

# MICHIGAN FARM NEWS

THE ACTION PUBLICATION OF THE MICHIGAN FARM BUREAU

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OUR AMERICAN HERITAGE—Eyes of Freedom look out upon a bright American future from the great stone figures of Rushmore's mountain memorial. The light of freedom is reflected in the hearts of farmers in their determination to remain free

to farm. Farm Bureau people have declared that "man's search for progress should be encouraged by maintenance of opportunity, not hindered by illusions of security . . ."

## Challenges of Freedom

"Registrations flowing in for the sixth annual Michigan Farm Bureau Freedom Conference suggest an attendance of about 300 people," says J. Delbert Wells, conference coordinator.

The Farm Bureau Freedom Conference returns to the attractive Conference Center Building at Central Michigan University, Mt. Pleasant, for the third consecutive year. The dates are February 13 and 14.

Interest in this annual conference has grown steadily. "Three years ago, we had to shift to larger facilities because of the growing registrations," declared Wells. "This growing interest indicates that many of our people still consider freedom to be the basic issue in the public affairs of today."

Variety helps to make an interesting program—and the Freedom Conference has it. The scope of interest ranges all the way from experiences of a county chairman of a political party—and what it is like to serve on a State Central Committee of a party—to international develop-

ments which challenge America today.

A Tactical Air Command group from Langley Air Force Base in Virginia will "jet in" to give the conference a report on the American defense system.

Dr. Lewis Lloyd, economist of the Dow Chemical Co., will discuss the problems created by America's dwindling gold reserves.

Mr. J. Perez Sabido, instructor of foreign languages of the Lansing Community College, will talk on Cuba and the Communist threat to Latin America.

Numerous other features give the program depth and richness of interest.

## Issue Remains "Freedom to Farm"

The issues that many farmers thought they had buried under the "No" vote avalanche in the May Wheat Referendum, are very much alive and now before Congress.

It is the old "supply-management" routine all over again. The issue very much remains "who shall control the farms of America?"

In the "McGovern" bill, politicians have quietly presented Congress with the identical Wheat Certificate program which farmers rejected.

The bill, S.1946, differs from what the wheat referendum offered in that it does not call for a nationwide referendum, and contains a so-called "voluntary" clause. It is "permanent" legislation, and with plenty of control teeth.

Under its provisions, farmers who choose not to accept the controls that come with the bill may do so without penalty—other than having to farm in competition with the government supports given freely to those farmers who elect to go along. They are free to ignore, if they

don't want, in the way of a wheat program.

Farm Bureau members are urged to write their Congressman and the President, reminding them in the words of one resolution: "We should not go further into the thicket of government controls, but should gradually work our way toward less regimentation . . ."

To gain whatever "benefits" the program might offer, the wheat farmer must comply with allotments and other provisions of the old wheat certificate plan which, in Michigan, was rejected by an 80 per cent vote last May 21.

Gun-shy government officials did not care to face another embarrassing referendum turn-down by farmers. In S.1946 this has been carefully avoided. This time, Congressmen, not farmers, will do the voting.

Farmers, right now, have a golden opportunity to let Congress know what they want, or

## Telephone Changes

The long-established telephone number for Farm Bureau Center, Lansing, was changed January 31 to make way for improved service at the big "home office" headquarters. All calls for the Michigan Farm Bureau, Farm Bureau Services, Farmers Petroleum Cooperative and Farm Bureau Insurance, should now be made to this new number:

Lansing, 485-8121  
Area Code 517

**Editorial****Political Package**

When Michigan wheat farmers joined those of the nation in striking down the wheat control program in last May's referendum, they may have considered the issue settled for all time.

Unfortunately this is not the way of politics or of politicians. The federal farm controllers are back with a new package of farm bills, gift-wrapped in fancier language and streamlined in general.

But the red tape holding it together remains as permanently adhesive.

In the words of one Washington wit:

"The package appears new,  
but the contents are old,  
Three times as brassy  
but not quite so bold."

Where before Agricultural Secretary Orville Freeman boldly announced his brand of compulsory supply-management, this time the watchword is "voluntary." Where before the approach was made direct through the front door—a softer, back-door approach is now used. Orville has said he does not intend to be bitten by the same dog twice.

Held out as bait to soften the bite is a number of farm bills that include direct government payments to farmers and a voluntary approach to the wheat certificate scheme.

Introduced in the Senate is the McGovern wheat bill (S-1946)—which would enact the same certificate scheme that farmers rejected in the referendum, with one difference; farmers who wished to, could try to ignore it.

Wheat would be supported at from 65 to 90 per cent of parity when "certificated" while for non-certificate wheat, the support would be related to the same complicated schedule of world prices, feeding value of wheat and feed-grain support levels.

There would be no wheat referendum under the McGovern bill. Farmers would be eligible for price supports only in compliance with their allotments based on a national wheat acreage of 55 million acres.

There is really nothing voluntary about a program that discriminates against those farmers who do not choose to go along with the government. Their "voluntary choice" is between no program at all, or the same program they killed in the referendum.

Two other farm bills, both dealing with cotton and both bearing broad implications for all farmers, are now before Congress. They are the Cooley cotton bill and the Talmadge-Humphrey cotton bill. Both contain direct political handouts to farmers from the Federal treasury and grant the Agricultural Secretary much additional authority to set support levels.

The old "Brannan Plan" idea of direct subsidy payments has been dusted off and offered with such language as: "compensatory payments to be paid on domestic consumption at such level as the Secretary determines to be necessary . . ."

Complicated and catchy is the Talmadge bill which also contains direct payments "in cash or in kind" to all cotton producers, each of whom would be first assigned a "domestic consumption allotment based on bales or pounds."

Although they sound good to some, the hidden evil of these schemes is that production payments destroy the very heart of our market economy, based as it is on prices determined by supply and demand.

It places a dangerous weapon in the hands of any who would want to destroy or change our economic system.

Used as bait is the system of bribery with federal funds aimed at inducing farmers to "get in line" . . . goose-stepping down the same government control path they sidestepped when they refused the wheat certificate scheme.

The package is pretty, but to farmers, the billy-club that goes with it is obvious political handouts in the form of "product payments" adding up to more of the same political perpetuated poverty for farmers.

M.W.

**Pretty Package But Powerful Politics****Committees Help Guide**

Michigan farmers have written policy statements on 128 subjects this year. These are supplemented by another 170 resolutions of the American Farm Bureau Federation. But, —what happens when there is no clear-cut policy to give direction on some thorny issue?

In those cases, the Michigan Farm Bureau board has several standing committees to guide them with recommendations within policy or its interpretation. The Commodity and Legislative Committees are two examples.

Last month, the Legislative Committee helped decide a poultry issue caused by unforeseen problems resulting from last year's new egg law, which Farm Bureau supported.

Before deciding whether or not to endorse changes in the law, the committee called upon the Poultry Committee for further guidance. Actual poultry producers became directly involved.

This instance is one example of the care taken by FB leaders to assure that the "intent" of each policy statement is closely followed, and that all policies represent member thinking.

**FB Insurance Reorganizes**

The reorganization of the Farm Bureau Insurance Sales Division which began in December, has two basic objectives, said Ivan Allison, sales manager for the insurance companies.

"One is to make possible, through a group of highly qualified Career Agency Managers, the selection and training of more agents to serve FB members," he said.

"Our second objective," said Allison, "is to concentrate the time and talent of our staff personnel in more specialized areas of activity."

A big change was made in the Sales Division which was formerly organized under six area sales managers who supervised all insurance sales activities in the state.

The division has now been modified into a more streamlined group consisting of three men whose duties lie primarily in the field of marketing.

The area managers are Al Shaver, Willis Wegmeyer and Marv Wassenaar.

Shaver and Wegmeyer are vet-

eran FB Insurance employees, both having served as agents prior to becoming managers.

Marv Wassenaar, a former Agricultural Extension agent in Gratiot county, joined FB Insurance as an agency manager in Bay county in 1962, where he remained until his recent appointment to area manager.

Another important area of responsibility is Personnel Development. This section will assist Career Agency Managers in recruiting, screening and training new men for careers as FB agents.

**President's Column****Strength in Unity**

by Walter W. Wightman, President  
Michigan Farm Bureau

When we stay as close at home as most of us do on our farms, often we are not aware of the problems facing us as agricultural producers; nor are we aware of the speed with which these problems catch up with us.

More rapidly than anybody can predict, we are seeing the consolidation of large-scale industries.

Nobody knows how far this growth in bigness or size can go and still be economically sound. There are probably limits to it, as there are in farming.

Although it has already been proven that personal supervision by the owner is the most efficient and economical type of farm operation, the individual producer is no longer effective in the market place.

If he hasn't already come to this conclusion, he will in the near future.

However, much of our produce is being sold to processors who, in the final analysis, are selling the finished product for us.

In many cases we are selling to direct marketing enterprises. There is nothing wrong with this. It is the pattern of the competitive free enterprise system, and is what has made this great country of ours.

Farmers must learn to work together to build their own marketing organization, for this is number one on the list of problems which farmers must solve. But there are others.

The determination by many outside of agriculture to control some phase of the farming business was never stronger than it is today. Officials in the U. S. Dept. of Agriculture and certain members of Congress seem determined to take over control of the total farm operation.

Labor organizations and the U. S. Dept. of Labor are working night and day to get complete control of all agricultural labor, and "somebody" is always working to control the transportation of farm commodities to market.

Misinformation "somebodies" are trying to tell us what kind of agricultural chemicals to use in our crop production.

Farmers are careful in the use of chemicals following directions for their use closely; and they work with processors to make sure there are no harmful residues present.

It has been the proper use of chemicals and insecticides that has provided the highest quality food ever available to the consuming public.

Our success in preventing legislation that would be detrimental to rural interests and our influence in getting beneficial legislation passed, has been unsurpassed by any organization.

There is also a serious need for a better information program to keep farmers well informed on the current issues of the day; and we are trying to accomplish this.

The farmer's influence in the legislative halls, both state and national, can diminish rapidly.

There never was a time when the American farmer needed a strong farm organization to represent him more than he does today.

It is too bad that every farmer doesn't recognize this as being of paramount importance.

Maybe we should get farther away from home more often.

The American Farm Bureau Federation is working to help us maintain the independent status of America's most important industry, agriculture.

That this is well understood by farmers in general, is evidenced by some spectacular gains in A.F.B.F. membership in recent years, in spite of stiff opposition to our principles.

We have now reached an all-time high in total membership, with more members than the total membership of all other general farm organizations—1,628,295.

We are fortunate to have an organization with the status and prestige that the A.F.B.F. has at this time, to work for, and protect our interests.

W.W.

**MICHIGAN FARM NEWS**

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# Dependency Handouts For Farmers

Direct payments on farm products from the Federal Treasury may well be labelled "Seduction Payments." Seduction, meaning "to entice to surrender."

*Such payments are designed to contain a political lure aimed at gaining farmer acceptance at the outset. The final outcome, however, leads to farmer dependency, reduction of farm incomes, destruction of opportunity and strict control of farmers by central government.*

The idea of production payments has been bouncing back in farm program proposals for 30 years. Such handouts are now part of the law for wool, sugar, feed grains and wheat. A number of bills now in Congress would apply them to cotton.

## CREATING THE "NEED"

The efforts of government "planners" to gain complete control over agriculture is enduring. If conditions have been found unfavorable for legislation of this sort, the "Planners in Washington" have moved to create the "right" conditions.

In the late 1950's, both dairy and cotton production were getting clear of surpluses under relatively low price support levels. Open market prices were improving. Exports for dollars — not for give-away — were increasing.

Then Secretary Freeman, "at his discretion" and against the intent of the Agricultural Act of 1958, raised the support levels both for dairy and cotton products. *These high supports quickly boosted production. Government surplus stocks mounted.*

By 1962, the Secretary was in a position to demand that "farmers must accept strict controls on dairy production." The cry was "too costly!" The surplus build-up, created by his high supports took only a year. But he had the basis for his claim of "strict controls." Farmer reaction at the time stalled the move in that direction.

After support levels were raised on cotton, it went from a favorable position on the world market to one of distress. Cotton on the market today can be sold only under an export subsidy of 85¢ a hundredweight — it's priced out of the market. Government decisions created the problem.

Now Congress is considering a subsidy to be given to U. S. cotton mills — to offset the export subsidy which allows foreign mills to buy American cotton below the price to American mills.

*The government would answer one subsidy with another — and every one adds to the government authority to regulate.*

## THE SCHEME'S THEME

Just what is the heart of the plan for these "dependency payments?" Farmers saw the scheme well mapped out in the push for the "Brannan Plan" in 1949-50. In a nutshell, it is this:

*Any farm product included in the scheme would be sold in the open market for whatever price it would bring. The federal Treasury would pay the grower the difference between the open market price (average) and a price set by government "experts" as being proper to provide a return at a high parity level.*

Politicians now selling the program say that (1) farmers would be "free of controls" and could grow as much as they wanted to grow; (2) that the products would move into the market rather than into government storage and; (3) that consumers would benefit because food prices would be very low.

What WILL happen is as easy to predict as tomorrow's sunrise. And it is not a harmless idea. It sets a time-bomb under farm incomes and the farmer's right to manage his own business.

nate against any group of producers, you know."

Of course, violations would occur. With all farms to watch, an army of government inspectors would have to stand guard. Farmers would have new government forms and affidavits to file.

**Crackdown #2.** Maximum limits on the amount of payments to any farm. This is the end of the "gravy train." *It marks the beginning of a more painful squeeze than farmers have yet faced.*

The demand for upper limits for payments to farmers has gone on for some years. There are now bills in Congress which would penalize farmers who have invested and built their production so as to offset the rising costs of the times. Ironically, these costs resulted from government-induced inflation.

