times as much potassium as corn as silage... enough energy to produce nearly 100 pounds of beef or 1200 pounds of milk. These losses would be twice as great for the farmer who harvested com silage in the milk stage. WAIT UNTIL CORN IS DENTED BEFORE HARVEST IT FOR SILAGE.

In Iowa, an experiment showed that it takes approximately 19 days for corn to ripen from the milk stage to the dent stage (90% moisture or less). Corn as silage removes over 4 times as much potassium as corn for grain. A 15 to 20% yield will remove over 200 pounds of nitrogen, 90 pounds of phosphates and 540 pounds of potassium. Fertilize accordingly, adjusting a soil test as a guide. High silage yields demand thicker populations. Select population with careful consideration of soil type. Top yields are coming from 35,000 plants and up.

Silage...
Take Time to Care
Take Time to Live

NATIONAL FARM SAFETY WEEK
JULY 25-31

Eight thousand farm people were killed in accidents last year! Accidents on the farm in one form or another injured another 800,000 in the same twelve months! Statistics such as these show the importance of National Farm Safety Week.

N. L. Vermillion, Administrative Vice-President of the Farm Bureau Insurance Group, urged Farm Bureau members to develop their own personal accident prevention programs during Farm Safety Week — and maintain them throughout the year.

Here is a suggested program of daily emphasis for various types of accident-prevention activities during National Farm Safety Week:

Sunday, July 25 — Reversence for Life:
Take time to take care. Be alert to and aware of ordinary hazards of daily life but prepared for the unexpected. Know what to do in an emergency. Respect hazards, expect hazards, learn to live with hazards that can’t be corrected.

Accidents cost time, money, suffering and sometimes life. The individual has a responsibility to act safely to protect and prevent harm to himself and others.

Monday, July 26 — Safety Begins at Home:
Neat, orderly farm houses are safer, more pleasant homes. Have a place for everything; keep everything in its place when not in use. Practice safety while doing household chores, for the family’s safety, during methods of relaxation and home recreation. Check appliances, electrical wiring, power tools, etc. for defects. Look over heating system, chimney, stoves, portable heaters, etc. to reduce fire hazards. Clean out clutter and rubbish that could cause falls and fires.

Tuesday, July 27 — Farm and Home Chemicals:
Chemicals are widely used in agriculture; chemical household and drug products are found in every farm home. Always read labels, use as directed, take necessary precautions in use. Keep in original containers and store in suitable places well beyond the reach or access of small children. Never transfer potentially harmful materials to unmarked food and drink containers. Poisonous materials should be locked up. Dispose of empty containers and unused portions promptly.

Wednesday, July 28 — Prevent Falls:
Good planning reduces need to rush, means more work done with fewer mishaps. Repair or replace broken, unsafe ladders. When a ladder is needed, get one — don’t use makeshifts. Provide handrails and good lighting for stairways and steps. Pick up tripping hazards from around house, stairs, porch, yard, walkways, out buildings. Clean mud, grease, snow, etc. from shoes before climbing ladders or on machinery, buildings, trees, other high places. Re- place broken floors. Skidproof small rugs. Put up handholds at bathtub.

Thursday, July 29 — Rural Highway Safety:
Courtesy is a key to traffic safety. Always practice basic rules of safe driving. Adjust speed to road conditions. Obey all traffic signs. Be especially alert at railroad crossings and unmarked rural intersections. Install and use seatbelts. Be careful when entering road from farm drive-way, field exits. Signal well ahead before turning into farm entrance or onto secondary road from highway.

Friday, July 30 — Farm Machinery:
Keep all farm equipment in safe operating condition. Keep guards and safety devices in place. Always stop machines before unloading, servicing or adjusting. Refuel only cool engines. To avoid tractor upsets or backward skids: slow down when turning or on rough ground, hitch only to the drawbar; set wheels wide; be cautious while working on slopes, uneven ground or around ditches. Keep a field extinguisher and first aid kit on tractors and self-propelled equipment. Farm machinery should be properly lighted and well marked with warning devices such as flashing reflectors and Slow-Moving Vehicle Emblems for better safety on roads.

Saturday, July 31 — Recreation Safety:
Take safety seriously — everywhere — all the time. Be careful around bodies of water both large and small. Teach youngsters how to swim. Observe rules of boating safety.

