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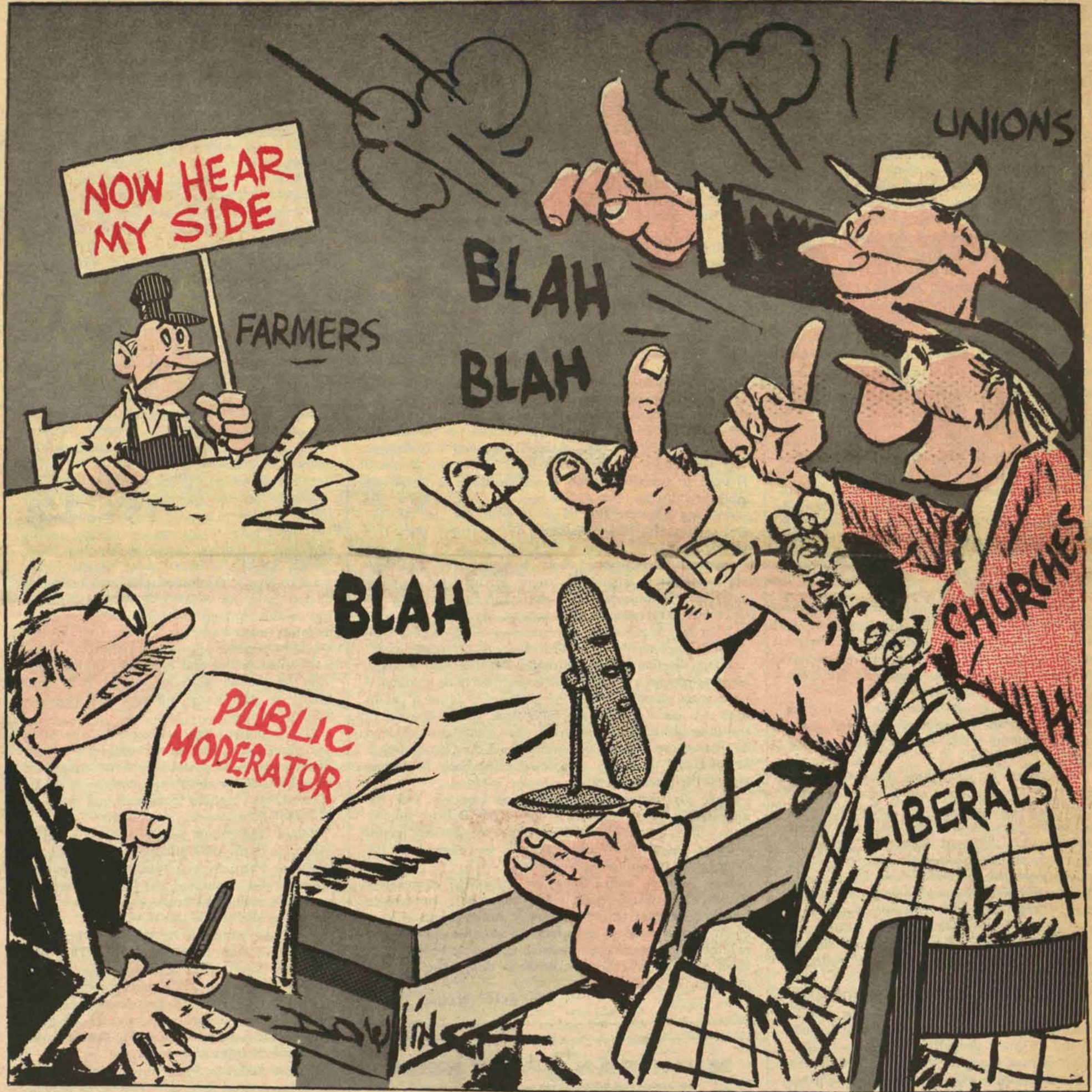
# MICHIGAN FARM NEWS

THE ACTION PUBLICATION OF THE MICHIGAN FARM BUREAU

Vol. 48, No. 8

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

August 1, 1969



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NOW THAT FARMERS—are less than 6% of the population, we have to depend on other people to help us get things done for agriculture. We can't do the job just by ourselves anymore. . . . If we don't act, we'll be shackled with all kinds of restrictions. We have a disadvantage in numbers, sure; but we can make up for it by being fast afoot and telling our story every chance we get—by showing that what's best for us also best serves the majority. That's realistic and statesmanlike.

A GOOD EXAMPLE—of what can happen is the nationwide grape boycott—where labor unions are requesting stores not to handle grapes and are asking people not to buy grapes. Farmers are not doing a good job of getting the facts to the city folks: That the grape pickers aren't on strike; that only about 2% of the farm workers in California have joined the union; that the boycott is an attempt to bring grape growers to their knees and get them to force their pickers to sign with the union.

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## Editorial

# Farewell

It comes as something of a shock to realize that with this column I will end a most pleasant 9-year association with the Michigan Farm Bureau — and at the same time open another chapter in what has turned out to be a lifetime love affair with this great organization of ours.

A mid-August move to Chicago headquarters of the American Farm Bureau Federation and work there in directing national radio and television programs, brings to full circle what has been for me a quarter-century search for better ways to multiply farmer-efforts and to give agriculture a unified and amplified voice.

About 35 years ago when I first knew much about Farm Bureau it had already spread in all directions from Broome county New York and Pettis county, Missouri — where in both places it seemed to have generated almost overnight.

Several good neighbors contacted Dad and asked him to join, and soon we were in regular attendance at township Farm Bureau "Unit" meetings — a forerunner of the more compact Community Groups we have in Michigan. Covering an entire township and sometimes more, the Units brought together as many as 80 families and the meetings were always held in the largest school house or town hall around.

Dad promised to help out on the membership drive, and when the day came he found it impossible to get away and instead sent me along with the neighbor. *Although he was kind about it, I suspected our neighbor felt that a boy of 15 was little enough help in selling Farm Bureau — and who can blame him if he grumbled a bit under his breath about it all?*

But he launched me on a life-time Farm Bureau road, for we got members! — And I learned a great deal about Farm Bureau for having defended it in the "membership marketplace". In selling others I so thoroughly sold myself that telling the Farm Bureau story became a life's work.

*Isn't this the secret of Farm Bureau strength? Isn't this how people become involved?* For me it soon brought those proud moments when neighbors chose that I become Unit Chairman, and later, president of the county Farm Bureau (Todd county, Minnesota). Always, it was apparent that farmers join Farm Bureau and work through it to the extent they grasp the vision of what it is all about and what they can do together.

*What good is a good thing if nobody knows about it? How can you sell if you don't first tell?* Farmers were not good "tellers" or good sellers 50 years ago. Since then, (and largely through Farm Bureau) they have grown increasingly skilled in communication arts. Being busy people they selected those from among them to leave the land and help on a full-time basis. *It was under such conditions that I made a reluctant move off the farm to become the first regional representative for Farm Bureau (Minnesota) in the great Red River Valley of the North.*

Then, and in the years and states to follow (Minnesota, Missouri, Michigan) the conviction continued to grow that how well farmers do lies in direct proportion to how well they speak and act together.

Farm Bureau is a great organization — it has had to be to survive, to grow, to thrive. Farm Bureau in Michigan and elsewhere has come a long way toward maturity in the past 50 years and I'm proud to have been a part of it.

*It is my feeling that the Michigan Farm Bureau has one of the strongest, most able and alert boards of directors of any state Farm Bureau. President Smith has been especially capable and his leadership has been aggressive.*

But once again it is time to move on. Perhaps we can take a lesson from our newest Farm Bureau state—Hawaii, where the word "Aloha" is used as a universal salutation — for both a greeting and a goodbye. In the same breath it speaks of both past and future, and surely this too is fitting . . .

Melvin L. Woell



## a summer garden

Peas, stringbeans, raspberries, beets and wheat harvest! Why, goodness sakes, it's summer slipping right along! A question comes to mind, are our best safety practices keeping up with the busyness of the season, or do we say "tomorrow we'll take care of that!" We need to remember that in order for our families to know safety, we (you and I) need to practice safety. Our MaryEllen is in drivers education this summer, so I've been checked by her as she is learning what the first steps are when you get into the drivers seat. It's been interesting as I've driven these five beginning drivers to school each day, to just sit there and listen to the comments of their classroom study and driving experiences. These five young drivers (our daughter and four neighbors) make me think and I'm sure they can catch me up on some things I may not be doing just right. In their language, when you come to a STOP sign do you make a complete stop or do what they call a "farmers stop?"

This is election year for Michigan Farm Bureau Women. Have you found a member who is qualified to be nominated for a state office? This is the process . . . find a candidate . . . get a nominating form from Helen Atwood in the state office, fill it out, have your candidate approved by your county Women's committee and the County Board of Directors, mail the completed form back to Helen. Now is the time to do this.

Have you entered the needlecraft contest? Get the information from your county committee and get started. Sure will be a lot of fun if many enter, so start that handiwork of yours. We'll show you all the winners at the Women's State annual in November.

How are you ladies doing on organizing community groups? Are you working with your county community groups committee to get some new groups going in your county? We need to remember that when people get together and discuss their common goals or problems they learn to work together to do those things they cannot do alone.

Mrs. Jerold (Maxine) Topliff

## MICHIGAN FARM NEWS

THE ACTION PUBLICATION OF THE MICHIGAN FARM BUREAU

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## President's Column

# Personal Contact

I am convinced that when a farmer and his family really know about Farm Bureau they become active supporters of our organization. I also believe that this seldom happens by accident, that usually people become involved in Farm Bureau through others who invited them in and show them the way.

This month our Farm Bureau Community Groups are to study the farmer's "image" and the kinds of public relations programs we need to keep strong in the market place, in the legislature and in Congress.

But the policy statements we develop and endorse wouldn't be worth the paper they are written on if they didn't first have the support of most farmers and eventually, the support of the general public.

This is one of the reasons why we must work so hard to make sure our policies are right — not just for farmers, but for the rest of the people too. We must accept the fact that we are a minority group — in the words of the Farm Journal statement printed on our cover "Now that farmers are less than 6% of the population we have to depend on other people to help us get things done for agriculture . . . we can't do the job just by ourselves anymore . . ."

To me, we farmers project the best possible kind of image when we become directly involved in community, county, state and national affairs. When we do so in a positive fashion . . . when we keep ourselves right by being informed . . . when we speak for ourselves with the voice of authority.

But that voice of authority is weakened by every nonparticipating member — by every farm family which expresses no opinion.

We are fortunate that there are so many ways for we farmers to be effective in Farm Bureau. We don't have to go around making public speeches or writing complicated policy statements! Sometimes we are most effective when we take time to think through what's bothering us and make our opinions known. Again, you can do this through any Community Group — by letter to any Farm Bureau officer — through a note or personal appearance before any Farm Bureau committee and especially through any form of contact with any member of your county or state Farm Bureau policy development committee.

*This important group should be appointed and already active in every county of the state. The county policy development committee should already be researching the special needs of members, inviting comment and busy at fact-finding concerning local needs.*

Before long, county recommendations will be coming in to the state policy development committee at Farm Bureau Center, Lansing. I'm proud of this committee and I mean it when I say that it is the single most important committee in the Michigan Farm Bureau.

*There are 20 people on it, and all are good farmers and Farm Bureau members. They represent all parts of the state and every kind of farming interest. In his "Capitol Report" (page 4) Legislative Counsel Robert Smith lists these members by name and county and this list gives every member more contacts for providing information of expressing opinions.*

Former American Farm Bureau President Allan Kline is dead now, but many of us remember what he said at the President's conference at Camp Kett, about four years ago. He said that if a farmer wants to prosper within a prosperous community — to be proud of agriculture and to have an agriculture to be proud of — he should be active in Farm Bureau.

*"Get in with the kind of people who have that sort of aggressive, enthusiastic and hopeful attitude. Get in with the kind of people who decide the policies of their communities, counties, states and the United States, at home and abroad.*

*"If by any chance you have convictions about the future of the United States and want to see it go in the directions which to you seem wise, work through Farm Bureau . . ."*

Elton Smith



## Battle for the Vineyards

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### WHAT HAS GONE BEFORE

Father Cletus Healy, well-known Jesuit writer tells of his visits to California vineyards to gather first hand material about the so-called Grape Strike. There he talked with Cesar Chavez about whom he writes: "He has a vested interest in troublemaking. And he loves his work — far more than any saint should . . ." Father Healy's story continues . . .

### PLIGHT OF THE GRAPE WORKER

*THE MOST amazing thing I found in my research on the grape industry was the total lack of scruple with which many media men have distorted the Delano picture.*

A rather typical example is a recent article by Alan Rader. The article first appeared in the *Stanford Daily* of October 8, 1968. Rader begins his flight into sordid fancy with this: "In the fertile San Joaquin valley of California the average farmworker works ten, twelve, fourteen hours a day, six days a week, and earns less than \$2,000 a year."

With no suggestion of having tongue-in-cheek, he continues: "His children drop out of grade school to work in fields." Specifics are shrouded in ambiguities: "In some towns" no houses have running water. In "one Fresno County town" the school board closed school to provide growers with child labor. "Last July 6 a student on the picket line" was struck by a truck, dragged into the field, "and beaten for a half hour by several men."

Tough student! Strange picket! But why are we not told the precise "where" and "who"? If Rader has responsible evidence, he must have known what Fresno County town he was talking about and who the student was that was so abused and where the crime took place. How can one possibly check the story out if he denies us these details?

When these critical details are not omitted, we find Rader's story manifestly defective. "This June," Rader informs us in his article, "a young woman, pregnant and in labor, entered Kern County General Hospital. Eight hours passed before she received any medical attention. Both she and her baby died." He was portraying the "largely non-existent" medical care given to farm workers. But a check reveals it has been more than four years since a maternity patient died in Kern County General — and she was not a farm worker.

