

Michigan Farm News

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JULY 1, 1954

32nd Year

Show-down on Farm Program at Washington

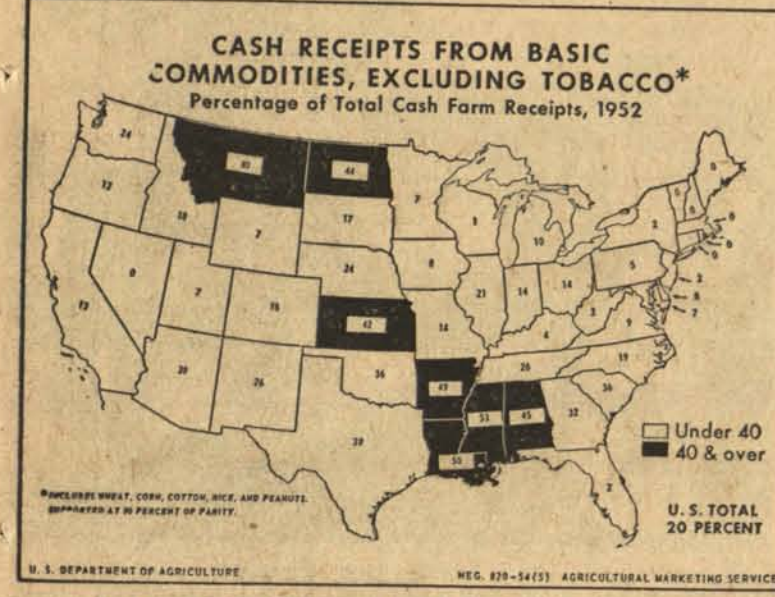
Farm Price Support Facts Given to Public

Secretary of Agriculture Ezra T. Benson has made public the following maps to show the state-by-state distribution of farm income from price-supported and non-supported farm commodities.

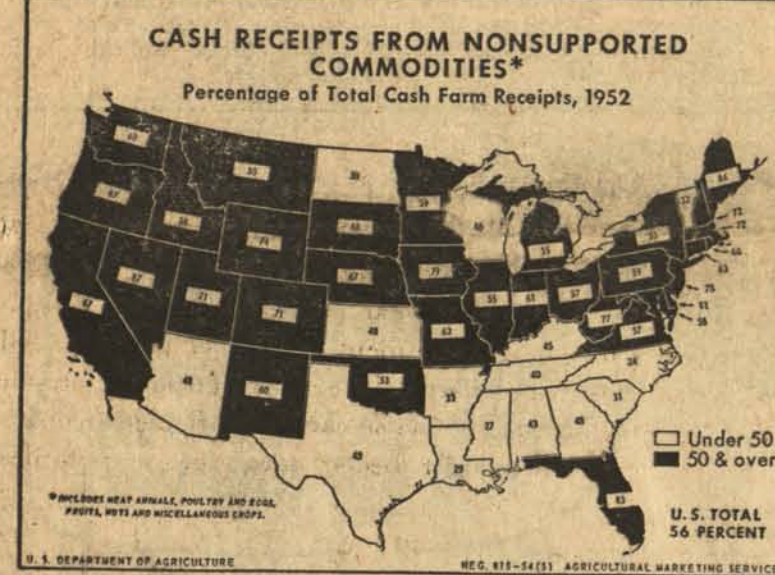
More than 75% of all American farmers do not depend upon the sale of the so-called basic farm commodities for their income.

Only 23% of the U. S. farm income depends on the sale of wheat, cotton, corn, rice, peanuts and tobacco supported at 90% of parity.

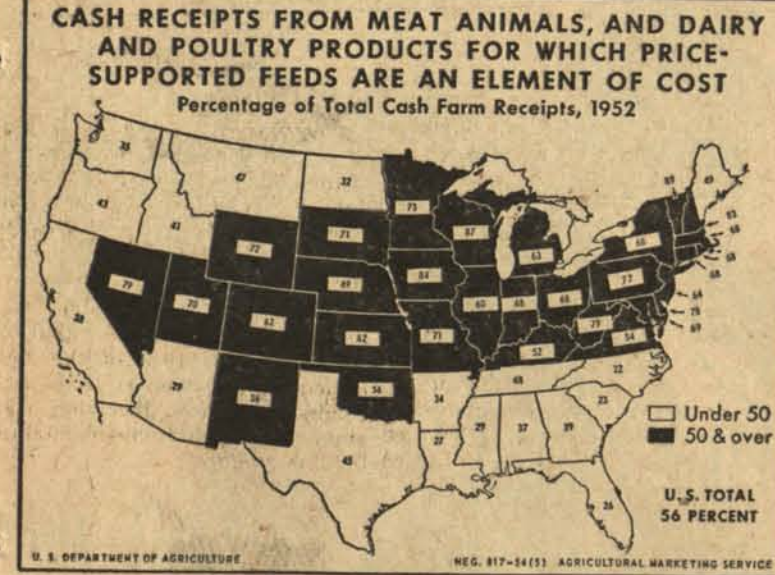
56% of U. S. farm income is from commodities which have no price supports.



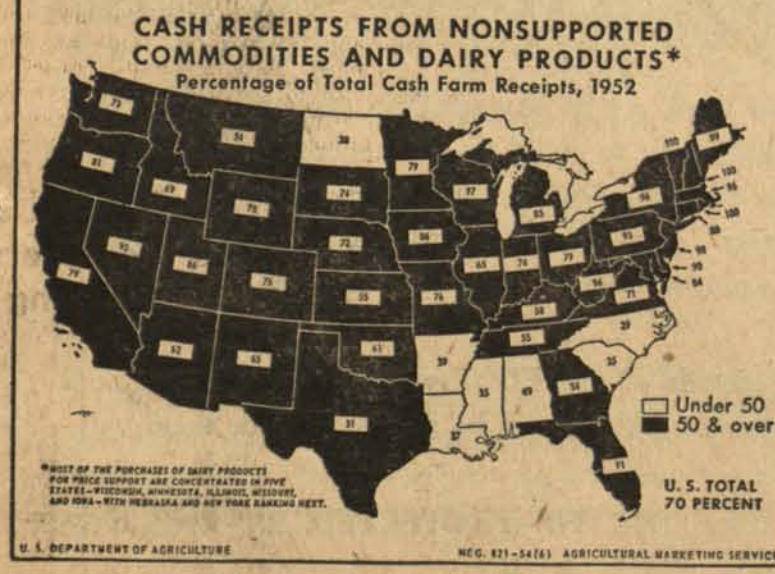
GRAPH No. 1 above shows that in only seven states do farmers get over 40% of their income from wheat, cotton, corn, peanuts and rice. Tobacco accounts for about 3% of the national farm income and is not included here because there is no legislation before Congress to change the tobacco price support program.



GRAPH No. 2 shows that farmers in all but 15 states get over half their income from commodities for which there are no price supports.



GRAPH No. 3 shows that cash receipts from marketings of livestock, dairy and poultry represents more than 50% of total farm income in 30 states. Price supports on feeds represent COST rather than income to the livestock, dairy and poultry farmers who produce 56% of the value of U. S. farm production.



GRAPH No. 4 shows that cash receipts from non-supported farm commodities and dairy products make up 70% of the total of U. S. farm cash receipts. In 41 states cash receipts from the above sources range from 52 to 99% of the total. Most of the purchases of dairy products for price support are in five states: Wisconsin, Minnesota, Illinois, Missouri, Iowa, with Nebraska and New York ranking next.

Ottawa FB Office at Allendale



ABOVE — Office building at Allendale leased by Ottawa County Farm Bureau to service its membership of 1,500 families. Mrs. Edward L. Herrinton is full-time secretary. She succeeds Mr. Gerrit Elzinga of Hudsonville who was secretary for many years. Mr. Elzinga resigned to devote full time to Farm Bureau insurance services, which will have its office with the Farm Bureau.

The new office building is 16 by 30 feet. The Farm Bureau will occupy the front office space. The County Farm Bureau soil testing laboratory is to be moved from the Farmers Cooperative Elevator Co. at Hudsonville to space at the rear of the Farm Bureau office building.

RIGHT—Mr. Matt Adema of Marne, R-1, who was elected president of the County Farm Bureau this year.



Fortified Milk Issue Renewed By Legislators

An influential committee of the legislature has let it be known that the issue of super-fortified milk in Michigan by no means is dead.

JUNE 15 the Joint Committee on Administrative Rules—three Senators and three Representatives—held an all-day hearing on a regulation by the Michigan Dept. of Agriculture which permits the sale of super-fortified milk in this state.

The Commissioner of the State Dept. of Health, nutritionists, spokesmen for state medical society, Michigan educational institutions, the Farm Bureau and Grange opposed the regulation which permits the manufacture and sale of super-fortified milk. Spokesmen for the Michigan Milk Dealers Ass'n and one or two of the large companies making multiple vitamin-mineral milk supported the regulation. At the close of the hearing the legislators issued this statement:

"THE COMMITTEE on Administrative Rules recommends to the Department of Agriculture that if multiple fortified milk is to be continued, disregarding the wishes of the majority of the Legislature, that they take action in setting a maximum amount of additives as close to the minimum as practicable, and further that they reconsider the advisability of permitting the addition of certain mineral elements in the fortification formula.

"The Committee further recommends that in reviewing its present regulation the Department of Agriculture seek the counsel of those departments in the state government having research facilities and knowledge in the field."

Hence the next step is the responsibility of the Michigan Department of Agriculture. It will be interesting to see if the present regulation is revised in line with the recommendation of the legislative committee and the vote on the matter (House Bill 210) in the House and Senate.

Annual School Meetings July 12

Annual school district meeting date is Monday, July 12. Plan to attend the meeting of your district. Schools are facing serious problems now and in the future. What are you doing to help find the answer?

Eaton Soil Group Wins State Honor

Thornapple-Grand soil conservation district is Michigan's grand award winner in a national soil conservation competition for 1953-54. Keith W. King of Charlotte R-4 and Eugene A. Benson of Charlotte R-1 will be guests of the sponsor, Goodyear Tire & Rubber Co., along with 94 other state winners on an all-expense vacation tour to Arizona in December. The district named Mr. King as its representative and Mr. Benson as their outstanding farmer cooperators. Both are members of Eaton County Farm Bureau.

July District Meetings for Committees

The 1954 July District Meeting series will bring together the following County Farm Bureau Committees: Executive, Community Farm Bureau, Membership, Resolutions and the newly named Citizenship Committees. The following dates have been set:

District	July 9	District	July 21
1	July 9	6	July 21
2	July 13	7	July 28
3	July 20	8	July 16*
4	July 19	9	July 22
5	July 14	10	July 23

*District 8 please notice

The date of the District 8 meeting has been changed to July 16 to avoid conflicting with the Annual District School Meeting.

