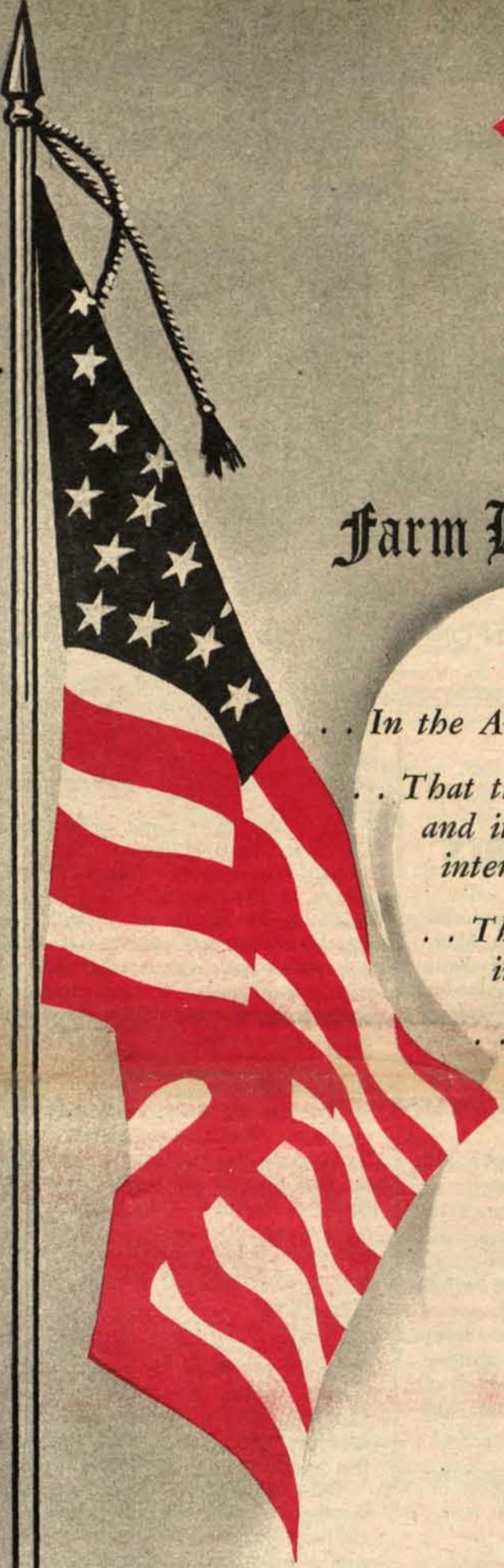




# MICHIGAN FARM NEWS

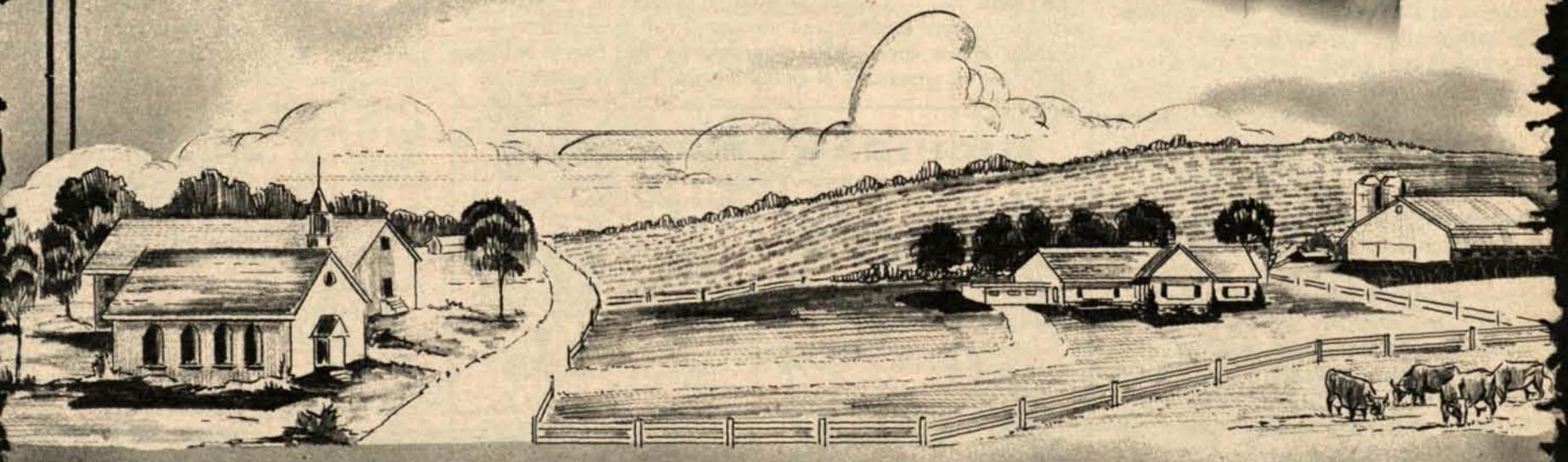
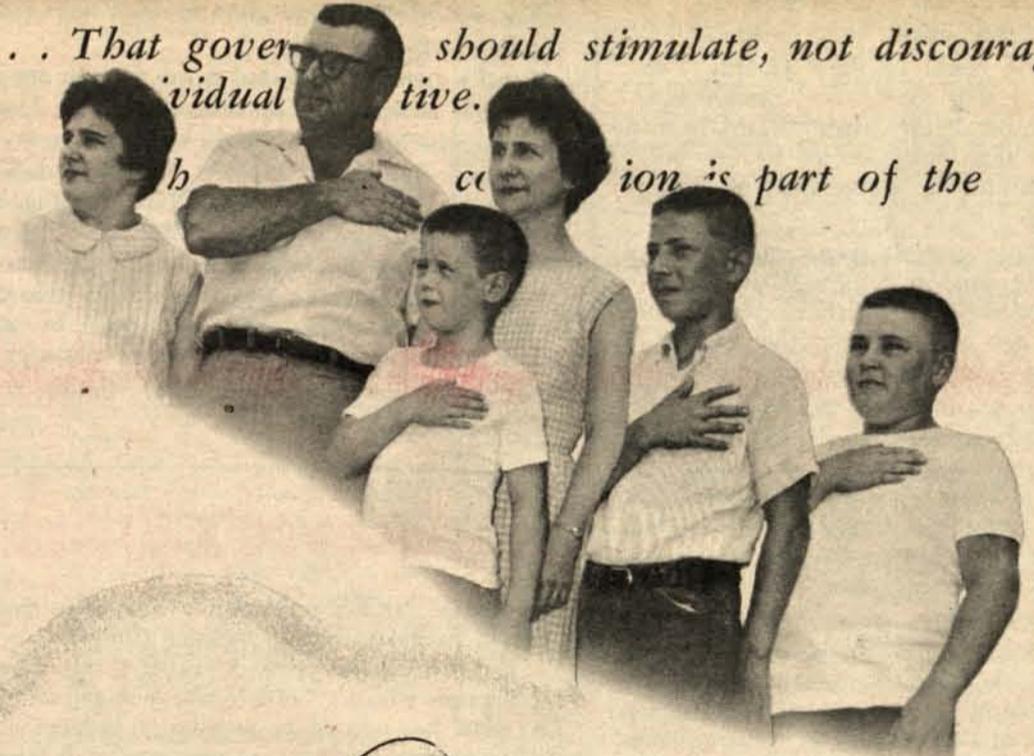
MONTHLY BY MICHIGAN FARM BUREAU  
VOL. 43, NO. 6 JULY 1, 1965



## 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.
- .. That education 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 can do.

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 must 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 allow.

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 programs they have helped plan. More often than not they provide the source of leadership for Farm Bureau in future years.

July is the month when the County Farm Bureau boards appoint all basic and other special committees to carry out county programs. This is the month when the all-important "Roll-Call" committee is carefully selected, when the Legislative, Resolutions, Community Group, Information, Local Affairs and Commodity appointments are made.

These committees have tremendously important work to do in the near future. Keeping up with legislative actions alone is a major job for a number of alert people. Commodity committees become advisors to the Resolutions committee, which in turn involves the Local Affairs committee, the Farm Bureau Women's committee and the Community Groups. Helping tie all of the work and programs together with the strong cord of communications is the Information committee.

Should you be asked to serve on a committee of your 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.

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

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!

M.W.



TWENTY-TWO HEADS ARE BETTER THAN ONE.

## Our Cover Family The Robert Armbrusters

The appealing farm family in our cover composite-photo, is the Robert Armbruster family of Pigeon, Michigan. "Bob" is president of the Huron County Farm Bureau and has been a long-time Farm Bureau leader. Mrs. Armbruster (Frances) is former county Women's Committee Chairman.

They live on 120 acres near the edge of town where the farm operation is based mainly on corn, beans, sugar beets and wheat. Some grain is marketed in the form of finished hogs and cattle.

Family members included in our picture are Karen, Mr. and Mrs. Armbruster, David, James and Thomas.

Karen, the oldest, is a typical teen-ager, active in school-work and community projects. James and Thomas are busy with school and chores, plus helping with crops during school vacation. David, the "baby" of the family, anxiously awaits his turn to drive the tractor.

Visitors approaching the trim, white two-story home in its setting of shaded lawn are struck by the neatness and well-tended appearance of the Armbruster farmstead.

If any one word could describe the family, it might well be "energetic".

## Encyclopaedia Britannica

The FARM NEWS welcomes a new advertiser this month, the famed *Encyclopaedia Britannica Company*, which in a full page "Bulletin" in this issue offers its Group Cooperative Plan to rural people who may wish to purchase sets at a reduced price.

The plan has gained in popularity because it protects the participants from receiving an unwanted call from a Britannica salesman unless specifically requested by the person wishing to explore the possibility of obtaining the Encyclopaedia set.

### MICHIGAN FARM NEWS

THE ACTION PUBLICATION OF THE MICHIGAN FARM BUREAU

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

**President's Column****Bigger and Better**

We've been talking about building a bigger and better Farm Bureau. This calls for some serious soul-searching. As your president, I have been doing just that.

These are 1960's, not the 1930's. The 1980's will soon be here.

Agriculture and the world are changing fast. Farm Bureau must be built to serve farmers and to meet the challenges of the future. And there are plenty of challenges to face.

Farmers of the '30's put plenty of steam in the Farm Bureau boiler to meet the pressing problems of their day. I honor them for their militant, cooperative spirit — those Dads of ours. But I have faith that farmers today can do just as good a job for our times in welding together a strong organization. We can be just as dedicated and militant. What we do or fail to do is up to us.

We wouldn't cut our wheat with a scythe or our corn with a sickle.

We have to fashion a new Farm Bureau to lick the kind of problems we face now and tomorrow. And we must do it. If farmers could not stand alone in the 1930's, much less can they stand alone in our day.

Farmers live in a world of growing pressures — legislative, marketing, government regulations, cost and price squeezes — pinches on income. We have to find ways of reducing these pinches. We will need a stronger united farm membership to do it.

For a number of years, agriculture's "core" has been shrinking. Fewer and larger farms — bigger investments — more complicated finances — more mechanization — a different market system facing us. It isn't a question whether we like this trend or not. It's happening. Farms can't remain what they were and still be large enough to meet rising costs. The pinch makes the small farm a tough place to carry on.

"Project 80" at Michigan State University says that there will be as few as 60,000 farms in Michigan by 1980. Nearly a hundred thousand now. The farm of tomorrow will have to be a larger commercial farm. As I see it, that's the kind of farm which Farm Bureau must be equipped to serve. More direct and technical services — yet broader action also in public affairs and public relations. The legislative picture is far different to farmers than it was 30 years ago.

Solving the farm income problem will have to be high on our priority list. This is not easy. Many things affect it. It is complicated by national political policy, inflation, labor problems, taxes and marketing problems. We will need the best staff experts we can hire to tackle this problem.

The jobs called for will require that we hire the highest calibre of staff people that money can buy, men who can analyze, plan and organize action among farmers — men who can work with, inform and train farmers to their role in the tasks — men who can deal with the public as we find it.

We must work for better marketing "know-how" — use the best of marketing research. The public gets its information today through television. We must step vigorously into this informational field.

Busy farmers need the help of expert Farm Bureau field men with top quality leadership capacities — and more of them. The best leadership in agriculture must be recruited to the Farm Bureau ranks. Young farm leaders with promise must be developed and trained to leadership. Our membership must become more active and militant.

We cannot succeed by setting up an organization that is rigid. We must be flexible — able to roll with the punches as conditions change. And we must still remain free of any party connection of limitation.

If we are to get this job done, we must provide an adequate financial base for the achievement. It is no time for Farm Bureau leaders and members to be penny wise and pound foolish. If we don't do the job right, we will face the world with too little and too late.

