

# HIGH-LINE NEWS

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Illinois RURAL ELECTRIC  
COMPANY

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WE ARE STARTING OUR  
MEMBER DENSITY CAMPAIGN OFF  
WITH A -



MAKE THIS THE  
BIGGEST CELEBRATION IN THE  
HISTORY OF THE COOPERATIVE !!!!!  
YOU CAN HELP US BUILD YOUR  
COOPERATIVE

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WINCHESTER, ILLINOIS

VOLUME 13

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JULY

1941

"There is real comfort for all", says Charles E. Wilson, president of the General Electric Company, "in the thought that as life and production on the farm are made pleasanter and more profitable by having electricity, all America benefits by having a more satisfactory agricultural economy."

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Mrs. F. Estill Goodin, Pittsfield, sent us the following interesting letter:

"I am enclosing check for service in May here and at the tenant house.

We have lights at house and barn, refrigerator, food mixer, washing machine, iron, brooder, deep-well pump and wood saw. We are now anxiously awaiting the installation of an electric water system in the kitchen -- supposed to have been done last week, but I guess the order has been held up because of the defense program.

"I am realizing my 'dream kitchen' step by step, so the electric range will have to come later.

"We think electricity is wonderful and often wonder how we ever got along without it. It takes the drudgery out of so many hard tasks.

"We are so glad Earl J. Smith's cows have 'moved' to Winchester. I presume the family has found a house in Winchester, too."

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East Hickory School, East of Winchester -- one of our prospective member-users on the "E" section (lines now being constructed) has installed a stoker. We think this is a fine contribution to the health and happiness of the children attending this school.

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It's just human nature to want to share the good things of life --

TELL YOUR NEIGHBOR  
ABOUT THE MANY ADVANTAGES  
OF  
ELECTRICITY ! !



We extend to our members and their friends a cordial invitation to attend the REA Electric Farm Equipment Show July 21 and 22, 1941. This two-day show will be held on the Thos. Thornton farm which is located 12 miles west of Springfield, on U. S. Highway 36, one-fourth mile north of Bates.

Cooperating with the REA and the U. S. Dept. of Agriculture, assisted by personnel from the Leonard Electric Cooperative, Petersburg, Ill., and the Rural Electric Co-op. Co., Divernon, Ill., this show is being brought to this section of Illinois so that you and your neighbor may see the latest development in electrical farm equipment and its application to your particular needs.

The REA traveling exhibit carries two huge tents, smaller tents, trailers and truckloads of electric farm and home equipment. It has visited more than 325 rural electric systems in 23 states in the largest wide-scale demonstration of this type ever undertaken. It is free and all farm families are invited. Ample parking space will be available.

The show schedule follows:

Monday evening	July 21	7 p.m.
Tuesday morning	" 22	10 a.m.
Tuesday afternoon	" 22	1:30 p.m.
Tuesday afternoon	" 22	5:00 p.m.
Tuesday evening	" 22	7:00 p.m.

The social program and demonstrations have been arranged to acquaint you with practical knowledge in the use of electrically operated Home Appliances and Farm Equipment.

Every thought has been given to make these programs and demonstrations of interest to you and members of your family.

We urge you to attend both days.

If you see your name or the name of a family member,  
we'd enjoy your sharing more of the story with us.



NEW USERS CAMPAIGN

HERE'S THE OPPORTUNITY OF A LIFETIME

When? Starting July 1, 1941

For Whom? 200 farm families living not more than 1000' from the lines of your Cooperative which were in operation June 1, 1941.

What is this Big Opportunity?

Your Cooperative is giving absolutely FREE to the first 200 persons who apply for electric service after July 1, the following:

- 1. Meter Loop, value \$16.00
  - 2. Entrance Switch, value 9.95
  - 3. Labor to Install Same 3.50
- \$29.45

PLUS

60 DAYS' FREE ELECTRICITY

Note: This offer is contingent upon our being able to secure material to make these connections. We now have material enough for 100 such connections and are assured we will receive delivery of material to make the other 100 connections.