KLINE REVISITS MICHIGAN

FORMER AMERICAN FARM BUREAU PRESIDENT — Allen B. Kline (center) visits with Michigan Farm Bureau leaders at a Rural Urban dinner sponsored by the Clinton County Farm Bureau during Michigan Week. To the left is Elton Smith, Michigan Farm Bureau president; also shown is E. J. Batton, Clinton county president.

FARM BUREAU UNDERWRITERS

FOUR UNDERWRITERS — representing the Underwriting Division of Farm Bureau Insurance of Michigan, took part in a conference in Missouri to study the importance of services to Farm Bureau members was the conference theme. Shown from the left are: Dave Wallis, Russ Edgerton, Dan JaIff and John Leary.

Boys' Bravery Cited

Calm action and clear-headed thinking earned two northern Michigan boys a citation for bravery before a meeting of the Kalkaska Rotary Club.

The two thirteen-year-olds, Allen McCool and Robert Moyer, received the awards from representatives of the Farm Bureau Insurance Group for helping save an Ohio couple from drowning in North Blue Lake, Kalkaska county.

Presenting the engraved gold plaques was Eugene Roberts, a member of the Michigan Farm Bureau board of directors. Also in attendance were Foster McCool, Career Agent and father of Allen; and Garth Tompkins, Career Agency Manager for Benzie, Leelanau, Grand Traverse, Crawford and Kalkaska counties.

Allen McCool and Robert Moyer were fishing in North Blue Lake on May 7th when they heard calls for help and, upon their investigation, found Mr. and Mrs. Marion Lohr clinging to their swamped boat, 50 feet from shore. Allen and Robert managed to get to the boat and swim back to shore, each towing one of the Lohrs.

In an address to those attending the Rotary Meeting, Mr. Roberts said, in part, "The heroic act is history, but the inner qualities which motivated these young citizens to help their fellowmen — are only beginning to emerge. This heroism is only an indication of the character, integrity, and personal confidence which will guide the lives of these boys and determine their success in the years ahead."

"The Farm Bureau Insurance Group, because of its interest in recognizing those individuals who make major contributions to society, has asked that I present awards to these deserving young men. I am especially pleased with this assignment because one of the boys, Allen, is the son of our Career Agent, Foster McCool — who represents our Companies in Kalkaska County."

The two boys were presented citations for bravery by the local Police Department and newspaper. In addition, a gold watch was given to each of the boys by Mr. and Mrs. Lohr who had journeyed from Ohio to attend the affair.
Computer Speeds Bureau Business

1400-Series "Brain" added
BY: Charles H. Bailey

The new 1400-Series I.B.M. computer system at Farm Bureau Services’ Finance Division in Farm Bureau Center, Lansing, doesn’t exactly talk, — but it probably will before 1970.

According to Ronald Willer, Data Systems manager for the division, the new computer which is the heart of the system may well be "talking" by telephone to other computers at local banks in the not-too-distant future.

"Farm Bureau Services installed the new computer system to provide management with fast and accurate information to meet the needs of the more than thirty cooperatives which the Finance Division serves," according to division manager R. G. Bartz.

The impressive list of operations performed by the system includes such things as inventory control and sales analyses, payroll and labor-utilization analyses, printing of mailing lists, checkbook reconciliation and many others.

For the branch cooperatives, the computer and associated equipment will do in a fantastically short time such time-consuming tasks as the preparation of patronage checks, income-tax forms, allocated-credit certificates and individual patronage statements.

Many of these have been typed by hand in the past, but the new computer will automatically type them from previously prepared cards which may be handled only once for a series of related operations.

The machines in the Computer Center will perform a number of services for the Michigan Farm Bureau. These include mailing lists by state, county or commodity interest, — or if desired, by such special cataloguing as farm size.

Dues notices, membership cards, commodity listings and growth reports, these and similar complex operations will be handled by the mechanical marvel.

Importantly, the new computer center eliminates the need to replace about $200,000 of outdated equipment and at the same time will produce at high speed the many types of management information which could not be handled with the older machines.

Best of all, it helps Farm Bureau do a better job.

"Word-Power" is Dynamite!

(Editor’s Note: The following report was written cooperatively by "students" of the writer’s workshop sessions held as a part of "word-power" conferences for County Farm Bureau Secretaries, May 25-26 and June 2-3.)

"Word power is dynamite," said communications expert, Melvin Woell, at Farm Bureau secretaries’ conferences, held May 25-26 and June 2-3, at Camp Kett, near Cadillac.

Secretaries from 50 county Farm Bureaus participated in the meetings which highlighted the importance of good communications.

