

50th ANNIVERSARY



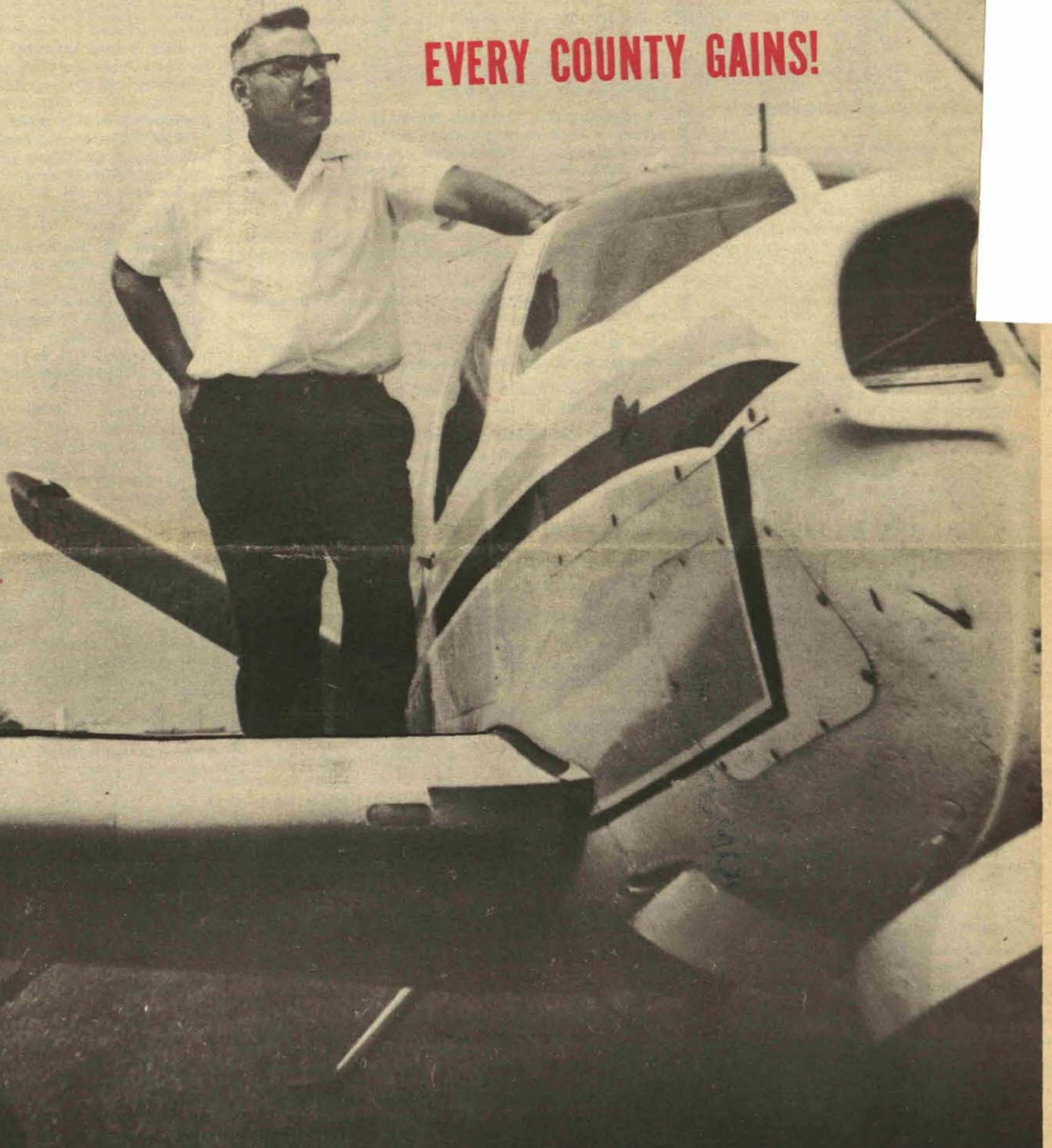
# MICHIGAN FARM NEWS

THE ACTION PUBLICATION OF THE MICHIGAN FARM BUREAU

Vol. 48, No. 9

—1919—50 Years of Service to Michigan Farmers—1969—

September 1, 1969



EVERY COUNTY GAINS!

**FLYING DIRECTOR**—David Morris, District 5 Director on the Michigan Farm Bureau board, is a long-time licensed pilot and uses the plane to be on the scene in making major decisions for his beef-feeding operation near Grand Ledge, Clinton county. Morris likes to personally inspect any cattle he buys. If they are on a Kansas ranch, he is apt to board the Beechcraft Bonanza and head west. He owns the craft in partnership with three other pilots.

**A TIME MACHINE**—that's what he considers the airplane with its cruising speed close to 180 miles per hour. With an early morning start (common on the Morris farm) he can inspect the cattle, negotiate for price, make his decision and be home the same evening without waiting at the airport for commercial flights. Dave admits that flying is more than business with him—it's also fun. Mrs. Morris (Betty) agrees—holds her own pilot's license.

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**Editorial****mixed emotions**

If you have pulled up roots from a place you called home most of your life and bid a fond farewell to friends, neighbors and relatives that have been close over the years, you can share the experience I am currently witnessing in a move from the tops of the Rocky Mountains to the beautiful greenery of Michigan.

I was told some years ago by an official of the American Farm Bureau that a move by Farm Bureau personnel, desiring to further their education and stature in life, was healthy from two standpoints. 1. It gives the individual and his family an opportunity to see new places, meet new people, and experience new ideas and programs. 2. It gives the state Farm Bureaus involved an equal opportunity to surface new leadership, share new ideas and develop new programs.

I hope he knew what he was talking about.

After two days of orientation from Mel Woell and Dan Reed, interwoven with introductions throughout the vast Farm Bureau Center office complex, I have the feeling I am about to be propelled at 50 miles per hour on a fast and progressive journey with dedicated officers, personnel and members who have the interests of Farm Bureau at heart. I sincerely hope I am prepared to keep up.

As Information Director for the Idaho Farm Bureau, I was Chief Cook, Table Setter, and Bottle Washer for every Information program. As a result, we were limited in the scope of our operation.

Mr. Woell made it clear that the personnel in the Information Division of the Michigan Farm Bureau were extremely adept and professional. I have observed during the short time that I have worked with this team that Mel knows what he's talking about. This closely knit crew handles each assignment with a pronounced ability that spells success. Each employee displays a loyalty to his work — indeed to Farm Bureau, that is radiated in the general attitude which permeates the office — and in the quality of work that leaves the office.

Few people realize the work which goes into a monthly publication. Hours of research; days of layout planning; miles of travel to get the "just-right" pictures to help tell the story. Each is written, re-written, "proofed" for errors and accuracy and then (frequently) re-written again.

It is essential that the reports you read portray the exact policy and true principles for which Farm Bureau stands.

Weekly radio programs and television newsclips don't just happen. Again, many hours of foresight, preparation and research goes into the make-up of the program before the script is final.

Why the extra effort? Because Farm Bureau employees, by and large, are determined to keep each member as informed as possible about Farm Bureau. Because . . . Farm Bureau is not judged by only the things accomplished, rather it is judged by the way information about such happenings is transmitted to the general public.

This may be unfortunate, but it is true. How well farmers do now and in the future is closely tied to just how well they are able to communicate to those who no longer farm, and indeed — who may have very little idea of where their food comes from. If barnyard animals and field crops are mysteries of the first order to such people, imagine how confused they might be about farm economics!

It is my sincere desire to carry on a complete and comprehensive information program to accurately reflect the policies of the voting delegates and membership of the Michigan Farm Bureau.

I look forward to this challenge. I particularly look ahead to a long and close association with resident staff, and officers and individual member families of this Great Lakes state.

Evan Hale

**YOUR Study  
Committee Report**

by Dan E. Reed

In November 1967, delegates at the Michigan Farm Bureau Annual Convention asked for the appointment of "a special study committee to study programs needed and possible alternative methods of finance."

A committee of 17 members was appointed by President Elton R. Smith early in 1968. After a number of meetings, the committee reported to the Michigan Farm Bureau Board. The report was referred to the Implementation Committee for recommendations as to procedures and a time table for putting the recommendations into effect. At meetings in April and July, 1969, the Board adopted recommendations submitted by the Implementation Committee. The recommendations included:

- ° A statement that "Our Farm Bureau is a farm organization . . . must be an aggressive organization geared to serve farmers . . . with bold and imaginative programs . . . leadership must be active at all levels . . . distinction between the regular and associate members must be clear and concise."
- ° Farm Bureaus must be encouraged to follow strict interpretation of the stronger bylaws in selecting Board members and delegates.
- ° Delegates should keep Farm Bureau in a sound financial position.
- ° Size of delegate body should be determined by members through the Policy Development process.
- ° New methods should be utilized in surfacing and developing Farm Bureau leaders at all levels.
- ° Our Policy Development procedure needs constantly to be improved to obtain maximum member participation.
- ° The MFB Young Citizenship Seminar should be continued.
- ° The Community Group program should be strengthened and efforts made to get new members and young farm families involved.
- ° The Young Farmer program must have high priority.
- ° Added emphasis must be given to sound marketing programs.
- ° Public Relations programs are a needed service. County Information Committees should be given assistance.
- ° Information should be provided to Community Groups to encourage informal discussions.
- ° "Michigan Farm News . . . an important tool in keeping members informed."
- ° Local Affairs program helps build strong county Farm Bureaus.
- ° Both member information and public relations are important. If a choice is necessary, member information should be given priority.
- ° Television activities should emphasize news clips and short releases.
- ° Legislative and Marketing activities should be strengthened.
- ° "Steps should be taken to control the use of the name 'Farm Bureau'."

**MICHIGAN FARM NEWS**

THE ACTION PUBLICATION OF THE MICHIGAN FARM BUREAU

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OFFICERS: Michigan Farm Bureau; President, Elton R. Smith, Caledonia, R-1; Vice President, Dean Pridgeon, Montgomery, R-1; Secretary-Manager, Dan E. Reed, Lansing.

DIRECTORS: District 1, Harry Nye, St. Joseph, R-1; District 2, Nicholas Smith, Addison, R-1; District 3, Andrew Jackson, Howell, R-1; District 4, Elton R. Smith, Caledonia, R-1; District 5, David Morris, Grand Ledge, R-3; District 6, Jack Laurie, Cass City, R-3; District 7, Kenneth Bull, Bailey, R-1; District 8, Harvey Leuenberger, Saginaw, R-6; District 9, Eugene Roberts, Lake City, R-1; District 10, Richard Wieland, Ellsworth, R-1; District 11, Clayton Ford, Cornell.