Limits on payments would be scaled low for the efficiently productive farmer and higher for those with little production. It's

socialized levelling. It kills opportunity in agriculture.

Labor bosses thought of this payment scale. They want to help the marginal farmer stay on the farm, even though poor. Don't let him get away to seek a better-paying job in the city. He would compete for jobs with union workers. *"Help the peasant stay put."*

Through regulated limits on quotas and payments, the government would set the limits on "allowable farm incomes." And to keep incomes at ANY reasonable level, farmers would have to go to Congress each year, hat in hand, to plead for appropriations.

With growing costs — would Congress listen?

## AN UNBREAKABLE BOND

Could farmers ever shake loose from this program? Remember that farm market prices have hit rock bottom. As they dropped lower, farmer dependence on the

government payments would grow to the point of necessity.

And, while this happened, consumers would build up the "cheap food" habit and attitude. Any move to try to restore farm products to a normal market price would meet with violent public opposition.

*Who would be in the majority? The clamor would be to "Slap the farmers with stronger controls — but don't slap us!"*

The term "Seduction Payments" should now have clear meaning. The whole scheme is basically a consumer subsidy for food. Consumers get the subsidy — farmers get regulated.

Finally, what of the impact on future farmers? Since marketing quotas granted to any farm under this program would become a permanent part of the farm's value, a young farmer would have to pay for more than land, buildings, livestock and equipment. He would have to buy "the right to produce and sell."

His load is heavy as it now stands. Would farming remain an attractive profession? *Would agriculture have a future!*

## WHAT'S YOUR PART IN

# "Government...By the People"

Today, in the creeping shadow of expanding government influence over our lives, we are often at a loss when it comes to defining our role in relation to government, whether it be national, state or local.

To help Farm Bureau members become better acquainted with the organization and operation of local and state government, the Family Program division of the Michigan Farm Bureau has set up a series of six "citizenship seminars," which began January 17th, at Olivet College.

*According to J. Delbert Wells, manager, Family Program division, the citizenship committees of fifteen southwestern Michigan counties are attending the day-long events.*

The seminars, set up in cooperation with the Community Education Program at Olivet College, and the Education Division of the Michigan State Association of Supervisors are not designed as "reform" sessions, but rather as a practical view of what now exists and how it runs, said Wells.

Active participation is promoted through the use of panel dis-

ussions, "Township Government" and "City and Village Government" were also high.

On Friday, February 7th, the topic of the fourth seminar will be the "Legislative Branch of State Government" and discussions will again center on the practical rather than the theoretical aspects of this branch.

The "Judicial Branch of State Government" will be examined, February 21st, and will include such sub-topics as the Circuit Court, the Probate Court and the new Intermediate Court of Appeals.

The sixth and final seminar, March 6th, will be on the "Executive Branch of State Government," and will include a general discussion, and some rather close scrutiny of certain selected areas of operation.



## THE HEART-BEET OF MICHIGAN

OVER FOUR MILLION DOLLARS IN SALARIES . . . every year the sugar beet industry of Michigan provides employment for thousands of Michigan citizens, resulting in a yearly payroll of more than four million dollars. The sugar beet industry plays many roles in the economic welfare of Michigan. In the manufacturing process of beet sugar great quantities of materials, operating supplies and manpower are used, all of which provide better farms, business, homes, schools and churches for scores of communities. We are proud to be part of the continuing growth of Michigan. Remember, every time a sugar beet grows—so does Michigan.



## BEET SUGAR INDUSTRY OF MICHIGAN

## HOW THE BOMB EXPLODES

To justify the program at its beginning, government payment rates would have to be set at high parity levels. There must be an "opening sweetener."

Farmers would be assured of high returns. Remember — they say "No Controls." So it makes sense to produce all you can. High payment incentives have boosted total production on many occasions.

Will there be surpluses? Yes — but in the market! And products dumped on the market depress prices faster than products held in storage. That's why farmers do not want CCC stocks dumped on the market! Under this payment scheme all production would be dumped on the market. Open market prices would take a nose-dive. "Cheap Food."

*Do not expect consumers to eat up this production as it grows. Even "dirt cheap" food would not cause consumers to buy more and more. The human stomach and appetite have limits — set by nature.*

So the food supply would go up, the market prices down — and a widening gap would spread between what the farmer received from the market and what the government must pay. Government costs would "explode" rapidly upward.

Remember — the cry of "Cut the Costs!" has been heard for past programs. The cry would rise again — but the public would have a reason for shouting "Controls! Controls! Put controls on the greedy farmers!" The payments would be going directly to farmers. So —

**Crackdown #1.** Strict limits on production and selling rights for farm products. Limits to the number of units the farmer has the "right to sell." These quotas would be set by government permit — a license to market. Already on the public record is the proposal that all farmers should be licensed.

All farmers? Ah, yes. Government officials would want all products "IN" so as to make the program "equitable" for all agriculture. "You cannot discrimi-

# capitol report



## "Short Session" at a Glance

The present session of the Legislature is intended to be a "short session" with adjournment sometime the latter part of April. In spite of this, it now appears that 1,000 or more bills will be introduced. Of course, it is impossible to give proper consideration to such a number.

Farm Bureau's effort will be to do everything possible to assure consideration and passage of those bills that are in the best interest of agriculture and the general public, and defeat of those that do not meet this test.

A cross-section of expected issues are:

**Education:** As reported in the last issue of the *Farm News*, Governor Romney considered the recommendation of a completely new school aid formula intended to more nearly equalize educational opportunity.

When it became obvious that the suggested formula would not do this, the Governor called for further study in the next year and for the coming year proposed an increased present school aid formula from \$224 to \$234 per child plus an increase in deductible millage from 3/8 to 4 1/4. Poor districts would fare better than presently.

A school reorganization bill will again be proposed this year to provide a K-12 program in every local school district. This year's proposal is expected to be somewhat different but also similar to last year's bill which passed the Senate and was narrowly defeated in the House.

Legislation proposing greater emphasis on community colleges, vocational education and specialized training programs is expected—all in an effort to prevent school dropouts and train young people to qualify for the job opportunities available today.

Vocational education is much more expensive per pupil than academic programs. In some areas, community colleges and high schools can provide such

training. In other areas, the Intermediate School District might have the responsibility similar to the present special education programs.

**County Home Rule** is provided for in the new Constitution and implementing legislation will be proposed. Two plans have been suggested—one by the Wayne County Board of Supervisors and one by the United County Officers Association.

In testimony before the special committee, Farm Bureau called attention to the fact that the Wayne County proposal would permit the elimination of elected county officials and also might abolish the Board of Supervisors. The United County officers' proposal would continue to elect reg-

ular county officials and the Board of Supervisors.

Both plans, however, provided for increased taxes on property. The Wayne plan could, in effect, increase taxes 10 mills, the other 5 mills.

Farm Bureau insists that charter counties should not be allowed to levy millage above the regular allocation, inasmuch as the new Constitution definitely provides that "each charter county is hereby granted power to levy other taxes for county purposes."

While perhaps five or six counties might take advantage of the charter provision, there is no need to further burden property owners.

**Taxes:** Farm Bureau will make every effort to further the tax program passed by the counties and voting delegates by supporting legislation designed to (1) lower personal property taxes; (2) improve assessments and equalization procedures; (3) place the state equalized valuation on tax statements; (4) provide other sources of revenue in order to lower property taxes; and (5) prohibit taxation of non-residents.

The predicted pattern of city income taxes is proceeding. Flint has now adopted an income tax on both residents and non-residents. Under present law, over 180 cities could impose income taxes.

Since the death of "tax reform," many people are having second thoughts, belatedly recognizing that perhaps the best opportunity for an equitable tax structure is now gone.

## As It Looks From Here

AFL-CIO leadership never fails to plug for "One Man—One Vote." This appealing slogan offers an adding-machine approach to the problems of government.

A good way to arrive at a decision on a question is to take a vote—and the majority vote determines the answer. We do this on the adoption of amendments to our State Constitution, on bonding issues, and in deciding on Farm Bureau policies.

But the purpose of election districts in our form of government is to secure the selection of qualified men and women of high character to serve in our legislative bodies and as administrators and judicial officers.

An "adding machine" calculation does not assure this result!

★ ★ ★

A collection cost of a little less than 1% was predicted for the State income tax included in the fiscal reform package. Clarence Lock, State Revenue Commissioner, said the tentative figure covered the 2% personal income levy, the 3 1/2% on corporate profits and 5 1/2% on financial institutions' profits. Elimination of the business activities and intangibles taxes would also save the present \$265,000 cost of collection of these levies, Lock says.

★ ★ ★

Two issues which will probably stir the Michigan Legislature in 1964 — (1) the continued payment of bounties, and (2) the problems caused by the rapid increase in the southern Michigan deer herd.

Complaints to the Conservation Department in 1962 showed that

squirrels, raccoons, beaver, dogs, muskrats, skunks, woodchucks and deer all topped the fox in number of damage cases. Strong support has developed for the elimination of bounties, which now cost Michigan nearly a quarter million dollars per year.

It is safe to bet that the 1964 session of Congress will not last as long as the marathon 1963 session. National political conventions and the election campaigns make that certain. The Republicans will meet in San Francisco in July and the Democrats will convene in Atlantic City in August.

In 1960, Congress reconvened after the national conventions had been held, but accomplished little.

If President Johnson is a candidate for the top office, he may be able to exert more pressure than could President Eisenhower, who was serving out his last months in office. A "lame duck" session leaves much to be desired.

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Tentative figures indicate 1963 milk production was down about one billion pounds from 1962 — nearly a 1% cut. The politics of election year might tempt Washington to increase price supports above the present 75%. It happened before, to the detriment of the dairy industry.

## Legislative Counsel Praised

A letter from Michigan's Governor, George Romney, had high praise for Michigan Farm Bureau's Legislative Counsel, Dan Reed, and other members of the special 21-man Conservation Study Committee appointed by the governor.

*The committee's report urged the administration to keep the commission form of control in the Conservation Department and to keep the state's natural resources "off the political block."*

Modernization of the department's administrative structure and better communications with both the public and department personnel were also called for by the committee.

In his letter to Reed, the governor said, "Now that you and the other members of the Special Conservation Study Committee have completed your work, I could not fail to let you know how sincerely I appreciated the fine service which you rendered."

*"In my opinion, the Committee did exactly what I asked it to do: to take a searching look at the Conservation Department and its policies, objectively and impartially, and without pre-judgment."*

The Governor went on to say, "I deeply believe that concerned citizens, like yourself, have a great potential for contributing to the improvement of their government and the betterment of their community."

"In my view, your work, and the work of the Committee, is a vindication of that conviction. Speaking for myself, and for the people of our state, please accept our thanks for a job well done."

## Legislative Seminar Time Again!

Michigan Legislators will meet with members of County Farm Bureau Legislative Committees in Seminars to be held in Lansing during February and March. In the 1963 Seminars, 77 members of the Legislature met with more than 200 Farm Bureau Legislative Committeemen and their guests.

Committee members will discuss pending legislation and attend sessions of the House and Senate in the Capitol. At noon, Legislators will be guests of Farm Bureau for lunch and informal discussions.

The schedule for the 1964 Seminars calls for sessions to be held at Dines' Restaurant on E. Michigan Avenue, about two and a half blocks east of the Capitol, on the following dates:

### SCHEDULE OF 1964 LEGISLATIVE SEMINARS

DATE	REGION — COUNTIES
February 18	SOUTHWEST REGION — (Allegan, Barry, Berrien, Cass, Kalamazoo, St. Joseph and Van Buren Counties)
February 25	WEST CENTRAL REGION — (Kent, Mason, Muskegon, Newaygo, Oceana, Ottawa and Mecosta Counties) Also — Ionia and Montcalm Counties
February 26	EAST CENTRAL REGION — (Bay, Clare, Gladwin, Gratiot, Isabella, Midland and Saginaw Counties)
February 27	SOUTH CENTRAL REGION — (Branch, Calhoun, Eaton, Hillsdale, Ingham, Jackson and Lenawee Counties) Also — Clinton County
March 10	SOUTHEAST REGION — (Genesee, Livingston, Monroe, Oakland, Washtenaw and Wayne Counties) Also — Shiawassee County
March 11	NORTHEAST, NORTHWEST, BRIDGE and UPPER PENINSULA REGIONS — (Alcona, Alpena, Antrim, Arenac, Baraga, Benzie, Charlevoix, Cheboygan, Chippewa, Delta, Emmet, Houghton, Iosco, Iron, Kalkaska, Mackinac-Luce, Manistee, Marquette-Alger, Menominee, Missaukee, Montmorency, Northwest, Ogemaw, Osceola, Otsego, Presque Isle and Wexford Counties)
March 12	THUMB REGION — (Huron, Lapeer, Macomb, Sanilac, St. Clair and Tuscola Counties)
TIME:	10:00 A.M. — (Coffee and Rolls, 9:30 A.M.)
PLACE:	DINES RESTAURANT — 321 East Michigan Avenue, Lansing. Located in third block east of the Capitol and about a half block west of Cedar Street (which is U.S. 27 southbound).
PARKING FACILITIES:	Free parking in Dines' parking lot — located north of the rear entrance to the restaurant.

## Wool, Sugar Not Precedents

The present wool and sugar programs of direct payments are sometimes pointed out as examples of the way compensatory payments would work in cotton, wheat and other commodities.

The situation, however, is as different as night and day. Both wool and sugar are commodities in which we are deficient and which must be imported.

Wool payments were adopted by Congress as a defense measure to encourage increased production of wool.