"The art of using words in effective communications is the most important challenge of our time," said Woell, manager of the Information Division, Michigan Farm Bureau, as he pointed out that a majority of business failures are due to lack of adequate communications.

Woell stressed that it is people who give meaning to words and that communications are also involved in attitudes. "Learn how to use the tools of communication and you can unlock doors to the future," he told the secretaries.

Using a recent study as an example, he said that a group of High School youngsters who failed to pass exams on a wide variety of subjects were given a full year’s training in vocabulary as an experiment. Later, when given the same tests which they had previously failed, 85 percent of the students passed, proving the importance of word-understanding to the basic learning process.

The second day of each conference was spent projecting ideas for office procedures and record-keeping in the Farm Bureau’s county offices to meet the growing needs of membership. Under the direction of Mrs. Marjorie Gardner, coordinator of county offices, the secretaries reviewed the results of a two-year project in the form of a manual to aid them in their specialized work.

"YOU ARE A FARM BUREAU SPOKESMAN," — Melvin Woell, manager of the Information Division of the Michigan Farm Bureau told participants at a Speakers’ Workshop session. He stressed the importance of the county Farm Bureau Secretary’s role in communicating for her organization."
EMBLEM PROMOTES SAFETY

SLOW-MOVING VEHICLE — farm safety emblem, appears with growing frequency on Michigan farm machinery. Especially designed to eliminate rear-end highway collisions, the bright emblem includes a red reflective border around a triangle of fluorescent orange.

CASTLE AT TRONDHEIM, NORWAY — is the setting for coronation of Norwegian Kings. The ancient city is considered a gateway to the North. It will be typical of similar sights offered Michigan farmers and their friends in the Scandinavian Cooperative Tour, sponsored in late August by the Michigan Association of Farmer Cooperatives. MAFC Secretary Manager L. A. Cheney will lead the group.

SEMINAR DELEGATES

FROM IRON COUNTY, — to the Citizenship Seminar at Camp Kett, July 12-16, will go Mike Casanova, son of Mr. and Mrs. Oswald Casanova; and Brenda Virkler, daughter of Mr. and Mrs. Elmer Virkler. They are shown with Mrs. Lauri Honkala, Chairman of the Young People’s citizenship committee.

SHOWING NEED FOR BETTER SEED

ROBERT MILLIGAN, Cass City, has been named one of two teenage winners of $1,000 scholarships to Michigan State University by the Beet Sugar Industry. He is the son of Tuscola County Farm Bureau members, Mr. and Mrs. James Milligan.

HALF-BILLION

A MICHIGAN LOAN — to the Paul Piel Family, Ottawa Lake, helped push the Federal Land Bank of St. Paul to the half-billion mark in loans outstanding. R. H. Cranor, right, is manager of the Federal Land Bank Association of Blissfield where the loan was made.

SCHOLARSHIP

MICHIGAN WEEK FLOAT

VERSATILE DISPLAY, — donated to Michigan State University by the Michigan Seed Dealers Association, shows the need for better seed in good farm management. Examining the attractive display are Richard Brown (left), Lansing, president of the Seed Dealers Association and manager of Farm Bureau Services Seed Department, and T. K. Cawden, Dean of the College of Agriculture, MSU.

HOURS OF HARD WORK, — paid off in this colorful float, entered by the St. Joseph County Farm Bureau in a parade opening Michigan Week activities of that area. Photo courtesy, Farm department, Sturgis Daily Journal.
Farm Bureau Life Grows

The Farm Bureau Insurance Group of Michigan achieved another milestone in its history of continued growth as life insurance in force climbed to a record $200,000,000 recently, according to N. L. Vermillion, Administrative Vice President of the Farm Bureau Insurance Group.

Farm Bureau Life exceeded $200 million as a policy was issued to Mr. and Mrs. David Nelson, Farm Bureau members in Muskegon County.

"The Company has experienced an unprecedented rate of growth since its founding in 1951," Vermillion explained. "The Company reached the first $100 million mark during 1960, and with the Nelson policy, has surpassed the second $100 million milestone in half the time - four and one-half years."

The Company ranks in the upper 20% of all life insurance firms in the United States on a basis of insurance in force.

David Nelson and his wife, Barbara, have one son and are expecting another to add to the family later this year. Although they had been contacted by several firms concerning life insurance, they decided to buy from Farm Bureau because, according to David Nelson's words, "They gave me the type of protection I wanted and needed." The policy chosen by the family is written on the life of Mr. Nelson and provides coverage on Mrs. Nelson and all children - plus potential monthly income for the family should either die.