Elton Smith

# Study Leads to Program Advances

## Expanded Program "Consensus Report"

Based upon hundreds of suggestions for Farm Bureau program expansion, and following the recommendation of a special 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 1966 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 action-area — for example, in Marketing, the report reads:

"Almost every county said 'expand' marketing efforts. Target crops mentioned were — navy beans, wheat, beef, milk, vegetables, red beans, feeder pigs 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 this area 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 substitutes, changes in wheat grades and freight rate adjustments.

The State Relationship Committee recommended additional staff assistance in legislative areas, and the Michigan Farm Bureau 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 almost 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 recommend \$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 Study Committee recommended an increase in dues to \$20 for 1966 with \$2 of the increase to go to counties and \$6 to go 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 \$5 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 is an impressive sight. 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 finance "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 meetings 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 25¢ from the present \$1.00 in 1966, and going up to 50¢ additional (\$1.50 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.

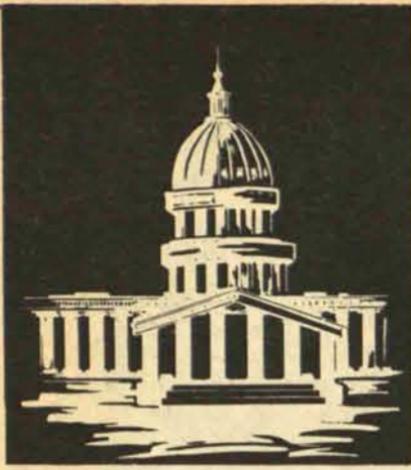
The report included a recommendation that dues be increased to \$20 effective next year to intensify county and state Farm Bureau programs in Field Services, Marketing, Public Affairs, Community Activities (Young People) and Information (Public Relations).

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.



REGISTRATION AND CREDENTIALS, — and a brief chance to greet friends from all parts of Michigan, are a part of the excitement and importance of any Farm Bureau delegate gathering. At the special meeting August 16, the same delegates certified for last November's annual meeting will be qualified to serve. The meeting will be held in Fairchild Theatre, Michigan State University, East Lansing.



# capitol report

## "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.

Seldom, 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 Raymond Dzendzel, D-Detroit, and the majority 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 housewife was 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 drafted in such a way that their names appeared at the bottom of the ad as though they too were endorsing the message.

The ads compared the prices for a half gallon of milk in Michigan with prices in 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 Governor Swainson'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 half gallons of milk bottled by the Borden Company in Grand Rapids were selling at 44¢ in Traverse City and 33¢ in Grand Rapids. Other Kroger prices on the same day showed 39¢ in Kalamazoo, 38¢ in Detroit for milk in Borden brand containers and 37¢ for the same milk in Kroger brand containers bottled by Borden.

During the past four years, there has been less than 2¢ per half gallon variation in farmer prices for milk. During this same period, Kroger has sold half gallon cartons of milk in Detroit at prices varying from 33¢ to 44¢.

Referring to the thousands of dollars of newspaper advertising used by one grocery company,

Senator Harold Volkema, R-Holland, said — "Given money enough to put on a campaign of distortion, a great amount of misinformation can be spread."

Senator Basil Brown, D-Highland Park, asked why all this debate was stirred by "a stinking ad put in the papers of our State by one chain store. Are the letters we have received the result of understanding of the bill or of a mass hysteria created by Madison Avenue ads that tell only half truths?"

Senator Jan Vanderploeg, D-Muskegon, spoke strongly of the need for action to provide fair competition rather than market-destroying, monopoly-creating unfair practices.

### OUT-OF-STATE MILK DUMPED IN U. P.

Referring to the result of the dumping of out-state milk in Michigan, Senator Dzendzel said — "We don't have a law to protect our dairy farmers from unfair competition from other states." Wisconsin and Minnesota both have legislation similar to H. 2165 and have dumped surpluses into Michigan's Upper Peninsula on a cut-prices scale.

The bill was reported to the floor, with the recommendation that it pass, by the Senate Agriculture Committee, chaired by Senator Roger Johnson, D-Marshall. Senator Johnson, in explaining the bill, said — "We are not trying to eliminate competition; 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 look out for the farmers' welfare

than are farmers themselves! Farmers may hope that the chain stores' concern for their welfare will extend to other areas of bargaining for agricultural products!

H. 2165 has been carefully developed over the past several years through many meetings and conferences of farm groups, Michigan Milk Producers Association, Michigan dairy processors and distributors. It is a bill to provide fair competition in the dairy industry and would prevent the sale of milk at less than cost except 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 paving for parking lots, free advertising, free, or low-cost, refrigerated dairy cases, milk dispensers and other equipment — and even "low-cost" or "no-cost" loans — have been used to entice business and provide unfair cutthroat competition.

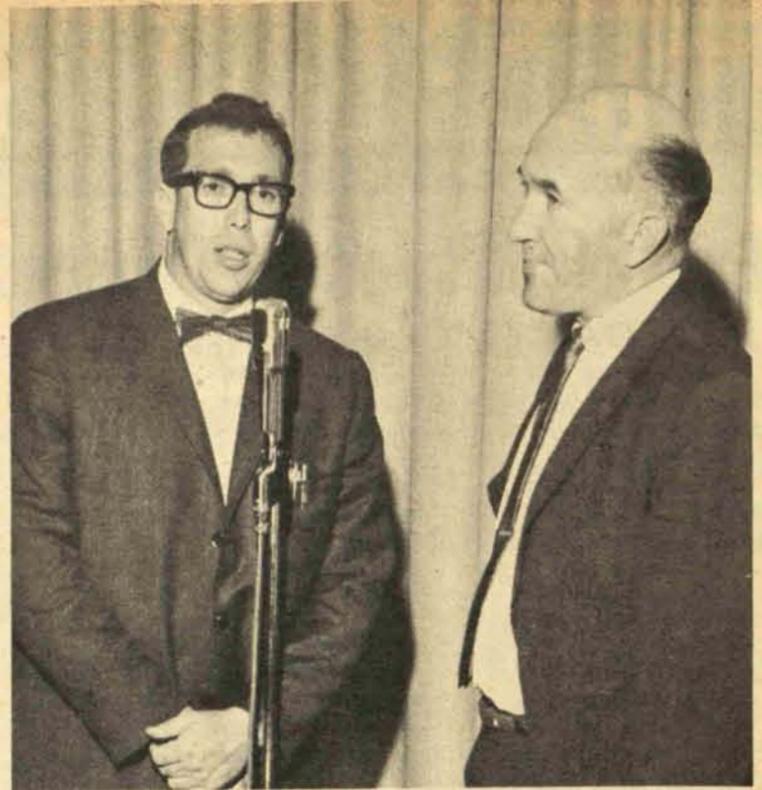
### COMPETITION ELIMINATED

Seventy-four Michigan dairies have been driven out of business the last few years, lessening the competition in the field of milk purchasing, processing and distribution. These dairies were not necessarily inefficient or high-cost operations. They simply were caught in the bind when large national operators threw their resources into a community to destroy their competitors and establish a monopoly.

In a decision of the U. S. Supreme Court, rendered on June 22, 1959, involving a national grocery chain, the court said — "The selling of selected goods at a loss in order to lure customers into the store is deemed not only a destructive means of competition; it also plays on the gullibility of customers by leading them to expect what generally is not true, namely, that a store which offers such a misleading bargain is full of other such bargains."

### SENATOR JOHNSON LEADS FIGHT

H. 2165 was taken up by the Senate and debated at different times on several days. Senator Johnson gave able leadership in handling the measure. As the session drew to a close, the Senate, after heated debate, voted by 18 to 17 to table the bill again, killing it for this session. In our next issue we will carry an honor roll of the members of the House and Senate who voted for H. 2165 in the face of a barrage of letters stimulated by the emotional advertising campaign.



FARM LEGISLATION is the topic of discussion as Rep. Floyd Mattheussen (D. Benton Harbor), chairman of the House Agriculture Committee, is interviewed by Robert Smith, MFB Legislative Counsel, at Farm Bureau's "Communications Center." The Farm Bureau radio program is heard over 53 stations throughout the state.

## "Green" to "Grain" \$\$ Saved for Farmers

The harvest season is here. Combines will soon roll and elevators will work around the clock receiving the newly harvested grain. Additional trucks will be needed to take the grain from elevators to terminals. But few farmers will know that passage of H. 2175 by the Michigan Legislature and signature by Gov. Romney will prevent the price of grain from being a few cents lower.

The total story begins some months ago but, it can be summarized by a few points: Trucks transporting most products are under strict regulation by the Interstate Commerce Commission (ICC) if they cross state lines or by the Michigan Public Service Commission (MPSC) if they move within the State. Such regulation includes routes traveled, rates charged, etc.

Federal regulations exempt trucks carrying agricultural products. Michigan's law also exempts vehicles used exclusively for hauling farm products from the farm to market.

Other trucks are exempt when "used for the transportation of fruits, green vegetables and sugar beets" to other markets either "local or foreign."

The word "green" is the key word. It will be noted that the word "grain" is not mentioned in Michigan's law. Because of this the hauling of grain and beans could have come under regulation but, until recently, the law had not been enforced because of the exemption by other states and by the ICC.

Strong demands were being made on the MPSC to strictly enforce the law and to require regulation of trucks hauling grain and beans from local elevators to terminals and shipping points. Farm Bureau offered a bill in the House to correct the situation, but because of a complicated parliamentary situation it became necessary to amend another bill in the Senate which had already passed the House.

The amendment changed the word "green" to "grain" and had the effect of exempting both grain and beans. The amendment came under heavy attack. Farm Bureau and local elevator men, led by the Michigan Elevator Exchange, worked long hours to get the necessary understanding of this complicated and far-reaching problem.

Without this change, Michigan's agriculture would be at a distinct disadvantage with other states. Michigan ports and the St. Lawrence Seaway would also suffer. But most important to farmers is the fact that hauling charges would have risen sharply, perhaps double the present rates, if truck regulation was required. As usual, this would have come from farmers' income.

Prompt legislative action by Farm Bureau has again saved thousands of dollars for farmers many of whom will never know what happened.

# IMPORTANT ISSUES FACE FARMERS

## School Aid Relieves Property Tax Burden

H. 2189, as finally passed, meets the requirements of Farm Bureau's resolutions. State aid will be increased by approximately \$70 million bringing the state's share of school operating costs to the 50% mark as compared to the present 46%. The grand total amounts to \$½ billion or more. Sixty-eight million dollars of which is for the teachers' retirement program.

The formula is changed considerably. There are basically two parts, aid to districts with \$12,200 or more valuation per child will be figured at \$255 per child with 4.6 mills deductible and districts with less than \$12,200 valuation per child will receive aid based on \$380 per child with 14.5 mills deductible. This provision will not pay out in full but low valuation districts will still receive considerably more aid.

The program is quite flexible. For instance, distressed aid is still included and some districts will fare better by using this provision.

*Probably of most importance is the guarantee that the formulas for transportation, special education, and county "trainable" programs are "open ended" or will be paid out in full. Other years because of ceilings school districts received only a percentage of the aid due them and local taxes had to be raised to pay the costs.*

This "breakthrough" in school aid has the indirect effect of relieving the tax burden on property. On the average the increased aid is the equivalent of over 2½ mills.

Some local boards of education may find it unnecessary to ask the voters for more property tax dollars, others may not need to levy all the millage already approved and still others may now find it possible to upgrade programs and provide children with better educational opportunities.

## Resolutions Chairman Appointed

Gerald Waldeck, Kent County dairy farmer, has been appointed chairman of the 1965 Resolutions Committee by Michigan Farm Bureau president, Elton Smith.

As chairman of this important committee, Waldeck will be responsible for subcommittee assignments, conducting hearings and overseeing the presentation of the tentative resolutions to voting delegates at the annual meeting, November 9-10-11.

Waldeck will lead his committee in the task of reading and closely examining all resolutions submitted to it by the 71 County Farm Bureaus of the state. In the process the committee will digest approximately 1,000 policy resolutions. The committee will also secure background information from qualified resource people on state and national issues.

Serving his second year on the Resolutions Committee, Waldeck is president of the Kent County Farm Bureau and has served his county and community Farm Bureau in various capacities, and is a member of the board of the Caledonia Farmers Elevator.

The Waldecks live on a 200-acre dairy farm near Caledonia. They have four daughters — Nancy, 21, Laura, 14, Norah, 9, and Carla, 8.

## 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 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 operations. 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 knew only four crew leaders were intrastate operators.

In opposing the duplicate registration of those already covered by federal requirements, a bureaucrat 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 pickle 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.

**Q**uestion:

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?

**A**nswer:

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.

**Q**uestion:

Doesn't that make their interest costs high?

**A**nswer:

No! PCA costs are probably the lowest around because they charge simple interest only for the time you use the money!

**Q**uestion:

How do I get a PCA man out here?

**A**nswer:

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.

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**FIRST IN FARM CREDIT**

# Reaping a Bitter Harvest . . .

## "Wonderland of Wirtz"

Talk about a harvest of shame.