It is hardly reasonable to use the same approach to problems of commodities which are in surplus and which we must sell in the world market.

# Market Development Program Expands

1964 will be an important, busy year for the Market Development Division of the Michigan Farm Bureau.

Activities are stirring in many commodity areas, where local farmers have expressed interest in building a potent "market power" for themselves. Livestock men, tomato growers, potato people, asparagus and pickling cucumber growers are all interested in doing something about the evident cost-price squeeze.

In increasing numbers they are turning to their own organizations for ideas to place them in better position to negotiate for "price and other terms of trade."

They are especially pleased with recent successes of the Processing Apple Division of the Michigan Agricultural Cooperative Marketing Association (MACMA) and eager to apply this type of program to their own situation.

The question is "How?" . . . How to go about effective organization? How to secure and maintain the flow of information between growers? How best to negotiate with packers and processors?

Although little-known outside of actual grower-ranks, Asparagus and Pickling Cucumber Divisions have been formed within MACMA. Each looks to what has been done in the Processing Apple field and is eager to get started.

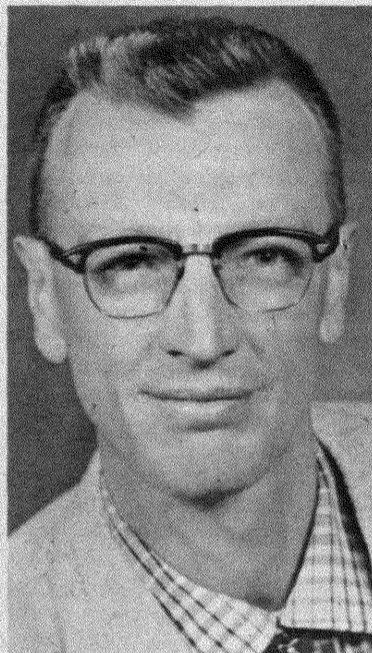
Work is well underway among growers to sign up producers and "acreage" in these divisions. This year, if all goes well, the formal organizations will be rounded out and will move into negotiation efforts.

Pickling Cucumber growers in several areas of Michigan have served notice that they will become much more aggressive in seeking "adequate" contracts with those producers they now supply.

and farm leader has been named as Coordinator within the division to work in the horticultural crops area.

He is Royal Call who has been serving as regional representative for the Michigan Farm Bureau in the South Central region. A graduate of Michigan State University, where he majored in horticulture, Call is expected to work primarily with fruit and vegetable growers, and in close liaison with MACMA.

A former Roll-Call worker, director and vice president of the Benzie County Farm Bureau, Call first left his fruit acreage to serve as regional representative in the Northwest region of the state.



Royal Call

They look to the Market Development Division, and to MACMA, for organizational help.

The asparagus growers now members of MACMA have had several fortunate crop years price-wise but remember all too well the lean years when their top quality 'gras went begging. They too are anxious to arm themselves with a better negotiation ability.

### STAFF EXPANDS

In responding to this member demand, the Market Development Division of the Michigan Farm Bureau plans to enlarge its staff and add more direct grower service in the year ahead.

According to Donald Moore, division manager, a well-known former Benzie county fruit grower

# Dairymen Invited to ADA Annual

For the twenty-second year, the American Dairy Association of Michigan will hold its annual business meeting—and all dairymen are invited to attend.

The meeting, set for February 7th, during Farmers' Week, will start at 10 a.m. at Kellogg Center, Michigan State University.

According to Boyd Rice, ADA Secretary, the day will be devoted to the Association's program for increasing sales of milk and dairy products to the consumer. Speakers will include state and national leaders in this field.

"Dairymen interested in attending the noon luncheon should reserve their tickets not later than February 3," said Rice, and he suggested that because of the late publication date of the Michigan Farm News, reservations should be made by telephone to the ADA office in Lansing.

During the afternoon program, dairymen will hear Milton Hult, president, National Dairy Council, describe the Council's efforts to help increase the consumption of dairy products through educational programs.

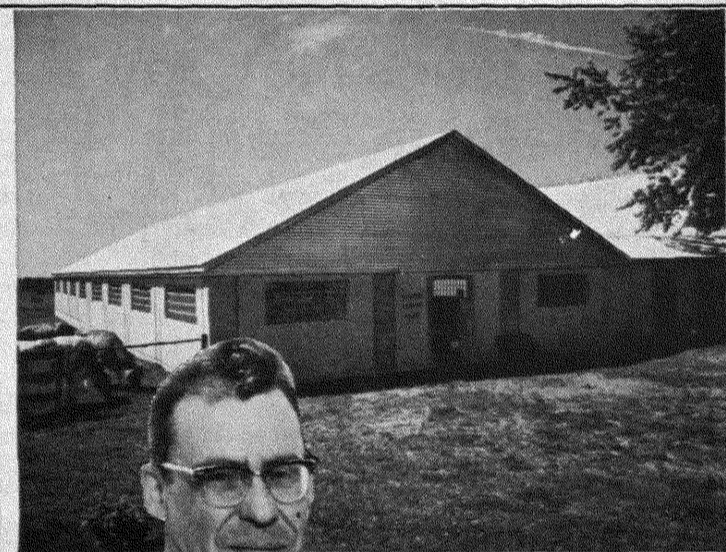
Also on the program, according to Rice, is the general manager of the American Dairy Association, M. J. Framberger. He will cover the nation-wide advertising and merchandising programs of the ADA.

Currently, the ADA of Michigan is sponsoring a Michigan State University 4-H program to interest some 100 young women each year in the dairy foods industry.

Russell Mawby, state 4-H Club director, will speak on the coming educational conference for the first group scheduled for this spring.

"Over sixty-five per cent of all Michigan dairymen are now supporting ADA's self-help program to increase the sales of milk and dairy products," said Rice.

Producers finance the program through a set-aside of two cents per hundred pounds of milk, or one-half-cent per pound of butterfat.



**"With concrete tilt-up, we saved money and got a barn that's really fire-safe!"**

Says DR. BERTRAND B. DIONNE, V.M.D., Brunswick, Maine

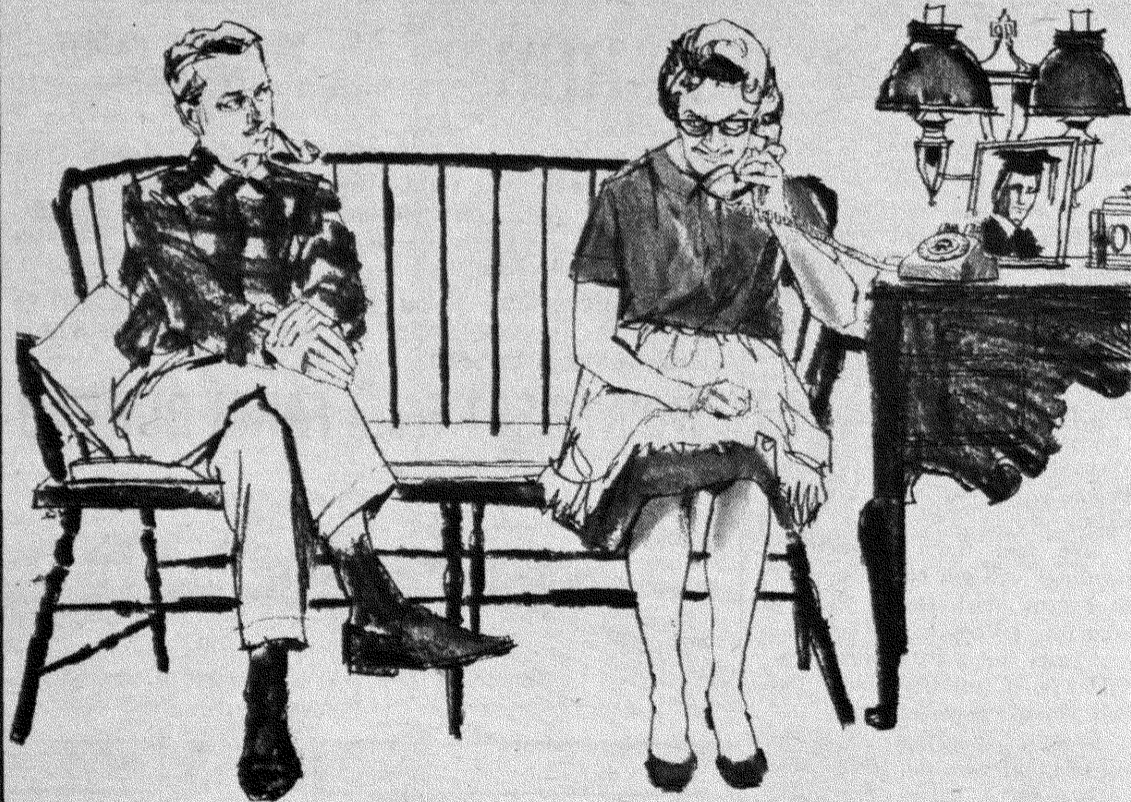
"We lost one barn by fire. So our choice for the new one was concrete—one building material that can't burn. When we heard about the new tilt-up method, we found we could have concrete and save money, too. Wall panels were cast right on the floor, so forms were easy to build. Two men and a tractor tipped the walls into place. We figure we saved a good \$5,000 on our 44-head barn.

"And the barn is designed just the way I wanted it. We even have heating coils in the concrete floor to keep bedding warm and dry. With concrete, there's no worry about rust or rot. Disinfecting is simple. Regular hose-downs keep the whole place clean and sanitary.

"Upkeep on the barn itself is no problem, either. We don't even have to paint it. That's another saving of at least \$350 every second year!"

It pays to check on concrete tilt-up. Write for free information using the coupon below.

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# Improve Our Marketing System-Shuman

In an address to the Illinois Cannery School banquet in Urbana, Illinois, American Farm Bureau Federation president, Charles B. Shuman, singled out the farm products marketing system as the most important single factor affecting the future prosperity of agriculture.

"Traditionally," said Shuman, "farmers have concentrated on improving production, but have neglected their marketing responsibilities."

He pointed out that it was this vacuum that has provided the excuse for government programs.

"As these programs are eliminated," he said, "it is imperative that the marketing power of farmers be strengthened."

The AFBF president went on to say that agriculture is one of the few businesses which delivers its product to market with little or no advance assurance as to price or the quantity that buyers will accept.

In reviewing the AFBF's past efforts in the marketing field, Shuman pointed out that in 1960, the American Agricultural Marketing Association (AAMA) was established to assist state Farm Bureaus in carrying out their marketing programs.

The AAMA also helped them set up new projects to cope with the many revolutionary marketing changes now taking place.

"At the present time," said the national farm leader, "the AAMA includes some 25 state Farm Bureau marketing associations. Efforts to date have been confined

to the field of fruits and vegetables for processing."

He said that this area had been selected because of its past history of production contracts with processors, but that further expansion into other fields would take place as needs and demands dictate.

Michigan, one of the first states to organize a marketing association, the Michigan Agricultural Cooperative Marketing Association (MACMA), has also taken the lead in apple marketing.

Most recently, MACMA and the MFB Market Development Division have concluded a successful apple season.

Plans are already underway for MACMA's Asparagus Division's marketing program and grower information service for the coming season.

In his closing remarks, Shuman said that the greatest asset in any marketing program is knowledge — knowledge of the market, supply-demand and all other factors.

"Farmers must use a marketing program as a business tool," he said, "and not as a weapon."

# "Crime Does Not Pay" Especially in Lapeer

A "Telephone Relay Alerting System" has been set up in Lapeer as a public service of the Lapeer County Farm Bureau in cooperation with the local police department.

Shoplifters, bad check passers, short change artists, thieves and forgers will not find this town "easy pickings" where members of the Chamber of Commerce are serviced by this unique protection.

Whenever a crime, such as shoplifting, is reported to the Lapeer Police Department, they in turn will call the Farm Bureau office. Then, the relay network goes into effect.

The Lapeer Farm Bureau calls two business firms; these two in turn relay the message to two more predetermined business firms and so on. The relay continues until all are called to warn them against the possibility of losing valuable merchandise to a shoplifter.

Notices of this service were sent out from the Farm Bureau

office in mid-November and at the end of the first day, 35 responded —all wishing to participate.

There is no charge for the service, explains Mrs. Alice Abbott, Secretary and Office Manager of the Lapeer County Farm Bureau —only the time it takes to make two phone calls.

It is certain that the Lapeer County Farm Bureau will create good public relations with this unusual project. Merchants report that it was of special value to them during the Christmas rush, when shoplifters and bad check passers seem to be operating in "full force."

# Water Management and Land Resources

Water management is getting more attention, both nationally and in Michigan.

The Legislature must consider at least two measures. One provides some protection to the shorelines of inland lakes and streams against dredging, filling and unauthorized structures. The definition includes the St. Clair and Detroit Rivers and Lake St. Clair.

Another bill, similar to the measure supported by Farm Bureau in 1963, would legalize the impoundment of surplus water, during high-flow periods, for later use.

Regulation and licensing of well drillers will also be considered by Lansing lawmakers.

Last year, in October, it was estimated that the world population had reached 3,180,000,000, or over six times that of 1600 A.D.

It is now estimated that by the year 2,000, only 36 years away, the world population will reach 6,000,000,000. Are we doing what we should to assure the best use of our land and water resources?

General land and water problems will be considered at a national conference scheduled by the American Farm Bureau Federation in Wichita, Kansas on March 23-24-25, 1964.

# Tuscola Continues Its Formula for Success

Training sessions to determine "How officers can best carry out their respective duties" were held in Tuscola county recently.

