



Illinois

R.E.N.

RURAL ELECTRIC NEWS

OCTOBER 1963

National News Notes

Kennedy calls for spreading power

■ During his recent 10,000 mile conservation tour, President Kennedy said that the task of spreading power facilities at reasonable prices to farm areas is far from complete.

The President, stressing conservation of both human and natural resources in his five-day, 11-state tour, declared that both the Rural Electrification Administration and the Area Development Administration could help in closing the gap between the living standards of rural and urban residents.

At Grand Forks, N. D., Kennedy said there is a great and continuing need for narrowing the differences in living standards of American city and rural populations, particularly in the cost of electric power which becomes increasingly necessary in today's farming.

"We are seeking, in short, true parity of opportunity, but it will not come overnight," the president said. "To achieve it will require a new impetus in electrification development, new starts in our multipurpose dam programs, and new and greater use of our land, water, timber and wildlife resources."

Great quantities of investment capital are needed to reduce acute shortages of energy in many areas, he said, adding that REA and ARA could be the key agencies in helping to meet the goal of adequate power.

"Poverty has too long been a permanent, unwelcome intruder in too many rural areas," he said, "now we have the tools to eliminate it."

Former REA chief warns of challenge

■ Former Secretary of Agriculture Claude Wickard told a group of rural electric leaders at Madison, S.D., recently that all-out opposition by "monopolistic power companies" is providing the most serious challenge in history to the Rural Electrification program.

Speaking at the annual meeting of the East River Electric & Power Cooperative, Wickard said that "In all my years of association with REA, I've never seen such vicious attacks on the principles of REA."

Wickard, who was also an REA Administrator at one time, warned that "I've never seen so many organizations rally to the support of the monopolistic power companies in their efforts to prevent the people from enjoying the benefits of the full development of natural resources."

Senate Okays Record REA Loan Funds

■ The Senate gave final approval to the Department of Agriculture's appropriations bill Sept. 20 on a roll call vote of 74-5.

Included in the overall \$6-billion appropriation was an authorization of \$425-million in electric loan funds for REA, the largest sum ever voted for the agency. The Senate committee report that accompanied the appropriations bill contains language, however, that places new restrictions on the generation and transmission program and on Section 5 loans.

Similar committee provisions accompanied the Agriculture Appropriation bill that was passed by the House on June 6. The measure now goes to a Senate-House conference committee where minor differences in appropriations will be ironed out.

One of the limitations imposed by Committee reports was the stipulation that before the REA administrator can make a G&T loan he must negotiate with power companies in hopes of obtaining a reasonable power contract. Up to this time, such negotiations have been left to the rural electric systems.

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How Skilled Are You?

We call your particular attention to a legislative report on pages four and five.

Now, legislative articles can be dull reading. But this one is especially important for several reasons.

First, it provides our readers with pertinent answers to some of the questions our enemies, and some of our thoughtful friends, have been asking.

Second, this particular legislative report points up the fact that we have strong and able friends, both Democrats and Republicans, in the legislative halls. And we need them, greatly.

As you read this article, ask yourself this question:

Could I have so effectively answered the arguments of those who would destroy us?

You may be impressed, and rightly so, with the breadth of knowledge concerning electric cooperative problems displayed by such men as Sens. John Sherman Cooper of Kentucky and George D. Aiken of Vermont. Both are Republicans. And you will be interested, also, by the detailed information coming from Paul H. Douglas of Illinois. And you will note that our opponents, also, have made careful studies of cooperative operations.

We suspect that our Senate friends are far better informed about the strengths and weaknesses of our cooperatives than many of us. We need to inform ourselves more fully so that when our friends and neighbors turn to us with sincere questions about commercial power company propaganda, they'll receive fair, clear and accurate answers.

We need, also, to remind ourselves that our legislative friends are indeed fighting our battles in Congress. If they were not there to answer the charges of men like Sen. Frank J. Lausche, the Ohio Democrat, who would speak up? Our Illinois cooperative members can't do the job. They can't be there. They have no voice.

And what if our legislative friends were to lose their desire to come to our aid? They easily could sit silent, while unfair charges are made. When they defend us, they themselves are attacked. If they become convinced the public really opposes the cooperative program—which it does not—some legislators certainly would lose some of their zeal. We are coming to realize more clearly that our friends need to know of our support and appreciation. We should write them more often.

Incidentally, have you noted that you almost never hear a legislative opponent to REA concede that he is actually unfriendly to our electric cooperatives?

You may hear him say that the cooperatives have outlived their usefulness, which is unfactual. Or he may say that he knows better than you what is good for your cooperative, and that when he acts in opposition to your desires he is merely being wiser than you.

It is true that we supporters of electric cooperatives aren't always able to distinguish our friends. We are more successful in determining those who are not our friends, but even that leaves something to be desired. We expect to improve this record in the years ahead.

OUR COVER—Beauty reigned at the Association of Illinois Electric Cooperatives annual meeting in Springfield. From left are Miss Linda Gayle Burns, 17, daughter of Mr. and Mrs. Aaron F. Burns of Carmi, first runner up; Miss Nancy Koeneman, 17, daughter of Mr. and Mrs. Edward H. Koeneman of Welge, queen, and Miss Beverly Karraker, 16, daughter of Mr. and Mrs. Lee Karraker of Dongola, second runner up.

Co-op Program Attacked—and Defended

Should REA interest rates be increased from the present 2 per cent to 3 or even 4 per cent?

Is the rural electrification program unfairly subsidized?

Does it pay its fair share of taxes?

Has it outlived its usefulness?

Is it falling prey to continuous attacks mounted by commercial power interests?

Is it really a threat to these commercial interests?

These are important questions. They are among questions discussed on the Senate floor recently when Sen. Frank J. Lausche (D., Ohio) tried unsuccessfully to raise REA interest rates by 1 per cent. He said the increase should be more—and he'll keep trying.

But the electric cooperative program had strong support as well as strong opposition. Support was bipartisan. Sen. Paul H. Douglas (D., Ill.) took a leading part in REA defense. Republican Sens. George D. Aiken of Vermont and John Sherman Cooper of Kentucky also played important roles.

Listen to the debate as contained in the Congressional Record:

Sen. Lausche said he would "attempt to point out the impropriety and the unjustifiable action of the federal government in borrowing money at an interest rate of 4 per cent and then loaning that money to semi-commercial enterprises (the electric cooperatives) at a rate of interest of 2 per cent."

He said this constituted a subsidy and should be abolished.

Sen. Douglas took the floor. He addressed the presiding officer:

"Mr. President, unlike many critics of the REA, the senator from Ohio is perfectly consistent in the position which he takes.

"Many critics of the REA, while objecting to alleged subsidies paid to the farmers, through the REA, nevertheless swallow and support subsidies to airlines, shiplines, gas and oil interests, and many other activities.

"I pay tribute to the senator from Ohio by saying that he has been opposed to all these subsidies. . . .

"Nevertheless he is ignoring many things and I should like to answer the body of his argument."

Sen. Aiken agreed. He observed:

"I feel that his (Lausche's) chances of accomplishing this worthy purpose (doing away with all subsidies) are so slim that I would not wish to see the REA selected

as the first example, when, in all probability, other examples would not follow."

Sen. Douglas continued his discussion. He pointed out that the government borrows its short-term money at a much lower rate than that of long-time obligations. He said that for several years (1943 through 1946) the total of long and short term rates averaged under 2 per cent and they did not exceed 3 per cent until 1960.

"As of the present moment, the short-time interest rate is a little over 3 per cent and the long-time interest rate is approximately 4 per cent," Mr. Douglas said. So now there is a subsidy and I think it should be frankly admitted.

"The next question is: Is this practice socially justifiable?"

The senator insisted that it is. He recalled how electric commercial utilities refused to bring service to most rural area residents despite vigorous and repeated government efforts to persuade them to do so. He continued:

"If it had not been that funds were provided at a relatively low interest rate . . . power would not have been extended to the countryside."

"The senator from Ohio ("Mr. Lausche) lifts his hands in holy horror at the fact that farmers have had power and now want more power," Mr. Douglas said.

"Of course they want more power. They started by lighting their houses and barns electrically. Now they want to refrigerate and milk their cows electrically. Why not?"

In return for the low interest rate the government made a severe demand upon REA cooperatives, Sen. Douglas said. "It was a part of a bargain.

"The government said to the REA cooperatives, 'We will give you a low interest rate—2 per cent . . . if you will promise to serve the entire area, including every farm, no matter how isolated or how far out it may be.

"You must serve the entire area. You may not skim the cream and choose only the communities or places outside the towns where large numbers of farms are close together. You must go out to the extremes of the county or the REA district and cover everyone, virtually, who wants power."

"This is something the private power companies always refused

to do and which they refuse to do now. But the REA agreed and does serve the entire area.

"What has been the result? The average number of customers per mile of the electric power companies is 33. In the REA areas, it is 3.3 customers to the mile.

"In other words, they have only one-tenth the depth of coverage per mile of the private companies.

"I believe that is worth a subsidy, and I stand by the side of the senator from Ohio in the fight against other subsidies. Indeed, I was fighting those subsidies before he came to the Senate; and we shall continue to fight against them in the future.

"However, I say this is one subsidy which is justifiable because it brings mechanical aids to the people who have been loaded down with an excessive burden of toil.

"The need for increased power results in additional investment and the strengthening of the distribution lines. Therefore, even though 98 per cent of the farms are covered, because they want more power, we have to 'beef up' the lines to serve them."

The senator noted Sen. Lausche's attack on generation and transmission loans made to some cooperatives. Sen. Douglas said these loans are proper. He continued:

"When the REA bargains with the private power companies, unless they (the cooperatives) have alternative weapons they are at the mercy of the companies which generate power and in some cases the private companies take advantage of their monopolistic position and put the wholesale rates up very high.

"Therefore, we must furnish the distribution co-ops with a weapon by which they can stand up for themselves; and these are the generation and transmission loans. They also furnish a measuring rod for generation and transmission costs.

"May I also say that the REA co-ops have forced many private companies to reduce their rates and hence have brought benefits to many who are not members of REA."

How about non-farm cooperative members? Sen. Douglas declared:

"The senator from Ohio made a great point of the fact that four out of five new customers are non-farmers. I believe I know why that

has happened.

"In the beginning, the co-ops served the countryside, and the private companies served the towns. What has been happening, with the advent of automobiles and hard roads, is that a good many of the people from the countryside are moving in toward the towns to live. Close around the towns we find a number of people with 3-acre or 4-acre farm plots, garden plots, and residences.

"Townpeople live in the country and country people move half-way into the town; and this is the most profitable section in which to sell power, because it is the most thickly settled section of the countryside.

"The REA has had this territory in the past. It has followed those who have come from the country into the town suburbs, and it wants to be able to serve those who have gone from the town into the suburbs. The private power companies want to enter and take this most profitable section away. I submit that they should not be allowed to do so."

Sen. S. L. Holland (D., Florida) asserted that "there would be a very great hardship to the REA as a whole if a loss of confidence by more and more people in our country" should result from abuses of the REA program.

"In my short time in the Senate," he said, "—I have been here 17 years—it has been apparent to me that the loss of confidence on the part of senators and members of the House has been a progressive factor."

Then the Congressional Record continued with this report:

MR. DOUGLAS. "Is not a large part of the alleged loss of confidence caused by the propaganda carried on by the private power companies, which frequently violate the truth and misrepresent the facts?"

MR. HOLLAND. "Of course the senator knows that there has been such propaganda. I believe I could say, without being misunderstood, that the REA association is itself quite capable of the use of propaganda, and has engaged in some."

At another point the question of taxes came up again with this exchange:

MR. LAUSCHE. "Does the senator from Vermont care to discuss the difference in the tax rate? The rural cooperatives are paying 3 cents on the dollar in taxes and the private power companies are

paying 22 cents on every dollar."

MR. AIKEN. "Yes. The private power companies collect that money from the users of electricity to whom they sell power and pay it to the federal government. The electric cooperatives are non-profit organizations and have no income to pay on. We cannot expect someone to pay if he does not have anything to pay on."

MR. LAUSCHE. "Is it not a fact that when an investor in a power company is paying 22 cents out of a dollar in taxes, and a co-op is paying only 3 cents out of every dollar, the purchaser of the power from the power company must pay a part of the cost that the purchasers of power from the cooperatives ought to pay?"

MR. AIKEN. "No. A member of an REA cooperative, by saving on the cost of electricity, pays income to the federal government itself. The corporation is not in business for its health. It is in business to make money.

"The corporations have done very well, and have done better since the REA has come into existence than they were doing before.

MR. LAUSCHE. "I cannot agree with the senator from Vermont in his interpretation of the facts. The investor in the power company, which is paying for taxes 22 cents out of every dollar it takes in, is paying a part of the load that ought to be borne by the user of the co-op, which is paying only 3 cents on the dollar in taxes."

MR. AIKEN. "No. The corporations flatly refused to serve the areas the REA went into.

"Let me remind the senator that when the REA law was established it was expected that low-rate interest loans would be made to the utility companies.

"They all refused to have anything to do with it, and that is how the cooperatives came into being. The corporations flatly declined to serve the rural areas. . . .

"REA cooperatives never would have come into existence had the utility companies been willing to serve those areas."

MR. COOPER. "This proposal to raise interest rates to REA is not as simple as it is made to appear by private utilities who ask that the interest rate be raised.

"It is extreme to say that the 2 per cent interest rate is seriously affecting the private utilities. The fact is that 80 per cent of the energy which is produced and sold in this country is supplied by the private utilities.

"They will always furnish, and properly so, this percentage or even a larger percentage of power consumed, because of the increasing demand for electric energy.

"There has been much talk about the generation and transmission plants financed by REA. The fact is that only 1 per cent of the energy produced in the nation is produced by the generation and transmission plants. Appropriations to maintain that relative position—namely 1 per cent of the total power produced in the United States—have been requested.

Sen. Douglas concluded his defense of REA in this manner:

MR. DOUGLAS. "I believe there must be a combination of these varying systems (of power sources) operating at the same time, so that each can check the other.

"I do not believe in building up a big power trust, because we had too much of that during the 1920's.

"I then lived in the city of Chicago, which was dominated by the Insull power interests. . . .

I found that the Insull interests dominated the financial and political life of my city and state, and that they were practicing financial shenanigans and all kinds of rate abuses, by refusing to pass on to the consumers the reduced costs of generation and transmission which had come in the 1920's.

"I wish to say that the utility commissions were not a great help to us in this struggle, because when there are the so-called regulatory commissions, the groups which they are supposedly regulating reach out to regulate the regulators and control the alleged controllers. . . .

"Therefore, I believe we need the REA.

"I do not believe I obtain any political 'moxie' by making this speech. I have analyzed the voting records of the precincts and counties in the state of Illinois, and I find that in the areas where the REA is the strongest, I receive the least support.

"The only conclusion I can draw from this is that the members of the REA vote on the basis of reasons unrelated to REA. They have voted against me overwhelmingly in those districts. I expect this antagonistic vote to continue. . . .

"However, in spite of the fact that they are not my supporters, I am their supporter. I hope very much this amendment of the senator from Ohio, which he submitted with the best of motives, may be defeated."

It was—for the present.

Co-ops Are Honored In St. Louis

The Association of Illinois Electric Cooperatives and nine of its members were honored recently during the Tenth Annual Farm Electrification Council in St. Louis.

More than 500 power supply representatives from 35 states and Canada attended the three-day session that stressed the theme "Electrification—Key to Farm Profits."

Certificates were awarded to participating members of the FEC, an association of power suppliers dedicated to promoting better farming through full use of electric power.

Cooperatives, along with the AIEC, that met the council's requirements included Adams Electrical Co-operative, Eastern Illinois Power Cooperative, Edgar Electric Cooperative Association, Illini Electric Cooperative, McDonough Power Cooperative, Menard Electric Cooperative, Spoon River Electric Cooperative, Inc., Southwestern Electric Cooperative, Inc., and Western Illinois Electrical Coop.

"There is a need for a dynamic new thrust forward of the new farmer on a new farm," J. Standford Smith said in the opening session.

Mr. Smith, vice president of General Electric, gave the keynote address and spoke of the challenge of a market that needs to be sold.

"Farmers want the same comforts their city cousins enjoy," he said.

One of the chief areas of development may be found in the field of material handling equipment, according to James E. Roe, executive vice president, director of agriculture division of the E. H. Brown Advertising Agency, Chicago.

Truman E. Hinton, U.S. Department of Agriculture Research Service, told the audience:

"The impact of the wholesale extension of electric lines to the farms of the country and the utilization of existing and new devices have had beneficial effects on the economy of the entire country."

The present trend in farm production shows a greater increase per man-hour for livestock than for crops. This is a reversal of a gen-



Illinois Cooperatives were well represented at the Farm Electrification Council in St. Louis. Discussing farm improvement matters during a break in the sessions are from left: Cyril Anderson, Eastern Illinois Power Cooperative; Dorland W. Smith, (with back to camera) Menard Electric Cooperative; Karl Longenbaugh and Mrs. Helen Watt, Illinois Rural Electric Co., and Mrs. Longenbaugh.

eration ago and is apt to continue, Mr. Hinton said.

"The average farm worker produced enough food, fiber, and other products to supply himself and 27.6 other people in 1962 as compared to 8.75 in 1930 and 7.27 in 1920," Mr. Hinton reported. "An hour of work on livestock in 1962 produced 2.6 times as much in 1929, but an hour of crop work produced 4.4 times as much as 33 years ago.

"It was during 1961 and 1962 that this long-time trend was reversed," Mr. Hinton said. "The change was due in part to mechanization of the poultry industry which has led all other livestock groups in that respect."

The challenge to remain at the top in the agriculture field in the world rests in research and progress of future uses of electricity on farms, Mr. Hinton said.

L. T. Moss, of the Northeast Oklahoma Electric Cooperative and W. J. Mathews, Public Service of Indiana, were added to the 12-man FEC board of directors. The present board includes Thomas H. Moore, general manager of the Association of Illinois Electric Coop-

eratives. He is the only Illinois member.

Advantages of 4-H Club electric programs were presented by Mrs. John Ray Beasley, Tupelo, Miss. "The 4-H pledge represents planned living, complete maturing of an individual; mentally, spiritually, physically and socially," she said.

Giving an example of encountering the 4-H program during her childhood days, Mrs. Beasley said, "at the beginning of the project in 1947, the only electric items in the barn were the light bulbs and these were needed for milking about 50 cows by hand.

"At the completion of the project in 1951, electricity was used in many different ways. In fact the barn housed 14 pieces of electrical equipment, saving labor, time and improving the quality of milk from Grade C to Grade A," she continued.

Family heirlooms are now used for other electric conveniences in the home of Mrs. Beasley. An example is the churn and dasher converted into a floor lamp. Other such conversions dot her home.

Southern Illinois Power Co-ops Now Operating

A dream come true. South of Marion the mighty Southern Illinois Power Cooperative generating plant has gone into commercial operation, producing electric energy for its three owners, Egyptian Electric Cooperative Association, Steeleville; Southeastern Illinois Electric Cooperative, Eldorado, and Southern Illinois Electric Cooperative, Dongola.

The three distribution cooperatives provide electricity for 23,000 member-owners in 19 Southern Illinois counties. Service from the plant will reach rural consumers through some 450 miles of 69,000-volt transmission lines and 35 substations.

Transmission lines will be air patrolled and a new radio system has been installed at the plant to maintain round the clock communication with crews and officers throughout the Southern Illinois area.

L. T. Clevenger, general manager of the power cooperative, said engineers have expressed delight that the new 99 megawatt plant is functioning so smoothly. He estimated the plant will use 100,000 tons of area coal the first year and increase this each year as consumers increase their use of electricity. Consumption in the past has been doubling every eight to ten years.

The plant, constructed through a \$25,800,000 REA loan that will be repaid with interest, now employs 43 persons.

The power cooperative recently became a member of the Association of Illinois Electric Cooperatives.

The cooperative has signed a contract with Central Illinois Public Service Company for standby startup power. This would be used only to start the generating system in case the system should ever be closed down completely.

Wagner Re-elected Head Of State Association

Robert R. Wagner has been re-elected president of the Association of Illinois Electric Cooperatives for the fifth consecutive time.

Other officers named at the Sept. 26 state board meeting are Charles C. Cole, Penfield, vice president, and Raymond W. Rusteberg, Valmeyer, secretary-treasurer.

