

# MICHIGAN FARM NEWS

THE **ACTION** PUBLICATION OF THE MICHIGAN FARM BUREAU

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**FRONTIER FARM WIVES** — dressed like this almost 300 years ago in Michigan as they helped their husbands clear the forests and open the land. Chippewa County Farm Bureau Women are helping commemorate the 300th "birthday" of Sault Ste. Marie, and the arrival from Quebec in 1668 of Father Jacques Marquette and his founding of the first permanent mission to the Ottawa Indian Tribes. The tricentennial is a summer-long affair with a "Soo 300 Spectacular" nightly August 14-24, featuring historic parades and pageants.

**DISTRICT 11-E CHAIRMAN** — for Farm Bureau Women, is Marie Postma, (center in the white cap). She is dressed in the costume and "klompen" (wooden shoes) of her family's forebears. Others pictured (from left) are Connie Hesselink, Joyce DeWitt, Mrs. Postma and Johanna Folkersma, all Chippewa county Farm Bureau Women helping promote the tricentennial. They admire a hand-bouquet on the lawn of MSU's Upper Peninsula experiment station at Chatham at the U.P. Farm Bureau membership victory celebration. (see story, page 3)

**ATTEND YOUR COUNTY FAIR!**

— Visit and Support your State Fairs —  
Escanaba—Aug. 13-18 Detroit—Aug. 23-Sept. 2

Editorial

# Pablo's Problem

Pablo ("Paul") is a little, brown eyed, appealing 10-year-old Mexican boy. He is short for his age and wise beyond his years. His instinct for survival is as sure as the feet of the goats he tends, and his chances for an adequate education are about as slim as the chance his charges have of escaping their fate in the market place.

That market, in nearby Saltillo, is a hub-bub of excitement, with booths and bins filled with spicy chili peppers, ground corn, fruit and flowers. Some of the smells come from over-ripe fruit, some from over-ripe meat, for there is no refrigeration there.

"Escritorio Publico" reads a hand-lettered sign above a battered typewriter and at the rickety desk in an alcove the Public Secretary makes out official papers or writes letters for the illiterate — for a small fee.

In one area, an older woman carefully whacks the spine off cactus, which are then sliced into cactus "beans" for sale as food. Another counts through stacks of tortillas which are handed, unwrapped, to a customer.

A whole peso to spend is a big thing to Pablo — something to be done with great deliberation, for in many ways the peso (worth 8 cents in U. S. money) represents a dollar. A grown man will work a whole day for 12 to 18 pesos — hard work in the broiling sun — and often, important work too, such as adding new mortar to the wall where rocks have fallen out, or straightening nails pulled from timbers used in the concrete forms. Nails are not cheap in Saltillo, not when compared to the labor of a man.

There was a time when Pablo's father, Jaun, used to leave their adobe-and-tin home in the little valley and become a "Bracero" (from "Brazos" — or arms, meaning a day laborer) in the United States through a work-pass agreement between his government and ours.

Under the terms of the arrangement, the men could only work where U. S. labor was in short supply and where available jobs in the orchards and fields were first turned down by American workers.

Many of the braceros moved into Michigan, attracted by the green fields of vegetables and sugar beets. Their earnings, upwards of \$20 per day (some earned more) — were fantastic in their eyes, and in the eyes of their families back home where each U. S. dollar interpreted into \$12.50 pesos. Most saved every possible cent and when it came time to fulfill the terms of their agreement by returning across the border, the busses and cars were filled with pots and pans, simple farming tools, cloth and clocks and almost always, roped on somewhere would be foot-treadle sewing machines.

Hard workers because they were used to a harder life, the bracero earned every bit of his pay. Wiry, tough, used to a hotter sun, the Mexican men did twice the work of their North American counterparts, and, at season's end he left behind mountains of good will in this most pleasant of international exchanges. At home near Saltillo, Jaun and Maria could plan a brighter future, which included schooling for Pablo and a better life all around.

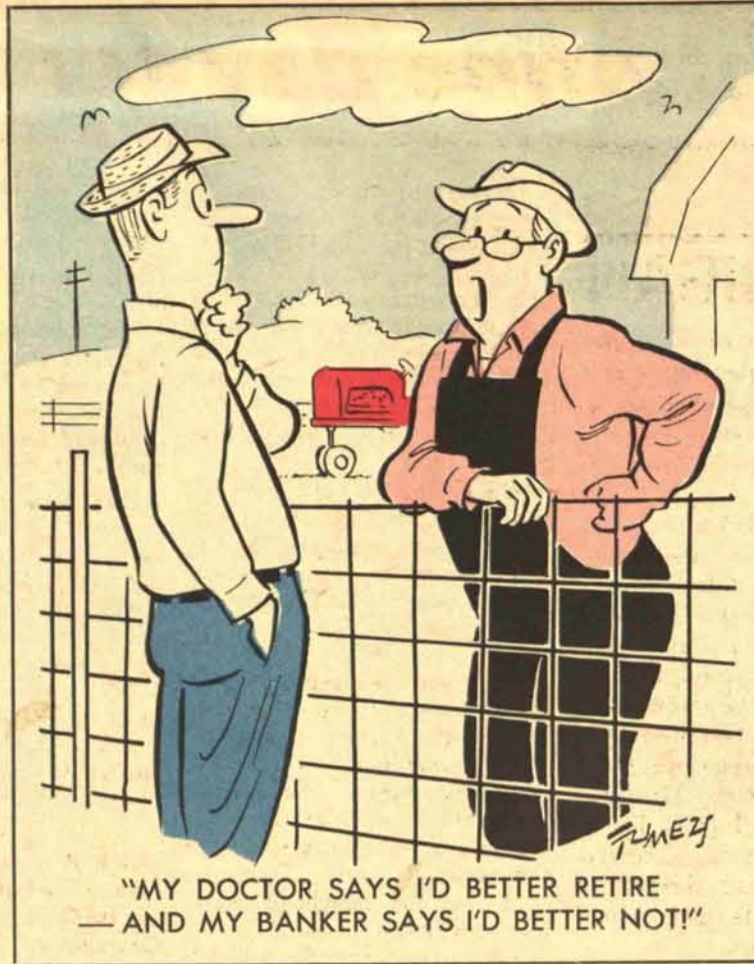
But that was before American politicians, labor union leaders, government officials and professional social reformers stirred Congress into action to bring an end to the bracero program.

Especially hard to believe was the support many church groups gave to ending this unusual international work-exchange; some churches urged government spending of billions in international aid to "mankind," at the same time they turned their backs on their Mexican neighbors.

Once again, the vegetable harvest is underway and the fruit hangs heavy in Michigan. Once again jobs go begging in our orchards and fields. In spite of weather, there will be a good harvest here — much of it done with machines instead of manpower.

Back in the little valley, near Saltillo, Juan sits on his doorstep. Nearby, Pablo — not in school, as he should be, tends his goats.

M. W.



## A PERSONAL WORD

### Come to the Fair

Hi Ho! Come to the fair! This is a common expression this time of year. To the 4-H boy or girl, there is much excitement and anticipation of winning a ribbon for the project on which so much time and work has been spent. The leader and parent has a different outlook on the fair — could it be we're older?

The State Farm Bureau Women's Committee met the middle of June for two days. We welcomed the newly elected District chairman and said a sad "So-long" to those who were attending for the last time. It's always nice to have new members, although it's hard to part with those we already know. A big "thank you" to the retiring ladies for your many hours of work. You did a fine job for the Women of Farm Bureau. A list of the new District committee chairmen will be found on page 7.

Ladies, your help is needed in an Agriculture Survey project. The women voted to encourage the county women's committees to conduct this survey if the county boards would assign it to the women's committee.

Why a survey? There are many reasons. It would be nice to know how many actual farmers we have in a county — not how many rural-non-farmers are on record. Some of the information needed is address, age, commodity raised, number of acres, etc.

How would you like a nutritious candy recipe? One using left-over roast beef. How about coconut beef candy!

- |                        |   |
|------------------------|---|
| 2 cups white sugar     | ½ cup finely ground, cooked beef, firmly packed |
| 1 cup brown sugar      | ½ cup shredded coconut                          |
| ½ cup white corn syrup | 1 teaspoon vanilla                              |
| 3 tablespoons butter   |   |
| ½ cup water            |   |

Combine ingredients and cook slowly to 241 degrees, or firm ball stage. Cool to 120 degrees before beating. Beat with electric mixer until creamy. Add beef and vanilla last, mixing well. Spread in buttered pan and let it stand for at least one hour.

Mrs. Jerold (Maxine) Topliff

## MICHIGAN FARM NEWS

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President's Column

# The Family Farm

Recently I heard two prominent agricultural economists discuss the chances of the survival of the family farm. Their conclusion was that if it survives, it will be altered radically from its present form. They believe it will be much larger than the family farm of today and will use many of the present management techniques used by big business.

It probably will use much more credit than at present and likely will use rented equipment and rented land. The owner's loan-to-assets ratio will undoubtedly be higher than today.

What does all of this mean to us here in Michigan Farm Bureau? To me it means, "Can farmers find some way to achieve the bigness to deal with the mass purchaser of today's commodity markets?"

I think we have the solution already at hand if farmers are prepared to use it effectively. It would appear to me that there are two ways to achieve this necessary bigness to compete: We can consolidate farms to produce the necessary size and financial resources; or, we can join hands through our present cooperative structure to achieve the volume and trading power to compete.

Just think what a volume we could assemble if only three quarters of our farmers decided to sell everything through their own co-ops, or decided to buy through them! We would have real "market muscle" if they did!

We often hear somebody say, "We need to organize to market together effectively."

We already have the means to market effectively any crop we want to market, if we are willing to do the things we talk about. We have facilities, we have trained personnel, and we know where the markets are.

In the meantime we cannot stand still in our farm organizations, we have to prepare for the work which we know is coming tomorrow. During July and August we have two groups meeting in Lansing which will have a lot to say about whether farmers are going to manage their own affairs.

Because we know that the problems of the farmer change from week to week, Michigan Farm Bureau is trying to determine what the farm organization of tomorrow will look like and what are some of the jobs it must do.

To do the job of pointing the way, we have a Study Committee meeting which is trying to find some of the indications of what the farm organization of tomorrow will look like.

Ahead of the committee are some awesome tasks. It must become completely familiar with the present programs of the Michigan Farm Bureau and affiliates, and it must determine the needs of tomorrow's agriculture.

Currently the committee is making a thorough study of the entire Farm Bureau "family" — as well as questioning experts in technical agriculture who might provide insight into the future.

Members of the committee are full time farmers with impressive records in their own enterprises, and most of them are young men and women who will be in this business a long time. In short, they are the farmers of tomorrow, not yesterday.

The other group is the 1968 Policy Development Committee which will start its deliberations about the time you read this. Here, we have another excellent group which has a wide range of successful full-time farming operations. They will spend many days trying to condense the hundreds of resolutions from our county organizations.

Between the two committees, we will get new direction for our organization; from the Policy Development Committee, direction for next year and from the Study Committee, direction for the next decade.

I am of the opinion that the best interests of the consuming public will be served only with control of food production in the hands of independent family farm operators working together through their own cooperatives and farm organizations.

These two committees will chart the direction for family farmers to maintain this control.

Elton Smith

# 'twas a mighty fine day for a picnic. . . .

## — Cover Story —

### U.P. FIRST IN MICHIGAN

The biggest membership increase in the history of the upper peninsula; the biggest percentage increase in membership of any district in the state; the first district to reach goal.

These precedent-shattering records were cause for a gigantic victory celebration at the Michigan State university farm extension station at Chatham Saturday, June 22.

A crowd of Farm Bureau members and friends estimated at about 700 joined in the observance, and enjoyed a festive chicken barbecue. Even the weatherman cooperated. After a dismal rainy spell, the sun broke through the clouds early Saturday morning and spread its warmth throughout the day. That evening heavy rain again drenched the upper peninsula.

Hugo Kivi, Escanaba, regional representative, organized the celebration and served as master of ceremonies. Guest speaker for the day was Elton R. Smith, Mich. Farm Bureau president.

Also on hand were Clayton Ford, member of the Michigan Farm Bureau board of directors for the 11th district; David Morris, director from the fifth district; Dan E. Reed, secretary-manager of Michigan Farm Bureau; Larry Ewing, director of field services division, and an upper peninsula native; and Melvin L. Woell, director of information services.

Special recognition was given to Wesley Hawley of Escanaba for his efforts in organizing the first Farm Bureau group in the upper peninsula in 1955. When Hawley retired in 1958, the Farm Bureau had spread through 11 upper peninsula counties.

Reminiscing briefly about his first job following college days, which was at the Chatham experiment station, President Smith said: "This experiment station is a very appropriate place for a Farm Bureau meeting, because these stations are just one of the many research facilities we in Farm Bureau have worked for over the years.

"One of the aims of the founders of Michigan Farm Bureau was better farming methods. To develop this information, a system of well-financed and well-managed experimental stations was an absolute necessity.

"This need for research remains critical," he declared, "but now there are those who say we should manage production by reducing production research. We hear this almost every year in the Michigan legislature, and increasingly in Congress.

"To me, the thought of reducing agricultural research is the surest way to hunger for our children. Most of the latest farm techniques are based on research which took place several years ago."

Smith asked his audience, "Who is so far-seeing that he can say which research should be kept going and which should be stopped?"

He continued, "One of the things we as Farm Bureau members must work at is telling our city neighbors of this need for continued research in production and distribution of food."

Emphasizing the farmer's role in assisting with research, Smith said, "As a matter of fact, we have just completed the legalities of setting up a new research foundation at the American Farm Bureau. Several problems are already under consideration for study and finances are being arranged. We are spending money now and I believe we will spend more in the future.