HURRY -- WHILE WE HAVE THE MATERIAL!!

We realize the cost of wiring has been the reason why many of the people living on our lines have not been able to receive our service and we are exerting every effort at this time to help these people with this cost, as WE BELIEVE NOW MAY BE THE LAST OPPORTUNITY FOR THESE PEOPLE TO RECEIVE SERVICE.

Your Cooperative is of the firm opinion that NOW is the time to wire. Prices are increasing daily and due to the large demand for materials in the defense program it may be only a matter of time before we are forced to discontinue making service connections, due to a shortage of material. (As you know, the government already has priority on all copper supplies.)

We believe it is NOW or NEVER for those persons not receiving electric service along our lines to secure it and believe if you pass up this opportunity you will regret it for many years to come.

To Our Members: Watch your mail for full particulars of this offer.

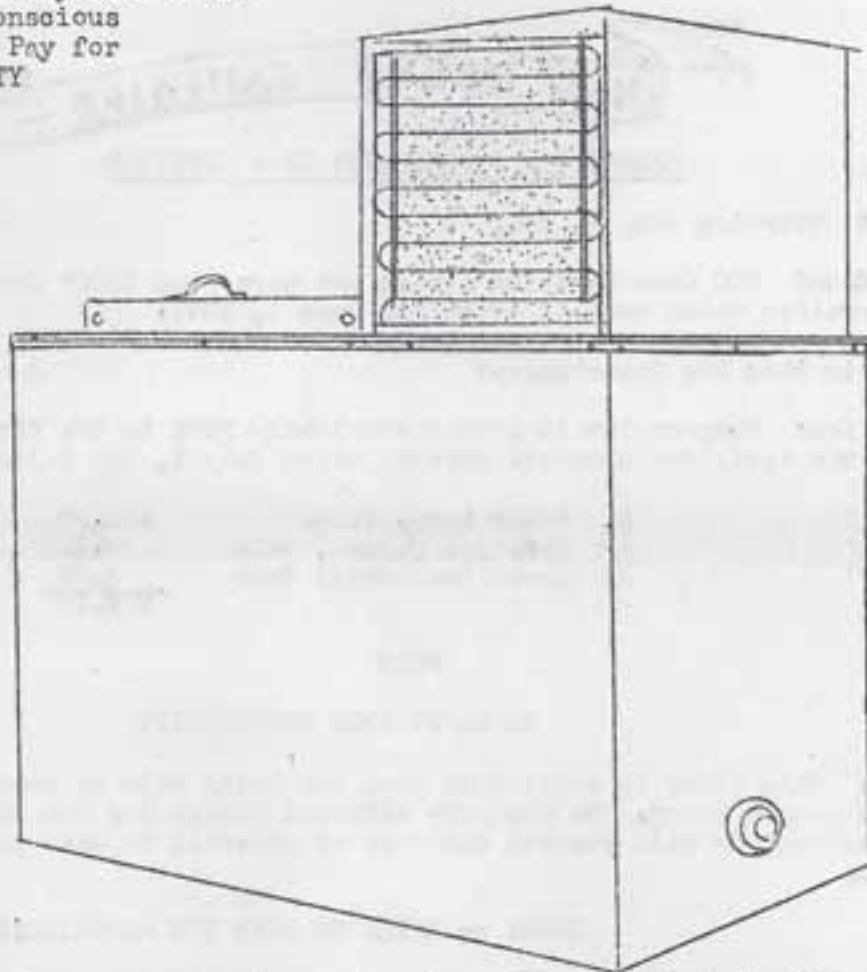
Turn to Page 8 to see how you may turn your SPARE TIME into PROFIT, and at the same time do your neighbors a service which will be appreciated by them for many years to come.

Let's all work together and make the ILLINOIS RURAL ELECTRIC CO., the most successful REA Cooperative in the State of Illinois.

A dollar in 1941 is equal to \$14.64 today.

ELECTRICITY FOR MILK AND CREAM COOLING

The Milk and Cream Buyers are now  
QUALITY conscious  
and Ready to Pay for  
QUALITY



If you are interested in group purchase of a 1-can 10 gal. Electric Milk Cooler at cost -- less than \$100, with easy payments -- please write your Cooperative at once.