Rader is not the only offender. Others, with an equally amazing lack of caution, have peddled their own home-spun illusions about Delano. One of the recent bulletins of the Los Angeles Catholic Human Relations Council noted that California food harvesters "still sweat in the fields under near slave labor conditions, are paid disgraceful wages, and must live in shacks amid miserable squalor."

Depending on such low-quality sources of information, church bulletins in far away Milwaukee or Chicago call for a boycott on the "Grapes of Wrath" coming out of California. School children from distant Pennsylvania relent-

lessly badger California grape growers with teacher-inspired complaints about the way they treat their workers. One little girl admonished a grower for the "eighteen cents for something like fifty bushels" he pays for his workers. At least, she knew she did not know what she was talking about; her mentor was apparently less fortunate.

What are the facts? What are the wages? What are the living and working conditions of the California grape pickers? In the first place it should be noted that a vast majority of the grape pickers — even in the peak of the harvest — are non-migratory workers. The State Senate Fact-finding Committee, in its 14th Report, noted that President Johnson had refused to extend the "Bracero program" under which some 200,000 to 300,000 Mexicans used to enter the U. S. each year to do seasonal harvesting. The program ended December 31, 1964. This means that these Mexicans can no longer avail themselves of a share in the "poverty" of the California grape pickers. The only Mexican competition now on the American labor market consists of those much maligned "green cards" — Mexican immigrants with legitimate visas — who could, but have not yet obtained American citizenship. They are entitled to the same rights as any other immigrant in this country, including the right of paying taxes and of working for a living.

Workers and growers I interviewed estimated that no more than 10 percent of the grape pickers are migrants — 90 percent work within driving distance of their permanent residence. A study of the 1967 payrolls around Delano confirmed this estimate.

The significant increase in the farm labor force during the grape harvest season comes largely from the part-time labor force in the local area — from high school and college students, teachers, housewives, etc. These look forward to the grape harvest as an excellent opportunity to supplement the family income.

The wage being paid on the farms I visited, and this was the common wage, was a base hourly rate of \$1.50 plus 15 cents a "lug." (Guimarra, down in Bakersfield was paying 20 cents a lug.) A lug is a 26 pound box. Since it takes only 14 to 18 bunches of grapes to make a lug, it is obvious that one would have to work very slowly to pack less than three lugs an hour.

So I find quite credible the contention that the normal wage runs from \$2 to \$2.50 an hour. I have photostat copies of work sheets from John Garabedian's farm in Fresno. His crew pool their resources and it may be they are a little more efficient than most; but for three weeks in Oc-



REV. CLETUS HEALY, S. J.

tober their average hourly income ranged from \$3.06 to \$2.69. For two consecutive weeks in September they averaged \$3.12 an hour.

More efficient workers often prefer to work straight contract — with no guaranteed hourly base. These get 40-50 cents a lug and they generally make more money.

As for housing, most of the people I talked to had been spoiled by the conditions on the DiGiorgio Sierra Vista ranch. But that's a story for another chapter. Suffice it to say here: Of the other housing facilities I saw, I would far rather live in them than I would in many a square mile of housing in Chicago, or Philadelphia, or New York, or even Milwaukee for that matter.

### NONWORKERS DECLARE A STRIKE

IT WAS NOT the ordinary workers in the Delano grape fields that decided to strike. That was decided for them.

On September 8, 1965, Larry Itliong called for a strike of the Filipino-dominated Agricultural Workers Organizing Committee. Eight days later, on Mexican Independence Day, Cesar Chavez called for a strike vote from his National Farm Workers Assn.

Union literature of those days reads with the racy excitement of a Kentucky Derby. One union publication says: "Rumors have been flying all day as people have come and gone . . . Then we hear something concrete: all the workers in a camp on the Lucas and Sons Ranch near Earlmart have quit work and the camp has been closed . . . Next day . . . the rumors are even more abundant — and realities. The strike had taken hold. Over 1,000 workers are out on 10 ranches. Over 20 labor camps are involved. Thirty-six men have just left the camp at the Dispoto Ranch near Richgrove; over a hundred men have stopped work at Caratan — the reports come in thick and fast . . ."

But when one contacts the growers, one wonders if these rumors and "realities" did not originate purely in the mind of someone. The growers were oblivious of any such loss of labor force. They estimate that even when the strike pressure was the highest there were no more than 10 percent of the more than 5,000 grape pickers out — and even these were generally changes of employment or temporary suspensions motivated more by fear of strikers than by a desire to strike.

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

In defending its refusal to negotiate with the unions, the Schenley Corporation noted that although both unions claimed to represent a majority of the workers, "to the best of our knowledge none of our employees belong to either of said groups . . ." On September 28, 1965, the California State Department of Employment found that "of 29 individuals who claim to belong to some labor organization while employed at Schenley, it was found that 23 of them had not been on the payroll at any time during the period in question, and that five had worked on the Delano ranch only from four to six days, and that all had left."

History does seem to bear out the contention of the growers — that a vast majority of the grape pickers did not want to strike and did not want Chavez or his union. Evidence is: 1) While the strike has been on, the grape growers have had no significant difficulty harvesting their 1965, 1966, 1967 and 1968 crop — and this with their normal high percentage of local help. 2) In order to induce workers to go on strike, the union had to have recourse to threats, abusive language, and even violence — all to little avail. 3) To exert this pressure the union had to rely upon a great deal of imported pickets. One estimate was that no more than 5% of the union's activists were actually farm workers — unless they were imported. 4) Finally, the union, lacking local support from farm workers, has had to mount a massive nation-wide boycott to force growers to accept the union even though the workers do not want it.

The first point is evident. The very fact that a boycott is advocated by the union is admission of the fact that they have not been able to keep the farm workers from harvesting the crops. The union claims that the growers are employing "scabs" and imported strike-breakers. Evidence is overwhelming that the charge is a lie.

Abuse of the workers took various forms. As one lady told me, they would often call about 3 a.m., merely breathe heavily, and hang up. They would call a second time and suggest: "Better tell George to stay home tomorrow; a gun shoots a long way." Parents would be warned that their children could run into trouble coming home from school if they did not stop work. Pickets armed with bull horns would be stationed around the fields. From these an endless stream of abusive language would be directed toward the workers. Often the abuse would be personalized. This was especially offensive to mothers who had to listen to this gutter language in the presence of their own children.

There was also some shooting, some fighting, and quite a bit of arson. But most of the pressure was psychological. It was painful, but, in general, ineffectual.

Most of the trouble-makers were imported. The 14th Report

of the California Senate Fact-finding Committee noted: "It will be seen from the list of those present on the picket line that outside assistance had poured into Delano to help both the NFWA and AWOC." An example: On October 1, shortly after the strike was called, Ann Draper, wife of Hal Draper of the Berkeley Free (Foull) Speech Movement, told newsman Frank Winston that SNCC was sending "professional pickets" down from the Bay area. About 100 came on the weekend.

Such for the most part were the ones who "struck" the Delano grape fields. Generally they were people who had never worked in the fields and who had no intention of ever doing so — members of SNCC, CORE, SDS, Du-Bois Clubs, other specially organized student groups, clergy, nuns, ministers, and, of course, members of the two unions, many of whom were on some sort of welfare. Rarely did the workers in the fields recognize fellow workers among the pickets. The grape workers were not consulted about the strike, did not want the strike, and would not support it.

Dolores Mendoza was quite adamant on the point. She was working on the "Louie" Lucas farm. "If the people here in Delano wanted a union, Father," she said, "we would have been out a long time ago. That is the honest to goodness truth. But we don't want a union."

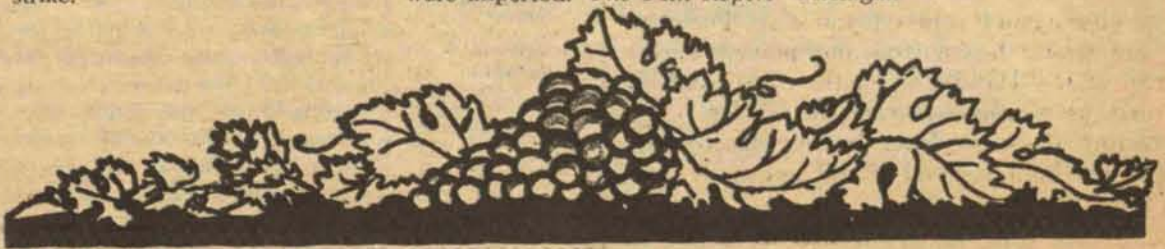
"Why are you against any union?" I asked.

"We want to be free," was the response. "When we are out in the ranch and work slacks off in one, we just go to another. We know all the farmers. I wouldn't want to ask a middle-man. I don't want anybody to talk for me. That's why God gave me this mouth. If there's something we don't like, or something we want, we just tell Louie, and we generally get it."

Dolores had little respect for the foreigners who had come in to solve Delano's problems — and I believe her attitude is quite representative of the grape workers. "There is people here in Delano," she noted, "that don't even belong to Delano. Those are the ones that are following Chavez. That's why we say: 'In the picket line, there's none of us workers, none of us people.' They're all out of Texas, out of other places, American high school kids. We don't see anybody we know!"

NEXT MONTH — Cesar Chavez  
— The Breath of Death

"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





# capitol report

*it's policy development time!  
time to make your voice heard*

By Robert E. Smith  
Legislative Counsel

*It's that time of year when YOU, as a Farm Bureau member, have an opportunity to help decide the direction that your organization will take in the coming year. County Farm Bureau Policy Development Committees are now beginning to formulate recommendations to be submitted to your County Annual Meeting for your decision.*

District "Probable Issues" meetings have been held throughout the state, where county committees have an opportunity to review potential issues and collect information prior to deciding policy recommendations.

If you are active in a Community Group, you may already have contributed ideas and recommendations to your county committee. You may also be active on one of a number of your county committees, and you, as an individual Farm Bureau member, should let your county committee know of any issues that you think should be considered as a Farm Bureau policy.

In short, it's time to SPEAK OUT and help determine the policies which will become the platform on which Farm Bureau will stand throughout 1970.

The issues will be many. Probably the major issue topping the list will be the whole area of school finance reform. Taxes are the major cost in farming — to the degree that they eat up from 5% to more than 30% of the farmers' income. The USDA average for Michigan taxes on farm property in relation to income is more than 17%. This is three or four times greater than the property tax paid by most other people as a percentage of their income. The Legislature will definitely make this issue a special order of business in the October session.

Farm Bureau's present policy is very broad and comprehensive. Among its provisions is a demand that property taxes for schools be strictly limited — if not eliminated — because the school property tax in many areas is as much as 70% or more of the total tax. Farm Bureau's present program is a responsible program because it recommends that the income tax be used as a major source of school finance. Our present policy also supports new state-aid formulas based on factors other than property valuations.

There are other issues involving taxation. Farm Bureau's policies, in the past, have been successful to the degree that (to name a few) personal property taxes have been eliminated, as-

sessments on trees, shrubs and all farm crops have been exempted, the sales tax exemption has been maintained, the business activities tax has been repealed, substantial monies from the income tax have been returned to the local government and swamp taxes have been increased.

This year, the Legislature has passed a bill that is another major step forward. It requires that assessors take into consideration the factors of zoning, existing use and current income capability. This, if properly administered, should prevent over-assessment of farmland.

But, the issue now is whether these and other gains can be maintained and whether new gains can be made. Influential legislators are getting more and more publicity by making it appear that the elimination of exemptions would solve Michigan's financial problems. One legislator recently stated that \$100 million is being lost due to the exemption of trees, vines and farm crops and that \$15 million or more is being lost from the farm personal property exemption. . . . In addition, many millions of dollars more are being lost from the agricultural sales tax exemption. These claims are highly misleading because they fail to point out the reasons for such exemptions.

In spite of the reforms made in taxation, taxes continue to rise. This is due, of course, to inflation that has been created for several years by federal fiscal policies. It is also due to ever-increasing demands for expansion of governmental services and increasing wage demands of local and state employees.

In short, school finance taxation constitutes a major farm cost. Action will be taken on this vital issue. Farm Bureau must have a strong policy and be vigilant. For instance, strange as it may seem, there are some influential groups that believe that property taxes should continue to be a major source of support for schools and other government costs. Some even support a return to the old, outmoded statewide property tax.

## POLICY COMMITTEE NAMED

Each year many hundreds of county Farm Bureau policy recommendations are received by the Michigan Farm Bureau "Policy Development Committee" for study, comparison and compilation in a booklet often as large as a big mail-order catalog.

This important state-wide committee then has the task of examining each proposal in detail, co-

ordinating those of similar nature, and finally, reaching agreement (often after considerable study and debate) on the form in which the proposed policy will be presented to voting delegates at the annual meeting.

Work of this year's 20-member committee will have special historical significance in this Golden Anniversary year of the Michigan Farm Bureau. Chairman of the group will be Dean Pridgeon, Vice President of the Michigan Farm Bureau. Others from the state board also serving will be Eugene Roberts and Richard Wieland. Representing Farm Bureau Women will be Mrs. Charles Leipprandt, Huron county; Mrs. Robert Squanda, Saginaw, and Mrs. Rock Ebers, Kent.

Representing Farm Bureau Young Farmers will be Lawrence Karsten, Presque Isle; David Diehl, Ingham, and William Middleton, Oakland.

Other committee members are: Leslie Dowd, Van Buren; Alton Brooks, Lenawee; Glenn Hanson, Livingston; Franklin Schmidt, Ottawa; Henry Jennings, Genesee; Kenneth Wadsworth, Sanilac; Robert Eggle, Osceola; Dirk Maxwell, Midland; Donald Nugent, Benzie; Donald Cordes, Montmorency and Robert Sims, Chippewa.