"I am convinced that if research is to properly serve agriculture, we farmers must be deeply involved in planning and financing it.

Paying tribute to the industry and success of Farm Bureau in the upper peninsula, the speaker declared:

"We are here because the members of the Farm Bureau in the UP have again shown the way to the rest of the county Farm Bureaus in Michigan . . . I offer my heartiest congratulations for a job well done."

Congressman Philip E. Ruppe, (R-Houghton), was introduced by Mr. Kivi, and spoke briefly on the importance of reducing dairy imports from Europe; anti-crime legislation recently adopted by Congress; and proposed gun control measures.

State legislators present who were introduced by Kivi included: Senator Thomas Schweigert of Petoskey; Representatives Dominic Jacobetti and Charles Varnum.

Kivi was given a standing ovation by the crowd for his "untiring efforts in the very successful membership drive."

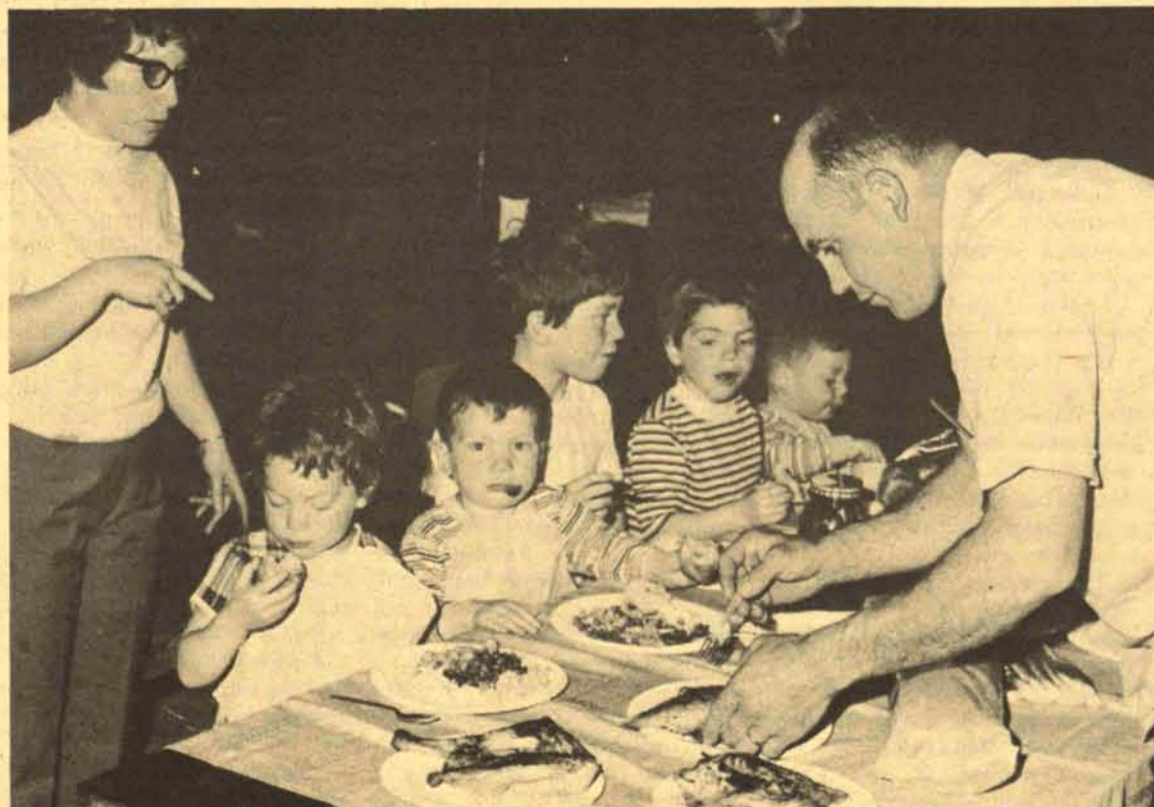
Other special guests attending included George McIntyre, East Lansing, director of agricultural extension; Rick Hartwig and Frank Molinare, representing extension services in the upper peninsula.



HUNDREDS OF CHICKEN HALVES — are turned on a huge grill by Venner Valli and William Conine, both of Marquette-Alger, where Conine is county President. Other cooks include MFB President, Elton Smith, Secretary-Manager, Dan E. Reed and U.P. Director, Clayton Ford. Also helping was U.P. Regional Representative, Hugo Kivi, and other members of the state staff.



CONGRESSMAN RUPPE AT THE U. P. BARBEQUE



FIVE LITTLE CHICKEN-EATERS — all of the Lowell Stefl family, Cornell, Mich., enjoy dinner while mother and dad referee. The attractive red-haired and freckled youngsters were among many family groups at the U.P. barbeque. Lowell is president of the "Delta 426 Community Group" and his wife serves as Group Secretary. Grandparents, Mr. and Mrs. Joe Stefl, are also active in the Delta County Farm Bureau.

## "I Vigorously Oppose"

By Philip E. Ruppe  
Congressman, Michigan's 11th District

Very soon, we in the House of Representatives are going to be asked to vote on a one-year extension of the Agricultural Act of 1965. I will vigorously oppose that legislation.

In the first place, the existing Act covers all crops harvested prior to January 1, 1970. Therefore, even if we don't grant the extension requested by the Administration, the 91st Congress will have a minimum of six months to come up with something better. In the second place, the Agricultural Act of 1965, in my opinion, has been a failure.

The program costs the taxpayer about \$3.5 billion per year. Large-scale farmers are coming in for economic bonanzas, while the small farmer is caught in the squeeze. Last year, for example, the Eastland Plantation in Mississippi received a \$157,930 windfall from the taxpayers, and other big operators did equally well. Another example of the inefficiencies of the Act is the feed grain program. Part of its \$1.5 billion annual cost goes to take land out of production, while the rest gives farmers an incentive to boost output on remaining acres. This is self-defeating.

I have no intention of giving a vote of confidence to the Administration farm program. Look at the facts. The farm parity ratio is about the same level as the depression Thirties. Realized net farm income (including government payments) dropped \$2 billion, 10%, in 1967. Small farmers are caught in a terrific squeeze, with costs rising sharply while market prices stay down. The farm debt is up 90% in the last seven years. It is no wonder that most of the small farmers I have talked to oppose extension of the Act.

Certainly we can come up with a fiscally sound, responsible program that will really benefit the farmer. By changing the basic concept of the present supply management policy, I feel we can pull the farmer out from under the severe limitations of the present programs — helping him produce food that will be cheaper and more plentiful for all Americans.



# capitol report



## TIME FOR DECISION — TIME FOR CONCERN

By Robert Smith  
— Legislative Counsel —

*YOU, as a Farm Bureau member, are a key person in helping to decide the direction that your farm organization will take in the coming year. The question is — what are our goals and where do we stand on national, state, and local issues that affect agriculture and the livelihood of every individual?*

*Farm Bureau policy development procedures are now under way. Farm Bureau is unique in that this policy development system makes it possible for every Farm Bureau member (YOU) to have an important part in making major policy decisions.*

Farm Bureau policies are established "before the fact" and become the platform upon which Farm Bureau stands and the basis for all its activities. It is imperative that those policies accurately reflect the thinking and desires of the entire membership.

YOUR ideas and suggestions can be offered through your Community Group or to any member of any of your county Farm Bureau committees. Suggestions can be made to the county Farm Bureau Board of Directors or to the county Policy Development Committee. They may also be presented to the membership at the county Annual Meeting, where the final county policy decisions are made. Even after the county Annual Meeting, YOU can again be heard effectively by working through your county voting delegates to the Annual Meeting of the Michigan Farm Bureau to be held in East Lansing, November 18, 19 and 20.

*This issue and also the September issue of the Michigan Farm News will contain only a few of the many issues facing farmers. They are intended to stimulate thinking so that you can be better informed and more active in helping to decide Farm Bureau policy on the issues.*

In short, it's time to SPEAK OUT and help shape your farming future through Farm Bureau.

### SCHOOL FINANCES A TOP ISSUE

Farm Bureau has supported new and improved state aid formulas as passed during the last two or three years. The new formula passed this year is generally considered to be the best yet. The trend has been reversed and the state's share of the cost of schools, percentagewise, has been increasing during recent years. It is slowly returning to the approximately 60-40 ratio that once existed — that is 60 percent state support and 40 percent local.

*Progress in state aid to schools is definitely an indirect relief to property taxes, as that portion of school cost not paid through state aid must be paid by local property taxes.*

The present school aid formula has always been based primarily on property valuation behind each child. Now that Michigan has an income tax, it is possible to look at completely new methods of financing our schools. Income levels, as well as property values can be used as part of a new approach to school finance. This will be a major issue during the 1969-70 sessions of the Legislature.

The \$200,000 Michigan "School Finance Study" (known as the

Thomas Report) has been completed. In addition to the reports and recommendations, various legislative proposals have been introduced. *One major proposal, H.B. 4095, was introduced in 1968 by Representative Roy Spencer, of Attica, and nine others. This proposal would: (1) bring all teaching personnel (including intermediate districts) under a state contract or State Civil Service, for the purpose of compensation and classification. A master contract would be used for each school district; (2) create a "State Education Tax Fund" financed by: (a) A statewide 10-mill property tax (with a possible additional two mills for building and site fund). Only the remainder of the 15-mill limitation (five mills) would be available for local purposes unless the limitation is raised by the people (15 to 18-mill constitutional provision). All extra voted millage for school purposes would be repealed. (b) A special three percent education corporate income tax. (c) A special one-and-three-quarters percent educational personal income tax.*

The Educational Tax Fund would be used as follows: All school operating costs would be reimbursed through the School Aid Act which, in effect, is on a

per pupil basis. Reimbursement would also be made for all building construction, other capital improvement, and previously incurred capital outlay debt costs. Apportionment would be based on an "aid ratio" formula.

*On the effective date of the Act, Boards of Education would cease to levy taxes for school operating purposes. It would require at least a year to phase in the new program.*

Representative Spencer and other sponsors have requested opinions from the Attorney General as to the constitutionality of some of the new approaches in the proposal. Hearings on this proposal will begin in August, shortly after the primary elections.

The question that should be considered is whether this method, or one similar to it, is a good approach. *In other words, should schools be financed by limiting the property tax to some specified level, levying additional corporate and personal income taxes for school purposes and distributing the monies according to a formula?*

Other proposals include:

Taxation the first year, for school purposes, of new property constructed after the assessment date (December 31). This could result in considerable revenue in some rapidly developing areas.

Permitting a school district to levy a personal income tax of 0.65 percent for school purposes.

Create "school tax districts" within a county. All school taxes from industrial or commercial property to be distributed on a population basis within the county.

Collection of all school taxes on industry by the state and distributing throughout the state on a per capita basis.

Statewide property tax of 23 mills for schools.

The Legislature has also created special committees to study: *K-12 financing, status of teachers, educational tax fund, school construction, the intermediate school district concept, financial support of nonpublic schools, vocational education, etc., etc.*

There is hardly an end to school issues. For instance, the Teachers' Retirement Fund is a serious financial drain. State aid for schools has reached \$615 million; but, in addition, the annual cost of the retirement fund has reached \$137.5 million! It is expected that this will increase \$30 million next year and could reach \$500 million within the foreseeable future.

*School buses are also a problem. As a result of a recent spot check by the State Police, nearly*

*500 were taken off the road as unsafe to drive. Defects were found in many more.*

Should schools be operated on a year-round basis in order to use the facilities efficiently and help cut costs? The school year is divided into four quarters. Each student attends three-quarters of the year. This means that at any one time, three-quarters of the students are in school and one-quarter are on vacation. *One proposal would lengthen the school year to eleven months, and another would increase the number of grades from the present 12 to 14.*

Should the services of the Intermediate School District be expanded, such as operation of the school transportation system or acquiring and operating facilities for those special education programs that local school districts are not able to offer?

*If "area" vocational schools are formed, how should they be financed? In some areas, such schools might serve portions of two or more counties.*

### TAX REFORM

Farm Bureau, for many years, has been in the forefront of supporting major tax changes and, for the past five years or more, has supported a complete reform program, including the adoption of an income tax.

Excellent progress has been made on these tax policies since they were originally adopted by the voting delegates at the State Annual Meeting. For example: the farm personal property tax has been repealed; farm crops, fruit trees, vines, bushes, etc have been exempted from taxes; a tax reform package has been passed, which instituted a state income tax, along with many reforms, such as repeal of the Business Activities Tax, major adjustments to the Intangibles Tax, return of significant sums of money to local governments (counties, townships, cities and villages), which will amount to at least \$6 per person and provides significant relief to local property taxes. The reform package also contains tax credits to relieve property taxes, etc.

*Many other desirable Farm Bureau-supported tax measures have also been passed, such as the Homestead Tax exemption for those over 65, increased payments to local governments from the Swamp Tax, the "Truth in Tax" law, and laws calling for more equitable equalization procedures.*

In short, the Michigan tax structure has become better balanced and more equitable and the total tax burden has been spread through shifting. Without such reforms, property taxes would be even higher and more burdensome than they are.

*Present Farm Bureau policies still to be carried out include further tax reform in: The assessment of farm land as long as it is used for that purpose, rather than the present practice in some areas of assessing farm property on "potential value." We have*

received a great deal of support for this idea in the form of the introduction of several bills in the Legislature. However, there are serious constitutional questions involved which may require a constitutional amendment.

Fifteen or more other states have taken positive action on this issue. Many have had to change Constitutions. This is a controversial issue, but far-sighted people recognize that good farm land is rapidly disappearing and that future needs for food production, open spaces, air and water pollution control, etc. may be such that our country will face a serious shortage of good agricultural land.

