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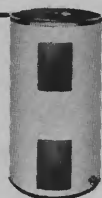
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Manager's Report

By ARTHUR H. PEYTON, Manager

Dear Member:

I am happy to report to you that beginning this month McDonough Power Cooperative will have space in the Illinois Rural Electric News for our "Watts New." We will use this space each October, November, January, February, April, May, July and August. In the other four months, the cooperative's regular type of "Watts New" will be mailed to you.

It is our hope that we can bring you news of the cooperative. We will cover the power use problems and new electrical uses beginning next month in the two righthand columns.

So many of you missed our annual meeting. It was a good meeting in the spacious Western Illinois University building. To the hundreds of members who attended, this manager would like to have your letters concerning your honest thoughts about the meeting. Your manager thinks our meetings are too long and wants your help through suggested ways we can shorten the meetings as well as increase the interest.

The drawing of a member's name each minute again was a highlight of the meeting. Nineteen members were present when their names appeared on the screen. The free October bills amount from \$2 to \$30 to the lucky members.

Remember you are now on the new single phase rate and should have received your new self-billing envelope book with a supply to last until June, 1966. Your name and account number (telling us where you live) are on the outside cover of this book. Please use this number each time you write or call us.

I have an idea which I want to try. Each month in my column I will insert a member's number and if the member who has this number will send in this article clipped from REN and sign his name as it appears on the self-billing book, he will receive a free heater. This month the lucky number is 632338-2.

What does this number mean to the cooperative employees? The first number, 3 through 12, is the township north. The second number, 1 through 4, is the range west. The next numbers indicate the section 1 through 36. The next number is 1 through 4, meaning "1" is the northeast $\frac{1}{4}$ section, "2" is the northwest $\frac{1}{4}$ section, "3" is the southwest $\frac{1}{4}$ section and "4" is the southeast $\frac{1}{4}$ section. The remaining number, 1 through 9, simply divides the $\frac{1}{4}$ section into nine equal parts. So you see this month's lucky number means our member lives in the southwest $\frac{1}{4}$ of Section 23, Range 3 west and Township 6 north. The dash and last number indicate substation No. 2 serves this area.



The 1,000 member-owners of McDonough Power Cooperative who attended the annual meeting are shown enjoying the talents of the Robe Choir of Macomb High School.

WATT

McDonough

P. O. Box 352, Macomb, Ill.

Speakers Tell Aids Rural and

Electric cooperatives have created much business for the city merchants while also providing a vital service to rural America, Arthur H. Peyton, manager of McDonough Power Cooperative, reported at the cooperative's annual meeting recently.

Over 1,000 member-owners attended the 27th annual meeting in the new Multi-Purpose Building on the campus of Western Illinois University in Macomb.

"Every dollar we have put into our electric plant—borrowed from the U.S. Treasury, we are returning it to them with interest—has created in the beginning \$6 worth of business for the mainstreet merchant in our area," Mr. Peyton said.

He pointed out that cooperatives are non-profit organizations and that the 3,277 member-owners of McDonough are actually partners in the business. "After all the bills are paid, anything that is left is returned to them in the form of a patronage refund and they in turn are liable for the tax obligation on it. With the exception of income tax, the cooperatives pay all the other taxes," Mr. Peyton said.

Continued purchase of electric power from utilities or the construction of generating facilities now is under careful consideration of the cooperative's board of directors.

That was the report given by President Charles F. Miller. "Which way your cooperative goes in 1970 will depend upon several factors; the primary one being the comparative cost of purchased power versus generating costs," Mr. Miller said.

Also to be given deliberate consideration, he said, will be restrictions in the contracts which would prohibit the cooperative from providing electrical service in its lawful territory.

Treasurer Clair Butcher reported

NEW

Cooperative

Telephone: Area Code 309—833-2101

Youth Co-op People

that the cooperative's average use of electric power per member increased from 610 kilowatt hours a month in 1962 to 750 in 1963.