Under the direction of the Community Group Committee, Mr. and Mrs. Ford Boyne, Mr. and Mrs. Charles Hoist and Mr. and Mrs. Orlin Lotter, the officers of each Community Farm Bureau were invited to meet and discuss their common problems.

The first session brought group secretaries and chairmen to learn about leadership and meeting procedures, and the importance of good minutes. Farm Bureau Women's representatives learned about the structure of their committee, its programs and projects, and the importance of participation.

Providing and presenting information to members was stressed in sessions with discussion leaders, minute men and package reporters.

Assisting with the training from the Michigan Farm Bureau were: J. Delbert Wells, manager of the

Family Program Division; Marjorie Karker, Coordinator of the Women's Activities and Lester Bollwahn, Young People's coordinator.

"We feel these instructional meetings will get our officers off to a good start, enable them to recognize problems, find solutions and carry out a better program," said Mrs. Clare Carpenter, Tuscola County reporter.

Small wonder that it was this county that won the 1963 "Most Outstanding County Farm Bureau" award!



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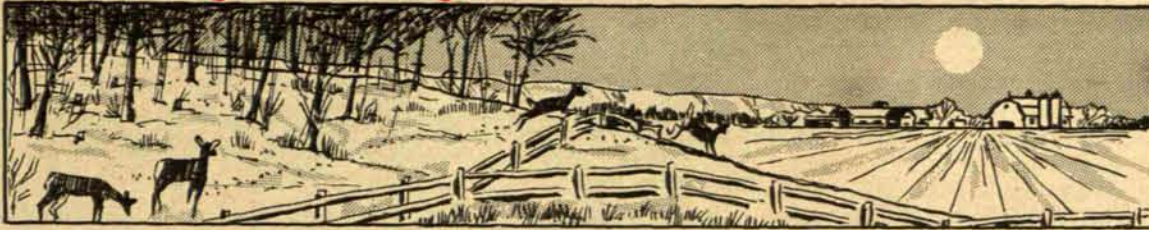
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# "Deer, Deer, What Can the Matter Be?"



By Paul A. Rivas  
Information Division

If the Michigan Department of Conservation is right in its estimate, southern Michigan farmers may well be singing this tune as a potential deer herd of 90,000 descends on their croplands and orchards in 1969.

According to David Jenkins, Department of Conservation Game Biologist, the southern Michigan deer herd is now about 45,000, but recent indications are that the herd will double in size within the next five years!

In 1962, southern Michigan farmers lost over \$300,000 in crops, destroyed fruit trees and trampled plantings. "That's about one out of every ten farmers in the area suffering some losses ranging from negligible to serious," said the biologist.

"Unfortunately for the farmers," said Jenkins, "not even the record number of hunters in this area will keep the herd from its leap-frog population explosion."

A recent conservation publication counted over 53,000 hunters stalking the southern deer herd last year—with over 5,400 bucks taken. In some areas, one hunter in five got his buck rivaling some of the best northern hunting.

What effect did this hunter army have on the deer population? A letter from a farmer living not more than a half-hour drive from Lansing wrote:

"Last fall we did not get all of our corn picked. Last winter while the snow was on, noticed tracks as if a herd of sheep was there. When picking this corn this spring there was scarcely any left in this 17 acres. Some people figure about \$500 damage was done here by the herd . . ."

And this letter came from an orchardist whose orchard is less than 40 miles from downtown Detroit.

"I am a fruit grower in Livingston county, and I have tried everything to keep the deer out of my orchard. This year alone the deer have caused me a loss of fruit in the amount of \$12,000, also a damage to the trees I can't estimate. Other fruit growers in this area are suffering a comparable loss.

"The deer population has exploded in this area. There are now close to 1,000 deer which means 2,000 or more next year . . ."

The only error Jenkins could find in this letter was that the farmer's estimate of the herd was probably too low!

The Michigan Farm Bureau continued to recognize the potential danger of a too-large deer herd as delegates to last year's annual meeting approved the resolution urging the Conservation Commission to regulate the "rapidly increasing Southern Michigan deer herd through the use of special seasons."

The resolution further stated that if practicable means could be found, it would be justifiable to give resident landowners some

priority in the granting of "any deer" hunting permits.

In approving the resolutions, Farm Bureau delegates also recognized that more is at stake than the mounting crop damage. In 1962 alone, the Department of Conservation estimated that deer in southern Michigan caused one-third of a million dollars in damages in deer-auto collisions!

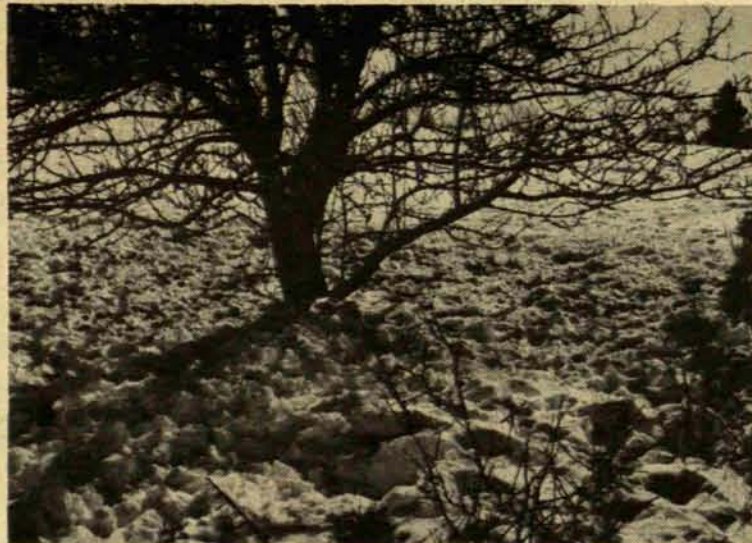
"The highway hazard caused by the southern Michigan deer herd," said Jenkins, "is already a serious problem and it's going to get worse!"

The state's conservation department places only about six per cent of the total deer herd in the southern area—but statistics show that 90 per cent of the state's automobiles "live" in this area.

Jenkins said that although auto traffic has increased in southern Michigan only 27 per cent since 1954, the number of deer killed by cars has jumped by 316 per cent in that time.

"The Conservation Commission does not now have the authority to provide for antlerless deer shooting to reduce the highway hazard," the biologist explained. "But the problem is dangerous and it's growing. Legislation will be needed soon."

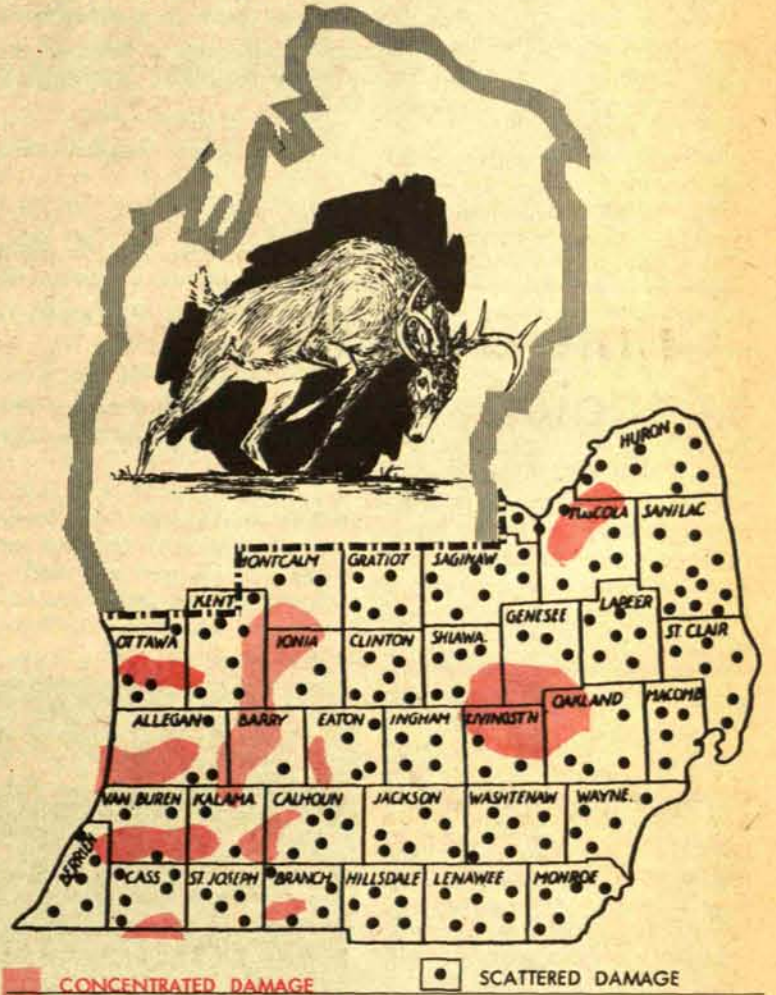
"Grilled venison is out of this world," said Jenkins, "but venison 'grilled' on the front of your car is nothing but trouble—and danger!"



MOST FARMERS WON'T COMPLAIN about a deer in the orchard, but a herd around a tree is a different story.



LAST FALL MICHIGAN HUNTERS brought home about 7,000,000 pounds of venison, and Michigan motorists "bagged" another 300,000 pounds the hard way—on their car bumpers and grills.



## FB INSURANCE REPORTS:

### Over \$40,000 in Deer-Auto Accident Claims in 1963

Farm Bureau Insurance claims arising from deer-auto collisions and accidents in Southern Michigan soared over the \$40,000 mark last year, according to the Claims Division.

Leading the southern regions in losses reported was the Kalamazoo Claims office which recorded the highest number—80! The average-cost-per-accident was \$150 giving the region a total claims-paid of \$12,000.

Coming in a close second in the number of deer-auto accidents was the Lansing Branch Claims office which recorded 60 accidents last year with an average-cost-per-accident of \$175, one of the highest averages in the Southern Michigan area.

Included in the Branch's territory is the area referred to by the state's conservation personnel as the "Bloody Triangle"—the Brighton-Howell area.

Michigan Conservation Department figures show that more accidents have occurred in that small area than any similar area in Michigan.

Kalamazoo and the Lansing Branch accounted for over fifty per cent of the total amount of claims paid out to Southern Michigan drivers insured by FB Insurance.

Third in the total amount of damages claimed was the Saginaw region with a total figure of \$7,500; an average of \$150 for 50 accidents.

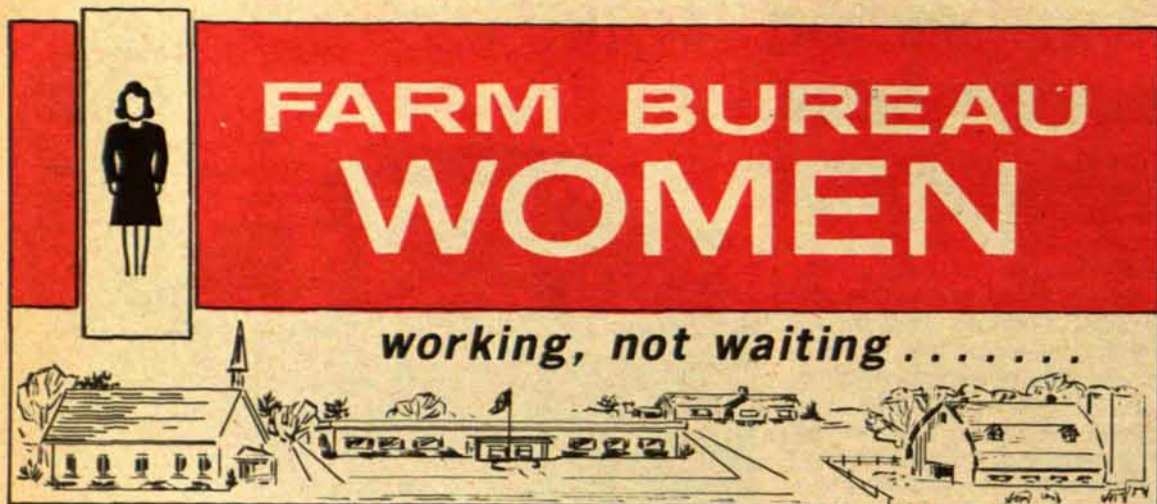
The next highest region in total damages claimed was Grand Rapids. According to the Claims Division, Grand Rapids had the highest average-cost-per-accident of all the southern regions—\$225, but only 25 accidents were recorded.

The Oakland district had 15 accidents and averaged \$150 per claim, and Ann Arbor reported 12 accidents averaging \$180 per claim.

Failure to slow down when passing deer standing along the highway caused the majority of accidents in 1963, said the Claims Division.



WHITETAILS ARE BEAUTIFUL when seen from the air, but a herd such as this when seen in an orchard or corn field is more than beautiful—it's downright expensive!



## With Gavel and Horse

The women of Michigan's largest farm organization elected a new chairman and vice-chairman in November, 1963. Although the two elected officials are well-known to many of the state's Farm Bureau Women, there are others to whom "Mrs. Scramlin" and "Mrs. Topliff" are just names.

*Those who voted for them at the annual meeting knew of their outstanding leadership qualifications, but did they know, for instance, that their new chairman has a 3-year-old grandson who is her pride and joy? . . . Or that her hobby is raising registered quarter horses?*

"Just the plain facts, mam" may be enough for the hero of the TV detective show . . . but it's not sufficient for the knowledgeable Farm Bureau Women who like to have the "inside story" of their leaders.

As FB Women throughout the state plan activities for their "best year yet" . . . it is important that they feel a close, working relationship with their elected leaders.

Because it is impossible (much as they would like it) for them to visit with every Farm Bureau woman in Michigan, we bring you this "personal" look at your new chairman and vice-chairman.