*Special tax assessments on farm property resulting from sewage, water, drainage lines crossing the property are a serious problem in many areas. Very often such installations are of little use or value to the property. Ohio Farm Bureau was successful in passing legislation to set up a revolving fund to pay such costs. The fund is repaid when the property is further developed. We were successful this year in having a similar bill introduced in the Legislature; however, it will require further study to become workable under Michigan situations.*

Assessment and taxation of new property the first year it is built — such legislation has been introduced whereby the proceeds would go entirely to the school district. In many areas, whole subdivisions are built after the December 31 tax assessment date and are fully occupied by mid-summer. *This results in an unplanned-for-increase in children attending local schools, thereby creating serious financial problems.*

A county income tax. Presently, cities are permitted to use the income tax and several Michigan cities have adopted it. *Many tax experts believe it would be more logical to permit counties to adopt such a tax. Revenue from this source could be used for county purposes, thereby lessening property tax pressures by either lowering the tax or releasing millage to the school districts.*

### FARM BUREAU WATCHDOG

*While Farm Bureau supports many tax measures in an effort to make the Michigan tax structure more equitable and to relieve property tax burdens, it is always necessary to oppose many other tax bills. For instance, pressure continually exists to remove the agricultural sales tax exemption. No less than five bills to do this were before the Legislature this year. Some of them had more support than usual.*

In debate on the Senate floor, one metropolitan Senator said that this would be a "painless way" to raise more revenue for schools and other governmental costs. *This, of course, would mean millions of dollars of additional taxes to farmers.*

There are many other tax issues, both state and federal, of which a farm organization must constantly be aware. One national tax issue that Farm Bureau policies presently support is a proposal to permit a taxpayer to deduct from his federal income tax obligation a portion of his state sales and income taxes in the amount of the federal aid to welfare and education being returned to the state. In other words, the amount deducted would go to the state rather than the federal government and the taxpayer would be paying the same amount of money, but the federal controls would be eliminated for these two purposes and the programs would be responsibilities of the state.



"OMNIBUS TYPE" — tax bill, signed by Governor Romney, follows Farm Bureau recommendations in a number of areas helpful to farmers. Legislators pictured include Reps. Sharpe (Howell), Powell (Ionia) and Spencer (Attica). Reps. Rohlf and Rush also worked hard on the bill.



IMPORTANT DAIRY BILL — which updates Michigan ice-cream laws, is signed by Governor Romney, as witnessed by Reps. E. V. Root (Bangor), Hoffman (Applegate) and Rush (Lake Orion). Others in the picture are Frank Koval of the Michigan Dairy Foods Association and Dale Ball, Director of the Michigan Department of Agriculture.

## Policy Committee

Twenty prominent farm leaders have been named to what has often been termed the state's most important agricultural group — the Policy Development Committee of the Michigan Farm Bureau.

The appointments — one from each of 11 districts of the state, plus several representing the special interests of Young Farmers and Farm Bureau Women, were announced by Michigan Farm Bureau president, Elton Smith.

Heading the group as committee chairman, is Arthur Bailey of rural Schoolcraft, dairyman and president of the Kalamazoo county Farm Bureau.

Educated at both Western Michigan University and the University of Michigan — Bailey holds a Master's degree in Public School Administration. He served as Superintendent of Schools in Montmorency county for a period of time, and later taught at the Army Maintenance School, dealing with the B-24 bomber at Willow Run, during World War Two.

In 1948 he returned to farm with his parents, Mr. and Mrs. L. Ward Bailey, to begin what has turned into an unusual farming partnership now involving three generations. Included in the operation are 324 acres, about 85 dairy cattle, considerable young stock and a herd of brood sows.

Oldest son, Dr. Alvin Bailey, has joined the staff of the Auburn University in Alabama. Harlow, who holds a Dairy degree from Michigan State University, joins in the farming operation, as does 16-year-old Curtis. One daughter, Celinda, is a high school senior.

Others on the committee — and the districts they represent include: Alton Brooks, Lenawee county, Region 2; Glen Hanson, Livingston, Region 3; Franklin Schmidt, Ottawa, Region 4; Ralph Letson, Eaton, Region 5; Kenneth Wadsworth, Sanilac, Region 6; Al VanAelst, Oceana, Region 7; and Dirk Maxwell, Midland, Region 8.

Also on the committee are Calvin Lutz, Manistee, Region 9; Donald Cordes, Montmorency, Region 10; Herman Robere, Delta, Region 11.

Representing Young Farmers are Lawrence Karsten, Presque Isle; Jack Bosgraaf, Ottawa and Mike Satchell, Tuscola. Farm Bureau Women are represented by Mrs. Richard Wieland, Antrim; Mrs. Charles Leipprandt, Huron, and Mrs. Arthur Dowd, Van Buren.

Serving in "At Large" positions are Dean Pridgeon, Eugene Roberts and Nicholas Smith, all members of the board of directors of the Michigan Farm Bureau.

# NATIONAL "PLOWVILLE" TO ATTRACT THOUSANDS

Imagine a 10,000 acre "fairground" teeming with farm folks, modern farm machinery, rodeos and educational exhibits. Such is the sight which will greet those who visit the National Plowing Contest and Conservation Exposition, August 27-29 at Hershey, Pennsylvania.

The 10,000 acres make up the Milton Hershey Farms, and are only 14 miles from Pennsylvania's state capitol at Harrisburg.

The Tuesday-through Thursday event will begin with state plowing competition and continue with programs of interest to ladies, youngsters, farmers and city people alike — and something new, vacationers who will find full accommodations for their camper units.

Another highlight of the ceremonies Tuesday will be the crowning of the 1968 "Queen of the Furrow." Six regional queens will be guests at the State Plowing Contest, with the final winner remaining at Hershey to reign over the national events on Wednesday and Thursday.

Youngsters and oldsters alike will be especially interested in a look at yesteryear methods — a horse plowing contest scheduled for Tuesday morning. Equestrian plowmen will vie for awards in four categories using two to five-horse hitches. Categories will include the walking plow, sulky plow, one and two gang plows. Horse plowing demonstrations will be held on Wednesday and Thursday.

Free conservation bus tours will be offered beginning on Tuesday

morning and continuing at hourly intervals each day through Thursday. A fleet of air-conditioned buses with accompanying guides will provide on-site visits of conservation practices in various stages of construction and live conservation demonstrations by personnel of the cooperating agencies. Included in the tour will be ponds, terraces, waterways, livestock and watering devices, roadside seeding and irrigation. Agency personnel will handle fish in a pond and Swatara Creek, present a woodland management demonstration and set up a vocational agriculture classroom and shop complete with students and teachers.

Conservation air flights, also scheduled to operate continuously, will depart from the Hershey Air Park. The 20-minute ride will cover both the site of activity and nearby conservation project areas.

Another, more rustic type of tour will be operated as part of the bus tours. This will be a short wagon trip through the forage trails and harvesting area.

Here the visitor will be able to see plant varieties such as crownvetch and birdsfoot trefoil, new and unusual varieties of grasses and legumes developed in Pennsylvania, and demonstration plots of corn hybrids, sudan grass and sorghum-sudan hybrids. Weed control in corn and soybeans and the use of anhydrous ammonia as a plowdown fertilizer will also be demonstrated.

Approximately 125 acres have been set aside for use in the demonstration of crops and machinery. Hundreds of exhibits by state farmers are expected for the Hay and Silage Shows. More than 25 classes of hay varieties, both naturally and heat cured, will be featured.

Wednesday will mark the beginning of national competition, and the ladies' program. It also is the day designated for youth events. Youth land and hay judging and weed identification contests will begin in the morning.

More than 20 states are expected to have champions competing in the national plowing finals, with the first event — contour plowing — slated to begin on Wednesday. The small plow contest will begin Thursday morning and the big plow finals will begin at noon on Thursday. Winners will receive awards in ceremonies at the conclusion of each day's contest.

## — in memoriam —



ROBERT L. BURKETT, (70) prominent Missaukee county farmer and Farm Bureau leader for the past quarter-century, died suddenly June 23.

He was the father of Charles Burkett, Director of the Field-Operations Department of the Michigan Farm Bureau. His wife, Bonnie, serves as Secretary of the Missaukee county Farm Bureau.

Born in Riverside township of Missaukee county, Burkett lived and farmed in that community until his recent retirement. He was a director on the Missaukee county Farm Bureau board and was recently honored by the Federal Land Bank for his 30 years of service as a director.

Active in the American Legion, Burkett served in France during World War I — with the American Expeditionary Forces there. He is survived by his wife and son, and by 4 married daughters.



HOWARD R. CORDREY, (69) farm editor of the Hillsdale Daily News for the past 14 years, died July 8 at his Hillsdale home.

A long-time area farmer, Farm Bureau member and supporter, Cordrey at one time served as Secretary of the Hillsdale county Farm Bureau.

He is the father of Jerry R. Cordrey, Assistant Director of the Program Development Division of the American Farm Bureau Federation — and former employee of the Michigan Farm Bureau.

"Probably no other person was better known and respected by residents of Hillsdale county's farm segment than Howard R. Cordrey. He received honors for his efforts from many groups and we often received notes or calls expressing appreciation for something he had written or some kindness he had performed" . . . wrote the editors of his paper. "He was a gentle, beloved human being . . ." they added. "We will cherish many fond memories of him . . ."



CHARLES N. NEBLOCK, (52) Southwest Regional Representative for the Michigan Farm Bureau, was killed July 17 when the single-engine plane he was piloting crashed into a wooded area near Three Rivers, Michigan.

Witnesses said that the plane had been in the air about 30 minutes when it plunged almost straight into the ground. During World War II, Neblock was a Captain in the Army Air Force. He held a student pilot's license since 1945.

Neblock had many years experience as a farmer and Farm Bureau leader. He operated a dairy farm in Macomb county for 14 years, and at one time was president of the Macomb county Farm Bureau. Later, he joined the staff of the Michigan Farm Bureau as Northwest Regional Representative.

Survivors include his wife, Eleanor; three daughters, Cheryl in Flint, Marilyn and Jan at home; and a son, Thomas, also at home.

# Historic Insurance Contract

The Nation's first contract for group-rated automobile insurance was signed in the Capitol Building on July 17, by executives representing Farm Bureau Insurance Group and the Michigan Credit Union League.

Designed by Farm Bureau Insurance Group, the new insurance agreement was approved by David Dykhouse, Commissioner of Insurance, on July 18.

Michigan is the only State in the Nation which has approved writing of composite-rated group auto coverage for organizations and associations.

Called "Innovator 5," the auto plan is similar in concept to group health and group life programs. Individual drivers can secure car insurance through their employer or association, with payroll deduction.

Group rating and administration reduces individual insurance rates, including those for young drivers, while eliminating arbitrary cancellations by the insurer.

Normal car insurance costs, for

example, can be reduced as much as 11% by employer group administration and even more through employer contributions. Substantial rate reductions can also be made for groups with good safety records.

The group program, under development by Farm Bureau Insurance for several months, received its first boost through a historic legal opinion made by Michigan Attorney General, Frank Kelly. In early February this year, Kelly ruled that insuring drivers on a group basis is not prohibited by Michigan Law.

Organizations and associations will be able to select the plan most appropriate for their group. One master agreement can be written to provide uniform rates and coverages for all drivers in the group; or, individual policies, reflecting differing coverages and premium rates, can be issued to each member.

Officials of Farm Bureau Insurance are now negotiating with other groups and expect additional auto contracts will be written within a few weeks. The characteristics of group auto, including reduced cost, guaranteed coverage and payroll deduction, indicate consumer acceptance equal to that for group life and health.

Farm Bureau Insurance Group also pioneered development of the Farmowners policy, a protection package for farm operations, and agricultural Workmen's Compensation.



NATION'S FIRST — group-rated auto insurance contract is signed before newsmen in the Capitol pressroom by N. L. Vermillion, Executive Vice-President, Farm Bureau Insurance Group. Right is Robert E. VanderBeek, President of League Life Insurance Company. Some 300 League employees will be protected under Farm Bureau's "Innovator 5" group auto insurance plan.

## increase declared for charter life dividend!

Company growth will benefit stockholders. This axiom was proved true again with announcement of an increased special dividend of 28% to be paid to Farm Bureau Charter Life policyholders effective September 1.

Farm Bureau Insurance board of directors has voted to increase the special dividend from 25 to 28%. This is the ninth time the dividend rate has been raised since the policies were issued.

Since all Farm Bureau Life policyholders are company stockholders they receive regular dividends. However, the special dividend is paid only to those individuals who invested in Charter Life insurance policies.

Combined regular and special dividends now return approximately one-half the annual premium on each charter policy. At year's end more than \$211,300 will have been paid in special Charter Life dividends. As one policyholder wrote, "My only mistake was not buying more Charter

Life insurance . . . a rare investment opportunity."

Policies were issued to founding members of Farm Bureau Life, their children and grandchildren. These investment pioneers possessed the vision of growth and the hopeful determination of success . . . the bedrock of Farm Bureau. And their faith was rewarded.

First special dividends of 5% were paid in 1954, and dividends continued to increase rapidly through the years. Five years later, premiums were reduced. However, the special dividends, now 28%, are based on original premiums.

Farm Bureau policyholder benefits resulting from rapid growth would be impossible without sound, perceptive management which produces excellent investment returns, low operational costs and favorable underwriting results.

Through progressive management and policyholder support Farm Bureau Life Insurance com-

pany has experienced tremendous growth since 1951. By mid-1968 the firm had surpassed the \$282 million mark of total life insurance in force, making it the fourth largest Michigan-based life insurance company.

Charter Life insurance policyholders are not the only beneficiaries of Farm Bureau Insurance group growth.