## farm bill support grows

Among Michigan Representatives adding their backing to the Farm Bureau supported Agricultural Adjustment Act of 1969, is William Broomfield (R), 18th district, who recently joined 14 U.S. Representatives and 20 Senators in recommending the new, long-range farm program.

Broomfield, who introduced the legislation (H.R. 11921) in June, unites with other Michigan supporters Rep. Guy Vander Jagt (R), Cadillac, 9th district and Senator Robert P. Griffin (R), Traverse City.

The bill, a five year program beginning January 1, 1971 would amend the Food and Agriculture Act of 1965 and would include (1) a phase-out of existing government supply management programs for wheat, feed grains, and cotton; (2) an expanded cropland adjustment program; (3) price support loans; (4) restrictions on CCC sales; and (5) a special transitional program for farmers whose average gross annual sales of farm products do not exceed \$5,000 and off-farm income of not more than \$2,000 per year for husband and wife for the immediately preceding three years.

## new Ingham office 36th now in state!



A TAN BRICK AND GLASSED-FRONT BUILDING — has replaced the old wooden structure long used by the Ingham county Farm Bureau. Many visitors were welcomed at an open house held Sunday, July 13. The building is located in Mason, Michigan.

Photostory by Vern M. Bullen

Hundreds of area Farm Bureau members and friends visited the new Ingham county Farm Bureau offices in Mason at an "open-house" in mid-July.

Guests registered from as far away as Florida and Kentucky, voicing approval of the cool green and blue interior color scheme, complete from draperies to floor coverings.

Modern office furniture set off by white walls served to display the many flower baskets and arrangements sent by well-wishers. Treated as special guests were pioneer members of the Ingham county Farm Bureau — with several early members outspoken in their praise. "Things surely have changed," one person was heard to remark. "This building is a far cry from the old Farm Bureau office where Jean (office Secretary, Jean Scutt) used to place a pan to catch the leaking rainwater!"

The new building — the 36th such county Farm Bureau office in Michigan, wasn't completed without its share of worry, hard work and excitement. A near-disaster occurred early in the building process when during excavation a nearby building began to tumble. But such troubles appeared far behind at the gala open-house, as county officials guided guests through offices and conference areas, the board room and downstairs meeting rooms. Of special pride is a modern kitchen completely furnished by the county Women's Committee.



INGHAM FARM BUREAU PRESIDENT — Junior Brownfield (left) greets Charter Members Clifford Ward, Mrs. Ward and Mr. and Mrs. George Frost . . . at open-house ceremonies recently.



STATE WOMEN'S CHAIRMAN — Mrs. Jerold (Maxine) Topliff, (far right) serves punch to Mrs. Jean Scutt, Ingham county secretary. Others (from left) are Home Extension agent, Mrs. Arletta Webster, Jim Webster and Duane Marlan, Agency Mgr., Farm Bureau Insurance.

# - of significance - information staff changes

Three of the Michigan Guernsey Breeders Association's new officers represent Michigan Farm Bureau. Walter Frahm, MFB director-at-large, Frankenmuth, was elected president at the annual meeting. Dale Anderson, St. Johns, was elected vice president and Warren Watson, Hemlock, treasurer. Harold Webster, Hickory Corners, was elected Secretary.



GOLDEN GUERNSEYS — on the Frahm farm near Frankenmuth.

Robert E. Smith, Michigan Farm Bureau's Legislative Counsel, has been appointed to the Citizen's Advisory Group to the Commission on Educational Reform. The appointment was made by Governor William Milliken. Mr. Smith will represent agriculture on this state committee. Smith farms in Fowlerville and is active in local and state government and many education and agriculture areas.

Noel Stuckman, Marketing Specialist, Michigan Farm Bureau, is secretary-treasurer of the grower-processor conference committee, representing leading Michigan fruit and vegetable growers and processors. The committee is sponsored jointly by Michigan Farm Bureau and the Michigan Cannery and Freezers' Association. Other Michigan Farm Bureau members on the committee are Don Barden, South Haven; Walter Wightman, Fennville; Alston Wendzel, Watervliet; Merlin Hauch, Benton Harbor and Rodney Bull, Bailey.

Four Michigan 4-H members and members of Michigan Farm Bureau have been awarded scholarships by the Women's National Farm and Garden Association for the 1969-70 college year. Recipients include David Gleason, Whitmore Lake, Washtenaw county; Steven Pearson, Jonesville, Hillsdale county; Shirley Finkbeiner, Saline, Washtenaw county and Marvin Lautermilch, Camden, Hillsdale county. Each year the scholarships are presented to Michigan 4-H members who have been outstanding in scholarship, citizenship and leadership.

Twelve farms in Allegan County will host the State Farm Management Tour on Thursday, August 7, according to Homer Patterson, Allegan Extension Director and general chairman of the all-day event. Farm Bureau member farm hosts include Jim, George and Charles Shoemaker, Shelbyville; Arnold Green, Fennville; Dan and Ben Barden, South Haven; Wayne Schipper, Holland and Austin Riggerink and Sons, Hamilton. Luncheon will be served at the Allegan County Fairgrounds at 12:30.

Dorn K. Diehl, Dansville, has been named state executive director of the Michigan Agricultural Stabilization and Conservation Services (ASCS) office effective June 29, according to Nicholas Smith, chairman of the ASCS committee. He has been an ASC community committeeman in Ingham County for eight years, is chairman of the MSU dairy advisory board.

The late Stanley Johnston, internationally known horticulturist and director for more than 50 years of the Michigan State University's experiment station at South Haven, was honored recently in that city when a city park was renamed the Stanley Johnston Memorial Park. It was originally called Oakland Park. Prof. Johnston received a Distinguished Service to Agriculture award from Michigan Farm Bureau in 1960.

### CHARTER-MEMBER SEARCH

The 50th Anniversary committee of the Michigan Farm Bureau is attempting to compile a listing of living Charter members — persons who joined Farm Bureau in 1919.

Names are being collected in anticipation of a special commemorative program at the Golden Anniversary meeting of the Michigan Farm Bureau November 10-12 on the MSU campus, East Lansing. Names and addresses should be sent to: Information Division, Michigan Farm Bureau, Box 960, Lansing, Michigan 48904.



MELVIN L. WOELL — Manager of the Information Division of the Michigan Farm Bureau and editor of the FARM NEWS, has resigned to join the staff of the American Farm Bureau Federation. A farmer and former county Farm Bureau president, (Minnesota) Woell will become Director of Broadcast Services for the American Farm Bureau, August 15, . . . working out of the Chicago offices.



GARY A. KLEINHENN — has been named Director of Education and Research for the Michigan Farm Bureau. Among his duties is preparation of Discussion Topic materials for Community Farm Bureau Groups. He holds a degree in Journalism from Michigan State University — comes to Farm Bureau from a position as District Executive, Boy Scouts of America.



NORMAN W. GOODLING — has been appointed Art Director for the Michigan Farm Bureau — working within the Information Division. He holds a degree in fine arts from Western Mich. University and has been involved in professional theater both as performer and director. His work with Farm Bureau includes exhibits, brochures, films and member "Roll-Call" promotion.

## "Interpol" Officers Visit Farms

### Guests from International Police Group

Seven Wayne, Washtenaw and Monroe county Farm Bureau families have been hosts to participants of the International Police Academy, Washington, D.C. Involved were 21 top police Chiefs from 8 countries. Tired of seeing "just another jail" the men asked if they could visit American farms, and through Farm Bureau this was done.

Host farms for the "Interpol" officers included those of: James Sayre, Bellville, Guy Bunyea, Plymouth; Donald Gill, Ypsilanti; Robert Tefft, Ann Arbor; Frank Smith, Carleton, Andrew Smith, Erie, and Roy Raker, Romulus.



THAILAND POLICE GUESTS — pose with farm hosts Mr. and Mrs. Roy Raker (left) Romulus, Mich. Roy is former president of the Wayne co. Farm Bureau. Col. Lamliangpol (center) and Lieut. Col. Warintrakom, had requested a farm visit as part of a Senior Officer's Police Academy course.



RONALD L. JENSEN — is the newest member of the expanding MACMA (Michigan Agricultural Cooperative Marketing Association) fieldstaff, representing MACMA programs in the West Central region since mid-July. Jensen lives at Muskegon, Mich. He holds a degree in Agricultural Economics from Southern Illinois University and comes to MACMA from a position with the DeKalb county, Illinois, Farm Bureau. His MACMA territory is from Grand Rapids to north of Ludington.

## pre-convention tour

Farm Bureau members and friends planning to attend the 50th anniversary annual meeting of the American Farm Bureau Federation in Washington, D.C. (December 8-11) may combine sightseeing pleasure with convention business through a newly announced pre-convention tour of colonial Virginia.

Further, they may have a choice of air or rail travel and a wide selection of Michigan departure points including Detroit (air or rail) Lansing and Saginaw (air). Rail departure will be one day earlier (Dec. 3) but in each case all will arrive at Richmond, Virginia, for a special dinner and overnight stay Thursday, December 4.

Friday, December 5 will bring the first full day of sightseeing including a guided tour of historic Williamsburg. A drive to Washington, D.C., Sunday, Dec. 7, is timed to allow attendance at the opening Vespers Service at the American Farm Bureau convention. Monday and Tuesday, Dec. 8-9 are convention days, with an all-day tour of Washington planned for December 10. Rail passengers begin their trip home following this sightseeing, but air passengers return Thursday morning, Dec. 11. All arrive in Michigan at nearly the same time.

Tour costs depend on departure points and mode of travel—\$128 by rail and about \$143. by air EXCLUDING hotel rooms in Washington which may be reserved only through the Mich. Farm Bureau. For more details write: Tours, Information Division, Michigan Farm Bureau, Box 960.

# IN THE SERVICE OF THE FARMER

— SYNOPSIS —

CLARK L. BRODY — first Secretary-Manager of the Michigan Farm Bureau outlined the early turbulent years of the new organization in a warm first-person account titled "In the Service of the Farmer". Portions of this book are reprinted here with permission of MSU Press. Last month Brody told of dissent and disenchantment among early leaders and an annual-meeting confrontation and test of strength. Indirectly, this was to precipitate him into the center of state Farm Bureau activity. COPYRIGHT 1959 — MSU PRESS.

## NEW SECRETARY-MANAGER

One day in February, 1921, about two weeks after my return from the stormy sessions in Lansing, I was preparing notes for talks for a series of farmers' meetings in St. Clair County. My office was comfortably warm, the large flakes of snow fell softly outside, and my secretary, Florence Eaton, was working quietly at the files. I was happy in Port Huron; my job had never looked so good to me. Then the telephone rang and Florence said it was a long distance call from Lansing for me.

A voice identified itself as "Gus" Rogers. "The Executive Committee has decided that you should be secretary of the Michigan State Farm Bureau," he said. "When can you start to work?" I said I was not going to start, that he was a better man for the job than I.

Then Gus told me that President James Nicol, A. E. Illenden of Lenawee County, and himself had been appointed to find a replacement for Bingham. They had recommended me to the Committee, and the Committee only yesterday, February 18, had moved that I be offered the position.

I was surprised and pleased by what Gus said, but I followed my first instincts and said no, that I was not at all interested. If I were to move, I hoped it would be to succeed Dr. Eben Mumford as State Leader of County Agents. I knew my work as a county agent; I was totally unprepared for running any general business organization, particularly one the size of the Michigan State Farm Bureau. But Rogers persisted and I ended by promising to meet the Executive Committee in Lansing two days later.

On arriving in Lansing, I learned that Gus had sketched only the barest outline of the considerations that had led to my being asked to become secretary of the Bureau. The

Committee wanted no more intractable personalities like Bingham, but someone more amenable who could work with other people. Besides, the county agents were active in Bureau affairs, and my appointment would serve to maintain cordial relations with MAC.

## A MATTER OF MONEY

The Executive Committee first told me that \$13,000 had been budgeted for salaries, to be divided equally between President Nicol and myself. This meant that there was to be dual management, which was not at all satisfactory to me. I suggested that Nicol be made manager as well as president and simply employ a young man as his secretary. Nicol demurred that I had altogether misinterpreted the desires of the Committee. He did not want to manage the Bureau. For one thing, he was too old to undertake the job. I was to be manager as well as secretary, and he pledged me his full cooperation. His bland assurances quieted my doubts, though they should not have, for I was not given, nor did I press for, a statement of just what his duties would be. Because the lines of authority and responsibility were not clearly drawn at this time, Nicol and I for the next year or so had some uneasy moments together.

When the Committee set my salary at \$7,000, I was persuaded to accept the job, conditional on my being released by the St. Clair County Farm Bureau, with whom my term of employment had still eighteen months to run. The Committee assured me that the St. Clair County Farm Bureau would not stand in the way of my appointment and urged me to begin work immediately because the internal affairs of the Michigan State Farm Bureau were in deplorable shape. I received my clearance from the St. Clair County Farm Bureau, and on March 1, I walked into the Michigan State Farm Bureau offices



FIRST STATE FARM BUREAU — this group has been only partly identified. Perhaps alert readers can help. From the left (seated) the group is tentatively listed as: unknown; unknown woman; President Roland Morrill; Secretary Charles Bingham; A. E. Illenden; James Nicol (to later become second President) and Ashley Berridge. Standing are (left) A. J. Rogers and Ray Potts.

at 221 North Cedar Street, Lansing, as Secretary and General Manager.

During that week I could make out the internal affairs of the Bureau to be pure bedlam. Part of my confusion could doubtless be attributed to a lack of familiarity with methods and with personnel, — anyone taking a new job has this experience. And then there might have been the temptation to condemn anything that had been done by my predecessor. But as little as a week's observation assured me that the operation of the Bureau was truly chaotic.