Mr. Cole succeeds Walter H. Johnston, Girard, and Mr. Rusteberg succeeds Milo Thurston, Pulaski.

Mr. Wagner, of Burnside, is also president of Western Illinois Electrical Coop. of Carthage. Mr. Cole is past president and a director of Illini Electric Cooperative, Champaign. Mr. Rusteberg is president of Monroe County Electric Cooperative of Waterloo.

"Illinois' electric cooperatives have faced trying times in the immediate past and are well aware that all their problems are not yet solved," Mr. Wagner said after his re-election.

But he added that the cooperatives are stronger and more united today than at anytime within his experience.

"This in large measure is because of the splendid ability and cooperation of the 27-member state board of directors, the boards of each of the 27 cooperatives, and the entire membership of these cooperatives," he declared.



Illinois Valley Electric Cooperative directors elected at the recent annual meeting include, at left, Erich Hepner, Milan Jackson, John Bittner and Emery Gorden.

Electric Cooperatives Member Support Vital

The past and future achievements of the electric cooperative depend upon the loyal support and cooperation of the membership, Upton Craig, president of the Illinois Valley Electric Cooperative, told members recently.

Speaking at the 24th annual meeting of the organization at the Farm Bureau building at Princeton, Mr. Craig praised members for their interest and support of the organization they founded in 1939, and which, he said, has meant so much to the economic welfare of the entire area, town and country alike.

"Illinois Valley Electric Cooperative provides its more than 3,640 member-owners with electric service they could adequately obtain in no other manner," he added.

During their annual business session, members re-elected these three directors for three-year terms: Emery Gorden, Cambridge; John Bittner, Tiskilwa and Erich Hepner, Kewanee, r.r.3. Milan Jackson, Toulon, was also elected for one year to fill the unexpired term of his late father, Ray Jackson.

At an organization meeting, directors elected these officers: Craig, president; Roy Horton, Princeton, vice-president; Mrs. Edith Kays, Ottawa, secretary, and Mrs. Eileen Slingsby, Utica, treasurer.

M. M. Jontz, cooperative manager, said member-owners have done a marvelous job in obtaining electricity and urged them not to let anyone take it away from them.

In addition to the annual reports by officers, Thomas H. Moore, general manager of the Association of Illinois Electric Cooperatives, lauded the cooperative for its past achievements and told of the attacks which have been launched against the electric cooperatives of Illinois, and elsewhere.

John L. Knuppel, Petersburg, general counsel for the state association, was principal speaker at the meeting.

He stressed the need for "fair play" territorial protection legislation and also urged cooperative members to continue their support of their legislative friends.

Pressing Problems Studied At State, Regional Meetings

Creation of a national power pool as a tremendous stimulus to the national economy through provision of low-cost electric energy was urged by Clyde T. Ellis at the recent Region V meeting of the National Rural Electric Cooperative Association in Springfield.

Mr. Ellis, general manager of NRECA, proposed that this be done through establishment of a corporation under federal charter. It would be jointly owned by the commercial power companies, the federal government, local public suppliers and rural electric cooperatives in the same proportion as their existing share in the generation and transmission business.

"This national power pool would achieve efficiencies far beyond the capacity of an individual supplier or individual segment of the industry—even beyond those of the TVA and Northwest power pools," Mr. Ellis said. "Wholesale power costs would sink to an all-time low."

MR. ELLIS emphasized that such a power pool need not change in any way the present organizational patterns in the ownership of electric systems. Nor would it call for the elimination or curtailment of the generation programs of the existing suppliers public, private or cooperative.

The NRECA general manager, addressing more than 700 representatives of 110 cooperatives in Illinois, Iowa and Wisconsin, predicted that such a power pooling arrangement might mean the end of the bitter feud between com-

mercial power companies and other types of suppliers.

"Frankly," he said, "I don't believe the American people will suffer this bitter fight to go on forever. There is a limit to public patience. The one-sided fight is senseless, sopomoric and wasteful."

NORMAN M. CLAPP, REA administrator, told the Springfield gathering:

"This national administration is firmly committed to the growth and strengthening of the electric systems which the rural people of this country built to serve themselves. We believe in them; we believe in you. We have faith in your future."

He observed that "our efforts to get on with the work of rural electrification" have been met by "an attack . . . of unprecedented fury" on REA and the cooperatives. This, he said, unfortunately is one of the challenges of growth.

"Selfish interest which previously were content to wait for the rural electric cooperatives to die on the vine are suddenly alarmed that there is now determination to make it possible for these systems to survive as a permanent and constructive yardstick in an essentially monopolistic industry," Mr. Clapp said.

Yet despite these attacks the REA-financed rural systems are moving forward to render invaluable service to all residents of their areas, the administrator added.

U. S. REP. George E. Shipley of



Norman M. Clapp, REA administrator, as he spoke in Springfield.

Olney, one of the principal speakers, declared:

"The rural electric program has created a market for electrical appliances estimated at one billion dollars a year. In addition, the availability of electric power in rural areas encourages the establishment of industry and general economic development. . . .

"The great contributions which REA and its borrowers have made toward developing rural America has earned the rural electric program the right to continue unfettered. Friends and supporters of the program must not hesitate to make known the facts concerning the REA. We have no reason for modesty, only for pride. In a growing and developing America there is still undiminished need for REA."



U. S. Rep. George E. Shipley was a principal speaker at the Region meeting.



Clyde T. Ellis delivered a major address at the Springfield meeting.



Certificates of achievement were awarded five co-op leaders by Robert I. Kabat, at right, of NRECA. Receiving recognition were, at left

Harvey J. Klingelhofer, Mascoutah, r.r.l., was elected Illinois director of Region V, succeeding Harold S. Huey, Plymouth, who did not seek re-election after six terms.

Mr. Klingelhofer has been a member of the Clinton County Electric Cooperative of Breese since 1951 and its president for the last two years. He assumes his regional duties following the NRECA annual meeting next March at Dallas.

STATE SEN. Dwight P. Friedrich, Centralia, delivered one of the principal addresses during the Illinois meeting that followed the regional sessions. He was chief sponsor of territorial "Fair Play" legislation in the recent legislative session and won praise from cooperative leaders throughout the state for his support of the electric cooperative cause.

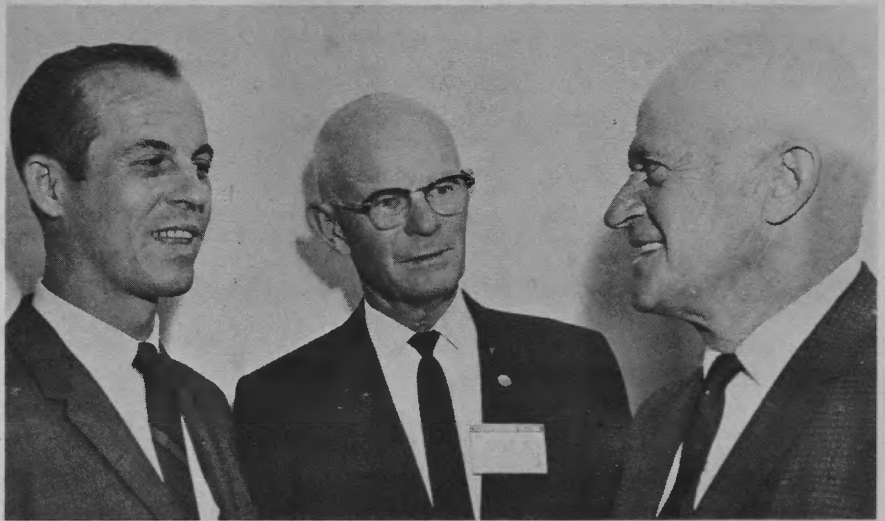
Sen. Friedrich recalled his own boyhood when he lived on a farm without electricity. He paid tribute to electric cooperatives for their continuing contributions to the economy and to the well-being of Illinois residents.

State Director of Agriculture Robert M. Schneider, in a major address, told Illinois delegates: "It would have been impossible to achieve the progress which has been made in Illinois in the past 25 years without electric cooperatives."

A SMILING Governor Otto Kerner crowned Miss Nancy Koene-man, 17, of Egyptian Electric Cooperative, Steeleville, as Miss Illinois Electric Cooperative of 1963.



James R. Carpenter, Arthur H. Peyton, Walter H. Johnson, Jack A. Compton, all of Illinois, and Arthur M. Larson of Wisconsin.



Harvey J. Klingelhofer, president of Clinton Co. Electric Cooperative, Inc., was congratulated following his election as NRECA executive committeeman and director for Illinois. With Mr. Klingelhofer, at right: Thomas H. Moore, general manager, AIEC, and Harold S. Huey, retiring NRECA director who did not seek re-election.

In a brief and gracious talk he had appreciative words for Illinois electric cooperatives and the men and women who have and are making them possible.

Several Illinois leaders participated in the regional program and the Association of Illinois Electric Cooperatives' 22nd annual meeting.

Among them were C. M. Douglas, Waterloo, Illinois Electric Cooperative Managers' Association president; Max L. Weinberg, Quincy, attorney for Adams Electrical Cooperative; John L. Knuppel, Petersburg, attorney for the state association; Joe Crosno, power use adviser, Corn Belt Electric Cooperative, Bloomington; Mayor William E. LeCrone, director of public relations, Shelby Electric Cooperative, Shelbyville; Joseph H. Heimann, manager, Clinton County Electric Cooperative, Inc., Breeze; Thomas H. Moore, AIEC general manager; C. M. Scott, Illinois Job Training and Safety Instructor; Mr. Huey; Mrs. Alma Smith, Easton, member of NRECA Women's Activities Committee; Robert R. Wagner, Burnside, president, AIEC; Milo Thurston, Pulaski, secretary-treasurer of the state board; Ralph V. White, manager, Rural Electric Convenience Cooperative Co., Auburn.

TWENTY-FIVE year service recognition awards were presented to 30 veteran cooperative leaders by Thomas H. Moore.

Those honored: Anthony P. "Tony" Barbieur, Paxton; Lawrence Britton, Newton; Erle Dos-

sett, Divernon; C. M. Douglas, Waterloo; W. B. Ellis, Bloomington; Aida B. Faris, S. R. Faris, Howard Hurrelbrink and Lennis Williams, all of Winchester; Helen Gillidette, Macomb; Jacob Gottsche, Ira L. Sieben and Matthew H. Smith, all of Geneseo; T. H. Hafer and Harry A. Miller, both of Bloomington.

Albert L. Hinrichs, Petersburg; Homer Jeckel, Delavan; R. J. Myers, Griggsville; William H. Niebruegge, Valmeyer; Mrs. Blanche Noper, Good Hope; Herman H. Rosenberg, Red Bud; Harry Sickmeyer, Campbell Hill; Ivan H. Snow, El Paso; Walter Strubinger, El Dara; Max L. Weinberg, Quincy; G. Wayne Welsh, Sciota; Marion F. Young, La-Prairie; W. L. Bradley, Omaha; Ray Webb, Tunnel Hill and the late Thurman White, Marion.



Talented Deanne Searls of Camp Point entertained delegates at the Region V banquet.



Southwestern Electric beauty pageant winners are, from left, Miss Carolyn Sue Magnus, runner-up; Miss Anita Marjorie Kelnke, queen, and Miss Betsy Diane Thompkins, third.

Members Urged To Learn Facts About Cooperatives

Each electric cooperative member has an obligation to learn as much as possible about his cooperative and to see that the second generation of members understand its aims, purposes, benefits, achievements, and possibilities.

Jack A. Compton, manager of the Southwestern Electric Cooperative, cited this obligation as one of the challenges which face the organization.

He spoke at the cooperative's 25th anniversary annual meeting at Greenville recently. More than 1,700 persons attended the all-day meeting.

T. E. Albrecht, cooperative president, recalled that back in 1939 when the first cooperative loan was obtained from the Rural Electrification Administration, many of the 500 cooperative member-owners doubted that they'd be needing the minimum of 44 kwh per month.

"Yet today the average consumption is around 700 kwh per member and the end is not in sight."

He added that the cooperative has increased its investment from the first \$5 membership until today the plant is worth \$6,000,000. "And this plant belongs to you, the members," he added.

During the meeting, Manager Compton introduced State Senator Dwight P. Friedrich (R. Centralia), chief sponsor of cooperative "Fair Play" legislation during the last session; State Rep. Miles Mills (D. Effingham), and Rep. Fred Branson (R. Centralia).

Thomas H. Moore, general manager of the Association of Illinois Electric Cooperatives, addressed the annual meeting.

In the annual election of directors, Charles E. Krejci, J. W. Loddick and Hunt Taylor were re-named to three-year terms.

Winner of this year's beauty contest was Miss Anita Marjorie Kelnke, 17, daughter of Mr. and Mrs. Elmer H. Kelnke of New Douglas. First runner-up was Miss Carolyn Sue Magnus of St. Peter and Miss Betsy Diana Thompkins of near Vandalia placed third.



McDonough Power Cooperative board members re-elected at the organization's annual meeting are, left, Mrs. Blanche Noper, secretary; H. C. Whitman and G. Wayne Welsh. The three were also honored for 25 years service to the co-op.

Room For Both Co-ops, Utilities In Illinois

"The electric cooperatives of Illinois have no quarrel with any group, even those that would restrict our necessary program," Harvey Doll, president of McDonough Power Cooperative told members at the organization's 25th annual meeting recently.

"We know we can live in peace with them if they will but meet us half-way. There is room for both electric cooperatives and commercial utilities in Illinois—and, working in harmony, we can bring forth even greater progress for the state as a whole."

Doll expressed regret that cooperative efforts to work out fair territorial protection agreements with commercial companies had not met with success. The need for such protection continues, he said.

Arthur H. Peyton, cooperative manager, told the overflow crowd at the Edison Junior High school in Macomb that distribution of more than \$46,000 in partonage refunds to in excess of 3,300 member-owners of the cooperative would start immediately. The checks represent the second one-fifth payment of patronage refunds for the years 1957 through 1961. Other payments will be made in each of the next three years.

Cooperative members re-elected for three-year terms were Mrs. Blanche Noper of Good Hope, G. Wayne Welsh of Sciota and H. C. Whitman of Cameron.

Each of these veteran leaders was presented with a plaque in appreciation of their quarter-century of service.

Principal speaker was the Rev. Charles Houston Willey, pastor of the First Christian Church of Moline.

In his treasurer's report, Harlan Monroe told members that the cooperative is in sound financial condition and has been able to meet the growing needs of its members while still maintaining adequate reserves for taxes, loan and interest payments, emergencies and other costs of operations.

Robert Pendell, power use adviser, and Anita Greer and Elizabeth Hensley reported on the trip to Washington by essay contest winners.

Freeman Discusses Farm Problems

Secretary of Agriculture Orville L. Freeman, from a high platform at the National Plowing Contest near Vandalia, looked over the crowd of some 1,500 farmers, grinned, took off his coat and remarked:

"Make yourselves comfortable. I've come a long way to talk with you and ask you some questions and I'll probably get better advice from you than I get in Washington."

His listeners grinned back. They settled down to hear the secretary discuss perplexing farm problems that have long defied solution.

"American farmers feed us better and more cheaply in proportion to our income than any other farmers in the world today, or in all history," Mr. Freeman said.

"They have earned the sympathetic appreciation of the American people. But few Americans understand the dilemma of a farmer who wants to use all of his land efficiently and produce food to his maximum ability—and yet who knows that, if he does, he will produce more than can be sold at a fair profit."

The secretary continued:

"Unfortunately, this dilemma is being distorted, for the U. S. farmer is usually pictured not in terms of this economic crisis, but rather as a man who wants only a subsidy."

Mr. Freeman compared contributions of American farmers to the national economy with those of Russia. "Our consumers would be more appreciative of the low food prices made possible by the American farmer if they went shopping in the U.S.S.R.," he said.

Mr. Freeman, on a recent visit to Russia, found that bread costs 65 cents for a two-pound loaf as compared with 39 cents here. People there buy one or two eggs at 10 to 12 cents each for medium size; large eggs here cost 5 cents each. Lard costs \$1 a pound in Moscow (and they use a great deal of it) as compared with 15 cents in Washington.

"Premier Khrushchev acknowledged to me that American agriculture is at a higher level than Soviet agriculture, but he credited the U. S. advantage to our riches, not to our system," Mr. Freeman reported.

"I told him I disagreed with him and gladly accepted his challenge when he said the Soviet Un-



Wallace D. Lewis, Sumner, answers questions put to him by Orville Freeman. Mr. Lewis won the Illinois contour plowing contest and placed second in the national meet.

ion intends to overtake and pass us in agriculture by 1970.

"This kind of peaceful competition I welcome. I do not believe that the socialist system of planning—as cumbersome and inefficient as I saw it to be—will ever be able to compete with our individualistic family farm agriculture and its built-in incentives."

Mr. Freeman asked his listeners whether they thought the United States should sell surplus wheat to Russia for "cash on the barrel head". Most voted yes. A reporter counted only a half-dozen no votes.

Earlier listeners had heard U. S. Senator Paul Douglas and U. S. Rep. George E. Shipley discuss agricultural problems. Each had high praise for contributions of rural area residents through efficient operation of their own electric cooperatives.

Speakers addressed the audience under a sign that read:

"The electrical distribution system and all the electrical current used at the National Plowing Contest is furnished at no charge by the Southwestern Electric Cooperative Inc., Greenville, Ill., a mem-

ber-owned, business-managed, tax-paying, not for profit corporation."

N. E. Wells, secretary-treasurer of Southwestern, said the substantial contribution was made by the cooperative as part of its continuing public service program. "We believe in the area we serve and we try to help in every way we can," he explained.

After the final program of the three-day meeting C. Glenn Jones, director of Tri-County Electric Cooperative, Mt. Vernon, and famous throughout Illinois for his hickory smoked hams, greeted Sen. Douglas and other speakers at a refreshment stand on the grounds.

"Can I get a Coke?" asked the hot and tired senator.

"Yes," answered Mr. Jones cheerfully, "but what you really need is one of my fine smoked ham sandwiches."

"I do?" asked the senator. "Thank you kindly."

He bit into the sandwich and smiled happily.

The national plowing contest was sponsored by the Vandalia Chamber of Commerce in cooperation with other groups.



Menard Electric News



MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois

Phone 632-2239

"News about Electrified Farms in the Heart of the Lincoln Country"

This is Democracy



Suppose a friend of yours, who is not a member of Menard Electric Cooperative, approached you today and asked: "What's so 'hot' about that electric co-op you belong to?"

What would you say?

Would you quip, "Electricity?"

Or, would you be able to explain just why it is that you have chosen to be a member of this rural electric system and what does make it so "hot?"

There are many benefits you derive because you are a member-owner-consumer of Menard Electric Cooperative.

You receive benefits from local ownership, from an abundance of power, from good service and from non-profit operation. You can receive additional benefits and personal satisfaction, if you have a complete understanding of your system and of the rural electrification program.

Your electric co-op has local democratic ownership—if it's owned by you and by your neighbors. You will find no conflict of interest between consumers who use electric power and stockholders who own and control the company because the owner and the consumer are the same—you.

Every consumer-owner has one vote in the conduct of the affairs and the establishment of Menard Electric Cooperative's policy. "Democracy at its finest," is the way Homer T. Brown, President of Menard Electric Cooperative describes it.

Your vote—the most precious thing you have in this democracy—is not only a privilege but a responsibility. It is as much a responsibility to vote at meetings of your rural electric sys-

tem as it is to vote in national and state elections. Remember, customers of the profit utilities have no voice in the company that serves them. Your vote in the operation of your rural electric system is unique. Use it to make your system strong.

Local ownership is like buying a house or renting. When you buy your home rather than rent it, you have the satisfaction and pride of ownership. The same is true of your ownership in Menard Electric Cooperative.

Because there is no conflict of interest, your electric co-op is able to concentrate on giving you good service. Menard Electric is a service organization. One of the major benefits of cooperative electricity is the result of non-profit operation. You get your electricity at cost. When revenue from the sale of electricity is more than needed to cover all the costs of providing that electric service it is returned to the member. Your board of directors may choose to return this overpayment to members in the form of capital credits or reduce electric rates. In either case, you benefit from lower cost electric service.

