

Had Agr'l Committee Made Up Its Mind First?

Florida May Seem Nearer

The states of Florida, Georgia, Tennessee, Kentucky and Indiana have formed a highway-planning

body to plan the construction of a superhighway linking the Great Lakes area with Florida.

Mixed greens are good for you, especially fives, tens and twenties.

CERTAIN SAFETY OF RISKY GAMBLE

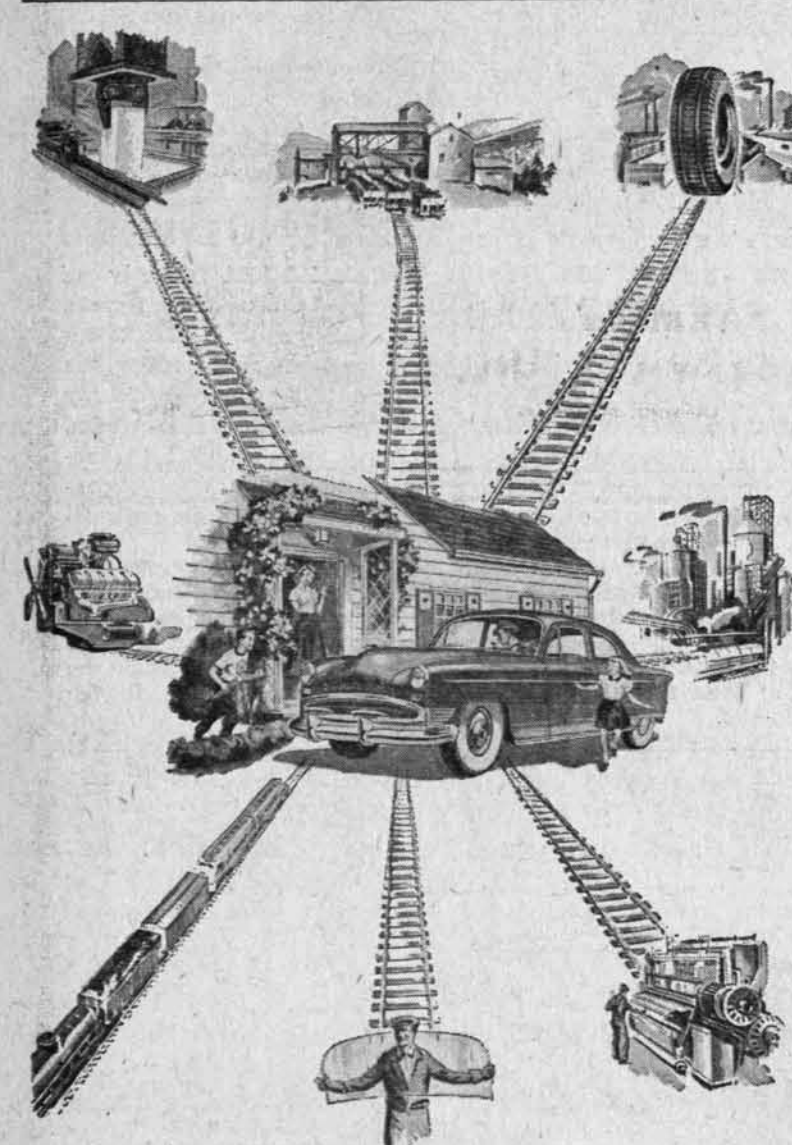


That's your choice ---

That's your choice in Michigan with its windstorms. Get cyclone insurance that gives fullest protection, in a policy written to fit your individual needs.

INVESTIGATE THE EXTRA VALUES YOU GET IN A LAPEER POLICY

STATE MUTUAL CYCLONE INSURANCE CO.
HOME OFFICE — LAPEER, MICH.



The assembly line that's 225,000 miles long... ends at your front door!

Remember how proud you were when you drove that bright, shiny, new car up to your front door for the first time? And the family came flocking, and maybe a wistful neighbor or two?

Well, the railroads had a part in that pride, too. For over their 225,000-mile assembly line of steel rails they moved the raw materials required for making the 15,000 parts that go into an auto. Then they moved finished parts from factories all over America to the auto assembly plants.

And just as railroads helped build your family car, they help make possible almost everything else you use in your daily life and work... the food you eat, the clothes you wear, the house in which you live.

In doing this, railroads move more tons of freight more miles than all other forms of transportation combined. And, important to you when it comes to the prices you pay for things, railroads do this huge job of hauling at charges which average less than those of any other form of general transportation.

House Farm Group Pushes 90% Supports

The Agricultural Committee of the House of Congress said at Columbus, Ohio, October 20 that it was ready to challenge anyone who says that farmers do not want present high, rigid farm price supports continued.

The day before at Des Moines, Iowa, President Kline of the American Farm Bureau Federation, said in a speech that the committee members had made up their minds to extend present farm price support laws before they left Washington.

After an informal poll, members of the committee said it would recommend that Congress extend the present 90% of parity price supports when they expire at the end of the 1954 marketing year.

October 19 the committee held a hearing at Indianapolis. Afterward the newspapers said farmers want 90% parity support continued for major crops. They quoted members of the committee and testimony of the Farmers Union.

