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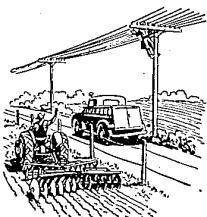
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**Rural Tele-news**



ONE FOR THE BOOK—Telephone directories go with telephones just like ham goes with eggs. And last year Michigan Bell published more than 3,500,000 directories. Over 9,650,000 pounds of paper were purchased through Western Electric Company, the Bell System's supply division. Printing the directories took 124,000 pounds of ink and 65,000 pounds of glue were used for binding. It takes a lot of everything to provide telephone service.



AS SIMPLE AS A-B-C—Money for new construction needed to provide more and better rural telephone service has to come from investors. And investors only put their money in businesses that show a fair profit. So, no fair profit for Michigan Bell, no investors. No investors, no money for new construction. That's why it's important for you to have Michigan Bell financially healthy.



A TRIP SAVED—During planting this Spring, a Michigan farmer's tractor broke down. He was about to drive into town to get a spare part from the dealer there. But fortunately, he thought to telephone first. The dealer didn't have the right part. So he called the dealer in another nearby town and located the needed part. Saving needless trips and wasted hours is but one great value of the telephone.

**MICHIGAN BELL TELEPHONE COMPANY**

# FARM FEATURES

## BREEDING TESTS MAY AID CORN PRODUCTION

Corn seed and grain production may be increased in years to come through experiments being conducted at Michigan State College by E. C. Rossman, farm crops specialist.

The new horticultural technique, still in the early stage of development, would eliminate the detasseling process in the commercial production of hybrid corn seed. The experiment attempts to divert the pollen producing energy into seed energy, use of corn inbreds with pollen producing traits.

Rossman, a member of the Michigan Agricultural Experiment Station staff, is attempting to find a male sterile line which will, in the second generation, provide fertile seed for the corn grower. So far the sterile plants remain sterile when crossed with normal fertile plants, giving the hybrid seed.

The present inbred line of corn, with fixed characteristics, is used by corn breeders as the parent plants for hybrid corn. Hybrid varieties developed in this manner outyield naturally pollinated kinds by some 20 per cent.

Rossman says this new technique, when developed, would probably eliminate detasseling in hybrid seed corn production. During the detasseling operation leaves are sometimes injured or pulled off along with the tassels.

The loss of two leaves on a corn plant in the detasseling process lowers the yield of seed corn in the hybrid varieties from seven to 10 per cent. In the case of the present experiment, this is because inbreds sometimes shed pollen, making certification difficult. Single cross of standard Michigan inbreds with the male sterile factor will be ready sometime in 1951, he states.

A real bargain package of food value this spring is the egg. A dozen eggs supply makes them extra plentiful, extra economical and they are always nutritious.

You can dress up eggs for an evening dinner with special seasonings such as curry, capers mustard or tobacco sauce. Or you can serve them as dessert in the form of cream puffs, sponge cake or meringue shells filled with ice cream.

**Poison Ivy**  
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## Michigan's Dairy Queen



Reigning over June Dairy Month for Michigan's three-quarter billion dollars in milk sales is Bellie, a 1-year-old, 12½-pound blonde who was picked from a field of about 1,000 district winners on the basis of her personality, speaking ability and dairy background. A daughter of Mr. and Mrs. Dave Steckley, who operate a Holstein dairy in Imlay City high school, has been active in 4-H Club dairy projects. Old Bellie, a registered Holstein, is the queen had seven years of 4-H Club dairy projects. Old Bellie, a registered Holstein, is the queen had seven years of

Michigan State College dairy activities as president of the Imlay county 4-H Service Club.

## Dairying Is Top Farm Income Item

Since June is Dairy Month it's interesting to consider just how important Bessie is to the Michigan farmer — and to Michigan's economies as a whole.

For many years, the dairy farming has topped Michigan's farm income. It is the leading farm enterprise in 15 of the 17 different farming areas of Michigan as set up by land-use planners.

Nearly 30 per cent of all the cash receipts of Michigan farmers come from dairy products. In 1948, dairy products were near \$800,000,000. In 1949, the investment in production, processing and delivery of dairy products in Michigan exceeds a billion dollars.

Michigan State College agricultural economists, in studying farm account books of more than a thousand Michigan farmers, found dairy farming far and away the leading producer. In 1948, dairy products accounted for 40 per cent of the income; crops 24 per cent; beef cattle 13 per cent; poultry and eggs 9 per cent; swine, 8 per cent, sheep 1 per cent and all other enterprises 5 per cent.

One third of Michigan's farms are classified in the 1945 farm census as "dairy farms" the number being nearly 6,000.

As a part of the dairy month program, the dairy industry named a Dairy Queen. With county and regional contest naming getting eight sectional winners, these are brought together at Lansing, and the queen is picked from this court.

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## COOLING CREAM IS IMPORTANT POINT IN SUMMER MONTHS

As most dairymen know, hot weather and cream do not go well together. Dairy farmers must be constantly on guard against the danger of having their cream become warm. There are many short cuts a dairyman may take in keeping his cream at quality's peak, according to Donald L. Murray, Michigan State College dairy specialist.

Cream which is warm and cream with cream should be covered tightly and allowed to cool, following separation, at a temperature of 60 degrees F. or below. The dairy specialist urges farmers to deliver their product at least twice a week to help cut down on the bacteria count.

Cream, because of its composition, is susceptible to bacteria. Bacteria thrives in warm milk and cream.

The cream separator should be washed after each time it is used, dairy specialists warn. Dairymen should provide themselves with cooling facilities which will be used throughout the year. Mechanical coolers have been found to be the best answer to this necessity.

However, specialists point out that in many instances a household refrigerator is a good cooling facility, if space is available. If cream is placed in the refrigerator it should be kept covered to protect it from food odors.

The ideal storage temperature for cream is about 50 degrees F. Tank coolers with water maintained at approximately this temperature have proved satisfactory.

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## AG COLLEGE AID TO FARMING IS SHOWN IN MOVIE

Michigan had more than a small part in the technicolor picture "Waves of Green" which was shown to Michigan agricultural leaders on the campus of Michigan State College this week.

The picture tells of the contributions made by the Land Grant Colleges to agriculture and how they serve as a link between the county extension program and the United States Department of Agriculture.

It was a talk at Detroit made by John A. Hanau, president of Michigan State College, that implanted the need of inspection in the picture. Officials of DeSoto Motors, Detroit, who heard the MSC president discuss the contributions the Land Grant Colleges had made to agriculture, decided the people should be told how science and agriculture had combined to better the standard of living for all.

Parts of the picture were filmed at the East Lansing campus, site of the first college to teach agriculture as a science.

The story of the picture tells of the rise of a share cropper family through aid from research and extension personnel in providing the opportunity for the family to acquire a home. Engineers, scientists, plant breeders, marketing, farm planning, soil building and livestock management all enter into the picture. The work with youth in 4-H Clubs has a part in the picture.

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