Your electric co-op is private enterprise. It operates on funds borrowed from the Rural Electrification Administration, a government lending agency. It is not a part of REA. REA does not generate any of the power or have a say in the operation of this system. The money borrowed from REA is repaid in full with interest.

One of the conditions for borrowing money from REA is that the rural electric must serve everyone in its

Local Meetings

Again this year your co-op Board of Directors have decided to hold a series of informational meetings in each of the director districts. These meetings will be held during the month of November in a centrally located place in each district. You will receive a letter about ten days or two weeks before the meeting in your area telling you of the exact date and place.

In view of the legislative battle this last summer and what is in store for your cooperative in the future we hope you will take this opportunity to learn more about your Menard Electric Cooperative. These meetings are very informal and you can bring the whole family if you choose.

If you have attended these meetings before, why not invite a neighbor who hasn't attended and bring him with you. We will have a short movie, some group discussion and, of course, refreshments before you go home. These meetings are held for the purpose of bringing the cooperative closer to its members.

area who requests electric service. This is one of the reasons profit-minded investor utilities refused REA loans—they knew the excessive cost to build lines in sparsely settled areas would eliminate profits. Through the cooperative action of the members of this rural electric system, the area is served with electricity on a non-profit basis.

Through better living, an abundance of electricity and by utilizing the services available from the cooperative rural electric consumer-members of this cooperative, and others throughout the nation, have built a \$1-billion market for city-produced appliances and equipment. Purchasing these appliances and equipment is helping to strengthen the economy of the nation by creating additional jobs in the cities.

Only a few of the benefits you receive by being a member of Menard Electric Cooperative have been mentioned here. There are many more. Only if you continue to keep informed and take an active interest in your own electric system can this great democratic way of doing business survive. Read all rural electric publications that come to your home and be prepared to tell your friends and neighbors the facts about Menard Electric Cooperative and the rural electrification program.

Beauty Aid

Want to stay looking young and beautiful? Then buy an automatic washer and electric clothes dryer. While laundry equipment can hardly be stacked on the dressing table along with your cosmetics, there is no denying the importance of these appliances as beauty aids.

For not only do modern laundry appliances prevent sun damage and fading to clothes, they also save your skin from unnecessary exposure to burning summer sun and chafing winter winds. The dryer-less homemaker finds extra facial lines caused by the 40 wearying miles she walks each year to the clothes line, lifting and tugging two tons of wet wash.

Dryers give homemakers three extra hours a week to spend doing regular chores of housekeeping, cooking and child care. Without a dryer a homemaker uses as much energy to get clothes dried and ready to iron as a major league pitcher uses during a baseball season.

EASY DRYER RULES

In using the clothes dryer sorting is just as important as in washing. In general fabrics that can be safely washed together can also be dried together.

Washable woolens and other delicate fabrics can be dryer-dried if low temperature setting and short drying period is used.

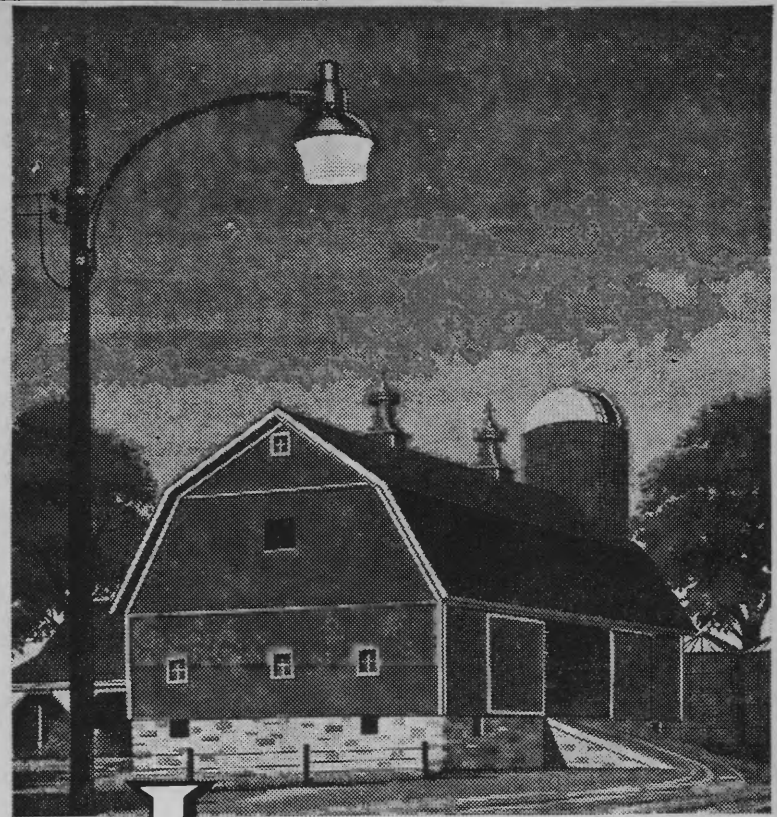
An average dryer load is usually equal to a washer load, or up to eight pounds of dry clothes or 16 pounds of wet wash. No shaking out, folding or special handling is needed.

However, placing small items together in a mesh bag before tossing them in will save time in picking up all the pieces when dry.

Dry starched clothes in a separate load, then wipe the cold drum with a damp cloth to prevent a starch coat from bulking up in the dryer or any possible discoloration of clothing to be dried later.

Colored clothes can be dried in mixed loads if colors are fast. Turn colored clothes inside out and they will be less likely to pick up lint from light clothes.

Stuffed toys, unless rubber filled, may be dried in the dryer. Do not dry rubber items. Feather pillows may be dried or aired as may bedding, slipcovers, and draperies. However, with the new cool settings, the rule might be "If you can get it in the dryer, the dryer will dry it".



Light

For Pennies A Night!

That's right, for just a few cents a night you can have this beautiful Line Material Suburbanaire installed on your property. You don't have to buy it. We will install and maintain this light for an amazingly low monthly charge.

The Suburbanaire is equipped with a built-in photo control to operate the light automatically. It turns on at dusk and off at dawn. The light is designed and built by Line Material Industries, one of the nation's leading manufacturers of street and airport lighting.

Consider how this low-cost illumination can transform your present surroundings:

- Add beauty and prestige to your property.
- Eliminate the darkness that invites prowlers and "Peeping Toms."
- Add more light hours to your work and play.

YARDS
DRIVEWAYS
GARDENS
PATIOS
WATER TROUGHS
BARNs
FEEDERS
STORES
PARKING LOTS
DRIVE-INS
MOTELS
CLUBS
STREETS
BUS STOPS
ALLEYS
WHARFS
DEPOTS
TERMINALS
PICNIC GROUNDS
PARKS
POOLS
PLAYGROUNDS

Contact Us for Complete Information

I am interested in the Cooperative's Lighting Program. Please have a representative call on me and explain its benefits.

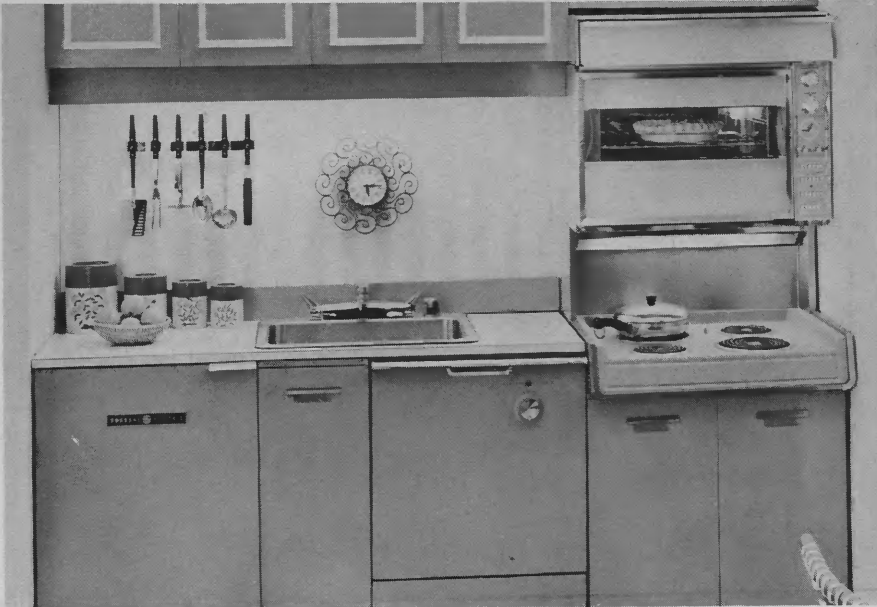
I am not obligated by signing this coupon.

NAME.....

ADDRESS..... ACCT. #.....

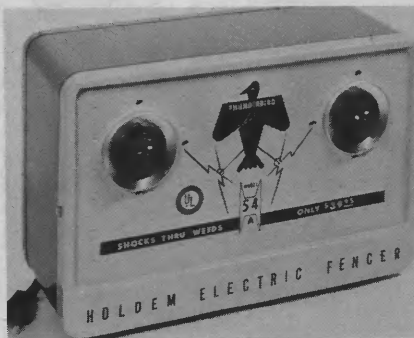


What's New?



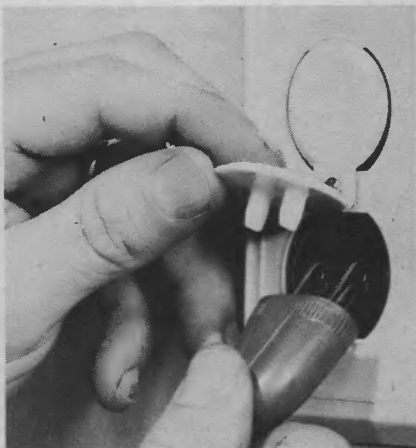
● New G-E Spacemaker Kitchen

Spacemaker kitchens by General Electric. From 69 to 90 inches in width. Appliance package includes refrigerator, disposal, dishwasher, range, depending on size. Ideal solution to kitchen space problems in home, new or old. At your local G-E dealer or write Major Appliance Division, General Electric, Appliance Park, Louisville 1, Ky.



● Hol-Dem Fencer

Hol-Dem Thunderbird electric fencer. UL approved. Shocks through weeks even in wet weather. One shock per second, a 1/3000th of a second "on" period. \$39.95. Hol-Dem Electric Fencer Co., 5555 West 78th St., Minneapolis 24, Minn.



● Outlet Guard

Flexible plastic Electr-A-Guards. Hinges back to receive appliance plug, yet fits tightly so a small child cannot open it. Mounts with plate cover screw. Ivory or brown. Six for \$1, ppd. Texell Products Co., 3 Asbury Place, Houston, Texas.



PROMINENT FIGURES at Ridgway's annual Popcorn Day festival were W. L. Bradley, left, long a leader in statewide electric cooperative affairs, and James W. Karber, chairman of the Illinois Commerce Commission. As many as 25,000 persons crowded into Ridgway (pop. 1,100) for the recent annual event. Among them were several top-ranking personnel from the ICC including Edward C. Schmid, transportation analyst; Paul J. Fields, administrative assistant to Mr. Karber, and James A. Parker, assistant chief engineer. Mr. Karber's home is Ridgway. Mr. Bradley, of nearby Omaha, was co-chairman of the celebration, along with Chairman A. C. Cox of Ridgway.



Expecting?

Keep your tight, dry skin soft and smooth with **MOTHERS FRIEND**. Neglect of body skin tissues during pregnancy may show up for the rest of your life. This famous skin conditioner is especially compounded to relieve the discomfort of that stretched feeling in your skin. You'll find a **MOTHERS FRIEND** massage can be soothing for that numbing in legs and back, too. Take care of your body skin with **MOTHERS FRIEND**. You'll never regret it. At drug stores everywhere.



RELAX WITH A MOTHERS FRIEND MASSAGE



a product of S.S.S. COMPANY-ATLANTA

Commercial Firms to Reduce Rates?

Egyptian Electric Cooperative Association of Steeleville is creating public interest through a series of radio announcements concerning rates of commercial power companies in the southwestern Illinois area served by the cooperative.

Ray Holt, Egyptian manager, said one announcement predicting that a commercial power company rate reduction is forthcoming has attracted wide special attention. It has been carried by radio stations at Carbondale, Marion, Murphysboro, Sparta, Du Quoin, Chester and St. Genevieve, plus several newspapers.

Mr. Holt and other leaders at Egyptian have taken the position that the public is entitled to know the truth about commercial power company rates. The cooperative, as a public service, is providing the information through the radio advertising program it sponsors.

Under the heading, "Rate Reduction Forthcoming," the cooperative has announced:

"Here's a prediction from the Egyptian Electric Cooperative: Consumers of Illinois power companies can look forward to an announced rate reduction within the near future.

"For the past four months the Egyptian Electric Cooperative Association has alerted the public to bonanza profits created by the millions of dollars overcharged to the private power consumer.

"These overcharges were revealed from a study made by the National Rural Electric Cooperative Association and based on figures supplied to the Federal Power Commission by the private utilities.

"Based on 6 per cent as a fair rate of return it is estimated that one Illinois power company has overcharged its consumers by \$36-million during the period 1955-60.

"Should the Illinois Commerce Commission be consistent with other state regulatory agencies such as the Maryland Public Service Commission, rate reductions will be ordered.

"The Maryland overcharges were identical in many respects to those of Illinois power companies now being studied.

"For further information on bonanza profits created through overcharges to you, the consumer, contact or write the Illinois Commerce Commission, Springfield.

"This message was brought to you as a matter of public information by the Egyptian Electric Cooperative Association with offices in Steeleville and Murphysboro."

Mr. Holt said public reaction to the cooperative's prediction that commercial power companies would reduce their rates has been gratifying.

"Apparently the public feels it hasn't been getting the full story," the Egyptian manager said. "Several people have made comments such as this: 'We're glad someone is taking the bull by the horns and telling the people what the commercial power companies are doing. It's high time.'"

FIRST 14-LB. CAPACITY WASHER!



New Norge 14

Washes Any Load From 14-Pound Hamperful to 2-Pound Handful Really Clean

Biggest thing to happen to washday since washing went automatic. More capacity than any washer ever! Does ten full-size bed sheets in one load. And Norge's "Flexi-Load" feature lets you do tiny loads, too, with only the water and detergent you need. New from top to bottom with bigger, easier to read and use controls, interior lighting, big lint filter...plus all the superb features you expect from the quality name in home appliances—Norge!

SEE NORGE 14 AUTOMATIC WASHER and MATCHING 14-LB. DRYERS AT YOUR DEALER

CLIP & SEND



FREE!

Three-piece deluxe towel set free when you buy a Norge automatic washer or dryer. Just fill out coupon and mail to Norge Utility Sales Manager, Norge Sales Corp., Merchandise Mart, Chicago 54, Ill. Towel set will be mailed to you postpaid. Offer good while supplies last and ends December 31, 1963

Name _____
 Address _____
 Town _____ State _____
 Washer No. _____ Date Purchased _____
 Dealer Name _____
 Dealer Address _____

Smile Awhile

KEEP ADVERTISING?

"I'm absolutely certain that advertising brings results," said a jeweler to a friend.

"What makes you so definite about it?"

"I advertised for a night watchman one day last week and the same night my shop was broken into and ransacked."

MUST BE AN OFFICER

A bunch of recruits were having a written examination, and when one of them was asked why he wasn't working, he replied, "Sir, I have neither paper nor pencil."

"Well!" exclaimed the instructor. "What would you think of a soldier who went into battle with neither rifle nor ammunition?"

The recruit thought for a moment, and then answered, "I'd think he was an officer, sir."

BIG HEAD?

A Broadway producer had hired a talented young actor whose ego became more inflated with each hit. After one opening night in which he had scored a great success, he haughtily strutted from the stage.

Just as he disappeared into the wings, there was a terrific explosion in the street outside, which rocked the theatre.

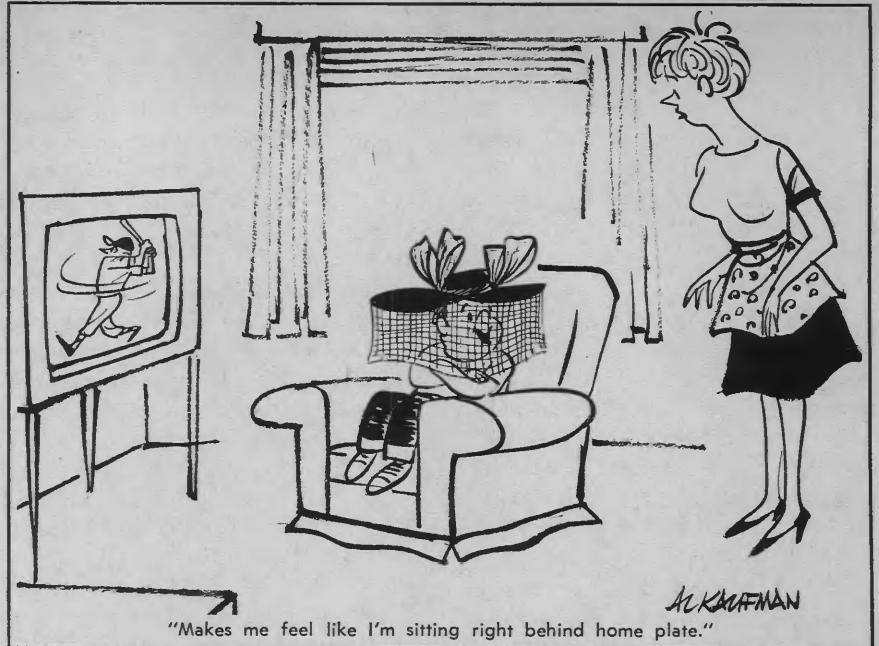
"By golly," the producer gasped, "his head's burst."

BOTTOMLESS BASKET

At a village store in the Blue Ridge country, the old proprietor



"My mother would like to borrow some electricity."



"Makes me feel like I'm sitting right behind home plate."

was trying to sell a wastebasket to a hillbilly. Sales resistance was in the set of the bearded man's chin. "How come I need a basket? It'll

need emptyin' every month or so." "Not this one," said the proprietor. "Ain't got no bottom to it. Just move it a jot."

A LAND BANK LOAN

is Best

TO BUY A FARM...TO PAY DEBTS
...TO CONSTRUCT BUILDINGS...AND
OTHER FARM IMPROVEMENTS

Come in and let us explain the many advantages of a

LAND BANK LOAN

for any agricultural purpose or other requirements of the farm owner.



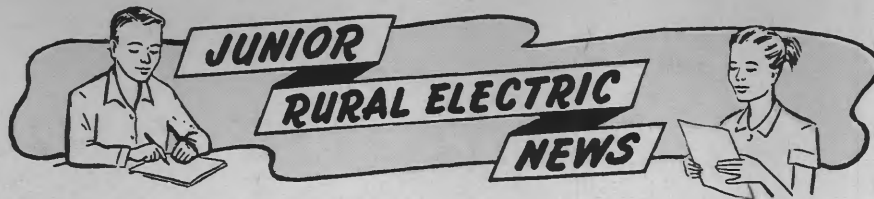
SEE OR WRITE YOUR NEAREST FEDERAL LAND BANK ASSOCIATION

AMBOY
BELLEVILLE
BLOOMINGTON
CARLINVILLE
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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



PEN PALS

Hi Pen Pals,

Since we have a pretty big bunch of Pen Pal letters for this issue, we will just get under way with them. Send any letters for publication to: Judy Parker, Jr. Rural Electric News, Box 1180, Springfield, Ill.

P.S. Don't let the witches and goblins get you on Halloween!

* * *

WANTS MORE PEN PALS

I am ten years old. I am in the fifth grade at Basco Grade School. I weigh 87 pounds. I am four feet, 11 and one-half inches tall. I have brown eyes and curly dark brown hair. My hobbies are roller skating, bicycle riding, reading, writing letters, singing, listening to Rock 'n' Roll music and listening to the record player. I will try to answer all letters. Please send a picture, if possible.—Gary Mosley, r.r. 1, Basco, Ill.

* * *

LIKES FAIRS

I have brown hair and blue eyes. I am nine years old and my birthday is May 25. I have one brother and one sister. Their names are Dean and Linda. I live on a farm. My hobbies are baseball, swimming and going to the fair. Please fill my mailbox.—Julie Creason, r.r. 2, Kewanee, Ill.