Higher demands are constantly being made of the milk and cream producers for better quality milk, forcing them to use among other things a better means of cooling the milk and cream. The most effective and lowest-cost method of cooling milk and cream is with electricity.

Electrically operated milk coolers are economic al to own and operate. The one-can cooler, for example, requires from 11 to 14¢ per day to cover all costs, including elec tricity for operatio n, investment and maintenance. When operated at full capacity in milk cooling, the total cost per milk unit is as follows:

5½ to 7 cents per ten gallons of milk  
6 to 8 cents per one-hundred gallons of milk, and  
1½ to 2 cents per pound of butter fat in milk.

Larger size coolers operate on slightly lower costs per unit of milk.

RETURN THIS COUPON AT ONCE, if interested:

ILLINOIS RURAL ELECTRIC CO.

I would like information on \_\_\_\_\_ Electric Milk Cooler, under the Group Purchase Plan. I now milk \_\_\_\_\_ cows.

Signed

**Did you or someone you know take part in the group purchase of an electric milk cooler?**



At the regular meeting of the Board of Directors held May 5, 1941, a resolution was adopted as follows:

RESOLVED that second offenders on delinquent accounts be disconnected without the opportunity of paying their accounts in the field and that they be required to come to the office and make a deposit sufficient to cover two months' minimum bills.

Our Board of Directors and the management are sincerely endeavoring to at all times administer the affairs of your cooperative in a business-like manner and for your best interests.

The majority of our members are prompt in paying their electric accounts, but there is a small percentage of members who allowed their accounts to become delinquent each month, necessitating a trip out to collect their accounts. As you know, this is very costly to your project and the time of the employees so engaged could be used to such better advantage in providing service for more persons, maintenance of lines, etc.

When we are forced to make trips out to collect each month, the account of the delinquent member becomes a liability rather than an asset to your project.

Our congratulations are extended to Mr. & Mrs. Leonard Hansen, who were recently married.

The Hansens will reside in their new home on their farm near Carrollton, and will receive our service.

We wish them a long and happy married life.

Britain needs cheese. Present stocks of cheese are considerably higher than a year ago, but production must be about one-third greater than last year if we are to supply domestic demands in addition to the urgent export needs. We have enough cheese factories to provide this increased output of cheese if they are supplied with milk.

We, in the office, enjoyed a very pleasant visit with Mr. J. Wes Smith, former president of this cooperative, on Saturday, June 7.

Mr. Smith proudly displayed a jacket made from the hide of a moose which he shot on his hunting trip in the far North woods last summer. It is most handsome and we know the wintry breezes will be discouraged by it.

Mr. Smith was looking well and we know all his many friends join us in wishing him the best of everything.

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EXTENSION OF ILLINOIS POWER LINES:

in 1934 -- 28,000 Electrified farms

TODAY -- 100,000  
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Mr. Wilson Barley, R. 4, Pittsfield, sent us the following message:

"We now have our Electric Separator hooked up and it surely is fine. Thanks."



"They work grand -- but how'll we leave the table?"

Remember, this would have been published five months before the United States joined the war. However, the war had already begun abroad.

## 11 MORE FAMILIES MADE HAPPY

Friday, the 13th, proved their lucky day!!

We welcome into our fold the following families in Morgan County, near Arnold, whose extension was energized June 13:

John J. Clogg  
H. L. Jackson  
Jas. D. Heaton  
Wiley Jackson  
Loren McNeely  
T. R. Cain  
H. H. DeGroot  
W. H. Abscher  
Joe DeGroot  
W. E. Ankrom  
and  
Prairie College School

(This is one of the new extensions on our Section "E", which is a part of the 66 miles now being constructed.)

These members had been kidding us about being so slow getting service to them, but we believe all was forgiven when the power was turned on.

All these families are prepared to make full use of electricity and their homes are equipped with bright new, shiny, refrigerators, ranges, etc.