Last year a higher interest rate, 4.25%, was declared for all participating life dividend deposits; over \$600,000 in auto-truck policyholder dividends were also announced. Many young adults 25 and younger can now save up to 30% on auto insurance. In April, auto-truck policyholders medical benefits were increased by 50%, at no charge.

New programs developed by research specialists are being introduced throughout Michigan by a growing agency force of 280 men, operating out of 49 service offices.

## VARIABLE FEE PLAN

# Members Gain By New Blue Cross-Shield!

Beginning August 20 Michigan Farm Bureau members who are enrolled in the Michigan Blue Cross and Blue Shield group plan will be covered under the new vastly improved Michigan Variable Fee (MVF) plan.

The new program is designed to replace the current Blue Shield M-75 program.

MVF was developed to adjust to the many dramatic changes which have taken place in medical practice and technology since the M-75 contract was introduced 10 years ago. For example, doctors' charges nowadays are based more on the type of service they provide and less on the patients' ability to pay. Consequently, M-75 in many instances can no longer offer the complete protection Blue Shield subscribers have come to expect of the program.

The new variable fee concept is a system of paying physicians, taking into consideration several factors, such as how much doctors generally charge in a particular geographic location, the specialty of the physician, and the nature of the service performed. Under MVF fees paid by Blue Shield will be based upon: the customary fee which the individual doctor charges for the particular service; the range of fees charged for similar services or procedures by other physicians of comparable training and experience, and unusual circumstances or complications which require additional time and effort, skill and experience, on the part of the physician.

In addition to the change in the payment method to doctors, the MVF plan offers broader benefits. The new Michigan Farm Bureau plan benefits can be illustrated by these examples:

**Unlimited days of medical care** by your doctor when you are in a hospital, with payment based on your physician's reasonable charges.

**Benefits increased to 45 days** for in-hospital medical care for pulmonary tuberculosis, nervous or mental conditions.

**Emergency first aid**, rendered at any time, rather than only within 24 hours of the injury.

**Radiation therapy** (X-ray, radium, isotope, etc.) for treatment of any condition which requires it, rather than only certain specified conditions.

**Technical surgical assistance** when required is now covered wherever and whenever it is needed.

**Unlimited medical consultations** in connection with your case when conducted in the hospital.

**New liberalized benefits** for necessary cosmetic surgery.

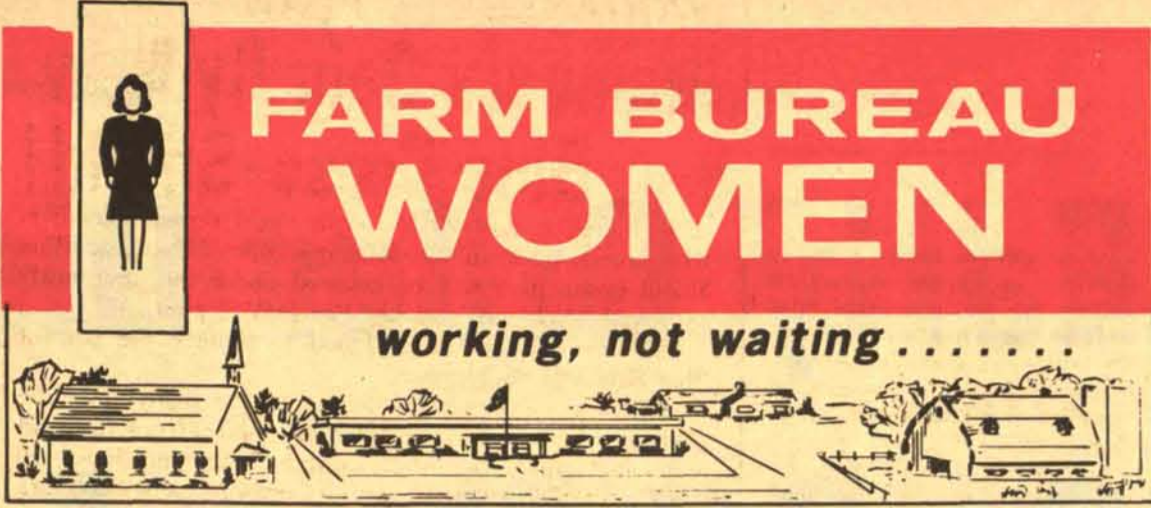
**Contributions of \$5 or 10%** no longer required for the following services: diagnostic X-rays; outpatient laboratory pathology; radiological therapy; inpatient consultations; technical surgical assistance.

Michigan Farm Bureau is one of the first Blue Cross and Blue Shield groups to install the new Michigan Variable Fee program. By doing so members will now have the very latest in modern health care protection.

Complete information including new certificates and identification cards will be mailed to all subscribers.



WEST GERMAN VISITOR — Dr. Wilhelm Gieseke of the German Farm Union, spent several hours in Farm Bureau Center, Lansing — and at the farm of MFB Board member, David Morris, recently. With him is Robert Smith (center) Legislative Counsel, and Robert Braden (right) Manager of the Michigan Agricultural Cooperative Marketing Association — MACMA.



## Plans Made for Annual Meeting Women's Program...

Featured speaker on the annual meeting program of the Michigan Farm Bureau Women, will be Dr. Richard L. Cutler, Vice President for Student Affairs at the University of Michigan.

Dr. Cutler will be heard on the afternoon program, Monday, November 18, in the Big Ten Room of Kellogg Center, on the MSU campus, East Lansing.

Beginning with a noon-time luncheon, the program will include reports of state-wide Women's activities, talent, a short business meeting and Dr. Cutler's talk.

Finding ways to understand our young people today, will be the subject, reflecting Dr. Cutler's avid interest in youth and their physical and mental well-being. He has served as research consultant for many national agencies and organizations interested in youth affairs, and in his talk to Farm Bureau Women is expected to call upon his experiences as Professor of Psychology at the University of Michigan.

A Michigan native (St. Joseph

county) Cutler attended a one-room country school through the 8th grade. Later he graduated with highest honors from Western Michigan University, before receiving his Doctorate from the University of Michigan. His present interests include "providing a decent home, community and nation for our children" . . . a theme strongly supported by Farm Bureau Women and one expected to be underscored in his talk.

Early plans to attend the full annual meeting of the Michigan Farm Bureau, November 18-19-20, are urged by Miss Helen Atwood, Director of the department of Women's Activities for the Michigan Farm Bureau. She re-



DR. RICHARD CUTLER

minds county Women's Committees of the awards competition for outstanding county programs which will be announced at the annual meeting.

Luncheon tickets will be made available through county Farm Bureau secretaries with reservations to be made in advance.

## district chairmen approved

The board of directors of the Michigan Farm Bureau has formally confirmed the names of those submitted for appointment to the state Women's Committee. Mrs. Jerold Topliff, state Chairman, offered the names during the recent session of the board in Lansing.

Confirmed were: Alice Burant, District 1; Claudine Jackson, District 3; Maud Bristol, District 5; Grace Greenhoe, District 7; Ruth Cooper, District 9 and Marie Postma, District 11-E.

### COMMITTEE MEETS

The state Women's Committee, including the newly confirmed District Chairmen, gathered in Lansing recently to hear action reports and to make a number of assignments.

Among new projects supported was a state-wide agricultural survey in which Farm Bureau Women have agreed to help, (when asked by their county Farm Bureau boards) to assist in compiling a listing of all farmers, plus selected information concerning them.

The material would be helpful, it was explained, in instances where quick action is needed on some farm program or problem. The survey would list age, commodity specialization, number of acres farmed and special interests.

The compiled information would allow (for example) all livestock or poultry farmers to be contacted on relatively short notice through modern card-sort devices, should an emergency need arise.

### CWC MEETING

The Country Women's Council will hold its annual meeting September 2, in East Lansing, with

six delegates representing Michigan Farm Bureau Women in attendance. They are to include: Maxine Topliff, Maurine Scramlin, Florence Carpenter, Ann Campau, Jeannette Babbitt and Margaret Kartes. All are members of the state Women's Committee.

### ELECTIONS

Margaret Kartes was elected for a two-year term to the Women's state Safety Committee and to serve as committee chairman for that period of time. Also elected to the committee was Alice Burandt. Others now serving are Margaret Welke and Dessie DeGroot.

Elected to the "U. and I" committee (Understanding and Information) were Doris Wieland and Ann Campau. Others on the committee are Jeannette Babbitt, Marie Swindlehurst and Florence Carpenter.

### EVENING PROGRAM

Mixed emotions were evident at the evening dinner and program during which an appreciation gift was presented to members retiring from the state committee: Margaret Muir, Jeannette Babbitt, Vida More-

### TRIBUTE TO:

# CARL ALT A HUSKY HERO

Two tiny youngsters will have a lifetime to remember a tall, husky Farm Bureau member and their recent fateful encounter.

Because of Carl Alt's physical strength and mental alertness, the two children are alive today.

Alt, 23, a Kent county Farm Bureau member, stands more than six feet tall and weighs a hefty 220 pounds. With his father he operates a 260-acre farm.

He rescued the youngsters from a flaming overturned auto near Sparta. The children are Pamela Lyon, 3, and her brother Kenneth, 1½ years of age.

Alta was enroute to Sparta to get parts for a baler when he came upon the accident scene.

Kent county sheriff's deputies said Kenneth Lyon, 23, was driving the family car, when it apparently blew a tire and overturned. Thrown from the vehicle were Lyon, his wife Rita, 22, and two-months old Mary Kaye.

As the car left the road it hit a guardrail post and deputies think this may have broken a gas line, causing the fire.

When Alt arrived, the driver was apparently reviving, but was still groggy. Alt said the victims were "all stunned and dazed." Then Alt heard a child screaming and hauled it from the blazing car.

Another scream appeared to come from beneath the car, but Alt said, "I couldn't see very well because of the smoke. Then I saw a hand. I put my shoulder somewhere, against the fender I guess, and lifted the car enough so I could pull the kid out."

Alt wasn't sure which child was where, but deputies think Pamela was under the car and Kenneth inside.

None of the family received serious injuries. Their rescuer came through with only a small burn on one hand.

## 500 DEATHS KILLER TRACTORS THROW RIDERS

Out of about 1,000 tractor accident deaths each year, an estimated 500 result from tractor upsets, according to Dick Pfister, MSU extension safety specialist.

Furthermore, a relatively simple addition to the tractor could substantially reduce such fatalities, Pfister says, noting how farmers often spend two to five times as many hours on a tractor as they do driving the family car.

"Protective frames could reduce tractor deaths, and they are readily available and simple to install . . .", Pfister said.

Manufacturers have developed a roof-type shield of heavy steel to be suspended above the operator by two bars connected to the back of the tractor.

The frame is not a cab. Pfister explains that most cabs now in use are not strong enough to protect the operator.

He says that the frame can prevent the tractor from rolling more than 90 degrees, but is also strong enough to support the tractor weight if it rolls all the way over.

The MSU safety specialist recommends seat belts to keep the operator in the zone of safety when the tractor rolls over. Pfister says that Sweden has required the protective frames by law since 1959. From 1959 to 1964, 50 tractors overturned with only one fatality when the operator tried to jump clear of the tractor.

Protective frames have been used on highway department tractors, bulldozers, front-end loaders and tractors used in logging operations.

The protective frame is not a "cure-all" for tractor accidents. The MSU safety specialist reminds operators of the following general safety rules:

- (1)—Operators should be physically and mentally qualified to drive tractors;
- (2)—Don't allow extra riders;
- (3)—Slow down on turns;
- (4)—Always use SMV emblems;
- (5)—Keep tractor in gear when going down hill;
- (6)—Use tractors only on those jobs for which they were designed.

## WINS P. C. A. SCHOLARSHIP

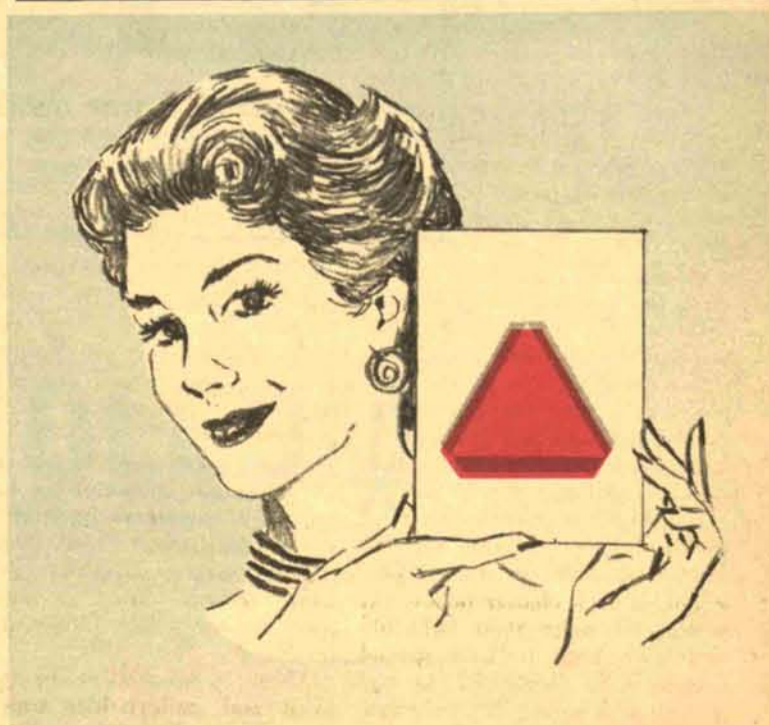
A Farm Bureau youth is one of three Michigan State University students awarded scholarships in the College of Agriculture and Natural Resources by the Production Credit association of Michigan.