Questioning of department heads and other employees revealed that no one knew what was really going on, even in his own department. Nevertheless, to preclude my making recommendations that would only have to be altered later, at my first regular meeting with the Executive Committee I limited myself to urging the adoption of a few changes in accounting procedure.

The next month was for me an education in management and organization, or rather the lack of them. The Michigan State Farm Bureau had grown whimsically in the manner of a snowball that has

been rolled by a boy in any old direction, or rather like several such snowballs which have in common only the fact that they had been rolled by boys from the same family.

It appeared that each member of the Executive Committee had a department that he regarded as his "baby." He was enjoying his loose authority over its operation; he might agree to alteration or curtailment of some other department, but not his own. The departments resembled each other only in bearing the name of the Michigan State Farm Bureau. Each operated in a unique way; each departmental accounting system, if it could be called such, was catch as catch can. The department managers wanted to retain their autonomy and to continue to report only to a single committee member; they would resist all efforts to regularize operation or accounting procedures. Many persons on the Bureau staff apparently believed that membership dues would always provide them with unlimited funds for operation — that dues would never cease coming in. Departmental staffs were on the whole one-third larger than they should have been, and salaries were high. No department was self-supporting. And then there was factionalism within the organization. Fear that my coming would hazard their positions would lead employees to jockey for favor; some persons whom Bingham had appointed would remain loyal to him and fight any change that would throw him in an unfavorable light.

Department had lost all of its \$17,000 of capital through declining prices on storage grain. Forty-two cars of cottonseed meal were setting on railroad tracks. The meal had been purchased for \$78 a ton. Cooperatives would not buy it from the Bureau because the price had declined and it could be bought from other sources for \$38 a ton. Nor, for that matter, did the car-door agents and local cooperatives have the capital with which to honor their purchases. The Traffic Department was providing general transportation service for individuals and business with whom and with which the Bureau had no business connection, and providing that service without being remunerated for it.

But perhaps most serious of all was the effect these operations were having on membership and support of the Bureau. The disappointment about the Wool Pool made potential new members wary of signing up; and many disillusioned members were refusing to honor their second year postdated checks. Furthermore, of the membership dues that were collected, county farm bureaus were using the Bureau's share to meet their own expenses. A final drain was the dues to the American Farm Bureau Federation on a book membership of about 47,000 at \$1.50 a member, when only 21,358 members had actually paid their dues.

Drastic retrenchment and reorganization were imperative.

J. Lee Morford, our general auditor, also at this time devoted his efforts to effecting deferred payment plans with creditors. Morford, a person of the utmost dignity, met creditors with the air of a banker, to whom they were applying for a loan. His confident demeanor must have convinced creditors that the Bureau was here to stay, that it would be best not to press unduly for payment of bills.

Lawrence Osmer, the recently installed manager of the Elevator

## THAT WOOL POOL

There were departmental ventures that had no possibility of paying off. The Wool Pool had more than three million pounds of wool in storage, which the year before membership solicitors had advised farmers not to sell at sixty cents a pound; now the market price had fallen to eight to fifteen cents, depending upon the grade, \$58,000 worth of the wool that had been made into blankets or traded for suitings was scattered around the state in the hands of would-be dealers, some of whom probably never would settle accounts. The Elevator Exchange

Farm Bureau membership "Receipt and Agreement" (Oceana county) of Daniel E. Reed, Sr. father of Mich. Farm Bureau Secretary-Manager, Dan E. Reed. Card was issued in 1920.

### RECEIPT AND AGREEMENT

The OCEANA County Farm Bureau of OCEANA County, Mich., and the Michigan State Farm Bureau, hereby accepts the membership application of Daniel E. Reed, Sr.

which is in full payment for three years membership in the OCEANA County Farm Bureau and the Michigan State Farm Bureau. Five dollars (\$5.00) of each yearly dues going to the State and National Organizations and Five dollars (\$5.00) to the County Farm Bureau. In consideration of the agreement of said applicant

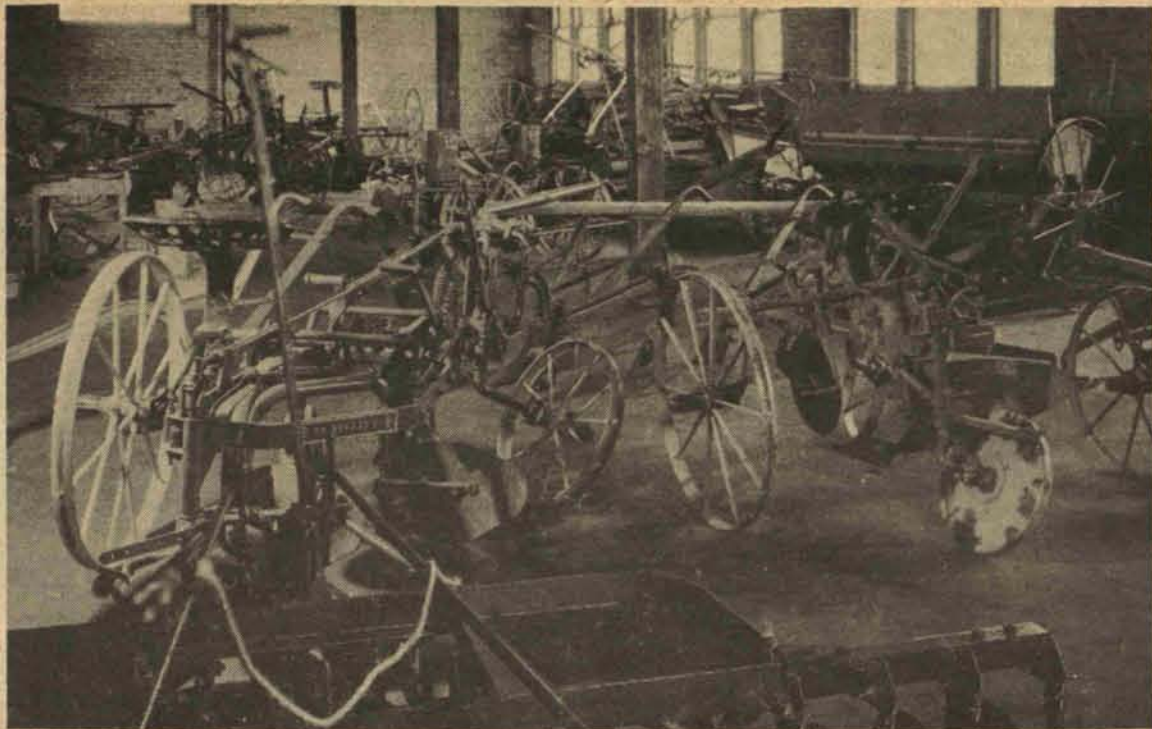
the said Associations do hereby agree that in the event of the removal of said applicant from OCEANA

County or the death of said applicant that the said membership application and all orders due or unpaid at the time of such removal or at the time of his death, shall be cancelled and become null and void.

MICHIGAN STATE FARM BUREAU

OCEANA CO. FARM BUREAU

Chas. A. Bingham Secretary  
N. M. Roland Secretary  
Chas. A. Bingham Secretary  
Chas. A. Bingham Secretary



FARM MACHINERY DIVISION — an early Farm Bureau cooperative service, offered this array of plowing, discing, drilling and cultivating devices. Although most members were enthusiastic about the idea of "pooled purchasing power" — the F. B. machinery business did not thrive.

Exchange Department, partially replenished the capital of that department through a fortunate upward turn of the market. This time speculation paid off. By shifting funds from one department to another, we were able to meet payrolls. But the situation was desperate.

My best counsel on steps to be taken came from Morford and Hale Tennant. Morford urged me to impose a single accounting system on the entire Bureau. It would make departmental managers unhappy, all right, but the benefits would far outweigh this temporary disadvantage — and the departmental managers were going to be unhappy, anyhow. Tennant had not supported my appointment, but once I came to the Bureau, he gave me the fullest cooperation. He was a master strategist of backstage operations — he maintained that it was not always best to meet problems head-on. His advice saved me from ruffling the feathers of people while winning a point of view. What is more, Tennant was counsel to the Bureau, and his support would go far toward influencing the Executive Committee to accept my recommendations.

#### STEPS TO SOLVENCY

By the end of March it was clear to me where expenses should initially be cut. The Forestry Department would have to be discontinued, though it meant the painful release of an MAC classmate of 1904, Hobart Sanford. The staff of the Publicity Department would have to be reduced from five to one man and a secretary. The operations of the Traffic Department would have to be severely curtailed. It was located in Grand Rapids at a cost of \$25,000 yearly; we would move it to Lansing and limit its budget to \$6,000. There would have to be a general reduction of personnel in every department. Furthermore, contributions to the committees set up by the American Farm Bureau Federation to improve farm marketing, which in 1921 would run to several thousand dollars, would have to be deferred, embarrassing as it might be to the Bureau, (President Nicol was the chairman of the National Fruit and Vegetable Committee, and Bingham had participated in the creation of those committees). We would be committing the lesser of the two evils by meeting our payroll. Finally, I wanted to do away with the running of departments by committees; department heads

would have to be responsible to the general manager and Secretary, who in turn would be accountable to the Executive Committee.

Though the necessity and logic of these steps seemed inevitable and irrefutable to me, each step had serious implications. How did one go about discharging employees, many of whom had been recently hired with the expectation of long tenure? Where were these people to find another job? How could I expect any member of the Executive Committee to agree to the curtailment or abandonment of the department of which he was chairman without alienating him? How would the Committee feel about losing face nationally? What would the morale of the Bureau be once the changes were put into effect?

#### HARD TIMES

The net worth of the Bureau, excluding post-dated membership checks, was in 1921 a minus \$15,000. The enlistment of new members had fallen to a mere trickle and many members were refusing to honor post-dated checks. For the Bureau to exist, departments immediately had to be operated on a paying basis and the support of farmers had to be regained.

I immediately put into effect the recommendations for economy that I had made to the Executive Committee. The year was in the main one of retrenchment, even insofar as the work on membership consisted of collecting back dues rather than on signing up new members. The results were disappointing. The Bureau then sought the help of local banks in having post-dated checks honored, but on the whole, the banks were uncooperative. The Executive Committee and I soon desperately heeded the demand of paid-up members that the Bureau sue delinquent members for dues. Accordingly, the Bureau employed three attorneys to collect annual pledges of \$10 from members. But the costs outran the returns by far, and this method of collection in general so alienated members from the Bureau that we quickly dropped all thought of further legal proceedings. One does not gain adherents through legal agencies; to the contrary, it took the Bureau a considerable time to win back many of its erstwhile supporters.

At the annual meeting of delegates in February, 1922, I could report that the net worth of the Bureau, excluding unpaid membership checks, was \$111,545. Payroll and overhead expenses had been reduced from \$260,000 to \$160,000. Furthermore, the Bureau had paid off debts of \$80,000 and spent \$26,000 converting the Michigan State Farm Bureau Building into offices.

There were major administrative changes made at this meeting of the delegates. The name of the governing body of the Bureau was changed from "Executive Committee" to "Board of Directors," and the number of members was increased from nine to eleven. In order to promote administrative efficiency, the president and vice-president of the Bureau would no longer be elected by the delegates, but selected by the Board of Directors. Hale Tennant's commodity plan of organization was adopted. Five commodity exchanges — the Michigan Potato Growers Exchange, the Michigan Milk Producers Association, the Michigan Livestock Exchange, the Michigan Elevator Exchange, and the Michigan Fruit Growers, Inc., — became affiliated with the Bureau. Each exchange appointed a director to the Board of the Bureau, and the secretary of the Bureau became reciprocally an exofficio member of each of their boards.

#### A BRIGHTER SIDE

The improved financial position of the Bureau made possible changes that would reflect the policies of the new management, and not those of Bingham. In the early 1920's commercial seed companies did not inform the farmer about the origin of seed or about the purity of shipments. A bag of seed could look all right — and this was how most seed was bought — but the seed might be of southern origin unadapted to the severe climate of Michigan, or it might contain a high percentage of weeds and other impurities. In either event the farmer suffered, and usually without knowing why. Much of the talk at the time about clover-sick land and faulty farming methods was ill founded. But then the unsuspecting farmer had no way of knowing that: he had, after all, bought seed in good faith. Within the year Nicholson and I appeared before the Agricultural Committee of the State Legislature to appeal successfully for a law that would require the accurate labeling of the origin and

purity of seed. I doubt not that this was about as significant a service as the Bureau has rendered the farmer.

Alfred Bentall, county agent of Allegan County, was put in charge of membership campaigns. He, with a small group of trained solicitors, over the next few years maintained the membership of the Bureau in steady, if not spectacular, fashion. In 1923 the *Farm Bureau News* was established by Einar Ungren.

Stanley Powell, who had once served in the State House of Representatives, was made Director of Public Relations. He was to lobby in Lansing and Washington on the behalf of the Bureau and then notify the farmer through bulletins and the *Farm Bureau News* about legislative developments. The Bureau was dealing more with national than state matters affecting agriculture because the American Farm Bureau Federation had effective machinery for lobbying and we did not. Moreover, once the national government had been won over on a policy affecting farmers, it was a much less difficult task to get state governments to follow, than the reverse.