Those who take seriously the Biblical admonishment — "Waste not" — can only avert their eyes from tragic waste as huge fields of overripe strawberries rot in the sun, as crisp, unpicked asparagus hardens into whips of tall grass, bursting into fern-like fans as it matures past all reclamation.

Carloads of lettuce lying untouched while supermarket prices soar to the 50¢ per head mark, cauliflower at nearly 80¢ per head and tomatoes low in quality but sky-high in price — are all marks of the government planner 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 professed attempt to create more jobs. Joined by a number of misguided but vocal religious and social welfare groups, they managed to block the highly successful Mexican "bracero" program, barring most foreign workers from U.S. fruit and vegetable fields, thus leaving the jobs open to Americans.

Ignored has been the fact that under the law allowing such workers to enter this country, all jobs must first have been offered and refused by "domestic" workers. These refused 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 or lettuce fields. Untended and unpicked, the fruit rots.

In imposing his farm labor regulations on agriculture, Secretary of Labor, Willard Wirtz, contends that he does so in the interest of the public and domestic workers. Yet, one of the primary interests of the public, including workers, is to enjoy an abundance of food products, in variety, and at reasonable prices.

The wage rates imposed on farm producers for farm help, the requirement to produce expensive housing and other benefits add sharply to the costs of producing food. These costs are being passed along to the consumer market.

Instead of more acceptable jobs for the nation's unemployed, the shortsighted actions of the Labor Department have short-changed both the diets and pocketbooks of consumers.

Suffering most of all is the farmer, caught between ripening crops and the deliberately created lack of labor. To protect his investment he is asked to hire jobless unemployables — often rejects from other industries.

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

### MUST FARMERS ACCEPT CITY "REJECTS"?

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 men, etc. — ad infinitum? Because these jobs are unionized, with seniority rights, pay scales, etc. and the union bosses don't want a bunch of school kids messing up their operation.

So — let's send the kids to the country and let Farmer Brown and his wife baby-sit (and incidentally pay \$1.50 an hour for loafing and vandalism).

Sure, I hire school kids — as does my cousin — and we like them. But these are not the "unemployed school children." And hay and blueberries are not pickles. Let Wirtz try to grow a garden with "unemployed school kids" help!

On the other hand, the braceros — and before them — most of the "foreign" immigrants, have earned their pay, helped the farmer, strengthened America. The Mexican bracero, fired without cause by the union leader's stooge, is entitled to jobs on American farms.

L.B.J., in backing Wirtz, has committed a monumental suicidal blunder for the U.S.A. American Marines land in the Dominican Republic. L.B.J. belatedly notifies the Organization of American States. O.A.S. by a bare majority accepts L.B.J.'s request for O.A.S. takeover. Mexico leads opposition — "can't send troops to support O.A.S. police forces."

The callous treatment of firing braceros en masse will make the Peace Corps look like a neo-colonialism to force other nations

to find jobs for our school kids, while we refuse to accept their nationals working in the U.S.A.

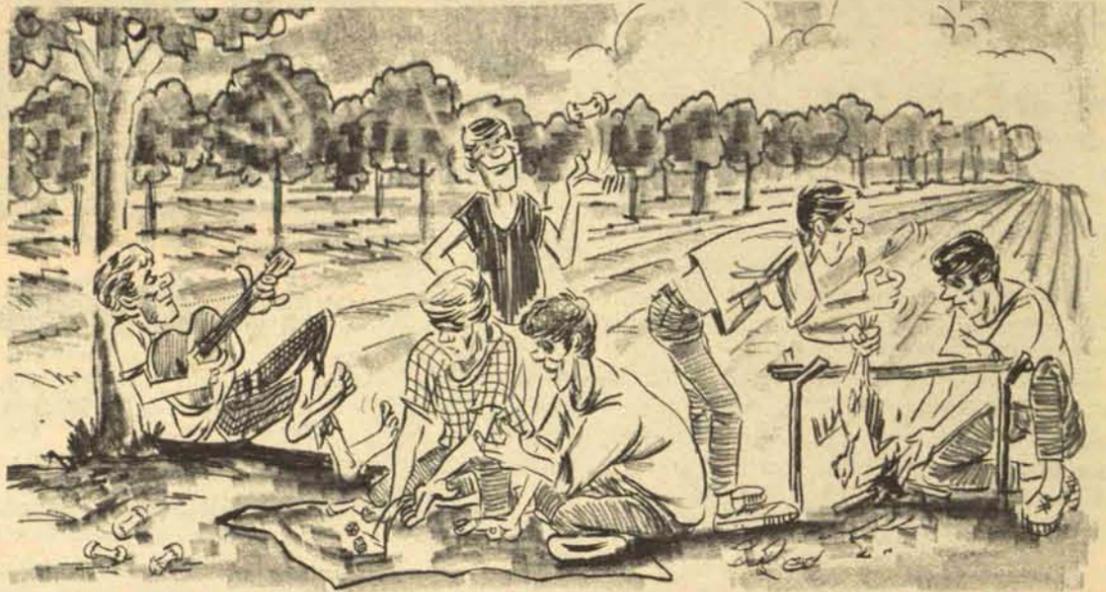
Merlin Valleau  
East Saugatuck, Michigan

Dear Editor:

I called the Farm Labor Office of the Michigan Employment Security Commission at Grant for some urgently needed labor to do tree pruning. After two weeks, four men — without any previous experience — reported for work. I told them to come the next morning and I would have someone explain what needed to be done. Instead of the four, eight men arrived.

We put four of them in the packing house. Their job consisted of placing bags of apples (4 lb.) in a box. Ordinarily two men can do this job easily, but these four men could not keep up. I put the other four men to pruning trees and they completed four trees in eight hours, which is equivalent to what one man can ordinarily 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 \$5.00 to buy gas, and I have never seen him since.



## Problems of Labor and Land

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 21 hours per week per man when the rest of my help averaged 48 hours. It is costing me on the average of \$2.50-\$3.00 per hour to get any work out of this crew.

This is the only available farm labor that Mr. Wirtz is recommending. It is certainly apparent that the American consumer of farm commodities had better tighten his belt because farm crops cannot be produced with this type of inexperienced, undependable and highly unqualified labor.

Kenneth Bull  
Bailey, Michigan

Dear Editor:

The lack of harvest help for cucumber growers is much more serious than most farmers realize, including the cucumber growers. For months now, Secretary of Labor Wirtz has stubbornly refused to allow the only competent help for the pickle harvest to come into the country. He has permitted crops already grown to go to waste so there is no sound reason he would not do the same to pickles when harvest time comes.

The jobs, other than pickle production and harvesting, will be lost to the makers of bottles and supplies for handling a crop that in 1963 (the last year for which reports are now available to me) was 136,250 tons of pickles. Statistics show that 23,900 acres of processing pickles were grown in Michigan in 1963 at a value of \$7,329,000.

Secretary Wirtz is not, in my opinion, showing any regard for the well being of the farmer, the processor, or the jobs involved for others than the growers and harvesters of the crop.

If Secretary Freeman can do anything to help, he should be given every opportunity to straighten this mess out. I am all in favor of getting every letter to Secretary Freeman that we can.

The time has come for a showdown. It is serious business when a whole Michigan industry, such as cucumber growing, is placed where a person can virtually put the whole operation out of business.

I don't like to bother President Johnson with this problem, with

the Russians, Chinese and many others shooting at him from the front and a lot of do-gooders in this country shooting at him from behind — including many in his own political party. I feel he has enough problems that we should clear this battle up without adding any to his problems.

I do feel, however, that we should go to the top, if necessary, to clean up this problem if there is no way out but to go to Mr. Johnson.

Harold Taylor  
Coral, Michigan

Dear Editor:

Recently I appeared before a State Senate Committee on highway right-of-way procurement. I cannot give a verbatim report as my memory is not that good, but I would like to give the thinking that I tried to get across.

For the record, we have 400 acres of level land in North Shade Township, Gratiot County — near Carson City.

I believe we have had as much experience with right-of-way as any farmer in Michigan. One oil pipeline 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 pipeline 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 only one row per pole out of line. We have 440 rods of electric line, 360 rods of telephone line, 160 rods of cable under ground. At one time we had 220 rods of oil pipeline and 90 rods of gas pipeline. 160 rods of gas line lies just four feet from our property. The company entered, after having been forbidden, on farm land with heavy equipment and has refused to pay damages.

While our land is not crossed by the railroad, our county drain — which is the outlet for 60 acres of land — must go under the roadbed. When the drain was re-dug some years ago, the tube was 17 inches high on one end and as a result, the drain was re-cleaned a few years later at a cost of some \$10,000.

The State Highway Department, in one mile, built two cement culverts 18 inches above the flow line of county drains. This again cost the taxpayers over \$2,000 to lower the level.

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 exception, not one company has offered to grant me a favor or service without pay.

Let me say now that of all 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; nevertheless it is socialistic in its concept, in that it takes from the individual and gives to the state and to certain large corporations free use of private property.

I would like to make some suggestions as to changes that I think could be made.

1. The owner should be allowed \$100 per description for attorney fees in a right of way purchase; \$25 for attorney fees for an easement.

2. In case of condemnation, the state should pay 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 to replace property taken.

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

4. The department must provide 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 Attorney General's department.

6. A similar hearing on easements should be held by the Public Service Commission before granting permits for pipelines and utility lines other than local distributing facilities.

7. No judge, jury or commission is in a position to be able to determine damages to property 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  
Carson 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 drills 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 Ptolemies 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, entranced 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 "Climb Every Mountain."

Scott Heilbeck 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. Wilbur 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 Delia Davis. Organ music during dinner was provided by Lloyd Welch.

Among our tablemates at the banquet were pretty Barbara Gould of Wheeler who is Gratiot County Bean Queen this year and Bernard and Donna Feldpausch of St. Johns. Bernie convulsed us with his story about their nanny goat who recently surprised them with 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.

### "HIGHLY SUCCESSFUL" RURAL-URBAN EVENT

An outstanding example of co-operative effort resulted in a highly-successful rural-urban event in Clinton County, May 18. Farm Bureau leaders, with the help of their urban friends, used advanced publicity, good home-cooked, Michigan-grown food, and a well-known speaker to lure over 400 people to the St. Johns' Smith Hall.

Allan Kline, the former American Farm Bureau Federation president and recipient of the Great Living Americans Award, held the interest of farm and civic leaders as he ran the gantlet from the preservation of freedom to the "elimination of poverty" program, "right-to-work" laws, re-

apportionment, compensatory payments and states' rights. Along the way, he took a slap at the Supreme Court and charged his audience to give Congress the backing necessary to say "no."

"The survival of freedom in the United States, and everywhere, depends on a Congress that can say yes or no," said Kline, "and you can get this kind of Congress by letting your representatives know that they are backed by the people."

Identifying himself as "an expert on pigs and government," Kline warned of the dangers involved in a controlled agriculture to farmers, consumers and the economy of the country. "The one reason agriculture is not completely socialized today is Farm Bureau!" he said.

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 Michigan 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.



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

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

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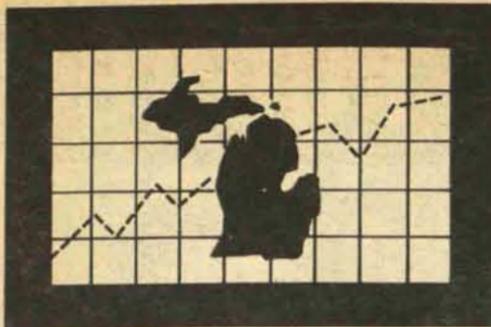
farm efficiently and profitably. Your wife counts on the phone to keep the family close to friends and relatives, however far away.

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

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# MARKET DEVELOPMENT

## 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 these mostly for soup or baby foods.

### Now comes CARROT DAY!

Set for Friday-the-13th (of August), sponsors of the event feel that the day will be anything but unlucky for Michigan vegetable growers and their consumer-friends. On Friday, August 13, at Grant, in Newaygo county, more than 100 different carrot varieties will be ready for a field-day demonstration. Fertilizer trial plots will be examined as will rows of close-spaced carrots.

*Mechanization and modern methods of growing and handling will be stressed along with such innovations as minimum tillage to promote sturdy, straight roots.*

Tours of several packing houses (there are three in the area) will demonstrate the completely mechanized packing facilities.

### OTHER TOURS

Also included in the tour will be a visit to the famed Grant muck area. Present with the group will be Robert Lucas, specialist from the Soils-Science Department of Michigan State University and a national authority on muck-type soils.

Last year Lucas visited the International Peat Congress held in Russia, and his observations will be of unusual interest. Working with him, along with other specialists from the Horticultural Department of Michigan State University, will be Extension Vegetable Specialist, Clark Nicklow.

Carrot Day is sponsored by the Grower-Processor Conference Committee, in conjunction with the Cooperative Extension Service, the Michigan Canners and Freezers Association and the Michigan Farm Bureau.



