

Illinois

# Rural Electric News

December 1959



O J FARMAN COMPANY  
502 NORTH A ST  
MONMOUTH ILL

X

Published by  
Association of Illinois Electric  
Cooperatives

**William E. Murray**  
Editor

**Harold G. Marx**  
Field Editor

**Judy Parker**  
Homemaker's Editor

## Contents

### ARTICLES

Country Gift Shop Is A Happy New 'Way Of Life' For This Couple	3
An All Electric Grain Dryer Largest Radio Transmitter In The World	4
Here's One Black Crow That Gets Along Well With Farmers	6
Why Prescriptions Cost So Much	8
A Device To Cut Highway Deaths	14
Homemade Yeast Breads He Can Wear His Daddy's Pants	16
	18
	20

### FEATURES

Editorials:	
'The Little Woman' Has A Tough Job	
Private Power Costs More Than Public	2
What's New	9
Washington Roundup	10
Smile Awhile	11
News From Your Co-op	12
Useful Items To Write For	17
Free Patterns	21
Pen Pals	22

## Our Cover

The Christian world is still singing the "good news" of that first Christmas nearly 2,000 years ago. This is symbolized by our youthful carolers. May the joy of this "good news" be the Christmas gift you cherish the most, all the days of your life.

*The Editor and Staff*

## 'The little woman' has a tough job

**W**ringing out wash or hanging it, is more wearing than plowing with a tractor.

So says Dr. Edward E. Gordon, director of physical medicine at Michael Reese Hospital of Chicago. Dr. Gordon has measured the energy it takes for a variety of tasks so that he can advise heart patients on the amount of work they can safely perform.

His findings, however, should provide convincing evidence to doubting farm husbands that their spouses are entitled to all the help they can get

from present-day electrical home appliances.

An electric clothes dryer, for example, would spare your wife's energy for the many other laborious tasks involved in keeping house. Considered in this light, electric appliances are health-savers and not primarily luxury items as too many of you husbands may think.

According to the good doctor, it requires more effort to make beds than to repair shoes; more effort to beat a carpet than to push a wheelbarrow load of 115 pounds; more effort to clean windows than to drive a taxi.

"In general," Dr. Gordon points out, "domestic duties require three to five calories per minute, an effort comparable to that of bricklaying, plastering, or driving a tractor."

Yes, men, your wives need all the help they can get from modern appliances. Give them a break, buy them an electric home appliance for Christmas.

## Private power costs more than public

**C**onsumers of publicly-owned electric systems are still getting electricity cheaper than those of private utility companies.

A study recently released by the American Public Power Association, national trade association of publicly-owned electric systems, based on statistics published by the Federal Power Commission for 1957, the latest year for which figures were available, showed that the average residential customer served by public systems used 45.3 per cent more power and paid a total annual electric bill 10.4 per cent less than customers of private systems.

Average revenue from home electric service by the commercial utilities was 2.68 cents per kilowatt-hour, 62.4 per cent more than the 1.65 cents per kilowatt-hour charged by the public systems.

Another significant fact established by the APPA study was that while the average commercial and industrial customer of private companies was larger than those of publicly-owned systems, the average rate charged these customers was 1.46 cents per kilowatt-hour compared with only 1.19 cents for the publicly-owned systems.

The study pointed out that private companies could have saved \$139-million in 1957, if they had performed certain managerial functions, (accounting and collections; promotion and advertising, and administrative activities), at the same level as did the publicly-owned utilities.

The data on which the study was based did not include rural electric cooperatives or Federal power.

ILLINOIS RURAL ELECTRIC NEWS is the official publication of the Association of Illinois Electric Cooperatives. Publication Office, 240 West Madison Street, Waterloo, Wisconsin. Subscription price, 60 cents per year. Five cents per copy. Entered as second class matter at Waterloo, Wisconsin, under the Act of March 3, 1879. Postmaster: In using Form 3579, address to Illinois Rural Electric News,

Box 1180, Springfield, Ill. Please do not clip off key number. Advertising and editorial inquiries should be directed to the Illinois Rural Electric News, Box 1180, Springfield, Ill.

Advertising representative: Richard M. Hausler, director, Rural Electric Consumer Publications, Shoreham Building, 15th and H Streets, Washington 5, D. C. Member, Illinois Press Association.



Mary and Les Sieleman are co-proprietors of a small gift shop, which is near the historic Mormon town Nauvoo. Mrs. Sieleman is pictured among large display of exotic spices, one of the many items sold in the shop.

## Country gift shop is a happy, new 'way of life' for this couple

The Les Sielemans grew tired of the routine of city life and a 27 year job and traded them for the kind of life they always wanted

■ A few miles south of Nauvoo, historic Mormon town in Hancock County, there's a section of Illinois Highway 96 which runs along the east bank of the Mississippi river. On one particular hillock above the road, sits a redwood-stained building. A sign identifies the small structure as the Cedar Hill Gift Shop.

A welcome mat in front of the glass-paneled door, encourages the curious visitor to enter. Inside, Mr. and Mrs. Les Sieleman chorus a warm "Hello," with an invitation to browse around the shop as long as you wish, without any obligation to buy.

The eye may first be attracted to a large display of glassware, of all the colors in the rainbow, neatly arranged in one window of the shop. Most of these glass items are hand-made. Les will point out that 95 per cent of them are made in America, in Pennsylvania and West Virginia.

On the opposite wall there is a complete collection of the small German-made Hummel figurines to delight many a knick-knack

fancier, or figurine collector. Or, one may be attracted to the silver, copper and turquoise jewelry items in the glass case. In one corner of the shop.

To catch the eyes of children, the Sielemans have conveniently displayed stuffed dolls and animals of varied shapes and sizes in a prominent spot on one wall. Nearby are tables covered with items of a more mature appeal, like porcelain-covered, skillet ware from Holland, and hand-finished metal ware from Israel.

The Sielemans take particular pains to handle gift items that are pleasing additions to most homes. "We want to handle gifts which make the customer feel he would rather keep them himself than give them away," say the friendly operators.

A former bookkeeper and accountant, Sieleman says he and his wife got tired of the daily eight to five routine of city life about five years ago. That's when he quit his job of 27 years and moved from Keokuk, Iowa, to his present small home, which overlooks the gift shop.

"We now can enjoy the rest and leisurely living the country affords. And, at the same time, our little gift shop provides a small yearly

income. We may never get rich in this business," Sieleman adds, "but we are happier than we have ever been. You meet such interesting people every day."

The Sielemans operate the gift shop from April through December. They close it January, February and March. "Those are the months when we travel to the various gift shows held around the country, and buy next year's items," Les explains.

Though the tourist accounts for a portion of business at the gift shop, the majority of sales come from people living in the nearby towns. The Sielemans send out bulletins periodically, telling of newly purchased gift items, and spice the newsletter with a little friendly chit-chat.

"We feel that a business of this type—gift shop—can be more successful if it's operated much like the small neighborhood grocery store. Whenever possible we call our customers by their first names."

Yes, it's a happy and warm atmosphere that greets visitors to the Cedar Hill Shop. As a result, many probably heed the parting words of the two proprietors—Mary and Les—and do "Come again."

The shop receives electricity from the Western Illinois Electrical Cooperative, Carthage.



Charles Grahmann used the electric dryer to safely condition wheat and beans.

At last!

# An All

Until just recently, farmers who wanted to use heat in drying their grain crops had to use oil or bottled gas. But, that's no longer true. An all-electric grain conditioner is now on the market, and from first reports, it seems to be performing satisfactorily.

The first co-op member in the state to install this new electric dryer is Charles Grahmann, 38-year-old grain farmer of near Carlyle. He has used it on his wheat and soybeans crops and is planning to condition his corn crop with it.

Grahmann feels the unit has many advantages over bottled-gas models, both the supplemental heat type and the high-speed batch dryers. "This is not a batch dryer, though," he points out. "But, I think it answers a farmer's grain drying problems very well."

For one thing, natural air drying — where large fans force air through grain—has one serious drawback. On humid days, the system put more moisture into the grain than it usually took out. "Also you never knew how long the drying job would take. You were at the mercy of the weather," Grahmann says.

The other grain drying system—batch drying — eliminated the guesswork about the weather, but it created another problem; namely, overdrying the grain. This is said to reduce the feed and starch value of grains.

The all-electric, supplemental dryer seems to be the logical compromise, Grahmann believes. The electric heating unit keeps the air at around 55 per cent humidity and the fan forces it through the grain to carry off excess moisture. There's no burning or overdrying nor any worry about putting water back into the grain.

Moreover, when the outside air is dry enough—under 55 per cent

# Electric Grain Dryer

humidity — the heating element isn't needed. That keeps costs of drying to a minimum.

Other advantages, Grahmann explains, are: It's safer. There is no danger of fire. "You can leave it on at night without worrying about it." Also, it's easier to regulate, and, "you don't have to worry about running out of fuel."

A member of Clinton County Electric Cooperative, Breese, Grahmann got the electric drying unit in time to handle his wheat crop, last July. There had been a lot of rain at the time the wheat was ready for combining. For a while it appeared as if Grahmann would have to pick the high moisture wheat and take a dockage at the elevator.

However, by first conditioning the grain with the heater before he sold it, Grahmann realized 35 cents more per bushel. He relates: "I had a little trouble at first. I put the wheat in at 16 per cent and had it dried down to 12 per cent in less than five days."

As a result, instead of marketing the wheat for \$1.50 a bushel—offered for high moistured grain—Grahmann got \$1.85 for his conditioned crop. The added profit of \$420 was almost enough to repay the cost of the electric heating unit, Grahmann proudly points out.

The grain farmer says it took 1530 kilowatt-hours of electricity to condition the wheat crop. With a 1½ cent per kilowatt-hour rate, as charged by the co-op, Grahmann figures it cost around \$22 to dry the wheat crop. The electric supplemental heater also enabled him to avoid a similar dockage with soybeans harvested in September.

Thanks to the dryer, Grahmann dried 1200 bushels of beans and avoided a 20 cent per bushel penalty in market prices. Cost of electricity was only \$18. With exper-



Two, twin calrod electric heating coils are the heart of the supplemental heater. They help to keep the moisture in the air forced through the grain, at a constant 55 per cent humidity.

iences like these, it isn't hard to see why Grahmann's sold on the electric supplemental heater for conditioning all his grain crops.

"I bought the unit with the idea of using it only on my corn crop," he says. "But, I soon found out that it works just as well on other crops. I would have purchased a dryer years ago, but I didn't want a bottled gas model. I had always figured electricity would be more automatic." So, he waited until the electric unit came on the market.

Grahmann feels that the electric drying unit is practically foolproof. "It's the only fully automatic system of its kind on the market." It consists of a fan, a heating coil,

and a humidistat.

The fan runs continuously. But, when the moisture in the air goes up, the humidistat detects this change and automatically calls for heat, turning the heating coils on. Thus, the air forced through the grain always has a 55 per cent humidity content, which is considered by agricultural engineers as the best percentage for grain drying.

In order to best utilize his one dryer, Grahmann constructed a little dolly for it. He can easily wheel it from one bin to another. "You don't have to have more than one unit, this way," he explains. He has four bins.



THE LARGE STRUCTURE BEHIND EDWARD BLACK IS ONE OF TWO ANTENNAS SENDING RADIO SIGNALS INTO OUTER SPACE.

## LARGEST RADIO TRANSMITTER IN THE WORLD

Electric co-op serves this unique  
'station' capable of sending a  
signal 400 miles into outer space

There's a "monster" at work in Mason County, near Havana! . . . However, humans need not fear it since this particular "varmint" is of the electronic variety and is only used to probe the heavens above us. The so-called "monster" is really a six-million watt radio transmitter, operated by the Bureau of Standards of the U.S. Department of Commerce.

According to Edward Black, administrative assistant at the transmission station, the "monster" is the largest radio transmitter in the world. It is six thousand times bigger than the average commercial station of 1,000 watts. Many small town stations operate with a power output of only 250 watts.

This world's largest transmitter depends upon electricity from a rural electric co-op, Menard Electric Cooperative, Petersburg, to operate. It takes three, 67½ KVA transformers to handle the station's huge electrical load.

The large transmitter uses two sets of antennas in sending its radio beams into the vastness of outer space. One antenna consists of 1,024 small, cross-like clothesline posts, neatly arranged in rows covering four acres, which broadcast a single radar beam 75 to 400 miles straight up into the ionosphere band of the upper atmosphere.

(Webster defines the ionosphere as: A region of

electrically charged, ionized air beginning about 25 miles above the surface of the earth. It includes several layers that vary in height with season and time of day. The air particles in the ionosphere are ionized by the ultraviolet rays from the sun).

The other antenna of the "monster" resembles the unfinished framework of a high pitched building. There are three such long rectangular frameworks that transmit another radar beam at a 45 degree angle into space, which will be used to track and study meteors. Both radar beams are being sent and studied by personnel from Harvard University working in conjunction with the Bureau of Standards.