In his welcoming address, Dr. A. L. Knoblauch, president of Western Illinois University, commended the work of McDonough and other electric cooperatives in Illinois. He said "every civilization is built upon cooperation. Man must cooperate with man if he is to survive."

YOUTH REPORTS

Young people had much to contribute to the cooperative's annual meeting.

The two essay contest winners reported on their "Youth to Washington, D.C., Tour." Polly Gamble of Galesburg and Robert Riggins of Macomb showed colored slides of their trip.

Also appearing on the program were the first two winners of scholarships presented by McDonough Power for students to attend Western Illinois University. The two recipients are Joyce Deford of Avon and Jane Crabb of Macomb.

They wrote articles based upon their interviews of civic leaders in the Macomb area. The scholarship award was established in 1964 with the cooperative giving four-year scholarships to two graduating seniors from any high school in McDonough's area.

Arthur H. Peyton, manager of the cooperative, said it has been recommended that McDonough Power continue the scholarship program which he termed as being most valuable. One example of its value as cited by Mr. Peyton is that the cooperative has taken steps to correct misconceptions called to attention by the articles.

Appreciation for McDonough Power's active support of local and state 4-H program was expressed to the membership by Richard D.



Harold Whitman, a director of the cooperative, congratulates Robert Riggins of Macomb and Polly Gamble of Galesburg on their fine presentation during the annual meeting. The two reported on their "Youth to Washington, D.C., Tour."

Weller, farm adviser in McDonough County.

Mr. Weller said "In behalf of the local 4-H program, the board of directors of the Western Illinois 4-H Camping Association and the Illinois 4-H Foundation, we wish to thank you for your continued cooperation and support of 4-H work and also present you this certificate from the 4-H Foundation. We want you to know that we appreciate your interest in our youth of today."

DIRECTORS ELECTED

A son of an incorporator of McDonough Power Cooperative and the man who was the first president of the Association of Illinois Electric Cooperatives has been elected a director of the local cooperative.

He is Max Welsh who fills the two years remaining on his father's term. The late Mr. Welsh, a longtime leader in the electric cooperative movement, died last March.

The three directors re-elected to three-year terms at the annual meeting were Charles Miller of Industry, Harvey Doll of Bushnell and D. Carroll Walters of Monmouth. Holdover directors are Harlan Monroe of Roseville, Mrs. Blanche Noper of Good Hope, Clair Butcher of Macomb, Raymond Irish of Colchester and Harold Whitman of Cameron.

Tribute was paid to the late Mr. Welsh during the meeting. "Don't take for granted the advantages you have gained through your electric cooperatives because they didn't come that way. They came instead through the dedicated and unselfish service of tireless, splendid men such as Mr. Welsh," Harold Whitman of Cameron, a director, said.



John A. Hund, staff coordinator, was presented a plaque in honor of his 25 years employment with the cooperative.

Ellis Urges Continued Drive

The drive and dynamics generated in the rural electric program in the past year must be maintained, Clyde T. Ellis, general manager of the National Rural Electric Cooperative Association, told Region V delegates meeting in Eau Claire, Wis., recently.

A total of 529 cooperative leaders from Illinois, Iowa and Wisconsin attended the meeting where major emphasis was placed on means of strengthening the rural electric systems. Past activities were reviewed, plans were mapped for the future and attention was called to the upcoming election.

Mr. Ellis, in his annual message, said "We need strong support in both of the great parties." He expressed hope that all those interested in the rural electric program will consider the views of candidates on rural electrification.

"In my opinion this is not just another election," he said. "I am convinced this is the most important presidential election of this century. If the facts and the record do not become blurred and obscured, the people of this nation on Nov. 3 will decide whether the programs to which we have dedicated our lives are to endure or perish."

MR. ELLIS pointed out the sharp difference between the candidates in respect to their views regarding electric cooperatives. President Johnson and Senator Humphrey have long and outstanding records of supporting rural electric cooperatives, but the reverse, he said, is true of their opponents.

A renewed sense of purpose has been given the rural electrification program and the energies expended for the development of rural America must not be forsaken.