DIRECTORS AT LARGE: Walter Frahm, Frankenmuth; Dean Pridgeon, Montgomery, R-1; Calvin Lutz, Kaleva.

WOMEN OF FARM BUREAU: Mrs. Jerold Topliff, Eaton Rapids, R-1; FARM BUREAU YOUNG FARMERS: Lawrence Karsten, Rogers City.

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**President's Column  
inflation pains**

Inflation is not a threat in America today. Inflation is a reality.

The recent announcement by the U.S. Treasury Secretary that the present rate of inflation would cut the value of the dollar BY HALF in just 11 years — comes with little surprise to farmers and ranchers who have been feeling the effects of the cost-price squeeze for many years.

In the first half of this year the Consumer Price Index rose at an annual rate of nearly 6½ per cent. This, according to David Kennedy is an intolerable inflation. I doubt if there would be any farmers who disagree with the Secretary's statement.

Prices received for commodities grown have declined, in many instances. A bushel of wheat, for example, brought \$1.98 in the 1948-49 marketing year and dropped to \$1.87 in 1967-68 — including the value of the certificates under the government wheat program.

Of the 22.4 cents the housewife pays for a loaf of bread, the farmer gets 2.6 cents, and even with the wheat certificate added, the producer's share is only 3.3 cents. The farmer's wife pays the same price as her city cousin for the bread.

Runaway inflation is intensifying the cost-price squeeze, pushing production costs to new record highs while market-returns have sagged.

Inflation is no respecter of persons. We are feeling the effects of rampant inflation in the operation of Michigan Farm Bureau. Dues money just doesn't go as far as it used to, yet costs for labor, materials and services continue to skyrocket.

The Michigan Farm Bureau Budget and Finance committee spent many hours laboring over proposed budget requests for the 1969-70 fiscal year. Every detailed sheet of figures spelled INFLATION — as if a branding iron were used to get the point across, yet every effort by the committee to trim costs and hold down overhead meant a cutback in the programs that have made Michigan Farm Bureau the leader in agricultural organizations. You cannot progress by cutting programs.

Let me make it clear, high prices are not inflation. They are the result of inflation. Industrial wages raised \$6.47 per week in 1968, yet the purchasing power of workers getting the increase actually fell by 13 cents per week! All income-earners in America suffered accordingly. Those who got no raises or whose incomes did not rise, suffered acutely; those who did get raises still suffered, but to a lesser degree.

Where do we go from here? This question was raised repeatedly during our budget and finance sessions with the full realization that inflation is not only hurting our organization, but our government, industry and indeed, our position in the world markets. So why don't we stop inflation?

Actually, we are not in a position to curb inflation alone. I have always maintained that inflation can be caused only by government. The course of government fiscal policy shapes the pattern for the nation. When the nation deals in deficit financing, others are forced into the same pattern.

This is Farm Bureau's plight this year — unless something is done to change the course — or soften the blow.

Our organization can go without a few things that were planned. We can get by with equipment that is outdated and depreciated. We can maintain a status quo on expanded programs which the members have said they want. But when it is all done, what have we gained?

This is a time for action, not a time for feeling sorry for ourselves. We have received definite directions from the voting delegates to move ahead for the betterment of our members. Such a move will cost money — more money than our present income can afford.

If Secretary of Treasury Kennedy is correct, and there is every indication to back him, the dollars we will be spending in the near future will be worth only about half what they are today. It's a tough spot to find ourselves in.

Obviously some tough money problems — and money decisions lie ahead for the Michigan Farm Bureau.

Elton Smith

## Notes From All Over

The Lansing Farm Bureau office has several pictures of former Boards of Directors and many other historical pictures . . . pictures that can never be taken over, and if lost, could not be replaced. The Information Division is in hopes of building up a Past and Present file to be used for research and information. As Farm Bureau progresses, these pictures and items will be of great value. If any one has pictures, etc., that they would like to donate to the file, along with a bit of identification and history, if possible, we would be very grateful. We are in need of Board pictures from the years: 1927; 1928; 1929; 1930; 1931; 1932; 1933; 1934; 1936; 1937; 1938; 1939; 1941-1942; 1943-1944 and 1945-1946. We have those from 1946-47 on.

The Ingham County Extension Women deserve a great deal of credit plus a few words of apology from Michigan Farm News. These ambitious ladies worked for and earned the \$4,000 that bought the furnishings for the Ingham County Farm Bureau Office in Mason. Apologies accepted gals?

An appeal from President Elton Smith for the formation of county Farm Bureau Freedom-to-Market committees has brought responses from 24 counties. As President Smith said in suggesting the formation of the committees, "The strength of Farm Bureau lies in the counties". The committee's prime purpose is to defend the rights of consumers to buy whatever they wish . . . when they wish, in the stores and supermarkets of their choice. To date, the following counties and their committee chairmen have been reported: Alpena, James Cramer; Alpena; Calhoun, Larry Crandall, Battle Creek; Cass, Robert Hull; Charlevoix, Donald H. Graham, East Jordan.

Chippewa, Mrs. Robert C. Wilson, Pickford; Clare, Warren White, Clare; Gladwin, Arthur Whisler, Beaverton; Hillsdale, Nelson Ely, Hillsdale; Ingham, Loren Spink, Mason; Kalamazoo, Mr. and Mrs. Norman French, Kalamazoo; Lapeer, Richard Bristol, Almont; Mackinac-Luce, Faye Gribbell, Engadine; Manistee, Charles Agle, Bear Lake and Roy Howes, Copemish; Mecosta, Allen Schroeder, Big Rapids; Montcalm, Richard Ravell, Fenwick; Oceana, Carl Fuehring, Mears; Osceola, Dale Carmichael, Evart; Presque Isle, Rueben Wirgan, Rogers City.

Saginaw, Ralph Frahm, Frankenmuth; Sanilac, Wayne Adam, Snover; Shiawassee, Dave Bushman, Corunna; Van Buren, Mr. and Mrs. Francis Finch, Mattawan; Wayne, Roy Schulz, Plymouth and Wexford, Mrs. George Webster, Manton.

Nationwide, over 2812 county Farm Bureaus will join forces to confront efforts by the United Farm Workers Organizing Committee and allied groups to impose a boycott against California table grapes in major markets throughout the United States.

Farm Bureau's golden book of favorite songs for group singing, "Farm Bureau Sings", the 64 page pocket-size song book, is now in its second printing and is available upon order. The 1969 edition has a gold cover, appropriate for our Golden Anniversary. Words and music for nearly 100 songs are in the book, including the organization's official song, "The American Farm Bureau Spirit." The book is available from Information Division, American Farm Bureau Federation, 1000 Merchandise Mart, Chicago, Ill., 60654. It is 25¢ per copy, plus postage.

Jim Seddon has resigned his position as manager of the Bean Department, Division of Farm Bureau Services, Inc., Michigan Elevator Exchange. Dale Kuenzli, who has been associated with the Bean Department for the past 5 years as Assistant Manager, will become manager of Bean Merchandising. The announcement was made by Alfred Roberts, General Manager.

Word has been received that Mrs. George Schultz of Rt. 2, Paw Paw, died August 9 at the age of 80. The Schultz' were married 56 years and moved to Van Buren county in 1929. George Schultz was a MFB representative for 7 counties for 11 years.

The Agricultural Adjustment Act of 1969 — which provides for the type of government farm programs for wheat, feed grains, and cotton recommended by Farm Bureau — has been introduced by 21 members of the House of Representatives. The most recent sponsors are Representative Howard W. Robison (R) New York, James Harvey, (R) Michigan, Richard L. Roudebush (R) and William G. Bray, (R), both of Indiana. All four represent agricultural districts. The Robison bill is H.R. 13101; Harvey's bill is H.R. 13126; Roudebush and Bray are sponsors of H.R. 13161.

## — staff changes —



EVAN HALE — became Manager of the Information Division of the Michigan Farm Bureau September 1. Hale has served the Idaho Farm Bureau as Director of Information; Executive Secretary of several affiliates, and Treasurer of the parent Idaho Farm Bureau. He is married, has five children. A family move to Michigan is planned in the near future. Hale replaces Melvin Woell, who has headed the department for the past nine years and since August 15 is Director of Broadcast Services for the American Farm Bureau Federation in Chicago.



WILLIAM BYRUM — Livestock Marketing Specialist with the Michigan Farm Bureau Market Development Division and Acting Manager of the MACMA Feeder Pig Division, resigned his position August 23. Byrum has become the manager of the Indianapolis Stockyards Corporation, Bourbon-Etna Green, Indiana, (a subsidiary of United Stockyards Corporation — the nation's largest terminal market operator.) Bill is married, has one child and lived in Onondaga. He is a graduate of Michigan State University and a member of the Army Reserves.



LARRY DeVUYST — assumes the position of Manager of the MACMA Feeder Pig Division, effective September 8. Larry has been the Regional Representative for the Saginaw Valley Region since December 1, 1967. In his new position he will assume the responsibility of managing and further developing the newest MACMA commodity marketing activity. The DeVuysts live in Ithaca and have three children. He farms 679 acres and has held many county and state Farm Bureau offices and positions including work with both the county and state Young Farmer committees.

## modern farmer-businessman

David Morris is a farmer-businessman. His farming enterprise near Grand Ledge, Michigan, includes an extensive feeder-cattle operation involving about a thousand head yearly. He grows most of his own corn and the huge 5-unit silo complex in which much of it is kept is a familiar area landmark.

Busy as he is with such a bustling farming operation, he finds time to fill the role of businessman off the farm as well. He is a director on the Michigan Farm Bureau board, representing District 5, and serves as President of Farm Bureau Life, and as a member of the boards of six other Farm Bureau affiliate companies.

In addition to his Farm Bureau responsibilities, Morris is a member of the Executive Board of the Michigan Cattle Feeders Association and is also on the board of the Michigan Livestock Exchange.

### Federal Programs No Answer

Current happenings and future potential are subjects of constant discussion by members of these boards as they explore present programs and review new areas in which their organizations may be of service to members.

Farm Bureau has been a sharp critic of federal farm programs. Morris views these programs as he does efforts of certain other farm groups, as little more than attempts to keep the inefficient in business at the cost of others.

Instead, Morris would like to see free enterprise operating in the marketing of all farm commodities, with the United States Department of Agriculture working more in the role of market-supervisor, to prevent manipulation and to see that rules of the game are fairly followed.