* * *

GOES FISHING

I am 11 years old and my birthday is January 20. I have brown hair and brown eyes. My hobbies are swimming, baseball and in summer I like to go fishing. I like pets and my pets are dog, cats and rabbits. — Maria Colvin, r.r. 1, 132, Hamilton, Ill.

NEW! SLIM-LINE
PHOTO CHRISTMAS CARDS
 from your favorite Color or Black & White Negative

Choice of appropriate sentiment. Send your negative and 15c for sample Black & White Card.

BLACK & WHITE		COLOR	
25	\$2.00	15	\$4.25
50	\$3.50	25	\$5.75
75	\$5.00	50	\$11.00
100	\$6.50	100	\$20.00

Envelopes Included. FREE CIRCULAR!

UNIVERSAL PHOTO DEPT.
 LA CROSSE, WIS.

LIKES TO COOK AND SEW

I am 11 years old and have red hair and blue eyes. My birthday is March 3. I like to cook and sew. I belong to an Ag and Ec 4-H club. I would like to hear from boys and girls from the ages of nine to 12. I will try to answer all letters. Please send a picture, if possible.—Becky Huffman, r.r. 1, Box 73, Virginia, Ill.

* * *

DRIVES TRACTOR

I am ten years old and my birthday is December 6. My hobbies are driving tractors, putting up hay and playing baseball. I live on a farm. I have a pet dog, cat and calf. I have one brother and one sister. I would like to hear from boys and girls of all ages. I will try to answer all letters. I would like to have a picture, if possible.—Phillip Walters, r.r. 2, Marshall, Ill.

* * *

PLAYS SOFTBALL

I am 14 and I am a Sophomore in high school. I go to Gilman High School. I am five feet, four and one-half inches tall. I have brown hair and blue eyes. My birthday is October 12. My hobbies are listening to the radio, walking through the woods, and playing on the softball team. I adore horses but I don't have any. I would like to hear from boys and girls between the ages of 13 and 17. Please send pictures, if possible.—Linda Hall, r.r. 1, Gilman, Ill. 60938.



* * *

JUNE BIRTHDAY

I am 15 years old and my birthday is June 10. I am five feet, four inches tall and weigh 109 pounds. I have dark brown, shoulder-length hair and blue eyes. My hobbies are listening to hit records and writing letters. I would like to hear from boys and girls between 14 and 16. If possible, send a picture.—Linda Marks, r.r. 3, Creal Springs, Ill.

* * *

ENJOYS TYPING

I am 13 years old and a Freshman at Mt. Olive Community High School. My birthday is October 1. I have brown hair and brown eyes. I am five feet, four inches tall and I weigh 100 pounds. My hobbies are typing and listening to songs

REJUVENATES SEPTIC TANKS

Septisan with scavenger bacteria, cleans, deodorizes, unclogs, rejuvenates septic tanks, cess pools, outside toilets, grease traps. Shrinks mass fast. Kills stench in 36 to 48 hours. NOT A (one shot) LYE. Continuous action. Reduces digging, pumping, moving. Economical. Amazing results. Money back guarantee. Send for details.

SEPTISAN, INC., Farmer City, 4, Ill.

on the radio. I would like to hear from boys and girls between the ages of 13 and 15. I will answer all letters. — Patricia Miller, P. O. Box 253, Mt. Olive, Ill.

* * *

COLLECTS MOVIE STAR PICTURES

I am nine years old and in the fifth grade. I am four feet, four inches tall. I have brown hair and blue eyes. My hobbies are riding horses, collecting pictures of movie stars, swimming and writing letters. I live on a farm. I have a dog, cat and two kittens. I would like to hear from boys and girls between the ages of nine and 12. I promise to answer every letter I get.—Elaine Wilkin, r.r. 2, Box 1515, Onarga, Ill.

* * *

LIKES PLAYING PIANO

I am ten years old and in the sixth grade at St. Mary School. I have brown eyes and light brown hair. I weigh 81 pounds and I am four feet, 11 inches tall. My hobbies are playing the piano, tennis and swimming. My birthday is December 10. I would like to hear from boys and girls of all ages. Send a picture, if possible. I will try to answer all letters.—Velma Voss, r.r. 3, Carlyle, Ill.



* * *

IOWA PEN PAL

I am 13 years old and in the eighth grade. My birthday is October 28. I have brown hair, and brown eyes. I am five feet, four inches tall. I like baseball and basketball. I love to twist and roller skate. I would like to hear from boys and girls between the ages of 13 and 16. I will answer every letter.—Candy McKerrick, 616 Fifth Avenue, Camanche, Iowa.

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By Judy Parker

different ways

October is rice month—a good time to serve rice as a vegetable, dessert, main dish or salad. The delicate flavor of rice makes it an ideal go-together good for all types of main dishes, whether they be poultry, red-meat or seafood. Rice, one of the most economical packages on your grocery shelves, is a bargain that multiplies right before your eyes. One pound of regular dry rice, as purchased, measures two and one-fourth cups. Add water and cook it and you have about seven cups. Cost per cup of cooked rice varies from two to five cents, depending on the type you choose. Though all rice is economical, food value variations make some forms better choices than others.

You can buy dry rice at your grocery store in at least three stages of preparation: uncooked, parboiled, or cooked and dried. Regular white rice (short or long grain) has had no cooking. It costs less than rice in other forms. White rice is a high energy food that has had hull, bran and rice polish removed by milling. Some white rice is labeled “enriched.” This means that minerals and vitamins have been added to replace those removed during milling. Brown rice has also had no pre-cooking. It has had less milling than white rice, with only the hull removed, leaving the vitamins, minerals and nutty flavor of the bran covering.

Parboiled rice (formerly sold as converted rice) looks like regular rice except it has a more creamy color. It has much of its original B vitamins and minerals retained by soaking, steaming or boiling the

grains before they are hulled and milled. Parboiled rice needs a longer cooking time than regular rice.

Pre-cooked rice (sold as minute rice) is milled rice that is completely cooked and dried before packaging. It may have added minerals and vitamins. It costs about twice as much as regular rice, but cost is still low. Pre-cooked rice requires a minute's cooking time. Its simple directions, when followed, give the same fluffy, tender product each time it is used. To many homemakers, the advantages of pre-cooked rice are worth the extra cost.

CURRIED EGGS ON RICE

Rice:

- 1½ cups uncooked rice
- 1 teaspoon salt
- ¼ cup melted butter
- 1 4-oz. can mushrooms, drained

Cook rice with salt in boiling water according to directions on package. Simmer mushrooms in butter 5 minutes in small pan. Pour over rice, mix by tossing lightly with fork. Press rice into large mold or pan. Set in shallow pan of hot water in 350 degree oven 30 minutes while preparing eggs.

Curried Eggs:

- 6 hard-cooked eggs
- ¼ cup butter
- 2 tablespoons minced onion
- ¼ cup flour
- 1 teaspoon curry powder
- 1 teaspoon salt
- ¼ teaspoon pepper
- 1 tablespoon lemon juice
- 1 teaspoon grated lemon rind
- ¼ cup chopped salted peanuts
- Mushroom liquid plus milk to make 2 cups

Shell eggs and cut into quarters. Melt butter in skillet. Add onion and simmer gently until clear, not brown. Stir in flour and curry powder, mixing well. Stir in milk. Cook, stirring constantly until thick. Add salt, pepper, lemon juice, rind. Mix well. Fold in eggs. Cover, let stand over low heat while unmolding rice ring. Spoon eggs over rice and sprinkle with chopped peanuts. Garnish with pickled peaches.

BARBECUED MEAT BALLS

Meat Balls:

- ¼ cup instant nonfat dry milk
- ¼ cup water
- 1½ cups ground beef
- 1½ cups soft bread crumbs
- ¼ cup chopped onions
- 1 egg, slightly beaten
- 1½ teaspoons salt
- ¼ teaspoon pepper

Sauce:

- 1 lemon, sliced
- 1 medium onion, chopped
- 1 teaspoon chili powder
- 3 teaspoons celery seed
- ¼ cup brown sugar
- ¼ cup vinegar
- 1 teaspoon Worcestershire
- 1 cup catsup
- Dash tabasco
- 1½ cups water

Beat instant milk and water. Blend in remaining meat ball ingredients, mixing well, shape into small balls. Place in baking dish 13 x 9½ x 2. Combine ingredients for sauce, heat. Cover meat balls with sauce. Bake at 350 degrees 1 hour. Makes 16 small meat balls. Serve on hot cooked rice.

SHRIMP SUEY

- 1 pound shrimp
- ¼ cup butter
- 3 onions, sliced
- 1 cup sliced celery
- 1 sliced green pepper
- 1 No. 2 can bean sprouts
- 1½ tablespoons cornstarch
- ¼ cup cold water
- 2 tablespoons soy sauce
- 1 cup cooked rice

Shell and devein fresh or frozen shrimp but do not cook. Melt butter in frying pan and saute onion, celery and green pepper until soft. Drain bean sprouts and add liquid to sauteed vegetables. Dissolve cornstarch in cold water and soy sauce, add to sauce, stirring until mixture thickens. Season with salt and pepper to taste. Add drained bean sprouts and raw shrimp, let come to boil, cook until shrimp are pink, about 5 minutes. Serve immediately with hot rice to 4.

CHICKEN CASSEROLE

- 1 cup rice, uncooked
- 1½ teaspoon salt
- 3 tablespoons butter
- 3 tablespoons flour
- 1 cup chicken bouillon
- ¼ cup evaporated milk, undiluted
- ¼ teaspoon salt
- Pinch sugar
- 2 tablespoons ketchup
- 1 4-oz. can sliced mushrooms
- 2 cups cooked chicken, diced



Chicken Casserole—cooks in only 30 minutes



Stuffed Peppers—a pantry-shelf quickie ready in 40 minutes when you use electric skillet

with rice



Curried Eggs on Rice—garnish with peaches



Barbecued Meat Balls—served with hot rice

- 2 tablespoons pimiento, slivered
- $\frac{1}{4}$ cup slivered green pepper
- $\frac{1}{4}$ cup slivered almonds (optional)

Cook rice with $\frac{1}{2}$ teaspoon salt until tender in boiling water. While rice cooks, melt butter in pan. Stir in flour, mixing smooth. Gradually add bouillon (can use bouillon cube) and milk, stirring until thickened. Remove from heat, add salt, sugar, ketchup. In well buttered $1\frac{1}{2}$ qt. baking dish arrange half of rice. Pour half the sauce over rice. Then arrange a layer of mushrooms, then chicken. Sprinkle pimiento and green pepper strips over chicken. Arrange remaining rice. Pour remaining sauce over rice, sprinkle with almonds if you wish. Bake at 350 degrees 30 minutes.

STUFFED PEPPERS

- 2 tablespoons butter
- 7 medium green peppers
- 1 can corned beef
- 2 cups cooked rice
- 1 medium onion, chopped
- 1 can condensed tomato soup
- $\frac{1}{2}$ teaspoon salt
- 1 tablespoon Worcestershire
- 4 cups raw carrots, 1 inch slices

Place butter in electric skillet. Cut stem ends off peppers, remove seeds. Wash peppers. Chop corned beef and mix all ingredients except carrots. Fill peppers with prepared mixture, set upright in skillet. Arrange carrots around the peppers, pour $\frac{1}{2}$ cup water over carrots. Cover, set dial control to simmer. Cook 40 minutes or until tender.

PORK STEAK STACKS

- 4 pork shoulder steaks
- Salt, pepper, flour
- 1 cup cooked rice
- 4 slices tomatoes ($1\frac{1}{2}$ in. thick)
- 4 slices onion ($\frac{1}{4}$ -in. thick)
- 4 teaspoons chopped green pepper
- Marjoram, thyme (optional)
- 1 can mushrooms (optional)

Trim a little fat from edges of pork steaks, fry out in large skillet. Remove pieces. Sprinkle steaks with salt, pepper, flour, brown in hot fat. Remove steaks to roasting pan. On each steak, place $\frac{1}{4}$ cup rice, 1 slice tomato, 1 slice onion and 1 teaspoon green pepper. Sprinkle with salt, pepper, herbs. Top with well drained mushrooms (if used). Cover bot-



Shrimp Suey—adapted from Chop Suey, the pseudo-Chinese dish which has been popular a long time

tom of pan with water, cover, bake at 350 degrees 1 hour. Add more water if needed. Serve dripping over meat and vegetables.

RICE MUFFINS

- 1 cup sifted flour
- 2 teaspoons sugar
- $\frac{1}{2}$ teaspoon salt
- 4 teaspoons baking powder
- 1 cup cooked white rice
- 1 egg
- 1 cup milk
- 5 tablespoons melted shortening

Sift dry ingredients together. Combine beating well rice, egg, milk and shortening. Add dry ingredients to rice mixture,

mixing only enough to combine. Fill greased muffin tins $\frac{3}{4}$ full. Bake at 400 degrees 25 minutes. Makes 12.

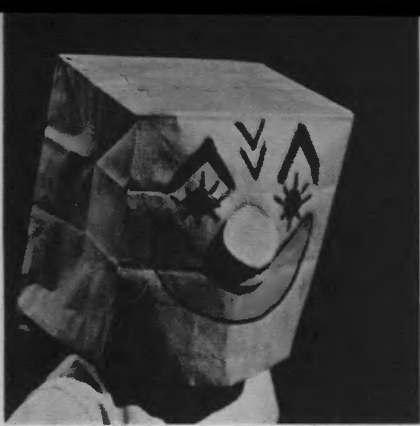
RICE HAWAIIAN

- $\frac{3}{4}$ cup crushed pineapple, drained
- 2 tablespoons lemon juice
- $\frac{1}{2}$ cup sugar
- $\frac{1}{8}$ teaspoon salt
- 1 cup heavy cream, whipped
- 2 cups chilled cooked rice
- $\frac{1}{2}$ cup shredded coconut

Combine pineapple, lemon juice, sugar and salt. Fold mixture into whipped cream. Fold in rice, then coconut. Chill. Serve in dessert dishes or a halved fresh pineapple to 6.



Pork Steak Stacks—complete meal-in-one



HALLOWEEN FUN

REMEMBER how you used to fix a pumpkin for Halloween when you were a kid? Cut off the top, scoop out the inside, carve a toothy grin and you had it—a jack-o'-lantern. Today there's a lot more to pumpkin-face art and even Halloween masks than there used to be. Now you can use a brush instead of a knife. There's lots of room for your imagination, too. If you're doing a paint job on a pumpkin, its size and shape may suggest the kind of face you give it. And there's even more variety with paper. Since children, masked and costumed, traditionally make the round of neighboring homes after dusk on Halloween, why not have a party for them in the afternoon. One way to keep them amused at the party and make preparations for the trick-treat safari is to let them make their own masks from paper bags. Spread out a supply of gummed colored papers, blunt scissors, colors and a paper bag for each child, along with any other decorative odds and ends such as shiny stars, drinking straws. You can start things off by showing the youngsters a sample idea by lending them cookie cutters etc. to draw around. Take some hints from the ones we show here and have a mask-making, pumpkin-painting party. You'll have as much fun as the children will!

A clown's mask (upper left photo) can easily be made from a paper bag. First be sure the bag is large enough to fit over your head. Put it on, and mark lightly with a crayon where the openings for the eyes, nose and mouth should be. Turn in open end to shorten it to the proper length. Then place the bag on a flat surface, and color the eyes, eyebrows, nose and mouth. Make these features extra large so mask will really

look like a clown's mask. Cut out holes for the eyes and mouth, and around the edge of the nose. Do not cut out the nose. When you wear the mask, the clown's round nose will fit over your own nose.

The brother and sister shown above have just completed their masks. Peter's choice was a space man so he cut a circle from the front of his bag then covered the opening with clear food wrap. The insignia at top and bottom are various circles and squares made from blues, orange and black gummed papers. The receiving set on the top was devised from a paper cup covered with gold paper and plastic straws tipped at the ends with gold stars.

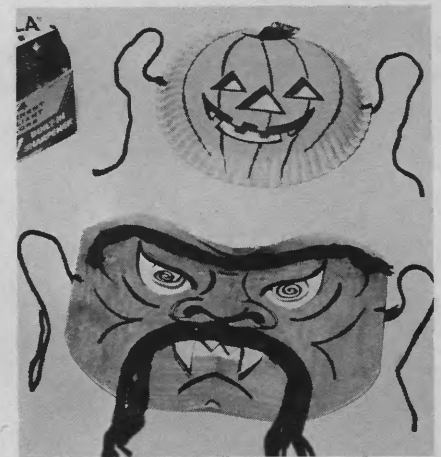
Pat created a Mr. Big Ears. Bangs and mustache are fringed strips of bright red gummed black paper with large size ovals of orange paper pasted to bag sides for sloppy ears. Nose and eye openings are trimmed in a series of triangles, ovals and circles from the same paper.

A cat's mask can be made from a paper bag. Mark lightly with a

color where the eyes, nose and mouth should appear. Place a bag on a table and using colors draw slanted eyes, a nose and a mouth. Then cut out holes in the eyes, nose and mouth. Color the rest of the face, using black crayon strokes to indicate fur. The ears are made by pasting two triangular pieces of paper to the back corners of the bag. As an extra-added attraction, use straws for the cat's whiskers. Make three small slits on each side of the face, and insert straws in the slits. Hold them in place with cellophane tape fastened to the inside of the bag.

A Jack-o'-Lantern mask is easy to make from a paper plate. Cut out triangular shapes for the eyes and nose. Then draw a mouth with several teeth. Cut out the mouth section, leaving the teeth showing. Color the plate bright orange, and add a few black lines to make it really look like a Jack-o'-Lantern. Punch two holes, one on each side, and attach strings so you can tie the mask at the back of your head.

A mask resembling a red-faced monster (below) is easy to make. Take a piece of white paper, large enough to cover your face. Draw in large slanted eyes with green centers. Cut around the green sections so that you will be able to see. Then draw a large nose. Cut around the outside of the nose, but do not cut out this section. When you wear your mask, the nose will fit over your nose, but you will still be able to breathe. Next draw a mouth and cut it out. Attach long green teeth to represent fangs. Paste black strips of yarn above the mouth for a long mustache which hangs down on both sides of the mouth. Now color your demon mask red, and attach string.



Seven-cycle machine handles any washable fabric, bleaches, dyes clothes. Soaks heavily soiled items automatically. No-vent dryer sprinkles clothes for ironing. This dryer, when connected to washer, disposes of moisture automatically—Frigidaire



A few years ago the Waltz-through-Washday slogan now being featured, might have been something like Rock-'n-Roll on Blue Monday. However, what you say about it doesn't change the convenience that comes with a modern home laundry. Like most things that have the ring of truth, the good old sayings can be applied to modern home laundering without ever missing a beat. *A place for everything and everything in its place* should be your watchword when planning your laundry area. Make sure that in addition to washer, dryer and ironer, your laundry room includes space for sorting clothes, shelves for bluing, bleaches, starches, soaps and detergents, and a conveniently located mending basket for emergency repairs. *A stitch in time saves nine* and maybe more, when you take time to mend torn or ripped garments before placing them in your washer and clothes dryer. Ripped places have no chance to enlarge if tears are mended before laundering. *An ounce of prevention* will insure fast fluffy drying when placing articles inside your clothes dryer. Leave plenty of room for garments to tumble freely. Overloading not only slows up drying, but also gives clothes no chance to emerge from the dryer with a wrinkle-free finish, one of the biggest advantages of dryer-drying. *It's better to be safe than sorry* when classifying colored garments for laundering. When in doubt about the color-fastness of an item, soak a small piece of the fabric in a bowl of warm suds for several minutes. If color runs even slightly, the article should be laundered separately. Heavily soiled clothes should be separated from lesser soiled, colored from white and articles of similar fabric should be put together. All loose objects should be removed from pockets or cuffs, and non-washable trims or buttons should come off before garments go into the washer. *Practice makes perfect* when determining exact drying times for such special items as stuffed toys, feather pillows, or Orlon, nylon or Acrilan blankets dried in your dryer. By checking such items frequently the first few times they are dryer-dried, you'll soon know exactly what time and temperature are needed for best drying results. Proper selection of laundry aids such as detergents, bleach, water softener or conditioner, may determine whether colors come out bright and soft or yellowed with suds film or grey from left-in dirt. Follow package directions on these aids. *Don't cry over spilt milk* if the culprit is wearing washable clothing. Milk stains disappear when soiled garments are first soaked in cold water, then laundered as usual in your washer and dryer. Experience is the best teacher, but an easier way to know all the answers to better, faster laundering is to read the instruction book supplied by the manufacturer of your washer and dryer.