Statements made by other farmers, the Farm Bureau, farmers cooperatives and the agricultural colleges were ignored in the article, which reflected the apparent attitude of the committee.

C. L. Brody of the Michigan Farm Bureau was there. He said that the committee heard much testimony on the other side, much of it falling upon rather unwilling ears.

"The fact," said Mr. Brody, "that organized labor and government agencies were granted so much time at a hearing for farmers was an indication of how the House Agricultural Committee is welcoming influences to support their previous actions."

Mr. Brody presents this picture of the Indianapolis hearing:

C. M. HARDIN, dean of agriculture at Michigan State College, told the committee there is great need for agr'l research and extension on farm marketing and distribution. Yet seven years after the Research and Marketing Act of 1946 only one-fourth of the funds have been put to work.

HASSIL SCHENK, president of Indiana Farm Bureau, spoke for flexible price supports. His statement was endorsed by a large group of Indiana farmers. They said flexible supports would enable them to keep control of their businesses.

HARRY REED, dean of agriculture, at Indiana's Purdue university, urged a farm program to preserve private enterprise agriculture, assisted by expanded programs of research and extension.

LESS interference by government with farmers in their farm-

ing operations through flexible price supports for control of surpluses was urged by Arthur Ingold, president of the Michigan Livestock Exchange. He was supported by Ivan K. Maystead, president of the Michigan Milk Producers Ass'n, and Robert Krieger of Watervliet, fruit grower, and former president of Berrien County Farm Bureau.

B. F. BEACH, manager of the Producers Dairy at Adrian, advocated a two-price system as a national agricultural policy.

SIMEON P. MARTIN, president of the Michigan Farmers Union, endorsed a government guarantee of 100% of parity income up to \$15,000. He urged the U. S. to pay farmers the difference between the market price and 100% parity.

JOHN RABER of Elkhart, Ind., chairman of the Indiana Farmers Union, advocated a government guarantee to farmers of 100% parity. He said only such legislation will keep farmers prosper-



Seasonal Tips FOR THE DAIRY

1. Farm Bureau Milker 34% will help you build as fine a ration as can be made. Since 1922 it has been the choice of wise dairymen.
2. For greater use of your own corn or oats try Farm Bureau 48% Cattle Supplement. It is a complete concentrate using urea to lower protein costs. It is better than Soybean meal or any single protein.
3. For Calves: Start with Land O'Lakes Calf Milk Replacer. Then Farm Bureau Calf Meal or Pellets and finally a complete calf ration. Calf Manna does a real job, too, from 1 month of age to a year old.

FOR BEEF MEN

1. Cattle Supplement 48% — the complete concentrate (trace mineral, molasses—vitamin D, lower protein costs) does a more than excellent job in putting on gains and raising dressing percentage.
2. Bureau Las — 30% rich molasses concentrate that acts as a concentrate and a finisher.

HOG RAISERS

1. Farm Bureau Creepettes, the oat meal starter pellet (18% protein) that carries 30 grams of antibiotics per ton. It does the job.
2. Porkmaker 35% for the sow before and after breeding. Ask for recommended formulas for pig and sow.
3. Porkmaker 125 to lower fattening costs on well-fed pigs.

FOR EGG PRODUCERS

1. Mermashes (or mashes made from M.V.P. concentrate) produce more eggs at lower costs all over Michigan.

FOR BROILER MEN

1. Hi-N-R-G Broilermaker further fortified with methionine and riboflavin to do an even better job in lowering broiler costs.
- Here, Farm Bureau Member, are your feeds—made by your organization—for you, AND there are no better feeds made.

ASK YOUR DEALER FOR THEM

Farm Bureau Services, Inc.

Feed Department 221 N. Cedar Street Lansing Michigan

AN "OPEN SESAME" FOR THE ENTIRE FARM FAMILY...



WESLEY S. HAWLEY
Coordinator of Community Farm Bureau Activities

"Open Sesame" in the Arabian Nights' tale of Ali Baba and the Forty Thieves was a magic formula used to open the door of the treasure cave. It also was the mysterious or magical means for gaining admission to what was usually inaccessible.

Farm Bureau membership with cooperation is an "Open Sesame" for Farm Bureau members. It has opened wide the door for Farm Bureau families for better things for farm people; i.e., better rural schools, better laws, better communities, better things for rural youth, improved farming practices and a greater opportunity for citizenship activities. Farm Bureau membership brings the opportunity for Farm Bureau members to have representation in high places with a voice that can be heard in promoting, protecting and serving agriculture and the nation.

DAVID WINBURN of the United Electrical Workers in Farm Equipment, urged high government supports and guaranteed income for farmers to keep electrical workers employed.

Neal Edwards of the Indiana CIO supported Mr. Winburn's testimony. The position of the Farmers Union and Labor union people was in the main supported by representatives of government action agencies in rural areas.

Insurance Agts. Set Record Brody Day

Mr. and Mrs. Clark L. Brody were honored at the MSC Union, October 21, by 22 Farm Bureau Insurance agents and their wives, and by Home Office staff members and their wives. This year all the agents wrote over \$356,000 of life insurance and 192 casualty policies on the annual "Brody Day" in September.