Farm Bureau staff members meeting with the committees, in addition to the Regional Representatives, will be Bill Eastman, Mrs. Marjorie Karker, Wesley Hawley and Dan Reed.

Further information will reach committee members through County Farm Bureau offices.

Lenawee Group on Highway Safety

Franklin-Tipton Community Farm Bureau of Lenawee county on June 14 urged careful driving and enforcement of speed limits to prevent accidents. Regular and compulsory motor vehicle inspection was favored. Manufacturers add to the danger by constantly increasing motor horsepower. Roadside vendors and markets should be regulated in interest of traffic safety as provided by House Bill 410 in the legislature.

Keep Records Simple

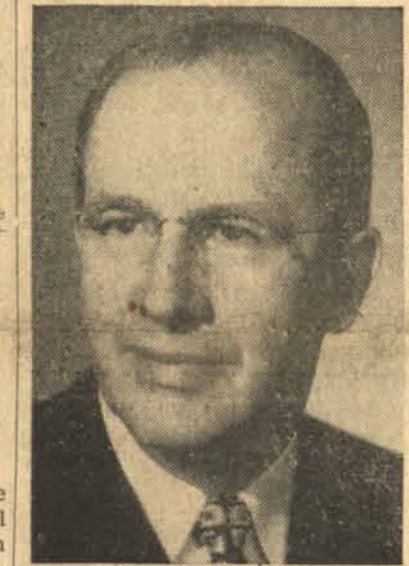
You're more apt to keep good records on your dairy herd if you keep the records simple, say M.S.C. dairymen.

Farm Mgm't Tour Ka'zoo Co. Aug. 6

Three members of Kalamazoo County Farm Bureau are cooperating with Michigan State College extension service and other groups for the 8th annual state farm management tour, which will be in Kalamazoo county August 6. They are: Niles Hagelshaw, Chimax R-1 Exhibits; (1) Corn and oats variety results, anhydrous ammonia fertilizer application, latest farm machinery (2) Beef, dairy, sheep, cash crop farm. Leon Wilson, Galesburg R-1, specialized dairy farm. Ward and Arthur Bailey, Schoolcraft R-2. Hog, poultry, dairy farm. Lunch and noon program County Center Building, Kalamazoo fairgrounds. A marvelous program has been arranged for the day. All farmers are invited. Road map and further particulars in Michigan Farm News for August 1.

Benson to Speak at MSC August 5

Ezra T. Benson, Secretary of the U. S. Dept. of Agriculture, will speak at Michigan State College at 1:00 p.m. Thursday, August 5 at the program commemorating the 10th anniversary of the Michigan Artificial Breeders Cooperative, Inc.



EZRA T. BENSON

This is Secretary Benson's first appearance in Michigan since he was appointed to the Cabinet. Everyone connected with Michigan agriculture is cordially invited to attend.

The Michigan Artificial Breeders Ass'n invited all farmers to attend the day's program. Bring the family and a basket lunch. Milk and ice cream will be provided free. Ample parking facilities will be provided at the MABC farm headquarters, Forrest road at the end of Harrison road, south of the main campus. There will be signs to direct visitors to the meeting place.

Wheat Quota Vote July 23

The referendum vote on wheat marketing quotas for the crop to be harvested in 1955 will be held July 23, it is announced by Clarence Prentice, Michigan Agr'l Stabilization & Conservation administrator.

ELIGIBLE to vote will be any farmer having a 15-acre wheat allotment for 1954-55 or who intends to plant more than 15 acres. Also eligible to vote is any person who will be sharing in the proceeds from the crops produced on the acreage included above.

If marketing quotas are approved by two-thirds of those voting, the percentage of parity for price support on wheat planted this fall will depend upon action by the present season of Congress.

If not approved by two-thirds of those voting, the support price on the harvest for 1955 will be at 50% of parity.

62,582 Members

Membership of the Michigan Farm Bureau June 24 was 62,582 farm families. Goal for 1954 was 61,310.

Congress Said No

The Senate Finance Committee and the Ways and Means Committee in Congress have rejected a proposal that refunds could be deductible from taxable income of a cooperative only if paid out in cash or its equivalent.

Fight over 90 Pct. Price Supports

House Agr'l Group Would Force President To Continue 90% on Basics; Benson Announces Strictest Controls

There's a showdown on the farm program at Washington. The issue is the continuation of 90% of parity rigid price supports for basic crops. The tremendous surpluses of wheat, cotton and corn have forced the issue.

The Agricultural Committee of the House in Congress has voted 23 to 8 to extend 90% of parity price supports for basic crops for at least another year after Dec. 31, 1954. The membership of the committee is largely from the wheat, corn and cotton states.

The House was to start debating the Agr'l Committee's bill on June 25 and to continue with it through the week of June 28. President Eisenhower told the nation that he will veto an extension of 90% fixed price supports. The House Agr'l Committee is trying to put all farm program legislation into a "package bill" to force the President to accept all of it or none of it.

June 21 Secretary Benson of the U. S. Dept. of Agriculture ordered the most drastic controls in the history of farm price support Act. This is an attempt to carry out the requirements of the law. The order would reduce the wheat acreage by 13,000,000 acres. Marketing quotas will be voted July 23 in order to qualify for support for wheat.

Another requirement of the new controls is "cross-compliance." That means farmers must comply with all acreage allotments in order to qualify for price support on any one crop. This is to prevent acres diverted from a basic crop being used to create a surplus in other crops.

Finally, farmers producing crops on which allotments have been proclaimed will also have to comply with a total acreage allotment. In Michigan this will apply to wheat and corn. The total acreage allotment will limit the acreage of the so-called soil depleting crops, such as soybeans, sugar beets, oats, barley, potatoes, beans.

Secretary Benson was quoted as saying that farmers who have 10 acres or more diverted from production of basic crops by the acreage controls will be assigned allotments for every crop they produce except hay and pasture.

C. L. BRODY, executive vice-president of the Michigan Farm Bureau, is asking all Farm Bureau members to write their Congressman in support of the Farm Bureau program for the restoration of flexible price supports.

"Extreme efforts are being made by Congressmen from wheat and cotton states to extend 90% price supports for another two years," Mr. Brody said. "Those Congressmen are endeavoring to defeat the policies of the Farm Bureau for reducing the government-owned surplus and returning agriculture to a private enterprise basis, as free as possible from government controls. These policies are supported by President Eisenhower and Secretary Benson.

"THE CONGRESSMEN from the wheat and cotton states are maneuvering to tie price support policies into the same package bill with a number of constructive steps for working out of the present agricultural dilemma.

"The purpose of this is to prevent the President from vetoing the provision for mandatory supports and controls without also vetoing the many desirable features wanted by the administration.

"A PRESIDENTIAL veto of a rigid price support measure would automatically permit flexible price supports to become effective Jan. 1, 1955.

"I witnessed the debate in the House last week and conferred with a number of Michigan Congressmen. I will see them again the week of June 22. For the most part they expressed a favorable attitude for a sound farm program.

"WIRES, letters, telephone calls, and personal contacts advocating high fixed price supports and subsidies are being showered upon them from groups and individuals who want to depend on the government for their income. Our friends in Congress need to hear from home with your support. Last year's traffic toll of deaths and injuries was the heaviest in history.

Michigan Farm News

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Michigan Farm Bureau

OFFICERS
President... C. E. Buskirk, Paw Paw
V. Pres... W. G. Hodge, Snover
Exec. V. Pres... G. L. Brody, Lansing

HIRAM and MARTHA



Marthy's Rainbow

With the passing of the seasons changes come to each and all. Springtime finds a different Hiram than the Hiram of the Fall.

PURPOSE OF FARM BUREAU
The purpose of this Association shall be the advancement of our members' interests educationally, legislatively, and economically.

Community Farm Bureaus

WESLEY S. HAWLEY
Coordinator of Community Farm Bureaus for MFB
Dear Community Farm Bureau Members:
We just returned from attending the Midwest Farm Bureau Conference, held in Springfield, Missouri.



PRESIDENT KLINE, Roger Fleming, Jack Lynn, and others of our key men said that decisions to be made during the next 60 days may affect agriculture and our country for generations to come.

recommendations to the American Farm Bureau annual convention. Resolutions of a local nature do not follow the same course. They are taken care of in the community or in the county.

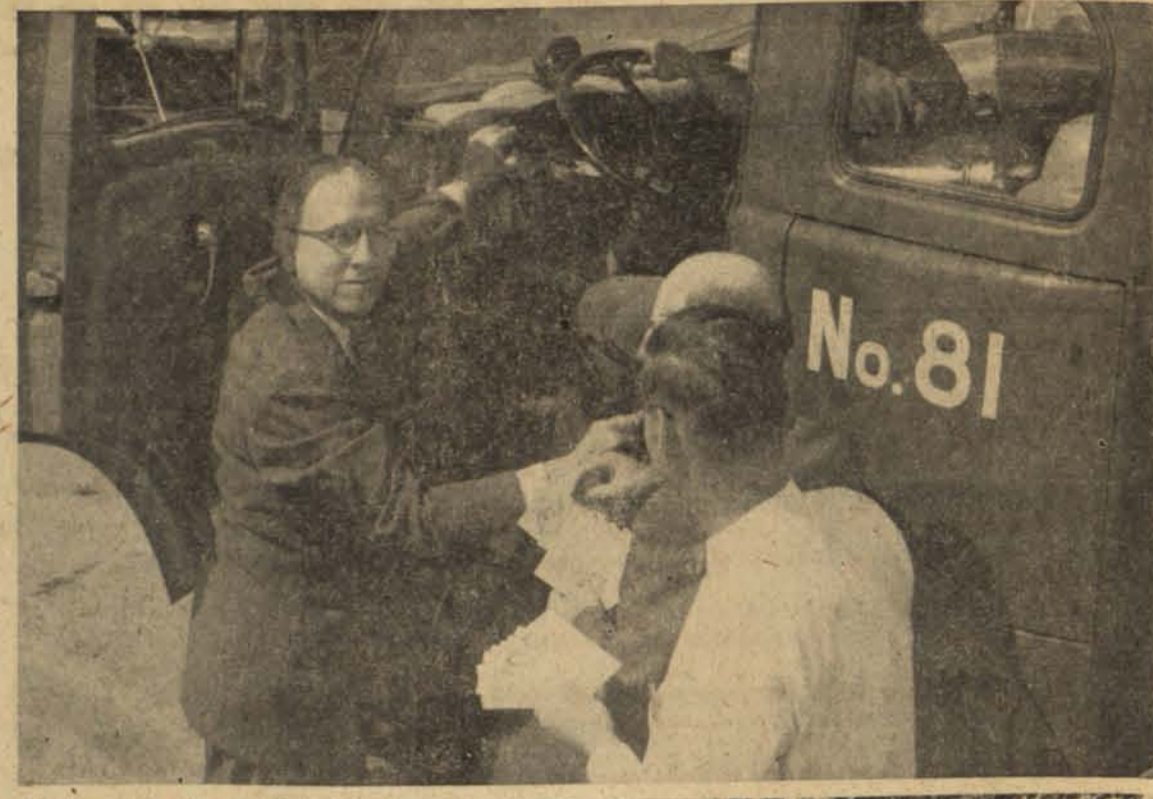
Nine farmers' wives hurrying for a meeting date, grease on the floor, whoops! now it's eight. Eight farmers' wives thoughts way up in heaven. One slammed hand in door, that left only seven.

continue to be interested and participate. The membership of the Michigan Farm Bureau is 62,560 farm families. This is quite a potent force.