These models do from 1 to 12 lbs. clothes, 10 wash and rinse combinations, 5 speeds. Window permits checking without opening lid which stops washing action—Kelvinator



Undertow wash action agitates as it spin rinses. Keyboard controls simplifies both washer and dryer. Water saver lets you match amount of water to size of load—Philco

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2. Swedish Weaving Gift Items



3. Christmas Tree Ornaments

for the Christmas hostess

ILLINOIS RURAL ELECTRIC NEWS

Judy Parker
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Springfield, Illinois

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- 2.....Swedish Weaving
- 3.....Ornaments
- 4.....Jerkin
- 5.....Apron, Pot Holder
- 6.....Centerpiece
- 7.....Aprons

My name is

Address

Comment (if any)

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FREE PATTERNS

1. It doesn't matter whether Joy to the World is the carol actually being sung by these embroidered Christmas choristers. What does count, though, is the fact that joy is just what this decorative runner can bring to your household. Why not try your hand at cross-stitching a scarf

2. These items are guaranteed to simplify the entire Christmas hostessing task, in addition to beautifying her own personal appearance. Made by an extremely simple method known as Swedish weaving, the group includes a pretty cocktail apron, a guest towel and a set of place mats

3. More ideas in the Christmas spirit; these, made with felt, stuffed with cotton, trimmed with beads and hung prominently on your Christmas tree. You'll be amazed at what needlecraft wizardry can do for an evergreen tree

4. Holiday toggerly here reaches out to embrace the younger set. This woolen jerkin is crocheted using knitting worsted and made extra festive by the addition of a gay felt snowman on one side. Perky coverup is actually based on the combination of single and double crochet stitches

5. Here's a practical as well as pretty idea. It realistically takes into account the fact that a good part of your Christmas day might be spent in the kitchen. Yet it manages to add a festive note to even the most mundane kitchen tasks. The cross-stitch turns this holiday trick

6. These angels are made with mercerized crochet cotton in alternate rows of single and double crochet. Then they're trimmed with beads for that extra "heavenly" look. Starch and a ribbon covered wire frame make them stand up

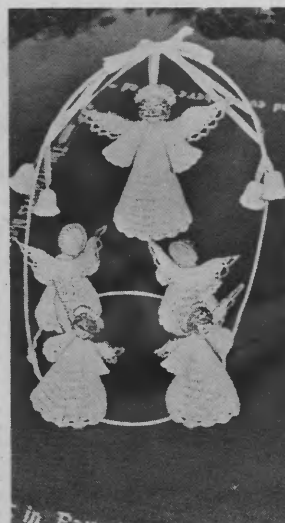
7. We don't confine candy canes to Christmas trees and stockings. We use them on black felt to enliven an apron. A red net bubble apron pattern is included with rick rack reindeers prancing down the front. And a pretty tree apron completes the merry Christmas trio—all in one pattern



4. Crocheted Jerkin



5. Bow and Candle Apron



6. Angel Centerpiece



7. Aprons

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ILLINOIS RURAL ELECTRIC NEWS published monthly at Waterloo, Wisconsin for October, 1963.

1. The names and addresses of the publisher, editor, managing editor, and business manager are:

Publisher—Association of Ill. Elec. Co-ops, 416 South 7th, Springfield, Ill.

Editor—John F. Temple, 416 South 7th, Springfield, Ill.

Managing editor—John F. Temple, 416 South 7th, Springfield, Ill.

Business manager—John F. Temple, 416 South 7th, Springfield, Ill.

2. The owner is: (If owned by a corporation, its name and address must be stated and also immediately thereunder the names and addresses of stockholders owning or holding 1 percent or more of total amount of stock. If not owned by a corporation, the names and addresses of the individual owners must be given. If owned by a partnership or other unincorporated firm, its name and address, as well as that of each individual member, must be given.) Association of Illinois Electric Co-ops, 416 South 7th, Springfield, Ill.

3. The known bondholders, mortgagees, and other security holders owning or holding 1 percent or more of total amount of bonds, mortgages, or other securities are: (If there are none, so state.) None.

4. Paragraphs 2 and 3 include, in cases where the stockholder or security holder appears upon the books of the company as trustee or in any other fiduciary relation, the name of the person or corporation for whom such trustee is acting; also the statements in the two paragraphs show the affiant's full knowledge and belief as to the circumstances and conditions under which stockholders and security holders who do not appear upon the books of the company as trustees, hold stock and securities in a capacity other than that of a bona fide owner.

5. The average number of copies of each issue of this publication sold or distributed, through the mails or otherwise, to paid subscribers during the 12 months preceding the date shown above was: (This information is required by the act of June 11, 1960 to be included in all statements regardless of frequency of issue.) 122,188.

John F. Temple, Editor

Sworn to and subscribed before me this 3rd day of September, 1963.

(SEAL) Judith J. Parker

(My commission expires June 26, 1965)

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ELECTRICAL COOP.
Carthage, Illinois

* Reg. T. M. Chemstrand Acrylic Fibre

Freeman Discusses Farm Problems

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"Make yourselves comfortable. I've come a long way to talk with you and ask you some questions and I'll probably get better advice from you than I get in Washington."

His listeners grinned back. They settled down to hear the secretary discuss perplexing farm problems that have long defied solution.

"American farmers feed us better and more cheaply in proportion to our income than any other farmers in the world today, or in all history," Mr. Freeman said.

"They have earned the sympathetic appreciation of the American people. But few Americans understand the dilemma of a farmer who wants to use all of his land efficiently and produce food to his maximum ability—and yet who knows that, if he does, he will produce more than can be sold at a fair profit."

The secretary continued:

"Unfortunately, this dilemma is being distorted, for the U. S. farmer is usually pictured not in terms of this economic crisis, but rather as a man who wants only a subsidy."

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Mr. Freeman, on a recent visit to Russia, found that bread costs 65 cents for a two-pound loaf as compared with 39 cents here. People there buy one or two eggs at 10 to 12 cents each for medium size; large eggs here cost 5 cents each. Lard costs \$1 a pound in Moscow (and they use a great deal of it) as compared with 15 cents in Washington.

"Premier Khrushchev acknowledged to me that American agriculture is at a higher level than Soviet agriculture, but he credited the U. S. advantage to our riches, not to our system," Mr. Freeman reported.

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ber-owned, business-managed, tax-paying, not for profit corporation."

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"Can I get a Coke?" asked the hot and tired senator.

"Yes," answered Mr. Jones cheerfully, "but what you really need is one of my fine smoked ham sandwiches."

"I do?" asked the senator. "Thank you kindly."

He bit into the sandwich and smiled happily.

The national plowing contest was sponsored by the Vandalia Chamber of Commerce in cooperation with other groups.

McDonough

MACOMB, ILLINOIS

The largest crowd in 10 years attended the annual meeting of members on Wednesday, September 25. Over 100 window fans, heaters and electric percolators were sold at special prices.



Arthur H. Peyton Manager Out of the 150 names drawn, there were 30 members present for the "name a minute" drawing. These 30 lucky members will receive their September energy bill free.

Free gifts given out at the registration tables were 25th anniversary ashtrays made by Haeger Pottery, 12-inch flexible steel rulers, sponges, and whistles for the children.

Mr. Cliff Coker won the free Kelvinator dryer by having the one key in 1000 Boges keys which unlocked the padlock for the dryer. A key was given to each member after registration.

Rev. Charles Willey climaxed the evening with his inspiring address, "Wallbuilders U. S. A."

Corn Belt

BLOOMINGTON, ILLINOIS

Quite a number of our members and some other people have asked us whether they should give a right-of-way easement to a power company to allow them to build an electric line along their land. In most of these cases we are told that the line is to be built where there is no house or other premises needing service at this time. The question raised is why should our member or other person give a right-of-way easement for an electric line which apparently is not needed.



T. H. Hafer Manager

The answer, we think, is that there is no reason why an easement should be given in this kind of a situation. If an electric distribution line is needed there an extension of the cooperative line will normally be a better answer than for the power company to build close to the co-op line. If you have a question about this, let us know and we'll be glad to help you answer it correctly and in fairness to both the co-op and the power company.

FALL HAZARDS

We hope all of our members will be especially careful this fall with their corn dumps around the electric lines. Be sure that there is no contact because it could cause very serious

Current Lines From Y

accidents. Another place to watch, of course, is electric equipment which should be properly grounded for protection to the operator. Some day it might rain again and when the ground gets wet the hazard of equipment not grounded is even greater.

Shelby

SHELBYVILLE, ILLINOIS

The past 60 days have been one of the busiest times the cooperative has experienced. Linemen, construction crews, office force and all have been swamped with their work load, just as you, the cooperative member finds fall harvest a busy time.



W. L. Walker Manager

Last spring your power use adviser expressed a belief that there would be a great many new crop dryers installed. This has proven to be true. The demand for more electricity to do the job of grain drying has made many changes in electric service necessary. First, it was necessary to install larger transformers and increase wire sizes from transformer poles to meter locations.

The member then often had to increase service capacity to the new grain bins. This has all come about through the larger crop production, which calls for larger grain storage bins. The motor sizes have continually increased over the years. In the past, a three-horse power fan was big enough. Now the majority go from a five to a 12 H. P. fan. Of course, the grain bin sizes are increasing to handle the ever-increasing production.

HOME HEATING CONTINUES

As long as we live in this area we will always need some source of heat for the fall, winter and spring months.

Those who now have electric heat in their new or older homes realize how convenient it is to have each room thermostatically-controlled. It is wonderful to have a little heat where you want it and when it is needed. There is no over ride on the heating.

There are several older homes which have converted to all-electric heat during the past few months. It is these families that will beyond a doubt spend a most comfortable winter with their new heating system.

If you are planning to build or convert to a new heating system let your power use department explain electric home heating for your home.

Remember, this is a free service without any obligations.

WATER HEATERS AND CLOTHES DRYERS

Is your water heater ready to be replaced? Remember, the cooperative

has a large supply of quick recovery electric hot water heaters. These heaters are glass-lined and carry a straight 10-year tank guarantee. The same heater can be found at your leading dealer for the same price of \$59.95 plus tax.

With winter coming all too soon we hope you, the homemaker, will be using that electric clothes dryer with all the advantages it offers.

Monroe

WATERLOO, ILLINOIS

Mr. and Mrs. Raymond W. Rusteberg, Mr. and Mrs. Erwin Arras, and Mr. and Mrs. C. M. Douglas attended the Region 5 meeting of the National Rural Electric Cooperative Association



C. M. Douglas Manager

and the State Association Annual Meeting at Springfield. Raymond W. Rusteberg, president of the Monroe County Electric Cooperative, Inc. was a member of the Resolution Committee; Erwin Arras represented the Monroe County Electric Cooperative as a delegate; C. M. Douglas, manager, was on the State Association program, and Mrs. C. M. Douglas was chairman of the Ladies Entertainment Program.

Administrator Norman M. Clapp, Deputy Administrator Richard A. Dell, and Clyde T. Ellis, general manager of NRECA, addressed the delegates of Region 5. Both of the meetings had a very large attendance. Delegates, managers and directors of Illinois Cooperatives and Region 5 of NRECA were present.

UTILITIES BUSY

The Illinois Power Company, from whom we purchase our electric energy, has representatives in the area which your cooperative serves attempting to secure easements from members of the cooperative and from others. The purpose of the easements is to build distribution lines in an area between the present utility lines and the cooperative lines, thereby stopping the cooperative from extending their distribution lines to others who may make application for electric service. These are known as spite lines inasmuch as the lines which have been constructed to date do not serve any persons whatsoever. One of our members describe them as a Berlin Wall.

Quite a few of the members of this cooperative have called and visited the cooperative headquarters advising that representatives of the Illinois Power Company had called on them requesting that they sign easements for the extension of their distribution lines. Sometime ago we forwarded a letter to all members of the cooperative asking them to refuse to sign any

easements for the company inasmuch as lines was confined territory so we serve persons adjacent to our

One of our that when ask of the utility ing easements was very slack keep their men sary for them their distributi

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ainst the rural

electrification program the power com-
panies make a great issue of taxes and
subsidies. Commenting on the power
battle Clyde T. Ellis, general man-
ager of the National Rural Electric
Cooperative Association, pointed out
how this works. "Operating under the
special benefits of Section 167 and 168
of the 1954 Internal Revenue Code
the investor-owned power companies
have collected from their consumers
some 1.32 billion which they hold as
accumulated deferred taxes and which
have not been paid to the Govern-
ment."

Another very interesting point is
brought out in the Truth Booklet
issued by the Association of Illinois
Electric Cooperatives, and that is that
the electric cooperatives in the State
of Illinois are owned by the members
and controlled by the members and
not by the Government. Electric co-
operatives are not REA's. The Rural
Electrification Administration (REA)
was and still is a lending agency, a
banker, and nothing more. The REA
cannot and does not build, own, or
operate one single electric distribution
system, generating plant, or one mile
of line. It is a lending agency and
nothing more.

Each and every member of the Mon-
roe County Electric Cooperative should
be concerned and interested in the
battle the utility is waging against
your cooperative. If you want more
facts regarding this battle, stop in
the cooperative office and pick up a
booklet "A Look At The Truth" con-
cerning electric cooperatives of Illinois.
Or, if you will drop us a line, we
will mail you this book. It gives facts
regarding electric cooperatives of Illi-
nois. We will be glad to mail it to you.

When the utility advertises in news-
papers against your cooperative they
are advertising against you—you, the
members, are the owners of this or-
ganization. We proved this point by
paying capital credits in the year
1963. Ask the utility representative,
"Does the utility pay capital credits
to their consumers?"

TREES

Members who have trees adjacent
to our distribution line, or to the
service line from the transformer to
your meter pole which might cause
interruption to your service, please
notify your office at once. We will
arrange to either trim or, if agreeable
to the member, to remove the entire
tree. Tree clearance along our dis-
tribution lines is very essential for
good service. We intend to start a
tree trimming program, and tree re-
moving program, some time in Novem-
ber of this year. You can assist us by
advising us of any trees that might
interfere and cause interruption to
your service.

THANKS

Our thanks to the members who
returned the post cards giving us in-
formation regarding their telephone

exchange and telephone number. To
you members who did not return them,
we respectfully request that you re-
turn the card to us at once as this
information is very important for good
service to our members.

Our thanks to the members who
after receiving our letter with refer-
ence to easements refused easements
to the utility. You are not only help-
ing your cooperative but you are
helping yourself, an owner of the
cooperative.

Convenience

AUBURN, ILLINOIS

ANNUAL MEETING TIME

The regular Annual Meeting of your
Rural Electric Convenience Coopera-
tive will be held at the Virden High
School Gymnasium on Saturday, No-
vember 16. Registration will start at
9 A.M.

The program will consist of a brief
business report, en-
tertainment, election
of directors, beauty
contest, talent con-
test, guest speaker
and the drawing for
many door prizes.



Ralph White
Manager

**DIRECTORS TO
BE ELECTED**
Three directors are
to be elected for
three year terms.
These are very responsible positions
and members should take the time
and be present to conscientiously vote
for the director who can serve you
and your cooperative best.

Nominations will be presented by the
nominating committee. Nominations
may also be made by petition by mem-
bers as prescribed by your by-laws.
Also nominations may be made from
the floor for additional nominees for
the cooperative's Board of Directors.
Be sure to attend and cast your bal-
lot—your cooperative represents mem-
ber-owned free enterprise. Let's keep
it that way.

BEAUTY—TALENT CONTEST

Your annual meeting will also fea-
ture a talent contest and a beauty con-
test. Cash awards will be given the
talent contest winners.

A Beauty Contest to name "Miss
Rural Electric Convenience Coopera-
tive of 1964" will be held.

Your cooperative would like to have
every area of the cooperative repre-
sented at these meetings with as many
contestants as possible.

To be eligible for the Beauty Con-
test, the young lady must be between
the ages of 16 and 22, unmarried and
live in a home supplied with electricity
from your rural electric cooperative.

The talent contestants must live in
a home supplied with electricity from
your cooperative. At least 50 per cent
of a group must be members of your
electric cooperative.

If you can compete, or if any of
your friends or neighbors are eligible,
please contact the contest committee
for further details.

LUNCH

A free lunch will be served to all
those in attendance at the meeting.
So don't forget, talent contest, beauty
contest, business, prizes—free lunch—
gifts and awards. More details later.

Norris

NEWTON, ILLINOIS

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

To report an outage after Office Hours
call Mrs. Wilma Bever, Newton; Joe
Ware, John Tabb, or Gene French, at
Newton; Francis Smith at Claremont, or
Cloyce Johnson at Lawrenceville.

Let's talk about a couple of things
this month—insulators and meters.

First of all, this is the time of year
when a bunch of "knuckle heads" be-
gin shooting insulators, and that is
what they are be-
cause printing laws
won't allow us to use
more colorful terms,
but there is a grow-
ing menace of wan-
ton shooting of pow-
er line insulators.



Damon Williams
Manager

This causes us all
trouble. With the
first rain that comes
afterwards there will
be an outage and hundreds of people
will be out of electric service. In
the United States each year several
people lose their lives from falling
wires, or wires that drop down within
reaching distance because insulators
have been shot, and can no longer
hold the wires up.

Frankly we don't know the answer
but we do know that in Illinois, very
severe and strict laws are in effect
concerning this practice. Actually a
person can be sent to the penitentiary
for it. So, if you happen to know of
someone who is guilty of this silly
practice, you might pass the word
along to him.

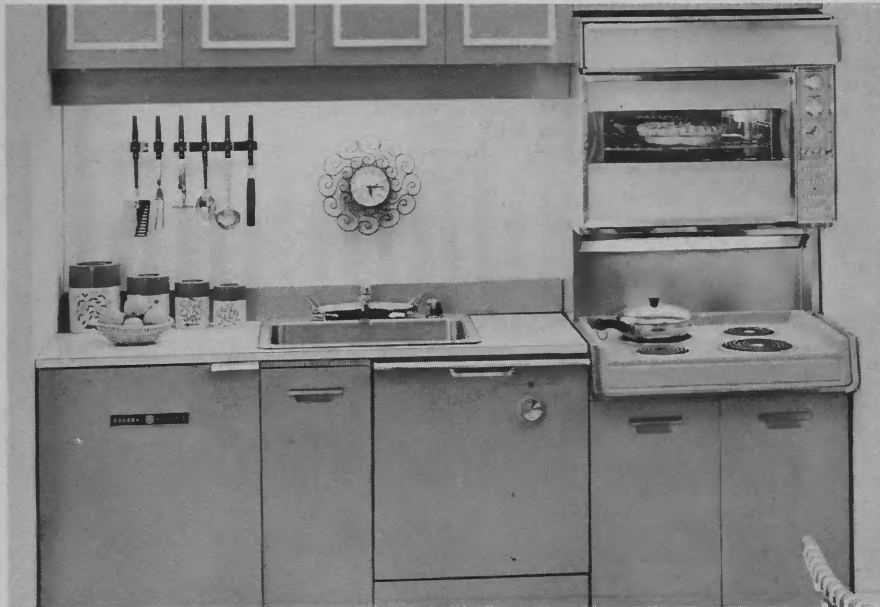
CAN'T COMPARE BILLS

One of the other subjects we would
like to discuss is the comparison of
your electric bill with your neighbor's.
Each month we usually have someone
tell us that his electric bill is higher
than his neighbor's and that he has
the same appliances, etc.

Many things will determine the
amount of your electric bill like the
size of the family, the amount of
washing and ironing, whether or not
you have any gas appliances, the size
of your refrigerator, or your light
bulbs, and whether or not you sit up
and watch the late show or go to bed
after "Gunsmoke." All of these things
have a bearing on the amount of your
total bill.

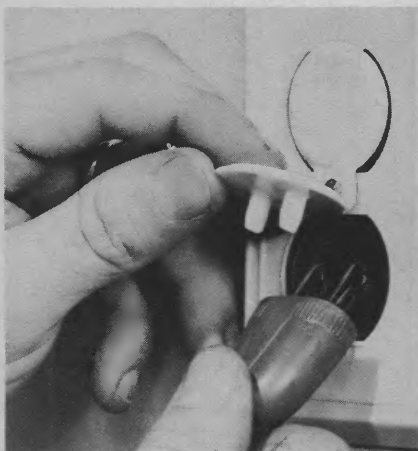
There is no way for any of us to
compare our electric bill with our
neighbor's with any degree of accuracy
and our records show that over 99
per cent of all meters tested are more
apt to be slow than they are to be
fast. So, chances are your present meter
is slow instead of fast.