CARROT VARIETIES, — by the dozens, 115 different ones to be exact, have been planted in readiness for CARROT DAY in Michigan. Pictured busy at the chore are Bob Lucas (left) and Clark Nicklow, both of Michigan State University. Carrots appear to be a good cash-crop for Michigan vegetable farmers, with ready markets available.

### FARM BUREAU RADIO



CO-OP RADIO REPORT is given by Michigan Association of Farmer Cooperatives council chairman, Alfred Roberts, and association secretary, L. A. Cheney. Their report was a part of the weekly "Farm Bureau at Work" program distributed to 53 Michigan radio stations.

### PRIMITIVE TOOLS OF INDIA



MODELS OF PRIMITIVE TOOLS, — used in India on "modern" farms, were displayed at a recent meeting of the American Society of Agricultural Engineers. D. M. Byg of Ohio, holds one of the models. Shown with Byg are (from left) B. A. Stout, Michigan State University; Ray Lien, Purdue; M. L. Esmay, Michigan State University, and Carl Hall, head of the Department of Agricultural Engineering at Michigan State.

## "It is a Small World"

"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. Ryozo Natori of Kiyosato, Japan.

If that name sounds familiar to some Farm Bureau families in Michigan, there's good reason. Tsuru ran out of money while attending Michigan State University in 1954 and the Farm Bureau Women came to her rescue, raising funds so she could complete her graduate study at M.S.U.

Her thesis was "Farm Family Life in Michigan." She spent her

final year 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.



"THIS IS WHERE I MET TSURU" — Dr. Cyril Spike, Owosso, tells Gerald Hart, Laingsburg, and Mrs. Thelma Anson, Owosso, at a recent Shiawassee County Farm Bureau meeting. He points out on the map of Japan the location where he visited with Mrs. Tsuru (Nakatani) Natori, the Japanese girl who was helped by the Farm Bureau Women to finish her education at Michigan State University. Tsuru returned to Japan determined to use the knowledge and inspiration gained here to help her people gain a better way of life.

# Cooperatives Look to the Future

## 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 per cent 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 Marten Garn, past president of Farm Bureau Services.



"... AND FARMERS WILL BECOME MORE AND MORE PLANNERS AND MANAGERS," reports Michigan State University agricultural economist, Dr. Lawrence Boger, to Council members of the Michigan Association of Farmer Cooperatives. Present were other members of the "Project 80" reporting team, John Ferris and Henry Larzelere (right and left of Boger), also of the agricultural economics department, Michigan State University.

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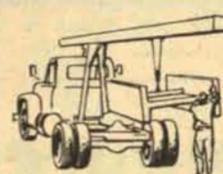
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# Visiting Tomorrow's Farm

## ENGINEERS PREDICT MECHANIZED FUTURE

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

The sun, inching 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 sheared, 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.

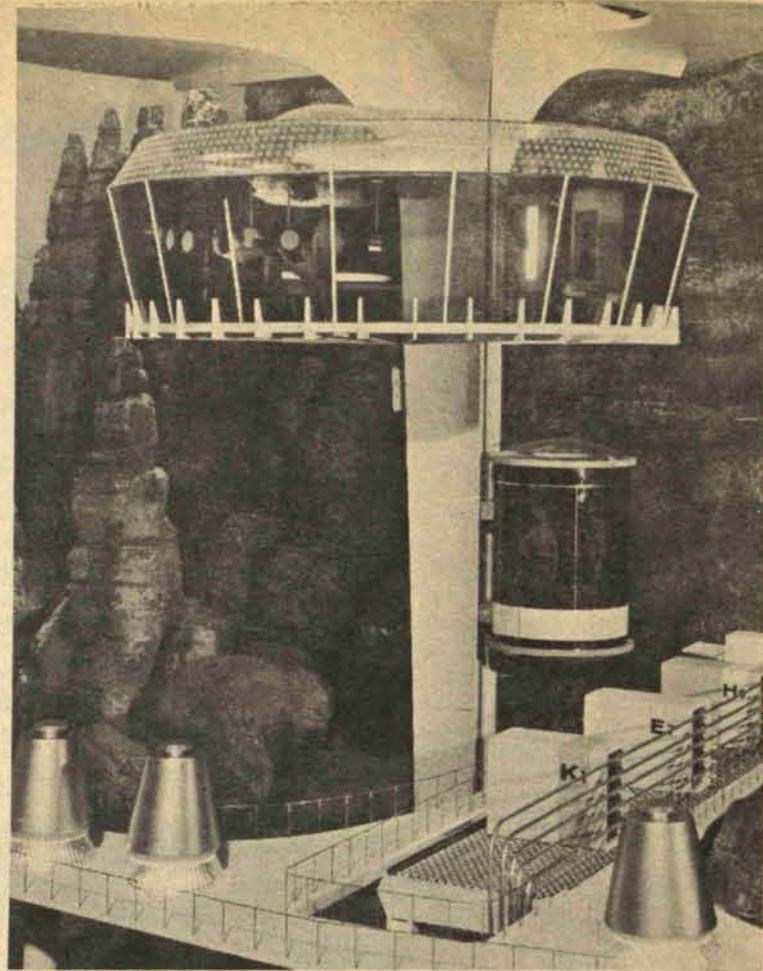
This is the farm of the future as foreseen by General Motors designers and depicted in an exhibit at the New York World's Fair.

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 agricultural 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.

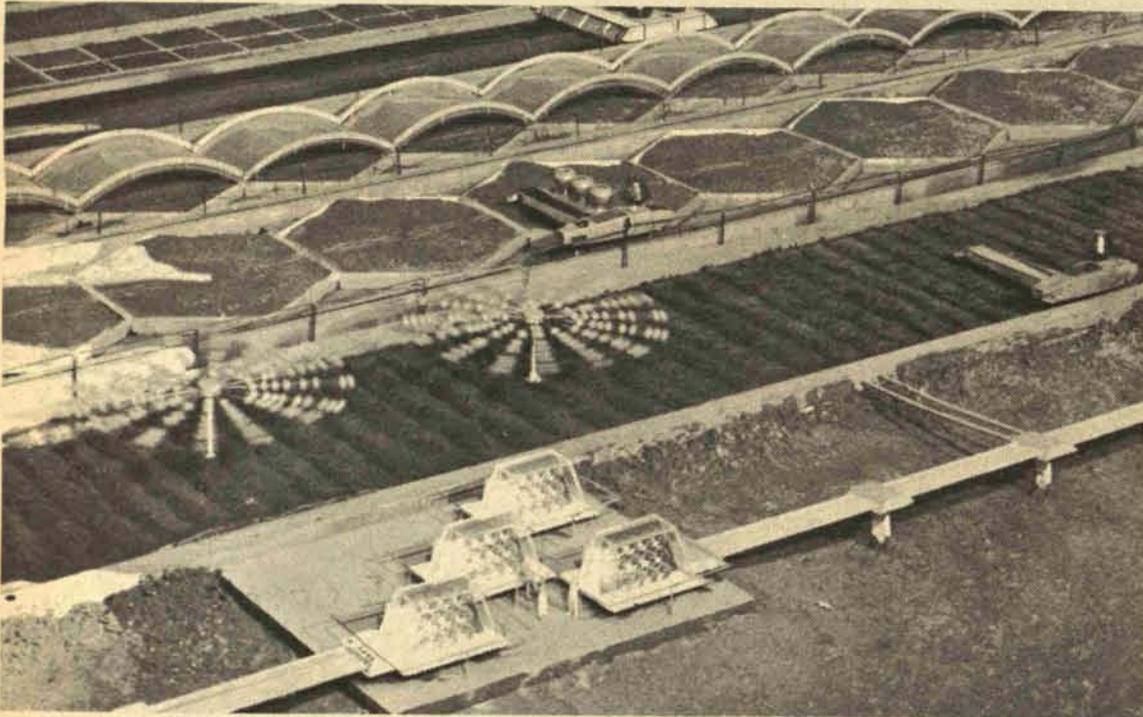
For centuries man has dreamed of farming the deserts. The great tracts of arid land surrounding the earth experience few seasonal weather changes and provide consistently good growing conditions.



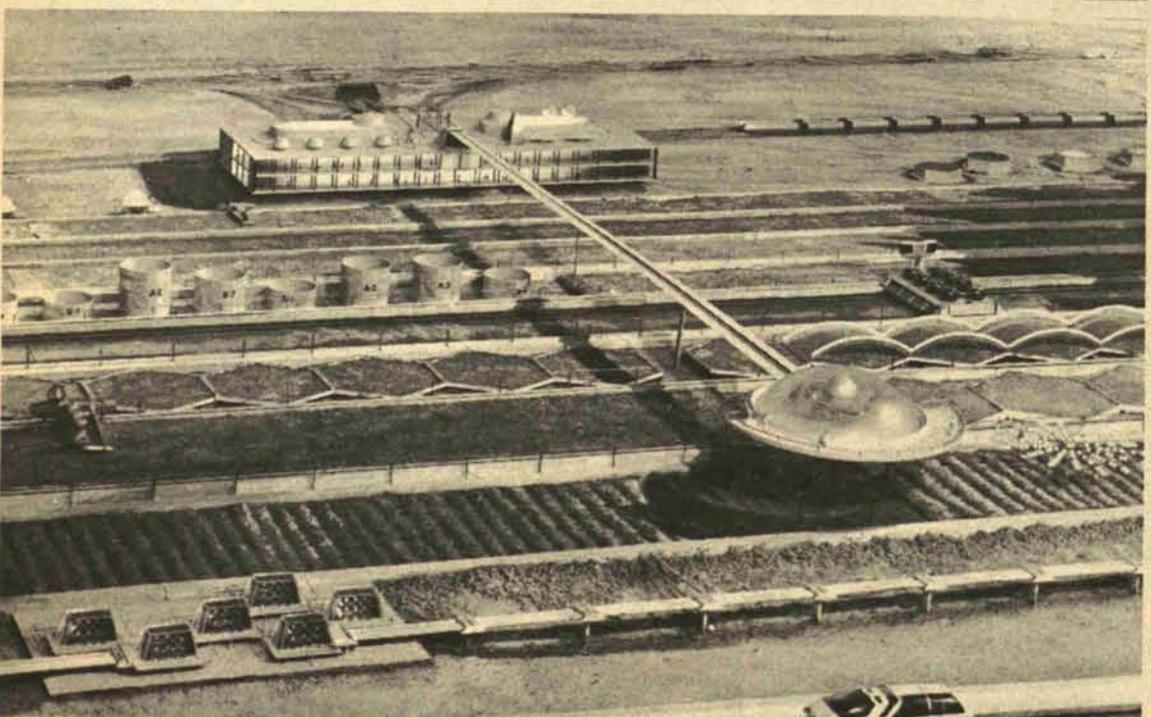
A GLASS ENCLOSED TOWER, — against a backdrop of barren rock and rugged buttes, is the setting of the control center for the farm-of-the-future. Scientists predict that tomorrow's farmer will control the elements through electronic and computerized centers, as they farm the now-barren areas of the world.

# Auto Designers Depict Futuristic Farming

## Solving Water Problems



SOLAR POWER UNITS (Foreground) provide electrical power, while rotating irrigation arms sprinkle desalted sea water over land reclaimed from former desert regions. Again, automated farm machinery move over the row-crops, planting, cultivating, pruning, picking, packaging in automated sequence in this fanciful scene from "tomorrow."



ADVANCE-DESIGN field machines straddle row crops and perform all farming functions from planting to packaging in this stylized scene from the farm-of-the-future. Fertilizers are automatically added to desalted sea water used to irrigate the fields. Varying climate conditions are to be created for segments of the fields to speed or slow-down crop maturity, as markets demand.

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

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, package 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 mid-summer prices and quality. The Futurama farm could do it."

In many desert areas, where bordering mountains block the rains, the oft-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 desalting 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 inexpensively 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.

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, intercontinental 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 a cantaloupe may be speeding in a turbine-powered truck toward a breakfast table hundreds of miles away or a field of wheat, already converted to flour, may be aboard a freight car hurrying to a distant bakery.

Futurama previews what may be the farm of tomorrow, but it sets no date when the house wife may ask for Sahara squash or Gobi grapes.

GM designers feel the deserts will be farmed, the jungles opened, the seas harvested and mined when man's need to utilize the now unused resources of the world surpass the difficulties of their development.

The first steps have already been taken in Israel, on the Caribbean island of Aruba, at the South Pole, in Ethiopia, in Houston, Texas and Long Island, New York.



## **TALL TERMINALS MATCH TALL FARM SERVICES**

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!*

# **MICHIGAN ELEVATOR EXCHANGE DIVISION**

**FARM BUREAU SERVICES, INC.**



# FARM BUREAU WOMEN

working, not waiting.....




NEW OFFICERS of the District 4 Farm Bureau Women are (left to right): Mrs. Wesley Huyser, Kent County, secretary; Mrs. Francis Campau, Kent County, chairman; and Mrs. Gerald Smith, Barry County, vice-chairman. The election took place at the annual spring meeting, held this year in Allendale, with 161 women attending from Allegan, Barry, Ionia, Kent and Ottawa counties.