In designing and operating marketing programs of help to farmers, Morris feels that we need to arrive at a new understanding of the housewife — the girl at whom

all marketing activity should ultimately be aimed. Said Morris: "I believe the housewife is not consistent when she says she wants cheap food. Her shopping habits show that she wants food which calls for simple preparation with an ease of clean-up afterwards. A lot of women love to cook but most of them hate the kitchen clean-up afterwards." This indicates to Morris that the housewife is willing to pay the higher price, food products with built-in extras, call for.

### Farmers Must Extend Control

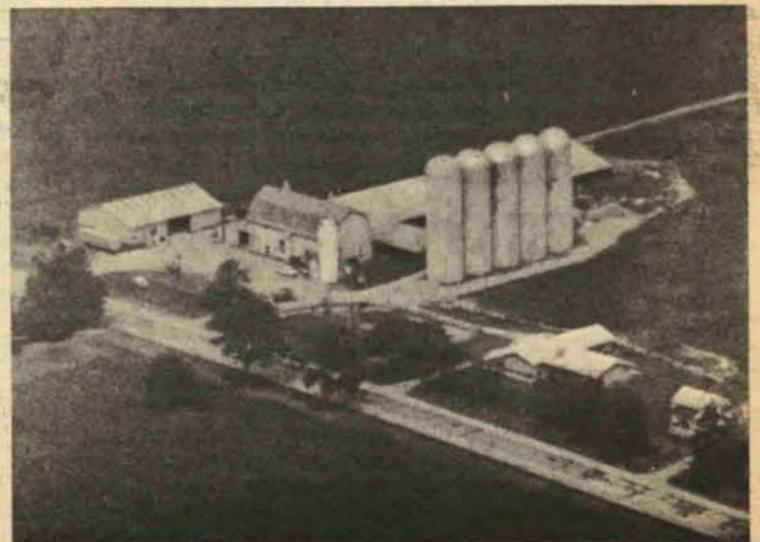
Looking to the future, Morris sees it as absolutely necessary that farmers extend their control over products beyond the traditional one-time sale — moving with the products down the line into actual processing and distribution. The emphasis, he feels, must be on "shelf space" and on other modern marketing techniques.

Another area in which Morris feels farmers must step out and take the lead is in the assumption of part of the burden of over-supply. To date, he explains, we

have tended to depend upon the processor or the packer and the government to store the excess production. But, he feels, Michigan fruit and vegetable growers have made the first big move toward supply control, in recent years, with the construction of a number of large "controlled atmosphere" storage units to maintain quality and spread product marketing over the entire year instead of glutting the market at harvest time.

When it comes to livestock, Morris feels that problems are considerably different from those posed by yearly field crops — at least as long as producers continue to accept the laws of supply and demand. "When there is an over-supply, farmers need to be willing to market livestock at lighter weights for a lower price in an effort to ease the market glut . . ." he explains.

"This, with a program of continuous marketing of consistent quality and grade, will assure consumers the products they have demonstrated they are willing to purchase."



NORMAL SILO — (by barn) on the David Morris farm, is dwarfed by the giant storage units nearby. This photo of the farmstead was taken from the window of a plane piloted by Morris.



# Battle for the Vineyards

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I asked Father Healy to write a series of articles on the grape strike in California because he is so experienced in just this kind of research . . . Raised on a farm in Iowa, he was able to understand the problems of the grape picker and the grower . . . We consider Father Healy's articles the best yet written on the controversy . . . They are a distinct contribution to the cause of Catholic teaching, as applied to the grape strike in California and the futile and ill-considered boycott across the nation.

—Daniel Lyons, S.J. — Editor, Twin Circle The National Catholic Press

## CESAR CHAVEZ BREATH OF DEATH

When Cesar Chavez won the DiGiorgio contract, the large Sierra Vista ranch employed from 800 to 2,000 people. Today it is closed down. The same fate befell the DiGiorgio ranch down near Arvin. Before signing with Chavez it employed nearly 3,000 people. The first year after the union came employment fell to about 700, last year it fell to about 400, and last month the Arvin ranch was sold. DiGiorgio's beautiful Borrego Springs ranch used to bloom down in the Coachella Valley desert has also been given back to nature.

This can hardly be considered a boon to DiGiorgio, to the workers, to the communities in which the ranches were located, or to the cause of legitimate unionism. Why did DiGiorgio wither away at the breath of Cesar Chavez?

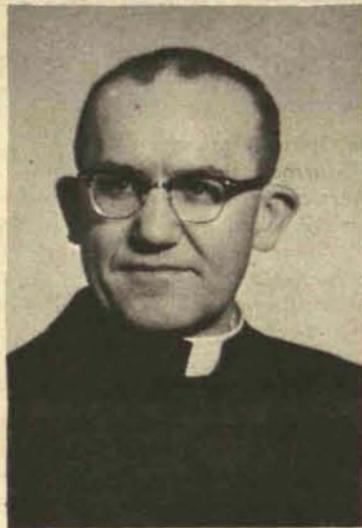
The obvious place to go for answers to that question was to top DiGiorgio management. But top management would not talk — not freely. They merely referred me to their top public relations men. It was clear that DiGiorgio management was deathly afraid of offending the union. This made their answers interesting, but not very satisfying for one looking for the real answers to some very real questions.

### OFFICIAL REASON

The official DiGiorgio explanation for their closing down the Sierra Vista ranch is that they had to sell because of federal water regulations. This is also Chavez's explanation. And the explanation has some validity — in the case of the Sierra Vista ranch. An old Teddy Roosevelt era law forbade anyone owning over 160 acres the use of irrigation water from federal projects. The law was designed to prevent land speculation in areas where federal projects were contemplated. DiGiorgio had been given 10 years to comply with the law. The time had expired before the strike began. In an effort to comply with the old law, DiGiorgio had put various tracts of land up for sale at its tax-assessed value. At this price they found a buyer for only 67 acres — during a three year period!

Before Chavez came to town, the Government considered this

degree of compliance with the law sufficient. But why the sudden change? The official DiGiorgio explanation did not answer that critical question. "And what about the ranches in Arvin and Borrego Springs," I asked, knowing that these were not under the federal water pinch. "As a matter of fact," I was told, "we have never found table grapes a paying



REV. CLETUS HEALY, S.J.

Former Iowa farm boy, and well-known Jesuit writer.

proposition." DiGiorgio had always lost money on table grapes — except, perhaps, one year.

I was not satisfied. "Is there anything," I asked, "to the reports I have received indicating that the inefficiencies of union men and deliberate work slowdowns have proven economically intolerable to DiGiorgio?" He "would not say that." But the official explanation did not help at all in explaining the suddenness of DiGiorgio's decision to quit growing grapes. Why had they spent nearly \$250,000 a few years ago remodeling their packing shed on Sierra Vista ranch, only to sell it this year for \$40,000? Why did DiGiorgio, soon after signing with Chavez, become so acutely conscious of the economic inadvisability of growing grapes? Where were their bookkeepers before!

In my opinion I got far more plausible explanations from DiGiorgio's ex-employees and from other grape growers — people who know something about the economics of growing grapes, who had been on hand to see the agonies DiGiorgio went through

trying to get the crop harvested with union help, and who had talked to DiGiorgio management during less guarded moments.

### THE REAL REASON

This is their explanation for DiGiorgio's demise: In the first place considering the enormous risks involved, the margin of profit from grapes is quite thin. Since California grapes, picked by workers getting over \$2 an hour, must compete with other luxury items harvested by workers getting as low as \$1.15 an hour, it is imperative that labor efficiency be maintained in the grape fields. This cannot be done by close supervision; a lazy worker finds it too easy to hide. It must be done by maintaining a high worker morale.

Before Chavez came, worker morale was generally high. This was achieved through a system of crew bosses who worked close to the crews, heard their complaints, and relayed them on to the generally responsive owners. Besides this workers received incentive pay. To the base pay of \$1.50 an hour was added an incentive pay of 15-20-25¢ a 25-pound lug.

But where Chavez has come, workers morale has come under severe and skilled attack. Causing worker discontent is his business; that is how he induces people to want his union. And where Chavez won his contract he demanded a raise in the base pay to \$1.65, but he eliminated the incentive. The worker who picks five lugs an hour gets the same wage as one picking one lug. Initiative is stifled. Moreover, the union on numerous occasions encouraged or even demanded a work slowdown. The grape grower's margin of profit cannot tolerate such abuse.

But even more critical was the fact that when Cesar Chavez signed a labor contract, he found that he could not deliver the workers. The mass of grape pickers simply would not work under Cesar Chavez! I got this from too many sources to seriously dispute it. When growers who signed with Chavez would ask for workers, they would get only a fraction of what they had asked for; and when the costly 72-hour required delay was up, the growers would have to go out and try to get workers for themselves.

To fail to pick table grapes when they are ready to pick is to destroy them. When the growers could not harvest their grapes on time, they had no alternative but to sell them for wine. This represented an enormous loss for the table-grape grower. So much labor is required in table-grape culture, that it costs about \$560

to bring an acre of table grapes to fruition. An acre of wine grapes costs about \$150 or less.

This is why none of the growers who signed with Chavez are growing table grapes today. By shifting to wine grapes they can harvest their crop with approximately one-fifth the work force needed for table grapes. But even this, Chavez could not supply!

### JUICE GRAPES NOW

I spoke to Jesse Marquez from DiGiorgio's Arvin ranch. They used to employ from 2,500 to 3,000 people. When the union came, they shifted to "juice (wine) grapes." A year ago they employed only 700. They pulled out many of their vines; so this year they employed only 400. But even these Chavez could not supply.

"The first of the season," Jesse told me, "the company asked him for 200 men, and he could only furnish about 50. So I was sent down to the border to recruit green cards (i.e., Mexican-Americans not yet citizens) . . . because he could not furnish enough union people.

"This happened all year round. There were times that they would ask Chavez for 25 men; he could only pick up 7 or 8." And these, Jesse explained, usually were obviously pick-ups, many of them "green cards," not really union men.

From what I have seen and

heard, I believe Governor Reagan was correct in his analysis: "The boycott (of California grapes) is an attempt to compel employers to force farm workers to join the United Farm Workers Organizing Committee against their wishes."

And I fear Dolores Mendoza, who worked on the Lucas Farm, may also have been right. When I suggested that if the farmers are forced by the boycott to sign up with the union she would be trapped, she objected. "No," she insisted, "because we can always go to another town; because we won't work here. If the union comes to this town, Father, Delano will die! Because most of the people here don't want a union and they will not work under a union."