"The immediate public acceptance of Farm Bureau Life's insurance services and the Company's subsequent meteoric growth can be attributed to our policy of constantly improving policy-holder benefits," said Vermillion.

"Dividends and interest rates for Farm Bureau Life have increased two and three times, respectively, following the Life Company was founded."

The Farm Bureau Insurance Group, with 255 sales and claims representatives located in 46 offices throughout Michigan, is affiliated with Farm Bureau Companies operating throughout the United States. Total life insurance in force of Farm Bureau Companies across the nation is nearly $44 billion.
**Price Bargaining!**

Can price bargaining yield positive benefits for farmers? Yes, indeed it can — and it has. Of course, and we cannot expect it to deliver miracles.

We sell bargaining short if we see price as its only object. And to insist on a price, for its own sake, can damage the effort to gain the maximum price that the market could deliver.

Farmers need to be organized for a proper value in bargaining. That is a first requirement. Buyers in today's market are well-financed cooperatives with "command" over the market flow of food products. They are highly informed about market conditions. The "king pins" of the system are the retail supermarkets. They do much to dictate prices to the processors with whom the farmers must deal. But the large marketing agencies are highly skilled and well informed about market conditions. They buy on large-volume contracts under definite specifications calling for regulated delivery schedules.

To bargain effectively, farmers must match them. Their bargaining agents must possess the same breadth of market information and match the buyer's skill in bargaining strategy.

Sales always require agreement between buyers and sellers. The farmer must become an effective, organized force in this marketing system.

**What are the farmers' points of bargaining strength?**

Short of owning his own processing and marketing operations, the farmer may still play his hand to favor the strong points of his position. There is a temptation to overplay his position in regard to withholding products from the market as a pressure device. This can and may cause him more distress than those he seeks to pressure. More on this point later.

To be well organized is strong point number one.

Today's marketing agencies prefer to deal with seller organizations large enough to deliver goods under contract for a year and which are responsible as business corporations. Farmer marketing cooperatives can fill this bill.

Marketing agencies will even offer better prices in return for this kind of responsibility. They sense by knowing what to expect.

Farmers' marketing organizations can offer products under high grading and quality standards. They can satisfy favorable delivery schedules and provide proper storage until the raw farm foods are needed. In some cases, the farmers help promote the products through advertising. These point strengthen the farm position.

What "tools" are necessary to a proper approach in bargaining? The primary "tool" is broad and accurate information about market conditions for the product to be sold. Goods must be priced to sell — yet yield the best possible price. Price should not freeze the market. The exact "best price" falls at a delicate line.

But information, alone, is not enough. The information must be interpreted with skill and applied in the bargaining process. A proper bargaining formula involves exact calculations.

The facts needed include what stocks are on hand of the product, as well as of competing products. One must know the impact of "substitutes" on consumer buying. What are the consumer buying trends — new consumer preferences? Are incomes rising or falling in the economy? What are the costs of storing, processing, transporting and merchandising the product? What shrinkage losses take place?

Facts like these, skillfully handled, give a basis for a realistic "asking price" formula. Your price request is not merely a shot in the dark.

Price bargaining will be skillfully planned. This is what Farm Bureau marketing organizations such as MAGMA and the American Agricultural Marketing Association are trying to do.

**Science, Not Miracle**

What are the advantages and disadvantages of "withholding" a product as a bargaining-pressure device?

Of course, one of the advantages in the farmer's hands is that he controls the raw product to begin with. This means little unless he pools the main volume of the product. He must control most of the flow to market. This requires pooling and planning. Unregulated, independent sales ruin such control of product flow and result in a loss to the farmer.

Withholding is not merely a negative pressure device. The positive feature lies in being able to offer products in the desired volume. Quality control can deliver uniform products.

This is a strong bargaining point. Pooling products is a kind of withholding. With this approach farmers can play one buyer against another in competition for supplies of the products.

On the farmer's side of the withholding effort there are problems. This is especially true in withholding highly perishable products or livestock. Losses of highly perishable products mean loss of income. Continued feeding of livestock is also a costly thing, and livestock can go overweight and lose their prime grade and their premium price when sold.

Everyone knows that high prices encourage increased production unless there are quotas imposed. Quotas are outbacks. Even with a better price, limits on sales may mean no net income improvement. And costs continue to go up.

If the price is set too high, consumers stop buying the product. They have many things to choose from — competing products and substitutes.

