

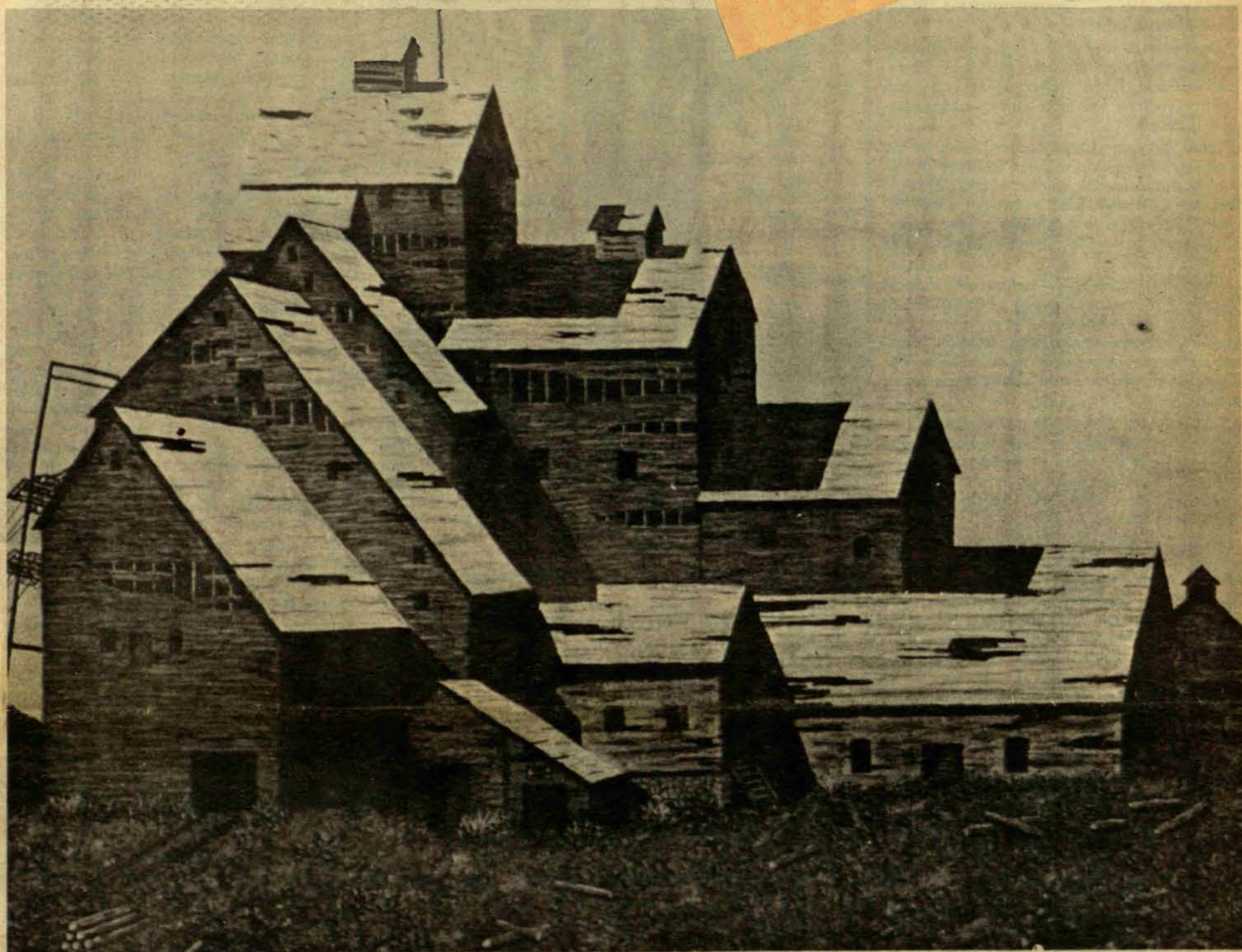
MICHIGAN FARM NEWS

THE **ACTION** PUBLICATION OF THE MICHIGAN FARM BUREAU

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May 1, 1964



OLD SHAFT HOUSE OF THE QUINCY "NUMBER-TWO" COPPER MINE, HANCOCK. The mine, with shafts over 6,000 feet deep, closed in 1927. The building was destroyed by fire about 10 years ago. A recent discovery by the Calumet and Hecla Company of the "richest

lode of copper ever found," in the region a short distance north of Calumet, may inject new life into the copper industry. This painting by Don Kinsey, is offered as a Michigan Week salute to the Upper Peninsula. (See center four pages for special U.P. features.)

Farmers Forced to Face Federal Music

The Wheat Certificate Plan is Law.

Farmers didn't want it and said so. Politicians pushed this view aside.

The House passed the wheat-cotton bill on April 8, by a vote of 211 to 203. The President's signature? *It was his bill.*

Will farmers sign on for the Certificate Program? The so-called "voluntary program" leaves wheat growers little choice.

A profitable wheat market for growers is fast disappearing. The threat of the certificates to be paid for after July 1 is already pushing the market price to a new low. Grain dealers fear being caught with stocks of wheat for which they have paid around \$1.90 per bushel but on which they will have to pay 70¢ per bushel in certificate value after July 1. So dealers are unloading and wheat futures are on the skids.

A low market price for wheat becomes permanent. Certificates will create price ceilings and become a device to limit farm incomes by regulation. The farmer will have to depend upon the will of Congress to boost his income above the market price yield. How well Congress does by him will be related more closely to program costs than to the farmer's income needs. That is as it has

been in other programs and other times, — and this program will cost plenty.

How independent can the farmer be under the new program? If he does not sign in the program, he can grow as much wheat as he wants on his land without penalty. But what can he do with it? Such wheat cannot be expected to return the

farmer's costs of production if he sells it on the open market. The government can dump its stocks on the market to depress prices, for one thing. "Certificate" farmers will get a bonus — but none for the independent farmer.

The only other channel open to the non-program farmer is to market his wheat through livestock. With feed grains already flooding the market, and with the government opening heavy importation of meat from foreign countries, this market holds little promise.

No—Congress has not bettered the farmer's lot. It has simply added to his problems. Never yet has a government program brought the farmer "out of the income woods". The more complicated the program, the deeper the farmer has found himself in the woods.

It is safe to say that the new farm program will be no exception.

O'Hara Changes Mind

The Administration's so-called "voluntary" wheat-cotton bill could have been defeated by a switch of only four votes from YEA to NAY, to cause a tie.

The after-midnight ballot, taken under a one-hour debate rule, showed 211 Yeas and 203 Nays.

The issue was not decided on the merits of the wheat-cotton bill and what it would do for farmers, but instead was the outcome of a vote trade which gave big-city Democrats an extension of the politically potent Food Stamp Plan.

Representatives James O'Hara (D) of Michigan's 7th Congressional District, was among six Michigan Democrats voting to impose the same sort of farm program that Michigan wheat farmers turned down in last year's referendum by a vote of four-to-one.

Rep. John Lesinski (D) abstained from voting and Rep. Martha Griffiths (D) was paired

for the bill. All Michigan Republican Congressmen voted against the bill.

O'Hara told members of the Michigan Farm Bureau Washington Tour early in March that he expected to vote against the bill, and would use his influence as "regional Whip" to urge other party members to vote against it.

Instead he "changed his mind" and ignored farmers wishes to vote for the bill.

Bakewell Fund

The Marquette-Alger Farm Bureau has opened a fund-drive to help F.B. members, William Bakewell, 75, and his wife, Merle, 72, get to London, England, for the June 19, 50th anniversary reunion of survivors of the famed Shackleton Antarctic expedition.

Bakewell is one of five men living of the original crew who made the historic voyage of 1914-16.

Contributions may be sent to: Farm Bureau Secretary, Mrs. Earl Possinault, Munising.

Editorial**F.B. in the U.P.**

Michigan's Upper Peninsula has much to offer.

This is hardly news to anyone who has lived there, but may come as something of a shock to those who think of the "U.P." as the Siberia attached to an otherwise fine state.

Each year thousands of vacationers discover for themselves how refreshing the Upper Peninsula really is. Their reports to friends and neighbors attract still more visitors and permanent residents.

True, the great Canadian land-mass to the north and the nearly circular embrace of the Great Lakes cause the kind of weather changes that are sometimes hard to predict. Still, diversity in weather and farming is what makes Michigan great, and the Upper Peninsula offers its share of both.

There are occasional detractors, who suggest that the U.P. be "given back to the Indians," or hint that its only future lies in fishing. The beef cattle and dairy men, the cash-grain farmers, the potato growers, the mink ranchers, the vegetable producers and timbermen know better.

Living many miles apart, U.P. farm leaders travel great distances to Farm Bureau meetings. Ignoring the miles or winter snow, they turn out in numbers which, if on a membership percentage basis, would put any other part of the state to shame.

At the live-wire U.P. "State Fair" held each year in Escanaba, (scheduled this year for the dates of August 18-23) all of the county Farm Bureaus join together in a single booth, decorated and manned on a regular schedule by local Farm Bureau leaders, many of whom must travel considerable distances to contribute their time and effort.

It is no accident that visitors to the Fair's livestock barns find Farm Bureau Regional Representative, Hugo Kivi, serving as barn superintendent. A well-known livestock booster, Kivi is one of the U.P.'s most ardent supporters.

Such pride in doing a good job has placed the Upper Peninsula Region into the Farm Bureau membership "gain" column, the first region in the state to top last year's membership.

Five out of eight counties reached membership goal by April 1, and the other three served warnings that they do not intend to be left behind.

Pride in the beauty of their region has caused these leaders to do much to preserve the attractiveness of the Upper Peninsula. Farm Bureau men and women serve on improvement boards and commissions. In one county, Farm Bureau is sponsoring a project to mark all county roads and to remove or destroy old and valueless buildings sometimes left on farms as eyesores.

Another county has built and placed park benches which they donated for public use.

Upper Peninsula farmers are internationally minded. The closeness of Canada, the International Bridge, the Soo Locks and the Strategic Air Command base at Kincheloe Field, Kinross, all contribute to this international air.

Rural and Civil Defense are major Farm Bureau projects in several counties. In Chipewewa, a prominent Farm Bureau woman serves on a special Civil Defense commission along with the mayors of Sault Ste. Marie, Michigan and of Sault Ste. Marie, Canada.

Sparkling sandy beaches, hot pasties — white birch trees against a curtain of green cedar, the Cut-River bridge and majestic roadside viewing points, are all part of the scenic excitement that spells "Upper Peninsula."

Back off the main highways are the tilled fields, the herds of cattle and sheep, the "flock and forest" that combine with the tourist trade to make a growing economy.

Small wonder that Farm Bureau members have adopted the invitational slogan . . . "F.B. in the U.P." — says "Come on UP!"

M.W.

**F.B. in the U.P. Says
"Come on UP!"****Provides Weekly Income to
Disabled Farm Employees**

Spring is here and farmers will now step up activity. Farm equipment, after laying idle during the winter, will come into heavy use. Farm employees will be busy.

Once again, bills were introduced in the Michigan Legislature to bring farm employees under Workmen's Compensation. Farm Bureau has successfully opposed this legislation each time it was introduced.

Farm Bureau Insurance offers farmers coverages to provide weekly income for totally disabled farm employees.

Supplemental Employers' Liability, introduced by Farm Bureau Mutual last year, fills an important gap in the protection program carried by most farmers.

It provides farmers an opportunity to secure coverage which will provide up to \$42 weekly income to a farm employee while totally disabled from a farm accident. The coverage can be easily added to a farmer's present Farmowners or Farm Liability policy.

There's no new policy to buy!

Supplemental Employers' Liability provides protection where regular liability insurance stops. It covers accidents in which there is no liability and no negligence on the part of the farmer-employer.

This is not a substitute for Workmen's Compensation. Rather, it gives the farmer-employer an opportunity to meet and solve a problem on his own through independent action.

All Farm Bureau Insurance agents have details on this important protection offered by Farm Bureau Mutual. Members are urged to contact a local agent for additional information.

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President's Column**"Webb's City"**

Recently, in Florida, I noticed the title of a sermon in one of the churches in St. Petersburg. The subject, "How to Live With Yourself and Like it" stimulated some thinking on my part.

It was especially fitting after reading the life story of James Earl Webb, who had founded and developed "Webb's City," rated by far the largest one-stop shopping center on Florida's west coast. It is the story of a man who, because of his vision and drive, was able in his lifetime to build a multimillion dollar business from practically nothing.

It is the unusual story of a man who succeeded in doing what his business associates said couldn't be done, and proving the so-called experts to be wrong.

Webb's City's 75 retail stores, covering more than a million square feet, is a shining example of what one man's vision coupled with his initiative and know-how can do when all three of those personal qualifications are put to work.

What too many of us don't realize is that man builds his own fences. His limitations are created, often if not always, by his own attitude toward things in general. The old maxim is too true, "Conformity breeds Mediocrity." The men who have made the greatest success in life knew no boundaries. They were not limited by the conventional ways of doing things; and because they weren't, they were able to prove the experts wrong, often times.

Many notable examples of this could be listed. Most of the modern methods used in agriculture today which have been so effective in increasing our production per acre or per animal have come about because somebody was willing to depart from the conventional way of doing things. In other words, they were not conformists as far as methods of agricultural production were concerned.

Robert O'Brien, in his recent article "Challenge of Confident Living" says: "In some respects, each of us is unique. There never has been anyone like us. There never will be. Never will anyone else possess our special individuality, our particular possibilities. This, in itself, is a challenge."

If we really realized this, maybe we would be impelled to put more effort into using our individual talent. If no one else has the same talents, then no one else is going to do just what we can do in the way we can do it. And maybe it is extremely important that something gets done just the way we can do it.

The realization of these simple facts ought to give us courage to drive a little harder to take our place in the scheme of things. None of us know what our limitations are and most of us can accomplish more than we think we can or even dream that we can.

Robert O'Brien says, "We can say life is like a card game. Life deals us our cards, but how we play them is up to us."