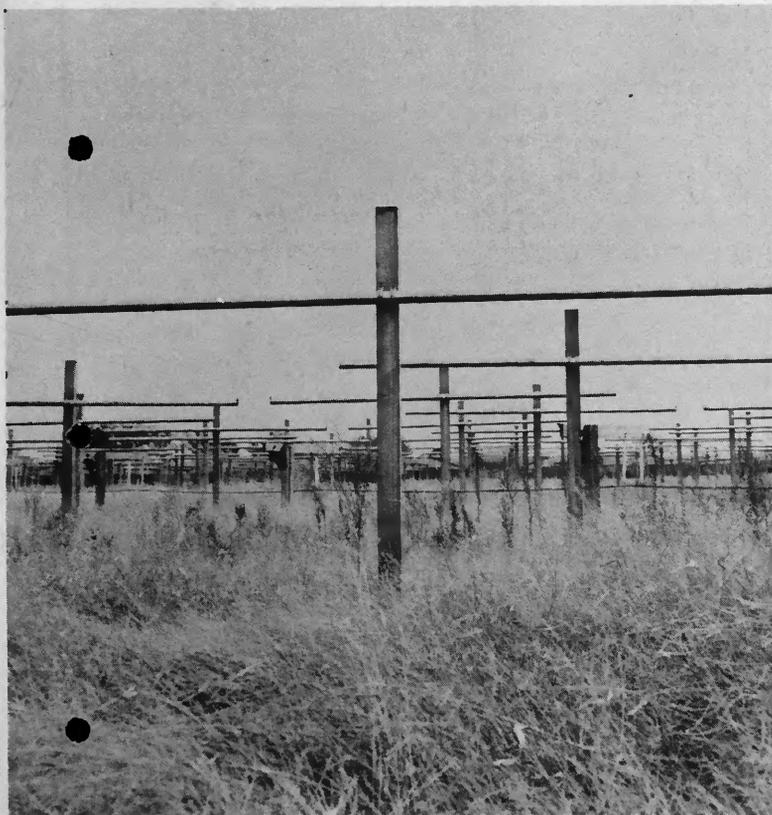
Black explains: "Radio experimenters have learned that meteor trails can be used to bounce back radio signals to the earth, just as the ionosphere's layers are being used to bounce back long distance radio signals. This has made possible global communications."

The huge transmitter, with its two weird-appearing antennas, is but one of several radio sending units at the Bureau's experimental radio station. For example, there are 12 modified broadcasting units similar to those used by commercial radio stations, in operation 24 hours a day at the station.

What's the purpose of all these transmitters with their accompanying maze of antennas? Is it secret work? Not at all, says Black. "The station is not engaged in any hush-hush work. We are just experimenting and doing a little research with radio waves.

"Our primary job is to find the best and most efficient method of air-wave communications, whether visual or voice." And though the station occasionally transmits voice signals, it usually only sends sound signals, like beeps and peeps, to corresponding receivers located at the Bureau's main station in Boulder, Colo.

These clothesline-like crosses are other antennas of the "monster" radio transmitter which is capable of sending a beam 400 miles into space.



DECEMBER, 1959



Two large truck trailers house the working equipment of the six-million watt transmitter, which is the world's largest of its kind now operating.

Signals are also sent to receivers on the east coast of the United States.

Besides Black there are six other operating personnel and one maintenance man at the station. There is also one air force technician and two technicians from Harvard at the station, which is called Long Branch, though it bears no resemblance to the famous saloon of the same name, made popular through television westerns, depicting life in frontier Dodge City.

"We operate around the clock and send a variety of radio, teletype and radio facsimile (pictures) beams to the Boulder receivers. There these signals are recorded and studied. Our three main functions include a study of ways of improving practical communication systems, a study of the upper atmosphere, and a study of voice, teletype and radio transmissions," explains Black.

Black says the reason for locating the experimental radio station out in the prairie country of Illinois is two-fold: 1. The location is halfway between the east coast and Boulder; 2. The land near Havana is consistently flat. "This is very important," says Black. "The slightest deviation in ground terrain would change the pitch of the signals being sent."

Visitors are welcome at the station. The staff particularly likes to show off the equipment. They usually impress the onlookers when they hold a regular fluorescent light tube near a transmitter and have the tube glow without any visual wire connecting tube with transmitter.

This is radio tube, used in one of station's other transmitters. It weighs well over 110 pounds, yet is small compared to "monster's" tubes.



## Here's one black crow that gets along well with farmers



Mrs. Edward Pastrovich holds "Pete," a pet crow, which Central Illinois family raised.

■ Visitors to the Edward Pastrovich farm, near New Douglas, may be somewhat startled to find themselves being greeted by a large, black bird which swoops down out of the sky, lands on the hood of their cars, and peers intently in at the occupants.

But have no fear — it's only "Pete", the Pastrovich family's pet crow saying hello.

"He loves cars," says Mrs. Pastrovich. "If you happen to leave the window open, he hops right in and perches on the steering wheel. I think he pretends that he's driving," the farm woman says jokingly.

But, there's little doubt in the minds of the Pastrovichs that Pete is truly a remarkable bird. "He comes when you call him. He can say 'Hi Boy' and 'Oh Pa, Oh Pa.' And, he follows you around the place like a dog," says Mrs. Pastrovich.

"He's not afraid of anything or anybody. He chases the cats and dogs all over the place. It's funny to see our big collie running from a black bird, which is also running along the ground. Pete never flies unless he gets tired of walking."

The Pastrovichs adopted their unusual pet last Spring. He was found in a nest, with two other small crows. The other two birds were ready to fly, but Pete had a broken wing.

Mr. Pastrovich gave the bird to his son and daughter, and the two

children nursed Pete back to health. They kept him in a cage on the porch of their home. Every once in a while they would take the bird out of the cage and play with it. Then when the wing healed, the children turned the crow loose figuring it would fly away. Pete had other ideas, however. He decided to stay.

Now he's a permanent member of the farm family. Pete usually accompanies Mr. Pastrovich around the farm. "When my husband calls the cows for milking, Pete tries to imitate him," Mrs. Pastrovich says.

"One day when Edward went to the fields, Pete sat on top of his straw hat. It was a sight I'll never forget—my husband driving the tractor, and a big black bird sitting on top of his head, flopping its wings in order to hold on."

At times though, Pete can also be a nuisance. He's a natural-born thief. "If we leave the tool shed door open, Pete will cart every tool he can carry away. He seems to be especially attracted to shiny objects."

Mrs. Pastrovich recalls the day the gasoline truck driver left the cap off of the tank while filling it.

"Pete spied it, swooped down, picked it up, then ran along the ground with the cap in his beak. All the while, the driver ran after him, yelling 'here bird, here bird'."

Mrs. Pastrovich says there are times when she believes Pete isn't sure whether he is a bird or not. "He doesn't associate with other crows. And though he eats grains as other birds do, Pete prefers to eat bologna. He consumes two slices a day."

At present Pete is content to stay around the home place. On occasions, when the Pastrovichs are gone, he will venture as far as a neighbor's house and beg for food. "We hope he'll never go any farther," says Mrs. Pastrovich.

"People around here know he's a pet. But outsiders may not." And since Pete isn't afraid of anyone, and usually flies directly at them, it isn't hard to visualize what might happen to such a crow. "He came home once with his feathers ruffled from buckshot. The next time he may not be so lucky."

The Pastrovichs are members of M.J.M. Electric Cooperative of Carlinville.

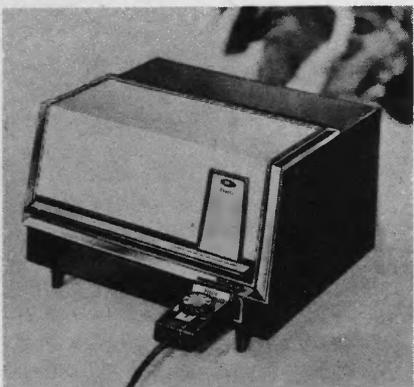
# What's New?

## ● BABY FOOD WARMER



General Electric's new automatic baby food warmer heats baby's food and also keeps it warm through the feeding. There's no fussing with hot water, and mother does not need extra pans. All the serving is done from one dish. A suction bottom prevents spills. It is easily cleaned since the warmer is completely immersible. UL-approved, in baby pink or blue with white, the warmer retails at \$14.95.

## ● PORTABLE OVEN



Here's an electric oven, which is portable, yet large enough to bake full-size pies and layer cakes, as well as to cook roasts. It is also ideal for biscuits, rolls, pizza, or for use as a warming oven. Made by Presto Industries, Inc., Eau Claire, Wis., the oven is designed to be used with the Presto Control Master. Price of the oven is \$27.95. The Control Master, which can also be used on other Presto appliances sells for \$6.95.

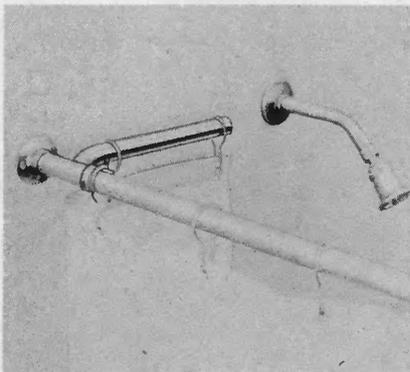
## ● HEAT MASSAGER

This heat massager not only provides heat and a penetrating massage, but it is completely flexible too. Because of this feature, aching limbs and tired backs get the full benefit of deep massage with soothing heat. The pad is enclosed in a soft orlon-cotton jacket, removable for washing. The control box is made of molded plastic with controls that permit massage with low heat, a massage with high heat, heat only, or a massage only. The electric, health appliance is made by Iona Manufacturing Co., Manchester, Conn. It is priced at \$29.95.



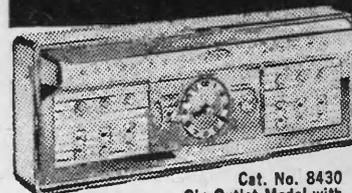
## ● SHOWER CORNER BAR

Stop corner splashing and put an end to slippery bathroom floors while eliminating puddles, with this Silver Rain Shower Corner Bar. Rust proof, it can be installed in seconds with just a screwdriver. The bar lets the shower curtain turn the corner for maximum splash protection. It can be purchased directly from Forest Specialties, 13000 Athens Ave., Cleveland 7, Ohio, for 98 cents, plus 25 cents to cover postage and handling.



This Christmas   
Give Her the

## Sunbeam AUTOMATIC CONTROL PANEL



Cat. No. 8430  
Six Outlet Model with  
Timer Clock

Use up to 6 Appliances  
at one time  
in one work area  
with full efficiency

- Full power 15 amp. outlets
- Modern push-button circuit breakers—no fuses to blow
- Brightly lighted counter-top area
- Timer clock for automatic cooking
- Cooks faster with better results: you'll finish faster too.
- Glamorous — practical — modern — inexpensive — planned for the future.

Cat. No. 8420 Six Outlet Model without Timer Clock      Cat. No. 8410 Four Outlet Model with Timer Clock

Cat. No. 8400 Four Outlet Model without Timer Clock

Modernize all kitchens,  
old or new  
GIVE Sunbeam ...  
The Best Electric  
Appliances made

- Ask your co-op manager for name of nearest contractor or write to address below:

**Sunbeam**  
CORPORATION  
DEPT. REA  
5600 W. ROOSEVELT ROAD  
CHICAGO 50, ILLINOIS

## Power Company

### organization urges Congress to tax non-profit cooperatives and municipal systems

■ Last month Congress was urged to adopt a "Federal tax equalization" policy under which non-profit rural electric and municipal power systems would be taxed on the same basis as profit companies. The proposal was contained in the testimony presented to the House Ways and Means Committee by Roy Gilpin, attorney for the Edison Electric Institute. EEI is one of the several national organizations supported by the commercial power companies.

The Ways and Means Committee has opened hearings on proposed Federal tax revisions. They will continue for several weeks and will include a review of the tax status of cooperatives.

Gilpin's prepared statement provides an interesting switch in the power company tax line. For years the companies have boasted—or complained—about the taxes they pay. Now they're admitting that it's the consumer who pays and they're trying to make their own consumers feel discriminated against.

Gilpin claims a customer of an investor-owned electric company pays about 13 cents out of every dollar in his power bill for Federal taxes. A municipal or co-op consumer, he complains, "pays little or nothing in Federal income taxes."

Gilpin took a passing swing at the REA interest rate and the preference clause. All these things, he says are "discriminatory" advantages not enjoyed by the profit companies. However, the private power company attorney failed to mention the millions of dollars in tax-write-off subsidies already granted the power companies.

■ Refusal by the West Texas Chamber of Commerce to publish advertising ordered by Texas electric co-ops last summer has earned a lot of

### Texas co-ops get a boost

mileage in "good press" for the co-ops. The Chamber publication, "West Texas Today," refused to print a series of ads which the Texas co-ops had an agency prepare. A letter from the agency to the vice-president of the Chamber was not answered.

When the story leaked out, newspapers all over Texas began to comment. Editorials and news stories have told the tale of the ad refusal, and boosted the co-ops immeasurably. The co-op story was presented in a fashion that advertising could not hope to equal.

One editor said, "legally they ("West Texas Today") have every right to refuse advertising no matter how inoffensive, but morally they cannot justify the denial of farmers of an opportunity to express themselves." He went on to say that the Texas Chamber should be supporting the "basic farm economy" rather than taking a stand against "the best interests of the farmer."

The message in the ads refused by the Chamber's publication said: "My daddy says that the electricity that lights our house comes from the electric cooper-

ative. And that if it hadn't been for the cooperative we might still be using a kerosene lamp."

■ Kit Carson Electric Co-op of Taos, New Mexico, will not be sold, or refinanced—at least not for the present. No sellout resolution was introduced at the annual members' meeting of the co-op, held late in October. Efforts of a member-committee, formed to oppose any sell-out, apparently prevented presentation of such a resolution.

### No sellout in New Mexico

However, the member-committee was less successful in their attempt to put new blood on the co-op's board. All four present directors were re-elected by slim majorities over a slate that had been nominated to oppose them.

■ Senator Allen J. Ellender (La.) has lashed out at critics of rural electrification. Speaking at the annual meeting of the Southwest Louisiana Electric Membership Corporation, Ellender said that while the rural electrification program has the facts on its side, "we are having a difficult time getting those facts presented in a fair and impartial manner to the American public."