Ionia Program for All Farm Women

The Women's Committee of the Ionia County Farm Bureau invited all farm women to a program of general education and entertainment on October 20. People join an organization that is active in cultivating friendships. The program began with a pot-luck dinner. The ladies enjoyed a series of colored slides and souvenirs shown by Mrs. Robert Weisgerber, Mrs. Helen Stephens, Ionia county helping teacher, explained some of the newer educational methods.

Buy Farm Bureau Feed.



MAKE YOUR LAMPS INTO XMAS TREES

Now for the first time you can bring Hollywood's famous "Christmas Tree Lane" right into your home. These perfect replicas fit over any lamp instead of your regular shade—The dearest decorating idea in years. Each shade beautifully lithographed in forest green with white "snow" on die cut branches that stand out for easy decorating. Can be used for many seasons. Complete with simple illustrated instructions. At this low price, you'll want several. With order of 2 or more, you'll receive free 12-page book of world's most popular Hymns and Carols... words and music. Order now. Sorry, no C.O.D.'s. SATISFACTION GUARANTEED.

HILL HOUSE
5472 Wilshire Blvd., Dept. 43,
Hollywood, 36, Calif.

Michigan's 1952 fur crop was valued at nearly \$2,000,000. There are nearly 200,000 gasoline service stations in the U.S.

For You

LOW COST — COMPLETE COVERAGE

FIRE and WINDSTORM INSURANCE OF FARM PROPERTIES

IN ONE POLICY

can rely on FREMONT MUTUAL

Michigan folks have... for 77 years

FREMONT MUTUAL
FIRE INSURANCE COMPANY
FREMONT, MICHIGAN
ESTABLISHED 1876

CONCRETE MASONRY solves your livestock housing problem

THOUSANDS of thrifty farmers are money ahead because they use economical, long-lasting, firesafe concrete masonry for poultry houses, dairy barns, hog houses, granaries, implement sheds and milk houses. Concrete's moderate first cost, lifetime service and low upkeep all add up to low-annual-cost construction.

Write today for helpful free literature on any farm building or livestock housing problem. Be sure to see your local concrete products manufacturer when in town.

Always insist on concrete masonry units which comply with the specifications of the American Society for Testing Materials (ASTM).

PORTLAND CEMENT ASSOCIATION
Olds Tower Bldg., Lansing 8, Mich.
A national organization to improve and extend the uses of portland cement and concrete... through scientific research and engineering field work.

FARM BUREAU INSURANCE



Wins A-Plus Rating

Members of the Michigan Farm Bureau can take pride in the fact that their Farm Bureau Mutual Insurance Company has been given the highest possible rating by an independent policy-holders' reporting agency.

The agency is Dunne's Insurance Reports. This is the largest service of its kind in the world. It is entirely impartial in its findings.

In its 1953 report, Dunne's gives your organization a rating of A-Plus, or excellent.

If you as a Farm Bureau member would like to read the details, ask any Farm Bureau Insurance Agent for a copy of the interesting leaflet containing Dunne's Report. Or write directly to our officers for a copy.

Dunne's Report helps to demonstrate again why Farm Bureau Insurance is the protection chosen by the majority of all Farm Bureau members.

LIFE INSURANCE THE FIP PROTECTED SAVINGS PLAN
AUTO AND TRUCK INSURANCE FARM LIABILITY INSURANCE

FARM BUREAU INSURANCE
507 South Grand Ave. Lansing 4, Michigan

ASSOCIATION OF AMERICAN RAILROADS
WASHINGTON 6, D. C.
You'll enjoy THE RAILROAD HOUR every Monday evening on NBC.

Farmers Petroleum Co-op Refunds \$119,000

Paid to Patrons Who Hold Stock

Farmers Petroleum Cooperative, Inc., of Lansing is mailing to farmer stockholder patrons over \$119,000 in cash refunds. This is in addition to the 5% dividend on the capital stock that was paid in September.

Earl Huntley, manager of FPC, said, "This is the fourth year in a row that Farm Bureau's Farmer Petroleum Cooperative, Inc., has made refunds in cash to farmer stockholders. It proves again that farmers working together through their organizations can effect for themselves some real cash savings."

The \$119,000 declared as patronage refunds was divided among FPC stockholders in relation to their purchases of FPC products.

The dividend figures about 3 cents on each \$1 of purchases from FPC. Over 2,000 stockholder-patron farmers share the refund.

\$13,000 was returned in Berrien county, the highest county. Ottawa was next with \$11,000.

In addition to this cash refund, all stockholders and debenture holders received last September 5% interest and dividends on their investment. This amounted to more than \$37,000.

Organized in 1949 as a subsidiary of the Michigan Farm Bureau, the Farmers Petroleum Cooperative, Inc., has grown steadily. It is now the largest independent supplier of petroleum to farmers in the state.