It's always interesting to watch men who have made a success of whatever they are doing. What is it that makes them different from their neighbors or those around them? For they are always different.

They often are so far ahead of the average in their thinking and their know-how that they almost seem to live in a different world. They are often ridiculed by their neighbors who don't have the vision to understand what they are doing.

The fast moving world of today is sorely in need of men of vision.

We can't all build "Webb's Cities," but we can all look ahead as far as God gives us vision from wherever we are standing, and with whatever responsibility is placed upon us at the moment.

I am one who believes that our Creator had a plan and a job for all of us to do.

I also am convinced that the greatest satisfaction we can have in life is a feeling that we completed at least part of that work before we reached the "end of the trail."

W.W.

Greener Pastures in Milk Bargaining

By Don Kinsey
Education and Research Department

"Ain't it aggravating" to lay something down — something you use every day — and then be unable to find it? You may accuse your wife, the dog or the neighbor's kids of carrying it off.

Then you stumble onto it — embarrassed because you realize that's right where you left it. And it was right there under your nose — but you couldn't see it for looking.

Farmers get like that with their own cooperatives. The Co-op is there — and it may be doing a good job. You get so accustomed to it that you never take a close look.

One day you get a bit restless — like the steers down in the pasture — and the grass looks greener in some other venture. They call it "human nature".

It's just like that with some farmers and the Michigan Milk Producers Association. Here is a farmers' own organization that has done a good job and built a powerhouse of bargaining skill for the dairy farmers.

Yes, you get people who offer you such deals. Someone comes along — some out-of-stater with the promise of a greater miracle declaring that farmers ought to have a bargaining cooperative to bargain with their own existing cooperative.

His charge for this advice? Well, — whatever the traffic will bear. The big buyers of the market put their tongues in their cheeks and try to keep a straight face as some farmers go about the job of building a system to bargain with themselves. Yes — bargain with themselves! They suggest a bargaining organization of dairymen to bargain with Michigan Milk Producers!

This brings up a question. What is the Michigan Milk Pro-

ducers Association and who started it?

Go back to 1916. In that year, a group of dairy farmers around Howell, Michigan, decided to organize to bargain for milk prices. They set up an office in Howell, and drew up their own charter for this cooperative. It was the first M.M.P.A.

No big crew of organizers stepped in with a ready-cut scheme and an "outside" bargaining contract. These farmers organized themselves.

They knew that they faced a big job ahead. They would have to learn that job and put in a lot of work and sweat to get results. It was a real home-town beginning.

This early, local cooperative met with early successes. The efforts of these farmers drew a number of locally organized dairy bargaining associations into the association of M.M.P.A.

Membership grew to 18,000 dairy farmers in Michigan by

1936. This expansion was important. The buyers were big and powerful.

But the size of M.M.P.A. meant that buyers could not overlook the dairymen when they spoke about pricing.

Early bargaining negotiations were done on a market to market basis — centering around the big cities. Milk distributors were merging on a wide-area basis, and they were gaining control of wider and wider marketing areas.

They could by-pass local cooperatives by pulling in milk from wider areas and distances.

M.M.P.A. had to match expansion with expansion — in a newer and widening field of bargaining. Local bargaining had to be broadened to an area operation. Federal Milk Marketing Orders helped to make this possible.

But numerous bargaining cooperatives had to be merged with M.M.P.A. to add enough bargaining power and provide the necessary milk pools to supply this vast market.

There are now 24 marketing locals in M.M.P.A. It became the only state-wide dairy farmers marketing cooperative in Michigan. It is still a farmer-developed organization.

From the outset, M.M.P.A. price bargaining negotiations have been carried on by a committee of dairy farmers elected by milk producers to represent them.

They have a first-hand knowledge of producers' needs and problems. They have gained a sound working knowledge of the milk market, and have learned the difficult strategy and skill of negotiation.

They know that a price can be crippling to everyone if it is not realistically related to market conditions. They know that no buyers will buy if consumers cut their purchases of milk.

The price bargaining sessions where these farmers face buyers across the table have been long — and often flavored with boisterous argument. They usually last a number of days. Proposals and counter-proposals are exchanged, studied and debated.

The dairy farmer's aim is not to knock the buyers out of the market for they are the dairyman's customers, and perform necessary marketing services. Negotiations end in some form of compromise.

Has such an approach actually paid off for dairy farmers? What is M.M.P.A. shooting at? Well — what would a farmers' bargaining organization be trying to do? The stated goal is "to put every possible dollar into the dairy producer's pocket."

Farmers in M.M.P.A. soon discovered that they could not achieve this goal without investing considerable money in storage, processing and transportation facilities. Storage and transportation facilities are a "MUST" if the best price is to be gotten for Class I milk.

Milk must be made available in adequate supply whenever and wherever it is needed at peak periods. The coming of the four and five day work week limited bottling time and made this control over flow of supply necessary.

To meet changes of demand, one must move milk in vast quantities. Super-pooling of milk gave many advantages in the bargain-

ing across the table. One can guarantee the supply the buyer wants.

The surplus disposal problem made processing necessary, too. Without it, surplus must be written off as a loss. But M.M.P.A. converts the surplus into cottage cheese, butter and dried milk products, and income for farmers is realized.

Actual dollar returns are always the most convincing argument. And M.M.P.A. stands high on the dairy farmer's totem pole in this regard.

Its bargaining efforts have yielded premium prices for Class I milk (above the Federal Marketing Order price) — premiums that are the highest in the nation! M.M.P.A. negotiated premiums are nearly double those obtained by any other dairy bargaining cooperative anywhere.

Farmers in many other milk-shed areas took price cuts in 1963. But the M.M.P.A. member dairymen got a bonus! The negotiated premium on Class I milk ranged as high as \$1.12 per hundred-weight.

The total value of Class I milk sold by M.M.P.A. in 1963 was \$119.5 million. Negotiated premiums gave producers a 10% boost over the marketing order price level.

This meant an average of \$1,086 additional in the dairy farmer's pocket. A higher Class II pricing formula also added another \$2 million to members' gross incomes.

Farmers who look for greener bargaining pastures may be missing the advantages they can gain by present efforts. They might take a tip from the old ditty — "And the green grass grows all around — all around!"

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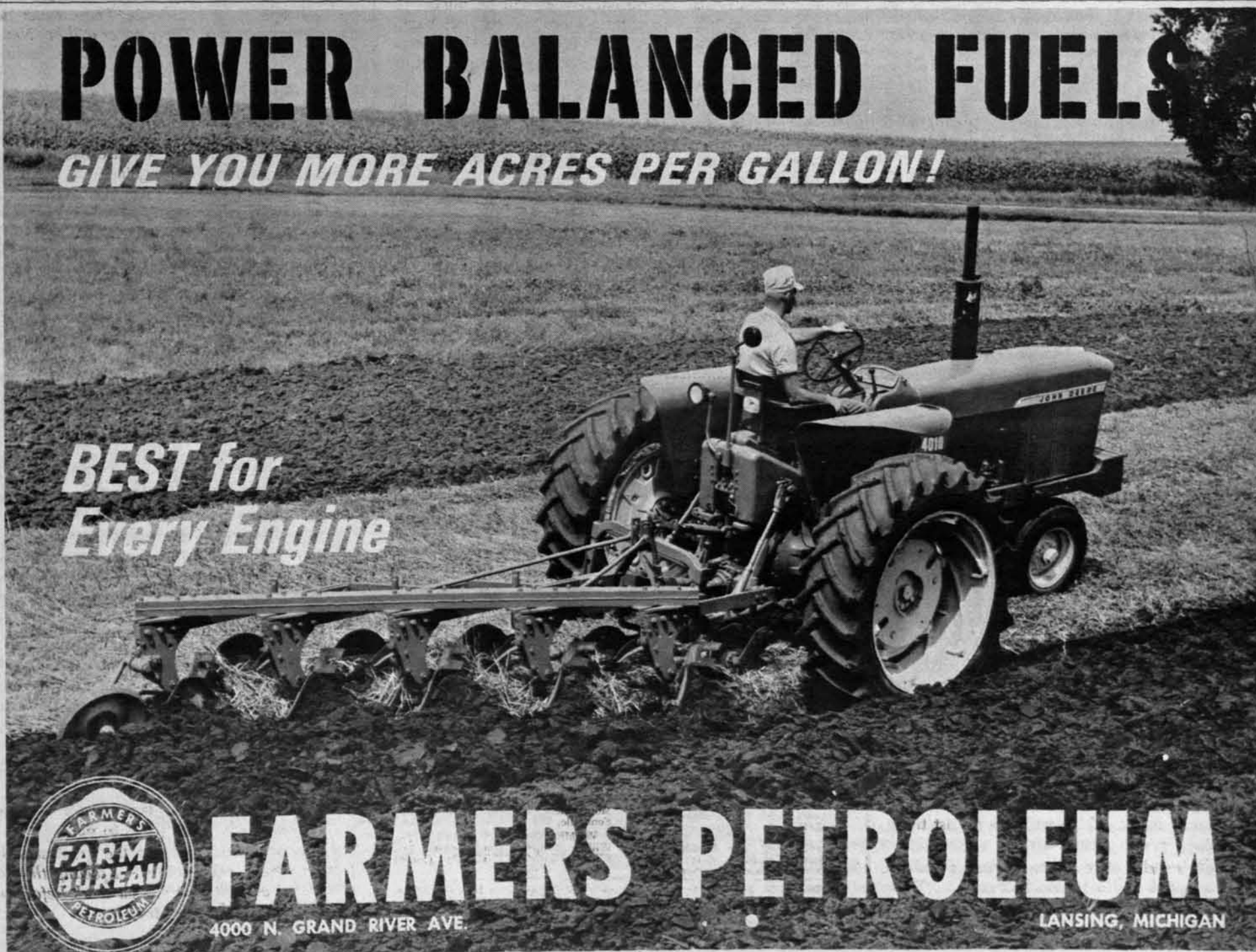
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capitol report



Bulk Fertilizer Trailers Are Now Farm Implements!

Stanley M. Powell, Legislative Consultant
Michigan Farm Bureau

As farming methods change, various state laws must be amended to keep in step with current practices. Not many years ago practically all the commercial fertilizer used on Michigan farms was distributed in sacks.

Even though the trend was toward smaller sacks such as 80 or 50 pounds, distributing fertilizer in bags required a lot of hard work, and involved considerable handling and slowed down grain drilling.

Someone devised the method of handling fertilizer in bulk and taking it directly from the storage bins to the field in a self-unloading bulk trailer. This cut handling and spreading time and effort to a minimum.

The idea caught on so fast that, although it started only a few years ago, now some dealers sell more than half their total tonnage on a bulk basis.

However, during the past year or so a new problem developed. Certain law enforcement officials had the idea that these trailers should be licensed and come under all the stringent special equipment provisions of Michigan's Motor Vehicle Code.

The cost of license plates would not be a prohibitive item, but having brakes and turn signals operated from the seat of the propelling vehicle would have been completely out of the question, since so many trucks and farm tractors would be used in the course of a year in pulling any one of these trailers, most of which were owned and loaned out by the fertilizer dealers.

Last spring the chief enforcement official of the Michigan Public Service Commission ruled that these trailers were "implements of husbandry" and, as such were exempt from the Motor Vehicle Code. However, certain officials in the office of the Secretary of State felt otherwise. They insisted that they would come under the provisions of the Motor Vehicle Code and hence, required licenses and special equipment.

This whole problem was considered thoroughly by the resolutions committee of the Michigan Farm Bureau last fall.

They proposed a resolution which was unanimously passed by the voting delegates at the annual meeting of the Michigan Farm Bureau in November, urging that these trailers be regarded as implements of husbandry and as such,

they should be exempt from the Motor Vehicle Code and its requirements.

A bill based on that recommendation was developed and was introduced early in the current legislative session. It provides as follows:

"Implement of husbandry" means every vehicle which is designed for agricultural purposes and used exclusively in agricultural operations. The transportation of seeds, fertilizers or sprays between a place of storage or supply and farms in a trailer which will be used to plant, fertilize or spray, is an agricultural operation."

The transportation of bulk fertilizer, for instance, in a trailer which will be used to spread that fertilizer, is defined as an agricultural operation.

The first sentence of the bill specifies that any vehicle used for an agricultural operation is an implement of husbandry. Another place in the Motor Vehicle Code specifically exempts every implement of husbandry from the provisions of the Motor Vehicle Code.

To a farmer that seems to make it plain that these bulk fertilizer trailers will not have to be licensed. Far more important is the

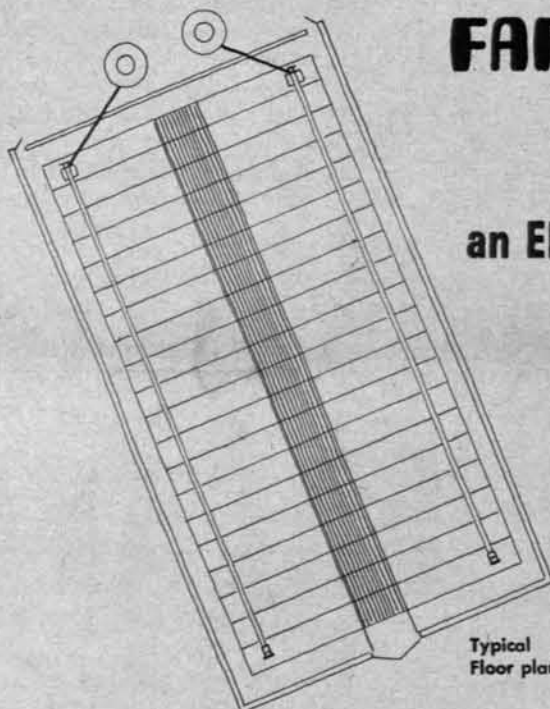
fact that they will not have to have special equipment, such as turn signals and brakes operated from the seat of the propelling vehicle.

The bill, H. 193, passed both houses, and since each had voted to give it "immediate effect" it became law when signed by Governor Romney March 25.