### Sen. Ellender scores critics

Ellender noted that a government official has recently stated that there was no other Federal agency which offered borrowers an interest rate as low as REA's. "What he should have said," continued Ellender, "was that there is no domestic long-term financing program of the type he describes. . . . As a matter of fact, most of our foreign aid programs do not require repayment at all. In most instances, we actually give money away."

Ellender then revealed that confidential records of the Senate Appropriations Committee, of which he is a member, show that the U.S. has actually donated foreign aid money to undertake rural electrification projects in other countries. Whereas in this country, the Senator said, REA has loaned money to electric co-ops, who are repaying the money, and "always at a profit to the government."

■ The "unusual struggle" between the nation's rural electric cooperatives and the Eisenhower Administration may become an important issue in next year's political campaigns, the St. Louis Post-Dispatch reported.

### May be big issue

"It also foreshadows new and stronger efforts in the 1961 budget to revamp the traditional method of financing the REA co-ops that supply power to American farms," the article continued. The Administration contends that the 2 per cent interest rate on REA loans should be raised because the government is currently paying between 4 per cent and 5 per cent interest for short term money which it borrows.

The Post-Dispatch said farmers and others are "so incensed" by the Administration's plan "that some observers expect them to take out their anger on candidates come election time a year from now." This could be highly important for candidates whose grasp on rural votes has been weakening ever since 1948, the article said.

# Smile Awhile

## OUT-FOXED

A young businessman, in love with a nightclub entertainer, hired a detective agency to check up on her. He received the following report: "The young lady has an excellent reputation, her past is without blemish, has many friends and good social standing. The only scandal associated with her is that she has often been seen lately with a businessman of questionable character."

## TAKES DOCTOR'S ADVICE

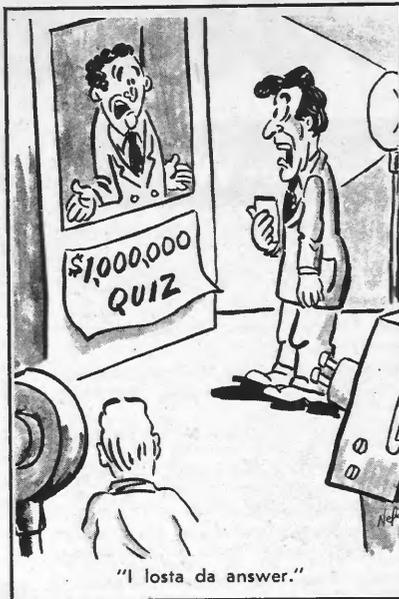
A psychiatrist was treating a young lady on the verge of a nervous breakdown. After their first session he gave her a list of things to do and made a weekly appointment with her. Two weeks later he telephoned her and asked why she had failed to keep the appointments. "Well, doctor," she explained, "you said for me to stay away from people who irritated me, and I don't know anyone who irritates me more than you do."

## OUR FAN MAIL

Most magazine editors are affable people who like to accommodate subscribers. One editor however, felt the following letter was asking too much: "Dear Sir: Last year you printed an article, at least I think it was in your magazine, that interested me very much, but I have forgotten what it was. I lost my notes on the subject and can't find the magazine. Will you send me another copy of same, if it was your magazine?"



"Whadya want with an old hen like that! Get yourself a spring chicken."



"I losta da answer."

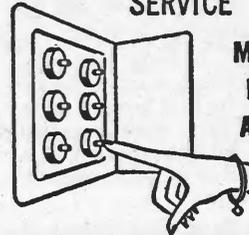
## DE-FANGED

The playful, middle-aged wolf sidled up to the brunette. "Where have you been all my life?" he asked. She looked at him coolly and replied: "Well for the first half of it, I wasn't born!"

# "NEVER?"

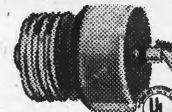
No, **NEVER** change fuses again

JUST PRESS THE BUTTON TO RESTORE ELECTRICAL SERVICE



Modernize—  
Replace  
All Fuses  
with

## MINI-BREAKER®



Permanent!  
Push-button!  
Screws-in!

Safest!  
Underwriters' Listed.

Ask your Rural Electric Co-op about Mini-Breaker fuse panel modernization. If they can't supply you, write:  
**MECHANICAL PRODUCTS, INC.**  
JACKSON, MICH.

# Now **LARGER** LAND BANK LOANS

on good productive

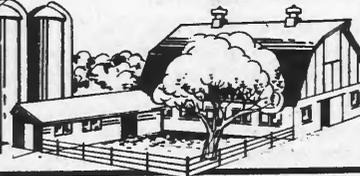
*farms*



New appraisal standards permit larger loans on good productive farms. This means more farmers can now benefit from a LAND BANK LOAN.



"A cooperative system...  
wholly owned by Farmers"



SEE OR WRITE YOUR NEAREST NATIONAL FARM LOAN ASSOCIATION

AMBOY  
BELLEVILLE  
BLOOMINGTON  
CARLINVILLE  
CARROLLTON  
CHAMPAIGN  
CHARLESTON  
DANVILLE

DECATUR  
DEKALB  
EFFINGHAM  
EUREKA  
FREEPORT  
GALESBURG  
HARRISBURG

HILLSBORO  
JOLIET  
KEWANEE  
LINCOLN  
MACOMB  
MONMOUTH  
MORRISON  
MT. VERNON

OREGON  
OTTAWA  
PITTSFIELD  
PRINCETON  
QUINCY  
SPRINGFIELD  
WATSEKA  
WOODSTOCK

# News FROM YOUR CO-OP

## Wayne-White

The annual report was given to the members at the annual meeting held at Litchfield High School on Saturday, November 21. This report contained details of the operations of your cooperative during the year 1958 and included some reports on the first nine months of this year.

The members' meeting was very well attended. Through a record breaking number were not present, most of the members there were interested in hearing the various reports and a review of the plans of your cooperative for the future.

The morning program consisted of the business activities, such as the election of directors, which included the re-election of Henry Egelhoff of Jerseyville, District One; Lester Hoelker, Mr. Olive, District Six; and Clarence Doerfer, Irving, District Nine. It seems that the district assignment of your cooperative is not generally understood. For the benefit of those who are not familiar with the various districts, we would like to review them here.

**District Setup**  
District One is an area west of Jerseyville, which includes Otterville on the eastern edge.  
District Two includes the area around Hagonon, Chesterfield, Summitville and northeast of Jerseyville.  
District Three is the area east of Otterville and includes the town of Brighton.  
District Four is the area around Carlinville, Heitck and Palmyra.  
District Five has within its limits the towns of Plainview, Shipman, Banker Hill, Dorchester, Parkville, Gillespie, Mt. Clair and Sawyerville.  
District Six extends across our territory north and east. This includes Standard City, Womac, Hornsby, Eagerville, Mt. Olive, Beald, White City and Staunton.  
District Seven is an area immediately east of District Six and extends from Walshville up to and including Litchfield.  
District Eight has the area within its boundaries, which includes Butler, Irving, Hillsboro, Taylor Springs, Parana, Donnellson and Coffeen.  
District Nine is the remaining portion of our territory to the east, which extends from Van Burenburg to Nokomis.

Our nine directors represent these districts and are nominated by a committee in accordance with the vacancies occurring in the respective areas. We feel that some explanation of these districts is important to our members in order to follow the elections of their directors.

The afternoon session of our annual meeting was devoted to demonstrations and entertainment, climaxed by the presenting of attendance awards at the end of the meeting.

## Eastern Ill.

In case of trouble before 8:00 a.m. and after 5 p.m. call the following—

For White County call Norman Davis, Carlinville, Phone 5767 or J. K. Lane, 2-757.  
For Morris City area call Chalon Carter, Phone 123 or Everett Phillips, Phone 38-2, Norris City.  
For Edward County call Welden Galliter, Phone 151-M or Bill Bennett, Phone 217-WX, Albion.  
For McLean's area call Alfred Venters, Phone 290 2X, McLeansboro.  
For west part of Wayne County call Wm. Fleming, Phone 3131, Wayne City, or Dee Vaughan, Phone 2181.

For eastern Wayne County call Floyd Musgrave, 6276; Charles Mann, 6778; George Harter, 3184; all of Fairfield, Carl 4400.  
For eastern Wayne County call George Harter, 3184; all of Fairfield, Carl 4400.

A Merry Christmas and a Happy New Year from the co-op employees and directors to all of you members. The holiday season should be and will be a merry season if we think of the many good things in life and try to forget the unpleasant things. Co-op electricity plays an important part in making the season more cheerful. We feel that it is again important to express a word of caution.



**Owen J. Chaney**  
Be sure that your Christmas lighting is safe and always disconnect the lights on the tree when you leave the home.  
New Year's is a day of resolution. Many of us make New Year's resolutions and soon forget them. Your cooperative resolves to continue to give the best possible service at the lowest possible cost along good business principles. To do this, we must have the cooperation of all members served. Your co-op has been able to hold the line on rates as they were originally set up in 1937 in spite of the fact that all other costs of living have increased several times during the past 22 years.

We have been able to do this because most of our members have cooperated when asked to do so. This leads up to one resolution that we would like every member to make, and that is to read your meter promptly on the first of each month. Prompt reading facilitates our billing process, eliminates many errors and misunderstandings and helps to hold down our cost of operation.  
**Patient Members**  
We wish to express appreciation for the patience and co-operation of our members living in the Wayne City, McLeansboro and Mill Shoals area during the recent series of power interruptions. There were four major interruptions on our transmission system and the power company line feeding this area. Two of them were

## Corn Belt

necessary to move our line over for the road improvement program between Wayne City and Mt. Vernon. The two early morning interruptions were caused by breaks in the power company line. This line has been in operation for a long period of time and should be replaced with new wire. We have appealed to the power company, asking them to string in new wire. They are considering this appeal.

Interruptions are inconvenient and are sometimes necessary. We try to keep our lines in good repair, but occasionally things happen that we are not able to control.

## TELEPHONE NUMBERS FOR OUTAGE CALLS

Office Hours—8 a.m. to 5 p.m., except Saturdays. Report all outage calls during office hours to 185 Faxon. After office hours, call the following nearest number:

Tony Ba, near Faxon 595  
Gryll Anderson, Faxon 4182  
Herschel Workman, Faxon 7132  
Donald Sharp, Faxon 740  
Jesse Frels, Gilman CO 5-4159  
Don Peterson, Hoopston 462  
Don Allison, Hoopston 1244  
Laurin Klodes, Crosey 20  
George Fogarty, Watseka ID 2-4227  
Vernon Harris, Watseka ID 2-4614  
Howard Gustafson, Watseka ID 2-4614

In case of an outage, check to see if your neighbors have service. If not, call selected 185 Faxon. If your call is not answered you will know that the report of the outage has been received and that it is being taken care of.

This is the last column that will be written by me as general manager of your cooperative. I shall be retiring from active employment as of the close of business, December 31, 1959. Although I have given a lot of thought and preparation for retirement, the impending actuality nevertheless has presented a new anxiety. While adjustments to the physical and financial aspects of retirement can be made without too much difficulty, it is not so easy to have to sever my interests with an organization in which I have spent 22 years of my life. Needless to say, my interest in the employees and

members of our cooperative will never be retired. Being the first manager of this cooperative, I have had the opportunity of watching it grow from its very beginning to one of the most outstanding and successful rural electric cooperatives in our nation. As I look back over the years, I am reminded of the sacrifice, hard work, and cooperation on the part of many of our members, some of whom are no longer with us, that brought about electrification of our area.

I recall the days when our rural areas lived in the glimmer of the kerosene lantern. The electric light was looked upon as the property of the city residents. When our cooperative was organized, only 11 per cent of all farms had electric service. Today, 23 years later, over 97 per cent of our farms are enjoying the benefits of electricity. Needless to say, this record of development is a tribute to your cooperative. I am happy to have had a part in this wonderful program. I am also reminded that a generation has passed since the development of our cooperative. Many of our younger generation started farming after rural electrification became a reality. They never knew what it was to live on and operate a farm without electric power. These younger people must be the leaders who will control their electric cooperative in the future. They must see to it that nothing happens to their electric cooperative, and that it will always provide them with the best possible electric service at the lowest possible cost. If we old-timers can somehow get across to this younger group of members the importance of their taking

over the leadership in their cooperative to assure themselves that it is being efficiently operated and that it continues to be a financially sound business enterprise, then we can be assured of the cooperative's future after we pass out of the picture. As I leave the scene of active participation in our cooperative's activities, my one desire is to see a perpetuation of the splendid cooperation that has been given by all of you members in the past. If this continues, we need hold no fear for the future of our cooperative.

I wish to acknowledge with deep appreciation the many courtesies that so many of you have extended to me through the years. Above all, I am grateful to the directors and employees of Eastern Illinois Power Cooperative, without whose loyalty, devotion to duty, and cooperation, my own efforts would have proved nothing but a failure. With this parting note, I also want to extend to each of you my sincerest wishes for a very Merry Christmas and a Happy and Prosperous New Year.

## Egyptian

In this day of rapid growth of electric use it is almost an everyday occurrence for wiring systems to cause trouble. There are two wiring systems serving your farm or home. The cooperative is in a men are specialists in repairing and maintaining the wiring up to the meter. After all this is as far as the cooperative property goes. From the meter to the house or barn, and the wiring inside these buildings, is a job for a wireman. Co-op linemen and trouble shooters are not trained to do this type of work, however most of them do know all the basic electrical knowledge necessary for the work.