On a 265-acre family farm in Oakland county, between Pontiac and Flint, the William Scramlins raise a dairy herd of 24 Holsteins and the grain crops to feed this herd. The two youngest of their five children live at home and help in this farming operation.

*"I love everything about farming . . . except gardening and poultry," says Maurine. "I find driving the tractor a chance to be alone and do some thinking, . . . and I truly enjoy helping my husband with the morning chores."*

Two of their children are married and live near the Scramlin farm. Their oldest son is the father of Maurine's grandson, Brian, *"who thinks we could not run the farm without his help and who adopts all the new animals born on the farm."*

Second son, Larry, an Airman Second Class, now stationed in Florida after 1½ years in Berlin, made this Christmas an especially blessed time for the Scramlins when he came home after two years' absence.

A family hobby, raising registered quarter horses, keeps the Scramlins "on the road" much of the time during fair season. Their horses have been shown at county fairs, the state 4-H show and the State Fair in Detroit.

Well-known for her many years as a 4-H leader, Maurine was a winner of the state alumni award in 1959. She and husband "Bill" are general leaders for their local 4-H Club which this year has 45 members involved in 16 different projects. Both are also active in the County 4-H Leaders Association.

Sunday School teaching at the Mt. Bethel Methodist Church and serving on its official board also occupies some of her time. Politics

She has served on the county board of directors and many county committees, and on the state Resolutions Committee. She has acted as Women's county chairman, district chairman, state vice-chairman and now in her latest role —state chairman. Mr. Scramlin, also an active Farm Bureau member, was county president for two years.

Maurine Scramlin looks forward to the next two years of service as state chairman of the Farm Bureau Women "as a challenge to do what I can, in any way I can, to better our organization."

A busy woman, this new chairman, who has many interests and "loves them all" —especially that grandson.

(Next month: Vice-chairman Maxine Topliff)

on the township and county levels and extension work (she has received her 25-year pin) find a place on her busy schedule, too.

Maurine's Farm Bureau "foundation" is deep and strong.



MRS. WM. SCRAMLIN takes time for a quick phone call at FB Center before leaving for the AFBF Program Kick-Off in Chicago —just one of the many activities of Michigan's busy Women's Chairman.

## "Unto the Least of These..."

"Inasmuch as ye have done it unto one of the least of these, my brethren, ye have done it unto me."

These words of the One Whose birthday we celebrate at Christmas seem to be the guide and inspiration for the Farm Bureau Women of Michigan, who not only believe in them . . . but act accordingly.

Old people, forgotten by their families; little children whose blank stares and halting speech make them less desirable to some than their more attractive brothers and sisters; the poor, the sick, the lonely —it was these who felt the impact of the true Christmas spirit of the FB Women.

Mrs. Clare Carpenter, Cass City, described the Tuscola Women's Christmas project for the county's retarded children's school with these touching words:

"Small hands reaching for a bright-colored ribbon, eyes gazing in wonderment at pagés of fairyland pictures in a scrapbook, children in deep concentration bringing magic to a coloring book; thus we invade a special world, one unfamiliar to many."

The group also spearheaded a drive for funds so the school could buy needed items. Tuscola county's thirty-four community groups responded with donations for a total of \$150.

A special Christmas program, complete with Santa Claus (Mrs. Marlene Houston) with gifts for

everyone, was presented for patients of the Goodells Medical Center by the St. Clair County FB Women.

Patients in wheel chairs, walkers, on crutches and with canes, gathered in the dining room of the Medical Center for the program which was under the direction of Mrs. Alvin Kersten, Mrs. Frank Burrows and Mrs. Adeline Ball. Some were rolled in on their beds; those who could not leave their rooms were visited by Santa and "his" bag of goodies.

In Wayne county, the children of Hawthorne Center had a hap-

## Washington Air Tour Set for March 1-4

Plans for the annual Farm Bureau Women sponsored Washington Air Tour are taking shape and hold promise of an exciting, informative three days in the nation's capitol, March 1-4.

Housing at the famous, favorably-located Willard Hotel will be just one of the many outstanding features of the tour, which leaves Detroit on Sunday evening, March 1 by Northwest Airlines, and returns Wednesday evening, March 4.

Cost of the tour is \$101.57. This includes air transportation between Detroit and Washington, three nights at the Willard Hotel, a Monday luncheon at the hotel, and an all-day sightseeing trip with lunch on Wednesday.

Also included are tips, transportation to the hotel and back to the airport, and dinners Sunday and Wednesday nights, served on the plane.

Tour participants will be expected to pay for their own breakfasts on Monday, Tuesday and Wednesday, dinners on Monday and Tuesday, and luncheon on Tuesday.

A meeting with American Farm Bureau Federation staff members has been set up for Monday morning and a trip to the Depart-

ment of Agriculture in the afternoon.

Meetings with Michigan Congressmen and a visit to Congress is on the agenda for Tuesday. Wednesday will be spent visiting such historical spots as Mt. Vernon, Arlington Cemetery, the White House, the Bureau of Printing and Engraving and Ambassador Row, —with luncheon at the famous Seaport Inn at Alexandria.

Airlines require early reservations —so send the attached coupon today!

Return to: Mrs. Marjorie Karker, Michigan Farm Bureau  
4000 N. Grand River Ave., Lansing, Michigan

I am interested in participating in the Washington Air Tour, March 1-4. Please send detailed information.

Name: \_\_\_\_\_

Address: \_\_\_\_\_

County: \_\_\_\_\_

## FB Women Offer Scholarships

Three scholarships for young people are now available through the Michigan Farm Bureau Women.

They include: a scholarship for a junior or senior at Michigan State University in the amount of the general fee for one year (a little over \$300); a practical nursing scholarship for \$200 (evidence that the applicant has been accepted by a school is required); and a short course scholarship for \$100.

Requirements are: applicants must be a Farm Bureau member or a member of a Farm Bureau family, and must be willing to prove financial need.

Those interested should contact Mrs. Marjorie Karker, Michigan Farm Bureau, 4000 N. Grand River Avenue, Lansing 4, Michigan. Necessary application forms will be sent upon request.

was the theme of a skit presented at the Lapeer Women's meeting in December, under the direction of Mrs. Horace Davis. Proving that the women are well-aware of the "true meaning" of this holiday, the group took up a generous silver collection for the Suncrest Home.

These are just a few examples of the many Farm Bureau Women's Committees throughout the state who participate in yearly Christmas projects, giving . . . giving . . . giving, not only materially, but of themselves —gifts which cannot be bought in a store.



GIFTS FROM SANTA'S BAG — are sorted by Mrs. Fraleigh, Mrs. Kersten and Mrs. Ball, before being distributed to the patients of the Medical Center. Those who could not leave their rooms to enjoy the program presented by the St. Clair Women were later visited by Santa Claus (Mrs. Marlene Houston).



## Committee Proposes Busy Year Ahead for FB Women

The MFB Women's Program Planning Committee met at Farm Bureau Center in Lansing on January 13-14 to draft a suggested program of activities for 1964. The group heard several resource people present background material for possible projects.

Among those appearing before the committee were: Mrs. L. E. Mills, Michigan Youth Commission; Mr. Victor Stine, Michigan State University; Mr. Tom Mericle, Alofs Manufacturing Co.; Miss Eleanor Tromp, Michigan Nurses' Association, and Mr. Ken Altland, Michigan Health Department.

The committee's recommendations for meetings, activities and tours were presented to the State Women's Committee for their consideration on January 23-24. Following acceptance by the State Committee, the program suggestions will be passed on to county Women's Committees throughout the state.

(Because of the early print date of the *Farm News*, the State Committee's actions will be reported in the March issue.)

Present at the two-day sessions were: Mrs. Jerold Topliff, chair-

man; Mrs. Earl Morehouse, dist. 1; Mrs. Wesley Moeckel, dist. 2; Mrs. Clayton Anderson, dist. 3; Mrs. Ken Willard, dist. 4; Mrs. Cyril Spike, dist. 5 and Mrs. Clare Carpenter, dist. 6.

Also attending to make state representation complete, were: Mrs. Elmer Peterson, dist. 7; Mrs. Gordon Willford, Jr., dist. 8; Mrs. Earl Hendricks, dist. 9; Mrs. Wm. Parsons, dist. 10W; Mrs. Esley VanWagoner, 10E; Mrs. Waino Rajala, 11E, and Mrs. George Palmer, 11W.



READY FOR ACTION, members of the Women's Program Planning Committee arrive at Farm Bureau Center in Lansing for their meeting January 13. The group drafted a suggested program of activities for '64 at the 2-day session.

## FB Women's "City Sisters" Invited to Annual Camp

The Farm Bureau Women of Districts 1 and 2 are planning their annual Wesley Woods Camp to center around a rural-urban theme this year as they invite friends from the city to attend the event scheduled for April 1 and 2.

A program of interest to both farm and city women is on the two-day agenda, including a talk on "Race Relations in Michigan" by Miss Marjorie McGowan, assistant legal advisor to Governor Romney, and a panel discussion on "Farmers in the National Economy."

Held at the beautiful campsite at Wesley Woods, R#1, Dowling, the camp is open to all

Farm Bureau Women of the state and their counterparts in the city, such as representatives of church, school and civic groups.

Total cost for meals, lodging and insurance for the two days is \$8.00 per person.

Chairman Mrs. Jesse Smith, Climax, Kalamazoo county, and her committee — Mrs. George Crisenberry, Jackson; Mrs. Clarence Schmidtendorff, St. Joseph, and Mrs. Earl Morehouse, Van Buren — look forward to a large attendance of both Farm Bureau and urban women.

More information will appear in the March issue of the Michigan Farm News.

## Worth Mentioning...

Thirteen out of fifteen groups were represented at the December meeting of the Gladwin County FB Women, where their guest speaker was the county sheriff. Highway Safety was the topic of his talk as he gave the women a complete, categorized rundown of all accidents since 1958, in terms of property damage, fatalities, etc.

Miss Anne Hoopfer was guest speaker at the Antrim County Farm Bureau Women's meeting in January. Anne spent about two months as an exchange student in Germany during the summer of 1963. She showed slides and told of her life as part of a German family.

Fifty Northwest Michigan Farm Bureau Women and guests attended the December meeting, which featured as speaker, Home Service Advisor Mrs. Francis Rajkovich.

Mrs. Rajkovich demonstrated new lighting arrangements, Christmas decorations and foods, the use of new electrical appliances such as the carousel rotisserie and electronic oven.

Eaton County FB Women were informed by their January guest speaker, Charles Gibbs, that \$41,172 was spent in their county to care for children in foster homes. Mr. Gibbs, a juvenile officer, told the women that part of this is paid from taxes, part from State Aid and some by the parents. He said that a few years ago, there were more homes wanting to adopt children than there were children... but now there are more children.

## New Community Groups Super-Women?

Three new Community Groups composed mainly of young farmers have recently been organized. They are:

The North Bay Group in Charlevoix County — Chairman, Herman Beyer;

The Emerson Township Group in Gratiot County — Chairman, Eugene Moore;

Sandy Acres Group in Sanilac County — Chairman, Richard Loeding.

*These new Community Groups are composed almost 100% of young farmers and their wives between the ages of 20 and 35.*

The work of contacting the young farmers and getting them organized was done by the Community Group Committees in each of the counties.

Congratulations to both the "organizers" and to the new officers.

With slightly more than 100 per cent of goal, Montcalm county has again joined the ranks of Farm Bureau Quota Busters — primarily through the leadership of two determined Farm Bureau Women.

At the last possible minute, with 21 short of goal, and all possible renewals already contacted, Roll Call Manager Mrs. James Quisenberry and Mrs. Wilma Baldwin, county secretary, flashed into action.

Together with several other volunteers, they signed 20 new members and secured one renewal — to put the county "over" on the final day.

Hats off to all who worked in Montcalm county to reach their 1964 membership goal of 929 members.

# EARLY ORDER DISCOUNT SALE!



## UNICO TRACTOR TIRES AT LOW LOW PRICES...

Savings on all tractor tires, all sizes, front and rear. This pre-spring clearance sale can save you lots of money!

**FREE** AIR-WATER TIRE GAUGE  
As an added bonus, all orders for rear tires placed now will receive a new air-water tire gauge.

## FULL FIELD HAZARD GUARANTEE

Yes, with Unico you get this full guarantee against field hazards, and WE PUT IT IN WRITING!



**FARMERS PETROLEUM**  
4000 N. GRAND RIVER LANSING, MICHIGAN

Sold Only Through Farmers Petroleum Dealers and Direct Distribution Agents

# Young People Move to Meet Agriculture's Challenges

Preliminary plans for the 1964 Farm Bureau Young People's program have been made by the Young People's Committee at a two day meeting held on December 26 and 27, 1963. Young people from all parts of the state serve on this committee to plan and guide the activities of the young people.

*New activities recommended for county programs in 1964 include discussion topics on marketing agricultural products and preparing for rural defense.* Each county will be receiving discussion outlines on each of the subjects.

The marketing discussion program will involve local businessmen acting as resource people and will feature tours of local market facilities. It will help young people realize that marketing is a local function as well as being nation-wide.

Rural preparedness involves much more than possible atomic attack. Rural people should be prepared for many emergencies that may arise including fire, wind, tornado, flood, or any possible disaster.

*Young people could play an important role in the preparedness of their home and community.*

A number of statewide activities were also developed by the Committee.

The "Miss Michigan Farm Bureau" Contest will be continued. Effort will be made to get at least half of the county Farm Bureaus participating in 1964.