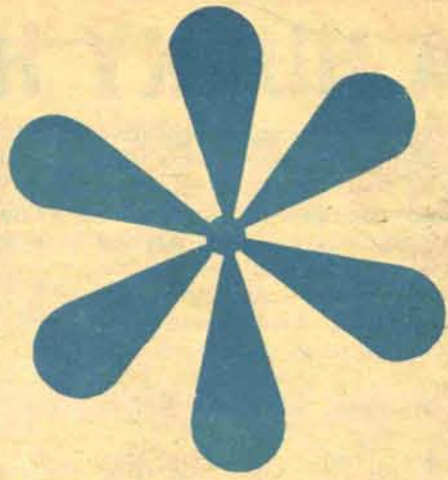
He is Mark Baker, 19, son of Mr. and Mrs. Ralph E. Baker, 398 Hastings Lake Road, Jonesville.

His parents operate a 200-acre dairy farm, and are active in the Hillsdale county Farm Bureau. Mark is one of three sons.

Other PCA scholarship winners are Mel Boyd, son of Mr. and Mrs. James Boyd of Hersey, and Larry Scholfield, son of Mr. and Mrs. Rush Scholfield of Waldron.

PCA tuition scholarships are given to students preparing for a career in agriculture and agribusiness. The latest awards bring the total to 25 since the program started in 1963.





# Early Order Dis On Our Complet

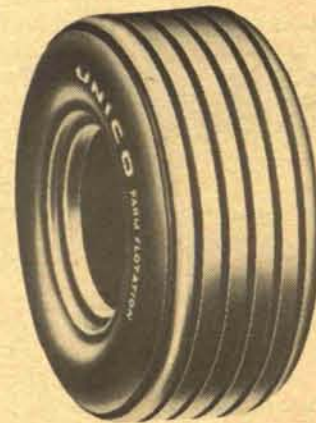
HERE ARE A FEW!



**WIDE-MARK High Performance Tires** . . . a bold, new concept in tire design and construction.



**PUL-N-GRIP TRACTOR TIRES** give positive rear tractor traction . . . ideal for dual wheels.



**WAGON FLOTATION TIRES** . . . a complete line and all with a full field hazard guarantee.



**STUDED SNOW TIRES** . . . only chains can give you better traction for winter driving.

## Save Up To 18¢ per gallon On All Oils . . .



**SHD ALL PURPOSE MOTOR OIL** is compounded to meet the highest U. S. military specifications.



**SUPER 12M MOTOR OIL** . . . required by Ford and General Motors for 1968 cars and light trucks.



**HYDRAULIC OIL (R & O)** has excellent stability, manufactured from high V.I. solvent refined base stocks.



**SERIES III MOTOR OIL** . . . a high level additive oil for heavy duty type diesel engines (i.e. Caterpillar).



Discounts effective at Farmers Petroleum branches and all participating dealers.



# counts for Fall Delivery e Line of Products!

 <p><b>UNICO SPARK PLUGS</b> for cars, trucks, tractors, farm equipment, mowers, outboard motors.</p>	 <p><b>UNICO BATTERIES</b> give you positive power for sure starts every time. Remember: UNICO Starts!</p>	 <p><b>UNICO UC-996 OIL FILTER</b> . . . 6000 miles . . . approved by Ford Motor Co. for cars and trucks.</p>	 <p><b>UNICO AIR FILTERS</b> allow maximum air flow with positive filtration.</p>
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## Order More . . . . Save More!

 <p><b>B-660 GREASE</b> . . . Multi-purpose, tube-lube grease for all farm equipment . . . tubes, pails and drums.</p>	 <p><b>ANTI-FREEZE</b>, both permanent and regular . . . protect against freezing, rust and corrosion this winter.</p>	<p><b>HERE ARE A FEW MORE!</b></p> <ul style="list-style-type: none"> <li>• Outboard Motor Oil</li> <li>• Hydraulic Transmission Fluid</li> <li>• John Deere Type 303 Oil</li> <li>• Automatic Transmission Fluid</li> <li>• Multi-Purpose Gear Oils (GL5)</li> <li>• Aerosol Rustproof</li> <li>• Radiator Stop Leak</li> <li>• Gas line Anti-Freeze</li> <li>• Tar Remover</li> <li>• Transmission Stop Leak and Seal Conditioner</li> <li>• Windshield Spray De-Icer</li> <li>• Radiator Rust Preventive and Water Pump Lubricant</li> <li>• Windshield Washer Solvent</li> <li>• Windshield Water Anti-Freeze</li> <li>• Polish and Cleaner</li> <li>• Whitewall Cleaner</li> <li>• Motor Cleaner</li> <li>• Radiator Fast Flush</li> <li>• Spray Penetrating Oil</li> <li>• Heavy Duty Brake Fluid</li> </ul> <p>— PLUS —</p> <ul style="list-style-type: none"> <li>• FLAME BALANCED HEATING OILS</li> <li>• POWER BALANCED CUSTOM DIESEL OIL</li> <li>• POWER BALANCED GASOLINES</li> </ul>
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# FARMERS PETROLEUM

4000 NORTH GRAND RIVER AVENUE

LANSING, MICHIGAN 48904

## Farmer is State Fair Manager

E. J. (Jeff) Keirns brings to his new position as general manager of the Michigan State Fair a wealth of administrative experience in the state fair field and a rich agricultural background.

One of the most successful state fair managers in the nation, he will tackle his first Michigan State Fair this year. The fair will run from August 23 through September 2, and Keirns has put his enthusiasm and energy to work to assure that it will be the biggest and best in Michigan history.

Keirns, 52, comes to this state from Ohio, where he did an outstanding job as general manager of the Ohio State Fair.

Keirns was born and raised in Athens County in southeastern Ohio. He has been an avid and life-long farmer. His tremendous interest in boosting modern agricultural methods led him into the field of fairs. As a youth, he was an active 4-H exhibitor and has never lost his love for expositions since that time.



E. J. KEIRNS

Keirns graduated from Ames-Bern High School in Amesville and went on to Ohio State University in Columbus, earning a bachelor of science degree in vocational agriculture. While at Ohio State, he was a member of the 4-H Club and the Townsend (cq) Agricultural Education Society. After graduation, Keirns

taught Vo-Ag education in the Carroll school system, but soon decided to go back to his first love — farming.

In Seneca County he began actively farming as much as 500 acres, specializing in Holstein heifers, Hampshire hogs, and turkeys. In 1957, Keirns joined the Ohio State Fair staff as an assistant manager in charge of the junior fair. It's now known as the world's largest junior fair, and in 1967 had more than 21,000 participants.

His success led the Ohio Exposition Commission to offer Keirns the post of general manager of the Ohio State Fair, and he took over in 1963. His outstanding work in that job was measured by the nearly tripling of fair attendance.

In 1965 he was elected a director of the International Association of Fairs and Expositions. In 1966 he was named by the Columbus Citizen-Journal as one of that paper's "Top Ten Men" of the year.

## Serious Need

Michigan's grain and farm supply firms are in serious need of young men with specialized training to assume key positions, according to Donald Armstrong of Farm Bureau Services.

Armstrong heads the Retail Division of the large supply cooperatives, and urges all high school graduates who would like a challenging career in the grain, feed and farm supply industries to investigate the Elevator and Farm Supply Program currently offered at Michigan State University.

The program is handled by the Institute of Agriculture Technology at MSU — which has been training qualified young men for careers in the grain and farm supply industry since 1947. Currently, demand far exceeds the supply of program graduates, and according to Professor Robert LaPrad, program coordinator, there were eight or nine jobs open to every graduate this year, with starting salaries in a range from \$6,500 to \$7,200.

The program is completed in 18 months, with the training combining 12 months of classroom instruction on the MSU campus with six months of on-the-job training in an elevator or farm supply firm.

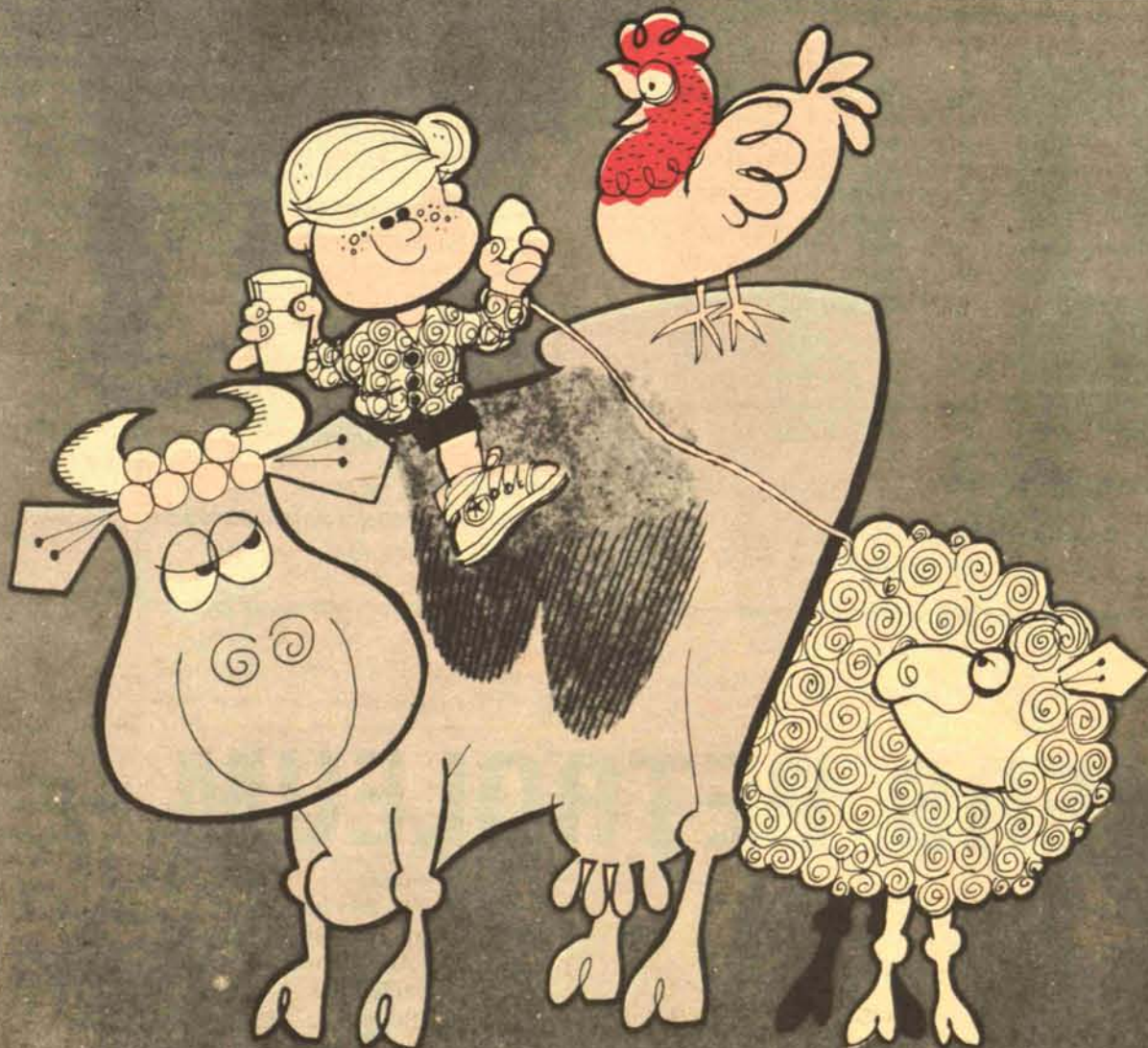
Scholarships are available to qualified young men serious about a career in this field. Further details of the program are available by writing: Donald Armstrong, Director Retail Division, Farm Bureau Services; 4000 N. Grand River, Lansing.

## MICHIGAN

# STATE FAIR

where consumer meets producer

AUG 23 - SEPT 2



## PRIMARY IS IMPORTANT!

*Unfortunately, too many "good" citizens do not consider primary elections to be important enough to give them the time and personal attention they need.*

The primary election is the means for each political party to determine its nominees for the November election. It is at this time that those who wish to control political parties depend upon a light vote.

*This year's primaries are unusual in many respects. New positions have been created, such as a new county Board of Supervisors and a new District Court System.*

This year too, voters will make the final decision on three proposed amendments to our state Constitution.

*The three constitutional proposals on the August 6 ballot are to be followed by another four proposals in the general election November 5.*

The three August constitutional amendment proposals include: HJR "PP" (House Joint Resolution PP) — would amend the constitution to create a 9-member Judicial Tenure Commission. *The commission might be termed as having a "watchdog" authority over judges of the courts. The Supreme Court would take final action on the recommendations.*

HJR "F" would return to the Constitution the Governor's authority to appoint judges to fill vacancies until the next election. Presently, such vacancies are filled temporarily by the appointment of retired judges. *This was a new provision in the 1963 Constitution and was intended to make the courts less partisan, however the system has not worked in that the need for judges is much greater than the number retired and eligible to serve.*

HJR "AAA" creates a state officers' Compensation Commission with powers to determine salaries and expense allowances of the members of the legislature, Governor, Lt. Governor, and Justices of the Supreme Court. *The seven-member commission would be appointed by the Governor.*

*Generally speaking, there has been little opposition to any of the three Constitutional issues.*

# FFA AWARDS — TOUR PROGRAM!



More than 2,000 Michigan Future Farmers of America members took part in soil and water conservation projects this past year which climaxed in late June with a tour and awards program sponsored by the Michigan Farm Bureau. A total of 54 chapters from all parts of the state were involved.

The day-long awards event began with 65 high school boys representing the award-winning chapters, assembling at Farm Bureau Services grain terminal and supply center at Zilwaukee, for a tour of facilities there. A noon-time pause in the day-long program, brought Conservation, Education and Farm Bureau officials before the group for the awards presentation.