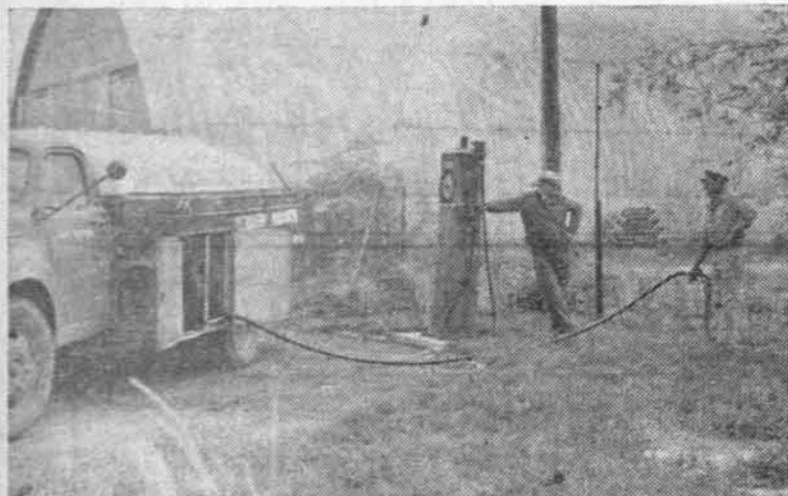
FPC supplies 55 farmer-owned bulk plants all types of liquid petroleum fuels and a full line of high quality oils, greases and automobile accessories. More than 250 farmers elevators and supply stores distribute Farmers Petroleum Cooperative supplies.

Farm Wood Pile Is Disappearing

Sales records, for instance, as kept by Farmers Petroleum Cooperative, indicate that in just the past five years, use of heating fuels has more than doubled. There is no doubt, that the clean steady heat that is characteristic of these fuels has proved itself to farmers as heat of the future.

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It's Good Business to Do Business With Your F.B. Petroleum Co-op



"Yes it is good business to do business with your Co-op," says Mr. J. Manley Dorr. He is shown above taking delivery of 500 gallons of liquid fuel from Adolf Kueffner, tank-wagon driver for the Saginaw County Farm Bureau Oil Co. Mr. Dorr operates a 176 acre farm with 3 tractors and 2 trucks, he has been a member stockholder of the Saginaw Farm Bureau Oil Co. for 13 years.

Mr. Dorr is just one of a great many farmers in several areas of the state that are enjoying the savings that only his own co-operative oil company can pass on to him... Where is there an independent oil company that gives its patrons back the surplus earnings at the end of its fiscal year. If you do not have co-operative distribution and would like to know more about it just fill in and mail the coupon below.

FARMERS PETROLEUM COOPERATIVE, INC.,
221 North Cedar Street,
Lansing 4, Michigan

Gentlemen:
I desire more information about purchasing petroleum supplies cooperatively.

- For myself—(What is the name of my nearest dealer?)
- How can we get a Dealer in our area? (No obligation assumed of course.)