But the sad fact is that there are a lot of well-meaning, but horribly misinformed people throughout the United States who are doing all they can to "kill Delano." Instead of helping the "poor farm workers" of California, they are depriving them of a very respectable livelihood.

NEXT MONTH — Sinister Influences on Chavez

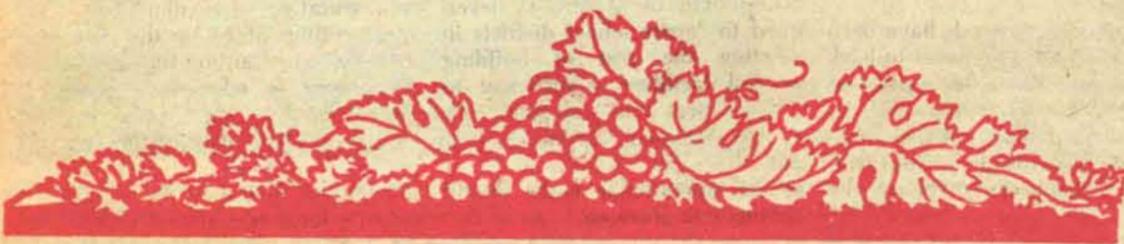
"BATTLE FOR THE VINEYARDS" — a booklet which provides a penetrating look at and a moral appraisal of the California Grape Boycott by Father Cletus Healy, S.J. (Jesuit) is available at 50¢ each from: Box 960, Lansing, Michigan



THE COMPLETE FAILURE — of the so-called "strike" and boycott of California table grapes is outlined for Detroit newsmen by Allan Grant (second from left facing camera) president of the California Farm Bureau, and Elton Smith, Michigan Farm Bureau president. Both took part in a recent press conference dealing with the boycott and held in the Detroit Press Club.

Asking questions are Detroit News and Free Press reporters, and (by camera) a representative from CKLW-TV news. The farm leaders said that those who promote the boycott are running into strong resistance by alert shoppers who dislike being used against their wishes, to force farmers into labor organizations — also against their wishes.

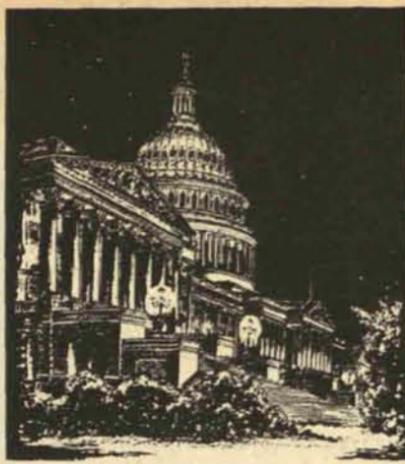
Grant said that the grape crop is excellent, that it is being picked, and that grapes are moving into markets at normal speeds. It was noted that in instances where boycott marchers appear at supermarkets, displays of grapes invariably sell out in record time.





**GOVERNOR MILLIKEN** — signs an updated version of the Horton Trespass Act as one of the sponsors, Rep. Stanley Powell (R-Ionia), looks on. The law now includes private wildlands as well as farmlands and applies to fishing in privately-owned waters. A new section prohibits operation of a snowmobile on private lands if they are fenced or enclosed or "posted." Permission to hunt, fish or snowmobile must be given by the owner or his agent. It is no longer required to be in written form.

The bill was introduced by Rep. George Prescott (R-Tawas City). Other sponsors included Reps. Rohlfs, Wierzbicki, Tisdale, Brennan, Buth, Folks, Waldron, Heinze, Swallow, Loren D. Anderson, James F. Smith, David Serotkin, Walton, Cawthorne, Stites, Strange, Holbrook, Payant and Sharpe.



# capitol report



**THE NEW SEVEN-MEMBER COMMISSION** on Agriculture Labor met for the first time in late July. Governor Milliken (seated-center) informed them of their duties, which include a review of state and federal laws dealing with farmers and farm labor and present and future needs for rural manpower. Members of the Commission are seated l. to r.) Dr. Dan Sturt, Chairman, Rural Manpower Center, MSU; Governor Milliken; Tom Turner, Detroit Wayne county AFL-CIO president. (Standing l. to r.) Duane Baldwin, vegetable grower, Stockbridge; Louis Smith, vegetable grower, Carleton; Ferris Pierson, fruit and vegetable grower, Hartford; and Frank M. Ornelas, die inspector, Saginaw. One Commission member was absent, Herbert Turner, Daley Pickle Company, Saginaw.

## county annual meetings

This year . . . (but not any more than in previous years) . . . 1969 is a special year for Michigan Farm Bureau and the county Farm Bureaus in particular. Michigan Farm Bureau is marking its 50th Anniversary and many counties are observing theirs as well. In addition to special plans for the annual state meeting, county boards will also be celebrating their individual anniversaries. Top priority on all county annual meetings is the drafting of resolutions for work to be done at the local level and passed on at the State annual meeting. Meetings and dates scheduled (all in October except Iron county) are:

Alcona	October 6	Lapeer	October 9
Allegan	October 16	Lenawee	October 13
Alpena	October 19	Livingston	October 2
Antrim	October 8	Mac-Luce	October 6
Arenac	October 7	Macomb	October 16
Baraga	October 8	Manistee	October 2
Barry	October 4	Marq.-Alger	October 1
Bay	October 9	Mason	October 15
Benzie	October 6	Mecosta	October 11
Berrien	October 15	Menominee	October 10
Branch	October 13	Midland	October 13
Calhoun	October 9	Missaukee	October 7
Cass	October 11	Monroe	October 1
Charlevoix	October 1	Montcalm	October 8
Cheboygan	October 16	Montmorency	October 2
Chippewa	October 7	Muskegon	October 9
Clare	October 13	Newaygo	October 14
Clinton	October 14	N.W. Mich	October 9
Delta	October 2	Oakland	October 1
Eaton	October 9	Oceana	October 8
Emmet	October 7	Ogemaw	October 13
Genesee	October 13	Osceola	October 9
Gladwin	October 14	Otsego	October 15
Gratiot	October 8	Ottawa	October 7
Hillsdale	October 6	Presque Isle	October 8
Houghton	October 2	Saginaw	October 15
Huron	October 2	Sanilac	October 6
Ingham	October 8	Shiawassee	October 7
Ionia	October 13	St. Clair	October 14
Iosco	October 14	St. Joseph	October 13
Iron	September 30	Tuscola	October 11
Isabella	October 2	Van Buren	October 18
Jackson	October 7	Washtenaw	October 8
Kalamazoo	October 14	Wayne	October 14
Kalkaska	October 4	Wexford	October 14
Kent	October 6		

## Education — and — Tax Reform

By: Robert E. Smith  
Legislative Counsel  
Michigan Farm Bureau

Farm Bureau has presented its official statement concerning education, taxes and tax reform, to Governor Milliken's "blue ribbon" commission on educational reform. As Farm Bureau Legislative Counsel, I am serving on the 43-member committee as an appointee representing agriculture. What follows is a general summary plus excerpts from the Farm Bureau statement:

It calls attention to the fact that no child should be a "victim of geography," that every child should have an equality of educational opportunity, regardless of where he lives. It points out that "farm youth need broad educational opportunities, including vocational skills . . . which also are prime requisites for rural area development." The importance of agriculture in Michigan is stressed, with such facts as "27% of all Michigan citizens derive some part of their income from agriculture."

School finance is called "the major key in total educational reform," and our policy insists "that property taxes for all school purposes should be limited by law" and that "the state income tax should be used as one of the major sources of funds for our schools."

Additional materials have been provided the Commission to back up the fact that "the rapid rise in the average school millage, from 17.89 mills in 1961 to 28.05 mills in 1968 (up 57%), has triggered a taxpayers' revolt at the polls.

"Farmers are especially hard hit by the property tax because, in addition to the rising rates of millage, assessments in many areas have increased rapidly, in some cases double or more. The combination of higher rates and higher assessments has been catastrophic to some individuals. Statistics are provided to show that farm taxes as a percent of income range from a low of 5% to a high of 33% and that the broad statistics of the USDA show an average of 17% — three or four times greater than the impact on most other groups of people.

"As evidence for the equity in using the income tax as a major method of financing schools, data are supplied showing that between the years of 1961 and 1968, when millage rates and assessment rates were rising so rapidly, (17.89 mills to 28.05 mills), school taxes, when related to personal income, rose only by 12%, from 2.49% to 2.89%, indicating that personal income, overall, has kept pace with school costs and also that concern must be shown on the effect of the present method of financing on individuals whose ability to pay has not kept pace. This is primarily agriculture and the elderly."

Other points were made, including that a state aid formula "should include other than property values alone" and that there also should be a formula developed to "assist school districts in meeting the cost of building needed facilities" — sufficient to at least meet minimum standards.

The statement further pointed out that the "state's share of school operational costs should continue to increase." As a per-

centage, it is beginning to go down compared to where it was a few years ago. An important point that was made was that "sufficient funds should be appropriated to pay in full all state aid formulas." Very often, school programs get into financial trouble because only a percentage of the state aid is actually paid out.

Farm Bureau's statement endorsed vocational education "through existing types of local educational units, including community colleges, intermediate districts and high school districts" and also "vocational centers where feasible." It was strongly pointed out that "local property cannot be expected to assume this additional tax burden."

The educational services of the intermediate school district were strongly supported, such as special education and other programs that many individual districts cannot feasibly provide for themselves. It was pointed out that, in many cases, present law serves to hamper the function of the intermediate district and also that all costs for special education should be totally funded by the state, as such programs are totally regulated by the state.

It is hoped that all interested tax-paying citizens will voice their opinions to their local and state representatives, particularly those representing them in the State Legislature, regarding funding for all phases of education. Farm Bureau's policy clearly states that "local property cannot be expected to assume this additional tax burden (but they do support existing local educational units).

FROM THE WOMEN:

**School Daze**



School bells ringing, pickles packed into jars, melons for lunch! Fall is upon us! Vacations are nearly over and I hope that yours was a pleasant one. At this time of the year, it's always nice to go into the basement and look at the many colors of food in the jars or open the freezer and see how full it is. Do you ever say 'thank you' to our Creator who has provided this bounty for us and the strength and ability to provide it for our families? Try it, it will make you feel good! We have another good year in grapes (California table grapes that is). They should be a good buy in your stores, so ask for them when you shop.