*This will be the fourth year for the contest. An award tour to Philadelphia in December will be the highlight of the contest.*

A "Discussion Meet" Contest will be instituted in Michigan this year. Young people will participate in a discussion entitled "The Keys to Our Farming Future." *This contest will replace the Talk Meet and give young people more of an opportunity to learn how to discuss issues with other people.*

Contests to select the Outstanding Boy and Girl in Farm Bureau, Talent Find, and County program will also be conducted.

Two tours are being planned by the young people. *One will go to the Midwest Farm Bureau Young People's Camp in Wausau, Wisconsin. This is for young people between the ages of 17 and 30 for the 12 midwest states.*

Political action will be the theme of the conference.

The weekend of July 24 to 26 is the one selected, and travel will be by either bus or auto caravan.

*The second tour will be to Philadelphia, Pennsylvania in December for the A.F.B.F. Annual meeting.*

It is hoped that a bus load of young people will make the trip and do some sightseeing in and around the birthplace of the nation. Additional information will be made available in the near future.

Several projects are in the planning stages. They include a leadership training school, Michigan Week Activities, rural-city youth exchange, safety activities and the convention.

Farm Bureau Young People serving on the Committee are:

Don Williams, *Chairman*; Alvin Johnson, *1st Vice-Chr.*; Ray Kucharek, *2nd Vice-Chr.*; Lyle Murphy, *3rd Vice-Chr.*; Mary Ellen Johnson, *Secretary*; Pat Murphy, *Past Chairman*.

*District 1, Jean Sparks; District 2, Bruce Landis; District 3, Lester Smith; District 4, Sue Stowell; District 5, Ray Launstein; District 6, Dave Seddon; District 7, Frances Greenhoe; District 8, Jake Willford; District 9, John Hall; District 10, Ralph Holewinski.*

# 1964 Membership Goal in Sight

With more than 61,000 members secured in the Michigan Farm Bureau for 1964, the goal of 70,525 appears "readily attainable" to Roll-Call officials.

The first of four early counties to reach goal was Marquette-Alger, followed quickly by Baraga, Mackinac-Luce and Iron. Baraga racked up the highest per cent of goal reached, 124% —followed by Iron with 105%.

Counties of the Central and East Central regions nearly tied as top regions in total per cent of goal now reached. Top counties throughout the state, as recorded in the latter part of January, included Montcalm with 97% Charlevoix with 95%; Bay with

with modest amounts of snow (compared to last year's heavier fall) a plus factor. Although Michigan farmers appear optimistic about their future, they also appear uneasy about the cost-price squeeze on their incomes and about political control plans now in Congress.

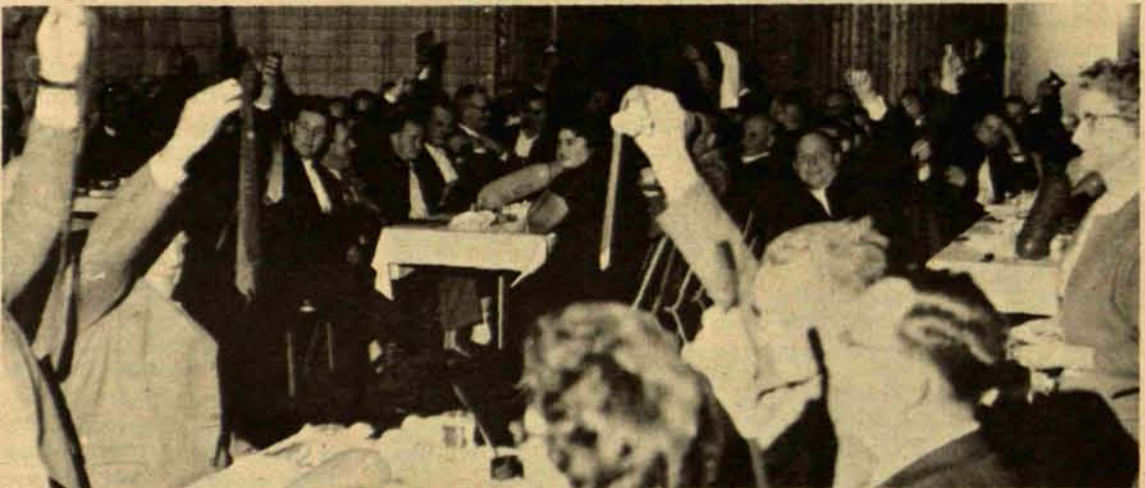
One obvious answer to political planners, they feel, is their voice amplified by membership in Farm Bureau, plus their strength behind positive programs aimed at more farm income within a framework of farm freedom.

## Cheney Elected to National Board

L A Cheney, Williamston, was elected to the board of directors of the National Council of Farmer Cooperatives at its annual meeting January 15 in Houston, Texas.

Cheney, executive-secretary of the Michigan Association of Farmer Cooperatives, will serve on the "State Councils" division of the national board, representing the 30 states which have farmer cooperative associations or councils. He was also named to the executive committee of the board.

Cheney also serves on the board of the A.I.C., a position he has held for three years.



"NEW TIES FOR OLD" — the Roll-Call workers were told, at the Eaton County membership kick-off meeting. Balloons, promise of a gate-sign for each new member, and friendly rivalry were features of the dinner meeting attended by 85 volunteer workers. "How I signed 22 new members last year," was the title of a talk by farmer Clif Mason.

## NEED EXTRA MONEY? \$1000—\$2000—\$3000—\$????

FARM OWNERS ABLE TO FURNISH ACCOMMODATIONS AND RURAL RECREATION SERVICES SHOULD WELCOME THIS ADDITIONAL INCOME.

Millions of city residents, families with children and older people are seeking vacations in the country for recreation, health, rest, adventure and friendly education.

**THIS IS YOUR OPPORTUNITY** to get into this extra income business. We can help you plan and set up a Farm Vacation Program suitable to the accommodations you have available or that which could be made income producing. We will gladly assist you in developing rural business.

**INQUIRE NOW!!!** Write general information about your family, your home and a description of your farm and farm activities.

**FARM, RANCH and COUNTRY VACATIONS, INC.**  
816 Penobscot Building  
WO 2-4361  
Detroit, Michigan 48226

## NOTICE OF ANNUAL MEETING FARM BUREAU LIFE INSURANCE CO.

The annual meeting of the stockholders of Farm Bureau Life Insurance Company of Michigan, a corporation, will be held at its Home Office, 4000 North Grand River Avenue, Lansing, Michigan, on Tuesday, February 25, 1964, beginning at 1:30 P.M., for the following purposes:

1. To receive reports from officers and management.
2. To elect directors.
3. To consider such other matters as may properly come before the meeting.

Attest:  
N. L. VERMILLION  
Secretary

February 1, 1964  
MAX K. HOOD  
President

Policyholders may obtain a copy of the Annual Report from any County Farm Bureau Office or from the Home Office in Lansing.

### REPORT FROM SAGINAW

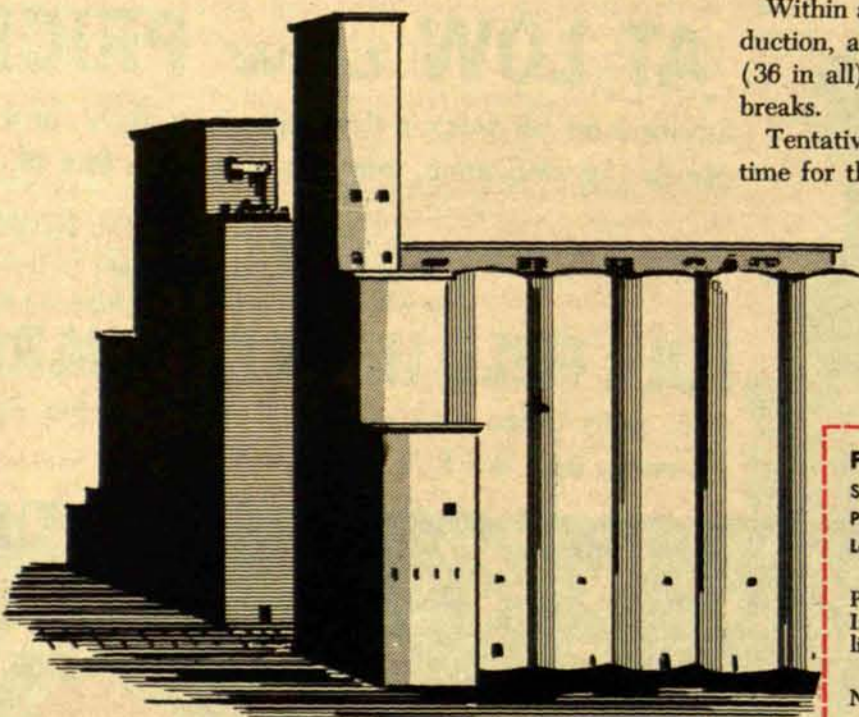
# TERMINAL FACILITIES TO BE READY FOR '64 HARVEST

Saginaw, Jan. 27 — Good fall and winter weather coupled with steady construction work has speeded up the progress of what has come to be known as the "Saginaw Project" of Farm Bureau Services.

Within a short time the feed mill is expected to go into production, and the balance of the silos on the Grain Terminal (36 in all) will be poured this spring as soon as the weather breaks.

Tentative plans call for the Terminal to begin operations in time for the 1964 grain and bean harvest.

This expansion project is being financed by the St. Paul Bank for Co-operatives and the sale of Series "A", 15-year debentures, paying 6% annually. Now is the time to take part in the growth of your company.



This is not, and under no circumstances is it to be construed as an offering of these debentures for sale, or as a solicitation of offers to buy any such debentures. The offering is made only by the prospectus.

## FARM BUREAU SERVICES, INC.

**FARM BUREAU SERVICES, INC.**  
Securities Promotion Department  
P.O. Box 960, 4000 N. Grand River  
Lansing, Michigan

Please send a copy of prospectus for Farm Bureau Services, Inc. Series "A", 6%, 15-year Debentures, and have a licensed salesman call.

Name \_\_\_\_\_  
Road \_\_\_\_\_ RFD \_\_\_\_\_  
P.O. Address \_\_\_\_\_  
County \_\_\_\_\_ Phone \_\_\_\_\_

# The "Egg Business"-A Henhouse Revolution

There are still a few farmers with laying flocks as a "sideline." They gather their few eggs, put them into cartons, load them on the "pickup" and cart them to customers.

Stores that will buy such eggs are getting fewer. Economists say that these small operators are going the way of the three-toed horse and the Dodo bird.

*Even with large flocks, the use of outworn methods of production will mark the egg producer for extinction in a short time.*

The production and marketing of eggs today is striking a new and changing pattern.

The modern marketing system calls for eggs in tremendous quantities, under contract. High quality standards are eliminating the old practice of gathering eggs once a day from a nest warmed by a succession of layers.

The large supermarkets have no time to bother with small batches of grade-run eggs from many producers.

*They will buy a guaranteed quantity at specified quality standards and in specified sizes — the supply must be constant, packaged and customer-ready.*

Few independent farmers can meet these requirements, but farmer cooperative grading and packaging operations may do so. Or, in some cases, you may find the large marketing chains setting up their own "egg factories."

Vast laying house units fan out from a central grading and packing plant, leading to a refrigerated warehouse.

The corporation's trucks pull up to the ramp and load out for the local stores. The eggs are sold under the chain's brand name.

## SMALL PRODUCER SQUEEZE

A frequent murmur of protest is heard against any large-scale egg producers — individual or company.

*The complaint is that they "freeze out" the small, independent producer. And the squeeze is there, without question.*

*But it results from economic conditions and not from any intention to put the little fellow out of business.*

The small producer has too small a volume of output to afford the layout necessary to a modern quality egg operation — modern equipment for quick-cooling, new style laying units, egg cleaners, flock medications and specialized feeds.

The modern "henhouse" accommodates flocks that enter as started pullets. These are added regularly to replace layers which have passed their peak laying capacity.

There is flock rotation to keep production at a maximum per unit of feed.

Only a producer with volume output can afford the investment needed for such a program. The modern producer must concentrate and specialize in egg production.

*It is no longer a sideline approach. Feeds and medications are bought at volume discounts, usually under a contract arrangement which helps cut costs.*

As more and more of the egg market is supplied by such specialists — or by "integrated" production and marketing operations — the small, independent producer becomes unable to compete.

He must either expand and specialize or be forced out of the picture by the new trends in demand.

## STILL INDEPENDENT?

*Some farmers, searching for a way to stay in the egg business, have turned over housing and their own labor to feed companies or marketing chains who provide everything else, including the management of the whole operation.*

This is somewhat like working for another company while on

your own farm. The key to this lies in the fact that the companies will finance the operation.

Other farmers have recognized that it is not necessary to surrender their independence of management in this way.

*They have reached across their line fences and have carried through their own "integration" by organizing a production and marketing cooperative.*

By pooling resources they can develop financing programs, do their own grading and packaging, and hire marketing experts.

If the business has earnings above current price returns, farmers realize a bonus on the operation.

Dr. Ewell P. Roy, of Louisiana State University, declared at the 1963 American Farm Bureau Federation Convention, "It is foolish for a farmer selling eggs or produce in today's market to try to keep his head above water swimming alone."

"The currents of today are just too swift and the undertow is too strong. If he is going to swim, he has to learn cooperation."

The Farm Bureau Services Egg Marketing Cooperative is such a program.

Egg producers on this program realize a number of needed services. They may obtain financial aid in building the modern laying houses and equipment, getting started pullets for their flock and providing feeds to keep production going.

Expert technical aid is given for flock supervision and management, and surveys are made to insure sanitation and disease control.

*These eggs are produced, handled, graded and packaged under the highest quality standards.*

The cooperative takes responsibility for expanding the market and for the movement to market of any surplus production.