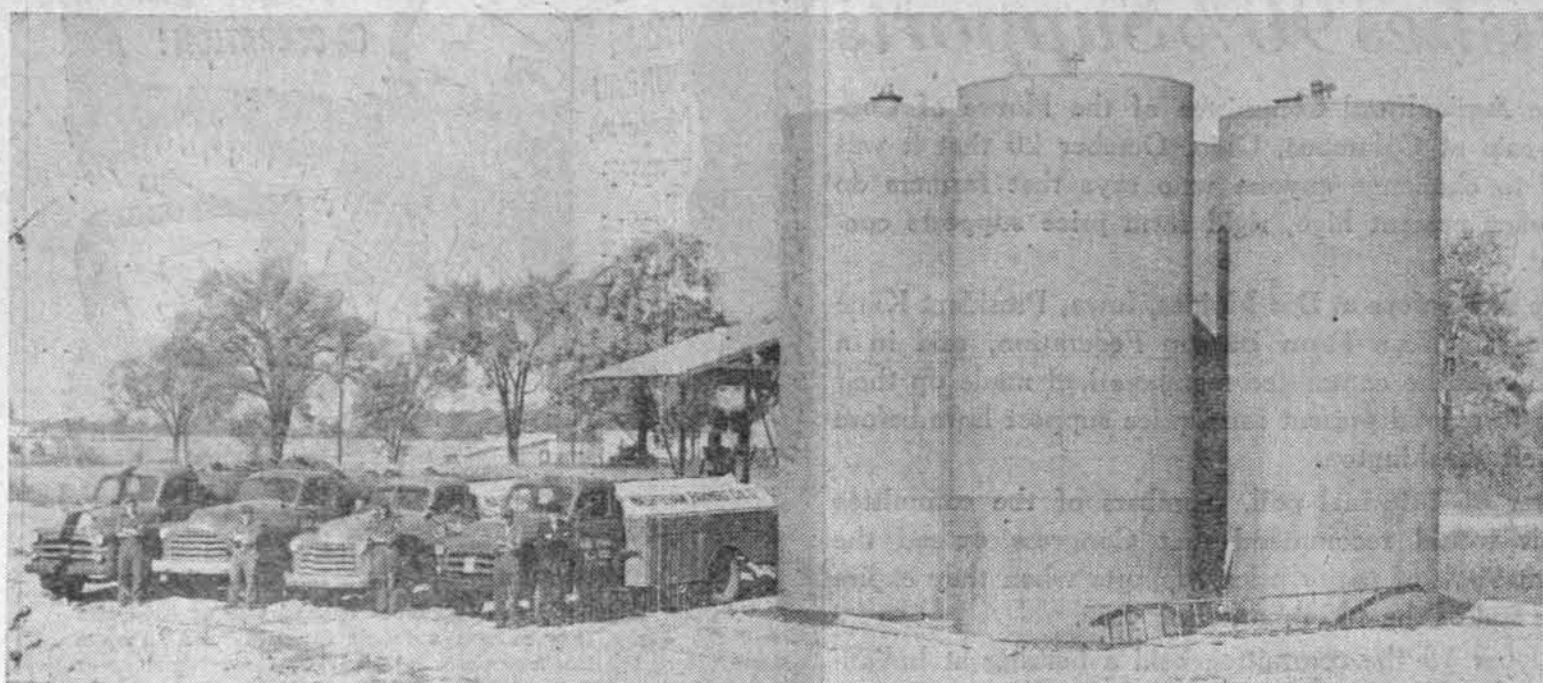
Name

Address

(Tear off and mail to the above address)

Farmers Petroleum Co-operative, Inc.
221 N. Cedar St. Lansing, Michigan

Washtenaw Bulk Plant Moves to New Place



The Washtenaw County Farm Bureau Oil Company has come a long way since it started in 1934 with a capital investment of farmers of \$1,800. Today it is worth over \$100,000. In addition to its constant growth, the cooperative has paid \$70,000 back to its members in stock and patronage dividends since it was started.

The new plant is located on US-23, just a short way out of Ypsilanti. It has a total capacity of 84,000 gals. The plant is reported to have the most modern equipment available.

Pictured above from left to right we see Hollis Carr, Billy Sparrow, Lee DeBois, Karl Schantz and Walter Brown, Manager. Karl Schantz was the first truck driver to go on the road back in 1934 and is still on the job.



Newest to join the ranks of Petroleum Cooperatives are farmers of Alpena, parts of Montmorency and Presque Isle Counties. Over 200 farmers have an interest in the Petroleum bulk plant pictured above.

Archie Wirgan, chairman of the board, says, "While we are starting in a modest way, we have built with the future in mind and will grow as business demands it."

Choosing their name "Thunder Bay Farmers Cooperative" is symbolic of the area which the Co-op will serve, noted for the production of potatoes and strawberries.

One board member put it very well at a recent press preview, "We farmers have probably helped build, in the past, four or five bulk plants in this area and yet do not own any of them, but this is one we do!"

F.P.C. Annual Meet Set For December 3

Completing its fourth year of operation, Farmers Petroleum Cooperative, Inc., will hold its annual meeting December 3, 1953, at the Kellogg Center on the campus of Michigan State College.

All stockholders are urged to

attend and learn of the progress. Likewise, County Farm Bureaus are urged to send their Farm Supply Committees or any farmers they may choose as delegates.

Chairman of the board of directors, Mr. Ward G. Hodge, of Snover, will be the presiding officer and promises an interesting and fruitful day.

All stockholders will be notified by mail. Along with the reports of the officers, will be the election of the directors.

Farmers Petroleum Offers Debentures

Farmers Petroleum Co-operative is offering a 5% ten-year debenture and will be glad to hear from investors. The debentures are transferable. Interest is payable in cash yearly.

Farmers in Michigan have in-

vested some \$1,500,000 to promote their co-operative enterprises the past two years.

Engines can run too cool as well as too hot! Tests have shown that cylinder walls wear out at 100° seven times as fast as they do at 180°. A cold engine uses considerably more fuel and develops less power, too.

Huntley Report On FPC '52-'53 Operations

Earl Huntley, Manager of Farmers Petroleum Cooperative, Inc., in his year-end report states that



EARL HUNTLEY
the investment farmers have made in their Petroleum Co-

operative since its beginning five years ago, has returned approximately 73%.

Farmers Petroleum Cooperative has been operating less than five years, but during that period the distribution program has grown tremendously and the organization has definitely established itself in the production field. At present Farmers Petroleum Cooperative owns or controls over 1,600 barrels per day of production which lends real stability to the program from the standpoint of required supplies, and also makes a substantial contribution to the opportunity for savings.

The organization has also shown substantial growth financially. Farmers directly, and through their local associations, have now invested over \$800,000 in Farmers Petroleum Cooperative. That is a substantial amount of money, but during the same period after the patronage dividend of \$119,000, approximately 3% on this past year's operations has been distributed in cash, stockholders will receive a total of \$370,000 in cash patronage savings. \$102,000 has been returned in the way of stock dividends, approximately \$70,000 has gone for taxes, and \$15,000 has been put into surplus.

HAUCH & JANSEN PROMOTED



JOHN JANSEN, who for 17 years has been in the Transportation Department of the Farm Bureau Service and Farmers Petroleum Cooperative, recently accepted the position of Field Representative for Farmers Petroleum Cooperative, and will cover the western half of Michigan.