Consumer and Milk by Jug

Milk consumption in Akron, Ohio, is more than 500 pounds per person per year. The average for the nation is only 352 pounds.

End of FPC Mileage Contest



During May Farmers Petroleum Cooperative conducted a unique sales promotion campaign. Farmer purchasers of stated quantities of gasoline, motor oils, batteries, tires, and fly spray could guess on the mileage a new FPC transport truck would travel in May.



Top Photo — Jack Yaeger, executive secretary of Farmers Petroleum Cooperative, removes tape on speedometer to see mileage figure for May. Arlo Wasson (left) and Bob Breuggler are ready to check the first of 1485 guesses against the reading of 6,012 miles.

Ice Cream
Vanilla, chocolate and strawberry are America's favorite ice cream flavors. About 51 per cent of all ice cream sold is vanilla, 18 per cent chocolate, and almost 10 per cent strawberry.

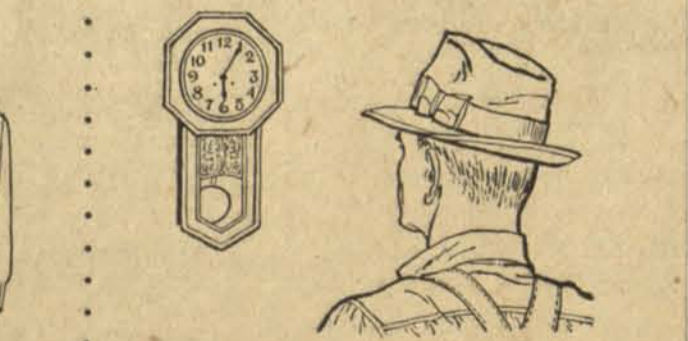
FARM FACTS from MICHIGAN BELL

Nylon fibers differ
There are two kinds of fibers used in making nylon sweaters—virgin nylon and garnetted nylon. Virgin nylon staple fibers are brand new.

Chase flies from dairy barn
Farmers now have another chemical, "malathion," to control flies, say Michigan State College entomologists. The barn recipe calls for a pound of 25% wettable malathion powder to three gallons of water.



How many hours in a farmer's day?
Usually there just aren't enough hours to do all the things that have to be done. You'd like to write long letters more often to folks far away but how can you spare the time?



Embroider Stamped Linens
Buy direct from manufacturer and save. Send for Free catalog. MERRIBEE, Dept. 555, 22 West 21st Street, New York 10, N. Y.

CLASSIFIED ADS

Classified advertisements are cash with order at the following rates: 10 cents per word for one edition. Ads to appear in two or more editions take the rate of 8 cents per word edition.

- LIVESTOCK
REGISTERED Tamworth Swine. The lean meat breed. Breeding stock from Michigan's Premier Herd. Registered Suffolk rams and ewes.
FOR SALE
OUTDOOR TOILETS, Septic Tanks, Cesspools cleaned without digging, pumping. Circular free. Solvez, Monticello 15, Iowa. (6-21-54)



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Like the roof over your head, a FIP Savings Plan gives you protection you seriously need. It helps you to build up permanent savings at very low cost. It contains an excellent feature for continuing your savings plan even during lean years.

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1 POLICY COMPANY AGENT PREMIUM

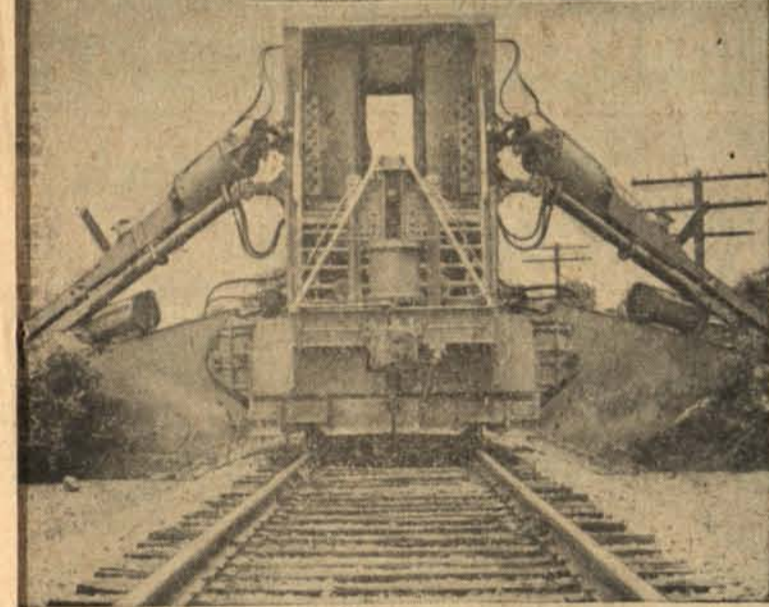
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The America in which we live has grown and prospered along paths pioneered by its railroads—and pioneering still goes on. Just since the end of World War II, the railroads have spent more than \$9,000,000,000 on improvements. And they are going ahead with their improvement program.

As a taxpayer, you will be glad to know that the money to pay for the new and better tracks, terminals, signals and all the rest—as well as new cars and locomotives—is raised by the railroads. None of it comes from your taxes.

It's money well spent, too, for it helps the railroads to serve you better in doing their big job of carrying more tons of freight, more miles than all other forms of transportation combined—and doing it at a lower average charge than any other form of general transportation.

ASSOCIATION OF AMERICAN RAILROADS WASHINGTON 6, D. C.

Observe National Farm Safety Week—July 25 to July 31, 1954

Rotation Plan Is a Source of Capital

Farm Bureau Services, Inc., in June retired \$80,410 of patronage dividend stock issued in 1941 and 1942, Jack Yaeger, general manager, said June 17.

The stock was retired on a rotation plan approved by Farm Bureau Services stockholders at their annual meeting in 1951.

A rotation schedule was developed, said Mr. Yaeger, so that each year the patronage dividend stock issued 12 or 13 years earlier will be retired for cash.

In 1953 Farm Bureau Services retired \$42,000 of FBS patronage dividend stock held by farm cooperatives.

The \$80,410 of stock retired in June, 1954 was also held by farm cooperatives. It represented earnings of Farm Bureau Services declared as patronage dividends 13 years ago and paid to farm cooperatives in stock. One cooperative received \$5,000 in cash, several others more than \$3,000 in the payments made in June.

Farm Bureau Services has about \$3,000,000 outstanding in patronage dividend stock and debentures. If an issue can be retired each year, the entire amount will be retired in 12 to 13 years.

In the meantime, as the retirement of the older patronage dividend stock proceeds, new patronage stock will be issued each year for current earnings of Farm Bureau Services. The new stock will be retired on the rotation plan, which Mr. Yaeger hopes may be shortened. Before 1946 and the building of the fertilizer plant at Saginaw, Farm Bureau Services was retiring patronage stock on an eight year rotation plan.

Mr. Yaeger said the rotation plan for retiring patronage dividends provides Farm Bureau Services with a sound plan for providing a major portion of its capital requirements.

The patrons receive their patronage dividends in stock. Farm Bureau Services has the use of the earnings as capital for a period of years. At the end of the period—12 to 13 years at present—the stock issued 13 years ago is retired for cash, and so on.

New Chemical For Preventing Bloat

If you have chronic bloaters in your dairy herd, you might try a chemical that may prevent trouble while cows are on pasture.

Carl F. Huffman, a dairy researcher at Michigan State College, reports that methyl silicone has prevented the frothy type of bloat in M. S. C. experiments.

Methyl silicone is sold under various trade names. Directions are on the containers. One brand calls for mixing one pound with 300 pounds of grain and feeding one pound of the grain-chemical mixture daily per head. Your

veterinarian can tell you where you can buy the chemical.

Prevent Damage To Stored Wheat

Storage will pay good dividends on price-supported wheat. Agricultural Economists at Michigan State College recommend that farmers get a copy of Extension Folder F-134, "Prevent Damage to Stored Wheat." You can get one the next time you are at the Extension office.

The underdog gets plenty of advice and sympathy—but nothing that will help him get from under.

If Grasshoppers Should Appear

Most Michigan farmers won't be bothered with grasshoppers this year, but aldrin is recommended where there is trouble. Where grasshoppers may appear, say Michigan State College entomologists, the time to fight them is while they are small.

Clinton Jrs. Fix Old School For CommFB

Maple River Junior Farm Bureau members and their counselors, Mrs. Effie Salisbury and Mr. Kenneth Wright, held an open house in June with Clinton County Farm Bureau board members as guests of honor.

THE OCCASION was the climax of weeks of work during which the Juniors, their counselors, and interested Senior Farm Bureau friends rejuvenated and redecored the Sessions school house to be the home of future community Farm Bureau activities.

School has not been in session for 14 years in the building, but paint, willingness to work, new drapes, and other furnishings have made an attractive room. A bee was also held to work on the lawn. The results are something of which the workers can be proud.

A co-operative supper was enjoyed, followed by a meeting conducted by the Juniors to demonstrate the projects they are carrying out.

BOARD members attending were: Mr. and Mrs. Donald Swartz, chairman of Senior Committee on Junior Activities; Mr. and Mrs. Leonard Koenigsnecht, county president; Mr. and Mrs. Warren Coffman; Mr. and Mrs. Romauld Lonier; Mr. and Mrs. Levi Blakeslee; Leslie Moore, and Mrs. Raymond Murton, office manager.