**Who's Wrong**  
Let us take a typical case of trouble. A short time ago we got a night call that a member was out of power. A trouble shooter went out and found the transformer had been kicked out. He checked the wires up to the meter and found no trouble. He kicked the transformer back in and talked to the member about the number and size of the appliances he had and found that the transformer, and the wires up to the meter were of sufficient size, and informed the member of this.

But, the member did not get a wireman to check his house wiring. Several times more he blew the transformer out. Each time the co-op linemen went back and finally even changed the transformer out. But the member still blew the transformer. Finally the member did get someone to check his wiring and found that some bare wires were touching the fuse box when the wind blew in a certain way. He had the trouble corrected and we have not received any more outage calls. It cost the cooperative about \$100 during this time.

Members should realize that they have a responsibility to take care of and improve their own wiring so that they can receive good electric service. What should be done in a case like this?

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

## May Need Help

Christmas will soon be here and a lot of people will be buying additional appliances. If the little woman is lucky enough to receive a clothes dryer or any other heavy appliance, it may be a good idea for you to notify us and we will make sure your

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

## LOOK UP AND LIVE

We again remind all our members that the electric line bringing service to your farm and home is HOT! It will burn and will kill on contact. When you stop and think that those wires are carrying power equal to that of several tractors you know it must be HOT! Count up the horsepower in motors it runs on your own farm, multiply that by 50 or 100 or the 300 other farms served by that line and you will have the amount of power it carries.

Never touch a line whether it is on a pole or on the ground. The power may be off temporarily but will come back on again at any time. Always call the co-op office or contact a co-op lineman if you see any trouble on the line. Then, wait till the co-op men come. Don't touch any co-op wires. Before you build a new building, hay stack, or move any high equipment, Look Up and Live!

Never touch a line whether it is on a pole or on the ground. The power may be off temporarily but will come back on again at any time. Always call the co-op office or contact a co-op lineman if you see any trouble on the line. Then, wait till the co-op men come. Don't touch any co-op wires. Before you build a new building, hay stack, or move any high equipment, Look Up and Live!

Never touch a line whether it is on a pole or on the ground. The power may be off temporarily but will come back on again at any time. Always call the co-op office or contact a co-op lineman if you see any trouble on the line. Then, wait till the co-op men come. Don't touch any co-op wires. Before you build a new building, hay stack, or move any high equipment, Look Up and Live!

Never touch a line whether it is on a pole or on the ground. The power may be off temporarily but will come back on again at any time. Always call the co-op office or contact a co-op lineman if you see any trouble on the line. Then, wait till the co-op men come. Don't touch any co-op wires. Before you build a new building, hay stack, or move any high equipment, Look Up and Live!

Never touch a line whether it is on a pole or on the ground. The power may be off temporarily but will come back on again at any time. Always call the co-op office or contact a co-op lineman if you see any trouble on the line. Then, wait till the co-op men come. Don't touch any co-op wires. Before you build a new building, hay stack, or move any high equipment, Look Up and Live!

Never touch a line whether it is on a pole or on the ground. The power may be off temporarily but will come back on again at any time. Always call the co-op office or contact a co-op lineman if you see any trouble on the line. Then, wait till the co-op men come. Don't touch any co-op wires. Before you build a new building, hay stack, or move any high equipment, Look Up and Live!

Never touch a line whether it is on a pole or on the ground. The power may be off temporarily but will come back on again at any time. Always call the co-op office or contact a co-op lineman if you see any trouble on the line. Then, wait till the co-op men come. Don't touch any co-op wires. Before you build a new building, hay stack, or move any high equipment, Look Up and Live!

Never touch a line whether it is on a pole or on the ground. The power may be off temporarily but will come back on again at any time. Always call the co-op office or contact a co-op lineman if you see any trouble on the line. Then, wait till the co-op men come. Don't touch any co-op wires. Before you build a new building, hay stack, or move any high equipment, Look Up and Live!

Never touch a line whether it is on a pole or on the ground. The power may be off temporarily but will come back on again at any time. Always call the co-op office or contact a co-op lineman if you see any trouble on the line. Then, wait till the co-op men come. Don't touch any co-op wires. Before you build a new building, hay stack, or move any high equipment, Look Up and Live!

Never touch a line whether it is on a pole or on the ground. The power may be off temporarily but will come back on again at any time. Always call the co-op office or contact a co-op lineman if you see any trouble on the line. Then, wait till the co-op men come. Don't touch any co-op wires. Before you build a new building, hay stack, or move any high equipment, Look Up and Live!

Never touch a line whether it is on a pole or on the ground. The power may be off temporarily but will come back on again at any time. Always call the co-op office or contact a co-op lineman if you see any trouble on the line. Then, wait till the co-op men come. Don't touch any co-op wires. Before you build a new building, hay stack, or move any high equipment, Look Up and Live!

Never touch a line whether it is on a pole or on the ground. The power may be off temporarily but will come back on again at any time. Always call the co-op office or contact a co-op lineman if you see any trouble on the line. Then, wait till the co-op men come. Don't touch any co-op wires. Before you build a new building, hay stack, or move any high equipment, Look Up and Live!

Never touch a line whether it is on a pole or on the ground. The power may be off temporarily but will come back on again at any time. Always call the co-op office or contact a co-op lineman if you see any trouble on the line. Then, wait till the co-op men come. Don't touch any co-op wires. Before you build a new building, hay stack, or move any high equipment, Look Up and Live!

Never touch a line whether it is on a pole or on the ground. The power may be off temporarily but will come back on again at any time. Always call the co-op office or contact a co-op lineman if you see any trouble on the line. Then, wait till the co-op men come. Don't touch any co-op wires. Before you build a new building, hay stack, or move any high equipment, Look Up and Live!

## Tribute paid to memory of deceased manager at M.J.M. Electric meeting

Tribute was paid to the memory of A. C. Barnes, deceased manager of M.J.M. Electric Cooperative, at that co-op's annual meeting, held November 21, at Litchfield. Co-op Attorney Arvin G. Whitehouse eulogized Barnes in a specially prepared report. Members offered a moment of silent prayer for the former manager.

Co-op President Carl Bloome reported that an increase in electric rates was needed in order that the co-op could continue to provide good service. "All costs have gone up, and beginning the first of next year, we'll pay higher rates for wholesale power," Bloome explained. Bloome also called members' at-

tion of the special insert, center section, of the Illinois Rural Electric News, which the co-op is filling every other month. "This insert will feature material devoted exclusively to you members of M.J.M. Read it," he said.

Acting Manager Howard Stults gave a brief report on the operations of the co-op. Like Bloome, he explained the reason for the rate hike. "To keep financially solvent we had to do it," he said.

Three directors were re-elected for three year terms. They were Henry Egelhoff of Jerseyville; Lester Hoelker of Mt. Olive; and Clarence Doerfer of Irving. A safety demonstration was presented in the afternoon.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

## Damon Williams, Manager

Office hours: 8 a.m. to 5 p.m., Monday through Friday. Closed on Saturdays. Telephone 404—Newton.

Report an outage after Office Hours call Mrs. Wilma Beaver, Newton; Joe Ware, John Tribb, or Gene French, at Newton; Francis Smith at Claremont, or Clyde Johnson at Lawrenceville.

One of the things rural electric cooperatives should and must do is to lay aside sufficient funds to pay for future renewal and replacement of our poles, hardware and transformers. When we borrowed our money from REA, which we are paying back with interest, there was no provision made in the original REA setup for rebuilding our lines after they had worn out or had become obsolete.

Our Norris Electric Cooperative directors have set up a schedule where funds are allocated to meet this need each year.

Some of our lines are 20 years old. After this time, poles begin to decay, conductor becomes nicked by lightning and a general wear and tear by the elements plays its disastrous role. Consequently, to set aside sufficient funds from our revenue to replace these lines and equipment is merely good business and good common sense.

**May Need Help**  
Christmas will soon be here and a lot of people will be buying additional appliances. If the little woman is lucky enough to receive a clothes dryer or any other heavy appliance, it may be a good idea for you to notify us and we will make sure your

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

transformer is large enough. Ninety-nine per cent of the transformers are of sufficient size, but there may be a few cases where the transformer is not sufficient to carry the additional load. We will be glad to help you in any way we can to provide the proper transformer capacity. Electric appliances are an excellent buy and each year more and more of them go on our lines. Because of this fact we encourage another new and modern substation on November 16. This new substation is in the Casey area and will provide better and more complete service in that vicinity. Merry Christmas to you all.

James Cook, a writer for the "New York Post," asked a physician friend of his to write him a dozen identical prescriptions. Each called for 50, .1-milligram tablets of a common tranquilizer drug, reserpine. Then Cook took them, one by one, to a dozen different drug stores in New York City.

One pharmacist charged him 95 cents for the prescription. Another charged him \$4.95—five times as much. At five drug stores he paid \$2.50. The other five charged different prices ranging from \$1.79 to \$2.85.

Cook isn't the only person who's bewildered by what he pays for prescription drugs. Chicago University's National Opinion Research Center found more than a third of the people (38 per cent) believe the cost of prescriptions is "much too high."

Shoppers, who help the U.S. Department of Labor keep abreast of the cost of living, found that the same brand of vitamin capsules sold for \$3.07 a 100 in Minneapolis and \$6.53 in Kansas City. In New York City the capsules cost \$3.50. In San Francisco they cost \$4.62.

#### WHAT'S THE REASON

What's the reason? If one druggist can fill a prescription for 95 cents and stay in business, why does another druggist in the same city charge \$4.95?

Cook gives some clues to the answer in his thorough and carefully written book, "Remedies and Rackets" (Norton, 1958, \$3.75).

"Because of fair trade, the law of supply and demand has been largely inoperative in the drug business for many years," he says. The so-called fair trade laws let drug manufacturers fix minimum retail prices for their products. Most states have such laws. No group of businessmen have equalled the retail druggists' in their efforts year after year to enact fair trade laws, defend them in the courts, and keep them on the statute books.

The people who buy prescriptions don't do much to help maintain competition, either. As Cook says, "Theoretically, the customer can go into several drugstores and get price quotations. In practice, however, the sick man rarely does this. He usually just hands his neighborhood pharmacist the prescription and hopes for the best."

Nor can the customer wait until prices come down a little, the way he often does when he shops for a car or a refrigerator. He's sick now, not next summer.

Druggists themselves offer another explanation—the terrific number of bottles they must have on their shelves to fill prescriptions. A generation ago, pharmacists compounded prescriptions from several score basic drugs. Today they are mainly engaged in transferring tablets or capsules from big bottles to little bottles. To do this, however, they must keep hundreds — even thousands—of the big bottles on their shelves.

Some of the bottles are identical in

## A SPECIAL REPORT

by David W. Angevine  
Co-op League of U.S.A.

# Why Prescriptions

This forthright article boldly explains the main reasons why sick Americans are forced to pay exorbitant prices for the medicines they purchase from their druggists

formula and differ only in brand name. Since physicians more and more write their prescriptions not by drug content but by brand name, a druggist must carry them all. For he is forbidden by law to substitute.

#### NEEDLESS DUPLICATION

Dr. Claude Forkner, professor of clinical medicine at Cornell University, says there are three or four sulfonamide preparations that doctors find useful. Yet drug makers are offering 200 different sulfonamide products. There are, Forkner says, three or four good antihistamine drugs and 130 antihistamine products.

"There are over 300 preparations on the market listed as hematinics" — drugs that increase the red cells in the blood. "This is ridiculous. Not more than eight or 10 useful drugs are necessary to treat anemia, and for the vast majority of cases, only two or three."

Drug manufacturers put out 370 new prescription drugs in 1958, 400 in 1957, and 401 in 1956. Few of these involved previously unknown substances. Nearly all of them were old drugs in new combinations, in more potent or less potent forms, or in, say, ampules instead of tablets.

It's expensive for the druggist to maintain such an inventory. Yet he must, and of course the people who pay for this excess of identical or similar preparations are the druggists' customers.

The druggists know they are under fire from their customers, and they seek to shift responsibility for the high cost of prescriptions by pointing to two other groups—the big pharmaceutical manufacturers and the physicians who write your prescriptions.

#### NON-EXISTENT DOCTORS

Last year one of the nation's biggest drug markets, Pfizer Laboratories, stepped up promotion of its trademarked antibiotic, Sigmamycin. Pfizer mailed each of the nation's 200,000 doctors of medicine a folder describing Sigmamycin as "the antibiotic formulation with the greatest potential value and the least probable risk . . . highly effective, clinically proved, new . . ."

A banner of bold type across the top of the ad read, "Every day . . . every-

where . . . more and more physicians find Sigmamycin the antibiotic therapy of choice." Underneath the banner Pfizer printed the professional cards of eight physicians, scattered across the country. The cards were complete in every detail—name, medical degree, street address, phone number, office hours.

John Lear, science editor for "Saturday Review," was curious. Were these eight doctors really among those who "every day, everywhere" are turning to Sigmamycin? Did they endorse Pfizer's products as their choice of antibiotics?

He wrote each doctor, asking if he had published any of his clinical experiences with Sigmamycin and, if so, would he send a reprint. The letters came back, marked "return to writer," "no such address," "unknown." So he wired each of the doctors. Western Union reported back it could not find any of them. Just to be sure, he called the eight doctors. In every case, telephone operators reported there were no such numbers.

Armed with this information, Sam Armstrong of the "St. Louis Post-Dispatch" went out to see the young president of Pfizer Laboratories, John McKeen, at his plant in Brooklyn. Yes, McKeen agreed, the doctors named in the ad were quite fictitious—"symbolic," he called them.

Armstrong felt the inference was clear that these were among the physicians who find Sigmamycin the antibiotic of their choice. But it was only an inference. Nowhere did Pfizer specifically say so.