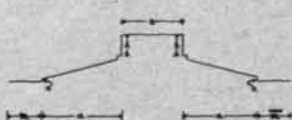
How They Voted on the Wheat-Cotton Bill

(Farm Bureau urged a "NO" vote, in line with the vote in the Wheat Referendum last May.)

SENATORS		YES	NO
Patrick V. McNamara (D)			X
Philip A. Hart (D)			X
CONGRESSMEN			
District			
1	Lucien N. Nedzi (D)	X	
2	George Meader (R)		X
3	August E. Johansen (R)		X
4	Edward Hutchinson (R)		X
5	Gerald R. Ford, Jr. (R)		X
6	Charles E. Chamberlain (R)		X
7	James G. O'Hara (D)	X	
8	James Harvey (R)		X
9	Robert P. Griffin (R)		X
10	Elford A. Cederberg (R)		X
11	Victor A. Knox (R)		X
12	John B. Bennett (R)		X
13	Charles C. Diggs, Jr. (D)	X	
14	Harold M. Ryan (D)	X	
15	John D. Dingell, Jr. (D)	X	
16	John Lesinski (D)	Not Voting	
17	Martha W. Griffiths (D)	Paired For	
18	William S. Broomfield (R)		X
At Large Neil Staebler (D)		X	



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Dedication to Duty

Sixth District Congressman Charles Chamberlain had long been scheduled to keynote the Ingham County Republican Convention. With the important vote on the wheat-cotton bill expected, Chamberlain made arrangements with the County Committee and the Telephone Company for a direct hookup and spoke to the Convention delegates from his office in Washington. A few hours later, he cast his vote against Secretary Freeman's management control bill.

"Measles," the doctor told Congressman Bob Griffin, of Michigan's Ninth Congressional District and sent him home just the day before the vote was expected on the wheat-cotton bill. But the conscientious Traverse City Congressman made the trip to the Capitol and cast his Nay vote.

The Story of a Man's Dream

(This is the third in a series of articles written by William Burnette, who shares with his fellow Farm Bureau members, his experiences in a trip around the world. Mr. Burnette has recently been asked to participate in Governor Romney's People-to-People Conference, a project which will surely make good use of his outstanding qualifications in this area.—Editor's Note)

MY GREAT DAY IN INDIA

The day we arrived in Calcutta, people were blocking the streets celebrating the "Goddess of Learning" holiday. The image of the Goddess was carried in parades and in busses and trucks. The celebration lasted all through the night and climaxed with the images being thrown in the Ganges Holy River. During this religious festival, the people dip themselves in the river for a Hindu blessing.

The people, the sacred cows, and the filth of cow dung and garbage, mix on the streets in some sections to present a pitiful picture of human beings at a low level of existence. But, I hasten to say that this is not the real India.

It is, however, a striking manifestation of some things that are wrong about India, and one of these is the wrong interpretation and practice of the basic religious instincts, or urges.

The day we spent in the religious capital of Banaras was not my great day, but the worst. As we walked down the long road to the Holy River, the road was lined with peddlers, street barbers, holy men, monks and priests on the left, and beggars on the right.

We chartered a boat to observe the religious activities — worship, dipping, and cremating the dead. The ashes of the poor were simply dumped into the Ganges, for

and sometimes crippled. And that brings about a heart-rending scene of destitution and human misery.

As we walked back up the road from the Ganges, I looked into the eyes of these poor, ignorant, deluded and miserably hungry beggars.

Many, no doubt, had just come to dip in the Holy River, but they had no means to get away. Never before had I looked straight into the reflecting eyes of dying humanity.

My "Great Day" came when I was received at New Delhi by R. B. Deshpande, a biologist who is Secretary of the Indian Farm Forum and also works for the Indian government as head of the biological branch of the Technical Institute for Agriculture.

He took me to their national headquarters where I conferred with the Director and Heads of Departments. We inspected their experimental field crops, nurseries, and animal husbandry.

I am convinced of India's great progress in the knowledge of agriculture, but there is a long gap between pure and applied science everywhere. So, at my request, Mr. Deshpande conducted me to numerous small, typical farms where the knowledge gained at the Institute was being applied.

On a typical farm of six acres, the middle-aged farmer, whose parents lived with him and his wife and young son, produced only two rotating crops — millet and wheat. In these crops, he was following agricultural practices taught at the experimental state farms.

The first thing I observed was that the water for irrigation was

being pumped in buckets by a team of oxen tied to a guiding pole. The grandfather was guiding this operation.

On other farms I visited, this pumping process was done by camels that were blindfolded and left to go along without further urging, all day long. This was a method of irrigation used in ancient times.

The wheat and millet were harvested by hand with a little hand tool that cut off the heads of the grain. The grain was tramped out by the oxen.

The operator followed the methods learned from the technical institute for selecting seeds, fertilization and cultivation, and won prizes for good yields and quality.

I tested the farmer's ambition by asking him how much progress he expected to make during the next ten years. "None," he answered, because his land was now giving him peak production.

Why was this my great day in (next month: Egypt)

Carl Buskirk Passes



Carl E. Buskirk, president of the Michigan Farm Bureau for 9 years, from 1945 through 1954, died in March after a prolonged illness.

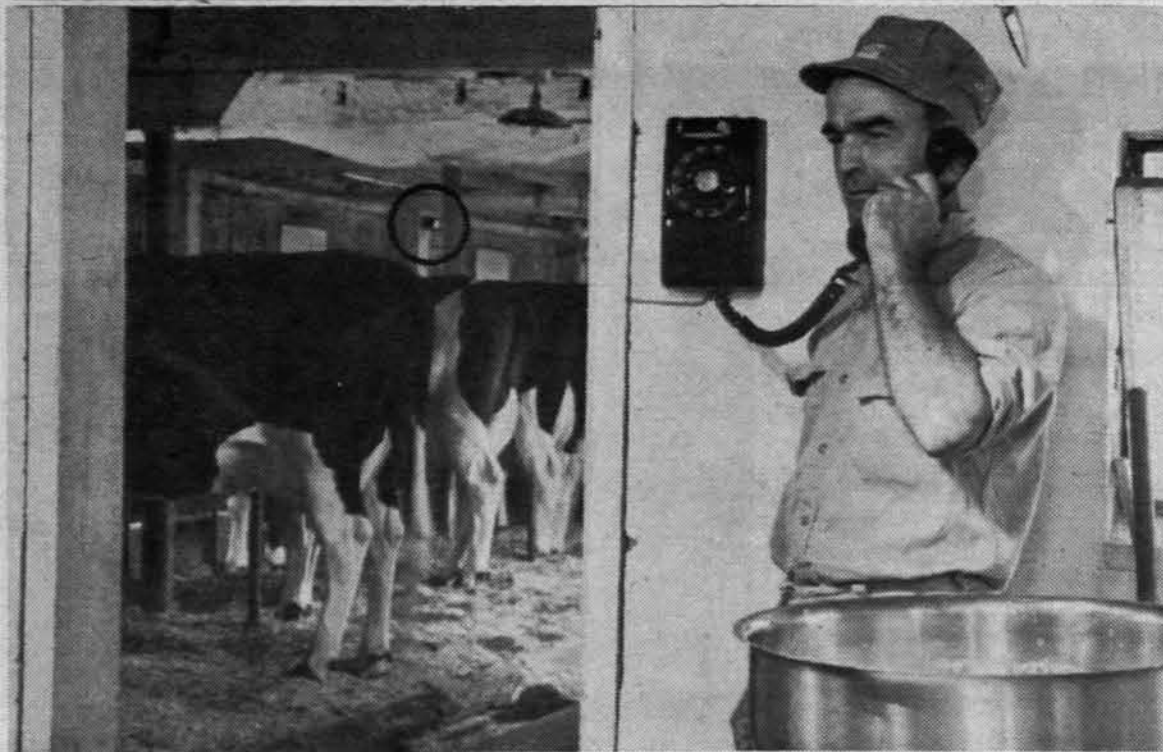
Mr. Buskirk was one of the organizers of Van Buren County Farm Bureau in 1919, and served as its secretary for 20 years.

In 1948 he was appointed to an AFBF committee sent to Europe for six weeks to study the effect of the Marshall Plan on agriculture in Western Europe; and in 1952 he was a delegate to an international conference at Washington on the Point Four Program.

In recognition of his leadership, the Michigan Farm Bureau gave Mr. Buskirk its award for "Distinguished Service to Agriculture" in 1956.

Mr. Buskirk continued to live on the farm where he was born. It has been in the family over 100 years.

Survivors included his wife, Rena, and two sons.



NOW, WITH FARM INTERPHONE, JACK BUDD DOESN'T MISS A CALL

Jack Budd of Belleville, Michigan, has a Farm Interphone system on his dairy farm now—and he says he wouldn't be without it.

Farm Interphone combines regular telephone service with communication between various outbuilding work locations. A centrally located barnyard speaker-microphone broadcasts telephone rings and calls can be picked up on the milk house extension telephone. Now, even if no one's in the house, Jack Budd doesn't miss a call—a call that may be from the local feed store or an important buyer. He estimates he saves 10 to 20 trips a day between the house and buildings to make and answer calls.

Farm Interphone helps Jack Budd quickly locate his boys, give directions and exchange information. The yard two-way speaker broadcasts or picks up his voice at considerable distance.

It lets him talk and hear over a wide area without interrupting his own work.

Mrs. Budd appreciates the added convenience, too. "Farm Interphone is such a help to me. I don't have to run out to the barn to get Jack when I want him, or when he has a phone call or visitor. The efficiency is wonderful."

Not long ago the Farm Interphone helped save the life of a registered Holstein heifer. "When she got caught in her stanchion," Jack Budd said, "the speaker-microphone (circled in the illustration) picked up the commotion. We heard it in the house and ran out. We got there just in time to save her from hanging."

Why not find out how Farm Interphone can help you on your farm? Call our telephone business office for more information about this low-cost farm telephone service.



before

Farm building modernization starts with MODERN CONCRETE



after

Buying new labor-saving equipment? Protect your investment by housing it in weather-tight, modern buildings. It's easy to remodel with concrete, restore old barns and other outbuildings to first class condition. With concrete, there's almost no upkeep, it can't rust, rot or burn.

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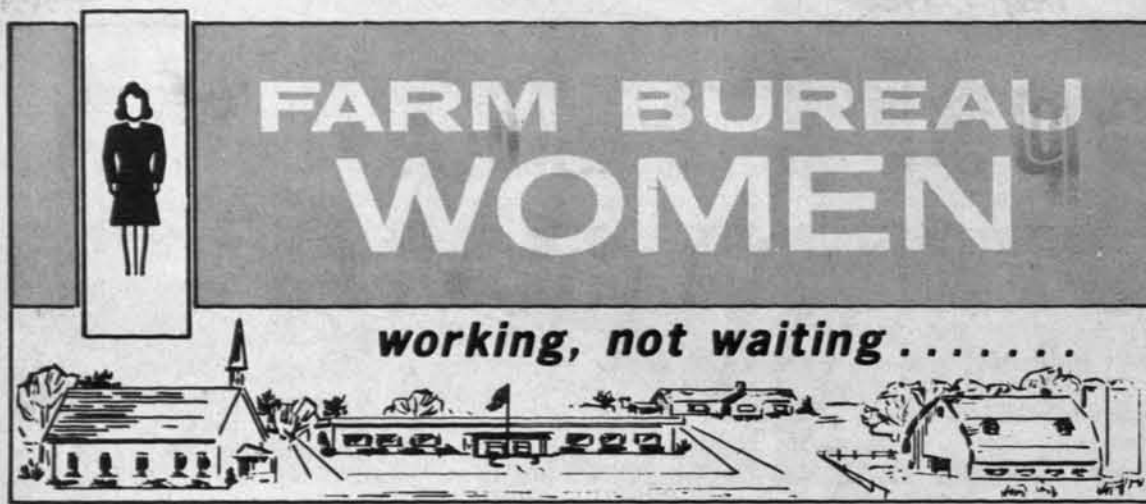
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U. P. Women in Action!

ON THE EAR OF THE RABBIT . . .

(This is the third in a series of articles featuring the Michigan Farm Bureau Women's District Chairmen.)



BIRTHDAYS ARE NO EXCEPTION when milking equipment must be cleaned. Shown performing this chore is Mrs. Dorothy Baccus. When Farm News photographer Paul Rivas, visited the Baccus farm to take Dorothy's picture, it was her birthday — just another day in the life of a busy farm wife and F.B. leader.

If you look at a map of the Upper Peninsula and use a little imagination, you will see it looks somewhat like a rabbit on the run. On the ear of this rabbit is the famous Copper Country and a community called Lake Linden.

Here on a 210 acre farm, there lives a young woman who has so many children . . . she knows exactly what to do! She loves them and guides them and gives them each some chores — and they grow in physical, mental and spiritual good health.

The characters in this plot are: Mrs. Dorothy Baccus, chairman of the district 11W Farm Bureau Women; her husband, Robert, who is "boss" of the dairy-poultry operation; Bonnie, 19, a sophomore at MSU; Barb, 17, a high school junior; Peggy, 15, 10th grade; Bill, 13, 8th grade, and his father's right-

hand man; Mary Kay, 11, 5th grade and Dick, 9, 4th grade. Dorothy feels that raising chil-

dren on a farm has many advantages. "They have learned responsibility, the value of a dollar, that farm equipment needs good care. I think perhaps farm families do more things together than any other family and this is good."

Having a family this size, the Baccuses are naturally interested in schools. Bob is secretary of the local school board and treasurer of the Houghton County school board. They are all active in their local Methodist Church.

Their farming enterprise consists of 24 head of grade and pure bred Holsteins and 1,000 laying hens. Mr. Baccus was raised on this farm and took over the ownership in 1950.

In the summer of 1957, Bob and Dorothy were approached by Wesley Hawley of the MFB staff, about organizing a Farm Bureau in Houghton County. Since that time, both have served in various capacities in the county and community group units.