Butter

Do you know that 10 1/2 quarts of rich milk are needed to provide the four pints of rich cream necessary to make one pound of butter?

Dry Milk

Do you know that non-fat dry milk solids are the least expensive and most concentrated food source of protein, calcium and riboflavin?

Two Muskegon Members Take Part in Important Orchard Deal



APPLE TREES sixty years old were bulldozed out in a few minutes when Kenneth Bull, new owner of the John Fraleigh Orchard in Casno via township, Muskegon county, began preparing the orchard for replanting.

KEATS VINING Agr'l News Writer

It took 60 years to grow most of the apple trees in the John Fraleigh orchard in Muskegon county. It took a bulldozer just a matter of days to tip over and push the trees out of the ground.

The Fraleigh orchard of 160 acres was a landmark for travelers on Highway 46.

Kenneth Bull, a neighboring apple grower, bought the orchard this past winter.

Both Mr. Fraleigh and Mr. Bull are members of Muskegon County Farm Bureau.

MR. BULL bought the orchard for two reasons. It was on a good site, and they are getting scarce in western Michigan. The other reason is that Mr. Bull has two teen-age sons who are fruit-minded.

The Fraleigh orchards were in two parts. The old orchard and a younger one.

The 60-year-old orchard had many varieties that are not marketable any more, such as Gideon, Maiden Blush, Hubbardston, King, Twenty-Ounce Pippin, and Ben Davis.

There were some Baldwin, Dutchess and Grimes Golden, which have limited markets. But the 1700 old trees had seen their



A CRANE and a clam-shell bucket were very handy when it came to piling and burning the downed trees.

best days. THEY were big, hard to prune, trees to convenient places for spray, thin and pick. The young-burning. A chain saw soon re-er orchard had better varieties duced a tree to limbs and a but needed pruning and fertiliz-stump.

ing. Mr. Bull is leaving this Old tires furnished the heat to get a fire started. The clam-

A bull dozer moved into the shell bucket quickly lifted the old orchard in the late winter. limbs to the burning pile. The It didn't take long to tip the old bucket, dropped on the pile, trees over and push them out of pushed the limbs down for better burning.

NEXT came a crane to pile and THE ORCHARD had been in burn the trees. Trucks and (Continued on Page 4)



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When you take your Farm Bureau Fertilizer EARLY!

1 You Save Money!—By ordering your fertilizer for early delivery, you can take advantage of Farm Bureau's Early Movement Discounts. . . They are larger, than ever before.

2 You're Protected—When you order early, you're almost certain of getting exactly the amounts and analyses you want.

3 You avoid the rush!—Fertilizer delivered early is always right at hand for fall planting. No worries . . . no waiting . . . no delayed deliveries.

4 You get the best!—Farm Bureau High Analysis Fertilizer is fully cured. Packed in moisture-proof asphalt-lined 4 ply bags, it will stay in top mechanical condition for months, if properly stored.

Why wait? Order your Farm Bureau Fall Fertilizer now. Contact your local Farm Bureau Dealer today and place your order. You'll be mighty glad you did.

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Activities of Farm Bureau Women of District 5

A driver's license in a license for life or death—depending on how you use it.

Dear Editor:

... the letters start. Then from all over the free world come such comments as these from readers of THE CHRISTIAN SCIENCE MONITOR, an international daily newspaper: "The Monitor is must reading for straight-thinking people. . . ." "I returned to school after a lapse of 18 years. I will get my degree from the college, but my education comes from the Monitor. . . ." "The Monitor gives me ideas for my work. . . ." "I truly enjoy its company. . . ."

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They Work For Health Of Community

MRS. CARL TOPLIFF
Eaton Rapids

Chairman of MFB Women of District 5 and member of State Advisory Council

District 5 of Michigan Farm Bureau Women's Committees is made up of Clinton, Shiawassee, Genesee, Eaton and Ingham counties. How would you like to take a trip with me over the district and visit with the county chairmen?

Genesee County

Mrs. Ernest Brown, Chairman
First, we shall go to Genesee County where Mrs. Ernest Brown is county chairman. Mrs. Brown says we have made our membership goal and have added two new community groups which means we now have 28 Farm Bureau women delegates. Mrs. Brown said this past year we, along with many others, worked in the tornado areas and gave financial aid to Community Ambassador Fund. Mr. William Lawson was Goodwill Ambassador through that medium. Last year he attended one of our meetings

and showed pictures of agricultural life in parts of Europe.

Each year in August Genesee Farm Bureau Women hold an auction of miscellaneous articles to raise money for the State projects. We have had several educational tours. This year in July we are planning a tour conducted by Mrs. Robert Shepherd to farms working on Soil Conservation Plan. Genesee women are getting some very good reports from their legislative and safety chairmen. We are still meeting in the homes, although we are outgrowing some of them. Our meetings are open to all Farm Bureau Women. Each month finds us in a different part of the county and thus we really get to know our county's highways and byways.

Shiawassee County

Mrs. Clayton Potter, Chairman

Now we will start back west and will stop in Shiawassee county where Mrs. Clayton Potter is county chairman. She says our County Farm Bureau Women's group was organized in 1947 and took the Cancer Crusade as its first project. We have continued this and each year our contributions have steadily increased. Last year we left warnings in nearly every home and collected \$2,410 for the work. We are working on it again this year and already have about \$1,250.

Another of our programs is our May Tea to which every Farm Bureau woman is invited. This year Mrs. Karker was with us and we celebrated "History Day of Michigan Week." Mrs. Karker gave us the highlights of Farm Bureau history and why. Mrs. Bloss, a teacher from the School for the Blind, had three girls with her who played, sang, and talked about their school.

Shiawassee Farm Bureau Women help with refreshments at the annual county meeting. At Christmas time we sent a box of gifts to the children at Sister Kenney Hospital. Each month we study something special in order to keep up with things going on around us.

Clinton County

Mrs. Ardis Howell, Chairman

Now we shall travel to St. Johns for a visit with Mrs. Ardis Howell who is chairman for Clinton county. They have 47 community groups so hold most of their meetings in St. Johns.

Clinton County Farm Bureau women have been very active in cancer work for many years. Mrs. Howell says. April was designated as Charity Month so cancer dressings were made in the forenoon. A total of 1,122 were made. We also had about \$320 in our fund, which was given to one of our Farm Bureau families who were in an automobile accident.

Our women are also very interested in doing something about securing a school for mentally retarded children. They have had a meeting. Some mothers who have children in such a school in Lansing told how they started their school.

We visited Miller's Dairy Farm and the Veterans of Foreign Wars Home for Children at Eaton Rapids. At the Miller farm we were shown how ice cream, powdered and condensed milk, butter and cheese are made. We had a very enjoyable and profitable day.

Eaton County

Mrs. Harold Benedict, Chairman

Once again we are ready to travel still farther west and south to Eaton county to see what Farm Bureau women are doing there. Mrs. Harold Benedict of Vermontville is county chairman. Eaton



MEMBERS of the Clinton County Farm Bureau Women's Committee used part of their meeting April 6 to assist the Clinton County Chapter of the American Cancer Society. They, with other volunteers, folded several hundred pads and bandages. In this picture, Miss Hazel Williams, president of the Clinton County Chapter, and Mrs. John Walling, right, vice-chairman of the Farm Bureau Women of Bath, furnish supplies for the women working at the tables.

County Farm Bureau Women's committee was organized in 1945 with Mrs. Harold Nye as chairman. Four others have served in that capacity since. The Farm Bureau Women's committee is made up of women from 38 discussion groups.

We have as our annual money-raising project a food booth at the Eaton County Fair, where we usually clear over \$200. We always go along 100% with the State projects and donate to various fund-raising campaigns in the county. We have given generous amounts to the new Charlotte hospital, County 4-H building and to Girls' Town. We help pay the expenses of our members to camp and for several years have had the largest group going to our camp at Waldenwoods.

Our newly elected district chairman is Mrs. Harold Nye.

Ingham County

Mrs. Jerold Topliff, Chairman

Now we are homeward bound and will visit my own county of Ingham where my daughter-in-law, Mrs. Jerold Topliff, is chairman of the Farm Bureau Women's Committee. We have a brand new Farm Bureau member in our family, a granddaughter, Mary Ellen, born March 31 to Mr. and Mrs. Jerold Topliff.

Ingham now has 23 community groups which is an increase of 2 groups this year.

One of our members is very active with the Junior Farm Bureau groups and a new group has recently been organized. Our women work with the Juniors in their booth at the Fair.

Our county board provides us with \$150 for our committee work each year. We use what is needed and are helping to supply the kitchen and dining rooms of our Farm Bureau offices. We also serve the dinner for the Blue Cross secretaries of our county. Two women from each quarter of the county have been appointed to visit the community groups which have not been represented at our Women's activity meetings. We have good results from these visits.

We have especially enjoyed our programs as suggested by the State Program Committee and have had very interesting meetings.

A man is never sorry for the things he didn't say.

84 Michigan Folks Attend Midwest

A caravan of eighty-four Michigan Farm Bureau folks made the journey to Springfield, Missouri, to attend the annual Midwest Farm Bureau Conference, according to Keith Tanner, manager of the Member Service Division.

The conference was held on June 13th to 16th. It brings together each year Farm Bureau members from twelve Midwest states—Michigan, Ohio, Indiana, Illinois, Wisconsin, Minnesota, Iowa, Kansas, Nebraska, North Dakota, South Dakota and Missouri.

CARL BUSKIRK, president of the Michigan Farm Bureau, presided at the final session. A Michigan breakfast gathering was addressed by Jack Lynn from the American Farm Bureau Federation who spoke on "What's it Like in Washington?"

At the general sessions Norwood Eastman moderated a panel that discussed programs of the Rural Youth organizations. Paul Leiprandt of Huron county was one of the members of this panel.

Duane Goodenough, president of a Berrien County Junior Farm Bureau group, outlined the setup in an outstanding Junior Farm Bureau County Program.

Miss Barbara Foster, also of Berrien county, served as chairman of the Midwest Rural Young People's session.

Mrs. Marjorie Karker, coordinator of Women's Activities for Michigan, conducted a panel which discussed the organization of the Michigan Farm Bureau Women. With her on the panel to discuss this program were Mrs. Carleton Ball of Albion, state president of the Farm Bureau Women, Mr. Ray DeWitt, president of Berrien County Farm Bureau, and Mr. Clare McGhan.