The Michigan State Farm Bureau supported the AFBF in getting bills enacted to control stockyards and packers, regulate grain exchanges, extend the War Finance Corporation's power to lend money to farmers, increase the rate of interest on Federal Farm Loan Bonds, and raise the working capital of the Federal Farm Loan System. We made our errors, of course, as when we sought with the OFBF to limit immigration to 2% of the foreign born as recorded in 1910 census. Nor does the Bureau any longer support the progressive income tax, for which it fought so hard in the 1920's. In general, in the twenties, the Bureau opposed tariffs on imports which Michigan farmers used, such as Canadian lumber, but supported tariffs on imports that would compete with things which Michigan farmers produced, such as beans. This policy obviously was bad long-run economics. But the farmers for whom we were working had only one short-run life to lead, and as a whole, since they were already at such a disadvantage, it seemed only right not to compound the economic injury by importing foreign farm products.

#### GOOD AND BAD

At the annual meeting of delegates in 1923, James Nicol announced his retirement from the Bureau. Waldo Phillips of Van

Buren County became president, M. L. Noon of Jackson County vice-president, and Fred Van Borsdall of St. Joseph County treasurer. I was pleased to report the net worth of the Bureau as having risen to \$175,000, with a reserve of unpaid memberships amounting to \$400,000.

But in 1923 the Bureau was to sustain an operating loss of \$93,000. We were unsuccessful in promoting "Hubam," a new variety of annual sweet clover; the Michigan Produce Exchange lost \$20,000 in one bit of speculation on apples alone; our inventory got out of hand; and there was a bad loss on a feed contract. Before the end of the year I assumed the personal direction of the departments concerned with these losses.

The losses were offset by favorable developments, however. First, the *Farm Bureau News*, so capably run by Einar Ungren, had begun to make itself felt. The *News* provided the Bureau with a sounding board to counteract misleading stories about the Bureau that were being published elsewhere. The *News* was a primary influence in helping us put over our programs with members. Indeed, the *News* had been integral to the development of the Bureau. It is doubtful whether the young Bureau could have survived the early twenties without the *Farm Bureau News*.

#### MIXED EMOTIONS

Let me end this chapter by saying it is not my intention to sound like a St. George slaying dragons on all sides, nor like the voice of righteousness itself. I have only tried to present events and people as I have seen and understood them. I have to the best of my ability assessed them according to the principles by which I have endeavored to live.

But we do not live in the Elysian fields. One is not often faced by a single course of action he knows is just and right, but by several courses of action, each of which has its merits and faults. Moreover, one is often torn between choosing between individuals and organizations; and when the choice is made, someone must usually be hurt. I have tried to lay before the reader the alternatives posed before me and the reasons for the choices I made. I only hope I followed the courses that would be taken by most reasonable men.



STANLEY M. POWELL — former Legislative Counsel for the Michigan Farm Bureau, now represents the 89th District in the Michigan Legislature. He was succeeded by Robert E. Smith.



EINAR M. UNGREN — Editor of the *Michigan Farm News* and head of the Information Division for nearly 41 years from 1923 to his retirement in 1961. He was succeeded by Melvin L. Woell.



about

## BUSTLES & PETTICOATS

By Gary Kleinhenn

Mrs. Edith Wagar was an outstanding pioneer of the Farm Bureau and the first woman elected to the Michigan Farm Bureau board of directors in 1921. In 1923 she founded the work of Farm Bureau women, as the "Home and Community" Department of Michigan Farm Bureau. She served in both capacities as department head and director until 1938 and was active with the Bureau up to her death in 1961.

A correspondence with Mrs. Wagar is recounted here from Farm News files to reflect the farming era when the Farm Bureau was in its infancy and Mr. and Mrs. Gordon Wagar as charter members, were beginning their marriage on their Monroe county farm.

"We came to this farm during the first week of our married life," Mrs. Wagar wrote. "It was then a forty acre place, undrained, grown up to brush, and between the stumps was an old lopsided house, a make-shift stable and no barn or other buildings.

"We put all of our belongings in a wagon, had a team of colts not yet paid for and it took us an entire day to come six miles from my father's place, for the mud was so deep that part of the way Gordon walked while I drove the team. That was our honeymoon."

Mrs. Wagar who wrote this commentary shortly after her 50th wedding anniversary in 1941 said, "I was asked the other day if we bought our furniture on the \$5 down and \$5 a week plan. Merciful heavens! That was a young fortune to newlyweds those days.

"Those were happy days when we were clearing up and fitting the land for production. In many of the tasks we worked together — Gordon would dig stumps and cut brush, I would help to pile it and many a time we would burn it at night.

"Fifty years ago we had no good roads, no automobiles, no telephones, no electricity, no country banks, no rural delivery, no daily papers, no milk stations, and a furnace was a rare thing and far more rare was a bathroom.

"It was the age of 'rats' in women's hair, men wore celluloid collars, both men and women wore high-button shoes, skirts touched the ground, silk hose were unheard of! rather, women wore hand knit woolen stockings in the wintertime and heavy cotten in the summer, while men



EDITH M. WAGAR — "First Lady" of the Michigan Farm Bureau. A charter member in 1919 (Monroe county) she was elected to the State Board in 1921. Two years later she founded the Women's work of the Michigan Farm Bureau — was its leader until 1938.

wore socks. Farm men wore felt packs during the winter months for they all worked in the woods cutting and hauling timber and stove wood, for most of the folks in town used wood for heat and cooking. Most farm men wore a beard in the wintertime so as to protect his face from the cold

winds while working in the woods from daylight to dark, for we had no 40 hour weeks those days."

Mrs. Wagar said, "Women wore tight-laced corsets and a bustle to make her waist appear small and she wore at least two be-ruffled and starched petticoats besides the flannel one beneath.

"To be sure, I had my home-made quilts and 'comfortables,' sheets and pillow slips, towels and feather beds, strawticks and rag carpets. The girl who did not bring those things to her new home was considered lacking in her marital duty."

Marital duties were aplenty as Mrs. Wagar recounted, "The only trunk was a much battered gray one that Gordon had had from a few years back and among the medley of useful articles and keepsakes were two patterns, one for his work shirts and one for underdrawers. Imagine my horror! I had come from a home of girls and knew nothing about making men's clothes. I had helped to make my own wedding dress and all of the other sewing connected with my new life, but how could I ever make a shirt that buttoned on the shoulder!

"Well! I made all that was necessary for the first year or two and thanked the Lord when those things could be purchased ready made."



NEEDLECRAFT EXPERTS — Mrs. Ann Campau, Needlecraft Contest chairman (left) joins Maxine Topliff and Mrs. Florence Carpenter in examining potential entries. Other committee members are Mrs. Mary Edith Anderson, Mrs. Claudine Jackson, and Mrs. Hattie Lockhart.

### — MEMBER INVOLVEMENT —

"Participation" is the principle purpose for the new state-wide needlecraft contest sponsored by Farm Bureau Women. Committee members working on the project are trusting that it will open doors to involvement of Farm Bureau women not now active in other projects.

The contest — a new activity for Farm Bureau Women, includes sewing, crocheting, embroidery, rug making and any type of other handiwork done with needles. All plans for participation are aimed at the county level with prizes to be given at county and district contests.

Prize-winning items will be on display at the annual meeting of the Michigan Farm Bureau — November 10, at Kellogg Center, MSU campus. Mrs. Ann Campau is chairman of the state committee — others include Mrs. Mary Edith Anderson, Mrs. Florence Carpenter, Mrs. Claudine Jackson, Mrs. Hattie Lockhart and Mrs. Maxine Topliff.

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**Michigan Bell**  
Part of the Nationwide Bell System





COOPERATIVE PLANNING — was the purpose of a recent all-day meeting of the Mich. Association of Farmer Cooperatives at Farm Bureau Center, Lansing. Present were (back row) Don VerWest, McDonald Dairy; Dean Pridgeon, Mich. F. B.; Wm. Parsons, R. E. A. Co-ops; Harry Oxender, PCA; David Shaefer, Cherry Growers and Keith Middleton, Animal Breeders. In the center is MFB President, Elton Smith. Seated (from left) is John Williamson, St. John's Co-op; Eugene Erskine, Association Chairman, also representing MMPA; L. A. Cheney, Secretary-Manager, Mich. Association of Farmer Cooperatives and John Carmichael, Coopersville Co-op Elevator.

# Milestone \$333,333,333

Farm Bureau Life, one of the largest Michigan-based life insurance firms, has surpassed the one-third billion dollar mark for life insurance in force.

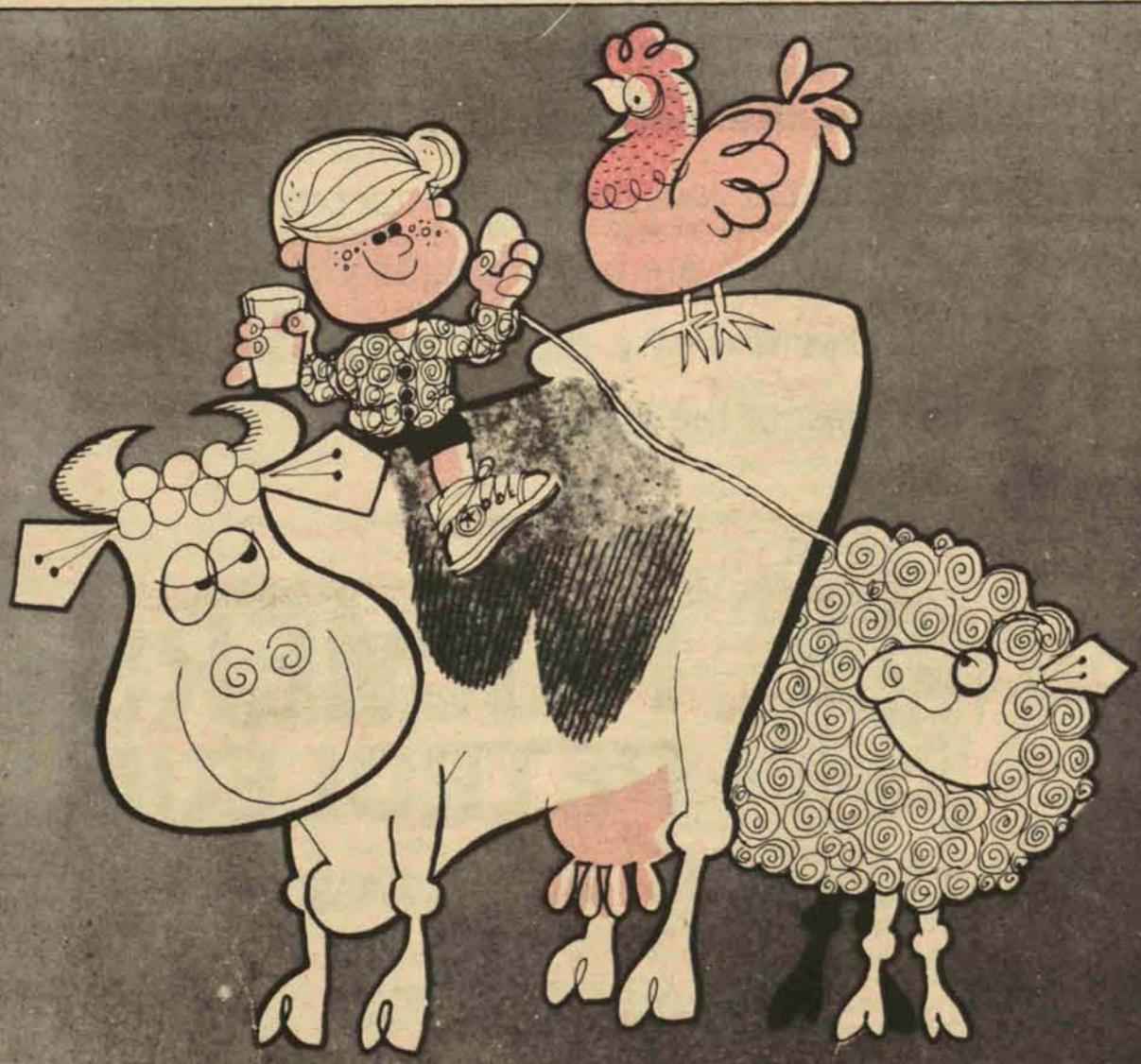
The firm is the fourth largest state-based company writing individual life insurance. Farm Bureau Life, along with Farm Bureau Mutual, Community Service Insurance Company and Community Service Acceptance Company, form Farm Bureau Insurance Group, headquartered in Lansing.

The \$333 1/3 million dollar milestone was surpassed during the 20th anniversary year of Farm Bureau Insurance Group. In making the announcement, the firm's Executive Vice President, Nile L. Vermillion, said, "In less than eighteen years Farm Bureau Life Insurance Company has grown to play a major role in the economic development of Michigan. Originally created to financially secure the future of Michigan's farm community, Farm Bureau Life now extends its insurance services to all Mich. residents."

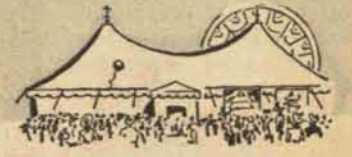
Farm Bureau Life was chartered for business in September 1951, with assets of \$316,000. Today, the firm's assets exceed \$40 million.

# MICHIGAN STATE FAIR

where consumer meets producer  
**AUG 22-SEPT 1**



*ten day  
holiday at  
state fair*



The 120th Michigan State Fair begins in Detroit, Friday, August 22 and continues through September 1, (Labor Day). One of the larger fairs in the nation it promises one of the most exciting entertainment schedules anywhere — and basically, it's free.

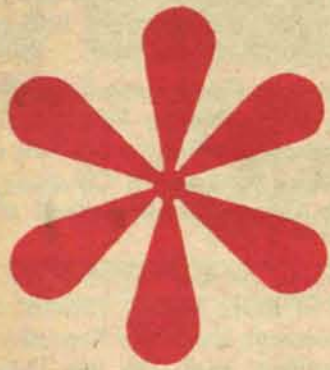
Excluding the Midway and the \$1.50 gate admission for adults and 50 cents for children age 8 through 12 — and those younger admitted free when accompanied by an adult, the fair presents a star-packed calendar of free entertainment.