Practically all of the eggs from this operation are sold on Michigan markets. *But in any short surplus period, eggs may be moved quickly to other areas to help stabilize the price.*

The Farm Bureau Services has channels through the American Poultry and Hatchery Federation and the North American Egg Cooperative which operate in the Chicago Mercantile Exchange.



IN THE GORDON MCGOWAN'S LAYING HOUSE in Kalamazoo county, the hens have their own "apartment" cages. Eggs gather on shelves below the cages and are collected frequently and placed under refrigeration.

*An egg laid today in Michigan may be eaten in New Mexico within a very few days. Many large chain stores buy their eggs through national brokers.*

The North American Egg Cooperative may buy up a carload or two of Michigan eggs to be shipped to areas of demand — deficit production areas.

This helps to improve the bargaining for prices on local markets. Thus interstate shipments are part of a good marketing operation.

## FAVORABLE EGG FUTURE

The USDA paints a favorable picture for the egg situation in the coming five years. The decrease in eggs consumed per person will level off.

Population increases will expand the market so that it can absorb some increased production.

*Prices will stabilize sufficiently so that, with an expected increase of 5% in production, producers will realize more gross receipts to offset costs.*

And new ideas are being developed to expand the egg market — including new uses for eggs.

The egg that reaches the consumer is being transformed. Five years ago, most of the eggs sold were storage and frozen eggs in shell.

Fast refrigerated transportation over long distances has rapidly replaced storage eggs with fresh shell eggs on today's market shelves.

Tomorrow it may be bottled eggs — broken, ready to use and sold by the quart.

*Chicago, the experimental market for bottled eggs, has reported a growing popularity for such a package. Problems of sizing are removed — a quart is a quart — and the price is uniform.*

Dried egg nog is now being made available in the market. It is in canned form — and canned egg salad is available on the West Coast.

Packages of egg roll are to be found in store freezer compartments. Beside them you may find cartons of frozen French toast.

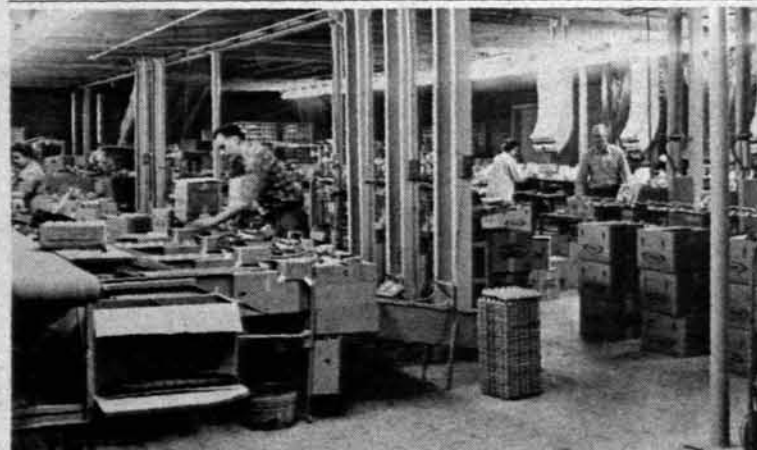
Marketing research has also been using imagination to move the by-products of the egg production operation. Culled laying hens become such a by-product.

Some may be two to two-and-a-half years old when replaced in the flock. How do you improve their marketability?

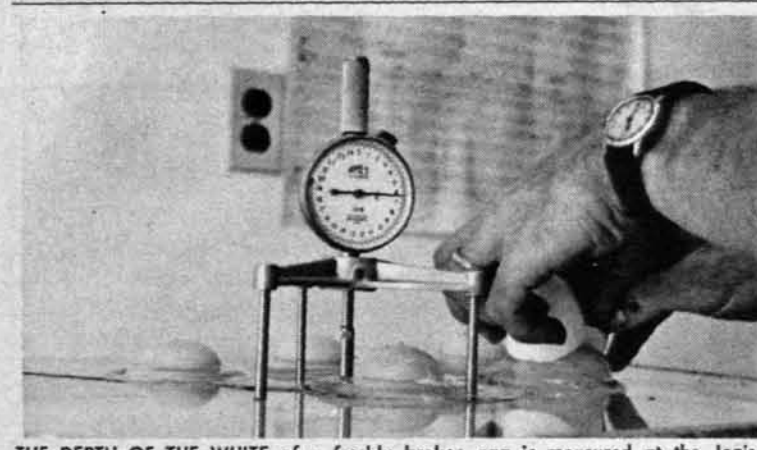
*Poultry sausage is now legal in Michigan and many other states.*



IN A MODERN EGG MARKETING program, eggs are picked up at the farms by refrigerated trucks and transported to the packing plant and from there to marketing points.



EGGS ARE WASHED, CANDLED and packaged on a continuous belt operation at the Farm Bureau Services plant at Jenison, Michigan.



THE DEPTH OF THE WHITE of a freshly broken egg is measured at the Jenison plant by federal inspectors — "Fresh Fancy Quality" grading means rigorous inspections.

In New York State they are marketing "Cacklcburgers" — chicken hamburgers. The old "hot dog" takes on a new flavor when made from chicken — and the promotion artists came up with the label of "Bird Dogs."

## BETTER BREAKFASTS

Work remains to be done to educate the public away from a lamentable habit regarding breakfasts.

*Much of the loss in egg sales resulted from the habit of eating skimpy breakfasts or none at all.*

Public education in the interest of national health justify a strong push to boost better breakfast — which means eating more eggs.

Farm Bureau has been active in this campaign. Work has been done to get food distributors and business organizations to urge sound diets.

This was part of the Farm Bureau "Food Comes First" program. *We would serve farmers and the nation, too, to discard the consumer habits of calling a cup of coffee and a cigarette enough to fortify a person for a good day's work.*

# AGRICULTURE IN ACTION AROUND MICHIGAN

## SEMINAR WELL ATTENDED



OVER 60 FARM BUREAU MEMBERS from Southwestern Michigan counties attended the first in a series of six seminars on local and state government held at Olivet College, January 17. Ottawa county led in attendance with Jackson a close second.

## SENATOR GIVEN MERIT AWARD



SEN. JOHN W. FITZGERALD, Grand Ledge (left), was presented with an "award of merit" by Walter Wightman, MFB President (right), on behalf of the Michigan Agricultural Conference at its annual legislative banquet.

## YOUNG PEOPLE MAKE PLANS



GATHERING AT FARM BUREAU CENTER, in Lansing, the FB Young People's Committee made preliminary plans for the coming year. New county activities will include marketing discussion topics and rural defense.

## WINS SCHOLARSHIP



GLEN SPARKS, Cassopolis, son of long-time Cass county Agricultural Extension Agent and FB member, Harold Sparks, won a 4-H field crops scholarship worth \$500.

## FB MEMBER WINS COLOR TV SET



MR. AND MRS. REX REDMAN, ST. JOHNS, one of six color TV set winners in Farm Bureau Services' 1963 Feed Fair Contest, happily accept their prize from M. J. Buschlen, manager, FBS Farm Supplies Division. St. Johns Co-op manager, John Hall, looks on.

## FB INSURANCE GOES ELECTRONIC



FB INSURANCE RECENTLY INSTALLED high-speed data processing equipment to continue its competitive position in the insurance world. The new electronic equipment, capable of reading and writing 22,500 characters per second on magnetic tape, is involved in all functions of the company's accounting and record keeping systems.

## UNICO Training Sessions—More Services to Farmers

Once again, Farmers Petroleum held its Spring Booking Meeting in Lansing for all its salesmen and district personnel.

Over 50 men attended the meeting and gathered the latest information on Unico products—oil, grease, gear lubricants, batteries and many other items, all products handled by the large petroleum cooperative.

John Cole, Quality Control Engineer for United Co-ops, pointed out that improper tire pressure can chop years off tire life. According to Bill Rocky, Advertising manager for the co-op, "We try to keep our salesmen informed of the latest developments in the industry so they can answer any questions the farmer may have regarding petroleum requirements for his equipment."

Perhaps one of the most important things to come out of the meeting was the care of tires, particularly those mounted on rear tractor wheels.

To help farmers properly maintain their tires, Farmers Petroleum will give an air-water pressure gauge to every farmer purchasing a rear tractor wheel this spring.

"Good tires deserve good treatment, and the little tire pressure gauge will see that they get it," said Rocky at the close of the meeting.

## Barry Institute Held

An inspiring Institute was held in Barry County, January 7, for all county Farm Bureau committees, community group chairmen and discussion leaders. A capacity crowd heard J. Delbert Wells, Manager of the Family Program Division of Michigan Farm Bureau, outline the general committee responsibilities.

He stressed listing ideas and needs "in black and white," organizing and assigning specific jobs to each person.

Mr. Wells commended farmers for having in Farm Bureau an organization that is voluntary and not run by any outside interests or the government. To keep it that way we must "build it, use it, pay for it, and protect it," Wells said.

Wayne Pennock, county Farm Bureau president, urged everyone to let their legislators know how highly we value the Michigan Extension Program. Robert Smith of the Public Affairs Division of the Michigan Farm Bureau, moderated an afternoon session of county Legislative and Resolutions committees. Mrs. Anton Hoort, chairman of Dist. 4 Women's Committee, spoke to

the county Women's Committee.

Following the group sessions, everyone reconvened in the main hall for reports from each group. Many helps and useful ideas were brought out to use in groups and within the county.

Two films, "True Revolution" and "American Secret" were shown. These inspiring films run 20 minutes each and are obtainable from Michigan Farm Bureau.

Barry County Farm Bureau Young People were represented at the big American Farm Bureau convention in Chicago, by Miss Sue Stowell, daughter of Mr. and Mrs. Russell Stowell.

## Prominent VanBuren FB Member Passes

The Van Buren County Farm Bureau has experienced a great and sudden loss with the passing of its faithful member, Theodore Roosevelt, who died December 29 at Dowagiac. Known as "Ted" to his many friends, he lived on a centennial farm in Keeler all of his life.

"But he did not confine himself within its boundaries, neither in actions, nor in interests, nor in spirit. He served others—both God and man," said the Van Buren FB News.

"... His time was always given in the spirit of service. While others may have known him best for his service as Keeler Township supervisor for 12 years... we knew him best for his 35 years of devotion to Farm Bureau," said the News.

Roosevelt served in almost every office on the local and county levels of the Van Buren Farm Bureau and was its president from 1959 to 1961.



SPEAKING BEFORE 50 FARMERS PETROLEUM salesmen and district personnel at the annual Spring Booking Meeting, one of the speakers, Unico Quality Control Engineer, John Cole, answers questions on tire life and construction.



# Hysterical Propaganda Promotes Famine!

Prepared by Education and Research Department,  
Michigan Farm Bureau

Is the American public showing signs of becoming "spoiled" in its attitude toward our food supply? Too much and too easy?

Such a book as Rachel Carson's "Silent Spring" could have been written only in America and in our age — when here, and here alone, we enjoy the "curse" of a temporary abundance.

Temporary? Yes. The facts of population trends point to an inevitable problem. Populations today do not add — they multiply. Their increase is at a torrid rate. Scientists deny that, even in America, we can keep pace in food production to match the increase in population — even with the best of farming methods.

*The world today has nearly 3 billion people. Some areas are already over-crowded. Nearly four out of five people in the present world die directly or indirectly from the effects of starvation.*

At present rates of increase, America's 185 million people will reach 400 million by 2000 A.D. Our farms will be hard-pressed to feed those within our own borders. Let those who would reduce or destroy the productivity of American farms take a look ahead and remember that "an empty belly knows no law."

The use of pesticides in agriculture is a necessary barrier against starvation, even now. Without them, insects, fungi and diseases would destroy ninety percent of our agricultural production. Without them a farmer could not raise such crops as apples, tomatoes, citrus fruits, potatoes — and the multitude of other food items that form the basis of our diet. *Grains? The new invasion of the cereal leaf beetle and the Japanese beetle could "do for" these crops, too. During man's history plagues of insects have totally destroyed the food crops in some areas of the world — leaving the people to starve.*

## EXPLOSIVE CAPACITY TO REPRODUCE

In the United States 6,500 species of insects and 2,500 kinds of ticks invade our crops and attack our livestock. Seven hundred species alone cause a damage of billions of dollars yearly. Let them go? Forget your insecticides?

Why do insects pepper your windshield like rain as you drive? Scientists state that insects can multiply faster than any other living thing. Consider the reproductive capacity of the common fly. Suppose that all of the offspring of a single pair of flies were to survive. If this pair started reproduction in April, they could have 191,010,000,000,000,000,000 offspring by August.

*If all survived, they would cover the earth with a mass 47 feet deep. Fortunately only a small percentage survives. Some scientists have warned that insects can inherit the earth.*

These pests are travelers. They move on their own wings, on the wind and by "hitch-hiking." They get into automobiles, ships, airplanes — into food packages or even the crevices and fabric of cartons. It becomes almost impossible to set up an "iron curtain" against them.

It seems little wonder that only in those areas of the world where pesticides and other tools of modern agriculture are used — there and there only are starvation and disease not an immediate danger.

## CONTROL WITHOUT POISONS?

Research has made slight advance in controlling the spread of insects by methods of sterilization

so that the species cannot reproduce. Chemical sterilants have been found effective for some varieties. Sterilized males of the screw worm fly have reduced the capacity of this insect to reproduce in the southwest plains. Chemical sterilants have been used to curb the spread of the boll weevil in the cotton south.

But these methods are not broadly effective for all insect pests. Each variety follows its own reproductive cycle. Experiments with sterilization are in their early stages and have yet to "scratch the surface". To ask for control of all species by this method — and suddenly — is to indulge in wishful thinking.