FIVE COUNTY presidents of the Junior Farm Bureau were included in the group who traveled to Missouri. These young leaders were Chris Larsen of Northwest Michigan, Ray Kohler of Montcalm county, Erna Von King of Calhoun county, James Marshall of Isabella county, and Walter Heritz of Berrien county.

Gratiot FB Women's Banquet



184 WOMEN attended the Gratiot County Farm Bureau Women's Committee banquet at Bannister, May 13.

CONTROL FUNGUS DISEASES ON SOUR CHERRIES and GRAPES

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ORCHARD BRAND "340" SPRAYCOP*

34% Metallic Copper Fungicide

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STRONG ASSETS

The company you select to protect your property when

Tornadoes and Windstorms Strike should be chosen for its **FINANCIAL RESPONSIBILITY**

Our reserve to policy holders of nearly three and one half millions of dollars offers you that protection.

Compare— and you will be convinced!

MICHIGAN MUTUAL WINDSTORM INSURANCE CO. HASTINGS MICHIGAN

Who Stops a Clock to Save Time?

You answer, "No one." True, but do you know anyone who tries to lower milk, egg or meat costs by unbalancing his ration?

Farm Bureau members are modern farmers. They do as industry does in increasing efficiency. Farmers cannot establish the price they get for the goods they raise so greater efficiency does promote greater profit.

In this drive for efficiency, Farm Bureau members improve the breeding of their livestock — they change housing conditions to lower labor costs — they



grow more legumes — put up grass silage — put up better hay (wherever possible) AND — they use Farm Bureau concentrates to balance their home grown grain.

FARM BUREAU FEEDS ARE MODERN . . .

Every bit of proved research is studied and where applicable, is used to help build better feeds. Below are new Farm Bureau feeds (or changes in older feeds) that research made possible.

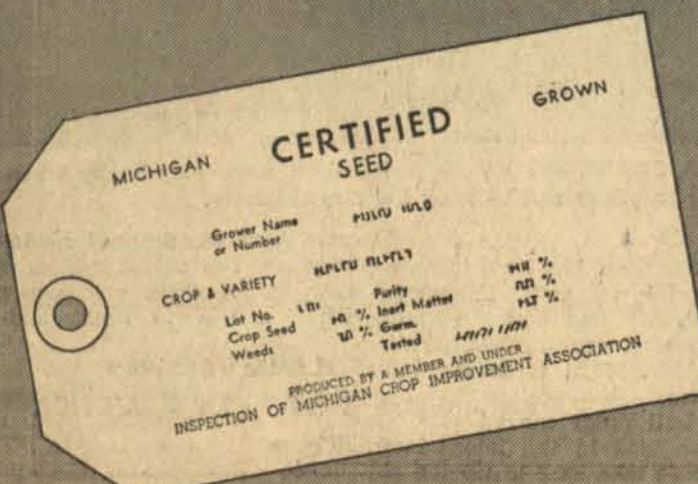
1. Faro-Ettes—a milk and antibiotic rich pellet for pigs from 3 days to 3 weeks old.
2. Creep-Ettes—a nutritionally complete pellet that carries the pigs on to weaning after 3 weeks of age.
3. Hi-Energy Chick Starter and Broiler Mash—this is so good that over 30% of broilers in Michigan are grown on it.
4. Cattle Supplement 48%—a late feed designed to feed dairy cows or beef animals effectively through use of more home grown feeds. Sulfur is added to increase efficiency.
5. A 28% Turkey Starter built on the HI N-R-G program.
6. A combination of choice antibiotics in Porkmaker 35% has helped make this the concentrate of choice for brood sows and pigs from weaning up to 125 lbs.
7. A Dry and Freshening feed that helps the dry cow build herself back to peak condition while delivering a strong, healthy calf.

Other feeds can be mentioned. These are your feeds, Mr. (or Mrs.) Farm Bureau Member. Made for your needs by your organization. Results prove them best. Your patronage helps us do our job better. May we have your support?

A thought for the month, "No one ever got hurt on the corners of a square deal."

FARM BUREAU SERVICES, INC.
221 N. Cedar St. Seed Department Lansing, Mich.

Be Sure this TAG is on the Seed you buy...



IT GUARANTEES YOU

- Varietal Purity
- Excellent Germination
- Freedom from Weed Seed
- Proper Grading

Seed bearing this tag is certified by the Michigan Crop Improvement Association, an organization of farmers who are interested in the improvement of field crop seeds by bringing about the orderly production and distribution of superior field crop varieties.

Certified varieties have been carefully and thoroughly tested by Michigan State College. Yielding ability, disease and insect resistance, quality of the harvested crop and climatic and soil adaptation are all tested and considered before a variety is recommended for use by farmers in Michigan.

Seed for certification is field inspected by the Michigan Crop Improvement Association and is certified only after the seed itself has passed a rigid inspection.

You can obtain certified seed in Michigan at many elevators or seed stores, or direct from the grower. For your own protection . . . and higher, more profitable yields, make sure the seed you buy has a certification tag.

Write for the "Michigan Certified Seed Directory"

MICHIGAN CROP IMPROVEMENT ASSOCIATION

MICHIGAN STATE COLLEGE
EAST LANSING, MICHIGAN

BARLEY • CORN • FIELD BEANS
FORAGE SEEDS • OATS • RYE
POTATOES • WHEAT • SOYBEANS

Farm Bureau Seeds Planted on 479,600 Acres

How Farm Bureau Fared In Legislature

This is a summary of what the 1954 legislature did to bills of farm interest in accordance with the position the Michigan Farm Bureau had regarding them.

WON
14 bills favored by the Michigan Farm Bureau were passed by the legislature.

17 bills opposed by the Farm Bureau were not passed by the legislature.

LOST
7 bills favored by the Farm Bu-

reau were not passed by the legislature.
1 bill opposed by the Farm Bureau was passed by the legislature.

Kansas Dedicates New FB Building

Kansas Farm Bureau has built a two story office building with 40,000 square feet of floor space. It is located on an acreage outside of Manhattan. The property has been landscaped and has a large parking area back of the building. At the dedication May 19, President Herman Praeger called this achievement of the Kansas Farm Bureau "a monument to Kansas agriculture."

To keep on the up-grade a man must stay on the level.

POLE FRAME CONSTRUCTION CUTS -- BUILDING COSTS



YOU CAN BUILD THIS BARN AT ONE-HALF COST

Here's Why:

- 1. Farm labor can be used
- 2. No foundation or footings needed
- 3. Eliminates much sawing
- 4. No notching, mortising or mitring
- 5. Eliminates most bracing
- 6. An aluminum roof and wood siding make cooler, more attractive buildings.

Save money on building costs. Inquire at your Farm Bureau Co-op—headquarters for pole frame buildings.

For Further Details Write:

FARM BUREAU SERVICES, Inc.

STEEL DEPARTMENT

221 N. Cedar St. Lansing 4, Michigan

Alfalfa, Clover & Corn Lead List

Farm Bureau brand field seeds were planted on 479,600 acres in Michigan this spring, according to Roy W. Bennett and Dick Schantz, manager and ass't manager of the Farm Bureau Services seed department. Farm Bureau supplied the seed to sow these acreages:

	Acres
Alfalfas	153,000
Clovers	100,000
Timothy	45,500
Grasses - Brome, Sudan, Millets, etc.	34,000
Cert. Oats, Barley, Beans, Soybeans...	21,100
Corn	126,000
	479,600

In addition, the Farm Bureau Services Seed Department performed an important marketing service for Michigan farmers. It brought large quantities of vetch, clover seeds, and other seeds for sale in other states.

Beginning with the grain harvest, Farm Bureau Services will again start the accumulation of seeds from Michigan and other producing areas for the fall plantings of 1954 and spring season of 1955.

BIDS are made on varieties of seed approved and adapted for Michigan. Samples of such seeds are tested by the Farm Bureau seed laboratory to determine the germination and kinds and amount of weed seeds present.

If the seed sample is approved for purchase, then the seed-processing department takes over upon delivery of the seed. It is cleaned to the Farm Bureau standard of purity, which is 99.25% and upwards.

Farm Bureau seeds are packed in bags bearing the Farm Bureau trade mark. The sack is closed with a metal seal. The last step is to attach the analysis tag, which describes the seed, and carries the Farm Bureau's seed guarantee.

FARM BUREAU since 1919 has been perhaps the only seed house to guarantee the variety, origin, purity and germination of alfalfa, clover and other seeds. It does so if the seeds are received by the farmer in bags packed and sealed in the Farm Bureau Services seed plant. The guarantee says:

GUARANTEE

The Farm Bureau Services, Inc., Lansing, Michigan, guarantees the vitality, description, origin and purity of its Farm Bureau Brands of Seeds to be represented on price card and analysis tag to the full amount of purchase if received by customer in original sealed and branded bags. It is recognized that a mistake may be made and it is mutually agreed that in no case shall the Farm Bureau Services, Inc., be liable for more than the amount actually paid for the seed. Upon re-

ceipt of seed if unsatisfactory, advise us immediately and we will give disposition.

Farm Bureau helps the farmer make the guarantee work. Each bag of seed contains an envelope and a letter asking the farmer to take a sample of the seed and to record on the envelope the lot number and certain other information given on the analysis tag. Farm Bureau Services has at its seed laboratory a sample of each lot of seed.

If a question should arise about the crop which involves the seed, both the farmer and Farm Bureau Services have samples of the seed and analysis tag information for proceeding with an investigation.