"We think it would be clear to the medical profession that the ad was not intended to create the impression that Sigmamycin was endorsed by any specific physician. It was simply a symbolic way of indicating that the antibiotic was in widespread use," McKeen said.

#### MISLEADING?

Was the ad misleading? Even purposely misleading? Was it false? Or fraudulent? No matter. For Section 15 of the act creating the Federal Trade Commission says, "No advertisement of a drug shall be deemed false if it is disseminated only to members of the medical profession."

James Cook who last year published

# Cost So Much

his splendid book, referred to earlier in this article, explains how Harry Babcock, FTC's executive director sees it. "You could advertise to a doctor that plain water would cure cancer."

FTC did cite Pfizer for the Sigmamycin ads, not on grounds that they might mislead doctors, but on grounds that they represented unfair competition with other drug makers. The commission has not yet concluded its hearings.

Doctors are buried under ads of pharmaceutical manufacturers. A recent survey shows the ordinary physician gets 4,900 drug ads in the mail a year—13 every sunrise. To plug one product, the manufacturer made 69 separate mailings during the year. This total doesn't include the drug ads—in one case, 14 pages long—that doctors are exposed to as they leaf through their various medical journals.

In addition, each drug manufacturer has "detail men" whose job is to explain to the physicians the new products his firm puts on the market. These 20,000 highly skilled detail men often know more about medicine than the doctor and the druggist rolled into one. They know how each of their products has worked under clinical conditions, whether it has harmful side effects, and doctors' experiences with varying doses. With few exceptions they uphold the highest ethical standards, and many physicians would be quite lost without them.

Troublesome facts remain, however. Each detail man is plugging a single line of products, even though he has no order book in his brief case. It is his job to impress each doctor with the worth of his firm's products. And, most disturbing of all, is the medical profession's vast dependence on them.

## SPEND MILLIONS

Last year the various pharmaceutical manufacturers spent \$300-million to promote the sale of prescription drugs. In the same year, all 85 of the nation's accredited medical schools spent only \$272-million to train doctors. This \$300-million is almost triple the drug industry's widely-publicized expenditures for research, totaling \$110-million.

Last year a trainload of Wisconsin

doctors and their wives journeyed to Detroit for a long week-end of high living, courtesy of one of the big drug manufacturers, Parke-Davis & Company.

On Thursday, they boarded a special 10-car, vista-dome train in Milwaukee, checked in at Detroit's swankiest hotel, attended a reception and banquet, then went "out on the town"—all at the drug company's expense. On Friday, they enjoyed another round of night-clubbing in nearby Windsor, Ont. On Saturday, the drug company took them to the Wisconsin-Michigan State Football game at East Lansing.

All this is part of the \$300-million the drug companies spend each year to "reach" the nation's 200,000 physicians. The doctors don't buy their products, but the doctors write the prescriptions that their patients buy. The doctors are the key.

This \$300-million is 15 per cent of the company's \$2-billion-a-year sales of prescription drugs. Fifteen cents of every dollar your druggist pays for the bottles that line his shelves goes to inform, counsel, entertain and sometimes bamboozle—physicians.

For example, Pfizer Laboratories each year arranges golf tournaments throughout the country exclusively for physicians. Cook tells how each doctor gets free golf balls imprinted with the Pfizer seal, free green fees, free lessons from the club professional, free drinks at the 19th hole, and a free dinner.

"Are these upstanding men of the medical profession influenced by this entertainment? No doubt about it," says Cook. "After one of the golf tours in Bergen County, N. J., sales of Pfizer drug products rose 42 per cent in the next few weeks—compared to a two per cent increase in nearby Essex County, where no tournament was held.

"Of course, some doctors don't enjoy playing golf. For them, Pfizer has fishing contests, bowling tournaments, skeet shoots, and sport smokers. The company once rented 3,000 acres of marsh land to entertain 700 physicians who enjoyed duck shooting."

At Birmingham, Ala., Pfizer took 460 doctors on a fishing trip and then to a barbecue. "We hired the fishing boats, provided the equipment, and practically guaranteed the catch," a Pfizer official told the "Wall Street Journal." Next month Pfizer sales rose 51 per cent at Birmingham, compared with a nine per cent gain in nearby Mobile.

Dr. Louis Lasagna, co-editor of the "Journal of Chronic Diseases" and professor of medicine and pharmacology at Johns Hopkins University, says the drug industry has greater influence on medical practice than all the post-graduate courses for doctors, medical meetings, and published information in the medical journals put together.

The effect of the drug companies' mail advertising, TV shows, movies, salesmen, and [Continued on Page 22]

## KILL POWER FAILURE

with your  
TRACTOR!

Protect your farm and family against power failure NOW with a Tractor-Driven Generator. No extra engine to buy. Operates from tractor or gas engine. Supplies power for lights, heating system, water pump, milker, brooder, milk cooler, etc.

LOWEST IN COST 20 YEAR WARRANTY

WRITE FOR  
FREE FOLDER  
TODAY!

**WINPOWER**  
NEWTON, IOWA

## NO MONEY DOWN!

**Florida** HOME-SITES  
\$395

Lovely ¼ acre sites in Central Florida hills, lake, grove area \$395, no money down, \$10 a month • Suburb of Ocala, high and dry • Streets, utilities • 22 miles to Gulf Beaches • Fish, hunt • Invest or retire. FREE color folder • Write Dept. 202-C Rainbow Park, Box 521, Ocala, Fla.

DON'T LET WATER PIPES FREEZE!  
use safe, dependable



**LINE-O-HEAT**

Largest-Selling  
Heating Tape  
in the World!

Prevents freezing of pipes, pumps, etc., in coldest weather. Can also be immersed to prevent water freezing. Easy to apply . . . no tools needed. Costs as little as a penny a day to use. Will give safe, dependable service for years. Nothing compares with Line-O-Heat!

LGTH.	PRICE
4'	\$ 2.40
6'	\$ 2.65
8'	\$ 2.95
12'	\$ 3.45
16'	\$ 3.95
20'	\$ 4.45
30'	\$ 5.95
40'	\$ 7.45
60'	\$10.45
80'	\$12.95

If your dealer doesn't have it, write . . .

The SMITH-GATES Corp.  
FARMINGTON, CONN.

## Clip Cows Regularly With

**Sunbeam  
STEWART  
CLIPMASTER  
ANIMAL CLIPPER**



More Powerful  
Motor . . .  
25%  
greater  
speed

**CLIPS**  
Cows, Horses  
Mules, Dogs,  
faster, better

Nationally known Dairy and Health Authorities say: Clipping prevents dirt accumulation—the chief source of sediment. Clipped cows are easier to keep clean, produce more desirable milk with low bacteria count, less sediment. Overall clipping helps control lice infestation. For best results use Clipmaster animal clipper. Preferred for its size, ease of handling and lasting durability. No. 51, \$49.95. (Colorado & West, \$50.25.)

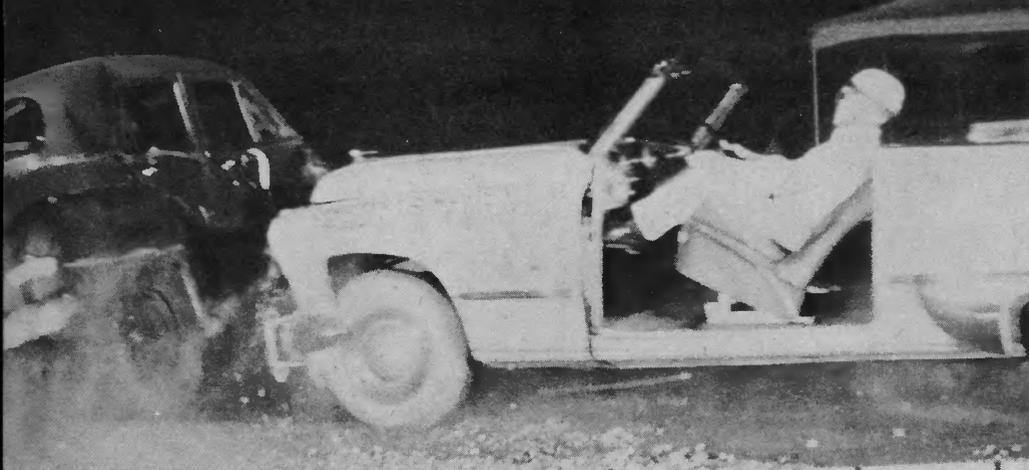
**Sunbeam CORPORATION**

Dept. REA, 5600 W. Roosevelt Rd.  
Chicago 50, Ill.

©Sunbeam, Stewart, Clipmaster

# A Device To Cut Highway Deaths

Mechanism operates instantly at moment of crash to keep car passengers from being hurled forward



Upon impact driver of the above car was protected from crashing against dashboard by an ingenious device, which tilts front seat back and slides it forward to absorb most of shock.

■ Since the introduction of automobiles in the United States 50 odd years ago, we have lost more lives and injured more persons as a result of it than the total American casualties from all wars since the birth of the nation!

The 65-million autos now in operation cause nearly 40,000 violent deaths annually and maim another five million.

Eighteen million of our 80 million licensed drivers become entangled in 10 million twisted wreckages yearly at a cost of \$5,300,000,000.

The battle scene is 3,322,000 miles of roadways over which the high-horse-powered warriors travel 650 billion miles per year.

If present casualty rates continue, two million Americans will have died behind or under the wheels of autos by 1974.

The causes and contributing factors are many and varied in the auto accident picture. The one approach, however, that can reduce the alarmingly high casualty rate by at least 50 per cent is proper "packaging" of car occupants, according to findings of several universities. (Cornell puts it this way: If people were packaged in cars the way eggs are packaged in crates, deaths and injuries in accidents would be a rarity!)

Such suggestions as padded dashboards, safety door locks and recessed steering wheels have already been offered. Why?

When two vehicles collide—or when one meets a fixed obstruction—no one is hurt! Why, then, do our cars need improved interior design?

In this collision, the bridge abutment or the cars are dented or crumpled—the accident has just hap-

pened—but the safety island in the center of the car is still intact . . . no one is hurt . . . yet. The forces have all been applied to inanimate objects. But, then the vehicle occupants begin slamming around inside the car.

From the instant the vehicle meets the obstruction the occupants have 4/100ths of a second before they leave the seat and meet an obstruction inside the car.

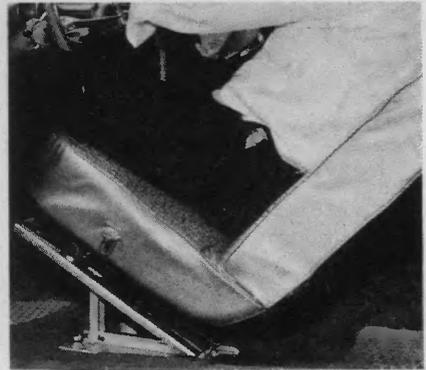
Imagine that your car collides with a solid, fixed object at 30 miles-an-hour. Further imagine that the front of your car is crushed-in two feet. This means that the velocity of your car has decelerated from 30 miles-an-hour down to zero in a distance of two feet!

This further represents a deceleration rate of 483 feet per second. Such a deceleration is 15 times the acceleration of gravity (which is 32.2 feet per second). The unit of gravity is called the "G." Your car, then, suffered a "15 G" crash.

Now, how do you—made up of materials more fragile than steel—behave in such a crash?

At the very moment of impact, you have the same velocity as the vehicle. That is, you too are cruising along at 30 miles-an-hour. Then, within two feet, the car comes to a dead halt. But you continue to cruise along at 30 miles-an-hour until something stops you, namely, the steering wheel, dashboard or windshield.

Assuming that the combined crushing of your body and the vehicle interior will reduce your 30 mile-an-hour "free-flight" within two feet (your head might give an inch and the dashboard another inch,) you will have suffered a deceleration of almost 5,700 feet per second! You have hit the dashboard with the force of 176 G's, 176 times your own weight!



Closeup of the Protect-O-Matic shows how it tilts the front seat backwards upon impact.

Although you may have survived without injury the 15 G crash of the vehicle, you need not be a physicist to realize that you couldn't possibly escape serious injury or death from the 176 G crash when your body slams against the interior of the car a fraction of a second following the collision.

Dr. Horace E. Campbell, one of the nation's leading authorities on the medical aspects of auto deaths and injuries, summed it up this way in the *Journal of the American Medical Association*:

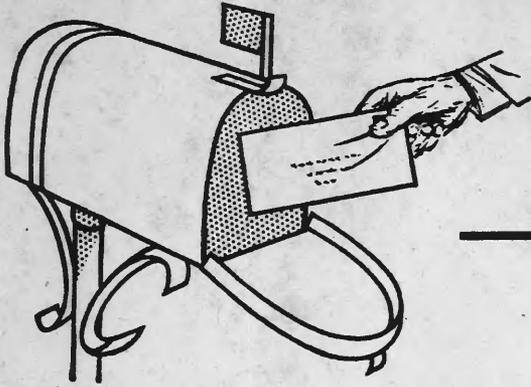
"If the occupant wore the car as he would a suit of armor, the crushing of the car's exterior in a collision would absorb tremendous amounts of impact energy and protect him from bodily injury.

"The occupant would be spared injury unless his passenger space became extensively crushed. But, for some reason, the teachings of physics have never been understood or accepted by the motorist—so, rather than 'strap on' the vehicle and take advantage of its protective armor in a crash, the motorist watches the vehicle crash relatively slowly to a stop and then dashes himself violently to pieces against its interior! This makes no sense at all, but it is still standard practice after 50 years of automotive accident history."