Farmers could ill afford a consumer rebellion against sharp price increases across the board. Consumers are the biggest pressure group in the nation! Farmers' income dollars come from sales in the consumer market. How far can farmers go in applying forced prices in the system? It must be considered.

Why is a good bargaining approach necessary for farmers?

Farmers know the answer to that one. Net incomes are in trouble. Farmers seek a way out of the problem.

But much of the problem is caused by conditions beyond mere price for farm products. Rising production costs are a big "fly" in the farm income jam. The costs of the cost-price squeeze show this point clearly.

In 1947, farm costs were less than 50% of gross returns from sales. In 1964, they were 70%. The index of prices received by farmers dropped from 112 in 1951, to 89 in 1964. Yet the index of prices paid for farm equipment and supplies rose from 100 in 1951, to 130 in 1964.

Price is only part of the problem! Inflation, itself, contributes strongly to the farmer's difficulty. The dollar has lost half its purchasing power since the end of World War II. Government policy promotes from 2% to 3% inflation per year. So, politics plays its part in the downward pressure on farm incomes.

But, as the farmer sees it, price seems to be the only workable line of action open to him. The real problem is to find the delicate line which will bring the farmer the best possible price without destroying the market — knocking sales into a cocked hat and encouraging the sales of substitutes or competing products.

The problem cannot be solved by taking any "bull in the china closet" approach. The proper approach must be carefully and skillfully planned. This is what Farm Bureau marketing organizations are trying to do.

**For Discussion**

1. What points of strength can farmer bargaining organizations use in negotiating for price?

2. What problems and hazards do farmers face in using withholding as a pressure device in an effort to establish a price for a product?
"10 bu. More Per Acre with Farm Bureau WHEAT STARTER"

says Mr. STANLEY SWITEK
Rt. 3, Pinconning, Mich.

I used Farm Bureau Special Wheat Starter Fertilizer this past Fall with my wheat and it looks real good. A year ago I used 6-24-12 on half of the field, for a total of 15 acres, and applied Farm Bureau Special Wheat Starter on another 15 acres. Where Farm Bureau Wheat Starter was applied, I received an increase of 10 bu. per acre over where I used 6-24-12. Rate applied was about 250 lbs. per acre of each analysis. The cleaned wheat total averaged 58 bu. per acre.

"As long as I receive this type of increase in yield, I am going to continue to use Farm Bureau Special Wheat Starter Fertilizer. I'd recommend it to you."

The perfect profit partner for Farm Bureau Special Wheat Starter Fertilizer is Michigan Certified Seed Wheat. Plant the best, fertilize with the best and you'll harvest the best. Our aim is to lower your Unit Production Cost.

SEED WHEAT

HOE FEED BOOKING PROGRAM

Watch for this! . . . We're going to bring our whole field crew to your local dealership for one mammoth booking program in your area . . . you'll reap the savings on this booking bonanza. Ask your dealer now!

BUILD THE BEST!

Reduce Your Unit Production Cost...

No matter what you grow or raise it takes a given amount of raw materials and production facilities to produce one unit: a bushel, a pound, a gallon or a ton.

The average dairy cow in the state of Michigan requires .35# of feed to produce one pound of milk.
The average beef feeder requires 55# tons of corn silage, 15 bushels of shelled corn, 250# of hay, and 300# of supplement to be ready for market.
The average hog requires 3.3# of feed to produce 1 pound of pork.

These are the average feed requirements for the average farmer — where do you stand? Farm Bureau Services stands ready to help lower your costs.

...with F.B.S. Cost Control Programs
LOOKING AHEAD...

...WITH CONFIDENCE

We all have dreams for tomorrow. We work and wait for the day we can buy the special home or farm we've always wanted — or enjoy that extended vacation — or provide a college education for our children. But because dreams are expensive, many never come true.

Thousands of Michigan families have guaranteed their future through a carefully planned life insurance program with Farm Bureau Insurance. They are investing in a program which builds cash values to be used in later years for any purpose. And, at the same time, the family is protected against the financial loss which results from an untimely death.

Each year, more and more families are discovering how we can protect and help fulfill their "tomorrows." As a matter of fact, the men, women, and children of Michigan now own more than $200 million of Farm Bureau life insurance. And, across the United States, American families own over $4 1/2 billion of life insurance with Farm Bureau companies.

The reason for our rapid growth is simple. We're a little old-fashioned — still dedicated to providing only the best for our policyholders. And it's working.