If they don't have them, just keep asking and if enough of us do, they'll maybe re-stock them. It might be one of the Michigan foods that is next in line to be boycotted. Does your county have a Freedom-to-Market committee? If so, see what you can do to help them? I attended a tea at Governor Milliken's home the other day, honoring Michigan's Mother of the Year, Mrs. Harry Oxender. It was a lovely tea with beautiful floral arrangements throughout the pastel decorated rooms. Nearly 100 women attended, including several of our Michigan Farm Bureau Merit Mothers. It was

nice to see them and to meet other ladies from all over the state. The ladies from Traverse City brought a cherry preserve for each of the Merit Mothers. The Governor and Mrs. Milliken were in California at a dinner honoring our Moon-Walking spacemen but we enjoyed the tour of their home and their hospitality. Are your counties planning something special to celebrate our "Golden Year" at your County Farm Bureau meetings? It's time to make some plans and get your ideas to working. Annual meeting time is nearly upon us . . . let's make it a meeting to remember! Mrs. Jerold (Maxine) Topliff

**Extra Measure of Protection**

A new Accidental Death and Dismemberment (AD&D) Group policy will be provided for all Farm Bureau members beginning January 1, 1970. Underwritten by Community Service Acceptance, a unit of Farm Bureau Insurance Group, AD&D coverage has been expanded to include the spouse of Farm Bureau members at no extra cost. Maximum member benefits remain at \$1,000. Maximum spouse benefits will be \$500.

The Farm Bureau member AD&D program began late in 1966. By the end of 1967, \$26,000 had been paid out in benefits. During 1968 an additional \$38,500 in benefit payments were received by Michigan Farm Bureau members. Through July this year, paid benefits totaled \$30,750.

This new broadened AD&D benefit program is considered an absolute member necessity in the light of significantly increased farm accidents.

In recent years, farm population accidental death rates have numbered 18.7 for every 100,000 farm people . . . 15% higher than in 1961. The Nation's North-east region, which includes Michigan, placed a deadly second in increased accident rates. And farm accident rates, according to Farm Bureau Insurance Group records, continue to climb.

The pattern of accidents sounds a warning to all farmers. Certain age levels experience more accidents than other age groups. Fatal farm injury risk increases from childhood through the early adult years with a slight decline in risk during the late twenties. However, risk of fatal farm injury increases after age 45 with a sharp rise among those over 65, to far higher levels than at any other period of life.

It is for these persons that Farm Bureau Insurance Group, as Michigan's largest farm insurer, is committed to additional AD&D protection for

Michigan Farm Bureau families. But while extending AD&D coverages to the spouses of Farm Bureau members, at no cost increase, the program's scope was narrowed slightly. Injuries or death resulting from auto accidents . . . unless the injured was a paying passenger in a commercial vehicle . . . are not covered by the new AD&D policy. However, Farm Bureau Insurance Group auto policyholders may provide further protection in two ways against the increasing medical costs of auto accidents.

1. Policyholders in Farm Bureau Insurance Group have already received an increase of 50% in automobile medical benefits . . . and at no extra cost to Farm Bureau Insurance auto and truck policyholders.

2. Farm Bureau auto insurance policyholders, at a small additional cost, may choose an option accident coverage paying up to \$10,000 in case of accidental death due to a traffic accident. Coverage may be extended to every family member by endorsing the automobile policy.

One new group AD&D policy will be issued to each participating County Farm Bureau; an individual certificate of insurance will be provided for each member.

So . . . through the facilities of Farm Bureau Insurance Group, Farm Bureau members and their spouses will receive an extra measure of protection against the growing danger of farm accidents. Another innovative example of "Everything You Need" protection from Farm Bureau Insurance.

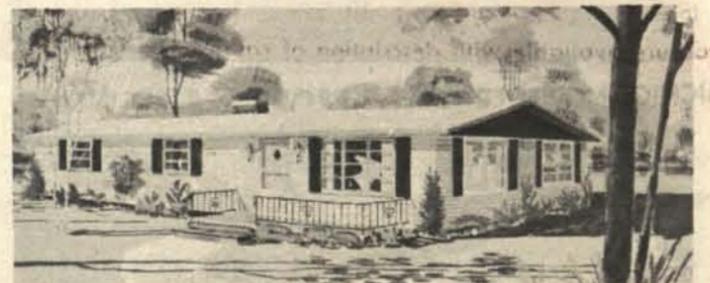


AN OCCASION FOR CELEBRATING — was the Grand Opening of the Upper Peninsula Farm Bureau Insurance Office in Escanaba August 8. This is the first time that they have had an "official" office and the event drew hundreds of guests from the area.



DOOR PRIZES . . . REFRESHMENTS — and long-time friends met at the U.P. grand opening. Admiring many of the door prizes are (left to right): Mrs. Clayton Ford; Kenneth Sabin, Delta Co. F. B. President; Vincent Rappette, Insurance agent and Clayton Ford, U.P. Director.

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TIME FOR RELAXATION — at the Michigan Farm Bureau's 6th Annual Young People's Citizenship Seminar held at Mt. Pleasant's Central Michigan University campus this past July, was used for planning activities.

### Two Citizenship Seminars Termed Successful

More than two hundred junior and senior high school students from Michigan high schools were given the opportunity to learn more about their country in two Michigan Farm Bureau sponsored Young People's Citizenship seminars this summer.

About 50 youth attended the Upper Peninsula seminar held in Escanaba in June and 172 students were enrolled at Central Michigan University, the site of the lower peninsula seminar, in July.

The Seminars, dedicated to understanding the principles of Americanism, Communism and American Free Enterprise, offered all those attending an opportunity to listen to outstanding speakers of varied interests and then participate in discussion groups. Highlights of both seminars were the discussions and actual county and state political party activities.

Speakers at the U.P. Seminar were Walter Lewke, Manager, Escanaba Chamber of Commerce; Dave Cook and Dale Sherwin, MFB staffers; Kenneth Cheatham, AFBF staff member and Hugo Kivi, MFB Field Representative for the U.P. since 1957.

Dr. John Furbay, Dr. Clifton Ganus, Kenneth Cheatham, D. Hale Brake and Arthur Holst presented the program at the Central Michigan Seminar. Fourteen counselors also participated in this seminar.



THE UPPER PENINSULA — Young People's Citizenship Seminar, sponsored by Michigan Farm Bureau, also allowed for time for discussion and relaxation between the students and the U.P. Regional Representative Hugo Kivi.

### D.D.T. DISPOSAL Guidelines Are Set

Guidelines for disposal of DDT products by Michigan residents have been established and will be distributed throughout the state with the help of newspapers, television, radio, magazines, and a specially-prepared brochure.

The guidelines were set up following action by the Michigan Commission of Agriculture April 16 cancelling registration of DDT products in the state. Included are specific directions for homeowners, commercial, agricultural and municipal users of DDT.

Preparation of the guidelines was a joint project of the Michigan Departments of Agriculture, Natural Resources, and Public Health, in cooperation with Michigan State University.

#### HOMEOWNERS

To get rid of DDT (dichloro diphenyl trichloroethane) products such as aerosol bombs, liquid sprays, powders, and dusts, bury them on your own property. If each homeowner does so, these products will be safely dispersed and will reduce dangerous concentrations of DDT and other toxic materials at public disposal sites. By law, ingredients are listed on the label.

Select a place away from trees and other desirable shrubs or plants and at least 50 feet away from any well or surface water such as a lake, stream, pond, or drain.

Dig a hole deep enough to cover the DDT products and containers with three feet of dirt.

Aerosol (pressurized) cans should not be punctured but put in the hole intact.

Glass and metal containers should be opened and put in the hole tilted down to allow drainage. The glass should not be broken.

Bags and boxes should be buried intact.

The hole should not be left open. It should be filled with three feet of dirt immediately.

The only exception to the recommendations is if the water table on your property is less than five feet below the ground. (If you do not know your underground water level, call your local health department.)

NOTE: DDT and other toxic products should NOT be flushed down the toilet, poured down a drain, put in the garbage or trash can, or taken to a public dump or landfill.

### Northern Michigan Cooperative Feeder Sale. 1969 — 9350 Head —

These are all native cattle sired by Registered Beef Bulls, and out of predominately beef type cows. Most sales guarantee heifer calves open and male calves knife castrated. All calves dehorned.

#### Schedule of Sales

Oct. 6	Bruce Crossing	Yearlings and Calves	750
Oct. 7	Rapid River	Yearlings and Calves	1200
Oct. 9	Gaylord	Yearlings and Calves	2500
Oct. 10	Baldwin	Yearlings and Calves	1400
Oct. 14	Alpena	Yearlings and Calves	1200
Oct. 15	West Branch	Yearlings and Calves	2300

All sales start at 12:00 Noon

Cattle are graded by U.S.D.A. Standards and will be sold in lots of uniform grade, weight, sex and breed.

Brochure available with description of cattle in each sale.

MICHIGAN FEEDER CATTLE PRODUCERS COUNCIL  
POSEN, MICHIGAN 49776

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- CONVENIENT
- DEPENDABLE
- ECONOMICAL



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##### TRACE MINERAL SALT

Farm Bureau Trace Mineral Salt helps keep your livestock healthy and productive at low cost. Provides all six essential trace minerals in complete salt mix. Feed free choice for self controlled intake, or ask to have it mixed in your feeds. Guarantees consumption and improves appetite for top feeding results.

##### FOOT ROT SALT

Economical—yes, because Hardy gives you protection from foot rot problems. Feed it safely to all classes of livestock, even cows in milk production. Also provides salt and all the necessary trace mineral requirements. Available in bags or blocks.

##### FARM BUREAU MINERALS

Complete mineral supplements provide economy and dependability. Choose from either 6%, 8%, or 12% Phosphorus levels. "Controlled daily intake" for free choice feeding takes the worry out of mineral feeding, salt guarantees proper levels. Ask for it mixed in your customized feeds, too!