Mr. & Mrs. Clogg "whooped" with joy when they saw their yard light come on and I don't know who was the happier, they or we.

Mrs. Heaton said she was going to order immediate delivery on a new Electric Range and refrigerator. It made the boys feel good to see how happy she was when the current was turned on. Actually, energizing lines is one of the most pleasant jobs connected with getting electricity to our members and all the headaches connected with building new extensions (and believe me, there are plenty) are forgotten on the day when the engineer says, "O. K., boys, hook her up."

By the time this News Letter reaches you about 30 more families will be receiving electric service for the first time from additional extensions on the "E" section. For those of you who are still awaiting electric service, we ask that you be patient just a little while

Rural Electrification played a large in the enjoyment and entertainment of the guests of Mr. & Mrs. Will Herring, east of Winchester, when they entertained the Kum-Double Sunday School Class on the evening of June 16. There were about 20 couples present, with their families.

Croquet, and dart games were played and there was horseshoe pitching on their beautiful lawn, and it was all made possible through the use of their yard lights.

Mr. & Mrs. Herring have a lovely country home and electricity is used for cooking, refrigeration, and all the many small appliances which tend to lessen the labor in the farm home.

A striking demonstration of the utility of rural electrification was the fine new brooder house filled with baby chicks, with an electric brooder hovering over them. This is at least the second brood of chicks Mr. Herring has raised this season.

The guests will long remember the pleasant evening spent with the Herrings.

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The secretary of our cooperative, Mr. F. J. Longmeyer, and his family are enjoying a new electric double-tub washer, and a new electric refrigerator.

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Mrs. James Lane, Greenfield, is a booster for electric brooders. She said her total bill for the brooding season for electricity was \$3.65 and the results left nothing to be wished for.

Mrs. Lane said the biggest advantage in electric brooders is the removal of the fire hazard which is present when brooding chicks by any other method.

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Mr. John Stewart, R. 4, Carrollton, wrote: "I don't see how the people ever got along without REA service. I surely like the service. Thanks."

**How many of us have an electric brooder now?**



NEWS OF OUR NEW MEMBERS ON  
"E" EXTENSIONS NEAR ARENSVILLE

Mrs. Francis Moyer who is on one of the new extensions near Arensville, had applied for two-wire service.

But upon reconsidering the matter, Mrs. Moyer got to thinking of all the canning she plans to do this summer and how inefficient and bothersome it is to can on an oil stove, and before the line was energized she purchased a brand new Electric Range and Refrigerator and requested that a third wire be run in to her home. The boys were glad to do this job and while they were out there she proudly displayed her new kitchen equipment, which she feels will make her work much more enjoyable than it has ever been.

Mrs. Moyer said she has worked hard enough all her life and now that electricity is here she can take it a little easier.

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The Henry Hansmeiers, near Arensville, had wired only their downstairs, but they decided they might as well take full advantage of their electric service, so called their wireman back to wire the upstairs as well.

They have a bottled gas stove which they are going to trade for an Electric Range as soon as the current is turned on, in order that they can take advantage of the rates in the lower brackets.

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The wives of two of our members, Mr. Ebert Walkington and Mr. Ellis Walkington, Roodhouse, received probably the most pleasant surprise of their lives not long ago.

It seems the husbands had lead their wives to believe they were going off to shop for hay balers and the wives, upon returning to their respective homes, found bright, shiny new Electric Ranges awaiting them.

Can't you just imagine how happy they are?

If you live in Morgan County, the east edge of Scott, or the north end of Greene, and your service is interrupted, be sure to call our service man, Mr. Deon Pinkerton, at phone Manchester 49. (Make is a station-to-station call and someone at that number will take the message). If unable to get anyone at that number, call the Generating Plant, Winchester 307, or, during office hours, the office, Winchester 210.

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Mr. & Mrs. Lloyd Blackburn are the parents of a new son.

Mr. Blackburn is one of our maintenance men in Scott County.