A new and unique approach to this "strap on" or passenger "packaging" idea is a seat that, at the moment of collision, tilts backward—cushioning the body against the forward thrust—and slides forward in a scooping motion with the force of the crash. Operating hydraulically, the seat absorbs the impact!

This device called "Protect-O-Matic" has undergone exhaustive tests—humans deliberately crashed cars hundreds of times at high speeds. It works.

This new device is now in limited production and is only available through a few Chevrolet dealers in the East as an accessory on their 1960 models. It retails for \$295. The company that manufactures the safety system is now in the process of expanding its franchised distributors. It hopes eventually to interest the car manufacturers to include it as standard equipment.



# Useful Items To Write For

Bulletins, pamphlets  
reports—some free; order  
direct from publisher listed

## REFASHION FURNITURE.

An exciting treatment in text and pictures of the how-to of reupholstering, with special emphasis on the versatility and usefulness of foam rubber.

*How To Refashion Your Furniture.* Write to Pamphlet Distributing Co., 391 East 149th St., Bronx, New York. Price 25c.

## SELECTING ELECTRICAL APPLIANCES.

How to select a new electrical appliance has long been a problem facing the consumer. The problem is not one of good value or quality so much as it is how to determine the best product and best value for his particular needs and use. This booklet is a practical guide to help the buyer who has become confused by the bewildering price and feature claims in appliance advertising.

*How To Select a New Electrical Appliance.* Write to American Motors Corporation, Kelvinator Division, 14250 Plymouth Road, Detroit 32, Michigan. Single copy free.

**BAD COLDS.** How to avoid colds in winter—common sense, practical measures to lessen the dangers of catching cold and to reduce common-cold absenteeism and discomfort.

*How To Avoid Colds In Winter.* Write to Pamphlet Distributing Co., 391 East 149th St., Bronx, New York. Price 25c.

## TEACH YOUR WIFE TO BE A WIDOW.

It is indeed rare when a wife knows all that should be known about her husband's business life, his income, his investments (if any), his debts, and the way he handles his budget. Yet, she may be faced with the whole problem of widowhood without an hour's notice. Teach Your Wife

To Be A Widow shows how to explain to a wife a husband's business affairs. It outlines in a simple manner the essential facts a wife—even a young wife—should be familiar with in case of any contingency. Some of the subjects covered are: Insurance, social security, the importance of a will, joint checking accounts, income taxes, pension.

*Teach Your Wife To Be A Widow.* Write to Pamphlet Distributing Co., 391 East 149th St., Bronx, New York. Price 25c.

**SEWING MACHINES.** Cleaning and adjusting sewing machines are two important factors in getting full use of your sewing machine. All well-made sewing machines, new or old, used constantly or idle, can be made to run easily and sew perfectly. Even old machines that have seen generations of household use can be put into first-class condition and need not be exchanged for a new machine. This cleaning, oiling, and adjusting can be done by the owner without the use of special tools or skill. This bulletin is prepared as a guide for homemakers in the cleaning, oiling, and correct adjusting of sewing machines.

*Sewing Machines—Cleaning And Adjusting No. 1944.* Write to Division of Publications, Office of Information, U.S. Department of Agriculture, Washington 25, D.C. Single copy free.

**FARMSTEAD LIGHTING.** If you have ever seen electricity come to the farm for the first time, you know what immediate convenience and enjoyment even a few electric bulbs bring. But that is only the beginning. Good lighting can do far more—and it is up to you to see that you are getting full value

from your investment in the lighting of your farm. This booklet is designed to cover all parts of the farmstead.

*Electric Light For The Farmstead—No. 1838.* Write to Division of Publications, Office of Information, U.S. Department of Agriculture, Washington 25, D.C. Single copy free.

**DOG CARE.** Here is a booklet that will be appreciated by the 25,000,000 dogs in America—and their owners. It is a concise but complete guide to the proper care and training of Rover, from puppy to grown dog. For the family with a new puppy, basic questions are answered: Housebreaking, feeding, housing, grooming. Teaching a dog obedience to commands is explained in a remarkably clear, step-by-step way. Special problems such as excessive barking, car chasing, and jumping up, are also covered.

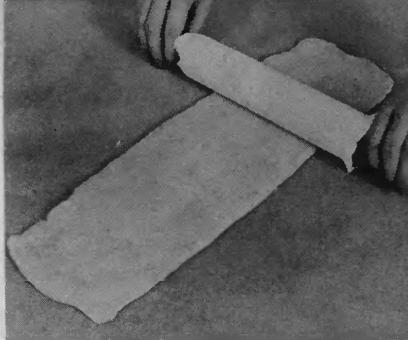
*The Care And Training Of Dogs.* Write to Pamphlet Distributing Co., 391 East 149th St., Bronx, New York. Price 25c.

**UNWELCOME GUESTS**—and how to get rid of them. This booklet explains, humorously and informatively, the habits and control of all our common household bugs. Most pests are disease carriers as well as nuisances, and every home has to cope with them at some time. This pamphlet contains complete information on the various types of insecticides—their proper use and their knockout powers.

*Unwelcome Guests — And How To Get Rid Of Them.* Write to Pamphlet Distributing Co., 391 East 149th St., Bronx, New York. Price 25c.

for the  
homemakers

By Judy Parker



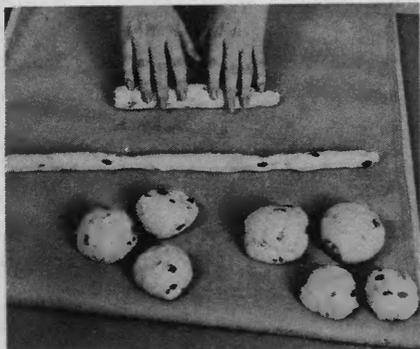
# Homemade Yeast Breads

BREAD MAKING, an ancient and most honest art, is having a welcomed revival. With the newer yeast products on the market today, it is easy to recapture the aroma and taste of old-fashioned homemade breads. If you are inspired to accept the challenge of this time-honored art, here are a few of our very best recipes for you to try.

## ANADAMA BREAD

- 1/2 cup yellow corn meal
- 2 cups boiling water
- 2 tablespoons shortening
- 1/2 cup molasses
- 3 teaspoons salt
- 2 cakes yeast
- 1/2 cup lukewarm water
- 5-6 cups sifted flour

Add corn meal gradually to boiling water while stirring constantly. Then add shortening, molasses and salt, cool to lukewarm (about 85 degrees). Soften yeast in lukewarm water and stir into corn-meal mixture. Add enough flour to make a stiff dough and knead well. Place in a greased bowl, cover with a towel, and let rise in a warm place until double. Punch dough down with the finger tips, cover, and let rise again for 45 minutes. Toss onto a lightly floured board and knead well, adding more flour if necessary. Shape into two loaves and place in two greased loaf pans, 9 1/2 x 5 1/4 x 2 1/2. Cover with a towel, put in a warm place and let rise until double. Bake at 375 degrees 15 minutes, then reduce heat to 350 degrees and finish baking, allowing an hour in all for the bread. Brush the crust with melted fat, remove bread from pans at once and place on cooling rack.



## CHEESE ROLLS

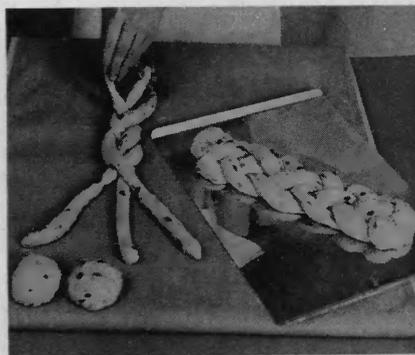
- 1 cup hot water
- 1/4 cup sugar
- 1 teaspoon salt
- 1 package yeast
- 2 tablespoons warm water
- 1 teaspoon sugar
- 1 egg, well beaten
- 2 cups grated cheese
- 3 1/2-4 cups sifted flour

Combine the hot water, sugar, and salt. Cool to lukewarm. Soften the yeast in the two tablespoons warm water and add the teaspoon sugar. Add to first mixture add the egg, cheese, and as much flour as can be stirred in without kneading. Toss onto floured board and knead until easily handled. Form into small balls, and place three balls in each section of greased muffin tins. Cover and let rise. Bake at 375 degrees 12-15 minutes. Makes 24 rolls.

## BUTTERHORN ROLLS

- 2 cakes yeast
- 1 tablespoon sugar
- 1 cup milk
- 1/4 cup margarine or butter
- 1/2 cup sugar
- 1 1/2 teaspoons salt
- 3 eggs, well beaten
- 5 cups sifted flour

Crumble yeast cakes. Add the tablespoon sugar and stir. Scald milk, add butter or margarine, sugar, and salt; cool to lukewarm then add yeast. Add eggs and 1/3 of flour. Beat vigorously until bubbles form on surface. Cover and let stand in warm place 25-30 minutes or until sponge is light. Add remaining flour to make a smooth dough. Turn out on floured board and knead until smooth and elastic. Place dough in greased bowl and brush with melted butter or margarine. Cover and let rise until double in bulk. Knead down; turn out on lightly floured board. Divide dough into thirds; roll each third into



nine-inch circle. Brush with melted butter or margarine. Cut each circle into 12 or 16 wedge-shaped (like a pie) pieces. Pull out ends of each wedge and, beginning at broad end, roll toward point. Place on greased cooky sheets with point downward to prevent unrolling. Brush with melted butter or margarine. Cover and let rise until very light. Bake at 400 degrees 12-15 minutes. Brush again with melted butter or margarine when taken from oven.

## SALT STICKS

- 1 cup milk, scalded
- 1/4 cup shortening
- 1 1/2 tablespoons sugar
- 1 teaspoon salt
- 1 cake yeast
- 1/2 cup lukewarm water
- 2 cups sifted flour
- 1 egg white, stiffly beaten
- 1 1/2-2 cups sifted flour
- 1 egg, beaten
- 1 tablespoon milk
- Coarse salt

Add shortening, sugar, salt to milk; cool to lukewarm. Soften yeast in lukewarm water and stir in milk. Add two cups flour, fold in egg white. Add other flour to make soft dough. Turn out on lightly floured board and knead until smooth. Place in greased bowl. Grease surface of dough, cover, let rise double. Knead down, pinch off pieces of dough the size of small egg, roll about eight inches long and 1/2-inch thick on unfloured board. Keep uniform in size and rounded at ends. Place on lightly greased cooky sheet. Brush with egg and milk mixture. Sprinkle with coarse salt. Let rise. Bake at 425 degrees five minutes; reduce heat to 350 degrees, bake 10-12 minutes longer, so sticks will be crisp and dry.





**SWEET BREADS** in great variety are made in most European countries. Some of them are festive, special-occasion breads. Others are year-round treats to enjoy with a cup of coffee, tea, hot chocolate or milk. The basic dough for making the breads shown in the photographs is given here:

**BASIC SWEET DOUGH**

- 1 package yeast
- 1/4 cup warm water
- 1/2 cup milk
- 1/4 cup sugar
- 1 teaspoon salt
- 2 tablespoons shortening
- 1 egg
- 2 3/4-3 cups flour

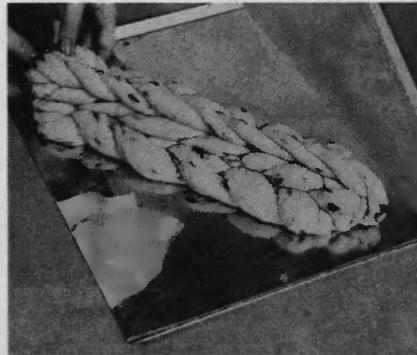
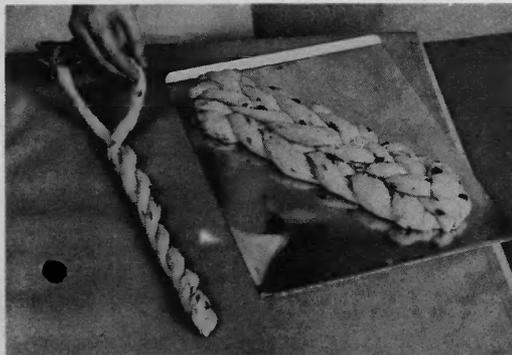
Sprinkle dry yeast into warm water. (Crumble compressed yeast in lukewarm water, if used.) Stir until dissolved. Scald milk. Pour into large mixing bowl. Add sugar, salt and shortening. Cool until lukewarm. Stir in one cup flour. Mix in dissolved yeast. Add egg and beat hard. (For Striesel, stir in 1/4 cup raisins, 1/4 cup chopped cherries, two tablesspoons chopped candied orange peel, 1/8 teaspoon mace.) Stir in 1 1/2 cups flour. Sprinkle two tablespoons of the remaining 1/4 cup flour on bread board. Turn dough out on flour and knead, adding more flour as needed to make a soft dough. Knead until dough is smooth and satiny (about five minutes). Shape into smooth ball. Wash mixing bowl and grease lightly. Press top of dough into bowl, then turn dough over. Cover and let rise until doubled (about two hours for Striesel). Punch down. Shape into ball or cut into nine pieces for Striesel. Cover and let rest five minutes. The dough is ready for shaping.

**Honey Glaze for Danish Coffee Twist:** Measure into small saucepan, two tablesspoons sugar, 1/4 cup honey, one tablesspoon margarine or butter. Bring to boil, stirring constantly. While still hot, brush on hot baked Danish Coffee Twist.