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FREMONT CO-OP  
Fremont, Michigan

FARM BUREAU SERVICES, INC.  
Hastings, Michigan

FARM BUREAU SERVICES, INC.  
Hart, Michigan

FARM BUREAU SERVICES, INC.  
Kalamazoo, Michigan

KENT CITY FARM BUREAU  
Kent City, Michigan

MARCELLUS FARM BUREAU  
Marcellus, Michigan

FALMOUTH CO-OP COMPANY  
McBain, Michigan

FALMOUTH CO-OP COMPANY  
Merritt, Michigan

MOLINE CO-OP  
Moline, Michigan

SQUARE DEAL FARM SUPPLY  
Onkama, Michigan

FARM BUREAU SERVICES, INC.  
Saginaw, Michigan

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Scottville, Michigan

FARM BUREAU SERVICES, INC.  
Traverse City, Michigan

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# IN THE SERVICE OF THE FARMER

## — SYNOPSIS —

CLARK L. BRODY was the first Secretary-Manager of the Michigan Farm Bureau. Over a wide span of years he guided the organization through political and financial crisis, and from a fledgling organization into a powerful giant among state Farm Bureaus. His book, "In the Service of the Farmer" is a warm recounting of the turbulent times when the Bureau was still trying to find itself — to determine members' needs and practical means of meeting those needs. In last month's chapters, Brody told of good times and bad, and the hard choices between short term gains which could later become "bad long-run economics . . ." ("In the Service of the Farmer" Copyright 1959 MSU Press, Excerpts reprinted by permission.)

### STABILITY AND THE DECLINE

With the waning of Hale Tenant's influence, factionalism no longer disrupted the Michigan State Farm Bureau and we could wholly concern ourselves with business as such. The Bureau in its first five years certainly could have served the Michigan farmer more effectively had it not been torn by internal strife. But the Binghamites and the Tennantites had been locked in contention, and bitterly so. The commodity plan of organization had been a good compromise. Now, however, we needed another breather. We needed time to lick our wounds, and to lay plans for the future.

In the middle twenties, the United States was becoming intoxicated with prosperity. The economy was expanding in almost every direction and fast. It appeared that the expansion would never stop, not at least until everyone had become a millionaire through the stock market. Industry seemed to have an unlimited market in devastated Europe and tariffs protected the domestic market from what little competition there was from foreign industrial goods. People generally were ignorant of the fact, or preferred to ignore it, that our government had advanced to Europe the very funds with which our output was being purchased. When the European governments were slow to pay their war debts and we contracted their credit, the bubble burst and we had the worst depression in our history. By 1932 the depression had reached its low point, and pessimism became as extreme as optimism had been in the years just preceding. Several years passed before we again became a prosperous nation.

But the twenties never were prosperous for the American farmer. The depression did not mean for him a fall from economic heights, but only a worsening of already dreadful conditions. European agriculture had recovered quickly after the war, and there was nothing to replace the European markets. The American farmer, then, was geared to over-production. Produce he had to if he were to make a living; but when he did produce he drove prices down to where he could sell only at a loss. Since the prices of industrial goods rose as farm prices fell, farm income dropped proportionately. The farmer believed that he was receiving far less than an "equitable" share of national income.

Moreover, the American farmer was not yet strong enough politically to persuade the government to give him the tariff protection it gave industry, so he was hurt by foreign competition even in the domestic market. Beyond this, income taxes were as yet minimal; the property tax was the main source of government income. Again and again, taxes would exceed the rental value of land. The farmer thus was shouldering an unduly large part of the tax burden.

All through the twenties, then, the American farmer had been living marginally. Came the depression and the bottom fell out for him. Mortgages were foreclosed by banks at calamitous rates while people for whom food could have been produced stood in bread lines. For a few years, the American farmer became virtually dislocated.

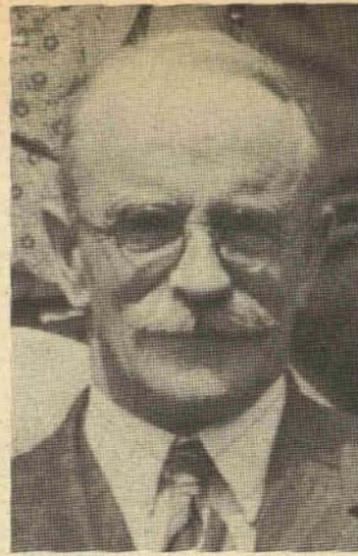
It was against this background that the Michigan State Farm Bureau worked from 1926 to 1932. As though the economic disadvantages of the time were not enough, a large part of the Michigan population had become disaffected from the Bureau, which had promised so much and delivered comparatively so little in its first half dozen years. To be able to help the farmer, we first had to put the Bureau on a sound financial basis. To make the Bureau sound financially, we had to provide the farmer with precisely the services he needed,

services that no one else would provide for him, at least at a price he could afford to pay. To win his support we had to obtain for him political and economic reform through the government. And to hold that support we had to make him see that it was to his best interests to become enlisted in the Bureau — to make its affairs his affairs, to make it possible for him to participate in its development.

### POULTRY EXCHANGE ELIMINATED

One of my first steps in 1926 was to eliminate the Poultry Exchange in Detroit. It was not providing the farmer with a service he would otherwise have had to do without, nor was it preventing his being exploited by the middleman. Nor, indeed, was the farmer doing much business with the Poultry Exchange. He was using it mainly as a device by which he got other dealers to raise prices to the level of those which we were offering; and once the other dealers raised their prices, he dealt with them.

I reported to the annual meeting of delegates in 1927: "Changed conditions are throttling business at both ends of the line, cutting off both its supply of poultry and its sales outlet."



ALFRED BENTALL assumed the position as head of the Insurance Department and in 1927 was relieved of all duties connected with membership campaigns. His new position was taken over with his characteristic vigor . . . his agents worked with success.



CLAUDE L. NASH, former county agent of St. Clair county, succeeded Alfred Bentall as Organization Director. Nash trained his solicitors to a fine edge and they worked hard. In spite of his expert leadership, Farm Bureau memberships continued to dwindle.

This short-lived project demonstrated the futility of starting a co-operative business without requiring those who want the service, to furnish capital to finance it. Otherwise they feel little or no responsibility, are liable to become unreasonably critical, and easily turn their business to competing agencies.

In the fall of 1926 the Bureau contracted to become an agency of the State Farm Mutual Automobile Insurance Company of Bloomington, Illinois. There were two reasons for doing so. First, farmers in Michigan were generally under-insured, if insured at all. Insurance companies had not yet organized intensive campaigns to sell policies to farmers; and even if they had, the farmer did not realize his need for insurance and would have strongly resisted their overtures. The attitude of the farmer toward the Bureau was something again. True, membership had fallen off, and true, he did not regard the Bureau as the most effective business organization in existence. But he at least conceded that we meant well. He did not fear our exploiting him. And then we had stayed in close touch with him anyhow through membership campaigns and the FARM BUREAU NEWS. Second, the Insurance Department promised to be a source of income, and the Bureau needed operating income desperately.

I put Alfred Bentall in charge of the Insurance Department; he

was to run it in conjunction with the membership drives. Bentall took over with characteristic vigor. His agents worked with success, especially in automobile insurance, where at first there was little competition. In 1927 I relieved Bentall of all duties connected with membership campaigns; the Insurance Department merited all his time. By the end of 1929 more than 45,000 automobile insurance policies alone had been sold. The Insurance Department not only gave us operating funds in the twenties; it was to keep us solvent in the thirties.

By 1926 the Michigan State Farm Bureau had divorced itself from all financial connection with Extension Services. The shrinkage in membership and the consequent falling off in the payment of dues made it impossible for the Bureau to give the Extension Services outright support. Moreover, the county farm bureaus had appropriated a good part of our share of the dues that were coming in to pay the salary and expenses of county agents. At this time, the county farm bureaus owed the Michigan State Farm Bureau \$100,000, of which \$62,000 eventually had to be written off. But financial benefit was not the over-riding reason for the Bureau wanting to sever connections with Extension Services. If public officials like county agents had a voice in the affairs of the Bureau, the Bureau could hardly speak unreservedly for the farmer on controversial issues. Indeed any political connection seemed to work to the disadvantage of the Bureau and the farmer, as we had learned from our conflicts with Governor Groesbeck over the last few years, and from the criticism of us by the Grange and other farmer organizations for profiting from the service of a public employee.

### FARM BUREAU SERVICES INCORPORATED

In 1929, to improve efficiency of operation, the Purchasing and Seed Departments were combined as the Farm Bureau Services, Incorporated. In the six preceding years shipments from the two departments had risen from 2,400 to 4,000 carloads annually. In 1931 fifteen local cooperatives purchased stock in Farm Bureau Services and elected four of nine members to the Board of Directors. We believed that giving cooperatives a voice in



THE 1926 BOARD OF DIRECTORS — was made up of Farm Bureau members who served long and faithfully. In the picture, back row, left to right, are Watson W. Billings; Jesse Boyle; Verold F. Gormely; George McCalla; Fred J. Harger; John H. O'Mealey and Earl C. McCarty. Seated, left to right, are M. L. Noon; Clark L. Brody; M. B. McPherson; Edith M. Wagar and M. D. Buskirk.



IN THE LATE '20's — The Farm Bureau Service's retail store was a favorite gathering spot for the area farmers. They enjoyed the exchange of ideas and a bit of gossip along with their buying.



THEY CAME BY HORSE-DRAWN WAGONS — cars and trucks to market their farm products. These were the days before the modern rail cars, semi-trucks and individually owned farm trucks.

the setting of policy of Farm Bureau Services would encourage cooperatives throughout the state to do business with it. And so they did. The federation of local cooperatives contributed great strength to the parent organization, as well as to its business services. We were to follow this plan in setting up all future business ventures.

With the State Farm Bureaus of Ohio, West Virginia, and Indiana, in 1930 we established the Farm Bureau Milling Company to mix our own feeds. Since 1923 our Feed Services had contracted with milling companies to have feed mixed to specification. We maintained a paid inspector at the mixing plant. The Farm Bureau Milling Company followed this same plan. We were able to give the farmer quality feeds at one-third to one-half the cost he would have had to pay for it elsewhere.

In general, from 1925 to 1930, our financial position steadily improved, despite the growing loss of income from declining membership. Our net worth increased from \$175,000 to \$280,000 largely because the departmental managers and I were learning our business. It was fortunate that we did, for the thirties were to put us to severe trials.

How to build up membership was a problem that plagued us continually. Neither the passing of the gas tax, nor the winning of the freight rate zoning case, nor the bill for known origin seeds had won us many new members in the middle twenties. In 1925 the Bureau hired the General Organization Company from Chicago to guide our membership drive. Lucius E. Wilson of General Organization believed the strength of the Bureau lay in individual membership. He urged us to draw teams of solicitors from among our members and train them so that they could convince the farmers of Michigan that their best hope lay in the Bureau. Wilson maintained that we should appeal to the enlightened self-interest of farmers. He convinced us. So now we were meshing Tennant's commodity plan of organization with Bingham's plan for individual membership. The wheel had almost gone full circle.

