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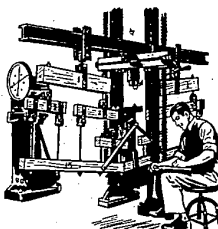


Rural Tele-news



ON DUTY WITH DIAL—Even in dial exchanges it still takes telephone people to give you good telephone service. There's the operator who helps you if you have difficulty making calls. There's the operator who gives you numbers not listed in the directory. And there's the operator who handles your long distance calls. Whether your service is dial or manual, these operators are always ready to serve you.

STRONG ARMS FOR TELEPHONE POLES—Ever stop to think how much extra weight an ice storm can add to telephone wires? Cross-arms on telephone poles must be strong enough to stand up under the strain. Here you see a Bell Laboratories hydraulic testing machine bending a crossarm to the breaking point. Southern pine and Douglas fir crossarms can carry nearly 2 tons weight.



HANDY HUNTING GROUND—It's easy to locate a doctor, veterinarian, farm equipment dealer, feed and grain supplier, or any of the countless other people you need to call at one time or another. They're listed by trade or profession in the Yellow Pages of your telephone directory. Make a habit of using the Yellow Pages and see how much time and effort it saves you day-in and day-out all year round.



MICHIGAN BELL TELEPHONE COMPANY

Dairy Products Part Of Industry

We usually think of the dairy cow primarily as a source of income for farmers and fresh milk for our tables. G. G. Quackenbush, dairy economist at Michigan State College, says we shouldn't overlook her important role as provider for specialized manufacturing operations which have become big business in Michigan.

More than two billion pounds of milk, over half of Michigan's total commercial supply, is processed into manufactured dairy products in state dairy plants each year.

Butter accounts for 40 per cent of all milk used for manufactured products, according to Quackenbush. About 43 million pounds of butter were produced in Michigan in 1934, requiring approximately 900 million pounds of milk. It takes about 21 pounds of milk to make one pound of butter.

The next most important use of milk for manufacturing was for evaporated and condensed milk products. This group took about 600 million pounds of milk in 1934. Ice cream was third. About 363 million pounds of milk were used to produce more than 26 million gallons of ice cream. Cheese ranked fourth, using 245 million pounds of milk.

Quackenbush reports that nearly two-thirds of Michigan's ice cream production is centered in a 10-county area surrounding Detroit. Two-thirds of the cheese produced in the state is made in the Upper Peninsula.

It is good discretion not to make too much of any man at first, because one cannot hold out in that proportion.

STATE FARM INSURANCE



STATE OFFICE
MARSHALL, MICHIGAN

Local Agent

Maurice J. Brown

33636 Grand River
or U. S. 16

FARM FEATURES



PORTABLE TRAFFIC LIGHT—Fred Martin of Chicago has patented a portable traffic light that may be hooked onto school buses. The superintendent of accident investigation for the Chicago Transit Authority, Martin designed the device to safeguard children by halting motorists whenever bus discharges or takes on passengers.

Value Of Pasture Shown In Dollars

Many farmers ask, "What is the value of pasture?" They may know that grassland farming aids conservation, but they are also interested in what kind of financial returns come from pasture.

Harry W. H. research agricultural economist at Michigan State College, has some figures that help to give the details of pasture value.

Last year, the Michigan Agricultural Experiment Station conducted a study in Ionia county, in an attempt to arrive at a return for pasture.

In dairying, a value was placed on the milk produced and the deductions were made for cost of feed, annual pasture and herd costs including labor on the herd, interest on investment, depreciation, and use of equipment. Current values for milk and feed were used.

The researchers came up with a figure which includes returns from pasture and management which gives a fair comparison between different kinds of pasture.

On 39 farms which were studied, the return was \$31.90 per acre of pasture grazed. This varied from less than nothing on some of the poorer pastures to more than \$409 per acre on the best.

Lowland, mainly Reed Canary grass, was valued at \$35 an acre, rotation pastures, meadow and Sitka grass, at \$25; and native upland pasture, mainly June grass, at \$13 per acre.

For high returns per acre, the economist advises that farmers concentrate on good stands, for good pasture management starts with preparation of the seed bed. Other items to watch are the proper amount of pasture for the livestock and efficient producing livestock to turn the pasture into cash.

Chickens Suffer Many Varied Ills

There are more than 90 kinds of diseases that chickens can have, but three account for nearly 40 per cent of the deaths according to a survey made by Howard C. Zindel, Michigan State College extension poultry specialist.

From 25 Land Grant College laboratories, Zindel obtained diagnostic reports on more than 144,000 birds examined in 1934 following death of the chickens.

Newcastle, pullorum and coccidiosis all ranked right at the top, high above other diseases.

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33712 Grand River

Reed Canary Makes Profitable Pasture

If you have a low, muckland area on your farm, why not plant it to Reed Canary grass—a profitable type of pasture?

Michigan State College agricultural authorities say many acres of Michigan land are well suited to this grass. Once established, the sodded area remains productive for many years.

A recent survey by MSC specialists shows that most farmers who have Reed Canary grass pastures planted them in August or September. Since the land is usually low and wet, it's the easiest to work it when water is not standing.

Complete information on Reed Canary grass can be found in Extension Bulletin 220, available from county agricultural agents or from the Bulletin Office, Michigan State College, East Lansing, Michigan.

While weeds are not so numerous in summer, neglect of cultivation will allow so many to grow that your garden may be seriously handicapped. Shallow cultivation after every rain, or irrigation, will kill the sprouts which may have started from weed seeds remaining in the soil.



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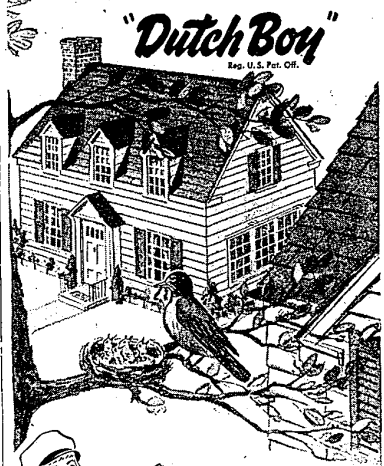
Sells Registered Holstein-Friesian Cow

Dorothea Kurtz, Farmington, has recently sold a registered Holstein-Friesian cow to Lyle Walt, Grass Lake, Michigan.

Change of ownership for this animal, Inka Ormsby Belle Mutual, has been officially recorded by the Holstein-Friesian Association of America.

The Association issued 20,439 registry and transfer certificates to Michigan breeders during 1934.

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