Lynn Robertson, president of the Michigan Chapter of the Soil Conservation Society of America, compared Michigan farming conditions with those of Argentina, in saying "this remains a land of opportunity compared to almost any country of the world. Since there is more opportunity here, more is required of you too . . ."

Dan Reed, secretary-manager of the Michigan Farm Bureau, presented awards to the winners, which in Area I were: Reed City, gold award; Ludington, silver award; Sault Ste. Marie and Scottville, honorable mention.

Winners in Area II were: Grant and Montague; gold award; Hamilton, silver award; Belding, Bellevue and Hastings, honorable mention.

Winners in Area III were: Goodrich, Ovid-Elsie, gold award; Capac, Leslie, Sandusky, Unionville, silver award; Corunna — Sand Creek and Sebewaing, honorable mention.

Edwin St. John, chief of the Agricultural Education division of the Michigan Department of Education, spoke to the group and congratulated the winners.

Anthony Pasioneck of St. Charles, showed slides of the Misteguy watershed project and led the group on a tour of part of the project which covers 100,000 acres of flood control and water drainage land.



**GOLD AWARDS** — in soil and water conservation, are presented to F.F.A. Chapter Advisors by MFB Secretary-Manager, Dan E. Reed. Recipients (from left) are: Edward Neil, Goodrich area schools; Albert D. Ackley, Ovid-Elsie schools; Grant J. Fettig, Grant; Francis Godbold, Reed City; and Keith N. Griffin, Montague. The occasion was a state-wide soil and water conservation awards program, sponsored by the Michigan Farm Bureau.

## RETIRING AS CHAIRMAN!



**HERBERT SCHMIDT** — Bay county farmer and farm leader long active in Farm Bureau affairs,

has ended his two-year term as chairman of the state-wide Discussion Topic committee.

During that time the committee has reviewed over 5,000 topic suggestions in picking 24 later developed into full-scale topics for Community Groups.

A Dairy and cash-crop farmer, Schmidt also specializes in spring-time custom hatching of waterfowl and such exotic birds as peafowl.

Son Paul, fondling a gosling, was featured on the May cover of Nation's Agriculture, national magazine and official publication of the American Farm Bureau Federation. The picture and inside feature article caused widespread comment.

## Seven Topics Picked From 1,231 Offered!

A near-record number of topic suggestions were submitted by Community Farm Bureau groups of the state for consideration by the Discussion Topic Committee for their recent selection meeting in Lansing.

"We had 1,231 suggestions submitted by 312 Community Groups," reported Herbert Schmidt, committee chairman. His group, made up of one representative from each of 11 districts of the state, had the tough job of condensing the list of suggestions into only 7 topics adjudged to be currently most pertinent to Michigan farmers and Farm Bureau members.

The committee heard Michigan Farm Bureau President, Elton Smith, emphasize the importance of their work, and of the entire discussion topic program within Community Groups. Smith said that to be worthy of selection as a topic to be reviewed by the 1,130 groups now meeting in all parts of Michigan, the subject selected for discussion must pass four important tests. These, he said, included timeliness; the importance of the topic in terms of individual Michigan farmers; they must be "local" in application, specific in detail; and significant in terms of organized agriculture and Farm Bureau . . ."

Seven areas of discussion which in the minds of the committee met these criteria included: an examination of the methods and demands of organized labor; future farm programs; possible reorganization of the Supreme Court; law and order and law enforcement; air and water pollution; wheat prices and the wheat "situation" and welfare programs.

Because committee members felt there was immediate need to examine the subjects of air and water pollution, they earmarked this topic for September, and suggested that future farm programs be examined in October.

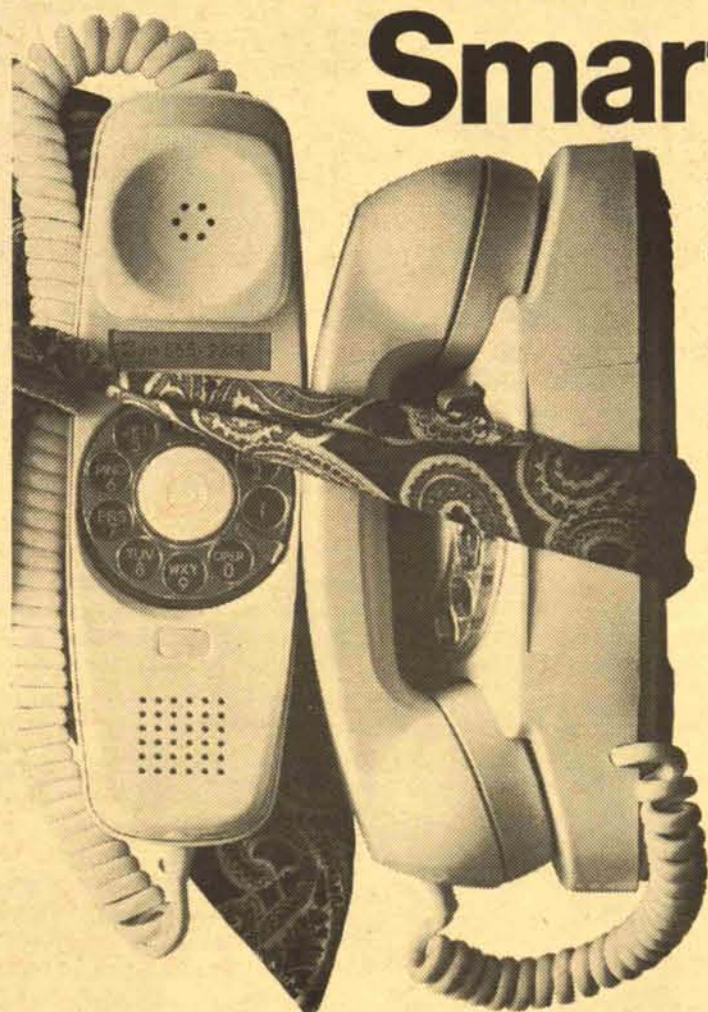
The sequence of remaining topics was left to the discretion of Charles Bailey, author of the Discussion Topic materials, and Director of Education and Research for the Michigan Farm Bureau. The group also left the door open for the emergency insertion of special topics which might deal with unforeseen critical problems of importance to Michigan farmers.

Chairman Schmidt, a member of the Executive Committee of the Bay county Farm Bureau and former county Community Group Committee chairman, praised his hard-working group for their sensitivity to the needs of Michigan farmers and their ability to interpret and anticipate the changing course of agriculture.

"Farmers these days are thinking a lot differently than they did even five years ago," Schmidt said. "They recognize that the 'family farm' of tomorrow may be greatly changed, and are wisely emphasizing the trends of the future and what these may mean to farmers of our state," he said.

Committee members and their districts include: Levi Van Tuyle, Jr., District 1; Dwain Dancer, District 2; William Bamber, District 3; Wayne Pennock, District 4; Mrs. Richard Woodhams, District 5; Wayne Sturm, District 6; Archie McLachlin, District 7; Herbert Schmidt, District 8; Daniel Robotham, District 9; Mrs. Ardeth Wieland, District 10 and Gus McFadden, District 11.

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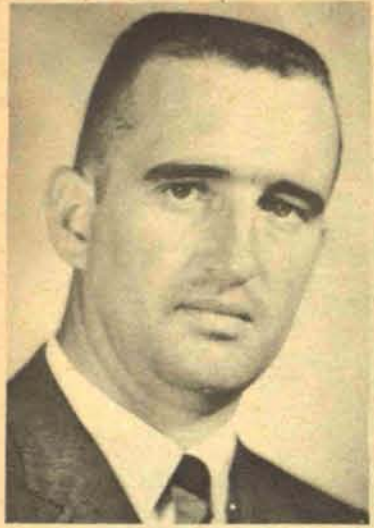
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So talk with the Smart Set. It's the only thing smarter than one extension.

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NEW STAFF MEMBERS



JERRY CAMPBELL, (31) has been named Field Representative for the Michigan Agriculture Cooperative Marketing Association — MACMA. A resident of the Decatur, Michigan area, Campbell has been on his assignment since July 1.

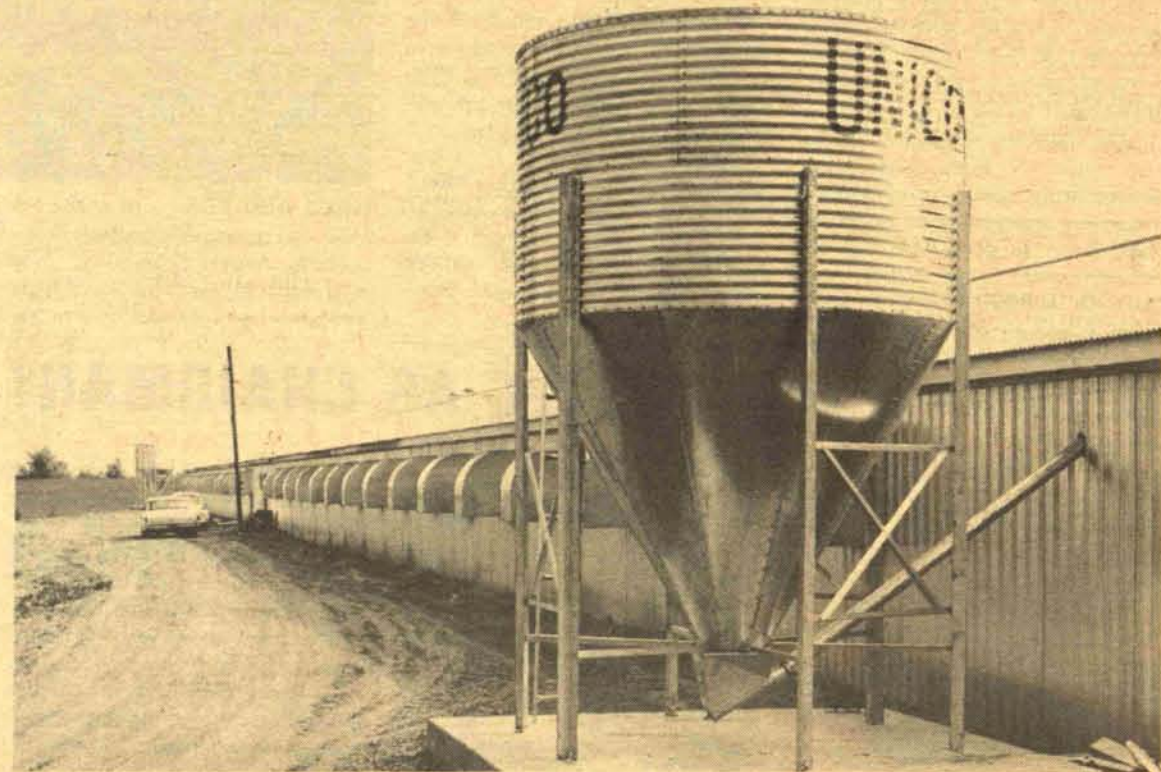


RAYMOND THAYER, (43) — has been named Director of Office Services for the Michigan Farm Bureau. A long-time employee in Printing and Mailing (23 years), he has a substantial Clinton county farming background.

# AGRICULTURE IN ACTION

## — — PICTORIAL REPORT

### MODERN HOUSE FOR 60,000 LAYERS . . .



THE LATEST THING IN CHICKEN COOPS — 436 feet of it, is where Paul Grofvert keeps 60,000 layer pullets. The building is "climate controlled" at 87 degrees. In minus 20-degree weather, the oil burning heating system does not vary more than 2 degrees.

### CITIZENSHIP SEMINAR



"THE CITIZEN'S RESPONSIBILITY — begins with local elections," D. Hale Brake of the Michigan State Association of Supervisors tells youthful members of the Citizenship Seminar at Camp Kett. With him are: (from left) Shirley Finkbeiner, Joe Mucha, Harold Lund, Wexford County Clerk; DeAnn Baker, Janet Russell and Gary Quisenberry.

### LEAVES STAFF

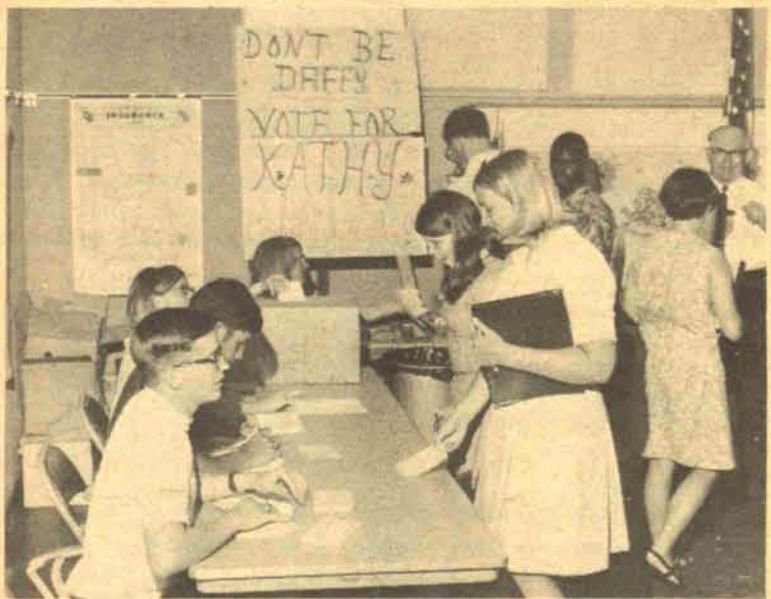


MRS. MARGARET McCALL — has joined the staff of the Michigan Department of Agriculture as Information Specialist. She was a Farm Bureau news writer and Associate Editor of the Farm News until recently.