Welcome First Time Voters

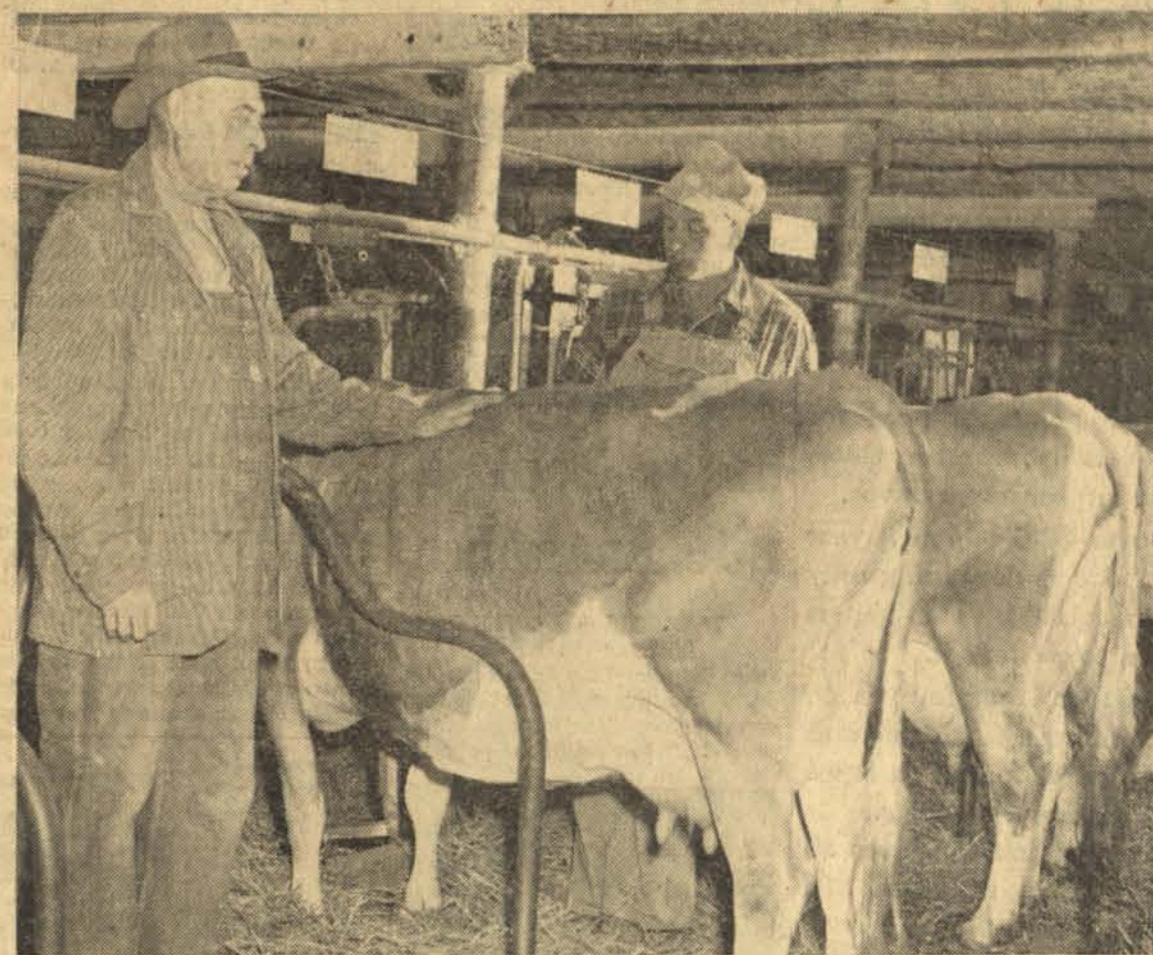
Michigan Junior Farm Bureau is supporting County Farm Bureau Citizenship Committees and the AFBF First Time Voter's Day Program.

The Juniors urge every citizen of every community to give special recognition and a welcome to those voting in 1954 for the first time. July 6 is last day to register for the primary election Aug. 3.

Darrell Coffey, JrFB president, said: "Every year 100,000 young people in Michigan reach voting age. They should become registered and informed voters."

The Juniors will see that young men and women in service are informed on registration and voting procedures.

Eaton Members Have Owner and Tenant Relations over 27 Years



W. W. KNAPP and WALDO MAY take a look at two of their promising three-year-old Guernseys.

KEATS VINING Agr'l News Writer

Good relations between farm owners and tenants are common. But for one to continue for 27 years is something to write about. Particularly when two generations are involved.

W. W. KNAPP of Eaton Rapids is a retired merchant living on the farm.

When Mr. Knapp wanted a farm operator, he employed Chauncey May. After working for Mr. Knapp for 12 years, Mr. May bought a farm nearby.

About that time Chauncey's son Waldo got married and Mr. Knapp took him on as his farm manager. That was 15 years ago. The Knapp-May combination has been going smoothly ever since.

MR. WALDO MAY and Mr. Knapp, both of Eaton Rapids R-3, are members of the Eaton County Farm Bureau.

Mrs. May should be introduced right here, for she keeps the farm books and looks after the registration papers of the purebred cattle.

What is the set-up on this farm? Mr. Knapp owns the 240 acres of land. Mr. May owns the drills, harrows and such tools. The tractors, choppers, balers and cattle are owned on a half-and-half basis.

All the farm income comes to the Mays. They pay all the bills. A settlement is made once a month on a 50-50 division of receipts and expenses.

THE 240 acres have 180 acres of tillable land. Guernsey and Aberdeen Angus cattle are raised. They follow a grassland program. Hay and pasture, oats are grown for feed and to seed in. Wheat is a cash crop and is used for seeding. They grow corn enough to fill a silo and about 20 acres to pick. They are choosy about their corn locations. It is never planted where there is any chance for erosion.

OATS get 250 pounds of 3-12-12 fertilizer. Hay fields are top dressed with manure. Pastures are top dressed with 200 pounds of 0-20-20. They hardly ever pasture a hay field.

Their rolling fields are sowed to wheat and seeded. About 20 acres of wheat is planted. Wheat gets 400 pounds of 4-16-16 or 3-12-12.

A five-year-old alfalfa field is being pastured this summer. It will be plowed and sowed to wheat and seeded back next year.

ENSILAGE corn fields are sowed to wheat after the corn is off. The rest of corn land is sowed to oats and seeded. Brome grass is seeded with the wheat. Alfalfa and ladino seed is seeded in the spring.

They have 80 acres where the dairy cattle are housed. With the buildings and woodlot taken out, that leaves 54 acres. This is divided into two fields. One of which is always in pasture. The cows do not have to be driven across a main traveled road that divides the farm. The field not in pasture will be planted to corn, sowed to oats next year and seeded again.

ALL HAY on the farm is baled. They fill a 12 by 30 foot silo with grass for the dairy cows. They have four acres of Reed Canary grass. The cows don't eat it too well.

The livestock include purebred Guernseys and a small herd of

Aberdeen Angus.

About 20 cows are milked as an average. The herd is in the local Dairy Herd Improvement Association. Only once in five years has their herd average dropped below 450 pounds of fat. Here are three-years' records:

1951—19.5 cows, 10,220 pounds of milk and 496.3 of fat.

1952—21.4 cows, 8,953 pounds of milk and 465.3 of fat.

1953—22.7 cows, 8,659 pounds of milk and 450.4 of fat.

MILK goes to a dairy in Lansing. The cows dropped 19 heifer calves last year. Knapp and May own a good herd sire but also use artificial breeding services.

The cows get corn silage, good hay, corn and oats with a protein supplement of soybeans. Cows producing less than 20 pounds of milk get no supplement. Grass silage is fed when pastures are short.

Knapp and May started a herd of Angus six years ago with 10 heifers. Now they have 11 cows and heifers. Breeding stock is being sold along with some steers that are fattened out.

THE FARM has some land that will always be in pasture. Generally there is some poor quality hay produced. The pasture and this hay makes roughages for the Angus. The beef cattle are turned into the corn field after the picker. The cows get no grain, but the heifers and young cattle are grain fed. Steers get all the grain

they will eat.

MR. KNAPP lives on the farm but is not content to sit around. So he takes care of the beef herd. They are in the barns near his home.

MR. MAY takes the feed there, hauls the manure away, and fills the silos. Mr. May is relieved of the beef chores, but if the Knapps want to go away, May takes over.

Waldo May was a 4-H club member as a youngster and with Mrs. May is a local club leader.

Their daughter Charlene carries clothing, beef and dairy projects. Marvin can hardly wait until he can be a club member.

Mr. May has lived all but two years of his life on the Knapp farm. Their hired man, Russell Turner, has been with them eight years.

ACS Elections In August

DAN E. REED

Elections for county and community Agr'l Stabilization and Conservation Committeemen (formerly PMA) are planned for August. The date will be announced later.

A number of changes are being made in election procedures. Details will be printed in the Michigan Farm News for August 1. It is expected that the county heads of general farm organizations will be asked to serve on the county elections committee.

Increasing regulatory provisions under the present farm program add further importance to good administration within each county. Farm Bureau members should make every effort to see that the best qualified people are elected to these posts.

Good Time to Buy Asphalt Roofing

Asphalt roofing materials are a "best buy" for farmers at this time. Inventories of asphalt roofing products are low at the dealer level for this time of year.

Manufacturers advise that any future change in price will tend to be upward.

This situation in the asphalt roofing market indicates that farmers will do well to order their requirements from local stores now. This will give local cooperatives an opportunity to order roofing from existing warehouse stocks, should they be out of a particular item needed to fill customers' orders.

For Control of CODLING MOTH—ORIENTAL FRUIT MOTH ON PEACHES—GRAPE BERRY MOTH—

ORCHARD BRAND GENITOX S-50
50% DDT Spray Powder

The "STANDOUT" Among DDT Sprays

In the Sprayer

- 1 MIXES COMPLETELY in hard or soft water.
- 2 STAYS SUSPENDED in agitated spray mixture.
- 3 DEVELOPS "FINE-FLOC" important for best spray coverage.

In the Field

- 1 HIGH DEPOSIT on foliage and fruit.
- 2 MINIMUM RUN-OFF in spray drip.
- 3 UNEXCELLED "KILL" of insects for which it is recommended.

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40 Rector Street, New York 6, N. Y.
511 East Patterson St., Kalamazoo, Mich.
KALAMAZOO 3-2569

This hot weather makes my mouth dry as a bone.

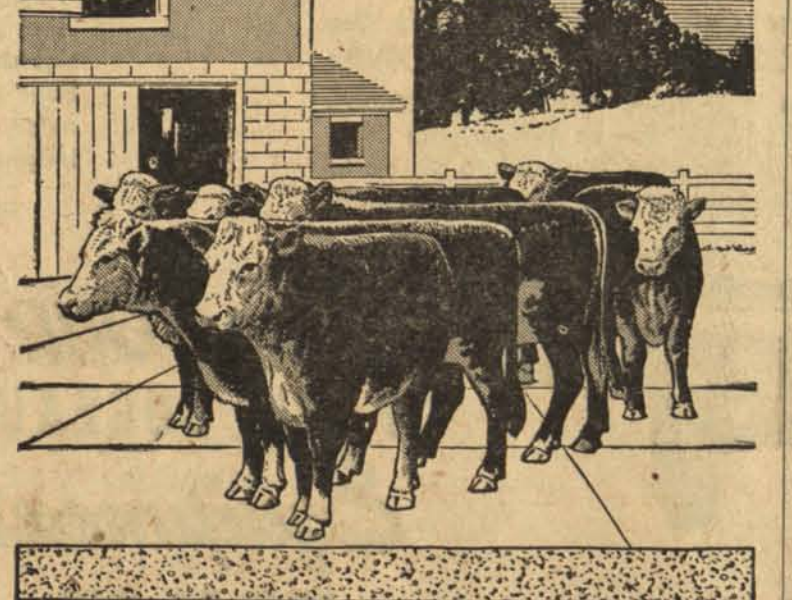
Son! There's an easy way to fix that—CHEW MAIL POUCH TOBACCO



Enjoy tobacco a man's way

Chewing is a man's way to enjoy tobacco. Baseball players chew tobacco because it helps keep their mouths moist and comfortable. So do thousands of other men who work where it's hot or dusty. Chewing eases the strain of your job—relaxes you—helps you enjoy living more.