**DANISH COFFEE TWIST (above)**—1. Roll dough to form sheet six inches wide, 1/4 inch thick. 2. Spread with one tablesspoon soft margarine or butter. Sprinkle with three tablesspoons sugar mixed with 1/2 teaspoon cinnamon. 3. Roll up to make long slender roll. Seal edges by pressing firmly. 4. Twist roll by pushing ends in opposite directions. Lift to lightly greased baking sheet for final shaping. 5. Shape like a pretzel. Tuck ends under. Cover, let rise until doubled (about one hour). Bake at 350 degrees 25-30 minutes. Brush with glaze (recipe below), sprinkle with nuts.



Pictured are (lower left) Grecian Feast Bread, a special holiday bread baked in a three-petalled loaf. In Greece, the legend is that the three small loaves baked as one represents the trinity. Lower right—Stollen comes to us from Germany, a sweet filled bread, baked in a folded-over roll. Upper left—Kulich is a famous Russian Easter bread baked in tall slender loaves. Here it was shaped in a pint can (such as canned peach can) and a pound coffee can. Upper middle—Viennese Striesel, in Austria all braided breads are called Striesel. Upper right—Danish Coffee Twist represents only one of many bread shapes for which Denmark is famous.



**VIENNESE STRIESEL (at left)**—

Roll each of nine pieces of dough into strands 15 inches long. Lay four of strands on lightly greased baking sheet, overlapping at the center. Braid loosely, from center to ends. Braid the next three strands loosely. With the sides of the hands, make a "trench" down the center of the first braid. Lay second braid on top of the first one, placing it in the "trench." Twist the two remaining strands loosely around each other. Lay twist on top of loaf. Tuck ends under. Cover, let rise until doubled (about 1 1/2 hours). Bake at 350 degrees 40-45 minutes.



# HE CAN WEAR HIS DADDY'S PANTS

Here's how to turn your husband's discarded slacks into a Winter coat for a young sprout. Total outlay: less than \$1.98

four raglan-sleeved coat. Select a straight-cut pattern (neither flared or pleated) with two-piece sleeves and a minimum of self-material trim (pockets, belt).

After choosing the pattern and assembling lining and notions, carefully rip the trousers, launder them in mild soap and warm water, and steam-press them on the wrong side. If the trousers are of reversible fabric, you're in luck. Use the inside of the trousers for the outside of your finished garment.

Cut the coat from the prepared fabric exactly as shown in the diagram. You may have to piece one part of the pattern such as upper collar. Even if the pattern you choose varies from this one, place the coat back, facing and sleeve front on the trouser back. If the trouser seat is worn, the reason for such an arrangement will be obvious: you may have to piece the fac-

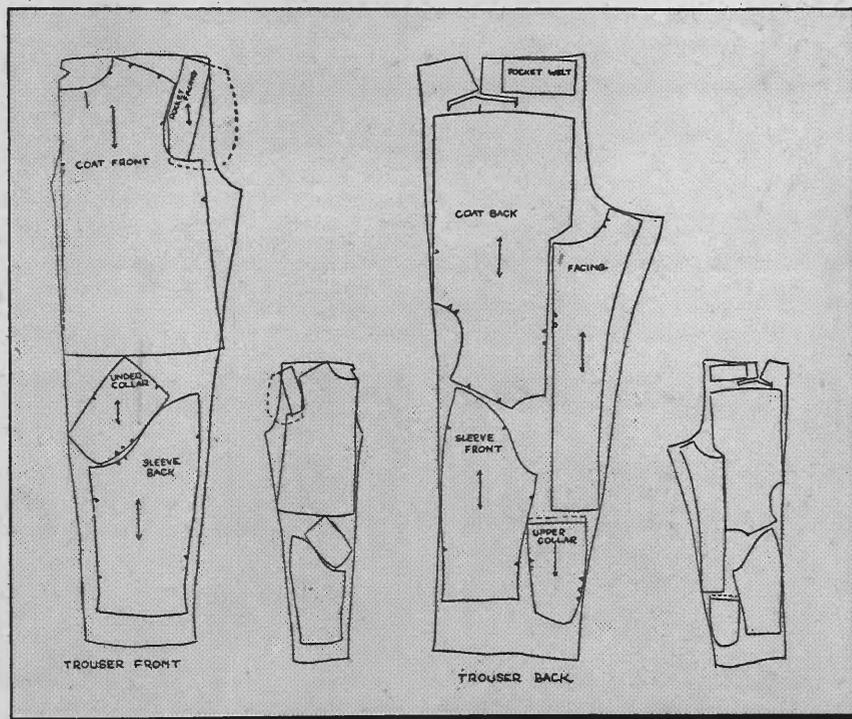
ing. With a little maneuvering, you will have enough fabric to accommodate the pocket welts, pocket facings, and collar. Warning note: Don't become so absorbed in arranging your pattern that you forget to lay each piece (except the undercollar) on the straight of the fabric. It's far better to shave a bit of fullness from the body of the coat than to violate that straight-of-grain rule. And cut each piece singly—never through a double thickness of material.

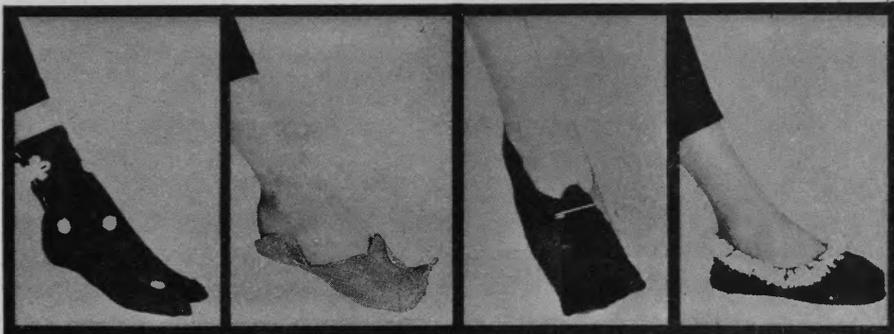
That's about all there is to it. Now you proceed exactly as you would if the fabric were new. Used material is softer and has less body than new material, and correctly sewed interfacing will help eliminate that made-over look. One last word of advice; To avoid a home-made look, either make bound buttonholes, use a buttonhole attachment, or have the buttonholes made.

**I** wonder why it hurts so much more to buy a coat for a young child than for an older one? Probably because the tiny ones outgrow their clothes faster. If your child wears size four or under, and you're not afraid to try, you can make him a handsome coat for less than \$1.98. Here's how.

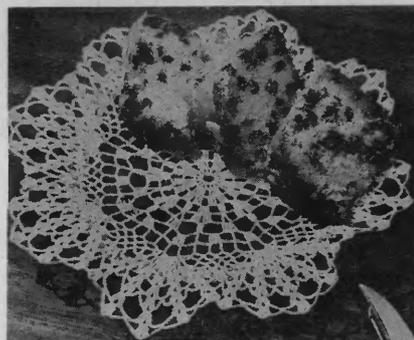
Take a pair of your husband's discarded slacks that are in good condition. (Almost every man has such a pair of pants in his closet—a lightweight or light-colored garment that he never wore as much as he expected he would.) You can buy a pattern (50c); 1¼ yards of rayon lining, at 79c a yard (99c); a spool of thread (15c); and a card of buttons (10c). Your total investment: less than \$1.98. (Use interfacing material and seam tape left over from other garments you have made.)

Although our diagram shows a fitted-coat pattern with set-in sleeves, we suggest, if you are a beginner, that you consider a raglan-sleeved coat. This is easier to fit, less complicated to sew. Whatever your style preference, keep these points in mind when selecting a pattern. The average pair of trousers provides enough fabric for a size three fitted coat or a size





1. Fancy Footwork—Instructions are included for making eight different slippers



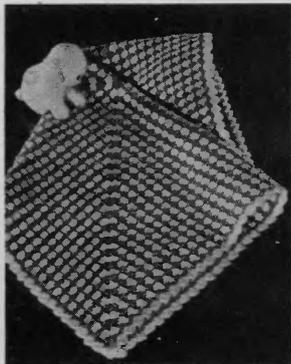
2. Cake Plate Doily-Cover



3. Baby Set—includes crocheted jacket with matching bonnet and shoes



4. Tam O'Shanter Set



5. Crochet Baby Afghan



6. Ear Muffs & Mittens



7. Snowflake Chair Back



8. Toweling Insertion



9. Filet Tablecloth

**FREE PATTERNS**

# Something New To Crochet

When you've looked over our collection, please feel free to order as many leaflets as you wish (free of charge). Simply fill in the coupon below, and enclose a stamped, self-addressed envelope for every three patterns you request.

**ILLINOIS RURAL ELECTRIC NEWS**

Judy Parker  
Box 1180  
Springfield, Illinois

Please send me without charge the pattern leaflets which I have checked below. I am enclosing a STAMPED, SELF-ADDRESSED envelope for every THREE patterns requested. (If possible, the envelope which MUST accompany all pattern orders, should be of the larger size):

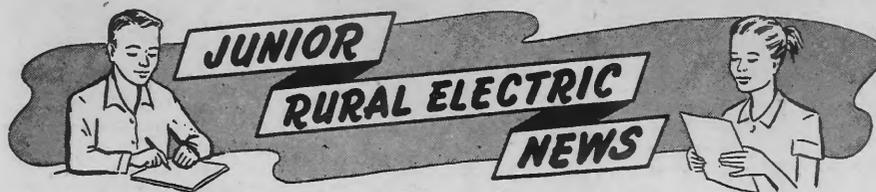
- 1.  Fancy Footwork
- 2.  Cake Plate Doily-Cover
- 3.  Baby Set
- 4.  Tam O'Shanter Set
- 5.  Crochet Baby Afghan
- 6.  Ear Muffs & Mittens
- 7.  Snowflake Chair Back
- 8.  Toweling Insertion
- 9.  Filet Tablecloth

My name is .....

Address .....

Commend (if any) .....

This coupon expires Jan. 20, 1960. Orders must be postmarked by that date.



# PEN PALS

Hi Pen Pals,

Here it is almost Christmas again. What a wonderful time of the year! I want to take this opportunity to thank each and everyone of you who have written letters in to be published and I also hope that every one of you have a wonderful Christmas. Don't forget to add those Pen Pals on your Christmas card list! See you next year. Judy Parker, Jr. Rural Electric News, Box 1180, Springfield, Ill.

## WATCHES TV

I would like to have Pen Pals. I am 10 years old. I am in the fifth grade and I go to Mascoutah Elementary School. My birthday is May 5 and I have dark brunette hair. I have dark brown eyes. My hobbies are watching TV, growing flowers and skating. I also like Rock 'n' Roll records.—Diana Lamborn, R.R. No. 1, Mascoutah, Ill.

## HAS RABBIT

I am 10 years old. I have blonde hair and blue eyes. My birthday is August 13. I have three sisters, one is married and the others are still in school. I have a rabbit, and I take care of it. I go to the Chadwick School. I am in the fourth grade. I would like to hear from boys and girls between nine and 12.—Beverly Pitts, R. R. No. 2, Chadwick, Ill.

## LIKES TO SKATE

I am 16 years old and my birthday is January 16. I have brown eyes and black hair. I am a Sophomore at G.B.T.H.S. at Sesser. My hobbies are skating, horseback riding, cooking, and sewing. I would like to hear from boys and girls between the ages of 16 and 18. Send a picture, if possible. — Ruby Pearl Galloway, R. R. No. 1, Box 225, Sesser, Ill.

## PLAYS CLARINET

I am 10 years old. My birthday is March 3. I have brown hair and brown eyes. I am in the fifth grade. I play a clarinet in the Mulkeytown Grade School band. I enjoy it very much. I would like for someone from nine to 13 to write to me. I promise to write when I hear from you. I would like a picture if you have one.—Gussie Jean Pullock, R.R. No. 1, Mulkeytown, Ill.

## ROLLER SKATES

I am 15 years old and I have long red hair and blue eyes. I am five feet, two inches tall and weigh 108 pounds. I am a Sophomore at Cisne Community High School. My hobbies are tap dancing, swimming, dancing and roller skating. My favorite singer is Rickey Nelson and I like Rock 'n' Roll music. I would like to hear from boys and girls from 14 to 18. I would like to have pictures too, if possible. I promise to answer all letters I receive.—Mary Ann Jones, R.R. No. 1, Mt. Erie, Ill.

## LIKES FARMING

I am 13 years old and have brown hair and dark brown eyes. My birthday is May 10. I am in the eighth grade at Hazel Dell High School. My hobbies are farming, roller skating, and horseback riding. I live on a 120-acre farm. I would like to hear from girls and boys between the ages of 12 and 16. Send a picture of yourself, if possible.—Ralph Ray Galloway, R. R. No. 1, Box 225, Sesser, Ill.



## PLAYS PIANO

I am 12 years old and in the seventh grade. I have brown hair and brown eyes. I am five feet, three inches tall and weigh 105 pounds. My birthday is September 16. I play the piano and like to read, sew, decorate cakes, listen to the radio and watch TV. I would like to hear from boys and girls from 12 to 15.—Linda Busenbark, R. R. No. 2, Cobden, Ill.

## LIKES TO DRAW

I am nine years old. I am in the fourth grade. My birthday is March 22. I have brown eyes and hair. My hobbies are writing, drawing, and bike riding. I would like to hear from boys and girls nine to 14. I would like pictures, if possible. I will answer all letters. — Margie Ann Hoffinan, R. R. No. 2, Vandalia, Ill.



## GOES HORESBACK RIDING

I am 13 years old. I am in the eighth grade at a Jr. High School. I have blonde hair and blue-green eyes. I am five feet, one and one-half inches tall. I weigh 92 pounds. My birthday is December 15. I love to ride horseback and play pianos and organs. I live on a 40-acre farm. I

would like to hear from both boys and girls between the ages of 12 and 15. I will try to answer all letters I receive.—Cheryl Bandy, R. R. No. 3, Box 78, Greenville, Ill.