### ULTRA MODERN



"IT WORKS LIKE THIS," Paul Grofvert tells Clyde Springer of Farm Bureau Services Egg Marketing Division, as he explains the new motorized dropping-pit cleaner to Springer and Mrs. Grofvert in his ultra modern replacement pullet house.



APPLICATION FOR A BALLOT — is presented by a "prospective voter" to a polling official at a mock election, one high point of this year's Citizenship Seminar sponsored by the Michigan Farm Bureau's Community Programs department.

### SITE PURCHASE FORMALIZED



NEW OFFICE SITE — purchased by Farm Bureau Life Insurance Company was formalized recently in Lansing. The 48 acre site will be used for a new office building housing the Michigan Farm Bureau and affiliated companies. Participants are (from left) MFB Vice Pres. Dean Pridgeon; Nile Vermillion, Exec. Vice Pres. Farm Bureau Insurance Group; Mr. and Mrs. Norman Fedewa, property developer; David Morris, Pres. Farm Bureau Life and Elton Smith, Pres. Mich. Farm Bureau.

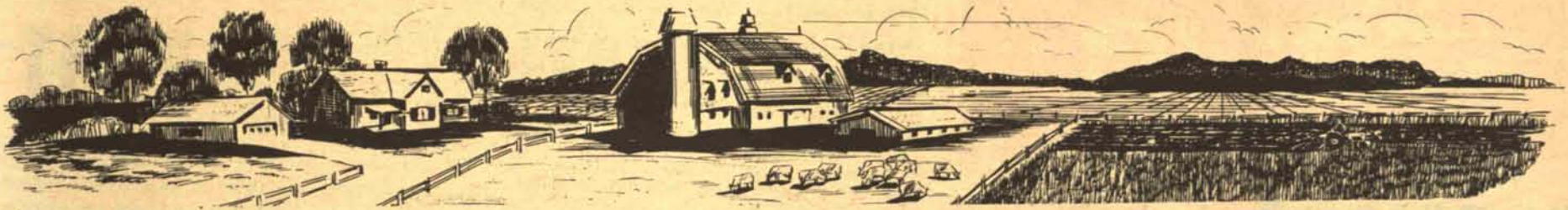
### THE BLANK CANVAS



"THIS PICTURE IS UNTITLED," — Mrs. Robert Anthony tells the Annual Banquet of Gratiot county Farm Bureau Women as she holds up an empty frame. She went on to say each person alone, can fill in the "from-life" picture.

# 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.



## 6 DOGS

FOR SALE: ENGLISH SHEPHERD PUPS. \$20. Some are nicely started. Contact Ferris Bradley, Route #1, Springport, Michigan 49284. (7-2t-25p) 6

## 14 FOR SALE

"ZIPCODE DIRECTORY" — (All 35,000 Postoffices): \$1.00 MAILMART, Carrollton 72, Kentucky 41008. (3-tf-11b) 14

## BUILDING SUPPLIES

NATURAL BUILDING STONE — Indiana Limestone (Bedford Stone) for Homes, Churches, Schools, Commercial and Industrial Buildings. Send for our illustrated catalog showing a large variety of stone veneer patterns, patio stone and sill stock. Victor Oolitic Stone Company, Dept. MF, P. O. Box 668, Bloomington, Indiana 47401. (4-5t-45p) 36

## 20 LIVESTOCK

FOR SALE — 30 Holstein heifers, large, vaccinated, due base months. 30 open heifers, 450 lbs. From good herd. All dehorned. Edward Tanis, Route #1, Jenison, Michigan. (6-3t-26b) 26

HEREFORD BULLS — pure bred herd sires. Ready for service. Also, registered heifers and calves. Egypt Valley Hereford Farm, 6611 Knapp St., Ada, Michigan. Phone OR 6-1090. (Kent County) (11-tf-25b) 20

12 BRED GRADE HOLSTEIN HEIFERS due starting September 1. Dam's records to 19414 milk 682 fat. Surge Tonganoxie low-line pipeline milker like new. Sunset 500 gallon bulk tank. Hugh Gamble, Bellevue, Michigan 49021. Telephone 616-763-9686 or 616-763-9689. (8-1t-37p) 20

## 22 NURSERY STOCK

BEAUTIFY YOUR GARDEN with plants and trees from "Michigan's Fastest Growing Nursery". Strawberry plants, fruit trees, brambles, asparagus crowns. Send for a free price list. Fruit Haven Nursery, Kaleva, Michigan 49645. (2-12t-30p)

## FARM PROPERTY

FOR SALE: 80 acre farm with buildings and 7 room house. Large barn 64 x 45, well built and several other buildings. Good farming ground; all clear with nice location. Can be bought on time or cash. Price \$20,000. \$5,000 down at 6 percent interest on balance. For further information write: Carl Pahl, Route #5, Gladwin, Michigan 48624. (8-2t-50b) 14

FARM FOR SALE: 160 acres. Approximately 100 acres of good crop land. Dammed-up lake and 5 acres of good timber. 5 room modern bungalow, new furnace, 2 barns and other buildings. \$38,000 — Terms. 3 miles south and east of Jones, Michigan. Cass County. Contact Galen Welburn, box 274. (8-1t-42p) 10

LAND INVESTMENT: 20 miles radius of 3 large Michigan cities — Grand Rapids, Lansing and Battle Creek. 252 acres, 120 corn allotment, 3 silos and beef feeder for 300 head, all automatic; sheds, and buildings. Mile of river on both sides, modern home. Owner: Richard Sherer, Sr., Route #1, Freepoint, Michigan 49325. Phone (616) 765-3921. (8-1t-49p) 10

## 26 POULTRY

KLAGER'S DEKALB PROFIT PULLETS — Order your started pullets that have been raised on a proven growing program. The growing birds are inspected weekly by trained staff, vaccinated, debeaked and delivered by us in clean crates. If you keep records, you will keep KLAGER DEKALBS. KLAGER HATCHERIES, Bridgewater, Michigan. Telephones: 313 429-7087 and 313 428-3034. (Washtenaw County) (9-tf-50b) 26

DAY OLD OR STARTED PULLETS — The DeKalb profit pullet. Accepted by the smart poultryman for high egg production, superior egg quality, greater feed efficiency. If you keep records, you'll keep DeKalbs. Write for prices and catalog. KLAGER HATCHERIES, Bridgewater, Michigan. Telephones: Saline HAZEL 9-7087, Manchester GARDEN 8-3034 (Washtenaw County) (tf-46b) 26

SHAVER STARCROSS 288 — Started pullets available most every month. Get wise and try these top profit makers as your next flock. MacPherson Hatchery, Route #3, Ionia, Michigan. Phone 527-0860. (6-3t-28b) 26

## 36 MISCELLANEOUS

OVERSEAS JOBS — Australia, Europe, South America, Far East, etc. Openings in all trades and professions. \$400. to \$2,500 monthly, free information write: National Employment Service (Foreign Division) Box 2235 A.M.F. Miami, Florida 33159. (4-1t-33p) 36

FREE GIFT CATALOG of wonderful and unique ideas. Send post card to: The Old Morse Company, Box 189A, Wall Street Station, New York, New York 10005. (8-1t-25p) 36

### — WANTED —

6 to 10-foot Blue Spruce, White Spruce and Douglas Fir Christmas trees. Must be of good quality.

Call 889-5594 — Onekama Area Code 616

Or write: Fruit-Haven Nursery Kaleva, Michigan 49645

# New Safety Poster many kinds of farm "chores"

## board of directors meet

Not all farm chores take place on the farm these days — and with a greater regularity than most Farm Bureau members appreciate, a group of dedicated officers of the Michigan Farm Bureau leave their farm homes to spend several days in doing "chores" for their organization.

That these are chores of a different kind does not make them any less work, and members of the board of directors of the Michigan Farm Bureau spend many long hours of careful thinking before in good-conscience, they can return to their own farm work.

Although there was considerable routine business at the most recent July 9-10 meeting of the board, a number of significant actions were taken by the 15 men and one woman (Mrs. Jerold Topliff, representing Farm Bureau Women on the board) — in the two days and one evening.

Always important are the reports of management and of president, Elton Smith. One committee report reflected the board's representation on the American Dairy Association of Michigan, with Jack Laurie noting that the recent referendum vote on the Michigan Dairymen's Marketing Program had failed to carry.

A recommendation that Michigan Farm Bureau continue the present Farm Records service system for 1969 was approved, with a total state goal of 350 enrolled participants also accepted. A series of district meetings dealing with farm program policy development — to be held in the latter half of August and the first part of September, was also approved.

Mrs. Topliff reviewed the work of Farm Bureau Women, and offered the names of nominees from "odd numbered" districts of the state, for consideration by the board. All were approved (see "District Chairman" — page 7, for more details).

An appointment by president Smith of Michael Schwab of Bay county, to fill a vacancy on the state Young Farmer Committee, was endorsed by the board. The vacancy was caused when committee-member Larry DeVuyst joined the staff of the Michigan

Farm Bureau as a Regional Representative.

Smith, who serves as a member of the board of directors of the American Farm Bureau, reviewed the AFBF's organization of the "Farm Research Foundation" with members of the board, who requested that he appoint a Michigan committee to work with the foundation.

Secretary Dan Reed reported plans for a series of District meetings in August and September during which counties would help establish their 1969 goals.

Other actions of the board included a review of plans for a new building to house the Michigan Farm Bureau and affiliated services (reported nearby) as well as a number of legislative and commodity reports.

## New Building

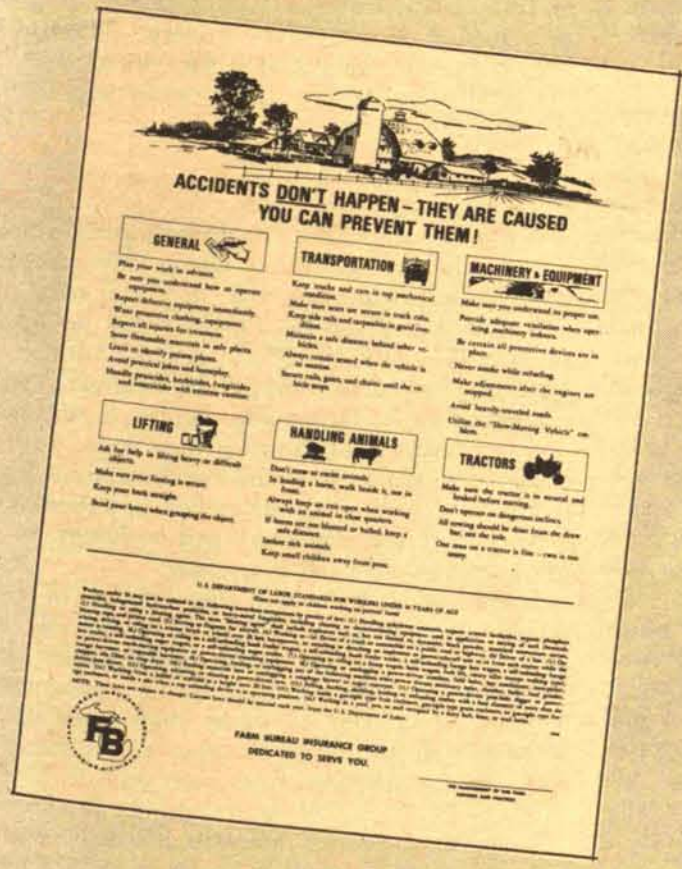
A 48-acre west Lansing site has been purchased by Farm Bureau Life Insurance Company, for the construction of a new Farm Bureau headquarters building.

Located at Canal Road and west Saginaw Street, the new building will include space for the Michigan Farm Bureau, Farm Bureau Insurance Group, Farm Bureau Services, Inc., Farmers Petroleum Cooperative and the Michigan Agricultural Cooperative Marketing Association.

The building will contain an estimated 100,000 square feet of office space housing the organizations' present 550 Lansing-based employees and containing room for considerable expansion for the fast-growing companies.

The architectural firm of Frank and Stein Associates, Inc., has been retained for the project, expected to begin in 1969. No completion date has been set.

The Farm Bureau organizations have been located in their present headquarters at 4000 N. Grand River Avenue, near the entrance to the Capitol City airport in Lansing for the past 13 years.



"Accidents don't just happen — they are caused" is both the title and the theme of a new, attractive safety poster recently made available by Farm Bureau Insurance Group.

Useful both indoors and in less well sheltered places such as packing sheds and dairy barns, the posters are printed on weather resistant paper, 20 by 30 inches in size.

They were produced on the theory that constant attention to safe practices on a farm will substantially reduce accidents and costly loss of time, wages and profits — and indirectly help reduce insurance costs.

The posters illustrate recommended methods of lifting heavy or difficult objects, handling animals ("in leading a horse, walk beside it, not in front" . . .) and operating tractors. One good rule among many: "One man on a tractor is fine, two is too many . . ."

Under "general" safety precautions are such practical suggestions as advance planning, learning to identify poisonous plants, and a reminder to avoid practical jokes and horseplay. The posters contain little not already generally known, but they serve as constant reminders.

Available without charge through your Farm Bureau Agent, Safety Engineers or by contacting the Communications Department of the Lansing Home Office, the posters include a listing of the U. S. Department of Labor Standards for workers under 16 years of age.

## FARM NEWS WANT-ADS GET RESULTS!

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25 Words for \$2.00

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Box 960  
Lansing,  
Michigan 48904

# DISCUSSION TOPIC

## FARMERS and SYNTHETIC FOODS

By: Charles H. Bailey  
Director, Education and Research  
Michigan Farm Bureau

Can Michigan dairy farmers afford to lose another 25% of their market? This percentage represents the portion of their market which Michigan State university researchers estimate has been taken over by substitutes since the end of World War II. Decline of butter consumption and the rise of oleo is the well known example, but there are others almost as dramatic which have been little publicized. A committee of Michigan State university researchers has estimated that without the substitutes we would consume nearly 25% more dairy products than we do today.