We worked out a trade-a-day campaign, whereby the farmers from several counties joined for a day to work intensively in a single county. The results were

most encouraging. In two years more than 12,000 new members joined the Bureau. Such was the beginning of the volunteer membership campaigns of the next three decades.

#### NASH SUCCEEDS BENTALL

In 1927 I appointed Claude L. Nash, the county agent of St. Clair County, to succeed Alfred Bentall as Organization Director. Nash trained his solicitors to a fine edge and they worked hard, but farm conditions were worsening so rapidly that they could not even hold the ground they had gained the two previous years. By 1928 membership had fallen to about 11,000 and by 1929 to 9,300. In 1929 the Bureau spent \$29,000 on membership campaigns but took in only \$20,000 in dues. By 1930 we had only 5,400 members and in 1931 we stopped all statewide membership campaigns. Neither a reduction of dues from \$10 to \$5 a year, nor offering various plans for life membership, nor coupon sales plans which would benefit members only, could stay the fall-off. But we knew nevertheless that individual membership was the basis on which the Bureau should be built and we determined at the first propitious moment to take up our campaigns where we had left off. Meanwhile, we took comfort in the small, loyal group of members who stayed with the Bureau through thick and thin.

On the state level from 1925 until the depression we fought for an improved program of highway building. We wanted the funds from the two cent gas tax to be used for this purpose. On the other hand, we supported proposals to raise the gas tax only if there was a corresponding reduction in the weight tax for vehicles. We believed that farmers should not pay taxes on their vehicles while these vehicles stood idle in the barns in the late fall, winter, and early spring. By 1931 our strong support obtained the enactment of the McNitt-Holbeck bill, which appropriated \$2 million annually for the building of township roads; the appropriation was to raise \$4 million in 1936. And the Bureau supported the Powell bill, which mitigated some of the worst features of the old Covert Road Act.

During these same years the Michigan State Farm Bureau continually supported the Volstead Act which

prohibited the manufacture and sale of liquor; opposed national child labor legislation, which would have restricted the farmer's children from working on his farm; fought reapportionment of seats in the State Legislature, which would have given the urban areas in the state the commanding voice in its government; worked for a progressive income tax to take the main burden off the farmer; and sought ways to eradicate the European corn borer, which was devastating Michigan corn crops.

On the national level the concern of the Bureau was tariffs, and on this matter we followed the lead of the American Farm Bureau Federation. There are striking parallels in farm conditions in the twenties and fifties of this century. Each period has in common over-production, a low share of national income going to the farmer, and no end of hare-brained schemes to solve the farmer's difficulties. Ironically, the farmer and his advocates have come up with as many such schemes as any other group. And when a public figure — President Coolidge and Secretary of Agriculture Ezra Taft Benson, to name two — has the courage to propose the right solution, he is likely to be subjected to no end of calumny.

The AFBF pushed for higher tariffs on agricultural products in the 1920's. It contended that the farmer had to buy industrial goods, the price of which was artificially stimulated to high levels by protective tariffs, while the domestic price for farm products was set abroad by the surplus sold in the world market. The AFBF wanted the farmer to have the same protection as industry. The McNary-Haugen bill, first introduced in 1927 and passed by Congress but twice vetoed by President Coolidge, had the overwhelming support of the AFBF. This bill would have fixed domestic farm prices and simply dumped surplus produce on the world market for whatever price it would bring. The government would have been indemnified through an equalization fee or tax based on domestic consumption for whatever losses it sustained in the world market. This, of course, would have brought even more over-production and would have upset national economies throughout the world. Not many farmers

or farm bureaus were as much concerned about the world market, however, as they were with their own affairs. Moreover, as President Coolidge pointed out so clearly, governmental control cannot be divorced from political control, which was opposed to our way of life; and even so, even the United States was not strong enough to fix prices which would constantly guarantee success.

#### FEDERAL FARM BOARD

President Hoover also saw the economic and political dangers in proposals of the McNary-Haugen nature. Soon after being inaugurated he established under the Agricultural Act of 1929 a Federal Farm Board to help the farmer market his products. Orderly marketing through government loans and through a series of giant government cooperatives would replace the customary and devastating swamping of markets when the farmer was compelled to sell. The AFBF still advocated the McNary-Haugen Plan, though it cooperated with the FFB. Agriculture in general however was happy enough that some solution to its troubles was to be tried that at the beginning it was totally uncritical of FFB activities.

The FFB failed in the face of mounting surpluses; indeed, the one lesson that could be drawn from it was that in most instances the American farmer can do what need be done for him much more effectively than a government agency can.

In Detroit the FFB set up a wool marketing agency, for which a Detroit company was to be the marketing agent. This particular company had never dealt with cooperatives; it graded the wool most unsatisfactorily. The Michigan State Farm Bureau very much regretted that it had withdrawn from the Ohio Wool Growers Cooperative Association, with whom the Bureau had been working successfully. The FFB also set up a wool marketing agency in Ohio in direct competition with the Ohio Wool Growers Association, but had to close its office in a few weeks. The National Wool Marketing Association, which the government set up in Boston in 1930, was more effective; the wool of the Indiana and Michigan Wool Grow-

ers Associations has been marketed through it since it was set up.

In 1931, the Great Lakes Food Industries, Incorporated, a governmental merger of fruit marketing associations, requested that my services be loaned to it during its organization. The process of organization had bogged down once the first enthusiasm for the merger disappeared. The Bureau said I could do the organizing while I carried on my regular work, and I was glad to comply, for good fruit marketing services were very much needed. After eighteen months of the most intensive work the merger of ten local associations was consummated, upon which I was released. The merger associations then hired an experienced business manager, but because the field work and relations with members were neglected, the Great Lakes Food Industries soon failed.

In late 1931 the Michigan State Farm Bureau felt the delayed effects of the stock market crash of two years before. Business came to a standstill. We could not pay our creditors because our debtors could not pay us. We settled some bills for as little as 25% of their original value; we were afraid that otherwise we would realize no payment at all on them. And business kept declining everywhere. President Hoover pled with state governments and private industry to increase their payrolls by initiating large scale building programs until hard times passed. But neither he nor anyone realized how serious and far-reaching the depression was. Some state governments, with no idea of where the funds were to come from, started public work projects in accord with Hoover's request. At the same time there was enormous pressure being put on the states by the populace to economize and reduce taxes. But the downturn continued. The most desperate days were still to come in the bleak days of 1932.



# Cuba-Communist Threat

## DISCUSSION TOPIC

By Gary A. Kleinhenn  
Director, Education and Research

### Life in Cuba...

"Bread and liberty" was a Cuban revolutionary slogan and philosophy in 1959, the first year of the Castro regime, but after a decade of unkept promises the "bread" is found in ration lines in the streets. As for "liberty," an estimated 40,000 political prisoners answer best to its whereabouts.

There have been no elections since Castro took power and no public representative body at the national level. In retrospect Castro's 1959 program called for a return to constitutional government, popular elections and democratic reform. The revolutionary regime betrayed their own revolution by suppressing the rekindled hopes of the Cuban people for democracy.

In Cuba today, old cars "klunk" down the streets held together by numerous parts of already junked cars worn out by overuse and low octane Russian gas. Even though money is not necessarily scarce, there is little to buy, particularly new car parts. Furthermore Cuban housewives don't expect to own washing machines for another decade, if at all. For children in Cuba, 80 to 90 percent over two years of age don't drink fresh milk.

What is Cuba really like today? Eldredge Cleaver, Black Panther revolutionist and a U.S. citizen who lived in Cuba until recently, stated flatly, "We weren't wanted."

Thousands of Cuban citizens don't want the Cuban dictatorship either!

No one really seems to know the entire number of Cubans who have fled their country. Estimates range from 100,000 to one million. However in recent years a Swiss administered airlift, sponsored by U.S. Government money, with Cuban government consent, can accurately count the "legal" departures from that island each month as being over 4,000!

#### COUNTER REVOLUTION?

The Associated Press reveals much about Cuba in a recent story. It reported, Juanita Castro, Fidel's sister, has been trying during five years in exile to forment a counter revolution. One of her anti-Fidel broadcasts from Miami replied to a pastoral letter by Roman Catholics in Cuba calling for the lifting of the U. S. economic boycott of Cuba because of hardships the people are undergoing.

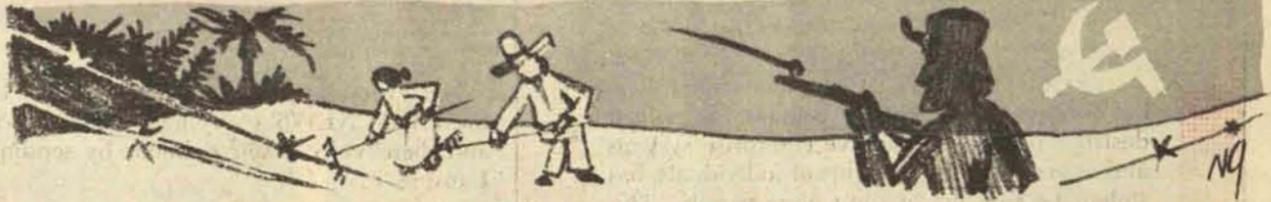
Miss Castro replied, "What does the economic boycott have to do with Cuba not producing, as before, enough rice, beans, vegetables, fruit, meat, fish, poultry, eggs, coffee and items that are rationed now?"

Part of that question is answered in an issue of "Human Events" which tells much about Cuba's condition in a cross-examination of that country. It reports, "Why doesn't the on-the-spot reporter ask why it is necessary for the regime to empty schools, factories and shops and even close down whole cities and herd the population out to cut sugar cane, harvest rice and pick coffee? It is often romanticized as 'volunteer' labor." The article adds, "Cuba has traditionally suffered from a surplus of farm labor, these workmen are called 'campesinos.' Where are they?"

Its answer — "When Castro reneged on his promise in 1959 to give each campesino his own piece of land, they rebelled en masse and have not worked for the regime in any significant number since."

It is true that Cuba did produce more crops before the revolution. Writing in an issue of the U. S. Department of Agriculture's periodical "Foreign Agriculture" food expert Wilbur F. Buck sums it up, "When the Castro regime came to power in 1959 the Cubans were one of the best fed peoples in Latin America."

## Castro's First Decade!



"The past decade has witnessed a deterioration in the average Cuban's diet, particularly in its quality, as grain protein has replaced much of the animal protein.