For the first time in recent years, the Michigan Farm Bureau will be represented at the big fair, with an exhibit showing what roadside litter can do to the tires of heavy farm machinery. A large, but completely ruined tire, will be central in the booth with appropriate explanatory material. The Farm Bureau exhibit is set for Agricultural Hall.

Again, extensive displays of farm produce and livestock will be featured with more than 20,000 entries of Michigan's best expected. Again too, the emphasis will be on "Consumer Meets Producer."

A large livestock auction sale will be held, with the auction of prize livestock and livestock products will be held at 3 p.m. Tuesday, August 26 in the Coliseum. The Grand and Reserve Champion Steer, Barrow and Market Lamb will be sold in the evening of the same day as a special feature of the evening Horse Show.

Community Arts is always a favorite attraction — and with good reason, with this year's show promising to be the best yet. Daily demonstrations include the arts of crewel, macrame, decoupage, quilting, weaving and food preparation. Top stars, including such names as Al Hirt and the Baja Marimba Band will entertain — free at the Bandshell.



## Be the "Toast of the Town"

and solve all your  
**Winter Comfort**  
 and budget problems  
 with one  
**heating plan!**



Farmers Petroleum guarantees to keep you "toasty" warm all winter long with Flame Balanced heating oils, the clean burning fuel that gives you more comfort per dollar!

### **THE "COMFORT CONTRACT" DOES IT!**

The "Comfort Contract" does two things for you . . .

1. It assures you of all the Fuel Oil you need all winter long, automatically delivered if you desire . . . and
2. It budgets your payments to a pre-set amount each month, so you are better able to plan for other household expenses. Try the "Comfort Contract" . . . Be the "Toast of the Town."



# FARMERS PETROLEUM

4000 N. GRAND RIVER LANSING, MICHIGAN

**a new feed plant — a sunny day — a giant crowd!**



APPRECIATION — to those who helped build, is given by Farm Bureau Services President, Elton Smith at the open house for the new feed plant. Smith expressed confidence that continued interest and support of area farmers can be depended upon to make the plant a success.



HELICOPTER'S-EYE VIEW — of Farm Bureau Services new million-dollar-plus feed plant provides an idea of the size of the involved area and the potential industrial park growth-area around it. Off-site parking handled the many hundred cars, with participants bussed to the plant site.

**1,600 came to dinner...**

The rain clouds drifted away and (by special arrangement) the sun came out . . . shining down on the more than 1800 guests attending the new \$1,400,000 Farm Bureau Services Feed Plant open house near Battle Creek June 25.

Sixteen hundred people stayed for the noon-catered luncheon, served in the large holding-area, proposed storage space. Thousands of people were conducted on tours of the huge plant and three parties especially . . . Neil Brady, rural Battle Creek, and Mr. and Mrs. Larry Knowles, Climax, went home extra happy after they had been announced as winners of a ton of feed, given as door prizes.

A huge striped tent on the grounds held the many display booths of Farm Bureau-Farm Bureau Insurance Group and Farmers Petroleum as well as related industries and business friends of Farm Bureau Services.

William N. Guthrie, Executive vice president and General Manager, Farm Bureau Services, Inc., said in his dedication address: "We today dedicate to the service of the Michigan farmers, this feed plant, the most modern, efficient and versatile feed plant in the United States. And how better to serve farmers than through an organization owned and controlled by farmers themselves?"

Guthrie explained, "the plant has a manufacturing capacity of 40,000 tons per year on a one 8-hour shift per day basis. High quality feeds can be mixed at the rate of 36 tons per hour on a 5-minute cycle.

"The plant has a storage capacity for bulk feed ingredients of 315,000 bushels plus 100,000 bushels of storage for corn, oats and soy bean meal. To provide fast delivery services, 20 bulk load-out bins are available. Automatic weighing and mixing equipment is the most modern available in the feed industry today . . . and the total cost of this project is in excess of \$1,400,000 and has been financed by Farm Bureau Services through the sale of debentures to farmers, cooperative elevators and the general public and by the St. Paul Bank for Cooperatives."

Farm Bureau Services President Elton R. Smith recognized the many who had helped make the feed mill opening a possibility and a success, in his talk to the guests following the luncheon. He credited those who helped make the decisions regarding the need for a new mill and the location plus when it should be built. Pres. Smith said "Farmers financed this plant and others through investment in Farm Bureau Services' interest-bearing debentures and I am confident that the continued interest and support of farmers in this area and throughout Michigan can be depended upon to make this plant a success."

Smith continued: "Thomas Jefferson once said something which fits right here. 'Agriculture, manufacturing, commerce and navigation, the four pillars of our prosperity, are most thriving when left most free to individual enterprise . . . that's what Thomas Jefferson said, a good many years ago. But, things haven't changed in this respect. The enterprise has all been ours, and we can be more concerned, more involved and more proud of what has been done, knowing how it has been done by our own efforts."

Paul Mullineaux is the Feed Plant manager and reports that he expects to have the mill in full operation this fall.



"MAGIC ELIXIR" — was a featured attraction at the Farm Bureau Insurance Group booth at the dedication of the new Farm Bureau Services Feed Plant near Battle Creek. Farm Bureau Insurance was promoted as a cure for such strange diseases as "farm distress" and "financial dehydration". Terry Buckles (left) and Jack Stucko of the Group's Communications department extolled the Elixir's virtues.

**HELP CHARLIE FOSTER!**

"Help Charlie Foster." It may seem odd, but those three words symbolize the rapid growth of Farm Bureau Insurance Group.

To achieve the success of rapid growth, any business organization, particularly an insurance firm, must first have an excellent product and professional, interested service. The American consumer demands and deserves no less.

But no one can sit on their laurels and succeed. High growth rates must be maintained. They can be maintained only if a company can tell more people about its products and services . . . and tell the story interestingly.

This is where Charlie Foster, supposedly an agent for our companies, comes in. He relays the Farm Bureau Insurance Group story interestingly, humorously, in the firm's first statewide television ad campaign presently appearing on seven Michigan TV stations. The role of Charlie Foster is portrayed by Jack Stucko,

a staff employee in the Lansing Home Office.

But before Charlie could really make the "big time" he, like most products today, was test-marketed to prove effectiveness. Last year, the five Charlie Foster TV spot commercials . . . 60 seconds each . . . were tested on Channels 9 and 10, in northern Michigan.

In May of this year, the ad campaign was expanded to five more TV stations, in order to cover most of outstate Michigan.

Because of Charlie Foster, more Michigan people will now be able to enjoy the expanding services, innovation and sound financial counsel of Farm Bureau Insurance Group.

So watch for Charlie on one of your local TV stations as listed. And if you want to spread the word about Farm Bureau Insurance . . . write for a "Help Charlie Foster" bumper sticker to: Communications Department, Farm Bureau Insurance Group, 4000

N. Grand River Avenue, Lansing 48904.

"Help Charlie Foster" commercials are shown on these TV stations —

WWTU-UP (Channels 9 and 10) Cadillac/Traverse City, Monday and Saturday, 6:00-News and Thursday 11:00-News;

WOOD (Channel 8) Grand Rapids, Thursday 6:00-News, Monday through Friday during Tonight Show;

WKZO (Channel 3) Kalamazoo, Tuesday 7:00 (Michigan Sportsman);

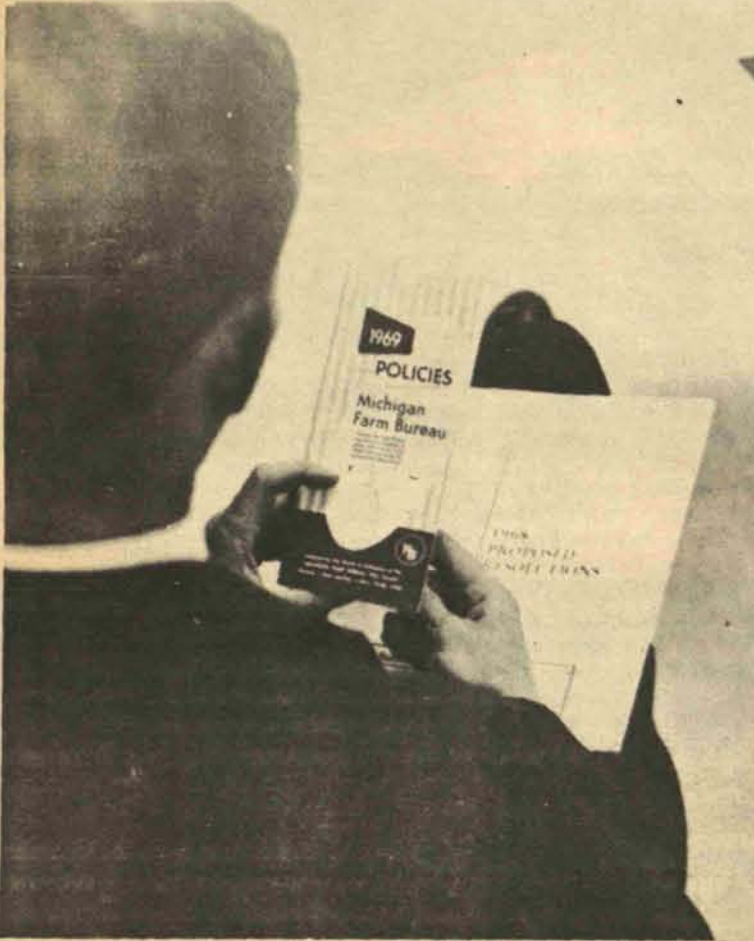
WJRT (Channel 12) Flint, Thursday, 6:30 (What's My Line), Tuesday, 6:00-News, Wednesday, Thursday and Friday, 11:30 (Joey Bishop Show);

WJIM (Channel 6) Lansing, Monday and Tuesday, 6:00-News;

And, WILX (Channel 10) Jackson, Friday, Midnight (Tonight Show).

# AGRICULTURE IN ACTION — — PICTORIAL REPORT

## POLICY DEVELOPMENT TIME ALL OVER MICHIGAN



Most often Farm Bureau's Policy Development processes (P.D.) begins with a review of the policies of last year. Throughout Michigan this review procedure was a major part of district P.D. meetings held this past month to review issues and procedures.

August 20 brings with it the next important step when county Farm Bureau Presidents, Women's chairmen, Young Farmers' and county P.D. chairmen come together in Lansing's Jack Tar Hotel to check signals in a state-wide meeting. A resource person on national affairs, Wm. Anderson, of the American Farm Bureau Federation's Washington office will take part.

Following this, county P.D. committees become extra busy in seeking the help of all county members in surfacing, discussing and selecting policy recommendations to be acted upon at county annual meetings in October.

Meanwhile the state P.D. committee under the chairmanship of state Vice President Dean Pridgeon, will hold hearings with key agencies in similar fact-finding sessions. The first of these will be August 8—the next in October. Finally, tentative policy statements will be acted upon by voting delegates at the Michigan Farm Bureau annual meeting in East Lansing, Nov. 10-11-12.

**POLICY DEVELOPMENT CHAIRMAN** — Dan Robotham, (Benzie county) reviews current Farm Bureau policies prior to calling together his committee to work on policy proposals for the new year. Such work will soon be underway in all parts of Mich.



**GAILY DECORATED MILK CAN** — was presented to Mrs. Bryning Collins (left) at Lenawee county Farm Bureau's first dairy banquet held recently. The gift was in recognition of her many Farm Bureau projects according to Mrs. Wilson Sawyer, Chairman of the Farm Bureau Women's banquet project.

## STRAWBERRY QUEEN



**NATIONAL STRAWBERRY QUEEN** — Miss Julie Benish, appears on Northwest Farm Bureau's "Accent Agriculture" television program over Channels 7 and 4—Traverse City and Cheboygan. With her is David Mead, Regional Representative.



**VINEYARD INNOVATION** — the "Geneva Double Curtain" — a type of grapevine training-device, allows sunlight and later, pickers, to reach the growing fruit. New York Farm Bureau market men join MACMA staff members on the John Babcock farm, Hartford, Mich. Babcock is Chairman of the MACMA Grape Marketing Committee.

## STICKERS



**ANNIVERSARY** — stickers commemorating 50th and 20th years of Michigan Farm Bureau and Farm Bureau Insurance Group are now being distributed. They promote 1969 as a "Birthday year".



**CAMERA CREW'S VIEW** — of the Farm Bureau telecast, shows behind-the-scenes trappings of WPBN studios, Traverse City. The "Accent Agriculture" programs are in their second year, originating at Channel 7 and also broadcast on channel 4.

## FFA OFFICERS TOUR



**TOUR OF FARM BUREAU CENTER** — was provided this group of state FFA officers by the Mich. Association of Farmer Cooperatives which followed the tour with a dinner and program.



**TAKING AIM ON THE MEMBERSHIP TARGET** — is this motley crew of Ohio Farm Bureau staff members — whooping up the fact that at long last they have reached American membership quota. Taking part in the membership battle between states is (left) Jay Thompson, head of the Organization department, and Wm. Swank, Executive vice president, second from left.

# cornbelt farmers to benefit from new 2000-mile pipeline

By Charles Pfeiffer

A new and significant supply of anhydrous ammonia has begun to flow from one of the country's largest manufacturing sites, according to W. N. Guthrie, Executive Vice President of F. B. Services, Inc. It has gone into the first section of a new 2,000-mile-long pipeline system that will transport it to farms throughout the Midwestern Corn Belt. The pipeline is part of Central Farmers Fertilizer Company's distribution system. Central Farmers is owned by Farm Bureau Services of Michigan along with other American and Canadian agricultural cooperatives.