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 practicing a sales pitch on her co-workers is Mrs. Clifford VanHorn (right). Almost convinced to buy back their own baked goods are Mrs. Stanley Latson, Mrs. Clarence Taylor and Mrs. Henry Itsell. 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's 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 Division of the American Farm Bureau Federation.

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

"We hope all incoming 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."

Reservations for the training workshop should be sent by July 2 to: Michigan Farm Bureau, Attention Miss Helen Atwood, 4000 N. Grand River Ave., Lansing, Michigan. Approximate cost for the two-day sessions is \$11.

The program schedule will allow an opportunity for an exchange of ideas between counties on such projects as safety, commodity promotion, young farmer involvement, and public information and understanding.

## 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 ACWW, will be represented by their state chairman, Mrs. Wm. Scramlin.

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 ACWW 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 ACWW through their "Pennies for Friendship" project. Mrs. Virginia Smith, chairman, American Farm Bureau Federation Women's Committee, is Deputy President of the ACWW at the present time.

The ACWW, 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 aim 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, retired 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 on request. These may be obtained from Miss Helen Atwood, Michigan Farm Bureau, 4000 N. Grand River Avenue, 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.



FOREIGN EXCHANGE STUDENTS were honored recently at a tea sponsored by the Mason County Farm Bureau Women. The students were presented with copies of the book, "A Study of the United States and Its People," distributed by the Associated Country Women of the World. Shown with their honored guests are (seated left to right): Mrs. Arthur Muir, District 7 chairman; Mrs. Donald Barclay, county chairman; Mrs. Albert Langfeldt, vice-chairman, and Mrs. Mile Colburn, secretary. Mason county has nine local youths going to several countries this summer, and four foreign students attended school in the area this past year.

# SPECIAL BULLETIN

**TO: Michigan Farm Bureau Families**

**FROM: Encyclopaedia Britannica – Reduced-Price Plan**

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.

And you can receive all this at no extra cost – together with the reduced price on the 24-volume Imperial Edition, a price available only under this plan.

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.

No doubt you have used Britannica from time to time and are familiar with the many advantages it offered you in your school days. But are you also familiar with the benefits Britannica can bring to you and your family now?

For example, in the new edition you'll find special articles on politics, sports, every kind of hobby, careers . . . and literally hundreds of others subjects . . . subjects of great interest to the entire family.

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You will receive your Free full-color booklet containing many exciting illustrations taken from the pages of Britannica and full details on the Book a Month Payment Plan.

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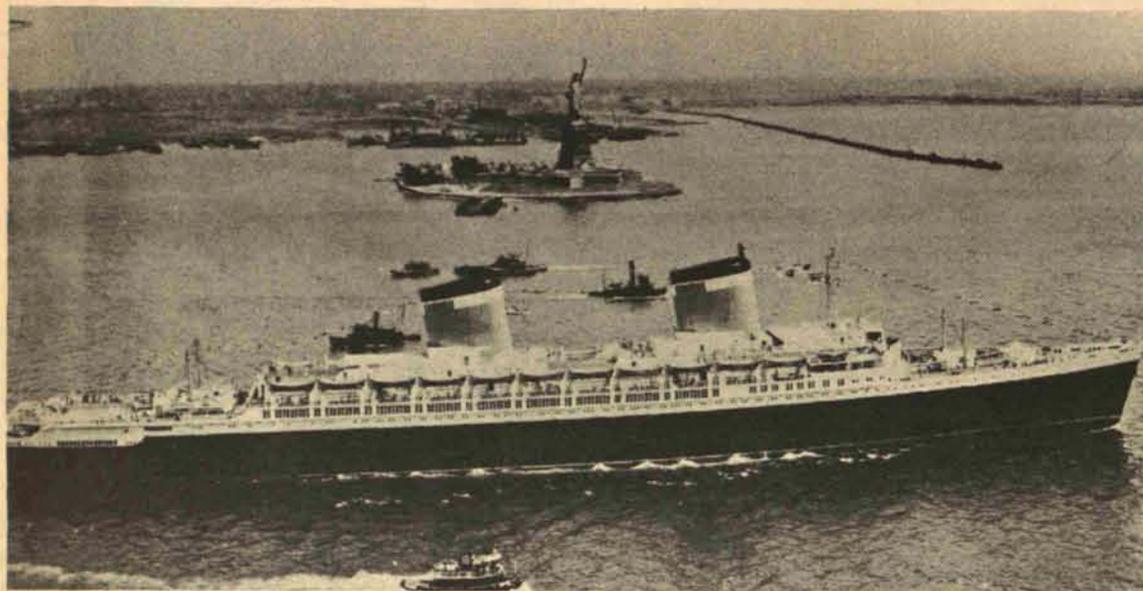
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Signed: \_\_\_\_\_

(Valid for MFB Group offer when completed in full.)

# SUMMER! - A TIME TO TRAVEL...



## 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, Chinatown 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 amusements 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 while workmen rushed to finish this duplicate of a Belgium community. Now open, the Village is proving a major attraction.

A Churchill exhibit, featuring paintings by England's famed war-time leader, has been added and the "cultural" aspects of the fair strengthened considerably in other areas.

This stress on culture has been evident from the start, and the entire fair is designed with an eye to beauty. Still, beauty as observed by the orientals, "lies in the eye of the beholder"—and never has this been more true than at the big fair.

Last year several of the Michigan Farm Bureau group heard a couple arguing in heavy Brooklyn accents that the fair had "no culture whatever." Yet, this denouncement took place in front of the Vatican's beautiful building containing Michaelangelo's unbelievable "Pieta." Less than three short blocks away in the Jordan Exhibit, visitors paying 50¢ could see a major collection of the Dead Sea Scrolls.

Detroit is everywhere at the fair! Were Detroit to remove its exhibits, the fair would truly be in trouble, but a reflection of the auto industry itself, these solid exhibits by Ford, Chrysler and General Motors are delightful and inspiring. They alone are worth the effort required to make the trip.

True, the standing in line is disheartening, but few if any fail to agree such effort is worthwhile. Guests in the Ford exhibit ride in new convertibles through acres of wonders, while in the General Motor's area, comfortable chairs on a moving belt whisk one along. In both cases speaker arrangements provide a continuous narrative for the tour.

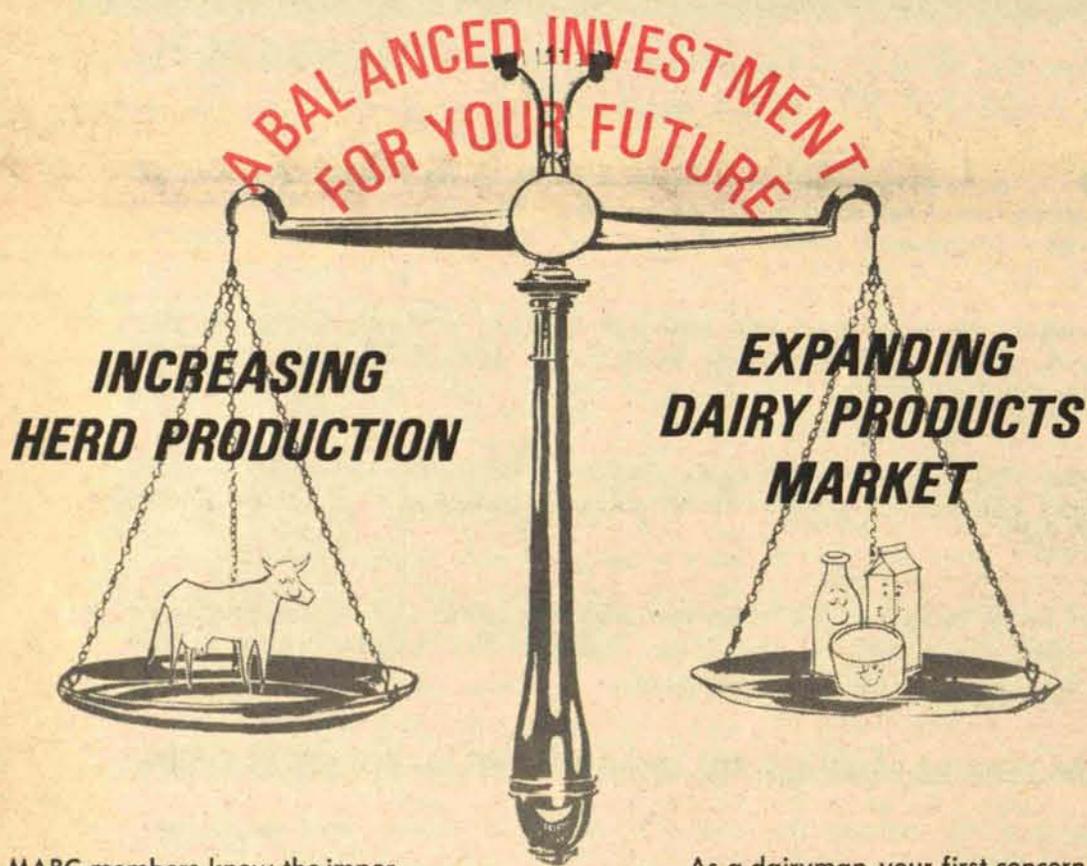
Again, the Farm Bureau group will stay in the substantial Belmont Plaza Hotel, well located at Lexington Avenue at 49th Street, across the street from the Waldorf Astoria and less than a block from where the special World's Fair buses arrive every half-hour. These buses go direct to the fair and return on such regular schedules that waiting time is reduced to minutes.

One day in New York is left open to activities of individual choice. Last year some of the Michigan group visited the United Nations, others took in the Rockefeller Center tours and ended up at Radio City Music Hall.

Transportation by rail, boat and bus trip around New York, bus transportation to the fair grounds and fair admissions and hotel room costs are included in \$133 per person tour price.

A day-by-day itinerary will be sent to those who check and mail the coupon on the accompanying page.

## MICHIGAN DAIRYMEN'S FUTURE DEPENDS ON A 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.

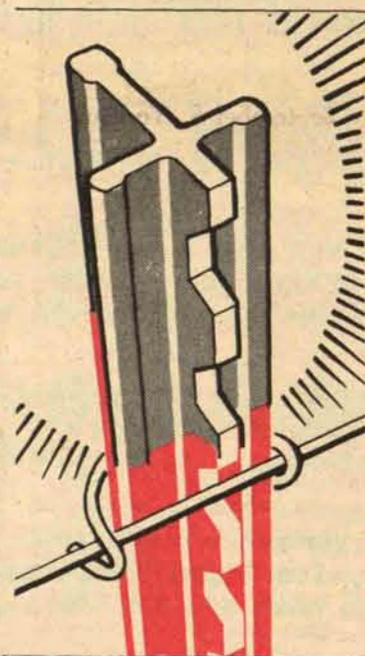


As a dairyman, your first concern is to stay in business. A balanced dairy industry also depends on increased consumption of dairy products. Expanded markets depend on timely merchandising, advertising, public relations, and product and market research. When you support your American Dairy Association,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



american dairy association  
of MICHIGAN

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

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**FARM BUREAU  
SERVICES, INC.**  
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.



CHIMNEY SWEEPS — still ply their trade along narrow cobblestoned streets in Odense, third largest town in Denmark, and birthplace of Hans Christian Andersen.

## Travel-LOG

### NORTHEAST CANADA AND NOVA SCOTIA

Departing July 31 — Returning August 14. By rail to Montreal for full day sightseeing, on to Moncton for 11-day comprehensive bus tour of Nova Scotia and Maritime Provinces. Cost — in the \$400+ range.

### 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

Departing August 19 — Returning September 1. Visiting Glacier National Park, Seattle, Victoria, Vancouver, Lake Louise, Columbia Icefields and Banff. A fine scenic tour in the \$450 price range.