The 11W Women's chairman has several hobbies, among them reading (when she has time), making angel food cakes (to use those cracked eggs), and both she and daughter Peggy are avid Tiger baseball fans.

"I am extremely proud to say I'm a Farm Bureau member. The AFBF has earned the respect of the entire nation. We need our organization today more than any other time in the history of agriculture," says Mrs. Dorothy Baccus, farm wife, mother of six children and district chairman for the Farm Bureau Women.

ON THE RABBIT'S FOOT . . .

. . . Hundreds of miles across the Upper Peninsula in a community called Rudyard, lives the chairman of the District 11E Women, Mrs. Faye Postma, her husband Clifford, and their five children — three girls and two boys — ranging in ages from 4 to 17.

On their 500 acre farm, they specialize in dairying and raising hay and oats. They also hang about 1200 maple sap buckets for their annual syrup production.

Faye says that most of the chores, such as milking, driving tractor, and pushing bales, are now handled by the children but that she does "pinch hit" on occasion. Most of her "spare" time is spent in substitute teaching.

Her teaching includes all grades and subjects, "though it's more supervising than teaching when the assignment is Chemistry, Advanced Math or French," says Faye. She sometimes receives a call at "quarter to nine" to come to school as soon as possible — so her plans are subject to constant change.

With her area covering the eastern half of the Upper Peninsula, distance is a factor in the Women's activities.

She explains that it is approximately 175 miles from Delta and Marquette to Chippewa county meeting centers. Some of the women must travel up to 60 miles

to attend monthly county meetings.

In addition to her duties as district chairman, Faye serves on the U.P. 4-H Council, the Christian Temperance Union and is active in the Rudyard Gospel Tabernacle. Husband Clifford is on the County Agricultural Council, the Soil Conservation Service and is president of the North Cloverland A.B.A.

Faye gives credit to her family for their cooperation while she is busy with Farm Bureau activities. "I have been thrilled by the many wonderful people I've met and the vast horizons I've discovered.

It has been a most interesting and enjoyable course in adult education," says Faye Postma of her experiences as a Farm Bureau Women's district chairman.



SCHOOL'S OUT and Mrs. Faye Postma, District 11E Farm Bureau Women's chairman, returns home after a day of substitute teaching, a "spare time" activity. The care of one husband and five children, community and F.B. activities are included in her busy schedule.

Large Attendance At Holiday Camp

Farm Bureau Women from Districts 1 and 2 boasted the "largest attendance in many years" at their annual Holiday Camp, held at Wesley Woods on April 1-2. Centered around a rural-urban theme, the two-day camp was attended by 75 FB Women and city guests.

Topics ranging from race relations to marketing were on the impressive agenda which was aimed at creating a better understanding of Farm Bureau and agriculture by the city guests, and discussing areas of mutual concern to all women.

Miss Marjorie McGowan, legal advisor to Governor Romney, used the "Love Thy Neighbor" commandment as the basis in her plea for understanding in the race problem. Explaining that the Negro wants not only moral, constitutional and legal rights, but to be treated as equal human beings, she stressed the need for a changing attitude in the hearts of people — both black and white — to cooperatively break down the barriers to understanding, tolerance and friendship between men of different races.

"The Negro problem cannot be solved by politics, by the courts, by marches and demonstrations," she said. "It can only ultimately be solved if we put into practice our American ideals of freedom and equality, and even more basically, if we practice the Christian commandment that we love our neighbor."

The importance of "lighting one little candle" was vividly demonstrated on the panel discussion of Farm Bureau members telling of their outstanding county projects.

The audience listened intently as county Farm Bureau representatives outlined such projects as Young Farmer Community Groups, citizenship, practical politics, working with other groups and organizations within the community, and good relationships with county extension agents.

The many interested questions from the floor pointed out the value of this exercise. The women were pleased to have Mrs. Belle Newell, their first state women's chairman, on the panel representing Branch county.

"Farmers and our National Economy," a talk by J. Delbert Wells of the Family Program Division, a speech on "Marketing — Town and Country" by Professor George Dike of Michigan State University, and a tour of the Kellogg Cereal Company in Battle Creek, rounded out the program.

Past State Women's Chairman, Mrs. Margaret Muir of Newaygo county, conducted the vesper services, challenging the campers to speak up for God and country in this time of need.



FARM BUREAU LEADERS conducted a panel discussion on the outstanding projects undertaken by their counties. Young Farmer groups, citizenship and practical politics were among the programs outlined by the panel, shown here in the picturesque Wesley Woods Lodge, site of the annual women's camp.



"LOVE THY NEIGHBOR," Miss Marjorie McGowan reminded the women attending the annual Holiday Camp. She appealed to them as Christian women for their understanding in the race problem.

Our Great Upper Peninsula...



Regional Notebook

By Hugo E. Kivi
U.P. Regional Representative

This edition of the *Michigan Farm News* features the vast area north of the Mackinac Bridge.

Extending from the Montreal River on the west to Drummond Island on the east, from Keweenaw Point on the north to Menominee on the south, this area represents 37% of the land mass of the state.

Traveling from Ironwood to Drummond Island, your car would register more miles than it would going from the Mackinac Bridge to the Ohio border.

Dairying is our most important agricultural commodity. Potatoes, beef, poultry, strawberries, mink, forest products, maple syrup, sheep and other products add to the agricultural economy.

As Regional Man in the area, you may be interested in my background. I was born and raised in Ironwood, the western tip of the U.P., where I graduated from the local schools and went on to Michigan State College.

I started in the field of agriculture as D.H.I.A. supervisor for the Gogebic Dairy Herd Improvement Association in 1940, which I continued until I became a staff member of the Michigan Farm Bureau on October 7, 1957.

The family consists of my wife, Adele; a son Ronald, who is a student at Michigan State University; and a daughter Bonnie, a junior at Escanaba High School.

When asked where I live, my usual reply is, "My family lives in Escanaba. My home for the day is any place in the area where I happen to be." I do stop in at the Escanaba residence occasionally to change shirts in my traveling bags.

Farm Bureau was introduced to the "U.P." in 1955 by Wesley Hawley. Mr. Hawley is still referred to as "Mr. Farm Bureau" by his numerous friends in all sections of the state. Most of the credit for the success of the organization in the U.P. goes to Mr. Hawley and a dedicated host of volunteers.

Each year the membership has had a substantial gain. Since 1957, the membership in the region has more than tripled.

This year, the U.P. Region was the first to report a member-gain over last year and to date five out of the eight counties have reached their goal — Marquette-Alger, Baraga, Iron, Mackinac-Luce and Chippewa. The others have expressed determination to reach that coveted figure so we can report "100% Goal Busters."

I have thoroughly enjoyed these past six years with the Farm Bureau people and, God willing, hope I can spend many more years assisting, in my small way, to build a better and stronger Farm Bureau, serving the needs of all agriculture.

LIKE THE SISTER CITIES OF MENOMINEE-MARINETTE, THE TWIN SILOS of the Bruce Crandall dairy farm near Daggett, are a familiar landmark to natives and travelers alike. A large herd of over 150 Holsteins supply much of the area's milk.

SON OF A PIONEER

Back in the days when logging was king in the Upper Peninsula, a Latvian sailor came to work in the woods of McFarland. Not long afterwards, Simon Sager decided to put down roots at Longrie where he expanded a little clearing of "about two acres" into the present 300-acre Sager farm.

Simon was one of the pioneers in the quality potato production of Menominee county. Son Edmund has maintained and expanded this tradition as a grower of certified potato seed.

Edmund — ("Ed") and his family live on the farm where he was born, although the original log cabin homestead now stands deserted across the big field from their present home. Three children, Roger, 17; Gloria, 16; and Marvin, 12, need room to grow in.

A member of the Michigan Farm Bureau Board of Directors since 1956, Sager has taken an active part in the state's largest farm organization — even though his attendance at Lansing necessitates long-distance travels.

While his basic crop is potatoes, there is a small Holstein dairy herd which is supported in part by grain and hay grown on the farm.

A good stand of logging timber keeps Sager busy sawing and trimming, and a flat-bottom truck provides the "ride to town" for the partially finished logs.

As the first president for the Menominee County Farm Bureau, Sager helped establish the enthusiasm which has carried the county through many active mem-

ber-programs; last year at the state annual meeting, Menominee was selected the "Most Outstanding Non-office County Farm Bureau."

Like most Farm Bureau members, Sager knows that his responsibilities do not end at the fence line.

He is on the county road commission and the Mid-County Rescue Squad and auxiliary police force. Sager has also served as township treasurer and supervisor — the last position he held for 12 years.

From potatoes to meteorology is a big jump, but Sager makes it every day as the local volunteer weather observer for the U.S. Weather Bureau.

The lowest temperature Sager ever recorded was -33°, but the warmth and friendship of the Upper Peninsula people cannot diminish by such a temporary thing as a cold day in Menominee.

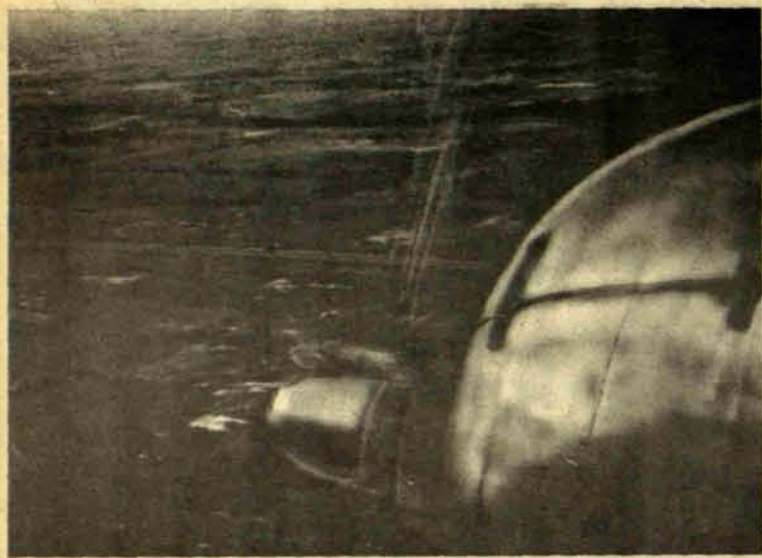


MINUS THIRTY-THREE DEGREES is the lowest temperature recorded by Sager at his weather station, but he recalls a low of -43 degrees at Longrie.

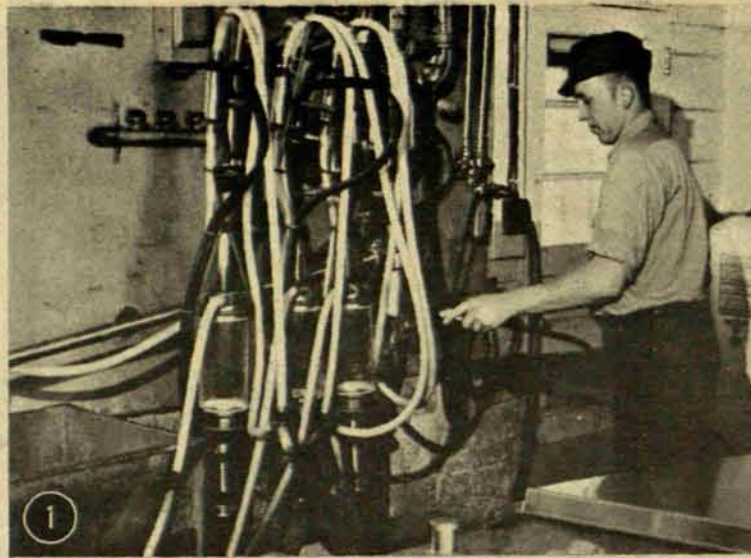


TWENTY ACRES OF CROPLAND can mean a lot of potatoes to grade — even with a power-conveyor system it can be a tedious job, especially when in 1960, Sager averaged over 450 bushels-per-acre of good quality White Rurals.

... Its Farms, Its Towns, Air



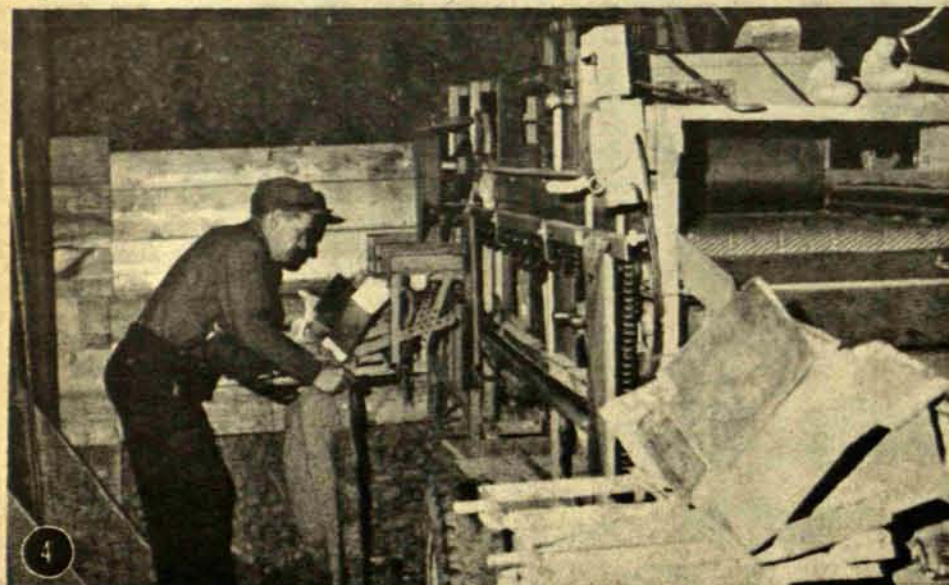
"NORTH CENTRAL FLIGHT 347 now leaving for the Upper Peninsula. All aboard please." In the gathering dusk below, the farm lights begin to flicker on as supper-time draws near. Three hours till arrival city — Escanaba.