What's New?



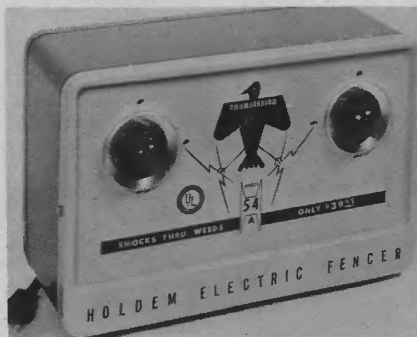
● New G-E Spacemaker Kitchen

Spacemaker kitchens by General Electric. From 69 to 90 inches in width. Appliance package includes refrigerator, disposal, dishwasher, range, depending on size. Ideal solution to kitchen space problems in home, new or old. At your local G-E dealer or write Major Appliance Division, General Electric, Appliance Park, Louisville 1, Ky.



● Outlet Guard

Flexible plastic Electr-A-Guards. Hinges back to receive appliance plug, yet fits tightly so a small child cannot open it. Mounts with plate cover screw. Ivory or brown. Six for \$1, ppd. Texell Products Co., 3 Asbury Place, Houston, Texas.



● Hol-Dem Fencer

Hol-Dem Thunderbird electric fencer. UL approved. Shocks through weeks even in wet weather. One shock per second, a 1/3000th of a second "on" period. \$39.95. Hol-Dem Electric Fencer Co., 5555 West 78th St., Minneapolis 24, Minn.



PROMINENT FIGURES at Ridgway's annual Popcorn Day festival were W. L. Bradley, left, long a leader in statewide electric cooperative affairs, and James W. Karber, chairman of the Illinois Commerce Commission. As many as 25,000 persons crowded into Ridgway (pop. 1,100) for the recent annual event. Among them were several top-ranking personnel from the ICC including Edward C. Schmid, transportation analyst; Paul J. Fields, administrative assistant to Mr. Karber, and James A. Parker, assistant chief engineer. Mr. Karber's home is Ridgway. Mr. Bradley, of nearby Omaha, was co-chairman of the celebration, along with Chairman A. C. Cox of Ridgway.



Expecting?

Keep your tight, dry skin soft and smooth with **MOTHERS FRIEND**. Neglect of body skin tissues during pregnancy may show up for the rest of your life. This famous skin conditioner is especially compounded to relieve the discomfort of that stretched feeling in your skin. You'll find a **MOTHERS FRIEND** massage can be soothing for that numbing in legs and back, too. Take care of your body skin with **MOTHERS FRIEND**. You'll never regret it. At drug stores everywhere.



RELAX WITH A
**MOTHERS
FRIEND®
MASSAGE**



a product of
S.S.S. COMPANY-ATLANTA

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E.I.P.C. NEWS

Eastern Illinois Power Cooperative

Paxton, Ill.

Board of Directors: President, G. N. Hodge; Vice-President, Howard Taylor; Secretary-Treasurer, R. L. Stanford; William F. Ringler; Holly J. Ludwig; Clement Ikins; Elbert Weston; John C. Anderson; John Poppe, Jr.; Durl A. Speckman; George Ficklin.

It's Electric Blanket Time Again

Your cooperative is again participating in the statewide electric blanket program being offered through the A.I.E.C.—Association of Illinois Electric Cooperatives. A full page ad about these blankets can be seen elsewhere in this issue of Illinois R.E.N.

This will be the third year this service has been offered to E.I.P. Co-op members. Last year more than 150 blankets were ordered and delivered to users of co-op electricity. Electric blankets come with fully automatic controls so the bed can be prewarmed. Double bed blankets are available with the popular dual controls so each person can select his or her choice of temperature.

Prices have been reduced this year on the five-year guaranteed Riviera model (formerly called Elegance); with requests for this quality blanket running about two-to-one above the two-year guaranteed standard model last year. We expect an even greater demand for the Riviera Model this year. As a result we will have some Riviera blankets on hand for faster service on this quality blanket. (A special King Size is also available at comparable prices, on special order. At least 30 days required for delivery).

Prices and specifications are: "Riviera"—100 per cent Acrilan with five-year guarantee. We believe there is no better electric blanket on the market today than the Riviera.

Number 960—Twin bed size (62" x

84") with single control, (made to sell for \$29.95) cost to co-op members, only \$16.95 plus 68 cents sales tax, making a total of just \$17.63, delivered.

Number 962—Double bed size (80" x 84") with dual controls, (made to sell for \$39.95) cost to co-op members, only \$22.45 plus 90 cents sales tax, making a total of just \$23.35, delivered.

"Northern"—10 per cent Acrilan, 20 per cent cotton, 70 per cent Rayon—two-year guarantee.

Number 290—Twin bed size (60" x 84") with single control (made to sell for \$15.95) cost to co-op members only \$11.45 plus 46 cents sales tax, making a total of only \$11.91, delivered.

Number 291—Double bed size (72" x 84") with single control (made to sell for \$19.95) cost to co-op members, only \$12.95 plus 52 cents sales tax, making a total of only \$13.47, delivered.

Number 292—Double bed size (80" x 84") with dual controls, (made to sell for \$26.95), cost to co-op members, only \$16.75 plus 67 cents sales tax, making a total of only \$17.42, delivered.

Choice of colors are shown in the order form below. Be sure to indicate your first and second color choice; otherwise your order may be delayed until we accumulate enough orders for another shipment.

Remember: Electric blankets make ideal Christmas gifts!

ELECTRIC BLANKET ORDER

To: Eastern Illinois Power Co-op
P.O. Box 509
Paxton, Illinois

Please send _____ electric blanket (s) as indicated:

Northern Riviera

Model _____ (2 year guarantee) (5 year guarantee)

Twin bed (Single Control) @ \$11.91 @ \$17.63

Double Bed (Single Control) @ \$13.47 (Not Stocked)

Double bed (Dual Controls) @ \$17.42 @ \$23.35

Color: 1st Choice _____ 2nd Choice _____

Available Colors

NORTHERN (2 year)—Pink, Blue, Light Green, Beige

RIVIERA (5 year)—Pink, Blue, Beige, Lilac

Member's Name _____

Mailing Address _____

Check or Money Order Enclosed: _____

Across the manager's desk

by D. L. Tachick

Recently, Life magazine published an article which referred to money appropriated by Congress for the rural electrification program as "the innards of a fat pig." Life called it "pork barrel work" and "in the pork casserole." In other words, rural electric co-ops



D. L. Tachick

and their members are called pork barrelers and are cartooned as greedy gobblers of public pork. Life said this in spite of the fact that the money used for rural electrification is not being given away but is loaned and is being repaid to the U.S. Government.

If Life wished to talk about a real pork barrel project, it could have ran a story on the U.S. Government subsidy of magazines such as Life, Time, Sports Illustrated, and Fortune magazines, all owned by the same interests.

Senator Ralph Yarborough of Texas, who is a member of the Senate Post Office and Civil Service Committee, made a check with the Post Office Department and was told that the U.S. Government loses an average of \$216-million a year to take regular-rate second-class mail publications like Life magazine from their printing presses to the mail boxes of their readers. Life magazine mails 315 million copies a year or 6.7 per cent of the total of that type of second-class mail. Time magazine mails 130 million copies a year. Sports Illustrated mails 48.4 million copies a year, and Fortune another 4.4 million.

According to Senator Yarborough, the Post Office Department figures an average loss on each piece of second-class mail similar to Life at 4.6 cents per piece. He further stated, "I am informed that the loss to the U.S. Government on delivery of each copy of Life magazine through the mails is less than a nickel a copy, but it still costs the taxpayers several million dollars a year of government 'pork' to mail that one publication alone. (Congressman John Moss of California estimates that Life's share of the second-class deficit "certainly runs about \$12 to \$14-million a year.") That is what you call 'pork barrel.' Life magazine might not call it that because 'pork barrel' is always something that benefits the other fellow."

Senator Yarborough continued,

Final Rites for E.I.P.C. Lineman

Funeral services for Reuben R. Kietzman of Gilman were held Sept. 12 at the Reilly funeral home, with burial in Lyman cemetery at Roberts. He passed away Sept. 8, apparently from a heart attack.

Mr. Kietzman was born Feb. 9, 1903, in Roberts. His childhood was spent in Gilman. He was a veteran of World War II. Surviving are three sisters, Mrs. Millie Roberts, Gilman; Mrs. Harold Zea, Detroit; and Mrs. Gordon Humphrey, Thawville.

Kietzman, who preferred his nickname Boob, had worked for your cooperative more than 20 years as a member of the Gilman crew. As a coincidence he began his employment Sept. 8, 1941, exactly 22 years before his death. Because of a coronary deficiency he had been unable to work since January. He was on leave of absence from his work as a lineman at the time of death.

On behalf of his fellow employees, the directors and other members of Eastern Illinois Power Cooperative, we extend our sympathies to his sisters and other relatives and friends. His faithful service will long be remembered.

IFEC-FFA Award Tour

The Annual FFA Award tour for District 3 of the Illinois Farm Electrification Council was conducted August 21 with stops at or near El Paso, Gridley, Fairbury, and Chatsworth. The group included four boys and their Vo-Ag instructors from your co-op area. Included were Allen Dietz, Gilman; Allen Hoppe, Crescent-Iroquois; John Boomgarden, Piper City; and Richard Corke, Watseka. Part of the tour group is shown here at the Diller drain tile plant at Chatsworth.



Your cooperative, along with other Illinois Electric Cooperatives, Commercial Power Companies, and the

University of Illinois are co-sponsors of I.F.E.C.-Illinois Farm Electrification Council. One of the cars used on the tour was provided by your co-op and driven by your electrification advisor.

Along Our Lines

Bonus payments were made in August for 30 appliances. Included were 11 ranges, four air-conditioners, four freezers, six water heaters, four clothes dryers, and one electric house heating installation. This makes a total of 234 bonus payments for this year—Don't forget to apply for your bonus if you purchase and install on co-op lines any of these; range, air-conditioner, freezer, water heater,

clothes dryer or complete electric house heating system. Applications will be accepted up to six (6) months after purchase. Call, write or come in to the office in Paxton for further information.

Mr. and Mrs. Marvin Kuipers and their family are mighty happy with their electric range and quick recovery electric water heater which they installed in their new home west of Danforth. "Even with four baths in a row, we don't run out of hot water now," was Mrs. Kuipers comment.

Mr. and Mrs. Henry Becker of near Thawville installed a new electric water heater a year ago. Mrs. Becker told us: "We are very well satisfied with our electric water heater. It's so convenient and handy. We formerly had only a furnace coil to provide hot water but with this system our water got so hot it boiled and often the water came out dirty. And best of all there has been very little increase in our electric bills."—Live better, farm better—Electrically.



Service Calls

To obtain quickest response on service calls, please telephone Paxton 185 during office hours. At all other times (when our radio station is NOT on the air) you are requested to call your nearest serviceman. Their names are listed below for your convenience.

Where To Call

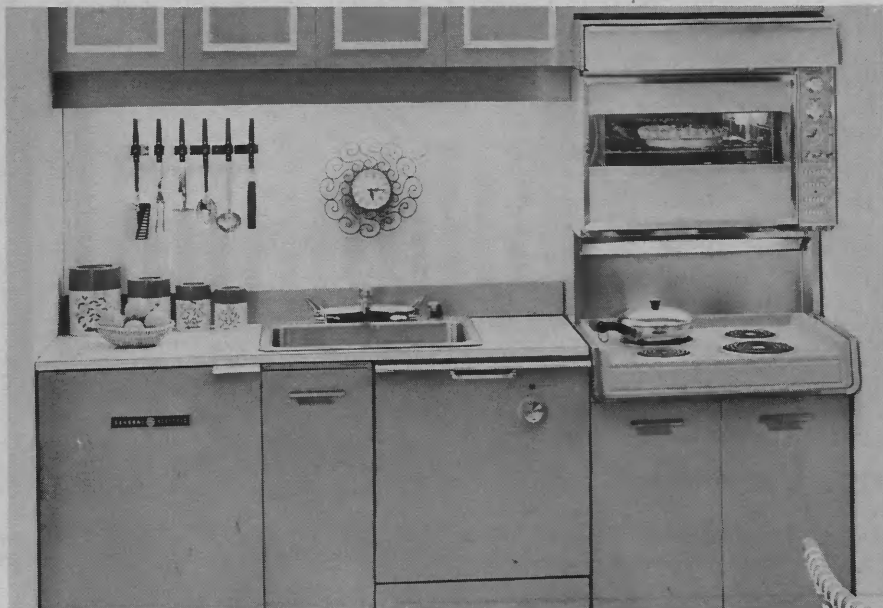
A. P. Barbieur	Paxton 595
Arthur J. King	Paxton 271-J
Donald Sharp	Paxton 740
H. Workman	Paxton 713-L
D. J. Barr	Paxton 1048
I. M. Eichelberger	Paxton 704-J
Jesse Fiets	Gilman CO 5-4159
E. Peterson	Gilman CO 5-7235
E. G. Goldsby	Gilman CO 5-7687
Don Allison	Hoopeston 462
Dennis Rhodes	Hoopeston 1244
G. Popejoy	Cropsey 377-2581
L. Tieman	Cropsey 377-2291
H. Gustafson	Watseska ID 2-4614
G. Twigg	Watseska ID 2-4346

\$25 Bonus Offer to Members

Do you need a new water heater? If you do, it is quite possible you can be eligible for a \$25.00 cash bonus by installing a new electric heater now. Call, write or stop at your co-op office for details.

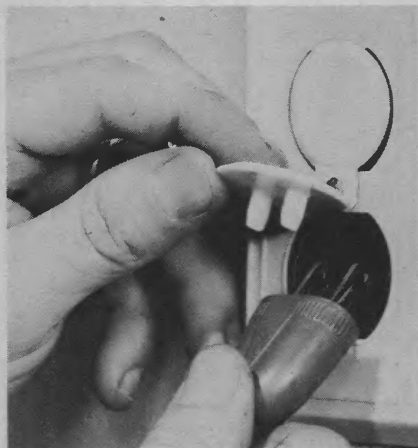
"The \$216-million subsidy a year by the taxpayers of America to publications such as Life magazine (regular rate publications, second-class mail) is not a loan. It is a gift. The Rural Electrification Administration deals in loans and REA repays its loans. Life magazine keeps its subsidy. Life owes an apology to the REA and to the American people REA serves."

What's New?



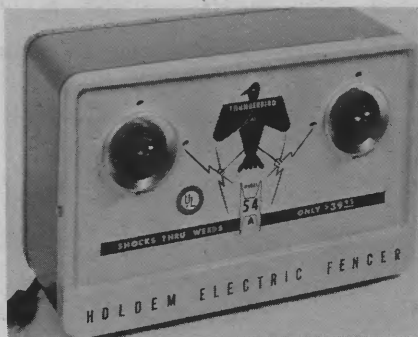
● New G-E Spacemaker Kitchen

Spacemaker kitchens by General Electric. From 69 to 90 inches in width. Appliance package includes refrigerator, disposal, dishwasher, range, depending on size. Ideal solution to kitchen space problems in home, new or old. At your local G-E dealer or write Major Appliance Division, General Electric, Appliance Park, Louisville 1, Ky.



● Outlet Guard

Flexible plastic Electr-A-Guards. Hinges back to receive appliance plug, yet fits tightly so a small child cannot open it. Mounts with plate cover screw. Ivory or brown. Six for \$1, ppd. Texell Products Co., 3 Asbury Place, Houston, Texas.



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Expecting?

Keep your tight, dry skin soft and smooth with **MOTHERS FRIEND**. Neglect of body skin tissues during pregnancy may show up for the rest of your life. This famous skin conditioner is especially compounded to relieve the discomfort of that stretched feeling in your skin. You'll find a **MOTHERS FRIEND** massage can be soothing for that numbing in legs and back, too. Take care of your body skin with **MOTHERS FRIEND**. You'll never regret it. At drug stores everywhere.

**RELAX WITH A
MOTHERS
FRIEND®
MASSAGE**



a product of
S.S.S. COMPANY-ATLANTA

Freeman Discusses Farm Problems

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"Make yourselves comfortable. I've come a long way to talk with you and ask you some questions and I'll probably get better advice from you than I get in Washington."

His listeners grinned back. They settled down to hear the secretary discuss perplexing farm problems that have long defied solution.

"American farmers feed us better and more cheaply in proportion to our income than any other farmers in the world today, or in all history," Mr. Freeman said.

"They have earned the sympathetic appreciation of the American people. But few Americans understand the dilemma of a farmer who wants to use all of his land efficiently and produce food to his maximum ability—and yet who knows that, if he does, he will produce more than can be sold at a fair profit."

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ber-owned, business-managed, tax-paying, not for profit corporation."

N. E. Wells, secretary-treasurer of Southwestern, said the substantial contribution was made by the cooperative as part of its continuing public service program. "We believe in the area we serve and we try to help in every way we can," he explained.

After the final program of the three-day meeting C. Glenn Jones, director of Tri-County Electric Cooperative, Mt. Vernon, and famous throughout Illinois for his hickory smoked hams, greeted Sen. Douglas and other speakers at a refreshment stand on the grounds.

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"Yes," answered Mr. Jones cheerfully, "but what you really need is one of my fine smoked ham sandwiches."

"I do?" asked the senator. "Thank you kindly."

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The national plowing contest was sponsored by the Vandalia Chamber of Commerce in cooperation with other groups.

I.V.E.C. COMMENTS

Illinois Valley Electric Cooperative

Princeton, Ill.

Members Re-elect 3 Directors; Fill Cooperative Board Vacancy

Members of the Illinois Valley Electric Cooperative re-elected three directors for three-year terms at the organization's annual meeting held recently at the Farm Bureau building at Princeton. They are Emery Gorden, Cambridge; John Bittner, Tiskilwa, and Erich Hepner, Kewanee r.r. 3.

Also elected was Milan Jackson, Toulon, for one year to fill the unexpired term of his late father, Ray Jackson.

Featured speaker at the annual meeting was John L. Knuppel, Petersburg, general counsel for the Association of Illinois Electric Cooperatives which represents the more than 140,000 member-owners of Illinois' 27 electric distribution cooperatives.

He reported that the cooperatives need the protection of "Fair Play" territorial legislation. This legislation was bitterly opposed by commercial electricity interests in the last Illinois legislative session. And he urged cooperative members to continue their support of their legislative friends.

Also speaking at the annual meeting was Thomas H. Moore, general manager of the state association. Mr. Moore lauded Illinois Valley Electric for its past achievements. Members, he said, are well aware of the attacks that have been

launched against electric cooperatives in Illinois and that these attacks are unfair. But, Moore continued, many observers are convinced that such attacks have only served to strengthen the cooperatives and increase their determination to do an even better job of providing needed services to their members.

At an organization meeting following the annual member's meeting, the cooperative board of directors elected these officers: Upton Craig, president; Roy Horton, vice president; Mrs. Edith Kays, secretary, and Mrs. Eileen Slingsby, treasurer.

In her annual report, Mrs. Slingsby pointed out that the cooperative has paid a total of \$152,796.23 for taxes in the eight counties served during the past 24 years.

She reported a total of \$13,621.60 paid during 1962 in the eight counties, which include Bureau, Henry, Kendall, Knox Marshall, Putman, LaSalle and Stark.

In addition to the annual reports by cooperative officers and officials, Bernie Lipke and Linda Moffit reported on their trip to Washington, D. C., sponsored by the co-op.

Following the distribution of attendance awards, members and guests were served refreshments.

President Reports On Active Program

Upton Craig, president of Illinois Valley Electric Cooperative, Inc., was re-elected following the recent annual meeting.

"We have concluded another year of successful operations in our cooperative," he reported, "The measure of success is not entirely judged by the financial report. This has some importance but we believe the success of a cooperative can be more fully measured by the services it offers its members and how widely the members participate in these services. On many occasions we have stressed the fact that this cooperative was organized to provide its members with a service which could not be obtained in any other manner.