Buy MAIL POUCH and discover for yourself why it is America's best chew. You see, MAIL POUCH quality is built right in the tobacco. That means even a smaller chew tastes better—lasts longer. Here's another mighty important point. MAIL POUCH isn't overloaded with sugary sweetness. It's a real man's chew that never tires your taste—that you will enjoy hour after hour all day long.



A CONCRETE lot helps you raise more beef with less feed and labor

A paved feed lot boosts beef production because on concrete the feed is eaten—not trampled in the mud. Less work is needed to keep the lot clean and a great deal more manure can be recovered.

The cost of a concrete barnyard is surprisingly low. Many farmers find that a paved lot actually pays for itself in as little as one year. On concrete cattle can be fed to heavier weights before marketing—no need to ship lightweight cattle in the "muddy season."

A concrete barnyard requires little or no upkeep yet puts extra profits in the bank year after year. Mail coupon today for free booklet on concrete feed lots or information on other concrete improvements.

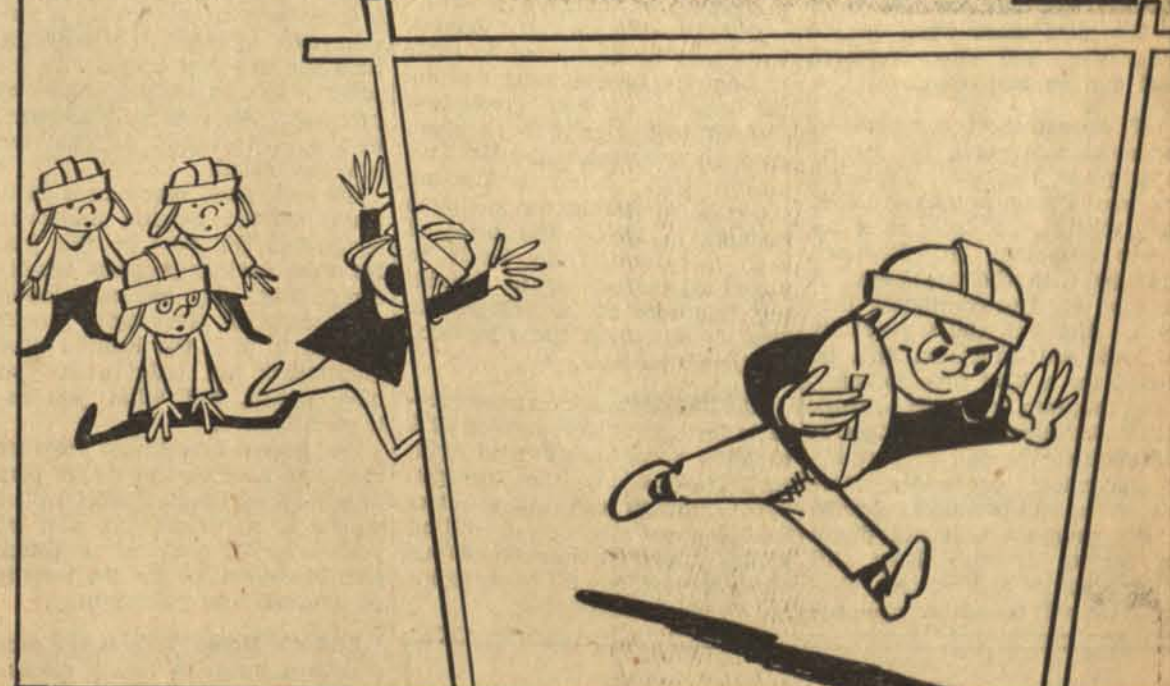
PASTE COUPON ON BACK OF POSTCARD AND MAIL TODAY

PORTLAND CEMENT ASSOCIATION Michigan National Tower, Lansing 8, Mich.

A national organization to improve and extend the uses of portland cement and concrete... through scientific research and engineering field work

Send booklet on concrete feed lots and (list subject): Name _____ St. or R. No. _____ Post Office _____ State _____

Teamwork Means A Lot In Insurance. TOO!



The spirit of teamwork which means so much to you as a member of Farm Bureau is equally important to you in Farm Bureau Insurance.

In Farm Bureau auto insurance, for example, it helps to bring you broad coverage, low rates, excellent service and a number of worthwhile "extras."

That is why most Farm Bureau families protect their autos and farm vehicles through Farm Bureau Insurance.

Ask your Farm Bureau Insurance Agent for the details. He will be glad to explain how you can benefit through this teamwork program.

FARM LIABILITY INSURANCE AUTO and TRUCK INSURANCE FIRE INSURANCE
FARM BUREAU MUTUAL INSURANCE COMPANY
507 South Grand Avenue - Lansing, Michigan

A Larger Share of Michigan's Food Market

One Objective of State's New Farm Marketing Act

Background Material for Program for July by 1362 Community Farm Bureau Discussion Groups

DONALD D. KINSEY
Coordinator of Education and Research

Michigan is pioneering! A long-term program for the improvement of the marketing of farm products has been launched. The legislature at its 1954 session adopted an Act entitled, "A Program to Strengthen Michigan Agriculture through Marketing Research and Education."

The legislature recognized two points of need for Michigan farmers. Farm products from other states have been outbidding our own for consumer favor.

Michigan consumers spend over \$2.5 billion a year for food. But Michigan farm products now bring only \$1.5 billion into Michigan farm coffers. This gap is too wide. A program is needed to narrow it.

The eventual aim of the program, therefore, is to bring a greater share of the consumer's food dollar to Michigan producers. It is not an effort to build a fence around the state to exclude other farm products. Its aim, rather, is to help us do a better job ourselves all along the line, and thus win markets at home and abroad.

So the Legislature enacted and the Governor signed an Act appropriating funds for the expansion of marketing research and education. It is a relatively modest sum considering the job to be done, but it is a sound beginning. The Act provides a sum of \$150,000 for the Michigan Agricultural Experiment Station, and \$144,000 for the Cooperative Extension Service with which to begin the program.

It is a primary policy of the American Farm Bureau Federation to support programs that will bring to the farmer the highest net spendable income that can be gained in the market place. This program fits with the policy. It seeks to improve and expand our markets and bring increased returns.

WE SHOULD not expect such a program to work miracles overnight. It will not bring a Utopia, nor will it solve all our marketing problems in a few months. Farmers will have to continue to use the best practices that have already been developed and add new ones as they are discovered. It cannot get rid of all our surpluses—especially if we plant crops in spite of surpluses.

But it should help in many ways in the long run. And it will be of little value unless it is a long-run program. Research always must be done ahead of its direct benefits. In the area of production it has taken years to gain the full benefit of research. The same patience will be needed to realize the full benefits of marketing research and education.

The Michigan Agricultural Experiment Station has been in operation for 66 years. Its main activity has been centered until recent years on production problems. Lately Federal funds for marketing research have stimulated some activity in this direction. But with the new boost by the state more work can be undertaken and new research staff can be employed.

WE cannot meet our goals of improved marketing by merely using past research. Problems and markets are not like statues. They change, and new ones are always cropping up. Research must go with the problems. It must be an ever-continuing program. And financial support for research and education will be needed for a long time to come.

The program will have to work with and through many people. It will require the full cooperation of consumers, processors, merchandisers, and producers. Agents in the program will not direct nor dictate action. They will counsel, advise and educate. Participation will be voluntary on the

The second group will include four Retailer Education Agents. These will work with retail merchants in selling more Michigan products. They will give counsel on display methods. They will help in reducing costs and increasing efficiency of handling food products. They will look for ways to reduce loss from spoilage.

A CLOSE relation with the 14,000 retailers will help move Michigan products at times of oversupply. These agents will work closely with other agents to coordinate the sales of Michigan farm products.

Finally, the appropriation will provide for eight Consumer Edu-

cation Agents. These agents will work with consumers using television, radio, the press and personal meetings. They will keep consumers aware of the "best buys" in Michigan products. They will help move large stocks at seasonal peaks. They will stimulate demand by showing new ways of preparing foods to make them appetizing.

RESEARCH has found, for example, that women do not drink milk because they believe it is fattening. Research also proves this to be a false idea. Using the facts, the Consumer Education Agent can help increase consumption of this healthful and important product of our farms.

The Legislative Act requires a yearly report on work done and progress made to be submitted to the Governor and the Legislature. At present, the effort must be made to find and employ people who are properly trained to do the jobs. New research people also must be employed. The research work will involve every department of the Schools of Agriculture and most of the departments in Home Economics. The curtain is just about to go up on

this program.

NATIONAL Developments. Research and education programs have been facing a struggle in Washington recently. The House sub-committee on appropriations recommended sharp cuts in budgets for these programs. But the Representatives restored the full amounts of the appropriation in a House vote. At the present writing there has been no vote on the matter in the Senate. If it gets by the Senate, President Eisenhower has favored the appropriation, and it will be secure.

Past programs in research and education have paid off on a dollar and cents basis. When stepped-up production was needed during war years, these programs aided farmers mightily in meeting desired quotas. The past success in improving production is a cue as to the possibilities that may be developed in marketing. And under the present plan all may benefit—the producer, the merchandiser, and the consumer.

Questions

1. What are some of the problems in marketing that the

research and education program can help solve to increase the sale of Michigan farm products?

2. What measures can farmers take to help promote a successful marketing program?

3. In what way may such a program be of aid to farmer co-operatives?



FIRE AND WINDSTORM INSURANCE PROTECTION

ONE LOW COST POLICY
ONE PREMIUM
ONE AGENT

Now you can get complete protection with ONE policy... Wind and Hailstorm coverage can be added to any Fremont Mutual Fire and Extended Coverage policy for a small additional charge.