With the activation of the injection system at Central Farmers' Donaldsonville, La. ammonia complex, the first flow of ammonia was released into the initial 120-mile section of the \$75 million Gulf Central Pipeline system. The Central Farmers' Donaldsonville complex will be the major southern terminus of the Gulf Central system, due for completion later this year.

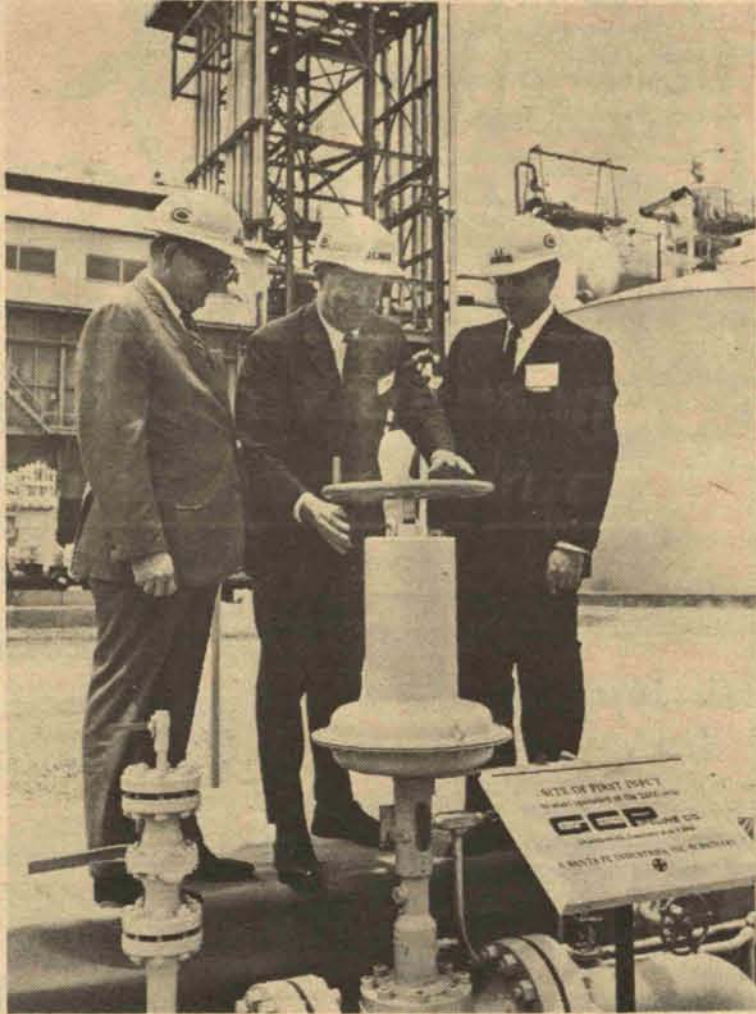
## LARGE, EFFICIENT

Central Farmers recently completed construction of its second giant ammonia plant at Donaldsonville, boosting its rated annual capacity at the site to 700,000 tons. The complex is one of the largest and most efficient of its type in the country, with each plant producing 1,000 tons per day. Ammonia is also shipped from the site to Midwestern farm areas by refrigerated river barges.

"The completion of Central Farmers' new plant and the start-up of the ammonia pipeline mark a significant step forward in serving the hundreds of thousands of farmers who are supplied with chemical plant foods through the Central Farmers system," Kenneth F. Lundberg, president of Central Farmers, said.

## 100 BUSHEL CORN

In pointing out the significance of these facilities, Lundberg noted that the use of anhydrous ammonia fertilizer has enabled the United States farmer to substantially increase outputs of food producing crops. "For example," he said, "the direct application of anhydrous ammonia along with



Ceremonies at Central Farmers Fertilizer Company's Donaldsonville, La. ammonia complex in June marked the initial input of anhydrous ammonia into the 2,000-mile Gulf Central pipeline. W. N. Guthrie, Executive Vice President of F. B. Services advises that, when completed later this year the line will carry vital nitrogen fertilizer to midwestern farm areas. Participating in the valve turning activities were, left to right: William T. Hackett, Jr., Louisiana Department of Commerce and Industry; John C. Davis, Santa Fe Railway; and Kenneth F. Lundberg, president, Central Farmers Fertilizer Company. In the background is the recently completed 1,000-ton-per-day anhydrous ammonia plant of Central Farmers, second plant at the Donaldsonville site. The two-plant complex is now one of the nation's largest with an annual rated capacity of 700,000 tons.

advances in other agricultural materials and techniques now helps to make commonplace corn yields in excess of 100 bushels per acre . . . about double the yields of 10 years ago."

The basic Gulf Central line is expected to be completed this year, providing service from Louisiana through Arkansas into Missouri, Illinois, Indiana, Iowa and Nebraska. More than 500 miles of the system are now in the ground.

## NEW TERMINALS

Central Farmers will provide service through terminals now under construction at Marshalltown and Spencer, Iowa; Cowden, Illinois; and Frankfort, Indiana — as well as other points along the pipeline. Also linked to the pipeline system will be Central Farmers' river storage at Palmyra, Mo. and company-operated nitrogen products plants at Terra Haute, Indiana and Fremont, Nebraska.

# Management Tour

In two decades, farming in Michigan has made great changes. So has Michigan State University's annual Farm Management Tour.

In the late 1940's — when the farm tour originated — farmers would assemble in one county and tour by car through several counties. An overnight stop would be made in one community for a banquet, speaking program and discussion of farming. But most farms visited were general farms, of interest to most farmers in those times.

Today, farming is specialized. Few general farms operate today. So in Allegan County on Thursday, August 7, the 1969 Extension Service State Farm Tour lists 12 farms open to visitors. All are specialized farms of particular interest to today's specialized farmers.

Homer Patterson, Allegan County extension director and general chairman of the tour, says: "We are fortunate to get cooperation from these farmers and we believe our visitors will find some ideas they can carry home and use to increase their farm income. That's the purpose of this tour — to show how management and records fit together for greater farm profits."



ROBERT V. CALL — vegetable and dairy farmer of Batavia, N. Y. will be speaker at the state farm tour. He was named one of 4 Most Outstanding young farmers in the U.S. in 1960. He has been president of his county Farm Bureau.

Farm visits and programs showing management features of the 12 farms will be held at 9:30 and 11 a.m. At 12:30 p.m. all visitors will assemble at the Allegan County Fairgrounds, Allegan, for lunch, entertainment and a talk by one of the nation's outstanding farmers.



FRUIT PROSPECTS — are checked by Karl Barden; MSU Agricultural Economist Mike Kelsey; MSU fruit specialist Art Mitchell and Ben Barden. The trees will be viewed by visitors during the state Farm Management Tour, August 7. The Bardens (Barden Brothers Orchards, South Haven) are active F. B. members.

# 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.

## 8 FARM EQUIPMENT

FARROWING STALLS — Complete \$26.75. Dealerships available. Free literature. DOLLY ENTERPRISES, 219 Main, Colchester, Illinois 62326. (6-11-15p) 8

PICK-UP TRUCK STOCK RACKS — All steel construction. \$109.50. Dealerships available. Free literature. DOLLY ENTERPRISES, 219 Main, Colchester, Illinois 62326. (6-11-19p) 8

CALF CREEP FEEDERS — 30 bushel capacity. \$92.50. Dealerships available. Free literature. DOLLY ENTERPRISES, 219 Main, Colchester, Illinois 62326. (6-11-18p) 8

## 14 FOR SALE

GREETING CARDS, 12 "Thinking of You" with envelopes, beautifully lithographed Praying Hands, 23rd Psalm, note-space, only \$1 Postpaid. Money back guarantee. Robert Schales, 7 Ridgewood Avenue, Glen Ridge, New Jersey 07028. (8-11-31p) 36

## 14 FOR SALE

FARM BUREAU MEMBERSHIP — for sale at your County Farm Bureau office! Best possible farm help — at modest annual dues cost. JOIN YOUR COUNTY FARM BUREAU FOR 1969!

## 20 LIVESTOCK

HEREFORD BULLS — pure bred herd sires. Ready for service. Also, registered heifers and calves. Egypt Valley Hereford Farm, 6811 Knapp St., Ada, Michigan. Phone OR 6-1090. (Kent County) (11-tf-25b) 20

FOR SALE: 30 large vaccinated Holstein heifers. Due base months — from herd. Contact: Ed Tanis, Jenison, Michigan 49428. Phone: Mo 9-9226. (6-3t-25b) 20

MODERN Registered Herefords — Bulls, bred and open heifers, cows with calves. Prince and Regent blood lines. Tested high performance. Clean. Phone 616 866-1888. Visit GrandValley Ranch, 8300 Cannonsburg Rd., Cannonsburg, Michigan. (7-4t-30b) 20

## 22 NURSERY STOCK

WANTED — prime quality Christmas Trees — Scotch Pine, Spruce and Douglas Fir, 6 to 10 feet. Top dollar for TOP QUALITY. FRUIT HAVEN NURSERY, INC. Kaleva, Michigan — Phone (area 616) 889-5594. (7-2t-29-B) 22

BLUEBERRIES — you pick, every day 7 a.m. to 8 p.m. Bring own containers. One-half mile south of Grand Junction, Michigan or 2 miles east of Bangor on M-43 and 6 miles on County Road 215. Paul F. Jones Blueberries, Rt. 2, Grand Junction, Michigan 49056. (7-1t-46b) 36

## 26 POULTRY

SHAYER STARCROSS 288 — Started pullets available most every month. Get wise and try these top profit makers as your next flock. MacPherson Hatchery, Route #3, Ionia, Michigan. Phone 527-0860. (8-3t-28b) 26

## 26 POULTRY

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

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

## 36 MISCELLANEOUS

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

FREE CIRCULAR — Old time Country Music — Hoe Downs — Blue Grass — new records. Uncle Jim O'Neal, Box A-MFN, Arcadia, California 91006. (5-4t-19p) 36

NIGHTCRAWLERS AND RED WIGGLERS. "B & B" Worm Ranch, Route #1, Box 341, Steele, Missouri 63877. Phone 695-4984. Area Code 314. (2-2t-19p) 36

WE CUSTOM BUTCHER every size pick-up. If you are in the 313 area, our phone number is: 727-1450. Also see ham, bacon . . . make your sausage. Richmond Meat Packers, 68104 Main St., Richmond, Mich. 48062 (7-12t-30p) 3

# DISCUSSION TOPIC

By Melvin L. Woell

## "P.R." — the farmer and his PUBLIC RELATIONS

By Melvin L. Woell

The more people there are in the world — the more "public" we become. *Public pressures are caused by people in numbers.* More people mean less privacy. *For farmers, more people mean more non-farmers to feed and deal with, more need for improved farm public relations.*

What is the current public "image" of the farmer? Many feel that it is blurred somewhere between the Superfarmer businessman and the old-fashioned image of Hiram with a straw hat. Images change with people-pressures. They are not static things and all of us — every person, every firm, every organization and industry (*including agriculture*) project some form of public image all of the time.

Many actions can change this image. Farmers in wartime were national heroes with their fantastic production with reduced manpower hailed as a national achievement.

Farmers in "good" times of surplus are less than heroes, and in fact may become easy targets for social reformers, labor union organizers, church activists and the new left.

The "image" of agriculture which anyone holds in his mind is something built there over a period of time and which is added to and changed by each new contact or other piece of information concerning farming and farmers.

It is a highly personal thing — an individual thing, and it is built largely from individual, personal contacts.

Some people would like to see farmers project some form of super, shiny national image, concocted and projected to the public to show this super-man-on-the-land feeding our nation and much of the world — eternally vigilant in protecting and improving the soil and forests, caring for garden, field and animal.

But such an image is far from the truth and there is danger ahead for farmers when people begin thinking of agriculture as a monolithic super-business instead of being made up of worried, hard-working, family-raising, debt-contracting individuals — much the same as everyone else.

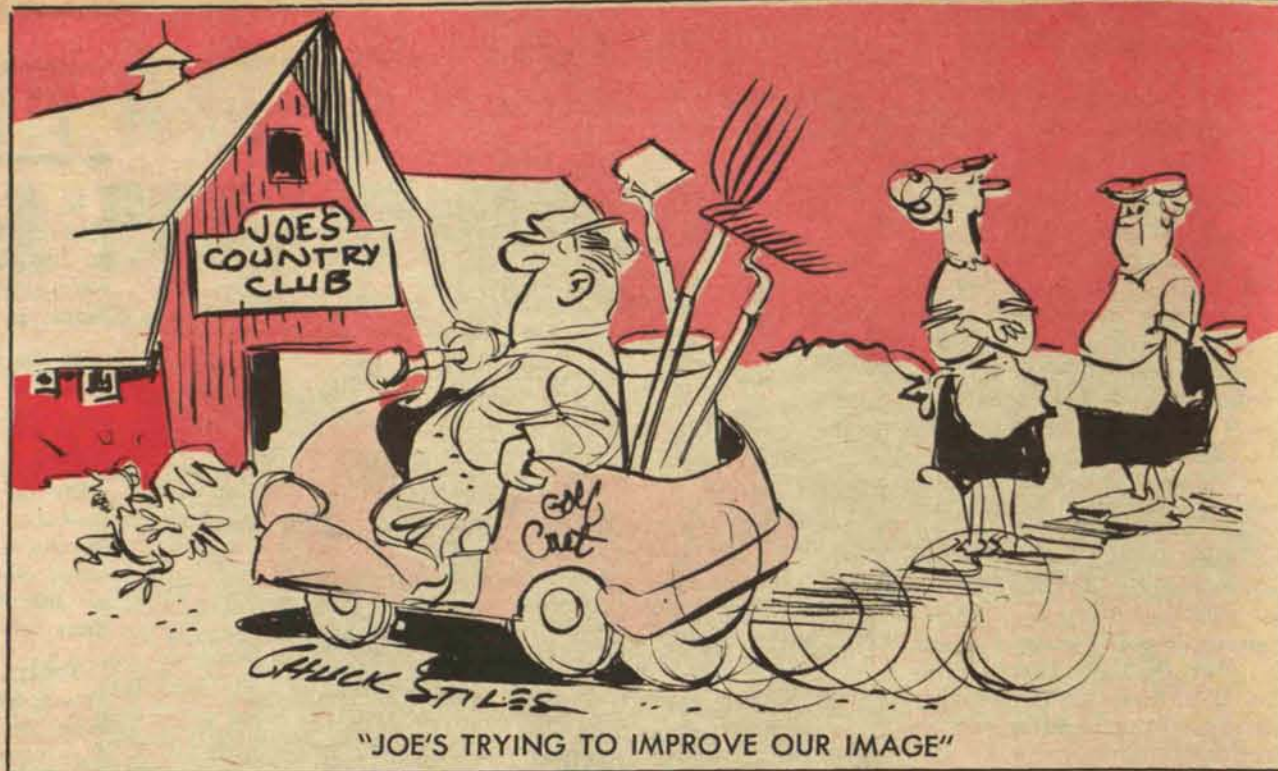
Farmers can be outvoted at every turn. It is absolutely essential that those who do not farm continue to understand and support those who do . . .