OSCAR HAUCH, formerly of the Berrien County Farm Bureau Oil Company at Eau Claire, Michigan, and more recently the manager of the Lenawee County F. B. Oil Cooperative at Adrian, Michigan, has assumed the responsibilities as a Field Representative for F. P. C. on the eastern half of Michigan.

Mr. Hauch, as the first manager of the relatively new Bulk Plant at Adrian, Michigan, saw that organization make rapid progress in its first five years to attain the position of third place in the state in distribution.

40% MORE POWER!

4 YEAR GUARANTEE

CO-OP. High Boy

For the first time in history—a battery with both

High AMPERAGE..... means longer life, 40% more cranking power because lead core particles rejuvenate themselves and produce new active oxide.

High WATER CAPACITY means less refills because battery contains more electrolyte. Better acid circulation for instant starts, quick power.

plus special added features

Larger power-packed plates; new grid metal; dual insulation; low gravity electrolyte; clear plastic vent plugs; peak performance for every season.

BEAT WINTER to the PUNCH

When winter comes in swinging with his snows and chilling blows, meet him with your guard up!! Block his every punch with a car that is completely winterized with UNICO oil and Anti-Freeze. See your UNICO dealer today for prices, etc., he will give you the best deal in town.

Farmers Petroleum Co-operative, Inc.
221 N. Cedar St. - Lansing, Michigan

AT YOUR LOCAL CO-OP

FARM BUREAU

1953...
1954

OIL

SALE!

Order Next Spring's Supplies During This Big Savings Event SAVE 10% ON MOTOR OIL

How much oil will you need for spring? You can provide for your spring supply now at a 10% discount. Think it over. Your Farm Bureau Petroleum Serviceman will take your SPRING orders during the 1953-1954 Oil Sale at a 10% discount. You'll get your 10% discount on every order without paying one penny until delivery is taken. Sign up now-pay later! It's as simple as that, and saves you 10% this coming spring. Guarantee yourself this 10%.



SIGN UP NOW FOR THIS PRE-SEASON DISCOUNT OFFER



Unico Bureau Premium

... is the finest oil you can buy for your tractor, automobile or truck operating under moderate or severe conditions. It fights sludge and varnish, eliminates foaming, gives a better piston seal and keeps oil rings free. There's no better motor oil.

Unico Special Motor Oil

... gives your engine complete economical protection under light operating conditions. It protects your engine, gives good piston seal and thorough lubrication, even under extreme bearing pressures, cylinder wall heat and high speed.

Unico Heavy Duty Motor Oil

... is especially made for engines that are operated under unusually severe operating conditions. It is recommended for diesels, heavy trucks, and large tractors, particularly if they are operating under extremely dusty conditions.

Unico Premium Grease

... is a multi-purpose lubricant that will give outstanding protection in lubricating chassis, wheel bearings, universal joints and water pumps. One grease, one gun does the job when you use Unico Premium.

Unico Gun Grease

... is a general purpose cup and gun grease noted for the way it withstands pressure, clings to bearings and resists water.

DISTRIBUTED BY

FARMERS PETROLEUM COOPERATIVE

221 North Cedar Street

Lansing Michigan

Creating Consumer Demand for Our Products

Community Farm Bureau Discussion Topic for Nov.

Background Material for Program in November by Our Community Farm Bureau Discussion Groups

DONALD D. KINSEY
Coordinator of Education and Research

Let's start with a simple, straightforward fact. Farm products must be sold in order to convert them into cash incomes. In the long run, no artificial programs of support or price fixing can substitute for the building of a real consumer market. The stable farm income depends upon the ultimate consumer.

Michigan farmers raise a remarkable variety of crops—fruits, vegetables, beans, grains, beef, sugar beets, potatoes and dairy products, to name a few. Michigan also has areas of concentrated consumer population. This means that Michigan farmers have a consumer market—ready to win.

Many farm products need little advertising in their raw form. Hay and grains are primarily animal feeds, and you need not educate the cattle to eat them. Only small quantities of grain are converted into breakfast foods. Wheat flour goes into "brand name" breads. In these cases such advertising as is needed is done by the manufacturer or baker.

But many farm products depend directly on human consumption for their markets. Potatoes, fruits, eggs, meat and dairy products fall into this bracket. Michigan products are of equal quality with those of other states, but some out-state products have gained consumer favor. Consumer favor puts Paris fashions above those designed in Detroit. The same thing may cause them to prefer Maine potatoes or Wisconsin cheese. Better advertising and merchandising has caused this attitude.

Twenty-seven per cent of Michigan's farm income comes from dairy products. We should examine what the dairy industry is doing to correct and create favorable consumer attitudes toward dairy products. The promotional program of the American Dairy Association is an excellent example of expanding effort in this direction. The Board of Directors of the Michigan Farm Bureau have favored this promotional program, since its inception in 1942.