DAVID CRANDALL, Menominee county's Outstanding Young Farmer for 1963 works in partnership with his father Bruce on the 168-head Holstein dairy operation — one of the reasons why Menominee has the largest dairy cow population in the U.P.



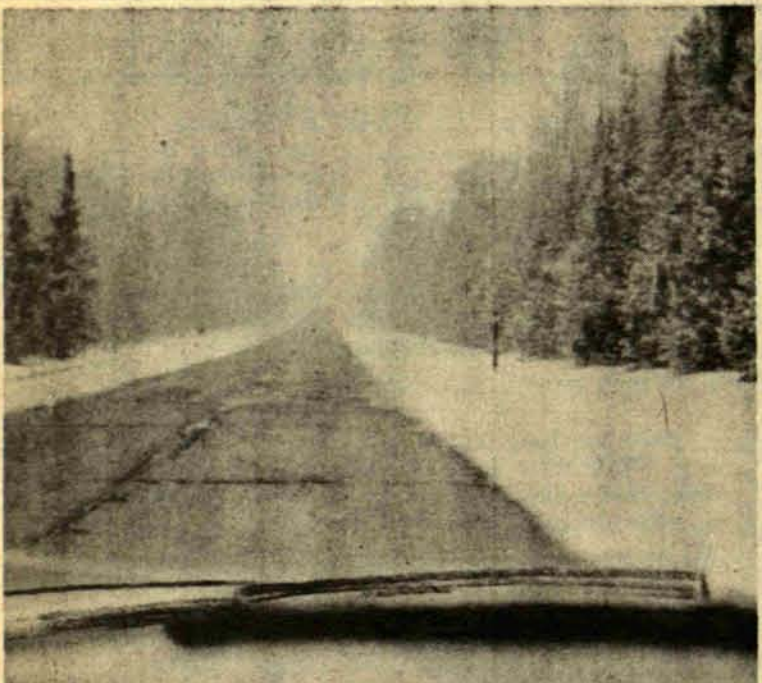
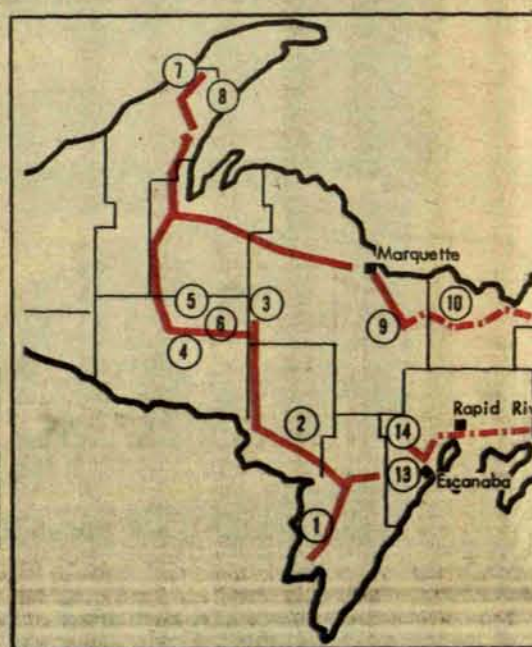
THE WORLD'S LARGEST MILK BOTTLE — said "own conclusions. The "bottle" sits atop the B...



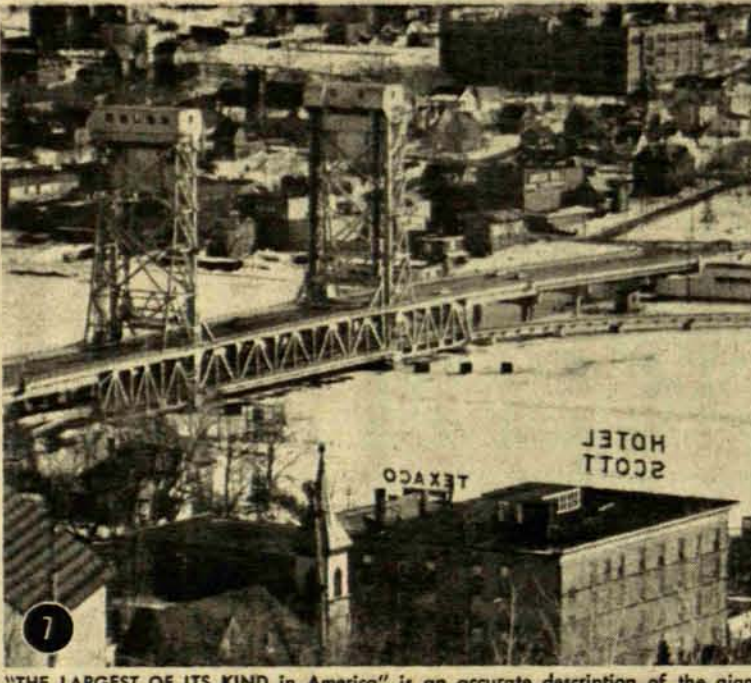
"PREMIER GROWER" IS QUITE AN HONOR, and Arne Pentilla of Crystal Falls makes sure that his Russet Burbank potatoes are always "up to snuff." Pentilla's potatoes are distributed nationwide although most of the crop goes to the southern states where the "northern grown" label means high quality.



PENTILLA'S HILLSIDE ROOT CELLAR, an old WPA project, holds up to 20,000 bushels of potatoes. U.P. regional man, Hugo Kivi (left), checks over "a run" with Pentilla, and his wife, Henrietta.



SNOWSQUALL IN HIAWATHALAND — It takes but a minute to change from sunny blue skies to blinding white fury in the Upper Peninsula — land of extremes.



"THE LARGEST OF ITS KIND in America" is an accurate description of the giant Lift Bridge spanning the ice-clogged Portage Lake Channel separating the twin cities of Houghton-Hancock.



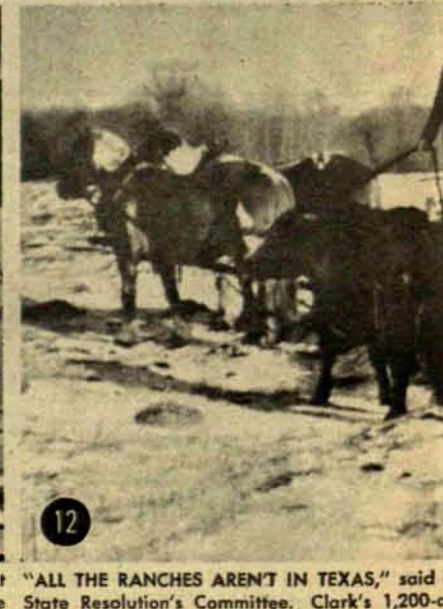
MICHIGAN COLLEGE OF MINING AND TECHNOLOGY ranked as one of the leading technical schools in the state, now boasts an emphasis of a accelerated expansion program.



ANDERSON, MARQUETTE-ALGER COUNTY PRESIDENT has been in beef production for three years now since fire destroyed his dairy barn and milk house in 1958. The new barn was "put up" within 60 days. The operation is run in partnership with his 20-year old son, Terry.



700 DOZEN EGGS PER DAY is no trick when 15,000 birds put their mind to it, and that's the estimated production figure given by Jack Young, Chippewa county poultryman and member of the State Poultry Committee. Most of his operation is completely automated — from layer to grader.



"ALL THE RANCHES AREN'T IN TEXAS," said L. State Resolution's Committee. Clark's 1,200-acre ample running room and shelter for his cow-calf range and calves are dropped on the range when needed during the winter months.

and Its Many Friendly People



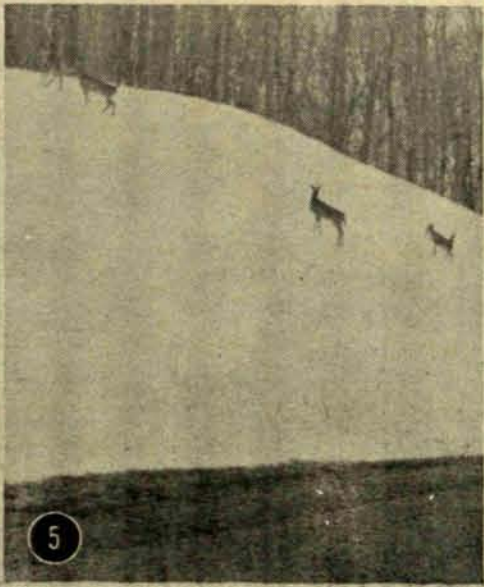
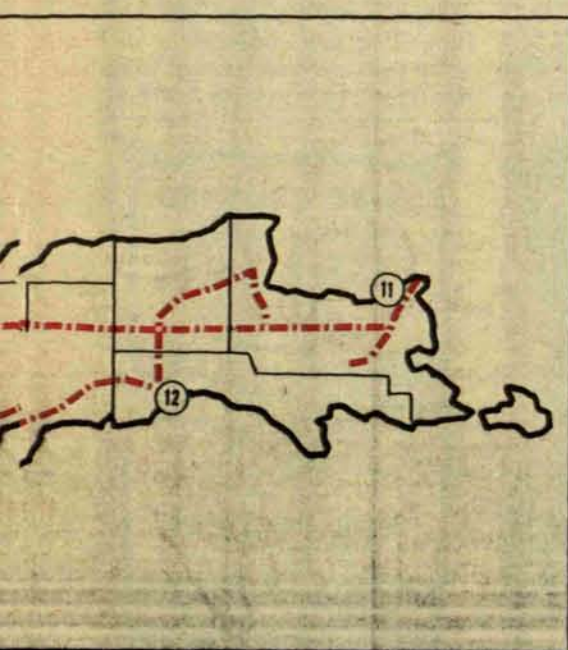
Believe It Or Not" Ripley, and you can draw your finger Consolidated Dairies building in Norway, Mich.



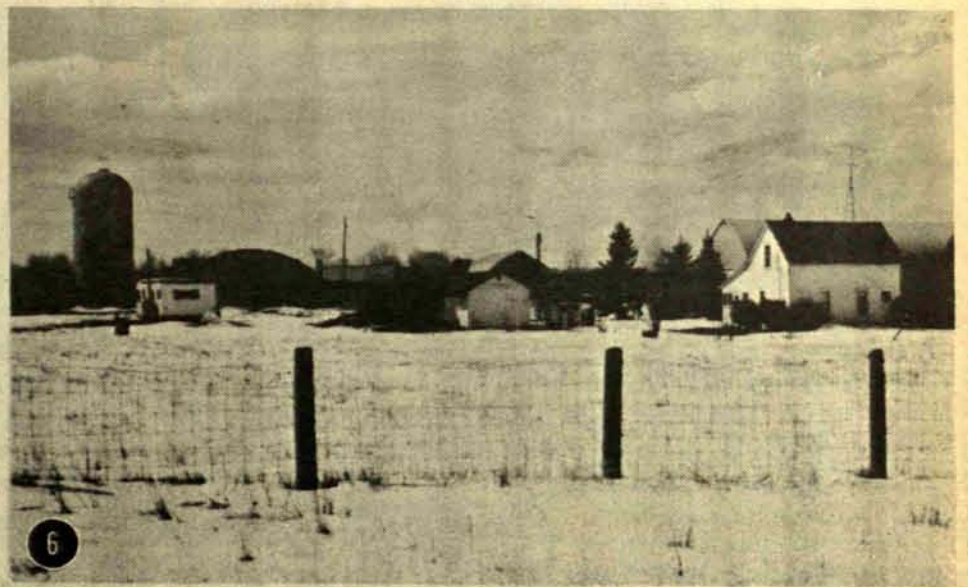
"MINK IS NICE, but not when it's munching on your fingers," Robert Roell, Iron county mink rancher quickly pointed out. He and his brother, Clarence, who is also a mink rancher purchase their feed jointly and work together during pelting time.



BY SUMMER there are usually 3,000 to 3,400 mink to be fed and cared for. Really not so many said Roell since it takes about 70 pelts to make just one fur coat. About 800 mink are kept year-round for breeding purposes.



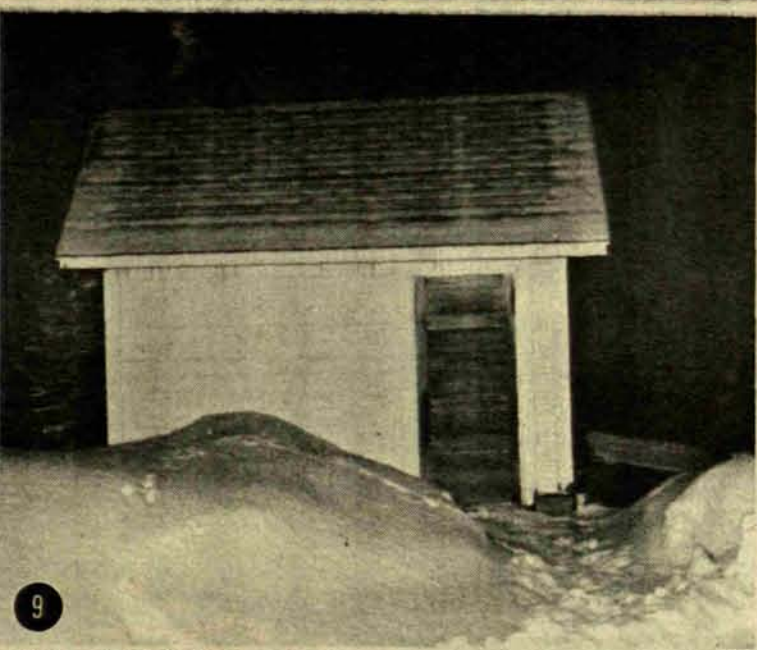
WHERE ARE THE DEER? — Baraga county would seem to have the answer to the question asked by many unknowing lower peninsula tourists.