### 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, \$168.63 — 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

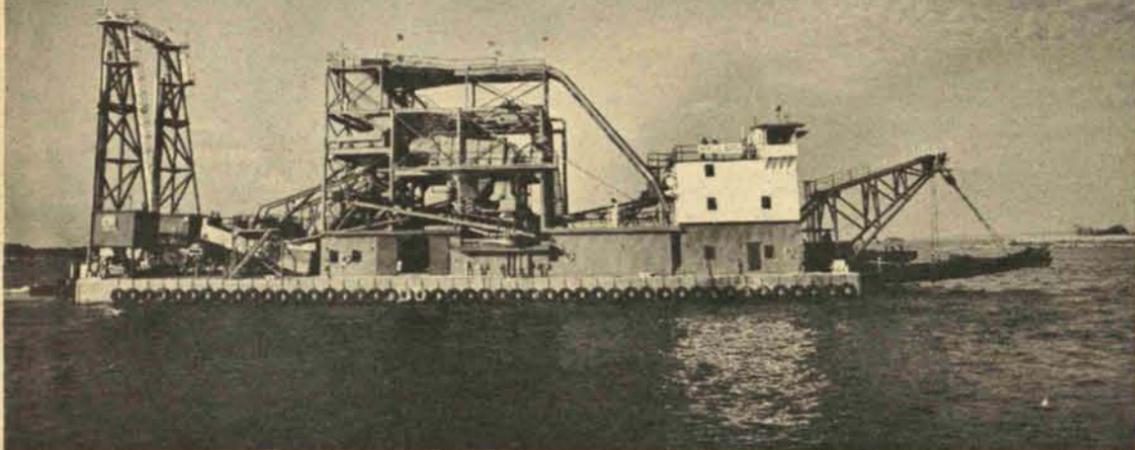
- July 31-August 14  
NORTHEAST CANADA AND NOVA SCOTIA
- August 7-September 8  
EUROPE
- August 19-September 1  
NORTHWEST CARAVAN
- August 19-25  
WASHINGTON-WILLIAMSBURG
- Late August  
WORLD'S FAIR
- August 30-September 21  
"CO-OP TOUR" TO SCANDINAVIA

Name \_\_\_\_\_  
Address \_\_\_\_\_  
County \_\_\_\_\_



THE SEA AND THE LAND — combine to furnish livelihood for Norway's farm folks, many of whom are as much at home on the water as they are in their fields. This is a scene in Western Norway.

## Shell "Farmers" Plow Coastal Oyster Reefs



GIANT UNDERWATER "EGGBEATER" — shaves 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-shell reefs off America's coastline, the "Mallard" is a species of mechanical duck, as well as a floating home and factory.

The first 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, Mayo's Snow Flake 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 seas. They point out that although most modern farmers consider themselves dry-land operators, vast regions of the ocean will be brought under man's cultivation and control.

Among the predictions are those which foresee 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 re-

covery and processing of oyster-shell.

Two hundred feet long, 50 feet abeam 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 laying hens daily with 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 nearly 400,000 tons of the crushed shell is graded into hen, pullet, and chick-sized particles.

Besides producing calcium-carbonate in meal and flour form for feed mills and as a supplementary free-choice ration for poultry, the new giant dredge "Mallard" scoops up and preprocess 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, information regarding the "Merit Rating" system, new to Michigan plans, but used in other states for several years.

According to Blue Cross-Blue Shield, merit rating will offer guaranteed annual rates with greater equity for 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 20% 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 every 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" variety which tackle the methods necessary for a committee to do a good job of telling the story of Farm Bureau and 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. How can farmers kick the dents out of this image? The Communications Clinics tackle this problem.

Members of the Michigan Farm Bureau Information Division staff conduct a number of "How To" sessions in the Clinic program: How to establish a working news-gathering system; How to work with newspapers and broadcasters so that they will work in the in-

terest of agriculture; How to operate a committee to share the work to be done; How to write news stories for publication — and how not to write them; How to use simple cameras and pictures to add interest and "zip" to a story.

Methods are examined to bring about improvement in Farm Bureau newsletters and publications sent to members. In each session Clinic participants visit with a staff member of a local newspaper, radio or television station as part of the program. They discuss their local communications problems and how to solve them together.

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.

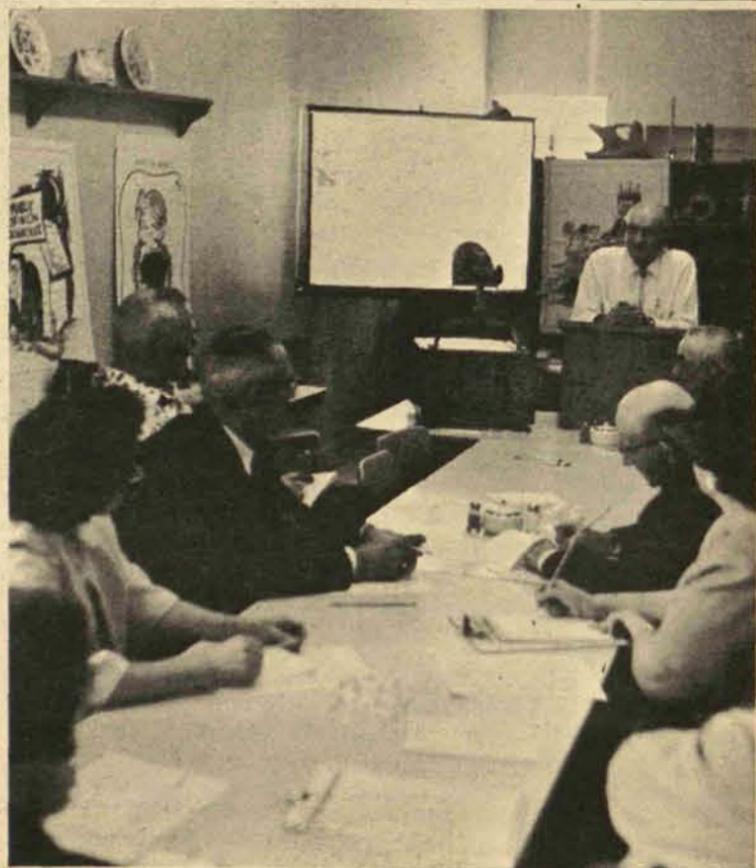
In the sessions to come, Calhoun County plays host to Barry, Eaton, Jackson, Branch and Hillsdale on July 12. Newaygo County invites Mason, Osceola and Oceana on July 13.

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, Midland 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.

Iosco 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 Kinsey 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 Wolter Harvey of Eagle River, Wisconsin, said, "Any new organization move should permit continued utilization of these agencies but should leave the door open for other public or private support."

The new committee, representing 81 counties in the northern portion of the three states, has already stimulated the formation of several resort centers and the creation of a tri-state forestry cooperative. The cooperative plans to set up a demonstration project to encourage 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, Escanaba; Walter Wightman, Fennville; Ed Gould, West Branch; Clark Most, Alanson; Palmer Beebe, Dowagiac, and the Reverend Carl Staser, East Lansing.

**Pet Parade**



"CAT-ASTROPHE" PREVENTER,—this cute sign observed near a busy highway.



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 "Kamick Desert Dawn," shown here with her proud owner, Harold Tepin of Farm Bureau Services' Data Systems department. Experts say that Kamick is well on her way to a dual (bench and field) championship, ultimate goal of most breeders.

**about people...**



ED SCHRADER

Ed ("Eddie") Schrader (33), former Tuscola County 4-H Club Agent for the past six years, has joined the staff of the Michigan Farm Bureau as a Regional Representative, according to Glenn Sommerfeldt, manager of the Field-Services Division.

He has been assigned to the S.E. Region of the state, containing the counties of Eaton, Hillsdale, Ingham, Jackson, Lenawee, Livingston, Monroe, Washtenaw and Wayne.

The addition of Schrader to the staff once again brings the field operations department to full strength, Sommerfeldt reports.



DUWAYNE E. ZIEGLER

DuWayne E. Ziegler (32), an agricultural education graduate of the University of Wisconsin, will join the staff of the American Dairy Association of Michigan as field representative on July 1, according to Boyd Rice, ADA of Michigan secretary-manager.

Ziegler has five years experience in membership work with the ADA of Wisconsin, in the Green Bay area. Prior to joining the Wisconsin dairy group, he was a vo-ag teacher in that state.

Rice, in making the announcement, said the staff increase will make possible an expanded ADA program in both membership activity and merchandising programs with dairies and grocers.

**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 corn 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 6 bushels of corn per ton rather than from 2 to 5 bushels.

High energy corn silage is made from corn harvested at 65 to 70 percent moisture. Grain will contain approximately 50 percent moisture and will be well dented.

To provide corn 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 about the same total dry weight.

Planting date is a very important consideration. Late planting reduces grain yield from one to two bushels per acre for each day of delayed planting beyond the optimum planting date.

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 from 150 to 200 pounds per acre

per day during the peak period. Between the milk stage and early-dent stage it is still increasing ear weight at perhaps 50 pounds per acre per day. Harvesting corn 10 days too early may thus cost 500 pounds of corn . . . enough energy to produce nearly 100 pounds of beef or 1200 pounds of milk.

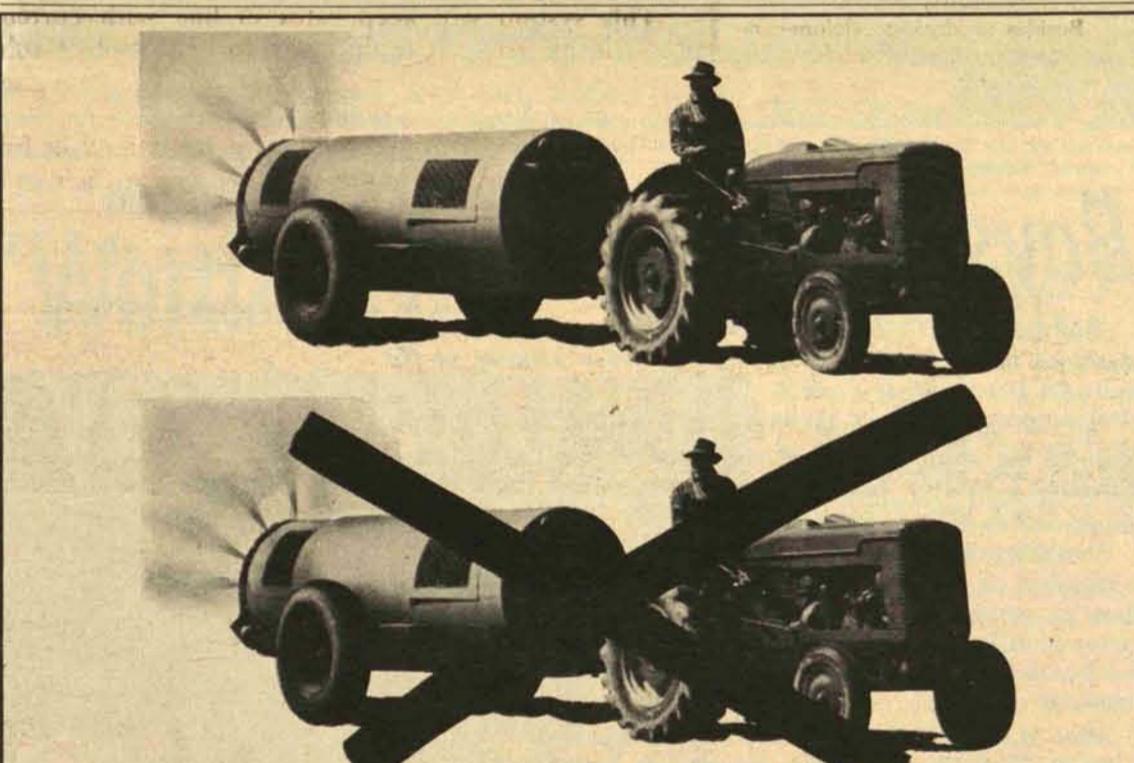
These losses would be twice as great for the farmer who harvested corn silage in the milk stage. **WAIT UNTIL CORN IS DENTED BEFORE HARVESTING IT FOR SILAGE.**

In Iowa, an experiment showed that it takes approximately 19 days for corn to ripen from the milk stage to the dent stage (60% moisture or less).

Corn as silage removes over 4 times as much potassium as corn for grain. A 25 to 30 ton yield will remove over 200 pounds of nitrogen, 90 pounds of phosphate and 240 pounds of potash. Fertilize accordingly, using 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 25,000 plants and up.

**Don't forget lime.** On light soils, excessively drained, calcium and magnesium losses due to removal and leaching may amount to 200 to 400 pounds of limestone per acre. This can be corrected with periodic liming.



**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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tween respraying . . . stretches your spray dollar, too!

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# 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, July 25-31.

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 — Reverence 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. Correct hazards promptly; 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 housework, caring for the family, during periods of relaxation and home recreation. Check appliances, electrical wiring, power tools, etc. for defects. Look over heating system, chimneys, stoves, portable heaters, etc. to reduce fire hazards. Clear 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 usage. 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. Repair defective 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 driveway, 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 unclogging, servicing or adjusting. Refuel only cool engines. To avoid tractor upsets or backward flips: 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 fire 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 flags, 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 — Allan 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. Bottum, Clinton county president.

## FARM BUREAU UNDERWRITERS



FOUR UNDERWRITERS, — representing the Underwriting Division of Farm Bureau Insurance of Michigan, took part in a conference in Wisconsin recently. Improvement of insurance services to Farm Bureau members was the conference theme. Shown from the left are: Dave Wallace, Russ Edgerton, Don Jalliff 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 swam 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 fellowman — 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.*

## MISSOURI HOSTS TO COOPERATIVES

The University of Missouri and Missouri cooperative organizations are hosts for the 1965 annual meeting of the American Institute of Cooperation, according to C. B. Ratchford, dean of the University's Extension Division.

*Dates for the 1965 meeting, to be held in Columbia, Missouri on the University campus, are August 8 to 11.*

The AIC, the national educational organization for farmer cooperatives, is headquartered in Washington, D.C. Each year, the annual meeting is held on a land-grant college campus. AIC president is *J. K. Stern* of Washington.