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MAY STATISTICS

	No.	Billed Amount
Farm Members	1,829	\$8,117.78
Non-farm Members	200	613.96
Commercial	65	492.00
Public Bldgs.	187	414.97
Large Power	4	135.70
	<u>2,285</u>	<u>\$9,774.41</u>

KWH sold: 139,761  
Average KWH consumption per member 61.2  
Minimum bills 1,275  
No. miles energized 1,006

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Mr. & Mrs. Barnard Cama, Franklin, sent us the following letter:

"We like our new Electric Range and Refrigerator just fine. We have been out of electricity just once since we got our stove and refrigerator and are glad to report that the repair man was here from Manchester and fixed it so that the current was off 1 1/2 hours according to our electric clock on the stove, which was as fast as he could make the trip after we called him."

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Mr. & Mrs. C. M. Bonifield, R. 1, Barry wrote us as follows: "Wanted to tell you we have a new Electric Refrigerator, 1941 model, and we are surely proud of it and enjoy it -- also our lights,

The co-op now has over 3,000 miles of energized lines.

**HERE'S HOW YOU CAN TURN YOUR  
SPARE TIME INTO PROFIT**

Within a few days you will receive a letter of GREAT IMPORTANCE to all our members, regarding the Member Density Campaign which starts July 1.

In this letter will be enclosed an application blank and full explanation of our Campaign will be given.

We are offering the following credits to our members for helping your neighbors secure the CHANCE OF A LIFETIME as described on page 3 of this News Letter:

For	securing	1	new	consumer	\$ .50
"	"	2	"	"	1.00
"	"	3	"	"	1.50
"	"	4	"	"	2.00
"	"	5	"	"	4.00
"	"	10	"	"	9.00
"	"	15	"	"	15.00
"	"	20	"	"	22.00
"	"	25	"	"	30.00

Here's your opportunity to do your neighbor, yourself, and your Cooperative a GOOD TURN. Let's all get busy and prove that cooperation is the only way to get things done.

Let's see who can bring in the greatest number of new users!!

(We can't bear to have any of the Cooperatives in the State of Illinois get ahead of us, and believe you me, they are all working hard.)

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Mrs. W. A. Scott, Greenfield, certainly appreciates her electric service. She said when she moved to the farm she dreaded being without electricity, and it was beyond her fondest dreams that such strides as have been made in lighting RURAL AMERICA could be made in such a short time. Electricity has made her life on the farm altogether different and she says REA really is a Godsend.

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This is the anniversary number of HIGHLINE NEWS. If you know of any interesting uses of electricity on our project, please tell us about them.

Our Electrification Advisor, Mr. Earl J. Smith, visited a man who is located on our lines, but is not taking service, who told Mr. Smith how he sat on his porch these nice summer evenings and watched his neighbor milking his cows by electric light. It made him very envious, but the cost of wiring was standing in his way of enjoying the same advantages.

We realize electricity is its own best salesman and that there are many people along our lines who would be taking service if the initial cost of wiring could be met. We feel sure that our offer on Page 2 of this News Letter will be a most welcome one to many folks along our lines who have not felt able to pay the cost of wiring, and this offer is being made with the goal in mind to make electricity available to all farm families along our lines. Everything is being done to make it possible to bring instead of "More Power to People -- Power to More People."

We hope all our members will feel a personal responsibility to assist your neighbors in securing service.

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Mr. Glenn C. Smith and family, Mr. & Mrs. S. R. Paris, and Mr. & Mrs. Earl Smith attended a community meeting held at Liberty School, near Wrights, on June 6.

Mr. Earl J. Smith gave a talk on "Electricity and Its Uses", and a discussion and questions and answers followed.

It was a very interesting and entertaining meeting and many of our good members were present.

Delicious refreshments were served, and an enjoyable time was had by all.

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Mr. & Mrs. Tom Brennan, Carrollton, are the proud parents of a 9 $\frac{1}{4}$ -pound son, Thomas Michael. (Mr. Brennan is our maintenance man in Greene County).

We are told Thomas Michael has his daddy's red hair.

**Illinois Rural Electric Cooperative Working to improve the quality of life since 1938.**