## PREJUDICED IDEAS

When dealing with an issue like this matter of pesticides, there is an element of forgetfulness — a failure to look at human history. Insects do not attack crops and livestock only — *they attack man.* And it is not merely the sting.

For ages insects have transmitted diseases to mankind — malaria, yellow fever, sleeping sickness, typhoid. Rats also have such a history — removed in modern times by the use of chemical poisons. In ancient and medieval times, rats carried the bubonic plague. In 1348, this plague killed 90% of the population of Rome.

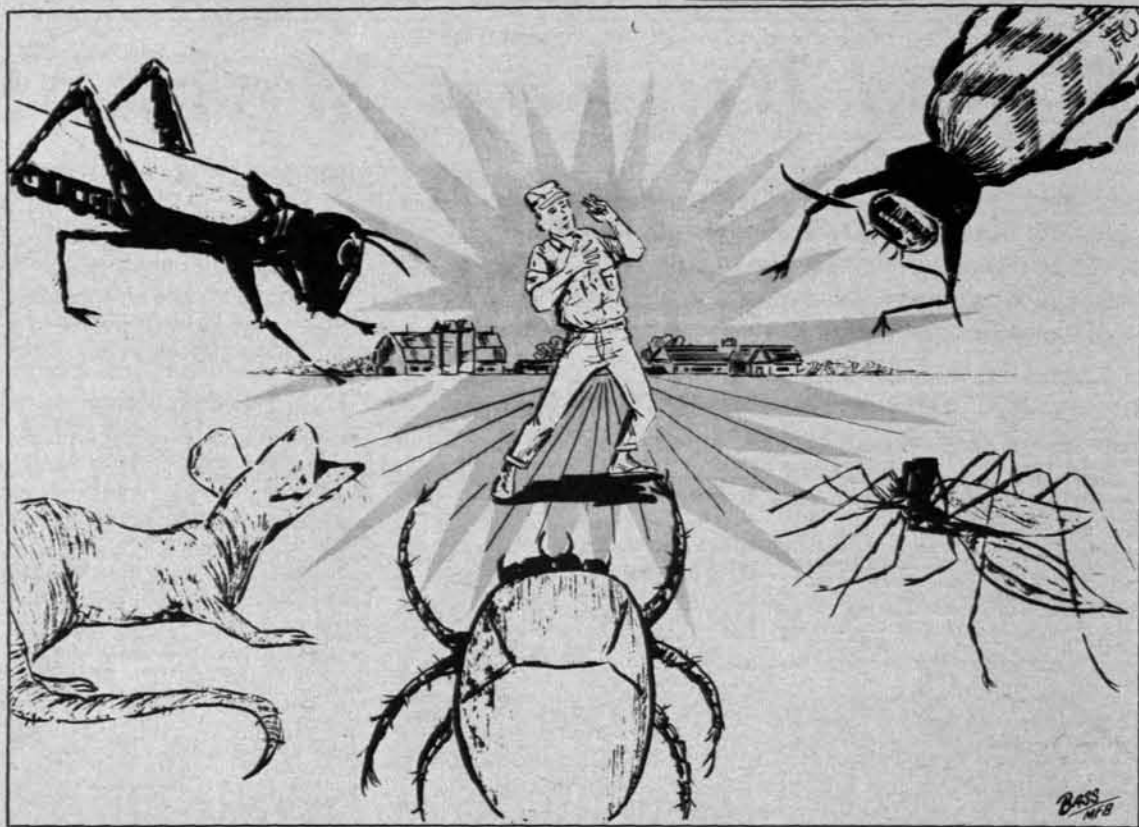
In all this airing of the problem of agricultural pesticides, the American public has been given no broad understanding of the role of those chemicals in preserving the food supply and protecting health. The self-styled reformists who attacked the use of these tools of agriculture took little notice of the whole truth. There was no balancing of reason against the use of agitation and fear.

*The obvious intent of Miss Carson's "Silent Spring" was to outlaw the manufacture and use of pesticides.*

1962 saw a wave of propaganda surge through all the news media of the nation — scare propaganda aimed at agricultural and other uses of pesticides. It stirred a rising public resentment amounting to mass anxiety. It built resentments against farmers who use such chemicals.

There was some "airing" of both sides of the questions involved — but, once agitation is begun, little can be done to check

## DISCUSSION TOPIC



its mass movement. It is like trying to check a forest fire. Popular opinion was twisted to a position that became dangerous to the system of modern agriculture — a productive system which it has taken our agricultural colleges, experiment stations and farm people nearly a century to build.

The attacking forces used half-truths and scraps of evidence. Counter evidence was pushed aside. The case presented was totally out of proportion to any possible or actual damage involved.

## UNREASONING FEAR — EXTREME REACTION

Small and isolated incidents, these days, touch the nation's "hot button" of hysteria. An isolated case of food poisoning can throw the nation into a panic. One bit of food becomes involved — so ALL food of the kind takes on the mask of a "death's head." *People depending for their livelihood on the products involved are faced with ruin because of the shout of "calamity!"*

Remember the cranberry incident? It left the cranberry growers broke. Remember the single can of tuna fish that missed the cooker when a packing worker got careless? The public quit all tuna fish cold. Then came vacuum-packed smoked fish. Yes, the packers should have tested the product before marketing it. But public reaction spread to all fish — and the fishermen's boats had to be tied to the wharves and packing plants closed down. Workers lost their jobs. Public hysteria is a thoughtless thing!

In too many cases so-called "public information" today is doctored to feed such attitudes. We saw it done in the "documentary presentation" of farm labor problems — "The Harvest of Shame" — designed to twist and distort public attitudes. Isolated incidents are played up sensationally.

*They are pure gossip — but the public thrives on gossip.* Alarm bells ring in Congressional halls, set off by the public emotional clamor. They call for sharper

government controls. Always this ghost hangs in the background.

Some provisions of laws demanded for pesticides would have paralyzed both manufacturer and farmer in the use of them. A provision of one bill — "the Delaney Clause" — even attempted to throw a cancer scare into the picture as a reason for drastic control legislation. *The American Medical Association declared that the Delaney Clause was unjustified and would make no demonstrable contribution to public safety.* But the efforts went on.

Laws were asked for which would have required absolute "proof of public safety" by pesticide manufacturers and users of the chemicals. Such laws would have put the whole program into a straightjacket. There is not a single phase of man's existence in which all risks can be removed. To hope to do so by law makes fools of those who try. *They had better not drive an automobile!*

If it comes to a matter of "public safety" and threats to life and limb, why the public complacency and apathy toward traffic deaths due to drunk driving? Some of the risks could readily be removed in this area. And thousands die annually from this cause. The public is prone to "strain at a gnat and swallow a camel."

The future food needs of America and the world would suggest that Rachel Carson is worrying about the wrong kind of "Silence." It can become the silence of children wasting away from starvation. Without pesticides this silence could creep upon us rapidly. The REAL public interest is threatened by her own proposal.

## PROBLEMS CALL FOR RESEARCH

Where problems exist in the development and use of pesticides, their solutions call for emphasis on research and not merely for regulation by law. Laws can do nothing but freeze action. Research explores for solutions.

Intelligence recognizes that every possible action must be taken to make pesticides safe to

use. Laws can place responsibility for care in preparation and testing — or even penalties for carelessness in manufacture and use. Farmers and manufacturers should welcome sound laws to govern such things. It should be recognized that there is a moral obligation of the first order when producing or handling such substances.

Research goes on constantly in the chemical companies to produce products that are selective — fatal to insects and other pests — and harmless to human beings. The search is constant to find substances which will leave no toxic residues on marketed products.

Contrary to public opinion, there is no ruthless dumping of dangerous chemicals onto the market without adequate tests for safety. This search for safer products never stops.

The "Rachel Carson Incident" proves one thing. If there be farmers who use pesticides and other chemicals carelessly, their action threatens the security of all agriculture. The incident should alert them to use the greatest necessary caution.

*But to say that no farmers can have pesticides to use because one or a few have been careless is like saying that no citizens may drive a car because some drive recklessly.*

Let's abandon the Age of Anxiety and return to the Age of Reason.

## QUESTIONS

1. What sort of laws governing the manufacture and use of pesticides would you consider necessary — but which would not destroy their development and use?

2. What public obligations does a farmer have when using pesticides or other agricultural chemicals?

3. Should certain of the more poisonous chemicals be required to have official supervision when being applied?

## THIS IS NOT FOR YOU

**IF YOU'VE GOT MONEY TO BURN!**

Every single day in the United States, day in and day out, over 1,000 fires occur in homes across the nation — and three-fourths of them are the result of carelessness! They never should have occurred.

Are you one of those families with money to burn?

Keeping a home fire-safe is as simple as common sense and good housekeeping.

To help protect your home from fire, the National Board of Fire Underwriters has made up a list of important checkpoints for potential fire hazards.

1. **The attic.** It should be kept free of old newspapers and magazines, discarded clothing and other combustibles on which a hungry fire may feed.

2. **The basement.** Old paint cans, oily rags and other trash should be thrown out.

3. **Your heating plant.** Take care of it, and have it serviced regularly. These are only basic potential hazards. Keep in mind that the major cause of fires is carelessness!

Most fires in the home are caused by such thoughtless acts as tossing away a lighted match or neglecting a lighted cigarette, letting rubbish accumulate, overloading electrical wiring, neglecting to keep the heating plant in proper working order, or not taking sensible fire prevention steps. Perhaps the most tragic cause of fires is leaving little children at home unattended. While in many cases the damage to the home is slight, the fire almost always injures or kills the child.

Here are some more fire safety checkpoints suggested by the National Board.

1. Be careful with matches and smoking. This accounts for almost one-fourth of all fires.

A still lighted cigarette tossed into a wastebasket or dropped on an upholstered chair can start a fire that could destroy a home and possibly take lives.

To minimize the possibility of fires caused by matches and smoking, keep large, non-combustible ashtrays in every room and urge smokers to use them.

Never use plastic coasters for ashtrays, and when emptying ashtrays make sure that the ashes are cool.

A good habit to acquire is the use of a flashlight — not matches or candles, when looking for things in closets or attics.

2. Keep appliances and other electrical equipment in working order; one out of every five fires is caused by misuse of electrical equipment. Use proper size fuses in fuse boxes, and avoid the use

of multiple outlet plugs that could over-load wiring.

When your television set "goes on the blink," call a qualified repairman. *There's a lot of electricity lurking behind a "blacked out" screen.*

3. Have your heating plant serviced regularly by an expert; every seventh fire is caused by defective heating units, chimneys or flues.

4. In the living room, always keep a metal screen in front of the fireplace. *Flying embers and carpets don't make good companions.*

5. Good housekeeping and good sense is good advice for the kitchen. Grease-free ovens and broilers can't catch fire, and neither can curtains and towels which are hung away from the burners.

According to the National Board, if you rate "A-OK" on these checkpoints, you've taken a big step toward having a fire-safe home in 1964.

**Sugar Company to Expand Processing Facilities**

An expansion program in excess of one-half million dollars for Michigan Sugar Company's Crosswell and Carrollton sugar beet processing plants was recently announced by the company's president, Ernest Flegenheimer.

The expansion program, designed to increase the daily processing capacity of both plants approximately twenty percent will be completed prior to the 1964 sugar making campaign.

The Crosswell plant's daily average will be boosted from 1,100 tons per day to approximately 1,400 tons every twenty-four hours. Expansion plans at the Carrollton plant call for increasing the daily capacity of 1,600 tons to about 2,000 tons per day.

The expansion program at the two plants is expected to increase the daily capacity of Michigan Sugar Company's four-plant operation approximately ten percent in 1964.

Dairy foods are a prime source of protein, essential to human health, and they are economical.

## DAIRY FARMERS ARE HELPING THEMSELVES

The saying goes, "If you want it done right, do it yourself". Nowhere is this more true than among Michigan dairy farmers. There is a job to be done selling Michigan dairy products, and A.D.A. of Michigan is doing it.

The A.D.A. is a *total-selling program*. It conducts year-round, and seasonally-timed programs in advertising, merchandising, public relations and research all designed to sell milk products. It's a big job. Michigan dairymen are helping themselves to big dividends.



american dairy association  
of MICHIGAN

3000 Vine Street

Lansing, Michigan

Be Sure You Are Supporting  
Your Total Selling Program

# If You Have a Child...



## **FAMILY SECURITY PLAN can do this for you**

- 1. Determine your Responsibilities:** Estimate final expenses, mortgage or rent payments, education costs, emergency funds . . . and income for your family.
- 2. Analyze your Assets:** Social Security benefits, your life insurance, your home, your savings, and all other assets. You may be worth more than you realize!
- 3. Determine where you are now:** Look at your strong and weak points. See what your present assets will do for you and your family.
- 4. Make definite future plans:** With the facts, you decide what should be done to give your family the security you want them to have . . . with a Plan that you understand.

## ***You can benefit from a FAMILY SECURITY PLAN***

As a family man you carry great responsibilities. Naturally, you want to give your family the very best. But to do this requires a plan . . . and it must be based on facts.

### **FACTS YOU NEED TO KNOW**

- How much your Social Security benefits are worth to you and your family.
- How much cash is necessary to pay large debts, such as a mortgage, plus providing for a monthly income for your family.

This information is extremely important to your family. Farm Bureau Life's Family Security Plan will give you a clear picture of your family's financial future.

All Farm Bureau agents have the training and experience to assist you with a *Family Security Plan*. See your local Farm Bureau agent *today*; no obligation but, he'll be pleased to serve you.

**FARM BUREAU INSURANCE**  
**COMPANIES OF MICHIGAN**

*Farm Bureau Life • Farm Bureau Mutual • Community Service*