The 1965 meeting is the Institute's 37th summer session. More than 2,000 farm marketing, farm credit, and rural service leaders from all parts of North America including many from Michigan are expected to attend. In addition, 1,000 selected rural youth scholars are expected at the Institute's youth program.

*Theme of the 1965 meeting is "Cooperatives—A Creative Force in Rural Living." Keynote speaker will be Phillip Alampi, New Jersey Secretary of Agriculture. Alampi is also president of the National Association of State Departments of Agriculture.*

# 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.

Of course the electronic signals used by the computers would not be intelligible to the human eavesdropper, but to the "listening" computer they would have exact meaning.

"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, check-book 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.

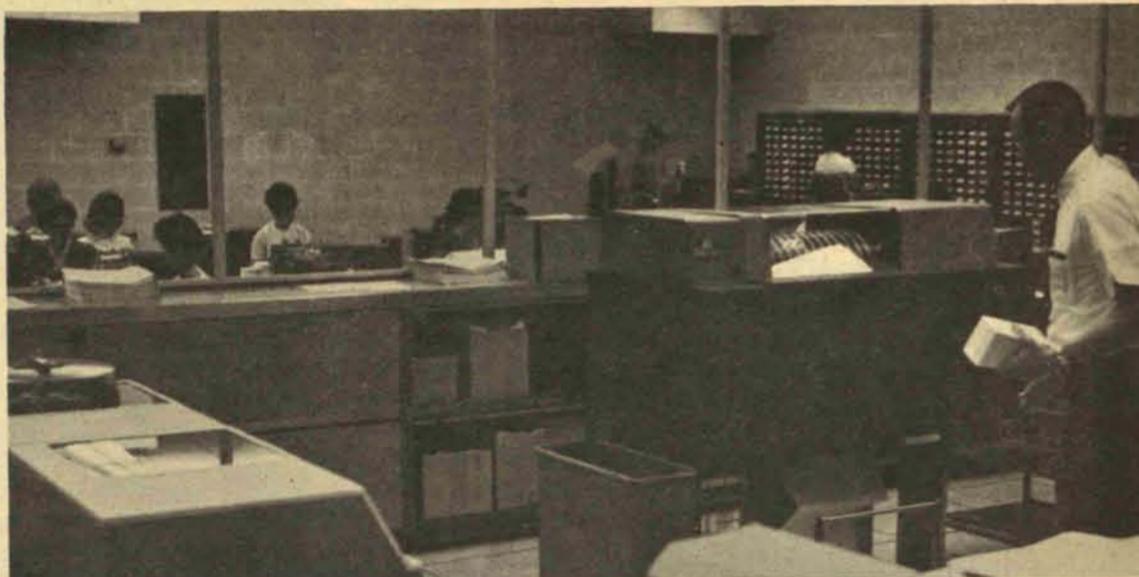
Many of these have been typed by hand in the past, but the new computer will automatically type them from previously prepared cards which may be handled only once for a series of related operations.

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 cataloging 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.



"BRAINPOWER" CENTER, — the newly opened Computer Center of Farm Bureau Services' Finance Division is dominated by complex, cabineted machines.



TWO-MILLION ITEMS, — can be stored on this computer disk, displayed by operator Edward Kemp to visitors in Farm Bureau Services' Computer Center. With Kemp are (from left) Michigan Farm Bureau Secretary-Manager, Clarence Prentice; Ronald Willer, Data Systems manager and R. G. Bartz, Finance Division manager, Farm Bureau Services.

## "Word-Power" is Dynamite!



"AN ETERNITY" — that's how long a two-minute extemporaneous talk seems to take, county Farm Bureau Secretaries who participated in the "Word-Power" conference learned. Loretta Kirkpatrick, secretary of the Tuscola County Farm Bureau is shown giving her two-minute talk during the Speakers' Workshop at the two-day Camp Kett meeting. Topics were handed the speakers just before their "command" performance.

(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.

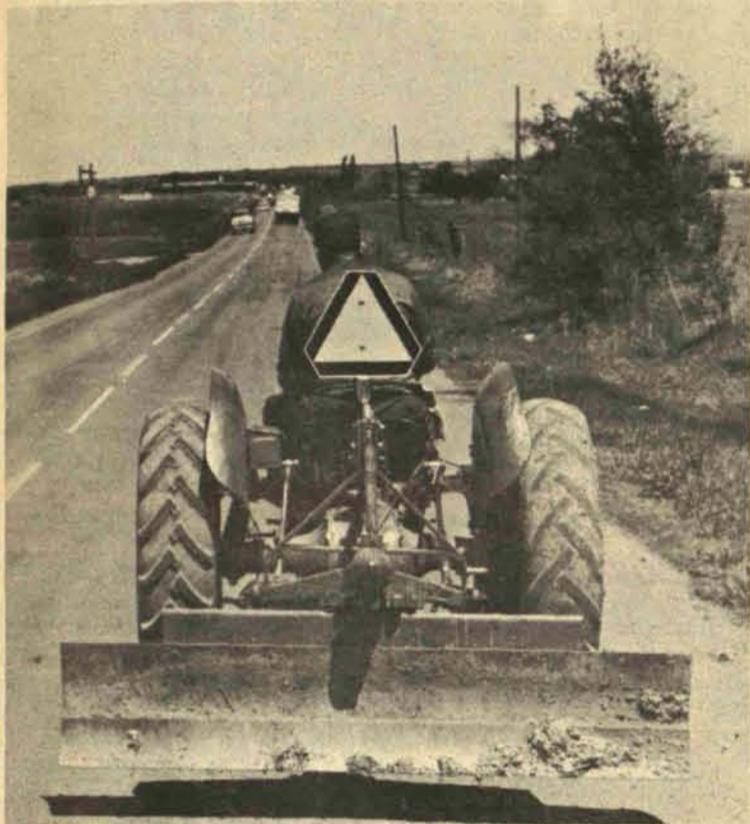
The second day of each conference was spent projecting ideas for office procedures and record-keeping in the Farm Bureau's county offices to meet the growing needs of membership. Under the direction of Mrs. Marjorie Gardner, coordinator of county offices, the secretaries reviewed the results of a two-year 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 Secretaries' role in "communicating for her organization."

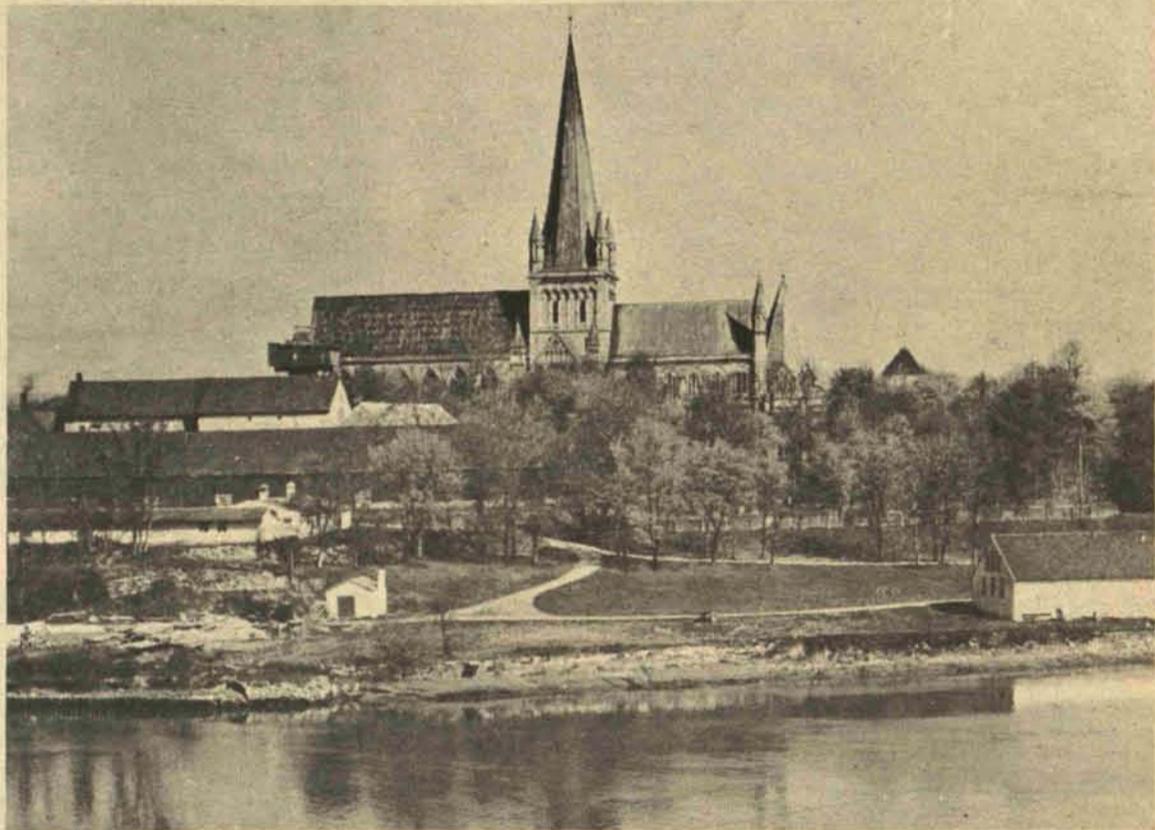
# AGRICULTURE IN ACTION AROUND MICHIGAN

## 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.

## 11TH CENTURY CATHEDRAL



**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.

## SCHOLARSHIP



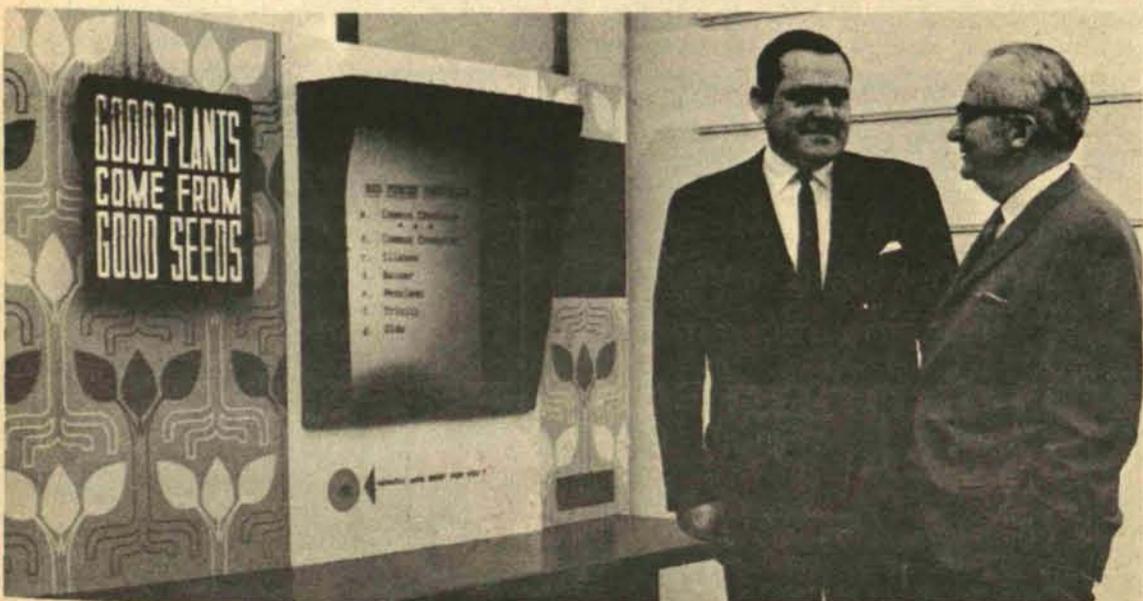
**ROBERT MILLIGAN**, Cass City, has been named one of two teenage winners of \$1,000 scholarships to Michigan State University by the Beet Sugar Industry. He is the son of Tuscola County Farm Bureau members, Mr. and Mrs. James Milligan.

## HALF-BILLION



**A MICHIGAN LOAN**, — to the Paul Piehl 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.

## SHOWING NEED FOR BETTER SEED



**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. Cowden, Dean of the College of Agriculture, MSU.

## MICHIGAN WEEK FLOAT



**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 REACHES \$200 MILLION

# Farm Bureau Life Grows

The Farm Bureau Insurance Group of Michigan achieved another milestone in its history of continuing 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 unparalleled 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 an addition 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, in Mr. 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 until 1985.

"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 policyholder benefits," said Vermillion. "Dividends and interest rates, for example, have been increased two and three times, respectively, since the Life Company was founded."