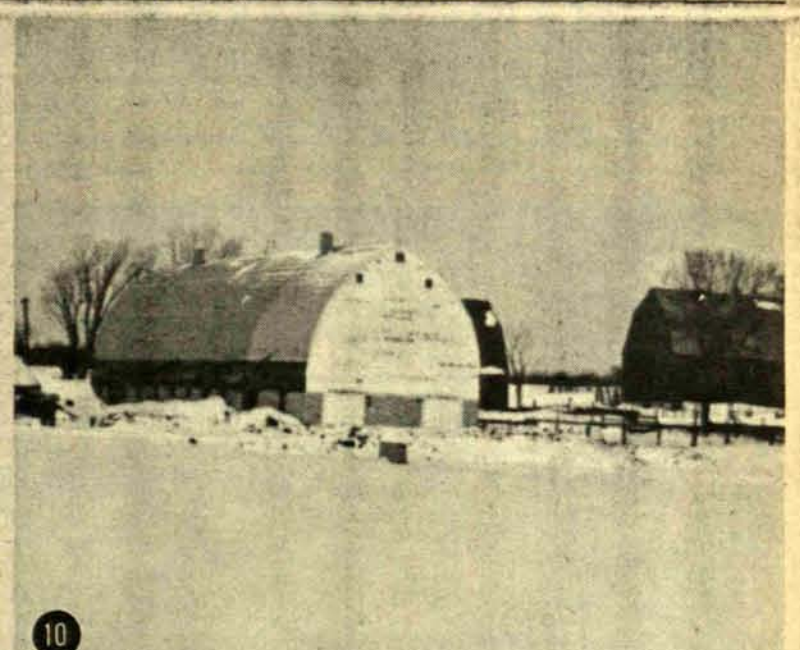
IRON COUNTY F.B. CHARTER MEMBER, Ed Jarvis, Crystal Falls, is busily expanding his potato-dairy operation. Already cleared is 120 acres of the 480-acre farm with 24 acres now producing Russet Burbank potatoes. Eighteen milking cows of the 32-Holstein herd produce milk for the fluid milk market.



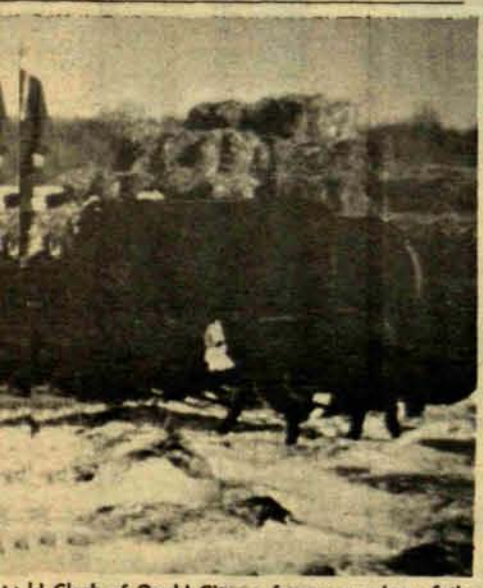
Y, started in the 1880's, has grown until it's now a national. The main campus, located "on the bend" of the river, is in the midst of over 3,500 students, and is in the midst of a major expansion program.



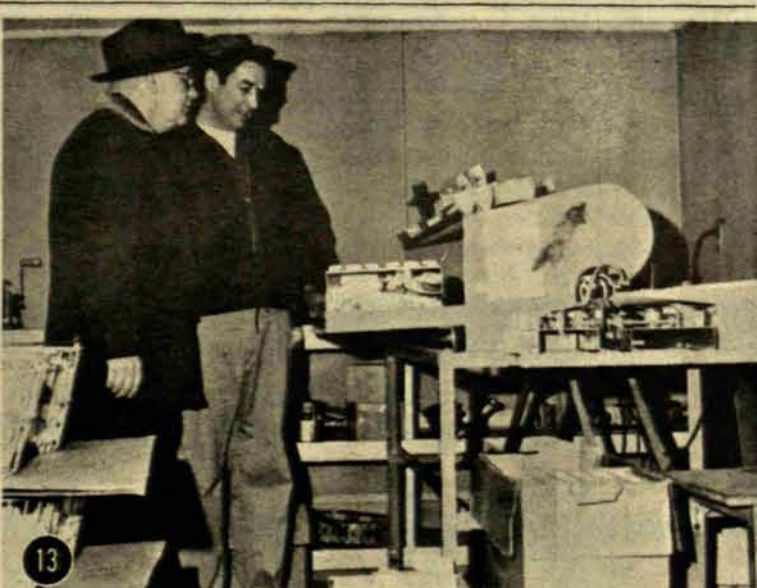
SAUNA — A FINNISH STEAM BATH created by throwing water on heated rocks. This small wooden sauna at Waino Rajala's farm is typical of the many seen in the yards of the U.P. Finnish population. Rajala is a member of the State Relationship Committee of the Michigan Farm Bureau.



IT TAKES A HEAP 'O BARN to house 165 head of Herefords, and Edward Anderson's 150' x 40' barn located near Sundell does the trick. Stored in the cavernous loft are 350 tons of chopped hay.



Id Clark of Gould City, a former member of the Iron Branch has enough fields and woods to provide winter operation. The herd of 150 Angus cows is wintered in the woods and delivered to the herd by horse-drawn wagon.



A RELATIVE NEWCOMER to the poultry business is Melvyn Taylor of Shafter. Taylor (right) shows Delta County Extension Director Joseph Heirman his egg packaging equipment. The operation now includes over 16,000 layers and replacement chicks and pullets.



PANCAKES, BUTTER . . . AND MAPLE SYRUP — 1,300 gallons produced in 1963 on Gus McFadden's Sugar Bush. McFadden, Escanaba F.B. member, uses over 4,500 pails to collect the sap from his 100-acre "Bush". It takes 35 gallons of sap to produce just one gallon of syrup.

Number One to Reach Goal, Marquette-Alger Celebrates

The first county in Michigan to reach its 1964 membership goal, Marquette-Alger, celebrated its achievement by holding a "Victory party" in March, at the Eden High School. *Although this is not a new attainment for the active county Farm Bureau (they were also first last year), the successful membership workers nevertheless felt a great degree of pride—and rightly so.*

The fact that Marquette-Alger is located in the Upper Peninsula, hundreds of miles from Farm Bureau Center in Lansing, gives the activities of this county Farm Bureau and its members, an added respect.

At state events throughout the year—the annual meeting, the Freedom Conference, Legislative Seminars, Women's Training Schools,—Marquette-Alger has been ably represented.

The same is true in their county activities, with active participation in the Upper Peninsula State Fair, community group meetings, Women's committee meetings, county annual meetings, etc.

Dr. Claud Bosworth, vice president for public services at Northern Michigan University, and himself a Farm Bureau member, was the main speaker at the victory party. He told the group of the importance of working together to effect "home-made miracles."

"People who do things for themselves alone die with those things, but the things we do for others will live forever," he said.

Dr. Bosworth listed the five great needs of people as happy homes, productive work, good mental, spiritual and physical health, worthy use of spare time and citizenship responsibilities.

Other speakers on the program were Edmund Sager, District 11 Director; Hugo Kivi, regional representative; Venner Valli, reporting on the Freedom Conference he attended in February, and Mrs. Waino Rajala, who explained the upcoming Citizenship Seminar to be held at Camp Kett in July.

Membership workers who led the county to its top state honor, were presented with Farm Bureau pins. Roll-Call Manager, Earl Passinault, received a hat for his efforts.



A SHOWMANSHIP TROPHY was awarded to Ronald Carlson by the Sundown Community Group for his Hereford cow. It was the first award of its kind to be presented in the Skandia area and will now become a traveling trophy.



SHOWING OFF THEIR HATS—appreciation tokens from MFB Organization Manager, Roger Foerch—are 1963 Roll-Call manager, Lawrence Ewing, and 1964 Roll-Call Manager, Earl Passinault. The men led their county to the top state honor for two consecutive years.



HAPPY MEMBERSHIP WORKERS pose with their "little brown jug" at the Marquette-Alger Farm Bureau victory party. They are (left to right): Edward Anderson, President; Earl Passinault, 1964 Roll-Call manager; Lawrence Ewing, 1963 Roll-Call manager; Merle Bakewell, Elizabeth Rajala, Waino Rajala and Vilho Matson.

U.P. Notes...

WILLIAM BAKEWELL, 75, of Dukes in Marquette-Alger county, hopes to go to London in June for a reunion of survivors of the famed Shackleton Antarctic expedition. The county Farm Bureau is soliciting contributions to help make this possible. Address to: Mrs. Earl Passinault, F.B. Secretary, Munising.

JACK YAEGER, former Executive Secretary of the Michigan Farm Bureau, has received a scrapbook of pictures and articles of special interest from the F.B. Women of Menominee county. Mr. Yaeger spent some time in the county years ago. In another project, the Women are sending two students to the Young People's Citizenship Seminar in July.

COPPER HARBOR—is an "ideal recreation resort" as thousands of visitors to this refreshing area of the Upper Peninsula testify. A "Copper Harbor Project" is now underway to develop resources and provide additional rest and recreation facilities.



IRON AND BARAGA REACH GOAL



A JOINT VICTORY PARTY was held in March by the Iron and Baraga County Farm Bureaus to celebrate reaching their membership goal. Shown are (left to right): Hugo Kivi, U.P. Regional Representative; Chester Kudwa, Iron County FB President; Dan Reed, MFB Legislative Counsel, speaker; Mrs. Kudwa, and Edmund Sager, Director.



SPECIAL RECOGNITION went to Eino Kaski for signing up the most new members during Iron County's Roll Call drive. Presenting the award to Kaski at the Victory Party is Mrs. Lauri Honkala, chairman of the Iron County Women's Committee.

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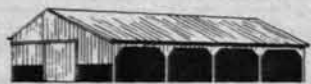
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Artificial Breeders Co-op Holds 20th Annual Meeting

A change in name and election of directors highlighted the 20th annual meeting of Michigan Artificial Breeders Cooperative, Inc. as some 425 delegates attended the one-day meeting at Michigan State University, March 24, 1964.

Kenneth Baushke, MABC General Manager, reported over 265,000 "first services" performed to MABC sires last year. A record-breaking 74% non-return rate was had on all cows serviced during 1963.

A goal of 275,000 "first services" is set for 1964 in Michigan and northern Indiana, according to Baushke who also stated that "A.I. is without question the most practical and economical means

of genetic improvement of bovine livestock today."

Among the business transacted during the meeting was the approval of a change in name. Effective January 1, 1965, MABC will be known as the Michigan Animal Breeders Cooperative — the word "Artificial" being replaced by "Animal."

Keith Middleton, of Lake Orion, was elected to a three-year term on the board of directors, and at the same time, the delegates re-elected three directors to three-year terms.

Over 600 delegates, guests and visitors attended the noon luncheon held at MSU's Union Building.



KENNETH BAUSHKE, GENERAL MANAGER, M.A.B.C., told the delegates at the 20th Annual Meeting recently, that without question, artificial insemination is the most practical and economical means of genetic improvement of our dairy cattle today.

"Fun, Facts and Fantasy" Camp Set for June 9-11

The 20th annual Northwest Michigan FB Women's Camp has been scheduled for June 9-10-11 at Gilbert Lodge near Traverse City.

"Fun, Facts and Fantasy" is the theme of the three-day program, featuring world traveller, Mrs. Wm. Lowry of Birmingham as the introductory speaker, a unique hobby show, and a contemporary American music presentation.

Full information regarding reservations and costs may be obtained by writing to Mrs. Oliver Tompkins, Route #1, Traverse City. Farm Bureau Women throughout the state are invited to attend.

States Pledge Cooperation

Iron Mountain, in Michigan's Upper Peninsula, was the recent site of an unusual example of tri-state cooperation. Representatives of citizens' groups, governing agencies and educational institutes such as Michigan State University, met there to discuss cooperative efforts to boost the economy of the northern Great Lakes region.

A total of 81 counties in the northern sections of Michigan, Wisconsin and Minnesota are included by the group in their study.

All face similar problems — and in the words of one group member, "problems don't stop at state lines."

To carry out these purposes, the conferees formed two regional committees to guide projects connected with the Rural Areas Development Program.

Elected to head the Northern Great Lakes Resource Development Committee (citizens group) were John Waisanen, Minnesota, chairman; Harvey C. Wolter, Wisconsin, vice chairman; and Walter Wightman, president of the M.F.B., secretary.

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Sprays work harder when you add Plyac® to them. Plyac makes them stick better. Even through driving winds and pounding rains. Plyac helps you save time and money. It stretches the time between resprays, so you get more work from your spray dollar.

Plyac is a unique, patented, liquid polyethylene spreader-sticker in easy-to-use form. You need just 2 to 4 ounces of Plyac for each 100 gallons of spray mixture. You can

add Plyac to wettable powders, sprays and emulsifiable concentrates. See your dealer—add Plyac to *all* your sprays. It's *fantastick!*



GENERAL CHEMICAL DIVISION

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AGRICULTURE IN ACTION AROUND MICHIGAN

FERTILIZER TRAILER BILL SIGNED



"IMPLEMENTS OF HUSBANDRY"—are re-defined under a new law, Public Act 13 of 1964 which took immediate effect when signed by Governor Romney, March 25. The law exempts bulk fertilizer trailers from the Motor Vehicle Code requirements for licensing and special equipment. Present at the signing were: (from left) Ray Bohnsack, FB Services; Stanley Powell, MFB Legislative Consultant; Dan Cook, FB Services; Bob Smith, MFB Associate Legislative Counsel and Maynard Brownlee, Manager of FB Services.

F.B. PRESS TOUR IN KALAMAZOO



SIX COUNTIES ATTENDED THE RECENT FARM BUREAU-NEWS MEDIA DINNER MEETING held in Kalamazoo with over 30 members of radio, T.V. and the newspaper industry present. Robert Williams, public information chairman points to cartoon of the farm controls bill just passed over strong F.B. objections by Congress while (l. to r.) Max Miller; Owen Love, county president; Mrs. Matthew Wiley; and Dan Reed, speaker and F.B. legislative counsel look on.