Consumer criticism has been levelled against the dairy farmer recently because of the government purchasing and price support programs on butter. Consumers picture themselves eating oleomargarine, yet paying for butter through higher taxes. From the standpoint of consumer capacity the so-called butter surpluses are small. What is needed is a small increase in per capita consumption on butter. In other words, the butter needs to be sold to the public rather than being stored as surplus by the government.

THE JOB to be done by a well-planned advertising program is not a staggering one. Only 2½% to 3% of the dairy products in the nation are being bought by the government. To free themselves of public censure and to increase their consumer markets, dairy farmers have planned a program of improved advertising, merchandising, and marketing. Dairy cooperatives that are doing a good job on this score are not only selling all their butter production, they are actually buying in butter from outside sources.

Over the past few years the American Dairy Association has promoted the sale of dairy products nationally. The measure of success shown is a cue to expand the program on a greater scale. Farmers have financed the past programs with a "set-aside" of one cent per pound of butterfat

43 states for 14 years. It is a farmer-financed and farmer-controlled organization. Monies to be collected for proposed programs would amount to only 1/20 of 1% of the value of the milk products. Yet this sum would develop a national budget of from \$4 to \$6 million. With this money, new radio and television programs will be launched, including Bob Hope and Bob Crosby. Magazine and newspaper advertising will be expanded. New packaging and merchandising programs will be developed. Milk in dispensers can be pictured as a more healthful refresher than soft drinks.

THE PROGRAM will provide \$100,000 to support the splendid work of the National Dairy Council in the schools. Through its efforts children have been taught to drink their milk as they are taught to brush their teeth or wash their hands.

Dairy farmers know that they have a quality product to present to the consumer. Milk is a natural, balanced, life-creative food. There is no need to resort to "sleight of hand"—as is done with tobacco and various other products. The food value is there in milk. The truth can be told.

PRESENT plans for financing the expanding program asks dairy producers to approve a set-aside of one-half cent a pound on butterfat or two cents per hundredweight on fluid milk, on a twelve-months basis. The program is voluntary.

To put the program into effect it will require that either 25 states endorse it, or that 60% of the milk produced be supporting the program. The proposal of the ADA further provides that producer organizations in the states go on record in adequate numbers to convince the ADA Board of Directors that dairy farmers want the program and will support it.

MUCH OF the increased price return to the farmer depends upon his willingness to follow his product to market. Fifty-five per cent of the consumer's dollar, on the average, goes to processors, transporters, handlers and sellers. The farmer can have some of this percentage by setting up his own processing plants, doing his own merchandising, selling and delivering.

Cooperative programs that have enjoyed outstanding success in taking their products to the consumer include such farmer organizations as the Orange Growers Association, The Walnut Growers Association, etc. The California Fruit Growers have almost made "Sunkist" the pass word for oranges.

THE FARMER must develop his own salesmen that step over the consumer's threshold into his own living room. Tremendous impressions and attitudes are created in people while they are relaxing and enjoying themselves while watching television, listening to the radio, or reading a magazine or paper. If advertising programs do this for other consumer goods, they can do it for the farmer and his products.

FARM PRODUCTS must be sold in order to convert them into cash incomes.

QUESTIONS
1. Do you favor farmer self-

help programs in selling and advertising your farm products—programs like these of the American Dairy Association?

2. What should Michigan farmers do to increase public acceptance of Michigan farm products as compared to products of other states?

Let's Set The Record Straight

DONALD D. KINSEY
Research & Education

In its September issue the Magazine "Inside Michigan" went considerably astray in some of its statements and assumptions. It is very important that we set the record straight as to the point that it makes.

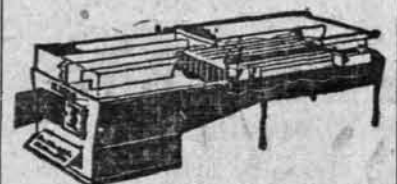
It said: "According to Research Director Donald D. Kinsey of the Michigan Farm Bureau, farmers object to the township government structure on five grounds." It then quotes some points that were given to our Community Farm Bureau as items for their discussion, and as part of a two-way argument, as though they were final conclusions of the farmers in Farm Bureau.

In the first place, I should like to make it clear that Mr. Kinsey does not speak for farmers. When they have had time to do so, they will speak for themselves.

THE EDITOR of Inside Michigan had been told that no position on this matter was possible at the beginning of a discussion of the matter. He oversteps his access to facts when he puts a conclusion before the discussion.

Mr. Kinsey stated to the editor of Inside Michigan in an early letter that it was likely that members of the Farm Bureau

OIL BURNING King Evaporators For 1954 Boiling Season



ORDER NOW!

OIL BURNERS for small and medium size King Evaporators available to producers who have electricity at the boiling house. Let us explain this new feature. The cost of operation is very favorable compared to wood as fuel.

In order to get delivery of a King Maple Syrup Evaporator with either Copper or English Tin pans for the 1954 Pure Maple Syrup season, we must have your order now. Metal to make King Evaporators is special and takes months to get delivery to our factory. Order now and be sure.

SUGAR BUSH SUPPLIES CO.
P.O. Box 1107, Lansing, Michigan



STATE MUTUAL PAYS!

Yes, building materials for a new building or for repairs or additions to any building are covered under farm personal for 60 days after foundation is started. That's "protection made to order!"