That is how Norman M. Clapp, administrator of the Rural Electrification Administration, called upon Region V delegates to remain vigilant and persevering in keeping electric cooperatives a vibrant part of our society.

MR. CLAPP said "As we take stock of the many aspects of rural electrification, your objective might well be described as parity, progress and permanence. Our objective at REA is to help you achieve them.

"You should be seeking parity of service and rates for the rural consumer so that neither the lack of electric service nor the high cost of electric power shall long remain a penal-

(Continued on Page 19)



Nine Illinois cooperative leaders received certificates of achievement for completing a management course. John Myhre (right), of the NRECA staff, presented the awards to (from left) Richard Seger, Adams Electrical, Audace Herzberger, Menard Electric, Lawrence C. Daily, Coles-Moultrie Electric, Ralph V. White, Rural Electric, and John Sargent, Adams Electrical. Other recipients were Maurice Johnson, Edgar Electric, Dennis L. Tachick, Eastern Illinois Power, Fred Jenkin and Roger Mohrman, both Adams Electrical staff members.



Dean Searls (right), Adams Electrical Co-operative manager, received a special award for his recent work in Guatemala from Clyde T. Ellis, NRECA general manager. Mrs. Searls is at the left. Adams Electrical also received a special "Exporting the REA Pattern" award.



Jerry L. Campbell (second from right), AIEC administrative assistant, participated on a regional meeting panel. Other speakers (from left): Jerry Anderson, and William S. Roberts of the NRECA staff, and James N. Sherwood, Dairyland Power Cooperative, La Crosse, Wis., agricultural engineer.

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Co-ops Help Develop New Opportunities

The role of cooperatives and cooperative people in helping generate new life and new opportunity in local communities was stressed recently by Orville Freeman, U. S. secretary of agriculture.

With more than 100,000 people actively participating in more than 16,000 community development projects, Freeman said, cooperatives, including rural electric organizations, frequently are leading the way.

"Such accomplishments richly deserve applause," the agriculture secretary said. "But we urge all of you to see if there is more you can do—whether it is giving personal time and effort to rural area development projects in your area or expanding the services of your cooperative or forming new cooperatives to run new recreation or business ventures."

Mr. Freeman said the Department of Agriculture "wants to make your contribution as effective as possible. We accept fully our responsibility to encourage the growth of cooperatives and to provide research, education and advisory services that will help strengthen cooperatives in all appropriate services."



"Gee Mom, the new can opener works swell!"

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Manager's Report

By ARTHUR H. PEYTON, Manager

The board meeting of the Cooperative was held on October 19, 1964. One of the functions at this board meeting was the election of officers. The following officers were elected. Charles F. Miller, President, Harlan Monroe, Vice-President, Clair Butcher, Treasurer, Blanche Noper, Secretary.

At the organization of the board, another function is the setting of the regular monthly meeting. Throughout the ensuing year, the regular board meeting will be at 10:00 A.M. on the third Monday of each month. Interested members who desire to appear before the board are welcome. It is better to make prior arrangements so that time may be scheduled for the business to be discussed.

This was the first board meeting for the newly elected director, Max H. Welsh. Mr. Welsh will find many challenging problems to share with the other directors of this Cooperative.

The recently announced "R" loan for \$383,000.00 was reviewed and the loan documents were executed by the board of directors.

Be sure to correct the telephone number in your self billing book to 833-2465. The middle number on the back page which now shows 833-2365 is incorrect.

#6 WP WIRE

The Cooperative has an excess of used weatherproof #6 wire which is ideal for running another circuit to out buildings or other outdoor uses. The wire may be purchased at the Cooperative by the members at the special price of 2¢ per foot. The pieces are in lengths of 50 to 150 feet. So long as this stock of used wire is available the Cooperative will not sell triplex from the limited construction stock.

OPERATION COMPARISON

In looking through some old data, the Manager found a 1942 operating report which has some interesting facts. Notice the table which is prepared below for comparison.