## Prescription . . .

[From Page 15] lavish entertainment is that more and more physicians prescribe drugs by brand name. As the brand names multiply each year through the creation of combinations and variations of existing preparations, so do the bottles that line the druggists' shelves. The cost of this inventory and the planned obsolescence of last year's "wonder drugs" result in soaring prescription costs for the doctors' patients.

Can the drug industry purge its own house? Dr. Lasagna doubts it. He told Harry Wilensky of the "St. Louis Post-Dispatch:"

"Drug houses feel they have to come out with new products—or new combinations and forms of old products—to make it appear they are on their toes. When a competitor comes out with, say, antibiotics plus vitamins in one capsule, the conservative firm may think this is a lot of baloney but still be impelled to follow suit in a fight to retain its share of the market."

Besides, it pays off. Parke-Davis & Company profits in the recession year of 1958 were 32 cents of every sales dollar; Upjohn 28 cents. In 1957, Abbott Laboratories had 22 cents profit on every sales dollar; Eli Lilly, 33 cents; Pfizer, 33 cents; Smith, Kline & French, 35 cents. (All figures are pre-tax profits).

In 1955, the drug makers were sufficiently concerned about their public relations to ask the University of Chicago's National Opinion Research Center to examine public attitudes. Did people blame them for the high cost of prescription drugs? The answer was a comforting, "no."

The Center discovered that 38 per cent of the people thought prescription costs were much too high, and 28 per cent though they were somewhat high. Most of these people, however, didn't blame anyone in particular. Among these who did, the retail pharmacist was much more likely to be blamed than the drug manufacturer.

[To be concluded next month]

The Modern Shoe Scrapper  
that PROTECTS  
your floors from  
Mud & Snow!



Protects valuable rugs, polished floors from mud and snow. Nylon bristle brushes remove mud, snow, ice, grass cuttings from sides of shoes or boots—the ONLY shoe scrapper that cleans both soles and sides in one clean sweep. Easily installed by pushing into ground along walk or patio.  
Gold trim brush holders and rustproof black steel frame add a smart practical accent at your doorstep. A must at the doorway used by youthful feet. Unique and useful—an excellent Christmas gift. Only \$3.49. Shipped in attractive carton, prepaid parcel post, when check or money order accompanies order. Mail \$3.49 ea to  
TRIO MANUFACTURING CO., GRIGGSVILLE, ILLINOIS

# Rural Exchange

Reaching Over 430,000 Rural People Each Month

## ● Auction Schools

LEARN AUCTIONEERING, Term opens soon. Free catalog. 27 years World's Largest School. Reisch Auction School, Mason City 44, Iowa.

## ● Business Opportunities

EARN WHILE you learn auto and diesel mechanics. Master this top paying trade. Many graduates earn \$100 a week and up. Approved for Korean veterans. For free information write Dept. No. 264, Nashville Auto-Diesel College, Nashville 3, Tennessee.

## ● Farm Machinery, Equipment

FORAGEMASTER SILO. Greater strength—silage acid proof. Write for free folder. Rowell, Inc., 752 Vandalia Street, St. Paul 14, Minnesota.

MECHANICAL FEEDING will save you time and hard work. Send for free pictures and plans. Built for years of dependable service, the proven Silo-Matic Unloader and Seru-Feed'r Bunk Conveyor will feed your cattle in a matter of minutes. Write Van Dusen and Company, Inc., Wayzata, Minnesota.

## ● Farms, Real Estate

FARMS, HOMES, Businesses, Investment and Income Properties. To buy, sell, or trade, see us. Faye Elmer, Realtor, 604 South Cross Street, Robinson, Illinois.

## ● Livestock

REGISTERED BRAHMAN Bulls reasonable. 11 miles northwest of Shelbyville. Daytime. Call: Express 8-6669. Night: TE. 5-7428. Frank Russell, Fairland, Indiana.

FOR SALE: 20 good Hereford calves, 300 to 500 pounds. Price 30c. W. C. Anderson, McLeansboro, Illinois.

LATEST INFORMATION on sheep raising for both beginners and experienced sheepmen. Subscription \$2.00 year. Shepherd Magazine, Sheffield 18, Massachusetts.

BERKSHIRE SERVICEABLE age boars. Excellent quality. Reasonably priced. Production tested. Marion L. Shubbach, Phone 6F3, Sparta, Illinois.

WISCONSIN HIGH production and top quality Holstein and Guernsey dairy cows and heifers due to freshen soon. Also younger heifers and heifer calves—all ages. Will deliver any size order by truck to your farm subject to your inspection. Ross Blott, P. O. Box 158, Mukwonago, Wisconsin.

OFFERING REGISTERED Swiss Bulls, one to twenty months. Fine type. Records to 20,862 milk, 2X. Also young cows, bred heifers. Alfalfa Knoll Farms, Carlock, Illinois.

## ● Miscellaneous

SERVICE YOUR area—Agents, Dealers, Farmers make \$125 up weekly distributing nationally advertised Campbell's Gro-Green Liquid and 100% Soluble Crystal Fertilizer Concentrates. No investment. Demonstration kit furnished. Campbell Co., (Est. 1928), Rochelle 45, Illinois.

KILL BRUSH at low cost with amazing R-H Brush Rhap. Will not injure grasses, grains; not poisonous. For free information write Reason-Hill Corporation, Box 36E, Jacksonville, Arkansas.

KILL SUBMERSED Water Weeds which foul up motor propellers, tangle fishing gear, with R-H Weed Rhap-20, Granular 2, 4-D. Inexpensive, easy to use, sure results. For free information write Reason-Hill Corporation, Box 36E, Jacksonville, Arkansas.

MR. CORN FARMER: Control broad leaved weeds and grasses (crab grass, fox tails) with R-H Weed Rhap-20, Granular 2, 4-D. For free information write Reason-Hill Corporation, Box 36E, Jacksonville, Arkansas.

ELIJAH COMING Before Christ! World's next great Event! Wonderful Book Free. Dept. IR, Megiddo Mission, Rochester 19, New York.

## ● Of Interest to Women

SEW APRONS at home for stores. No charge for material to fill orders. In our fifth successful year. Write: Adco Mfg. Co., Bastrop 15, Louisiana.

## ● Sellers

HICKORY SMOKED, sugar cured hams. 89c pound. 10 pound minimum. Postage 15 per cent extra. Free price list. Ralph Underhill, Beebe, Arkansas.

FOR SALE: Cow trainers \$1.00 and \$1.35 each. Also complete cow trainer systems. Free literature. Roth Manufacturing, Loyal, Wisconsin.

### ATTENTION FARMERS!

YOU SHOULD KNOW MORE ABOUT THE LOW COST ACCIDENT POLICY, OFFERED BY THE PIONEER LIFE INSURANCE COMPANY OF ROCKFORD, ILLINOIS. DEPT. M. S. 290.



"Well, then, call an electrician and tell him to PUT an outlet in the hog-house!"

## Rates Below For Co-op Members Only

Tear Off and Mail Promptly

PLEASE PRINT CAREFULLY

1	2	3	4
5	6	7	8
9	10	11	12
13	14	15	16
17	18	19	20

Figure out the proposition you want to make, whether it is something you want to buy, sell or swap.

Write the words in the spaces above. If you fill all the spaces that will be 18 words. Price for 18 words (or less) is \$4.50 for each time you want your ad run.

If your message takes more than 18 words, add 25 cents for each additional word. Remember, each initial or group of figures count as one word. (Don't forget to count your name and address in the ad.)

Fill in your name and address below, attach correct amount for ad and mail to RURAL EXCHANGE, Illinois Rural Electric News, Box 1180, Springfield, Ill. Your ad will appear in the earliest issue possible.

YOUR NAME

YOUR ADDRESS

Tear Off and Mail Promptly

## Rural Exchange Rates

Regular Rates: 30 cents per word. Minimum ad—\$5.40 for 18 words or less.

Rates for Illinois Co-op Members Only: 25 cents per word. Minimum ad—\$4.50 for 18 words or less.

Display Advertising Rates: \$1.00 per agate line, \$14.00 per inch. Minimum ad—\$7.00.

Payment must accompany all ads.

Deadline is 24th of month preceding publication.

The Illinois Rural Electric News goes into 109,000 farm homes in Illinois each month—actually over 430,000 readers, representing one of the most prosperous farm markets in the nation.

Payment must accompany your order. Make checks or money orders payable to Illinois Rural Electric News. Ad will be started in earliest possible issue.

Advertisers may deduct a discount of 10% on six month orders; 15% may be deducted on 12 month orders.

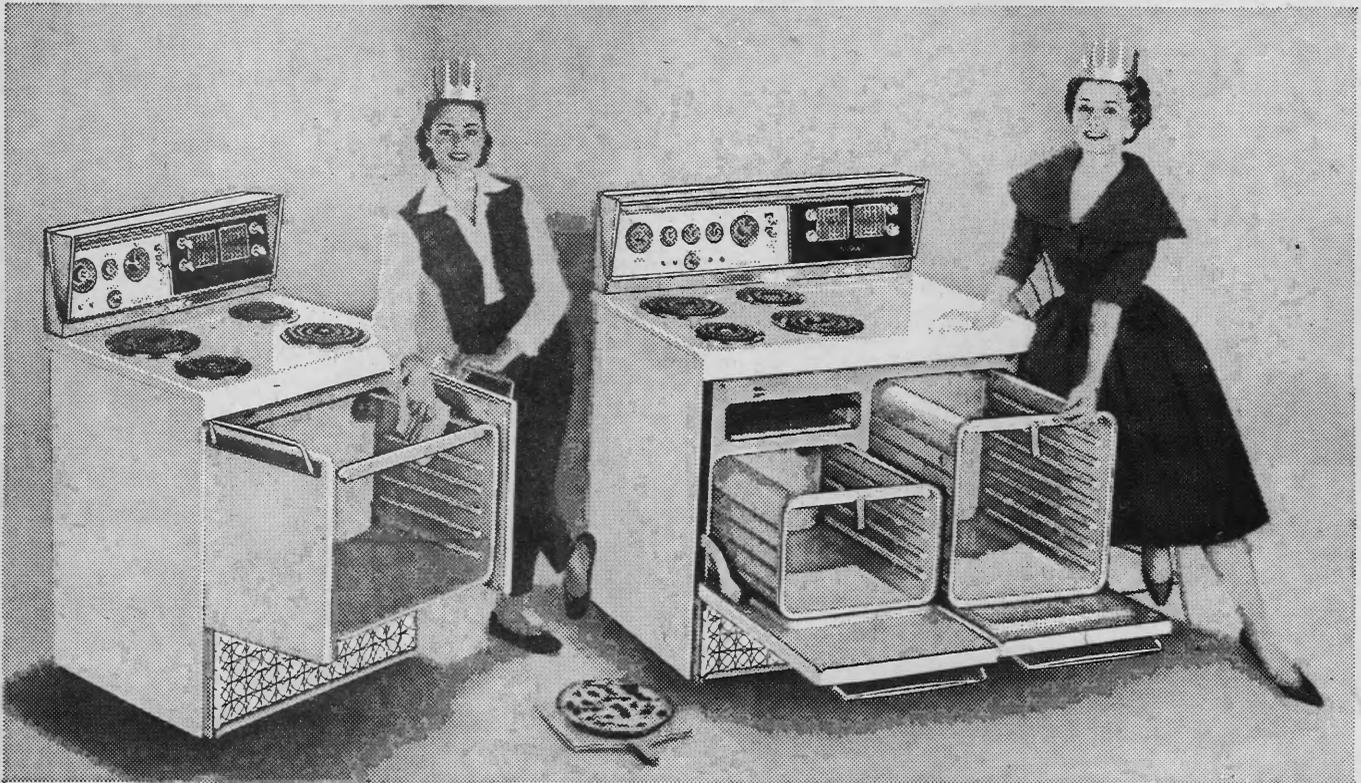
Mail ad and remittance to RURAL EXCHANGE, Illinois Rural Electric News, Box 1180, Springfield, Illinois.

**NEW IN  
1960!**

A FRIGIDAIRE *only*

**THE PULL 'N CLEAN OVEN!**

Now in 8 electric ranges—30-inch...as well as 40-inch models



Model RCI-39-60 with French doors

Model RCI-75-60 with double Pull 'N Clean Ovens

**clean without slaving . . . feel like a queen!**

The whole oven pulls out to clean . . . pushes back like a drawer. A dream!

No more backaches or bruised knees. Now you can stand up and wipe off spills 'n spatters from the back, sides and floor of the oven. Takes minutes, not hours! Here's the joy of cooking without the slavery of cleaning.

New clean-easy, cook-easy features! All knobs pull off for wipe-easy, control panel cleaning. Radiant Wall Spatter-Free Broiler Grill. New Infinite Heat Controls on all surface units let you dial any cooking temperature. Heat-Minder Unit with new "degree" settings makes any utensil automatic. Lift-Up, Stay-Up Units won't warp.

**FRIGIDAIRE**

**ADVANCED APPLIANCES  
DESIGNED WITH  
YOU IN MIND!**



Product of  
General Motors



A MODEL FOR EVERY BUDGET—MANY IN 5 RAINBOW COLORS OR WHITE

RD-38-60, 30" wide,  
Pull 'N Clean Oven

RCD-39-60, 30" wide,  
Pull 'N Clean Oven

RD-20-60, 40" wide,  
Pull 'N Clean Oven

RDD-20-60, 40" wide,  
Pull 'N Clean Oven

RCD-71-60, 40" wide,  
2 Pull 'N Clean Ovens

RI-55-60, 40" wide,  
Pull 'N Clean Oven