Special Notice

WINDSTORM insurance can now be made a part of your State Mutual policy. It's no longer necessary to buy a separate policy to protect your buildings from windstorm damage. If you so desire, State Mutual gives you this protection along with your fire protection in a "one-policy" package.

HAIL damage to your buildings can also be covered by State Mutual's new "one-policy" package. This protection goes right along with the windstorm coverage mentioned above.

Remember, your State Mutual Policy is non-assessable—a feature which makes it completely acceptable as collateral at banks or other loaning agencies. And there are no membership fees for new members.

State Mutual INSURANCE COMPANY
702 Church Street Flint 3, Michigan
E. R. DINGMAN, President H. K. FISK, Secretary
"State Mutual Insures Every Fifth Farm in Michigan—Ask Your Neighbors!"

would not be favorable to the position taken by his magazine on the matter, but was in no present position to be positive on the point.

IT HAPPENS at times that readers in the state, not understanding the nature of our discussion program, take points made in the information article that precedes discussion as the statement of a position held by the Farm Bureau.

Perhaps this cannot be helped, but, as members, "Let's keep the record straight."

President Backs Secretary Benson

(Continued from Page 1)

can be created by the wasteful use of the taxpayers' dollars.

This practice has degenerated into a bait for votes, and is deteriorating the political morality of our citizens. Its continuation will bring results much more serious than the decay of private enterprise it is bringing about. We have gone much too far down the road that will eventually de-

prive us of everything that makes life dear and worth while.

The courageous leadership you expressed yesterday morning deserves the commendation and support of all our citizens.

Respectfully yours,
C. L. Brody,
Executive Vice-pres.
Michigan Farm Bureau

Farm Bureau Life Sales \$30,000,000

Farm Bureau Life Insurance Company of Michigan has sales totaling \$30,000,000 at the end of its second year of operation, according to Nile L. Vermillion, manager.

Buy Farm Bureau Seed.



And, Your Only Protection Is



REMEMBER IT CAN HAPPEN TO YOU!

Check Your Windstorm Policy to see if you have adequate coverage

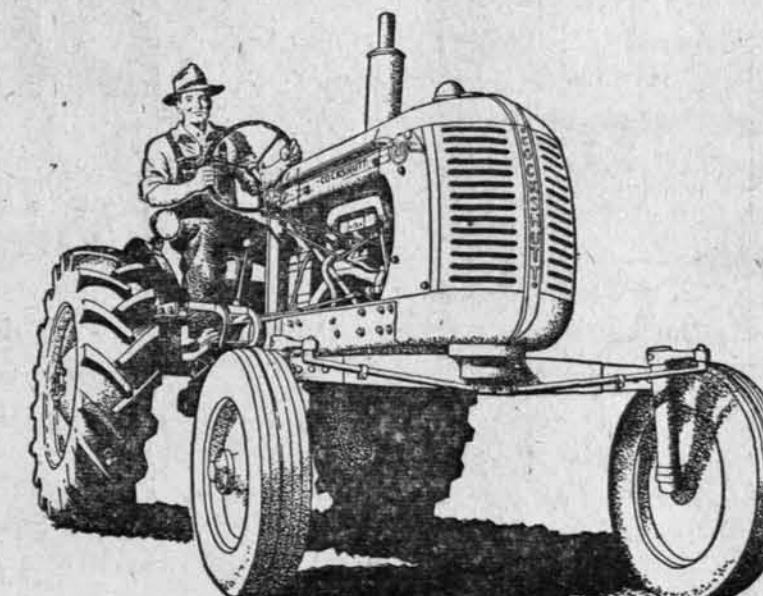
BE SAFE, and insure with us; the oldest and largest company of its kind in Michigan, and the second largest of its kind in the World.

MICHIGAN MUTUAL WINDSTORM INSURANCE CO. HASTINGS MICHIGAN

Dealer Franchise Available

A valuable FARM BUREAU SERVICES dealer agreement is available if your area is not served by a Cockshutt dealer at the present time.

Cockshutt Farm Equipment



More than 200 of the most modern farm implements. 26 Tractor Models—a Cockshutt "50" holds the world record for fuel economy according to the Nebraska test.

See the Cockshutt Ad in November Issue of the Farm Journal

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This is your chance to become affiliated with Farm Bureau, the world's largest farm organization and distribute and service a quality line of farm equipment.

Dealers must be approved by County Farm Bureau Farm Supply Committees.

Farm Bureau Services Inc.

Farm Equipment Wholesale Division

3800 N. Grand River Ave.

Lansing 4, Michigan

Discussion Topics

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

- Nov. How to Increase the Public Consumption of Farm Products.
- Dec. United Nations Agreements and the American Constitution.
- Jan. The Problem of Publicly-Owned Lands and Local Taxation.
- Feb. Our Community Farm Bureaus and the Service-to-Member Program.
- Mar. A State Plan to Regulate the Financing of Drainage Projects Within and Between Counties?

Be sure to read your discussion topic articles on this page of the Michigan Farm News. Attend your Community Group Meetings!