"Our first objective of providing service to our area has been achieved and we now find ourselves engaged in improving this service by providing facilities to take care of the ever increasing loads of our members by rendering help wherever possible to improve the economic conditions in our rural communities and to provide information and new services as needed in the vertical growth of today's agriculture."

Your cooperative could not carry out its objectives without your loyal support. Its future accomplishments will likewise be dependent upon your support and cooperation. Your continued interest is essential for our future development.

In closing I wish to express my appreciation to the Board of Directors, Manager, and the staff of employees for their loyal support.



Upton Craig



John L. Knuppel



Roy Horton

Manager Praises Member Support

M. M. Jontz, manager of the Illinois Valley Electric Cooperative, Inc., praised cooperative members for their support during the year, at the organization's recent annual meeting.

"To you that have labored in forming the cooperative it only feels as though it was yesterday that you went from neighbor to neighbor talking, explaining, getting everyone interested in electricity in your area, of which the utility either refused or the monetary contribution was way out of the farmers reach.

"You people have done a marvelous job in obtaining electricity for yourselves and for goodness sakes don't let anyone take it away from you. You know we have had difficulties in the past and you are learning of the difficulties that lay in the future for Illinois Valley Electric Cooperative and all the electric cooperatives in Illinois, and throughout the nation.

"As our President has told you of our work activities I could add that we have installed 42 regulators and 27 capacitors. This will help us in maintaining a more even voltage to your farm. We are making our primary lines heavier constantly and as our members increase their usage this means we have to make our facilities heavier also.

"We have removed numerous trees this year, and close to 10 miles of hedge was bulldozed. We have moved poles back to new fence lines for Route 89 and other



Mrs. Eileen Slingsby

Illinois Valley

Mailing Address—RFD No. 5, Princeton, Illinois. Telephone 3-1331. Your headquarters building is located at the west edge of Princeton on U.S. Highway 6-34, one mile west of Princeton Post Office on the South Side of highway.

Office Hours—8:00 A.M.-5:00 P.M. Monday through Friday. Closed all day Saturday and Holidays.

Reporting Interruptions in Service
Princeton Area—Monday through Friday 8:00 A.M.-5:00 P.M. Phone 3-1331. After hours, Frank Lewis, General Foreman, 3-6157; Ralph Martin, Maintenance Foreman, 3-8973; William Greenback, 2-6134; Harry Dall, 2-2252; Floyd Christiansen, 3-6522.

Galva Area—Stanley Ballard, Webster 2-3432; and Robert Lewis, Webster 2-3693. Call local members before calling Princeton.

Ottawa Area — Jack Lewis, Hemstead 3-2987; and Farrel Brooks, Hemstead 3-0402.

**CALL LOCAL NUMBERS
BEFORE CALLING PRINCETON.**

road improvements throughout our system. This involved massive time and work.

"We now find ourselves involved with the utility companies building lines right up to our line for no apparent reason. If you are approached for right of way for this type of line there should be an immediate need for it. If you are in doubt on what to do notify your cooperative.

"Your directors as well as myself and my staff regreted the resignation this year of a very loyal and dedicated director, Ray Jackson. Over many years it had been a pleasure to work with him. Mr. Jackson, who resigned due to ill health, passed away July 18, 1963.

"It has been a privilege to work with, and for each of you this past year and we shall all look forward to many more rewarding years to come."



Mrs. Edith Kays

Illinois Valley Serves 3,640

Mrs. Edith Kays, Ottawa, r.r. 4, was re-elected secretary of the Illinois Valley Electric Cooperative, Inc. at an organization meeting following the annual members meeting at Princeton recently.

In her annual report, Mrs. Kays stressed that the job of the electric cooperatives is not done and that their continued existence is good for all Illinois.

"The story of your electric cooperative is one of progress and growth, a story of dedicated men and women, of cooperation among rural people to do so for themselves what others would not do.

"It is a story in which every American citizen, but particularly each member of an electric cooperative, should take great pride. Your electric cooperative is a shining example of democracy in action, of free enterprise business at its best.

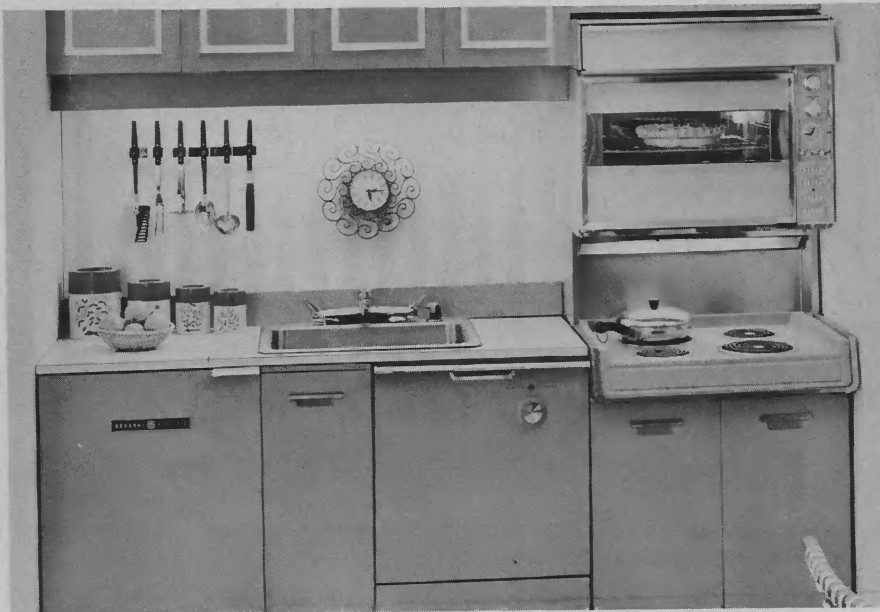
"Your cooperative has grown and prospered with the area. During the past year it maintained 1343 miles of distribution line to serve over 3,640 member-owners."

Legislators, civic leaders and our City Cousins must be told the story of your electric cooperative and that you have a need and a right to provide yourself with electric power in the 1960's just as you did in the 1940's. The job of the electric cooperatives is not done and their continued existence is good for all Illinois.



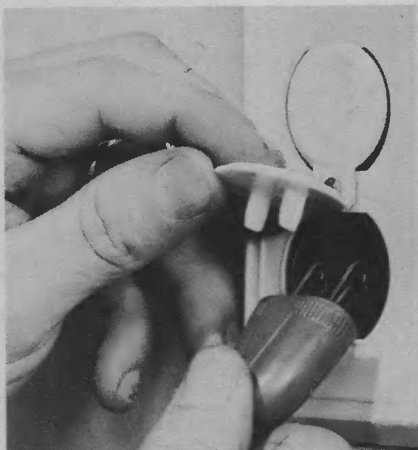
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RELAX WITH A MOTHERS FRIEND MASSAGE

a product of S.S.S. COMPANY-ATLANTA



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A Program For Growth

From the remarks of Norman M. Clapp, Administrator, Rural Electrification Administration, before the NRECA Region Five annual meeting at Springfield recently:

... The theme of your regional meeting this year is "The Challenge of Growth." This Administration is firmly committed to the growth and strengthening of the electric systems which the rural people of this country built to serve themselves. We believe in them; we believe in you. We have faith in your future.

Growth takes capital. In the electric business, it takes great quantities of capital. For most rural electric cooperatives REA is still the major source of that necessary new capital.

SO IMMEDIATELY following President Kennedy's inauguration there began a review of the previous Administration's budget proposals for fiscal year 1962 to determine if they were equal to the task ahead. The previously recommended loan authorization of \$145 million for rural electrification loans for fiscal year 1962 was raised to \$195 million, and the Congress even added an additional contingency fund of \$50 million to make a total of \$245 million available for rural electrification loans in fiscal year 1962.

For fiscal year 1963 President Kennedy requested the Congress to authorize \$400 million for rural electrification loans, the largest amount ever requested by a President and approved by Congress in the history of the REA electric program. In the budget for this present fiscal year, 1964, President Kennedy has recommended an authorization of \$425 million, another record-breaking request in the history of the program . . .

These are the deeds which are translating into action the words spoken three years ago at Billings, Montana, and enabling all of us to get on with the work of providing low-cost electricity for every American farm family and rural consumers generally.

On no front has meeting the prob-

lems of growth been more challenging than in the field of power supply. Rural electric systems financed by REA still get 38 percent of their power from the commercial power companies; 39 percent comes from various Federal sources such as TVA, Bureau of Reclamation, Bonneville Power Administration, Southwestern Power Administration, and Southeastern Power Administration. A small percentage comes from public power districts, public utility districts and municipally owned systems. Only between 16 and 17 percent of their needs are supplied from REA-financed generation. Yet the REA generation and transmission program and the ready availability of REA financing for such purposes is vitally important in not only to assist in meeting the rapidly growing needs of the rural systems for more power but also in providing an available escape for the rural systems from unnecessarily high power costs and restrictive power contracts.

FROM JANUARY 1961 to the close of this past fiscal year on June 30, 1963, a span of 30 months, REA under this Administration has made loans totaling more than \$384 million for generation and transmission purposes including loans to 37 power-type borrowers . . .

This aggressive program backed by the Kennedy Administration has enhanced the bargaining power of rural electric borrowers. Already in negotiations with eight power companies REA borrower systems have been able to secure reductions in rates totaling \$660,000 annually. There are more to come.

Demonstrated availability of REA-financing has also produced dramatic results for the rural electric systems in their constant struggle to free themselves from oppressive and restrictive power supply contracts with hostile power suppliers . . .

The work of providing every American farm family and every rural resident with low-cost electric service depends upon the security and effectiveness of the rural electric systems which have brought service to rural areas when no one else would.

I AM PROUD to report that we are making substantial progress in eliminating dual rates and restrictive provisions in wholesale power contracts. In 1961, 19 power companies in contracts with 189 REA-financed rural electric systems were requiring some form of dual rate restrictions on the resale of their power in cooperative service territory. Under this Administration we have refused to approve dual rate contracts as they have come up for renewal. As a result, such restrictions have now been dropped by eight of the 19 companies serving about 65 borrowers. We are going to keep at it until we eliminate these restrictions in the rest . . .

All this is involved in the work of providing electricity at the lowest possible cost for rural consumers. Also involved are the steps that have been taken to win a greater measure of territorial protection for the rural electric systems of this country, the growing movement for rural area development in which your cooperatives as well as REA are playing a highly significant role, and the development of sounder operations, better management and greater members service through your cooperative organizations.

It is not surprising that our efforts to get on with the work of rural electrification have prompted an attack on REA and the rural electric cooperatives of unprecedented fury. This, unfortunately, is one of the challenges of growth. Selfish interests which previously were content to wait for the rural electric cooperatives to die on the vine are suddenly alarmed that there is a new determination to make it possible for these systems to survive as a permanent and constructive yardstick in an essentially monopolistic industry.

It is not that these rural systems threaten either the existence or the well being of the commercial power companies. Great as their accomplishments have been, it is a greatness measured against the handicaps overcome, rather than by comparison with the size or resources of the commercial power companies. As controversial as the REA G&T program has become, REA-financed

generation still is less than one percent of the total generating capacity of the industry.

THE REAL CAUSE for the fury of the attack being directed against the rural electrification program now is a realization that under a revitalized REA program the rural electric cooperative systems can survive and will not eventually succumb to the high cost of rural operation, to be taken over and assimilated piece by piece as the convenience of the commercial power companies dictates.

Yet in spite of the intensity of this attack, we have moved forward. The REA-financed rural systems have grown to meet the needs of the growing numbers of people moving into their territories each year and the growing use of electricity by people who have it already.

Although there is a steady decrease in the number as the technological revolution in agriculture works its changes, producing an increasing number of idle farm services in many areas, other people are moving into rural areas resulting in a net increase of rural consumers served by REA-financed systems of approximately 100,000 each year. REA-financed rural electric systems now serve about 5.1 million consumers.

The average use of electricity for farm and residential purposes continues to increase. It now averages approximately 400 kilowatt-hours per month as compared to 182 kilowatt-hours per month 10 years ago . . .

THE OBJECTIVE of rural electrification has always been and still remains the bringing of the blessings of electricity to rural areas. It is to provide these blessings in a measure comparable to those enjoyed by people living in the city. It is to make possible economic opportunity in the rural areas comparable with the opportunity for economic growth in urban areas to the extent that electric service can do. The objective of rural electrification, therefore, is really a parity of electric service and rates for rural people with those of city people.

As we look forward to the capital requirements of the rural electric systems, it is clearly apparent that we cannot raise the interest rates on REA loans without jeopardizing the objectives of rural electrification unless we first narrow the present gap of consumer density and revenue now so wide between the REA-financed systems and the urban based utility systems . . .

Even today the REA-financed systems nationwide serve an average of only 3.3 consumers per mile of line compared with 33 consumers which the Class A and B commercial utilities average on each mile of their lines. The gross revenue of the REA-financed rural systems is only \$414 per year per mile of line. The gross revenue of the Class A and B commercial utilities is \$6,580 per year per mile of their line.

To offset the inescapable higher costs of rural service resulting from this relatively low density of consumers compounded by a lack of large power users and a lack of diversity in power load, all of which are extremely important in securing the maximum use of an expensive type of capital plant, the REA program has provided certain necessary equalizers. One important equalizer has been supplied by the rural consumers themselves in the non-profit operation of their systems through cooperative-type organizations . . .

THE TWO GREAT equalizers provided by the Federal Government through the REA program have been REA technical assistance and long-term capital available at a favorable interest rate. Even the two percent interest rate of REA loans does not fully equalize the impact of the interest cost when compared to that borne by the consumers of commercial power companies. Because of lower revenues per dollar of investment, the rural consumer on REA-financed systems pays an average of 7.4 percent of his light bill for interest while the consumer served by the commercial power company with its higher revenue base pays an average of only 6.2 percent of his light bill for interest on the company's indebtedness.

These equalizers have been indispensable in the basic development of the rural electrification program in America. Only to the extent that these rural systems can strengthen their own economic base and develop their full operating potential can the need for these equalizers in the future be diminished or eventually eliminated.

To do this, you must have territorial protection, for only through the retention of the growing portions of your service territories can you be expected to close the gap of density and revenue which now requires the REA equalizers. You must have the right to serve the larger loads as well as the small loads in your service territories for the same reason.

You must promote economic de-

velopment of the rural areas you serve, for this too serves to close the gap of density and revenue which constitutes the basic handicap of rural service.

YOU MUST DEVELOP the best possible power supply arrangements providing power sources that are not only adequate and economical, but also conducive to the security and effectiveness of your system operations.

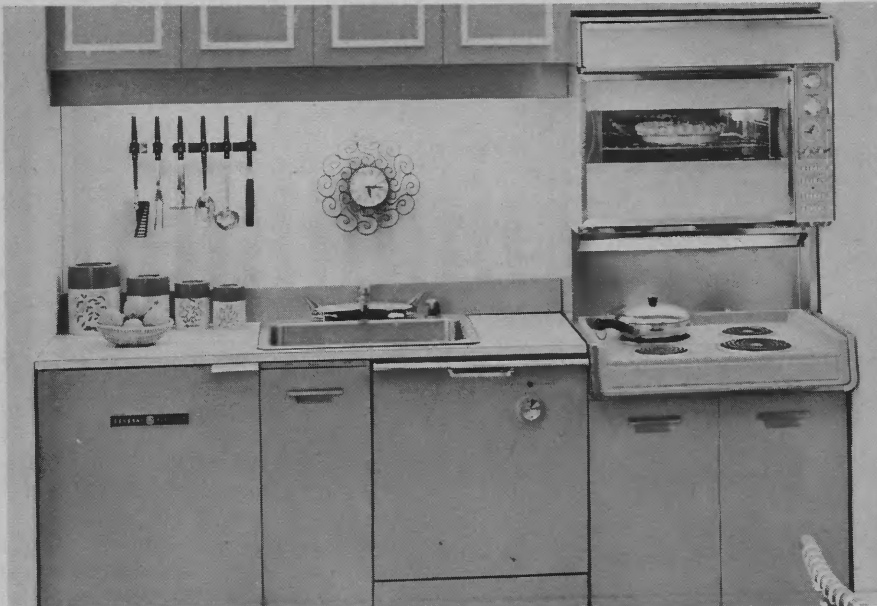
The REA program under this Administration is directed toward the full assistance of your efforts to accomplish these purposes. This is why we have suggested a Model Territorial Integrity Act for your consideration in your states. This is why we are determined to eliminate restrictive dual rate provisions in your wholesale power contracts. This is why we are assisting you through our rural area development activities in the economic development of your service territories. This is why we have recently established a new Power Supply Survey unit in the Administrator's office to assist borrowers in finding the most effective power supply arrangements through early study, long range planning, and more active negotiation. This is why we have launched our Five-Star Member Service Program to assist you in reappraising your organizations, their management and operations, and member services.

THIS IS THE COURSE on which we are embarked. This is the challenge of growth. For those who clamor for a change in the interest rate, a curtailment of Federal assistance for rural electrification in this country, this is a challenge to support us in building stronger rural systems so that such equalizers may eventually be eliminated without destroying the basic values of this program.

To follow the other course, to leave the rural systems open to creeping dismemberment as portions of their service territories become attractive to the selfish designs of other utilities, to deny them the tools needed for the economic development of their service territories, to force them to depend upon high cost wholesale power as captives of hostile power suppliers will not only perpetuate the need for Federal equalizers and assistance, but intensify it.

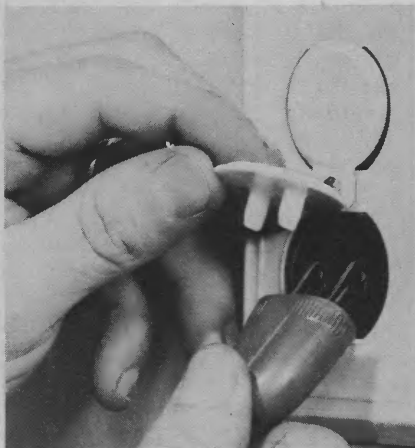
All this we must understand and the American public must understand if, as President Kennedy said three years ago, we are to "get on with our work" of providing lower cost electricity in rural America.

What's New?



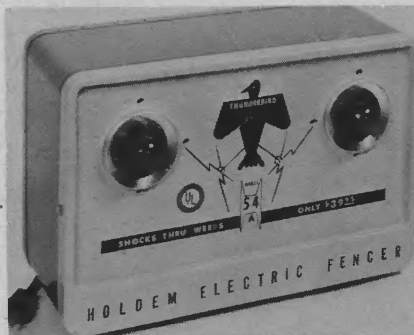
● New G-E Spacemaker Kitchen

Spacemaker kitchens by General Electric. From 69 to 90 inches in width. Appliance package includes refrigerator, disposal, dishwasher, range, depending on size. Ideal solution to kitchen space problems in home, new or old. At your local G-E dealer or write Major Appliance Division, General Electric, Appliance Park, Louisville 1, Ky.



● Outlet Guard

Flexible plastic Electr-A-Guards. Hinges back to receive appliance plug, yet fits tightly so a small child cannot open it. Mounts with plate cover screw. Ivory or brown. Six for \$1, ppd. Texell Products Co., 3 Asbury Place, Houston, Texas.



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Expecting?

Keep your tight, dry skin soft and smooth with **MOTHERS FRIEND**. Neglect of body skin tissues during pregnancy may show up for the rest of your life. This famous skin conditioner is especially compounded to relieve the discomfort of that stretched feeling in your skin. You'll find a **MOTHERS FRIEND** massage can be soothing for that numbing in legs and back, too. Take care of your body skin with **MOTHERS FRIEND**. You'll never regret it. At drug stores everywhere.

**RELAX WITH A
MOTHERS
FRIEND®
MASSAGE**



a product of
S.S.S. COMPANY-ATLANTA

Freeman Discusses Farm Problems

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"Make yourselves comfortable. I've come a long way to talk with you and ask you some questions and I'll probably get better advice from you than I get in Washington."

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ber-owned, business-managed, tax-paying, not for profit corporation."

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After the final program of the three-day meeting C. Glenn Jones, director of Tri-County Electric Cooperative, Mt. Vernon, and famous throughout Illinois for his hickory smoked hams, greeted Sen. Douglas and other speakers at a refreshment stand on the grounds.