*Boiled to essentials, the primary job of Farm Bureau is to influence people — favorably.*

We go through the difficult and costly tasks of informing ourselves on public issues, on understanding the principles and theories of our system of government, of supporting the American pattern of individual initiative with its awards for success and penalties for failure, for just one reason: *to better equip ourselves to explain and "sell" that which we as farmers believe — to others around us.*

We develop and execute policy as steps in helping move the thinking, beliefs and support of others into line with ours. We lobby, maintain contact with other organizations, broadcast our policy positions to the world, all with the goal of developing majority support for that in which we believe.

*We openly solicit and expect this support in the firm knowledge that without a sound agriculture all else fails. There would be no growing, leisure time, no developing arts, and no men on the moon.*



### Public Information and Understanding

There is need for better understanding of agriculture and its remarkable contributions to the growth and development of this country.

The public has a great stake in a healthy, prosperous, and efficient agriculture.

The elimination of unsound federal farm programs would improve the public image of farmers.

Farm Bureau has the responsibility for dynamic leadership in a program of public information. We must employ sound techniques in the development of public understanding of agriculture.

We urge State Farm Bureaus to encourage and aid County Farm Bureaus and their members to increase their efforts to explain Farm Bureau programs and tell the farmers' and ranchers' story to the public.

All Farm Bureaus should review and strengthen their relationships with other groups without compromising basic principles. Emphasis should be placed on those subject areas and activities in which the most progress can be made. The Youthpower Program is one means of furthering this objective. We urge increased farm-city activity and organizational contacts to ensure that our fellow citizens better understand and appreciate the basic values and contributions of American farm families.

— 1919 Farm Bureau Policy

### Problem Areas

How many people: *who support the AFL-CIO sponsored boycott of California table grapes* really understand that the issue is not one of "social concern" for starving migrants as some liberal Clergymen have helped lead them believe — but rather is a nation-wide power play to unionize American farmers against their wishes?

How many people: *recognize the unfounded emotionalism* whipped up by so-called conservationists and nature-lover groups against all chemical pesticides — thereby casting public doubt on the wise use of agricultural pest-killers which have brought plentiful supplies of disease-free foods, untainted by rats, mice, worms, beetles, mosquitoes, roaches, lice, fleas?

How many people: *have been falsely lead into thinking* that agriculture is a major source of pollution for air and stream when almost exactly the opposite is true? — When construction alone can create more havoc along a stream in several weeks than did all of the farming along the total length of the river in hundreds of years?

How many people: *think farmers are selfish* when they insist that others ask hunting permission before taking dogs and guns across their lands?

How many people: *understand the need* for continued farm research and agricultural education even though food production and food reserves are high?

### Possible Answers

A recounting of just a few of the many evident farm public relations problem-areas shows the extent to which farmers need a positive program of image improvement.

This must be a continuing process — not something picked up and laid down every now and then. Four years ago when Farm Bureau Community Groups were asked how they could best go about building a better farmer image, a main concern was that city people do not get an honest or truthful picture of farm life today. "Often only the show-place farms are in the spotlight and city folks think all of us are like that . . ." one farmer protested. "City folks have little idea of what it takes for a farmer like me to maintain my property and provide a decent standard of living for my family . . ."

Some said "We need to advertise more. We need to go beyond farm magazines and farm broadcasts. We need to hit television regularly . . ."

But such programs are costly and there are those among farm leaders who feel that a more immediate answer is to expose city people and their families and leaders to farm life. This can be done in a variety of ways such as through farm-city exchange days, through inviting school children for a day on the farm; through farmer-meets-consumer fair exhibits, and by local farmers appearing on radio and television broadcasts and as civic spokesmen.

Think of all the good things farmers have going for them! *Sunshine! Fresh water! Grass! Trees! Shady lanes! Fruit! Food! Kittens — piglets, bunnies — calves — chickens — on and on.* Farmers are constantly involved in important projects of public concern — the very act of producing high-quality food is part of it. Surely such things provide the best possible kind of "P.R." — defined for the purposes of this discussion as "Project and Report".

*A best method to improve and keep a shining image is for farmers to do something of which they are proud (a Farm Bureau project, for example) and then report this to a listening public.*

### JUNE TOPIC SUMMARY

#### Taxes, Tax Reform, School Finances

Total Group members taking part: 6,493 persons

A majority of the Groups said that assessments in their communities were "mixed" (193 Groups) while assessments were "usually right" to another 129 Groups. A total of 102 Groups said assessments were "fairly done" and 25 Groups said they were "seldom right".

Most of the Groups felt that a millage "lid" should be placed on property taxes for schools and that income taxes should be tied to school financing.

Ideas for a "fair" property tax school millage ranged from a low of 3 mills to a high of 45 — with most Groups suggesting 15 mills, next most frequently suggested were 10 mills and 20 mills, respectively.

NEXT MONTH: Cuba Revisited — the first decade of Cuba

# DISCUSSION TOPIC

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

## *The Farmer and his Image*

For a variety of reasons not everyone can be part of a Farm Bureau Community Group — however through the pages of the FARM NEWS, any member may now take part in the Discussion program.

Here's how you do it: After reading the discussion material on the opposite page, express your opinions by filling in a few blanks in the areas provided and then "register" your opinions by clipping the sheet and sending it to the address listed below.

Every opinion will be counted and considered equally by Michigan Farm Bureau officials with those reaching Lansing by the regular Community Group route. We heard from many fine people last month — so why not get a pencil and let us know what you think?

### — NON-GROUP MEMBER OPINION REPORT —

Growing "people pressures" (increasing population) have been one cause of changes of public attitudes towards farmers. Would you write down what you think is the current public "image" of the farmer — good or bad? — And state just how good, or how bad?

.....

Is it possible to list several local projects or events of public interest which have involved farmers of your area? .....

Have they been helpful in producing a positive farm image? .....

A negative one? .....

Would you tell us how you think Farm Bureau can be more effective in improving farm public relations in your county? .....

In Michigan? .....

In the U. S. A. ? .....

Clip and send to: Education and Research, Michigan Farm Bureau  
Box 960, Lansing, Michigan 48906

## economic task-force

A state-wide "economic education" task force is studying possible ways to aid education in Michigan. The group, which met recently at Olivet college includes nine persons representing a wide array of economic interests. Representing Michigan agriculture is Dan E. Reed, Secretary-Manager of the Michigan Farm Bureau.

The task-force will function as a study group to suggest possible reorganization of citizen-support for economic education. "The need for changes in our economic system and its operation — as well as future plans to aid education is the platform for committee operation," according to Olivet college president, Dr. Gordon Reithmiller.



TASK-FORCE MEMBERS — (standing, left) Dr. Robert Lusk, Automobile Manufacturers; Clyde Reed, Institute for Economic Education; Frank Seymour, Seymour Associates, all of Detroit; William Helder, Consultant in Social Studies, Lansing; Dr. James Showkeir, Mott Foundation, Flint. Seated (from left) Robert VanDyke, Ann Arbor; Dr. Hugo David, Dept. of Education, MSU; Dr. Myrtle Beinhauer, Dept. of Economics, Western Mich. University — and Dan Reed, Secretary-Manager, Michigan Farm Bureau.

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## take a VACATION

A "Pre-Convention Tour to Colonial Virginia," designed to help make your attendance at the American Farm Bureau Federation 50th Anniversary Convention in Washington D.C. more memorable, has just been announced. Departing on December 3 or 4, depending on your choice of rail or air transportation, the tour group will return on December 11.

There is still time to take advantage of several other Heritage Tour vacations such as:

**MEXICO** — August 17 — ten day jet air-tour. Hotels, sightseeing and some meals at under \$500.

**WASHINGTON-WILLIAMSBURG** area — August 23-30 — Visits to historic sites and the Pennsylvania Dutch country.

**SCANDINAVIA** — September 8 — See Norway, Sweden, Finland and Denmark in the lovely Fall time of year.

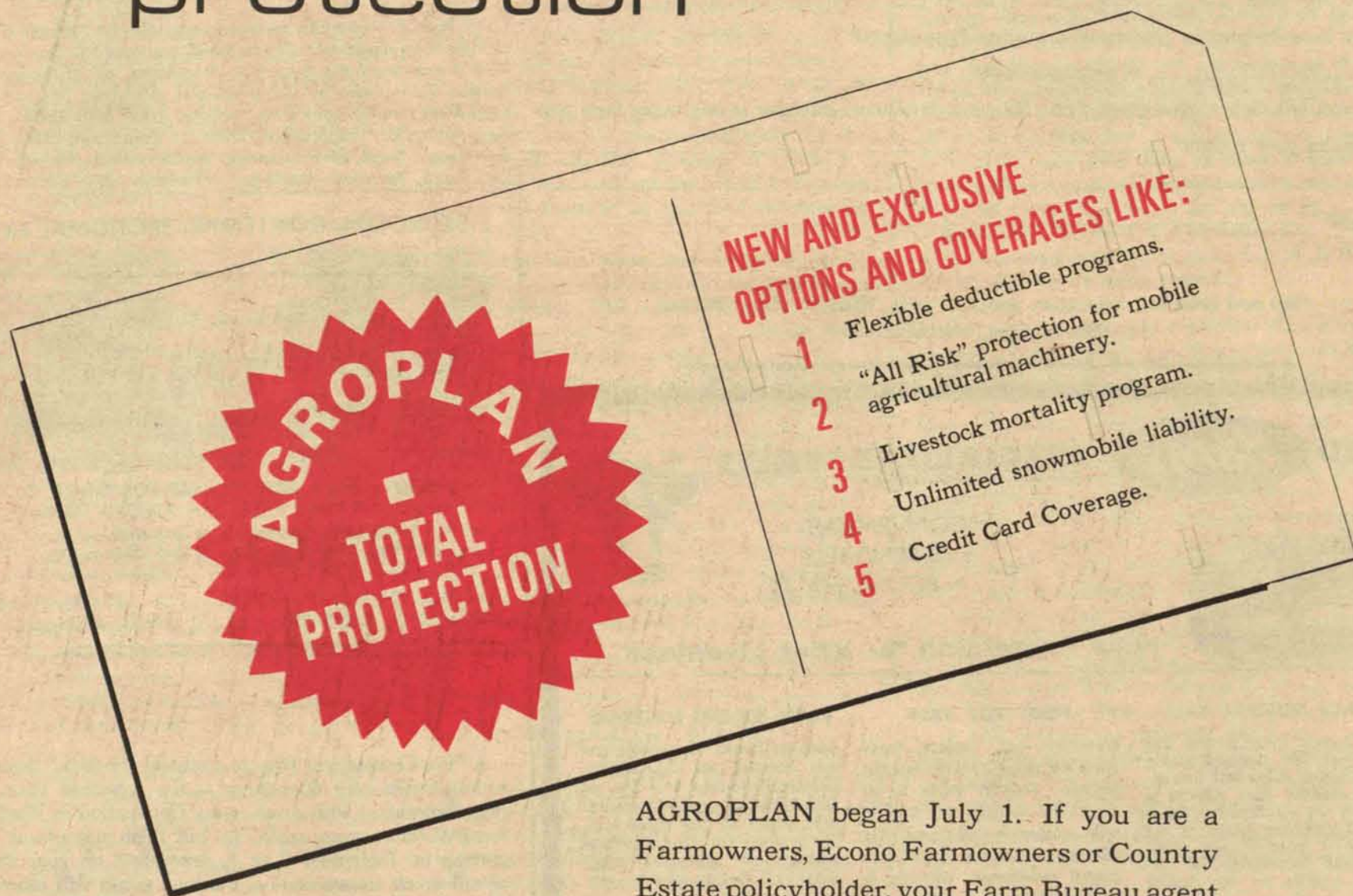
**HAWAII** — October 14 — four islands in two weeks.

**CALIFORNIA CRUISE** — October 28 — Air to Los Angeles, bus up the Pacific Coast and slow boat back to Los Angeles.

**SOUTH PACIFIC** — November 1 — Pago Pago, Bora Bora, Tahiti and Samoa.

Detailed information in an attractive day-by-day brochure on any or all of these tours may be obtained by writing to: Tours, Information Division, Michigan Farm Bureau, Box 960, Lansing 48904.

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