WOMEN'S STATE CHAIRMAN FETED BY "HOME" COUNTY



"JUST BECAUSE YOU'RE YOU"—That's the reason Mrs. Wm. Scramlin, Farm Bureau Women's State Chairman, was feted recently by her "home county" Oakland FB Women's Committee, her family, county Board of Directors, and a host of friends. The Oakland Women's Committee, proud that they had produced a state chairman, honored Mrs. Scramlin with a dinner, flowers and gifts. Husband "Bill" (he with the proud smile) kept the event a secret from Maurine (shown cutting her lovely tiered cake) until she was surprised by the large crowd.

ORCHIDS BY THE CARLOAD



FOR THE SECOND YEAR, FBS fertilizer dealers participated in a sales promotion program to move fertilizer to the farmer before Easter. Over 1,400 farm wives received an orchid this year from their local dealer. Paul Cowen, Dist. #8 Fertilizer Representative (r. center) and Keith Evans, FBS Promotion Dept. (l. center) admire the "beauties."

JAYCEE CITIZENSHIP EXERCISE



A MOCK LEGISLATURE — featured a "real live lobbyist" when the Michigan Junior Chamber of Commerce invited Farm Bureau Legislative Counsel, Dan Reed, to address their group. The "legislature" met at the capitol building where F.B. Services representative, Jim Davis, was elected "Governor." Pictured (from left) are Lee Staser, F.B. Insurance, St. Charles; Dan Reed; "Governor" Davis; Fred Chase, Senate Secretary Emeritus; Jim Milstein, F.B. Insurance, Lansing; Harry Densmore, F.B. Insurance, Ashley, and Bob Acker, F.B. Insurance, Mt. Pleasant.

GRATIOT BEAN SMORGASBORD



LOVELY GIRLS make an even prettier display out of an already attractive exhibit, placed at the Gratiot Bean Smorgasbord by Farm Bureau Services. From the left: Linda Allen, 1963 Gratiot Bean Queen, Francine Weaver, 1964 Queen and Candy Hubbard, 1964 Gratiot Dairy Princess.

POTATOES—SOME OF THE BEST



UPPER PENINSULA POTATOES are presented to Mrs. Beatrice Kellerman, secretary for the MFB Market Development Division, by Hugo Kivi, U.P. Regional Representative. Gift bags of potatoes were presented to staff members from growers in Crystal Falls, Sagola and Iron River. After a "kitchen test" Mrs. Kellerman reports that everything Mr. Kivi told her about these "world's finest potatoes" was true.

LITTLEST OR . . .



NEWEST MEMBER? — Alfred Jr., 7-month old son of Ingham County Farm Bureau members Mr. and Mrs. Alfred Schrepfer, busily explores Dad's new gate sign.

RURAL-URBAN DINNER



POPULAR QUARTETTE — Larry Rank, Loren Birdsell, Donald Armentrout and Charles Kleinhardt, entertain at the annual Clare County Farm Bureau Rural-Urban dinner held recently at the Harrison school.

Market Place

TRY A 25 WORD CLASSIFIED AD FOR \$2.00
NON-MEMBERS — 15¢ per word — one edition

1 AUCTIONS

MISSOURI AUCTION SCHOOL. Free catalog! 1330-50 Linwood, Kansas City, Mo. 64109. (2-Tf-10b) 1

6 DOGS

ENGLISH SHEPHERD PUPS from our own good working stock dogs — \$20.00. Bradley Acres in Springport, Michigan. (Jackson County) (5-1t-16p) 6

REGISTERED ENGLISH SHEPHERDS — one well-trained male stock dog. Pups, weaning age to 6 months. Crusader Bloodline. Natural Heelers. Guaranteed. Homer Johnson, Marshall, Michigan. Telephone ST 1-7035. (Calhoun County) (5-1t-25p) 6

10 FARMS FOR SALE

20 ACRE FRUIT FARM FOR SALE — 5 acres of grapes, 5 acres of peaches, 30 x 40 packing house. Write or call John P. Provenzano, R#3, Benton Harbor, Michigan. Phone — Walnut 6-7401. (Berrien County) (5-1t-32b) 10

13 FOR RENT

COTTAGE FOR RENT at Eagle Crest on Lake Michigan. Three bedrooms, telephone, automatic heat, hot water. No drinking. Families only. Harold G. Kleinhessel, R#5, Holland, Michigan. (Allegan County) (5-1t-25p) 13

14 FOR SALE

30 TON ALFALFA HAY, 3000 crates corn by truck load, John Deere 60 tractor, 227 John Deere two row picker — picked 100 acres. Elmer E. Hamilton, R#1, Ionia. Phone 527-4269. (Ionia County) (5-1t-30p) 14

14 FOR SALE

POULTRY/PRODUCE CRATES — Lumber Products Co., Ceresco, Michigan. Phone 616-963-0532. (12-12t-10p) 14

DE LAVAL MAGNETIC MILKER with De Laval two unit #25 puls pump. One latest style, stainless steel pail, lid, head and inflations. 1" pipe for installation. 3/4 H. capacitor motor. 04550 De Laval Converter — \$100.00 Leon Dunning, 6277 Herbert Rd., Delton, Michigan. Phone 616-671-7515. (Barry County) (5-1t-47p) 14

19 HORSES

AT STUD: TENNESSEE WALKER, BLAZE O'GOLD. Beautiful Golden Palomino. Double registered. State inspected. Live foal guaranteed. Rude's, R#1, Box 562, Traverse City, Michigan. Phone: CA 3-5571. (North West Michigan) (3-4t-25p) 19

20 LIVESTOCK

MILKING SHORTHORN BULLS, calves up to breeding age. By our noted sire and from Record of Merit dams. Stanley M. Powell, Ingelside Farms, R. 1, Box 238, Ionia, Michigan. (Ionia County) (tf-25b) 20

FOR SALE — 40 large Wisconsin Holstein Heifers, vac. and tested. 1,000 to 1,100 lbs. \$250.00. Due July and August. Ed W. Tanis, R#1, Jenison, Michigan. Telephone MO 9-9226. (Ottawa County) (4-2t-27p) 20

DAIRYMEN — Use Perfect Balancer 8% phosphate mineral feed. Mix one pound of Perfect Balancer to every 100 lbs. of ground feed. You can eliminate bone meal by using Perfect Balancer. Get Perfect Balancer at your elevator. The Gelatin Bone Co., Romeo, Michigan. (tf-40b) 20

20 LIVESTOCK

CATTLE FEEDERS — Feed high analysis Perfect Balancer 8% phosphate mineral feed. Feed free choice. Put plain salt in one container and Perfect Balancer Mineral in another container. The animal knows which one he needs. Get Perfect Balancer mineral at your elevator. The Gelatin Bone Co., Romeo, Michigan. (tf-47b) 20

FOR SALE — 9 registered Angus heifers, one year old. Good quality at farmer prices. Clarence Klahn, 9896 Cascade Rd., Lowell, R#2, Michigan. (Kent County) (5-1t-22b) 20

FEEDING HOGS? Use salt free, high analysis Perfect Balancer 8% phosphate mineral feed in your hog feed. Mix one pound of Perfect Balancer with each 100 lbs. of ground feed. You can eliminate bone meal by using Perfect Balancer. Get Perfect Balancer at your elevator. The Gelatin Bone Co., Romeo, Michigan. (tf-50b) 20

24 PLANTS & FLOWERS

POSTPAID. SWEET POTATO PLANTS. Guaranteed Triumphs, Allgolds, "Bunch", Porticos, Redyam, Goldrush, Centennial, Nancyhall, Yellowyam. 200-\$2.00; 500-\$3.00; 1,000-\$5.00. Sunshine Plant Company, Gleason, Tennessee. (4-2t-25p) 24

GLADIOLUS, FIRST QUALITY, rainbow mix. Per 100: Large — \$4.50; Medium — \$3.50; Small — \$2.50. Three-size mixture 100 — 3.00. Grow sponges in your garden — package 12 seeds — 29¢. Six different cannas — \$1.95. Postpaid. Catalog listing glad varieties and garden plants. Hartefarm, R2A, Decatur, Michigan. (4-2t-43p) 24

LIKE SWEET ONIONS? New Blue Ribbon Assortment 500 sweet onion plants with free planting guide \$2.50 postpaid fresh from Texas Onion Plant Company, "home of the sweet onion", Farmersville, Texas. (2-4t-30p) 24

26 POULTRY

EGG-BRED WHITE ROCKS from leading Strains. High Egg Production averages. Write Village View Farm & Hatchery, Zeeland, Michigan. (2-4t-19b) 26

26 POULTRY

POULTRY WANTED — be assured of top price — Cash — Farm Weight — No grade — Premium for large flocks. Call or write Watts & Son Poultry, Williams-ton, Michigan. Phone 655-1069 or 655-1758. (Ingham County) (4-5t-29p) 26

STONE NO. 56 — Highest 5-year average California against all big name brands. Cameron No. 924 highest net income 3 yr. average all Penna. tests. Baby chicks or started pullets. Free delivery. Free literature. Dirks Leghorn Farm, Box 169N, Zeeland, Michigan. (5-1t-41b) 26

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

FAMOUS SHAVER STARCROSS 288 (Strain Cross Leghorns). Year after year top bracket winners in Random Sample Contests, also marvelous on the farm performance. Can also supply Blue Diamond White Rocks. Free literature on Day Old and Started Pullets. MacPherson Hatchery, Ionia. Phone 1774 (Ionia County) (5-1t-43b) 26

RAISE GHOSTLEY PEARL 63 — the total profit layer. Egg production 250-280 eggs, high interior quality, 25.2 egg size, 92-94% adult livability. Body size 4.38 lbs. Day-old or started pullets of all ages. We can also supply California Grays and Egg Bred White Rocks. Write for literature or phone Drenthe MU 8-3381, Village View Farm and Hatchery, Zeeland, Michigan. (1-5t-60b) 26

POULTRYMEN — Use Perfect Balancer, 8% phosphate mineral feed in your ground feed. Eliminate soft shelled eggs. Mix 3 lbs. per 100 lbs. feed. The Gelatin Bone Co., Romeo, Michigan. (tf-25b) 26

CALIFORNIA GRAYS, Bred for High Production large white eggs. Write for special prices. Village View Farm and Hatchery, Zeeland, Michigan. (2-4t-20b) 26

KLAGER'S DEKALB PROFIT PULLETS — Sixteen weeks and older. The proven Hybrid. Raised under ideal conditions by experienced poultrymen. Growing birds inspected weekly by trained staff. Birds on full feed, vaccinated, debeaked, true to age, and delivered in clean coops. See them! We have a grower near you. Birds raised on Farm Bureau feed. KLAGER HATCHERIES, Bridgewater, Michigan. Telephones: Saline, HAZEL 9-7087, Manchester Garden 8-3034. (Washtenaw County) (tf-72b) 26

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	Percent Min.	Percent Max.
Phosphorous	8.0	9.0
Calcium	29.0	34.0
Mag. Sulfate	.24	
Iodine (pure)	.015	.018
Cobalt Sulfate	.01	.03
Salt	0.00	0.00

Get Perfect Balancer at your elevator. Distributed in Michigan by:

FARM BUREAU SERVICES, INC.
The Gelatin Bone Co.
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31 SILOS

RIBSTONE SILOS — P & D Silo Unloaders, Feeding equipment, Layouts, Parts & Service. NO DOWN PAYMENTS — Easy Terms. Way Farm Automation, Grand Ledge. Phone Mulliken 3741 or Jonesville VI 9-7934 (Eaton County) (4-4t-29b) 31

NEW C&B CORRUGATED CEMENT STAVE SILOS — now built with acid resistant plastic on inside. By any standard of comparison the finest cement stave silo and most for the money. NO DOWN PAYMENT — easy terms. Complete systematic feeding also available. C&B Silo Company, Charlotte, Michigan. (tf-44b) 31

34 WANTED

WANTED — Pullet raisers with good housing. A good earning opportunity. Contact MacPherson Hatchery, Ionia, Michigan. (Ionia County) (3-2t-15b) 34



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for one Job...

SUPPORT THAT FENCE!

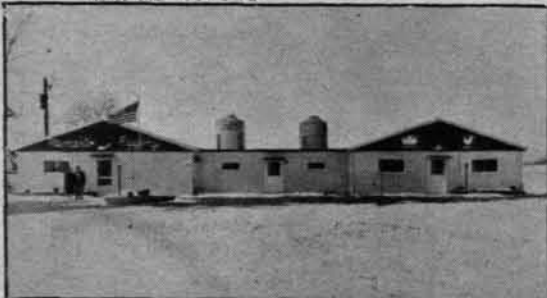
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Scientifically made of steel to support your fence better, longer, more economically than can any other post. No damage by termites, rot or fire. Ends digging, backfill and tamping. Pull and move, easily. Beautiful in sunset red enamel. And to top all else is the reflectorized crest that catches headlights for night guidance on road or field. Quality guaranteed. Fence with Unilites!

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LANSING, MICHIGAN



This is the story of Mr. & Mrs. Richard Ramer and Farm Bureau Feeds



Ramer's Eggery after their latest expansion.



The Ramers collect the production from 8700 caged layers.



Seventy cases per week go thru Farm Bureau Egg Marketing facilities.

The Ramers were old hands at the poultry business, having about 1,500 birds before deciding to expand. This was a necessity if they were to supply the demand for Fresh Fancy Eggs. In 1962 they built a 32' x 168' tempered air cage house which included a cooler room and modern egg handling equipment. Even this proved to be too small. The following year, the second 32' x 168' house was built. These were Farm Bureau houses, built by Buchanan Co-op.

Now with over 8700 birds, the Ramers are in the egg business for good. They attribute much of their success to the combination of Farm Bureau Hi-Efficiency poultry feeds, good management and equipment along with excellent service from their local Co-op. They market about seventy cases of eggs per week through Farm Bureau Egg Marketing facilities.