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"I do?" asked the senator. "Thank you kindly."

He bit into the sandwich and smiled happily.

The national plowing contest was sponsored by the Vandalia Chamber of Commerce in cooperation with other groups.

Across the manager's desk

by H. G. Downey

In the present session of Congress, an effort will be made by Senator Frank Lausche, of Ohio, to amend the Rural Electrification Act to raise the interest rate on Rural Electrification Administration loans to either the average rate paid on long-term treasury issues, or to 3 per cent. The present rate is 2 per cent.



H. G. Downey
Manager

To some borrowers this is of little concern as several have repaid all their indebtedness.

Others are fairly well paid out and see no need for future borrowings. The point where an increase in interest rates will hurt is in the field of Generation and Transmission loans. This virtually means an increase in wholesale rates paid by cooperatives to utilities as higher interest rates mean some proposed generation loans will be less feasible and will not be approved. This places the cooperatives at the mercy of the utilities from whom many of them buy their entire electrical requirements. 9-5B

Financially, our government certainly is not hurt because of this lending program as the money is returned 100 per cent and on schedule. In the fiscal year, 1962, more money was returned by the cooperatives and other borrowers than was advanced; which means the government has not had to borrow to finance this program.

An amazing part of all this controversy is that this program is in the papers continually and nothing is said about the millions and billions of our tax dollars that are given (not loaned) to foreign countries. The rural electrification loan program is like a shining light in the eastern sky compared to other government give-away programs.

Your cooperative hasn't borrowed money since 1959, is using its own funds for plant expansion, and this year will return \$118,000 to the government on its loans. This is information you see in our articles, but never see in the magazines and newspapers.

\$3 Acct. Nos.

There are three account numbers listed on these two pages. If you recognize your own, let us know by November 25, and we will send you a coupon worth \$3.00 on your next power bill.

Ray Carnes, Mt. Vernon, and Glen Cripps, Salem, claimed their \$3.00 coupon from the August issue. Fred Seip, Centralia, did not.



Tri-County

Tri-County Electric Cooperative

Raymond Pitchford, Pres.
E. C. Champ
C. Glenn Jones

BOARD
Reuben Y
O. E. Ga
Wm. Gro



Annual

High School Auditorium - M
Saturday, November 2, 1963

REGISTRATION

11:00 A.M. to 12:30 P.M.

BUSINESS SESSION

11:30 A.M. to 12:30 P.M.

Report of President,
Secretary-Treasurer,
& Manager
Election

LUNCH

12:30 P.M.



There will be 102 prizes given
You must be present to win — so — give your
Attend and be lucky!!!

Hi-Lites

244-1451

Mt. Vernon, Ill.

RECTORS

V-Pres. David Hanes, Sec.-Treas.
C. E. Beadle
Philip Heggemeier



**Kenny
McMillan
to Speak**



Kenny McMillan, the immediate Past-President of the National Future Farmers of America will deliver the keynote address at your annual meeting.

Kenny is an outstanding young farmer and his Vocational Agricultural training has carried him a long way in a few years.

His topic "Farm Future—Challenging and Dynamic" should prove of interest to all.

We extend a special invitation to all FFA members and their advisers to come and hear Kenny's inspiring talk.

4. Fire and house damage is frequently caused when the water piping system, service entrance grounds, telephone grounds, etc. are not connected together. A surge can leave one ground and jump to a better ground, with fire and damage as a result.

5. To reduce damage from surges coming in on service wires, a small service arrester can be installed.

Your cooperative has a policy whereby we install a service arrester for the member (upon his request) at cost. The present installed price of this arrester is \$7.50.

Again we want to stress that the above forms of protection are not a guarantee that lightning cannot cause damage, but they are proven means of helping to eliminate or reduce its damage.

Cut Lightning Damage

By
F. A. Wittenbrink
Line
Superintendent



This year, as in previous years, we have had numerous calls asking what could be done to prevent lightning damage to homes and equipment.

Of course, there are no "sure" means of controlling a direct strike. However, the following suggestions will help reduce the damage. 14-32K

1. In cases of damage to the exterior of the house or building, lightning rods on the peak of the building would help.

2. If the damage is principally all interior, then the surge is coming in on the electric service, telephone drop or TV aerial.

3. Aerial towers for TV should be well grounded and the rotor motor frame connected to the tower metalically, or bonded with a ground strap. A minimum of #6 copper wire from the TV tower to a 5/8" x 8' copper ground rod should be used. Good solid connections at the tower and rod are very important, also.

Meeting!

Vernon, Illinois

11:00 A.M. (C.S.T.)

**RECONVENE
1:15 P.M.**

"Safety on the Farm & in the Home"—Ward Cross.

"Farm Future—Challenging & Dynamic"—Kenny McMillan.

**"Washington, D.C. by Bus"—Marcile Harre.
Talent Contest
Attendance Awards**

ARE YOU TALENTED? If so, mail in the coupon below and help us have fun. The contest is open to all members, their families and to all youth groups (4-H, church, etc.)

The idea is to have some home-spun fun. Acts should not take longer than five minutes. There are judges and prizes—just to make it interesting!!! 19-32B

TALENT CONTEST

Clip and Mail to: Tri-County Electric Cooperative
P. O. Drawer 309, Mt. Vernon, Ill.

Do you have a talent? How about helping entertain your neighbors at this year's Annual Meeting of your cooperative?

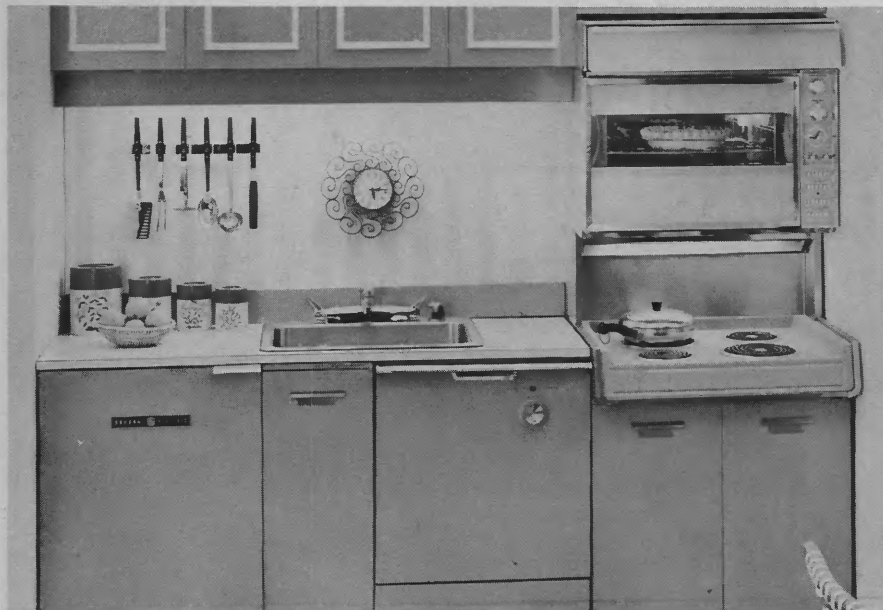
- ★ No age limit.
- ★ Open to all members, their families, any youth group of area.
- ★ Must be suitable for stage presentation.
- ★ Gifts for all who enter.
- ★ Additional prizes for 1st, 2nd, 3rd place winners.

Entries must be received at your Mt. Vernon office on or before October 30, 1963.

NAME _____ ACCT. NUMBER _____
ADDRESS _____ PHONE _____

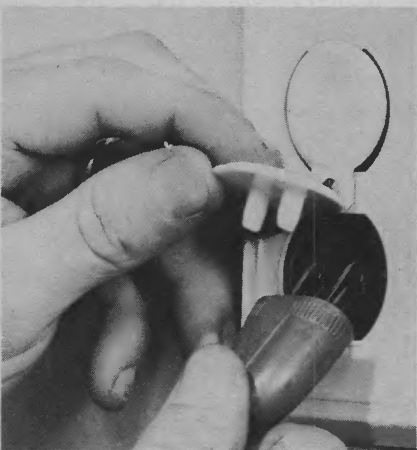
**away
elf a chance!**

What's New?



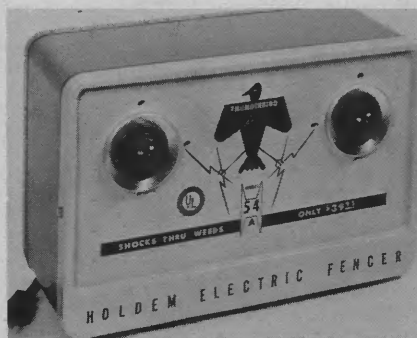
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S.S.S. COMPANY-ATLANTA

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W. I. E. C. NEWS

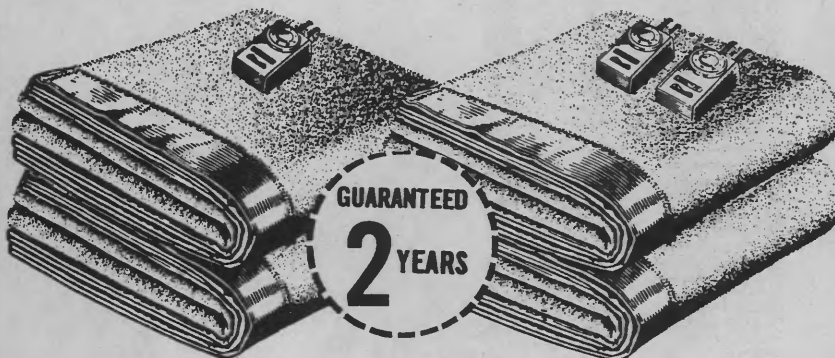
Western Illinois Electrical Coop.

Carthage, Ill.

Co-op Comments

by Lee Leonard

Northern ^{Fully Automatic} SPECIAL ELECTRIC BLANKETS



**4 POPULAR
COLORS**

REPLACEMENT OR A REFUND OF MONEY
Guaranteed by
Good Housekeeping
IF NOT AS ADVERTISED THEREIN

- Fully automatic control—just set it—and forget it!
- EXCLUSIVE sanifresh BACTERIA RESISTANT BINDINGS resist harmful germs . . . repel odors.
- NEW NYLON BLEND—WASHABLE—won't fade, mat or shrink . . . guaranteed non-allergenic.

Through cooperation with the Association of Illinois Electric Cooperatives, we have been given an opportunity to offer you an exceptional "buy" in electric blankets. These blankets are available to co-op members only at these bargain prices:

Model No	Description	Mbrs. Price incl. tax
291	Double bed, single control, size: 72" x 84" all 4 colors. Retail Price \$22.95	\$13.50
292	Double bed, dual control, size: 80" x 84" all 4 colors. Retail Price \$29.95	\$17.50

Your cooperative now has a supply of these blankets in green, blue, beige and pink.

The Northern Company unconditionally guarantees their blankets for a period of two years, from date

of purchase. A defective blanket will be replaced with a new one.

These blankets are non-allergenic through a combination of 70 per cent rayon, 20 per cent cotton and 10 per cent acrilan. Their nylon bindings repel germs, bacteria and odors. They are washable and resist fading and shrinking. Another "extra" is the convertible custom fit, use blanket flap or "snap" it snugly, fits mattress corner, wrinkle free.

The fully automatic control pre-warms the bed and compensates for room temperature changes — all automatically. The controls are equipped with convenient bedside hangers.

We're sure when you see these blankets you will agree that this is an outstanding offer. If ordered by mail be sure to include the model number, color choice, and your check or money order.

You may have noticed the article in the REN (Sept.) about the new type of lines the Illinois Power Co. is building. They are unusual because they extend to nowhere, and don't



Lee Leonard
Manager

serve anyone when they get there. As nearly as we can determine, they defy Illinois Commerce Commission requirements and are doing it in many areas throughout the state. We are aware of at least four locations in northern Hancock and southern Henderson Counties. One line goes east and one south from Carman, another north from Lomax and the third north from La Harpe. The apparent purpose of the lines is to eliminate any possibility of the cooperative serving any homes or businesses that may be built in these areas in the future. **LET'S GET READY FOR WINTER.**

If you are planning to install one or more livestock waterers this fall, be sure to meet the requirements of the WIEC waterer promotion. You must report the purchase of the waterer or waterers before November 15. You have an additional 30 days to complete the installation. Complete information about the promotion is in the October issue of WIEC NEWS which you should have received about two weeks ago.

If you have waterers that were installed in past years, it would be a good idea to check the unit before cold weather sets in to be certain it is in working order.

If you are planning to use more heat lamps for farrowing this winter, than you have in the past, now is the time to get additional capacity available. Remember if you plan to have more than five or six heat lamps in operation at one time you will need 230 volt, three-wire service available to that location. Heat resistant bulbs and reflectors hung by a chain add to the safety of your heat lamp installation.

FREE FRYPANS

Three member account numbers are printed in each issue of WIEC NEWS. If you find your WIEC account number printed anywhere in the magazine, except in the address, you are eligible for a free electric frypan. Why not stop now and look through the issue you received recently. You might even find some article of interest to you.

SUGGESTIONS PLEASE

If you have any suggestions of types of material you would like to see included in this special section of WIEC

SMALL APPLIANCE SPECIAL

WIEC MEMBERS CAN PURCHASE THESE TOP-QUALITY APPLIANCES WHILE THE SUPPLY LASTS

35 CUP ELECTRIC PERCOLATOR

**JUST PUT IN COFFEE & COLD WATER
NO DIALS OR SWITCHES TO SET
RETAIL PRICE \$24.95**

Special \$12.50 50c Tax \$13.00

22 Cup Elec. Perc. (Pol. Alum.) . . .	\$ 8.65	35c Tax	\$ 9.00
Electric Table Broiler	\$ 6.73	27c Tax	\$ 7.00
Corn Popper—Automatic	\$ 6.73	27c Tax	\$ 7.00
11" Electric Frypan	\$12.50	50c Tax	\$13.00
Dutch Oven and Deep Fryer . . .	\$12.50	50c Tax	\$13.00
10 Cup Elec. Perc. (Chrome) . . .	\$11.54	46c Tax	\$12.00

THESE APPLIANCES ARE ALL ON DISPLAY AT THE WIEC OFFICE IN CARTHAGE. THEY ARE IDEAL AS GIFTS FOR CHRISTMAS, ANNIVERSARIES, WEDDINGS OR ANY OCCASION WHICH REQUIRES THE VERY BEST QUALITY.



NEWS please let us know. We do like to include the information that is of greatest interest to all of you.

LADIES KORNER

For a good stick-to-the-ribs meal, meat loaf can always be relied on to please the family, and when you add cheese to the loaf there's an extra flavor treat. If you want to save time on future meals, make enough of this cheese meat loaf mixture for several meals, and freeze the extra loaves.

CHEESE MEAT LOAF

- 2½ lbs. ground beef
- 1 cup grated sharp cheese
- 3 tablespoons chopped green pepper
- ⅔ cup chopped onion
- 2½ cups dry bread crumbs
- 1 tablespoon salt
- ½ teaspoon thyme
- 3 eggs, beaten
- 2½ cups tomato puree

Mix beef, cheese, green pepper, onion, crumbs and seasonings thoroughly. Combine eggs and tomato puree and blend into meat mixture. Place mixture in large loaf pan (or two small pans). Bake at 350 de-

grees (moderate oven) for about one hour.

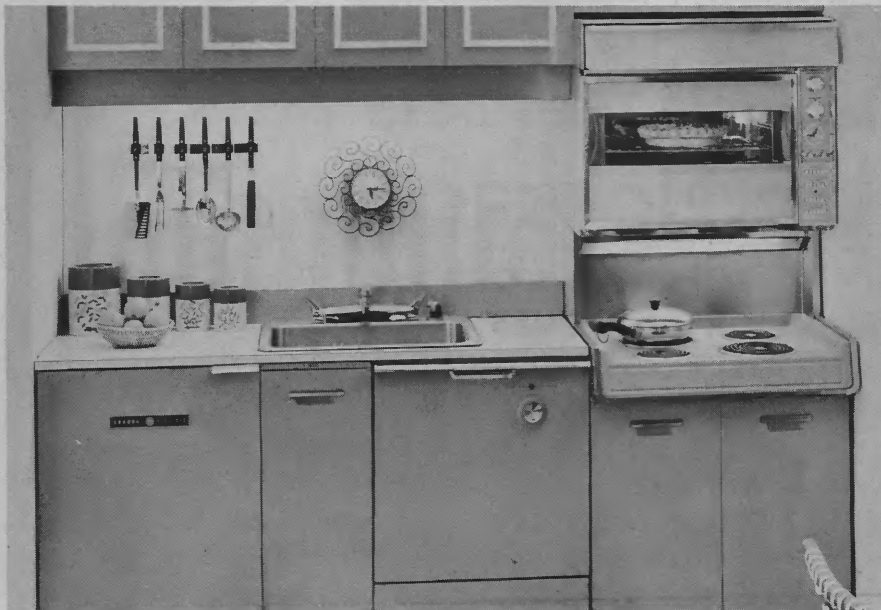
Cheese meat loaf may be frozen baked or unbaked. To freeze unbaked, wrap the loaf in moisture-resistant packaging material. Or put mixture in freezer containers and cover. Seal and freeze.

For frozen baked meat loaf, bake mixture in metal freezer containers or loaf pans at 350 degrees for about one hour. Cool quickly. Cover or wrap as above. Seal and freeze.

To serve the baked frozen loaf cold, thaw in the refrigerator and slice. To serve hot and not overcook the loaf, slice and then cover the slices with tomato sauce or gravy and reheat in saucepan over low heat.

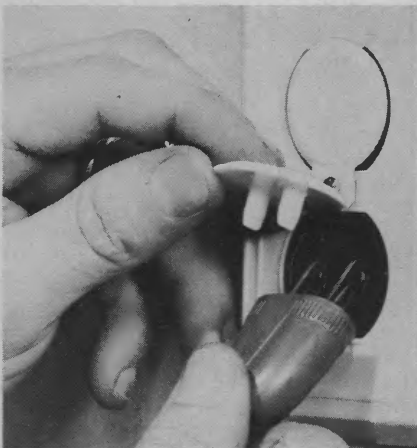
To prepare frozen uncooked meat loaf for serving, bake uncovered at 350 degrees for about 1½ hours or until done.

What's New?



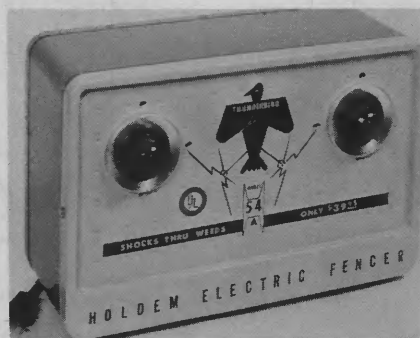
● New G-E Spacemaker Kitchen

Spacemaker kitchens by General Electric. From 69 to 90 inches in width. Appliance package includes refrigerator, disposal, dishwasher, range, depending on size. Ideal solution to kitchen space problems in home, new or old. At your local G-E dealer or write Major Appliance Division, General Electric, Appliance Park, Louisville 1, Ky.



● Outlet Guard

Flexible plastic Electr-A-Guards. Hinges back to receive appliance plug, yet fits tightly so a small child cannot open it. Mounts with plate cover screw. Ivory or brown. Six for \$1, ppd. Texell Products Co., 3 Asbury Place, Houston, Texas.



● Hol-Dem Fencer

Hol-Dem Thunderbird electric fencer. UL approved. Shocks through weeds even in wet weather. One shock per second, a 1/3000th of a second "on" period. \$39.95. Hol-Dem Electric Fencer Co., 5555 West 78th St., Minneapolis 24, Minn.



PROMINENT FIGURES at Ridgway's annual Popcorn Day festival were W. L. Bradley, left, long a leader in statewide electric cooperative affairs, and James W. Karber, chairman of the Illinois Commerce Commission. As many as 25,000 persons crowded into Ridgway (pop. 1,100) for the recent annual event. Among them were several top-ranking personnel from the ICC including Edward C. Schmid, transportation analyst; Paul J. Fields, administrative assistant to Mr. Karber, and James A. Parker, assistant chief engineer. Mr. Karber's home is Ridgway. Mr. Bradley, of nearby Omaha, was co-chairman of the celebration, along with Chairman A. C. Cox of Ridgway.



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