"Food production in 1968 is estimated to have been about 10 per cent less than the 1957-59 average. But food production per capita has declined some 25 to 30 per cent from that of a decade earlier, necessitating heavy imports of food products, such as wheat and wheat flour from Canada on Soviet account," he said.

Life in Cuba is not easy for the average citizen, in fact according to U. S. News and World Report, those watching developments on the island believe that latent resistance in Cuba could become active organized opposition in the not-too-distant future.

#### CUBAN YOUTH

Information supporting this view from the publication "Human Events" reports, "Cuba's youths for one are becoming a serious threat to the Castro regime (as youths were to the communist regime in Hungary in the mid-1950's). Despite the mobilization of spy cadres which operate within the school system and inform on counter revolutionary activities of the students, and despite get-tough orders to the police in dealing with suspected sabotage activities, the defiance of Cuba's youth is growing, not diminishing."

To combat this youth rebelliousness, Castro has instituted a regimented military system of education in the junior and senior high schools.

Fidel Castro has the power in Cuba. Castro holds the loyalty of the army and a hard-core Communist Party membership of 80,000 or roughly 10 per cent of the population.

Cuba is not changing for the better today nor has it in the ten years of communist existence. For instance, one writer has written, "In Cuba the people who stop you from getting places usually have side-arms, or maybe a Czech automatic rifle."

How long will Cuba last? There are those who feel that the end to communism in Cuba will come with the end of Castro.

## King Sugar!

After 10 years of rule (1959-1969) Castro has staked the success of the revolution on the 1970 sugar crop, for sugar is "King" in Cuba and will be more than ever in the year ahead, as an almost unreachable sugar crop goal of 10 million tons is demanded as a supposed cure for ills of the island's economy.

The giant sugar crop pledged by Premier Fidel Castro is seen by U. S. experts as just another promise-of-plenty by Castro which assuredly will fail to fulfill the "better life" pledges of the last decade.

During these past 10 years the Cuban economy has been able to stay afloat with over three billion dollars of Soviet aid. Sugar represents 85 per cent of Cuba's exports. Therefore, a big sugar harvest in 1970 is needed by Cuba to meet credit obligations.

Castro's attempts to strengthen the Cuban economy with a crash industrialization program in the earlier days of the revolution, failed drastically. With that failure Castro turned to agriculture and sugar to salvage the economy. However, his agrarian plan did little for the farmer when in 1963, 70 per cent of private farm land was confiscated by the state. Two years later in 1965 agricultural programs were further intensified with a graduated sugar production program which called for a higher yield of production for each year until 1970.

However, actual production has not met the goals demanded by the communist regime. The 1967 crop was predicted at 7 million tons, while the 1968 yield was to be increased to an eight million top sugar

goal. Both years actual sugar production fell short at a low five million tons.

Sugar is rationed among the people to help meet the 10 million ton goal. Many other products such as rice, rum, cigars, clothing and gasoline are also rationed.

#### LOW MORALE

Events in Cuba indicate Castro's dictator role and communist regime has crippled personal initiative. According to U. S. News and World Report, veteran sugar-cane workers are said to be cutting only about 40 per cent of the amount of cane they once cut.

To combat low labor productivity, in May of 1968 the regime launched a campaign urging workers to put in overtime at no extra pay. Daily battle against absenteeism, superficiality in work, low quality of work has affected productivity.

Also to bolster enthusiasm, Associated Press Wire Services reported, Russian sailors were being used to cut sugar cane in celebration of the 16th anniversary of the Cuban revolution.

Many reports indicate that if Cuba is successful in harvesting the 10 million tons of sugar, successful processing at the islands antiquated sugar mills would be next to impossible.

However, the hard question is whether all the frantic economic activity in Cuba will finally result in more food, clothing and other goods.

#### SUGAR MARKETS

The magazine "Great Decisions" states that Cuba's economy in the 1970's apparently is based on the assumption that Russia will continue buying sugar, although no agreement has yet been signed, and furthermore sugar is a commodity Russia doesn't need and cannot resell. At the moment Russia has agreed to buy five million tons of the 1970 sugar crop at 6.1 cents a pound, almost double the world market price. What will Russia do with all this sugar?

Under world trade agreements the Soviets cannot re-export more than 1.25 million tons. About all the Russians can do it appears is to add most of the sugar to a stockpile already estimated at 11 million tons.

The USSR is not the only buyer of Cuban sugar. Free-world sugar buying from Cuba totals 23 per cent (Russian sugar trade is at 77 per cent) with such countries as France, Spain, Britain, Canada and Japan. It is evident that the U.S. embargo of Cuba has not been completely effective.

Even with these additional free world sugar markets, for Cuba to sell the excess crop will take some doing say the experts. However the big question is still whether Russia can continue to absorb this excess production.

Whatever happens, 1970 shapes up as the most crucial economic year of the communist regime.

#### JULY TOPIC SUMMARY

372 Groups reported that 3,842 members representing 3,199 families participated in discussions on the topic: LAW AND ORDER — LAW ENFORCEMENT. Reasons mentioned most frequently by groups as causes for rise in crime are: breakdown of the family unit, too much leisure time, curbing police powers, unrealistic child labor laws and working mothers. They felt they could personally help the situation by voting and knowing what candidates stand for, letting TV stations and movie houses know their likes and dislikes in programming. As Groups they could provide activity and supervision for young people, work for revision of child labor laws and support local law enforcement agencies. Homes are failing because of a lack of discipline, schools because teachers lack dedication and authority to discipline and churches because they give more attention to social and political problems than to the spiritual needs of their congregations.

NEXT MONTH: Review of School Tax Laws

## Policy Puzzle

Soviet Russia has a foothold in the Western Hemisphere only 90 miles from U. S. shores. Communist-run Cuba, the Russian "puppet island" is a threat to American Security, a threat which peaked during the "missile crisis" of 1962.

Americans need to clearly understand how the subversive elements of communism, which destroys private competitive enterprise systems and subverts the basic rights of individuals, has stolen the freedom of the Cuban people. *This decade of Cuban communist rule reveals the importance to free-world citizens of their own need to actively participate, to work to uphold, improve and strengthen for democracy the communities in which they live.*

### U. S. AND CUBAN RELATIONS

When Castro first took control of Cuba the American people and the administration in Washington at that time seemed to wish him well. *Washington even offered financial and economic aid, but Castro rejected the offer.* In February 1960 he concluded a trade agreement with the Soviet Union and by that time his anti-U. S. propaganda had already started. Since the missile crisis of 1962, the "little" cold war between Havana and Washington has continued unabated.

### CURRENT U. S. POLICY

The U. S. has been carrying on a trade boycott and waging a diplomatic offensive designed to isolate Cuba economically and politically and to prevent the spread of Castroism to other areas of Latin America. *In effect, it might be termed a policy of containment.*

Present U. S. policy is designed to curtail free-world trade with Cuba (see sugar article). The U. S. has expressed, with little result, its displeasure over our allies' trade with Cuba.

### FARM BUREAU POLICY (AFBF - 1969)

*Socialism and communism, both external and internal, threaten to destroy the American way of life.*

*The welfare state is based on centralization of power in the federal government and the redistribution of the benefits of our economic system by political means and is akin to socialism and communism.*

*We reaffirm our opposition to all socialistic and communistic economic systems. We recommend that:*

—Our government encourage the cooperation of other nations in this endeavor.

—The basic principles of Americanism—with emphasis upon freedom and dignity of the individual and our private competitive enterprise system, as compared with the objectives and characteristics of communism and socialism—be taught in the schools.

# DISCUSSION TOPIC

Here is a discussion exercise for those who are not now part of a Community Group . . .

## Cuba-10 Years of Castro

Not everyone can be part of a Farm Bureau Community Group—but through the pages of the FARM NEWS, every member can review the same lively discussion material (opposite page) and then "voice" their opinions by sending the filled out questionnaire to Farm Bureau Center, Lansing.

There, it will be counted and considered equally by Farm Bureau officials with those arriving by the regular Community Group route.

A pencil, a pair of scissors, envelope and stamp are all that is needed to place your ideas into action. . . .

### —NON-GROUP MEMBER OPINION REPORT—

The nearby discussion topic includes many differing opinions and points of view concerning the Cuban situation—to provide the broadest possible look at what has occurred over the past 10 years on that 760 mile-long Caribbean island.

Now . . . do you feel that Castro and his Communist government pose a threat to our American representative form of government? Will you explain some of your reasoning? \_\_\_\_\_

Economists appear to agree there is a distinct relation between forms of government and a nation's food-production ability. Cuba, for example, is not now raising sufficient food for her people. List some reasons why you feel this is happening . . . \_\_\_\_\_

Having read the discussion outline of U. S.-Cuban policy, do you approve? YES: \_\_\_\_\_ NO: \_\_\_\_\_

What do you feel our policy should be? \_\_\_\_\_ What should the U.S. do? \_\_\_\_\_

Clip and send to: Education and Research,  
Michigan Farm Bureau, Box 960, Lansing, Michigan 48904



DISCUSSION TOPIC COMMITTEE—headed by Cass county Farm Bureau leader, Levi Van Tuyle, Jr. (at lectern) and assisted by Education and Research Director, Gary Kleinhenn (at board) work at paring hundreds of suggestions into a list of six topics for months ahead.

### NEW TOPICS ARE PICKED

The state-wide Community Group Discussion Topic committee met at Farm Bureau Center, Lansing, in mid-August. Their task was the selection of six from among hundreds of topic suggestions submitted by Farm Bureau Community Groups located in all parts of the state. In the forenoon of the all-day session they heard background reports prior to picking these areas for future discussions: (1) "How to tie Marketing Associations together for mutual benefit"; (2) "Challenges of farm labor unions"; (3) "Schools and their problems of curriculum and state control"; (4) "The economics of running a farm"; (5) "Explanation: Truth in Lending and (6) "Review of school tax laws".

# 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: Registered English Shepherd pups. Available now. Contact: Lester Evitts, Route #1, Vestaburg, Michigan 48891. Phone 268-5391. (9-2t-17b) Montcalm County 6

ENGLISH SHEPHERD PUPS—\$20. Two older started females—\$35. Contact: Ferris Bradley, Springport, Michigan 49284. (9-1t-13b) 6

### 8 FARM EQUIPMENT

FARROWING STALLS—Complete \$26.75. Dealerships available. Free literature, DOLLY ENTERPRISES, 219 Main, Colchester, Illinois 62326. (6-1t-15p) 8

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### 36 MISCELLANEOUS

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