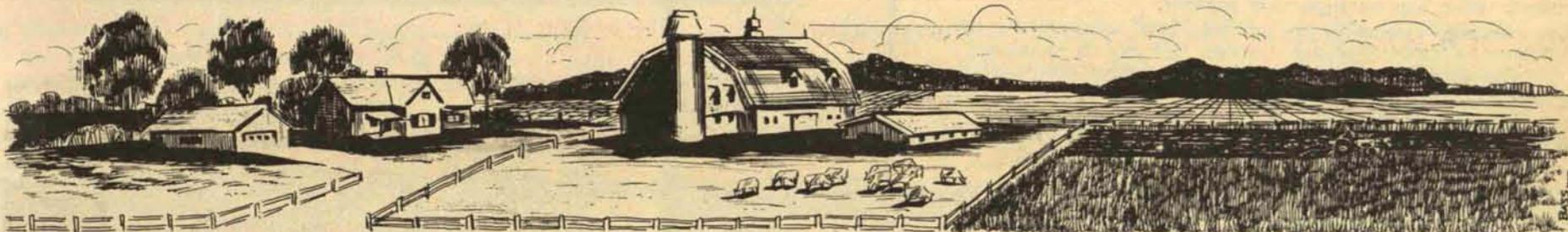
The Farm Bureau Insurance Group, with 255 sales and claims representatives located in 46 offices throughout Michigan, is affiliated with Farm Bureau Companies operating throughout the United States. Total life insurance in force of Farm Bureau Companies across the nation is nearly \$4 1/4 billion.



\$200 MILLION POLICYHOLDERS — Farm Bureau Agency Manager Ben Landheer, left, presents a policy to the Nelson family of Muskegon County which helped Farm Bureau Life reach and exceed the milestone of \$200 million of life insurance in force. David and Barbara's son, Terry, seems more interested in the camera than the presentation.

## FARM BUREAU MARKET PLACE

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



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MISSOURI AUCTION SCHOOL. Free catalog! 1330-50 Linwood, Kansas City, Mo. 64109. (2-Tf-10b) 1

### 3 OPPORTUNITIES

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SPECIAL TO FARM BUREAU MEMBERS —Group Cooperative Plan offer from Encyclopaedia Britannica, allowing members to secure famed Imperial Edition at a reduced price, substantially lower than available to any individual. See BULLETIN, Page 13. (7-1t-34b) 3

### 6 DOGS

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

### 8 FARM EQUIPMENT

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### 14 FOR SALE

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

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### 20 LIVESTOCK

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DAIRYMEN—Cut Vitamin Deficiency using Farm-Med Vitamin Mix, four pounds to each ton of feed, increase or maintain milk production. Get Farm-Med from your elevator. Write Ray Nystrom, Box 277, Concord, Michigan, for free literature. (Jackson County) (5-4t-35p) 20

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CATTLE FEEDERS—Feed high analysis Perfect Balancer 8% phosphate mineral feed. Feed free choice. Put plain salt in one container and Perfect Balancer Mineral in another container. The animal knows which one he needs. Get Perfect Balancer mineral at your elevator. The Gelatin Bone Co., Box 125, Emmett, Michigan. (tf-47b) 20

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### 26 POULTRY

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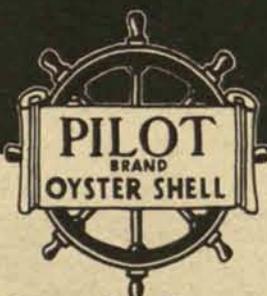
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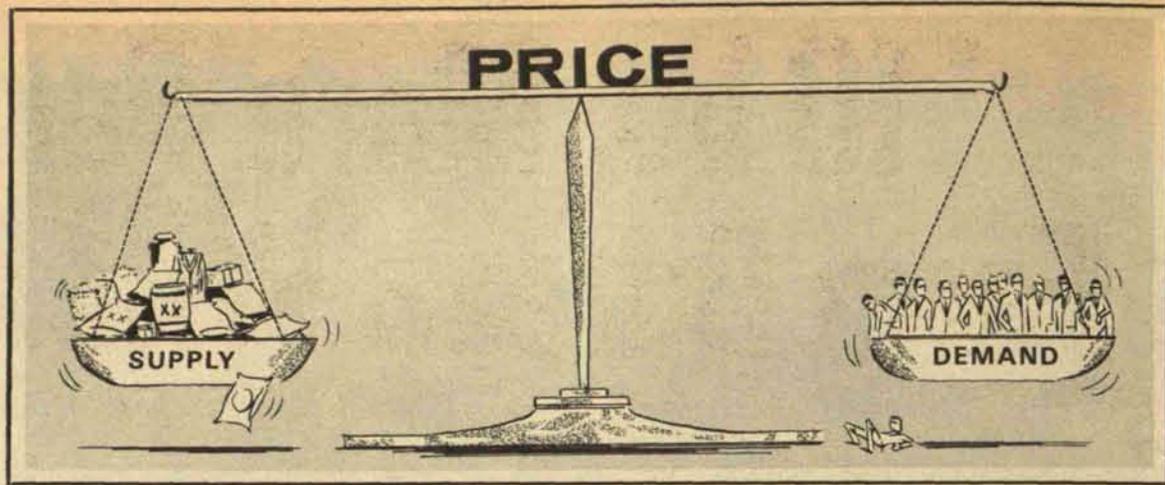
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# DISCUSSION TOPIC

PREPARED BY THE  
EDUCATION AND RESEARCH DEPARTMENT  
MICHIGAN FARM BUREAU



## Price Bargaining!

Can price bargaining yield positive benefits for farmers? Yes, indeed it can — and it has. It has to be done properly, 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 voice in bargaining. That is a first requirement. Buyers in today's market are well-financed corporations 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 save 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 points strengthen the farmers' position.

*What "tools" are necessary to a proper approach in bargaining?*

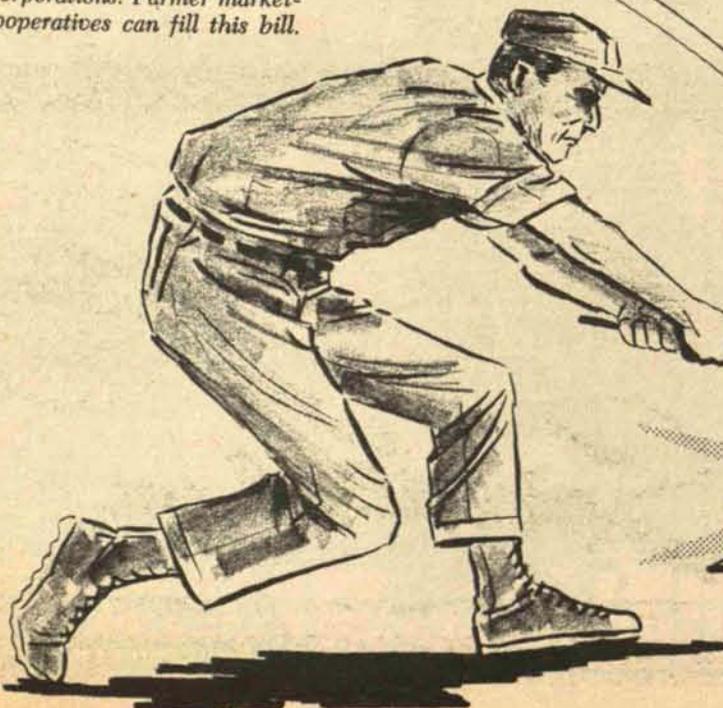
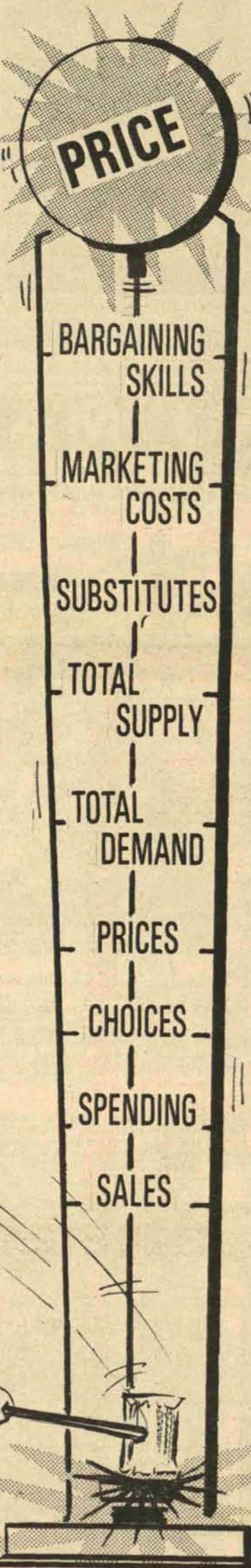
The primary "tool" is broad and accurate information about market conditions for the product to be sold. Goods must be priced to sell — yet yield the best possible price. Price should not freeze the market. The exact "best price" falls at a delicate line.

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 occur?

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



## 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 upset any plans for withholding.

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 cutbacks. 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 facts 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 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 skilfully planned. This is what Farm Bureau marketing organizations such as MACMA and the American Agricultural Marketing Association are trying to do.

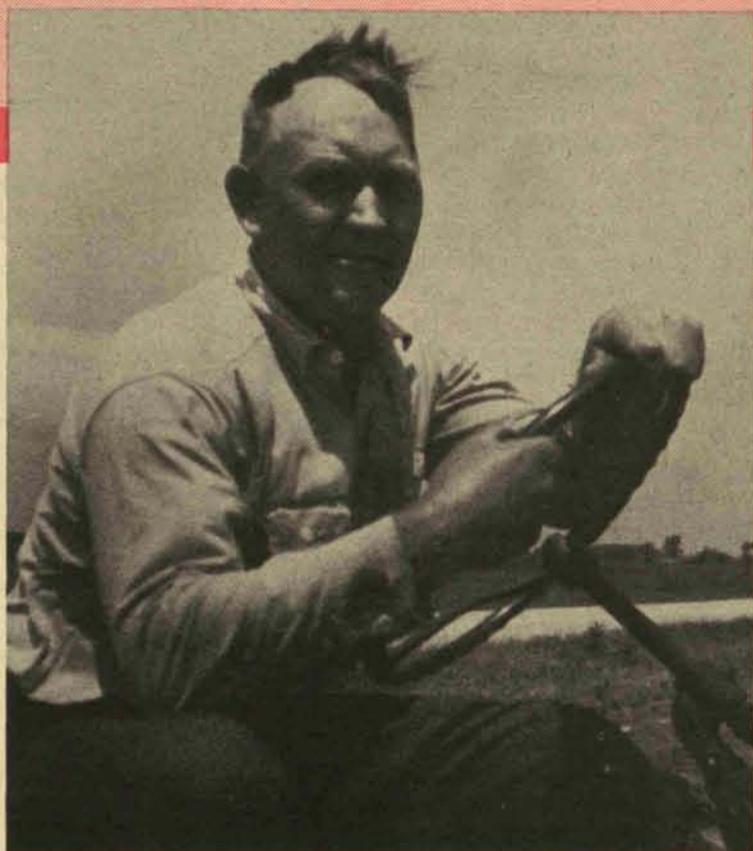
## For Discussion

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?

BASS  
MFB

# "10 bu. More Per Acre with Farm Bureau WHEAT STARTER"

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



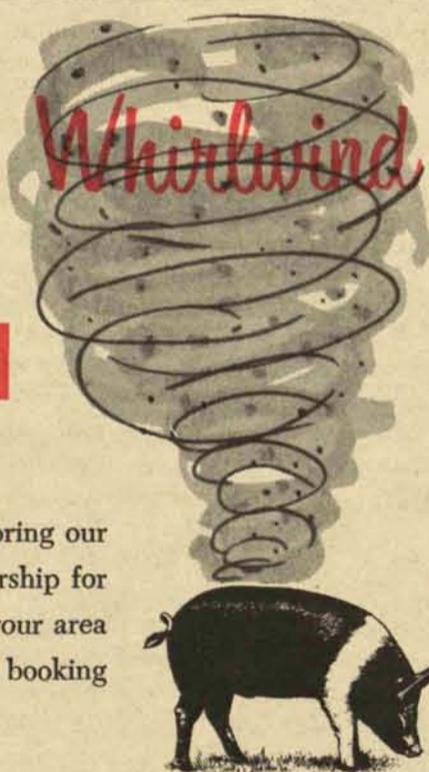
"I used Farm Bureau Special Wheat Starter Fertilizer this past Fall with my wheat and it looks real good. A year ago I used 6-24-12 on half of the field, for a total of 15 acres, and applied Farm Bureau Special Wheat Starter on another 15 acres. Where Farm Bureau Wheat Starter was applied, I received 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."

## SEED WHEAT

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.

## HOG 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!

Farm Bureau guaranteed buildings are helping farmers all over Michigan . . . and more are going up every day. See what you're buying before you buy it. Your local A.B.C. dealer will show you.



**YOUR A. B. C. DEALERS  
STAND READY TO SERVE  
YOU ACROSS MICHIGAN**

## 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 5½ 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

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4000 N. Grand River Ave. / Lansing, Michigan



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 FARM BUREAU  
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 TO SERVICE

**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 \$4¼ 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.

*Farm Bureau*  
**INSURANCE**  
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