Their success story can be your story!

See your local Farm Bureau Dealer for quality feeds at economical prices.



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START RIGHT: Get in on the Ground Floor. Breed to Armour BCI (Beef Cattle Improvement) Gold Star Sires — Progeny Proved Sires.

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Breeder's Cooperative, Inc.
3655 Forest Road, P. O. Box 511
East Lansing, Michigan

Farm Bureau's Accent on *YOUTH*

Prepared by the Education and Research Department
Michigan Farm Bureau

Let's get the picture —

To make a modern painting, spill the paint — slide in it — garnish with a few broken egg shells and a squeeze or two of tooth paste. What does it mean? The modern artist will tell you that it isn't supposed to have any "meaning." These paintings are just supposed to create "impressions," "feelings" — "impact!"

Painters of the older school spoke to you in their art. They portrayed life. You could often search the human soul with the artist. One such picture hung in an art gallery. It bore the caption "Yesterday and Tomorrow."

Its setting was in the foothills of a mountain range. The central figures were two men on the crest of a rocky knoll — a youth and an old greybeard.

The youth stood, feet planted firmly. The heavy pack on his back rested with no apparent strain on his frame. His posture was relaxed, yet eager. His gaze followed the trail to where it wound upward into a mountain pass. His expression seemed to say, "I must find what lies beyond the mountains."

His elderly companion had shed his pack and used it for a stool. Lines of fatigue channelled his brow and cheeks. His head was turned toward the trail of yesterday's journey.

TIME BREEDS PROBLEMS

Men must consider the impact of time in all their plans. Time changes both the outlook and the vigor of man. This is a fact that no organization can afford to overlook.

Yet elder generations may become so involved with the affairs of today that they may neglect the problems of tomorrow's leadership.

With Farm Bureau, as with other organizations, there have been ups and downs in the "accent on youth." Active adult leadership rarely realizes that it is growing old in the saddle. It may fail to realize the need to give youth a seat in the passing parade.

Consider what happened with Community Farm Bureaus, as an example. These groups originated in the mid-1930's. As the program grew and the Community Groups multiplied, everyone recognized that they had proved to be Michigan's most fruitful source of Farm Bureau leadership.

Men and women came abundantly from these groups to serve on county and state boards and committees.

Farm Bureau people came to place a number-one priority on the value of the Community Farm Bureaus. Their organization helped people to do things together, even on the home front. As the years advanced, the program grew and waxed strong.

But five years ago a sudden realization hit the Farm Bureau leadership. Many of the Community Farm Bureaus had been going for over twenty years. They had been of marvelous value, but the members of these groups were now twenty years older than when the groups were formed!

TAKE UP SLACK

A check on the records showed that new groups with a new generation of membership were not being formed to keep pace with changes in present groups. It was found that many of the young adult members who had joined Farm Bureau hesitated or declined to join the older groups.

If the "young set" wanted to bring their kids to a meeting, or to "whoop it up a bit" during the session, the question of jarring

the oldster's piece of mind was always present.

No. There had to be a different answer. The young adults would need groups of their own if they were to be organized into participating members and future leaders.

Examination of membership lists of the older groups also indicated that they were shrinking — dwindling away as members died or moved away. Few took the places of those who were disappearing.

Out of this situation was born the Young Adult Program of the Farm Bureau Young People. Its main aim was to knit young members into the active operations of Farm Bureau.

It was not to be a separate program for youth, but rather a direct road for youth into the program of the organization itself. Of course, special activities would be planned for these young members. And, once organized, they could plan programs of their own to fit their interests.

County Farm Bureaus had been unaware of the changes we have mentioned. Oh, yes, quite a few young farm families had joined Farm Bureau. But there were in Michigan counties over 1500 Community Farm Bureaus.

The very number itself served to screen the fact that something was lacking. But the sudden awakening in 1959 caused some County Farm Bureaus to go to work.

PROGRESS REPORT

Since the organization of new young adult Community Groups began in that year, a measure of success has been realized — not enough to carry Farm Bureau through, but a fair beginning.

More County Farm Bureaus need to put more emphasis on the effort.

As of this date, seventy-one new adult groups have been organized and are "going affairs." Thirty-eight County Farm Bureaus have one or more such new groups. Some County Farm Bureaus have as many as six.

Four new young adult groups were organized in March of 1964. Lenawee County led the parade with three of the four.

Thirty-three County Farm Bureaus have yet to join the new Accent on Youth Movement.

DISCUSSION TOPIC



The dividends of this effort are already being realized. Younger leaders are already taking their places on county and state boards and committees. Rejuvenation is occurring in many County Farm Bureau programs. Young folks are saying "let's go to work — together."

Young adults in these new groups range in age from 20 to 35 years. This means young married couples, for the most part. They have young families a-growing. Their outlook is different.

To these younger people, farm programs, marketing problems, tax trends, farm credit, farm partnerships, schools and rural health are things of their farming future. Solutions fixed upon mean the difference between a bright future or one full of difficult problems.

And these families are the new backbone of the communities in which they live. They have things to talk about and decide. Farming is an opportunity, not just an existence. Farm Bureau must be vitalized by this living viewpoint.

SPECIAL PROGRAMS

Young people seeking their niche in life take discussions seriously. Generally they discuss topics in common with other Community Groups each month. But if some problem close to them gets pressing, they tackle that.

To emphasize the importance and strengthen the art of discussion, the American Farm Bureau Federation is staging a "Discussion Meet" Contest among the young adult members in 1964. Details regarding this contest will be sent to our young adult groups in the near future.

Michigan should have a good turn-out for such a contest. Our state has more young adult discussion groups, as such, than any other state Farm Bureau. This should give us both advantage and incentive to take an active part in the contest.

Some counties that now enjoy the presence of a number of these groups have formed Young Adult Councils. These councils bring the young adult groups together in special study conferences.

They examine how Farm Bureau operates. They learn about and appraise service programs, and study supply and marketing

operations. Open to them are conferences on citizenship and education. Such activities form the very core of a leadership development program.

The Young Adult Council of Kalamazoo County has an excellent program of this kind and sets the pace for other counties. Six young adult groups form the council in Kalamazoo County.

LEND A HAND

Every Community Farm Bureau can join this Accent on Youth Movement in Farm Bureau. Present groups can help promote and sponsor the organization of young adult groups in their own areas.

Of course, young adult members can make their own start by requesting the County Farm Bureau to help them get organized.

But the main drive should come from the County Farm Bureau leadership, itself. And the priority of such a program should be high on the County Farm Bureau's list.

TEEN-AGE ERA

What about Farm Bureau's "accent on youth" at the teenage or in-school level?

The first Farm Bureau youth program was begun in the 1930's — the depression years. It very much fitted the need of the times. Youth, in those days, was "lost" for the need of interesting and constructive things to do. Kids didn't have a cent in their jeans. Few activities were available for them.

Farm Bureau developed an activity program. Hundreds of teenage youngsters of Farm Bureau families joined the program to create their own fun, develop their own creative projects and to learn the arts of leadership.

Leadership training camps were held. Joint efforts made possible educational tours throughout America. Contests in speaking and the development of talents were held annually.

The youngsters have managed and operated a cafeteria at the Ionia Fair for a number of years. Most counties had active groups of these Farm Bureau teenagers for many years.

A number of these local groups still carry on as a wing of the Farm Bureau Young People — and more power to them, where they can do so.

"JAM SESSION"

Thirty years have wrought many changes on the scene of the teenager's life. School and community programs for these young people have built up like a pyramid. There is tight competition for the time and interest of the in-school youth.

This pressure has been felt across the board by programs for rural young people — not only by the teenage Farm Bureau groups, but also by 4-H and F.F.A. The size and number of these groups have faced a constant decline.

Over the years, county and state Farm Bureaus have given active support to 4-H and F.F.A. programs. Young people in these programs as well as in Farm Bureau's own youth programs have become leaders in the Farm Bureau.

Many County Farm Bureaus have taken active leadership in local 4-H programs. Some have held banquets and meetings to honor 4-H youth achievements.

The Michigan Farm Bureau has, for years, given state awards to winners of the 4-H Meeting Demonstration Contest and the F.F.A. Chapter Contest on Soil Conservation.

Considering the trends in teenage life and the need for a closer knitting of young adults into the Farm Bureau operation itself, the Michigan Farm Bureau Board of Directors decided three years ago that the future effort lay in the direction of the young adult farmer program.

What Farm Bureau is to accomplish for agriculture in the future depends directly upon the development and elevation of a capable leadership. Achieving this goal should be the concern of every present Farm Bureau member. Will you as a member, or as a group, do your share to increase this Accent on Youth?

QUESTIONS

1. In what ways can your group encourage, promote or sponsor the formation of young adult Community Farm Bureaus in your own area?

2. What can you do to get more young Farm Bureau members active in serving on County Farm Bureau Boards and Committees?

Dairy Advertising A Must Says ADA General Manager

The need for increased advertising of milk and other dairy foods was detailed in the annual report made by M. J. Framberger, general manager, to delegates attending the 24th annual meeting of the American Dairy Association here March 23-25.

"Advertising," Framberger told the delegates, "provides for dairy farmers the best opportunity they have to deliver their messages exactly as they want them delivered to specific audiences."

"Those who suggest that advertising is 'too expensive' or 'wasteful' or 'ineffective' are people who really don't understand how the American economic system operates."

"As producers of food products, dairy farmers, if they want to get an increasing share of the dollars spent for food, have to compete more effectively. Advertising is a key element in any total marketing program because it sets the stage by pre-selling and reminding people."

"We can't depend upon non-existent clerks in the food stores to tell our story about dairy foods."

"We surely do have many examples of offensive and ineffective advertising. This is unfortunate, of course, and provides ammunition for those 'do-gooders'

who would eliminate all advertising."

"However, we would be foolish," Framberger told the meeting, "if we let the attacks on poor advertising get us off on a detour to nowhere. Instead, dairy farmers should continue, at an accelerated rate, the kind of programming they have made possible through their financing of the American Dairy Association."

"Dairy farmers need more advertising to maintain a strong line of direct communication with consumers."

In his report, Framberger said, "I have noted a trend toward increasing optimism among those in the dairy industry. There are fewer people hanging black crepe and wringing their hands in agony about our problems. Instead there seems to be new determination to go ahead and compete more effectively for consumer favor."

"This seems to be working, too, and shows up in the sales gains which the industry made in 1963. Despite continuing losses in sales of butter and evaporated milk, total milk used through commercial channels last year was up."

"The upward trend in fluid product sales, in frozen dairy desserts, and in cheese is strong and will gain more strength if the industry continues to build on its present optimistic outlook."

Framberger reported a new record in dairy farmer support for the association's advertising, merchandising, research and public relations programs. Total income in 1963 was \$7,328,780, compared with 1962's total of \$7,009,838.

SIKKEMA FATALLY INJURED



Peter J. Sikkema, (42) Manager of the Egg Marketing Division of Farm Bureau Services, was fatally injured in a two-car collision near Caledonia, the night of April 21 while returning to his home at Grandville.

He is survived by his wife, Kathryn, and five children; four boys, ages 14, 13, 9 and 8, and a girl, 5.

Well-known in Farm Bureau and cooperative marketing circles,

Sikkema long dreamed of a quality egg program for Michigan with high standards set by producers themselves. Almost single-handedly he helped originate and shape such a program through the Egg Marketing Division of Farm Bureau Services.

Sikkema was a former teacher of Vocational Agriculture at McBain, where he was active in the Missaukee County Farm Bureau. In August of 1955 he became Coordinator of the "Commodity Department" of the Michigan Farm Bureau.

Four years later the Egg Marketing Division was formed with Sikkema heading the project. The egg-processing plant at Jenison was built in July of 1959 and was followed by a second modern plant at Brighton, which opened in 1962.

Long-active in poultry affairs, Sikkema was president of Michigan Allied Poultry Industries at the time of his death, and Secretary of the Federated Egg Companies. He held a Master's Degree from Michigan State University.

PLAN AHEAD FOR THE WEEKEND



GET ENOUGH MILK



THROUGHOUT MICHIGAN

May: "Plan Ahead" Milk — June: Dairy Month All Products

- 48 Quarter-page Newspaper Ads
- FULL PAGE AD — Detroit Free Press
- 48 Television Commercials
- 1,105 Five-minute Radio Programs
- 1,410 One-minute Radio Commercials
- 200 Weekly Newspaper Ads
- Plus National Magazine Ads

IN MAY, JUNE YOU'RE TELLING FOLKS But....

Are YOU planning AHEAD?

Maintaining and increasing consumption is the first concern of dairymen who plan to stay in business. Support your products with your A.D.A. program.



american dairy association
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3000 VINE STREET — LANSING

WHAT ABOUT YOUR FARM... is it completely protected?

It is if you have Farm Bureau's Farmowners policy as Mr. Leonard Schwaller does on his successful Ottawa County farm.

"With the large investment involved in farming today, a farmer must be fully protected," said Mr. Schwaller. "Farm Bureau's Farmowners policy combines all coverages necessary for my farm in *one* policy with *one* premium . . . and I deal with one Farm Bureau agent." Farm Bureau's Farmowners policy provides broad protection for fire, wind, theft, liability and other perils. It covers the House and Contents, Farm Personal Property, Barn and Outbuildings and Farm Liability.

An important *optional* coverage is *Supplemental Employers' Liability*. This exclusive Farm Bureau coverage pays up to \$42 a week to your full time employees while totally disabled from a farm accident.

See or call your local Farm Bureau agent. Do it today!

Mr. Leonard Schwaller owns and operates a successful 240 acre dairy and fruit farm near Conklin in Ottawa County. He has been an active Farm Bureau member for 20 years and is currently a Director of the Ottawa County Farm Bureau.

NEW ECONO-FARMOWNERS

A new "Econo Farmowners" policy is now available. This additional policy offers greater flexibility in selection of specific coverages desired. Ask your Farm Bureau agent for details.

FARM BUREAU INSURANCE

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