Est. 1876

FREMONT MUTUAL
FIRE INSURANCE COMPANY
FREMONT, MICHIGAN
A STATEWIDE GENERAL MUTUAL INSURANCE COMPANY
WRITING FIRE AND ALLIED LINES THROUGHOUT MICHIGAN

You Live to Enjoy Your Life Insurance

WILLIAM C. CONLEY
Assistant Manager
Farm Bureau Life Insurance Co.
The heading of this article may surprise you. You may be asking yourself, "How could the payment



WILLIAM CONLEY

of money to my life insurance company ever result in my having a better farming operation?" The answer will come when we consider what life insurance is. First, it is not, primarily, what many people think—the payment of money now so that our families may have sums of money when we are gone.

LIFE INSURANCE is primarily for the living; it provides the framework around which most individuals and businesses build their long-range financial plans.

Every prudent individual or business (and most farmers today run sizeable businesses) needs a long-range financial plan. This plan should be tailor-made to the objectives and needs of the individual or business. In general, the plan will provide for the investing of surplus dollars not only for specific objectives, such as retirement, or providing a college education for children but also for use in the event of some unforeseen emergency or catastrophe, or for an opportunity. The money is available when you need it most—an accident or illness, a crop failure, or to buy a new farm.

A LONG range financial plan is important to all of us. A fortune will be earned between the first and the last crops. We all need a ratchet on our financial progress. All that will be there in the years ahead is what we send on ahead.

Savings and investment contracts offered by life insurance companies can best do this job. No other savings program is self-completing. By self-completing is meant, if something should happen to you, the insured plan guarantees not only what you have saved, but what you intended to save.

An insured investment program can best provide the major part of your long range financial plan which is an important part of your over-all goal of a better farming operation for the benefit of yourself and your family.

Editor's Note: This is the second in a series of timely discussions on why Farm Bureau is in the insurance business.

Culling Flocks

Almost every laying flock in Michigan could be reduced by 10 per cent by good culling without hurting production, M.S.C. poultrymen assert.

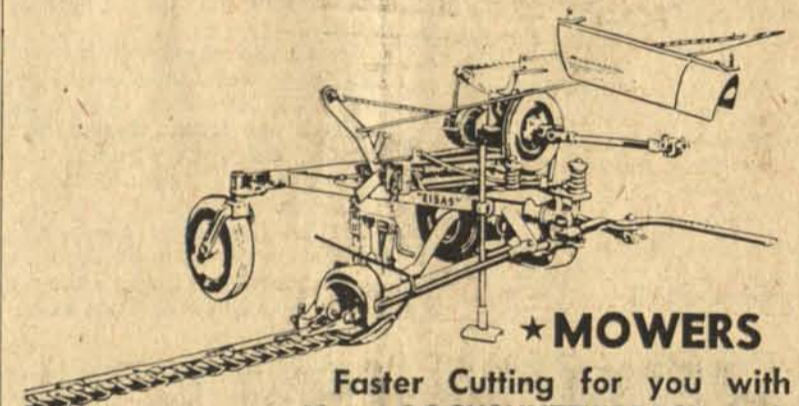


SPECIAL NOTICE To Farm Bureau Members... BEST BUYS in MICHIGAN!



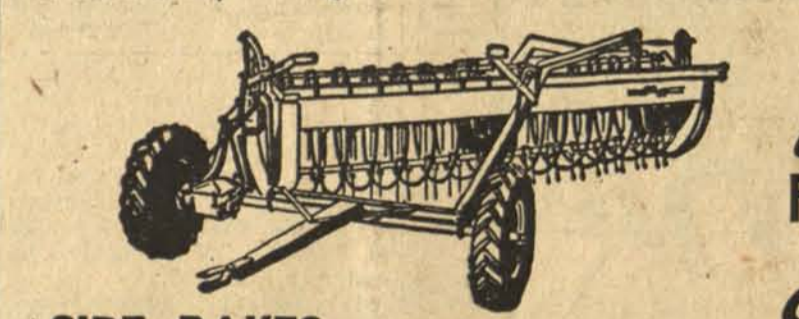
* 13 X 7 GRAIN DRILLS

Time-saving work-saving capacities
The new BLACK HAWK Grain Drills are unsurpassed in hopper capacity. Sturdy one-piece combination hopper houses grain and fertilizer compartments, holds extra large quantities eliminating frequent stops for reloading. Height of hopper—just 46 1/4 inches for easier loading.



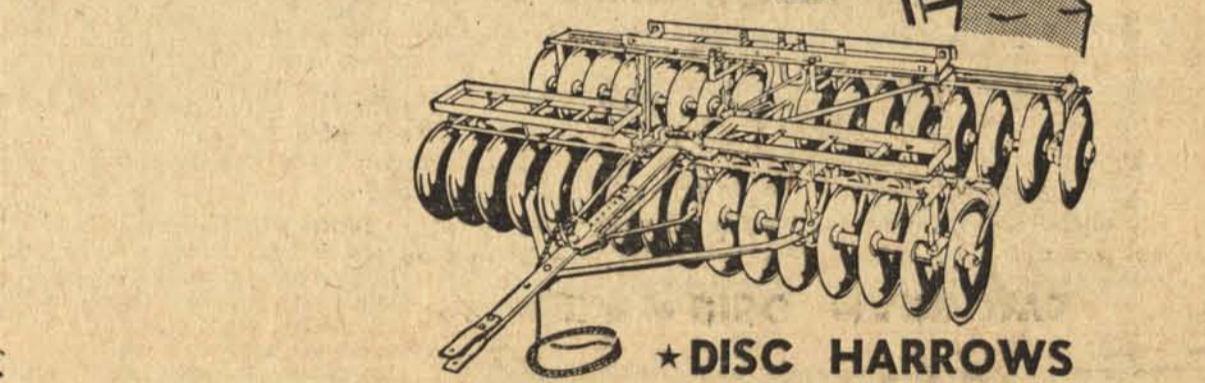
* MOWERS

Faster Cutting for you with the New COCKSHUTT "15AS" MOWER
Cut your hay when its feed value—its market value—is highest. The COCKSHUTT "15AS" Power Mower with its 7' cutter bar makes short work of mowing. It's easy to cut up to 40 acres a day under good conditions with this new machine.



* SIDE RAKES

BLACK HAWK side delivery hay rakes are fast! gentle! safe! efficient! "Geared to the Ground" means Better Haying. The one best way to rake hay can only be done with a ground driven rake... because the reel speed must be right for every ground speed to gently roll loose airy windrows. See this rake at one of the dealers listed below.



* DISC HARROWS

The new BLACK HAWK Tractor Double Disk Harrow is built in 5-, 6-, 7-, 8-, and 10 ft. sizes, with 7-inch spacing. Discs available in either 16- or 18-inch diameter sizes. Unexcelled for the preparation of the ideal seed bed, the BLACK HAWK Tractor Double Disk Harrow is built strong, but with no excess weight.



* PLOWS

The new line of COCKSHUTT "122" PLOWS offers a size and type for a variety of needs. They are long-life plows built with high-grade steel. Heat-treating of the rugged beams, axles, standards and colter shanks gives greater strength and toughness without added weight.



* MANURE SPREADERS

BLACK HAWK Manure Spreaders are designed for fast, uniform distribution of manure over a wide area at a time. From light spread to heavy spread is quickly selected from convenient controls on the front of the spreader. These spreaders are built low for easy loading with plenty of clearance under the sturdy bed.

- Listed Below Are the Many Farm Bureau Farm Equipment Dealers ●
- | | | | |
|---|--|---|---|
| ADRIAN Beecher Road Farm Supply | DEKERVILLE Messman Machinery | HOLT Kahres Dairy | PARMA Jordan's Farm Store |
| ALLEGAN Allegan Farmers Co-op Assn. | DORR Salem Co-operative | IMLAY CITY Lapeer Co. Co-operative | PITTSFORD Ayres Implement Sales |
| ANN ARBOR Washtenaw F. B. Store | DUNDEE Five Point Sales & Service | KALAMAZOO Lockwood Farm Equip. | PRESCOTT Wilmer Bradley |
| ARMADA Laurson Farm Supply | ELKTON Elkton Farm Equipment | LAKE ODESSA Lathrop Hatch, & Co. | READING Art Giber Farm Supply |
| AVOCA Hill's Farm Equipment | EVART Evart Co-operative | LAPEER Lapeer Co. Co-operative | REEMAN Willis Wyngarden |
| BAD AXE Nugent Farm Service | GAINES Marvin Tiedeman | MAPLE RAPIDS Settrington Motor Sales | REMUS Gordon Schlegel Farm Equip. |
| BATH Cable's Farm Shop | GILFORD French's Farm Supply | MARCELLUS Marcellus Implement | ROCKFORD Long's Farm Equip. & Service |
| BELLEVEUE Love's Farm Service | GLADWIN Gladwin Farm Supply | MARLETTE Thom Farm Machinery | RUTH Ruth Farmers' Elevator |
| BRECKENRIDGE Breckenridge Oil | GRAND BLANC Grand Blanc Elevator | MCCORDS Kleinheksel's Farm Service | SAGINAW Heindl Farm Equipment |
| BRIDGEWATER A. H. Braun Impl. & Hdwe. | GREGORY Plainfield F. B. Supply | MT. PLEASANT Farrand Impl. Co. | ST. JOHNS Ollie Slagel |
| BROOKLYN G. Raynor Boyce & Son | HAMILTON Hamilton Farm Bureau | OTTAWA LAKE Ozzie's Garage & Implements | SCOTT'S Scotts Farm Supply |
| CADILLAC Cadillac Co-operative | HANOVER Farmer Folk Supply Store | | SPRINGPORT Springport Sales & Serv. |
| CLARE Dull Farm Service Store | HASTINGS Preston Sales & Service | | STANWOOD Stanwood Marketing |
| CLIFFORD LAKE Ken's Farm Equip. | HEMLOCK Hemlock Farmers Co-op. | | SUNFIELD Sunfield Farm Store |
| COOPERSVILLE Coopersville Co-op. | HERRON Wolf Creek Farm Bureau | | |
| | HOLLAND Perk's Farm Equip. & Serv. | | |

● See The Cockshutt Ad in your July Issue of the Farm Journal and the July 3 Issue of the Michigan Farmer.

FARM BUREAU SERVICES, Inc.

Farm Equipment Wholesale Division

3800 N. Grand River Ave.

Lansing, Michigan

Discussion Topics

These were chosen by your State Discussion Topic Committee from the results of the questionnaire returned by the Community Farm Bureaus.

Jul. Our Extension Program—Emphasis on Marketing Research and Salesmanship?

Aug. Farm Inheritance—Should Farmers Make a Will?

Be sure to read your discussion topic articles in the Michigan Farm News. Attend your Community Farm Bureau meetings.