Substitutes or imitation foods are represented by two groups: synthetics and blends of natural products. The new synthetic vegetable proteins represent the first group of "factory foods." Filled milk in which fat-free milk products are blended with vegetable oils to produce a new milk substitute represents the other group.

Dairy products are not the only ones suffering from this competition. As the low-calorie fad has caught on, sugar growers have lost substantial markets for sugars for soft drinks and for beverage sweeteners generally. The early sugar substitutes such as saccharine have been joined by later and more sophisticated substances—all with little or no food value. The craze for food without calories has boomed the sales of these sweeteners.

Now appearing on the scene is a family of synthetic meat products sometimes called "vegetable meats." These are produced from purified protein from soybeans and other high protein crops and are aimed primarily at the health food market. They are presently produced under patents held by one small group, but other food companies such as Ralston-Purina, General Mills, Central Soya, and the Soybean Council are reported to be moving to get into the market with a salable product.

Since milk is the current target of synthetics and imitations, we will deal primarily with dairy substitutes in this discussion. As economic conditions change and pressures to feed more people become acute, we may see a concerted effort by food manufacturers to produce and market acceptable food substitutes including milk, meat, juices and cereal products. We can feed three to four times as many people by going directly from field to consumer, eliminating the animals in the cycle.

### WHY BUY SUBSTITUTES?

Substitutes gain popularity for any combination of several reasons: price, shortage, fads, new flavors, and nutrition.

Price is seldom the determining reason for the adoption of a new product unless it has the attributes of more desirable appearance and taste. The case of oleo was not lost on the basis of price alone; we lost much of the market because customers were sick and tired of the erratic quality of much of the creamery butter produced at that time.

Unavailability of the real product can give the substitute the toe-hold it needs to start, especially if the price of the natural food gets very high during this same period. **The housewife likes to be able to buy what she wants when she wants it.** If the supply is erratic, she may decide that she will go to a readily available substitute.

### —DISCUSSION REPORT—

A total of 540 Groups sent reports dealing with the June Topic "Zoning." Here is how they answered the 12 questions . . .

	YES	NO
Does your Twp. have a zoning ordinance?	293	226
Anyone of your Group on this board?	150	357
Does your Twp. have a land-use policy?	226	260
Has your zoning ordinance been updated?	224	234
Is there pressure to incorporate?	50	435
Is a nearby city trying to incorporate part of your community within its limits?	87	399
Are zoning decisions published?	265	174
Are rezoning requests posted?	164	164
Does a Group member have ordinance copy?	236	217
Is your ordinance working properly?	207	159
Would you like to see Township zoning?	150	111
Would your Group start zoning petitions?	66	164



**FAST-GROWING TREND?**—This collection of imitation and substitute foods was gathered after only a few moments shopping in a large Mich. supermarket.

Current trends to artificial sweeteners probably have roots in the fact that many doctors are encouraging their patients to lose excess weight. In an effort to find the easy way to do this, many people have gone to artificial sweeteners and low calorie breads, salad dressings and desserts. Unfortunately, the fads have been taken up by many of our teen-agers with the result that they are nutritionally undernourished. Some authorities have suggested that many teen-agers, particularly girls, are doing serious, delayed damage with the fad diets they follow.

New flavors or food combinations can lead to the use of substitutes. Americans are always on the lookout for new and different foods, and if the manufacturers come up with a new and interesting food, the fact that it is synthetic or substitute has little effect on its adoption by the housewife.

There is also the possibility that new substitutes will have desirable nutritional qualities not formerly available. The current discussion over saturated versus unsaturated fats is a good example of how nutritional qualities can be used to push new products. The fact that claims for this or that low saturated fat product have not always been laboratory proven, doesn't seem to limit sales.

Sometimes new products, made to achieve a major price advantage, are deficient in essential nutrients. When they are required to attain desirable levels they often become non-competitive.

Should we require more complete disclosure of nutrient levels on container labels?

Another factor which we must consider in America is the widely divergent backgrounds of our people and the fact that several religious or ethnic groups will not eat certain foods. In some cases the substitutes will fit more nearly into their beliefs and will provide something of a base for the new product when it is introduced.

Worthington Food Company in Ohio has been one of the prime movers in the field of synthetic spun protein meats. Other food companies are reported to be closely watching the Worthington sales.

### IS MICHIGAN AGRICULTURE AFFECTED?

The answer is definitely "YES."

We have already mentioned that nearly 25% of our former market for milk has been taken by the new substitute products. This means we are not gaining as the population grows, which we had counted on to reduce farm product surpluses.

We have lost some acreage of sugar beets to the synthetic sweetener and may lose more if the trend continues. We stand to lose some of our meat customers if newer meat substitutes develop improved flavors and textures. Imitation meat prices are already fairly competitive even though they are not being manufactured in large volumes of mass production.

We face new competition in the years to come, maybe not this year or next, but it is coming.

### CAN FARMERS COMPETE?

The answer here is a qualified "yes." If there is ample research for new or improved products, if there is a real hard sell put on these new products, and if we change our thinking about blends of natural and synthetics, we might turn this competition to our advantage.

Research for new products has lagged for some commodities in the past, but producers and processors of farm products are beginning to put more emphasis on the development of items for the consumer.

For many years farmers were opposed to the use of milk products in blends with substitute products. Some have suggested recently that we might employ the glamor of new products to sell milk by coming up with new blends which have different tastes or textures. There have been suggestions that a butter product employing some of the vegetable fats might overcome the price problem of butter and the taste-texture problems of oleo to the betterment of both. Ohio, South Dakota and Wisconsin recently legalized such butter-substitute mixes.

One prominent dairyman has suggested we should spend substantial amounts of money—the farmer's own money—to develop radically new dairy products and then promote like mad to sell them.

At least one major food company is reported to have earmarked \$15 million to develop a satisfactory meat substitute food line. Others are quietly moving in their laboratories and pilot plants to produce substitute food products. Failure of farmers to keep pace with this research may dramatically alter the production pattern of American agriculture in the next few years.

### THE FUTURE?

A changed agriculture could be a place where no meat or milk animals lived, where only soybeans or other basic products for the "milk and meat plant" are produced. Even the flavors might be synthetic because they offer a uniform product with no variation from season to season or from animal to animal.

Such an agriculture would require drastic changes on most farms in Michigan if they were to produce the base product. It would require only a fraction of the people presently employed in agriculture. A large part of the machinery and buildings we presently own would become useless.

Some authorities assert that sources of protein include such things as willow trees and old newspapers. So far, no one seems to have been able to synthesize the more complex food proteins, but this shouldn't be taken to mean that scientists can't ultimately do this. The complex rubber ingredients have been synthesized from petroleum by-products, much to the sorrow of natural rubber producers.

Given the economic incentive, it would be reasonable to expect chemists to come up with a useable protein-like substance from raw materials such as natural gas from oil wells and hydrocarbon from plants we now consider inedible.

Sounds pretty dismal doesn't it?

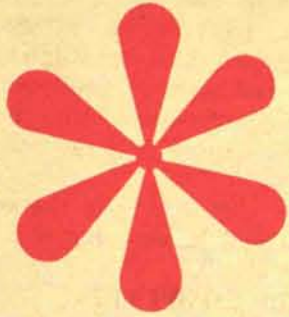
**Farmers have whipped worse problems and they probably will master this one. The question is, how?**

Some possible solutions such as new mixes of milk and other products may run into state and federal laws and regulations. When Wisconsin legalized butter-oleo spreads, the question arose about Federal taxes on butter. Were the new products to be taxed as adulterated butter at 10 cents a pound? The 10 cent tax plus the state tax of 5.25 cents would make the mix non-competitive with oleo.

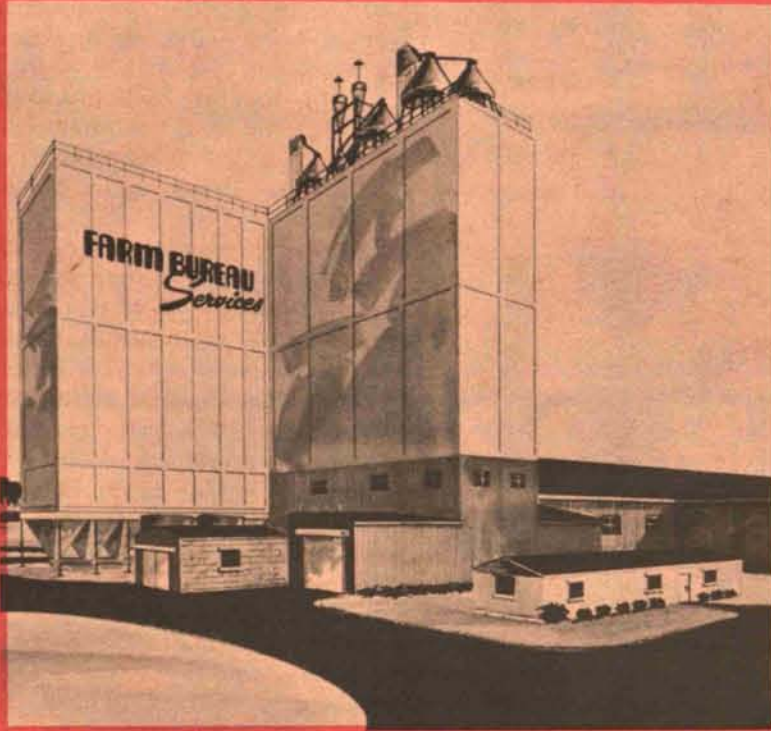
If we decide to go the route of new products, we may find ourselves hindered by regulations we passed to protect our natural product. **The decision to go in a new direction will not be easy to make, nor is it likely to be easy from a regulation standpoint.**

Does your group have any suggestions on imitation foods for your County Policy Development Committee?

**NEXT MONTH: Air and Water Pollution**



# FBS Now Offers Two Great Investment Opportunities!



Architect's Rendering of Southwest Michigan Feed Plant

**1968 ISSUES**

**Series "A" 6¾%  
10-Year Debentures**

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**Series "A" Selection Maturity Debentures**

6% on 5-Year Maturity Debentures

6½% on 10-Year Maturity Debentures

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Minimum Purchase \$100.00

Here's a real opportunity for both large and small investors and for both short and long-term investors. As part of a long-range expansion program, and to better serve Michigan farmers with high-quality **made-in-Michigan** feed products, Farm Bureau Services, Inc., is building the state's most up-to-date feed milling and formulating center.

This million-dollar plant will be financed by public sale of Farm Bureau Services, Inc. debentures, now offered. Interest will be paid from purchase date annually on September 1.

Advantages of this sound investment opportunity (**backed by Farm Bureau organizational know-how**)—include the solid satisfaction of helping build another much-needed cooperative production and service center for Michigan farmers.

To learn how you can fit into this financing picture, fill out and mail this investment-opportunity coupon.

For a copy of the prospectus and a call by a registered salesman, complete and mail to:

**FARM BUREAU SERVICES, INC.**  
Securities Promotion Department  
P. O. Box 960, Lansing, Michigan

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Road: \_\_\_\_\_ R.F.D. # \_\_\_\_\_

City: \_\_\_\_\_ Phone: \_\_\_\_\_

NO OBLIGATION

8-8

\* This advertisement is neither an offer to sell nor a solicitation to buy any of these securities. The offering is made only by the prospectus.



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*Services*  
**INC.**

4000 N. GRAND RIVER AVE.,

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## case histories: workmen's compensation

Some people think they don't need agricultural Workmen's Compensation. But since July 1, last year, numerous farm employers have been grateful for Farm Bureau Insurance Group Workmen's Compensation coverage. Here are a few examples:

### CASE 1.

A portable elevator crushed an employee's spine, paralyzing him from the waist down. A \$58 minimum premium policy has thus far paid medical costs exceeding \$15,000 at an average monthly cost of \$1,500. Medical payments may continue for the rest of the employee's life.

### CASE 2.

In stepping down from a tractor, an employee tripped, fracturing his hip on the forklift. To date Farm Bureau Insurance has paid \$1,956 Workmen's Compensation and \$2,100 medical costs.

### CASE 3.

While attempting to stop an argument between two employees, an employee overseer was shot in the stomach. Compensation is being paid at the rate of \$44.47 per week. Medical bills have exceeded \$1,700.

### CASE 4.

The employee injured himself with a power saw while repairing a piece of equipment. The claim was covered under Farm Bureau Insurance Group Workmen's Compensation.

### CASE 5.

A small piece of steel punctured the employee's left eye. Full Workmen's Compensation is still being paid.

### CASE 6.

An employee working for a large orchard operation died in a transient barracks fire. A Workmen's Compensation policy protected the employer.

### CASE 7.

An employee suffered a miscarriage after falling from a tree while picking apples. Medical costs were paid by Farm Bureau Insurance Group.

### CASE 8.

A \$58 minimum premium policy protected an employer against two claims. A scaffold broke while two employees were remodeling a corn crib.

### CASE 9.

The employee slipped and fell from a farm machine shop roof which he was building. Medical costs were paid by Farm Bureau Insurance Group.

These cases are real. Employers have been spared worry, hardship, even loss of their farms by the low-cost guardian protection of Farm Bureau Workmen's Compensation.

There's a reason why Farm Bureau is Michigan's largest Workmen's Compensation writer . . . PROTECTION. Ask your local representative.

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INSURANCE  
GROUP**

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