	1942	1964
Consumers	1591	3304
KWH per member	63	608
Average bill	\$4.25	\$16.60
Line loss	33%	8.2%

LUCKY ACCOUNT NUMBER

In the "Watts New" supplement in October, we printed a number for the lucky member to claim an electric heater. Again this month, we have a new number, 521423-1. If this is your lucky number, tell us what the number five and two represents? As a clue, I will remind you that there is a full explanation

given to the account number system in the October issue of REN. The person who has this account number, may claim an electric heater should they see their number in the November issue.

ARGYLE PARK

For several years the Cooperative maintained pay meters to provide electricity in all of the camping locations for the convenience of campers. The State has now instructed the Cooperative to prepare changes in wiring where most of these pay meters will be removed. A daily camping fee paid at registration time will cover the cost of electricity. This is a step forward for our fine Argyle Park, which has many advantages such as fishing, hiking, and nature lovers. Hundreds of campers have taken advantage of this fine State Park.

SUBSTATION CHANGES

To handle the anticipated increased load this winter and for future years, the Cooperative has purchased a new set of transformers with the total capacity of 3,750 KVA. These transformers will be installed in our Industry station to replace the capacity of 1,000 KVA.

The transformers removed from the Industry station will go to the Ponemah station to parallel, making a total of 2000 KVA.

This makes our total system capacity of 14,583 KVA. An interesting note would be to compare with 1942, when our total system capacity was 300 KVA at one station.

Remember the lucky account number deadline of the location number in this issue will be 10 days after receipt of this issue.

FUNCTIONS OF THE DIRECTORS

The cooperative is a business organization furnishing electricity to its members. The directors represent these members without political bias, with broad, unselfish concern and emphasis on the business being operated for the well-being and interest of all members.

The directors attend 12 regular meetings a year and special meetings as necessary. They are expected to take their own time to attend state, regional and national meetings.

The director has the responsibility of trusteeship of members' interest. He plans for facilities with the necessary financing and authorization and the controls of operations to meet objectives, major goals, policy and desired end results.

WATTS

RE

McDonough

P. O. Box 352, Macomb, Ill.

OUTAGE INFORMATION Monday thru Friday—
In event an outage occurs on Sunday, holidays or
833-2391

Scholarship Contest—1965

The Board of Directors announced that they will again sponsor two scholarships to Western Illinois University at Macomb, Illinois. These scholarships will go to outstanding seniors graduating from high schools in the area served by McDonough Power Cooperative. The scholarships will cover special university fees such as tuition, health insurance, student activity and bond revenue.

Last year's selection was based upon essays written from information obtained by interviews of area leaders. This part of the rules of the contest will be announced in December of this year and will be different than that of 1964.

Last year, Western Illinois University President, A. L. Knoblauch, gave the Cooperative high praise for the scholarship program. It is his hope that more civic minded businesses and organizations would follow the scholarship example.

Western Illinois University has many advantages with its modern facilities. Many of the buildings are new within the last five years. WIU is still expanding and in the process of building new buildings to house students as well as furnishing more class area for the students.

WIU is located in Macomb, Illinois, a growing city with opportunities for the students to find part time work and to make many new friends. The cost of attending WIU is remarkably low when you consider the high quality of educational opportunities that may be found here.

As of the current year of 1964, figures show that for necessities including board and room, the tuition amounts to approximately \$1,113.00 for the year. Of course this amount can be expanded by the students personal habits and cannot be taken as a maximum fee.

In this modern world of technology, college education is becoming more and more useful in a person's life work. In the coming generation and its advanced technology, individuals will require more advanced training to cope with the intricate situation that develops in the business world of today.

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8:00 P.M. 833-2101.

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Essay Contest in 1965, too!

McDonough Power Cooperative announces they will again sponsor an essay contest for an all expense paid trip to Washington, D. C. This trip will probably be in June, 1965, and will cover eight days. The exact date will be announced in the future. This is an opportunity for high school sophomores and juniors to write an essay to be one of the two winners for this trip. All students in their tenth and eleventh year of school, except members of the immediate families of board members or employees of McDonough Power Cooperative are eligible.

Much enthusiasm was shown by the students in 1964 when eighty interested sophomores and juniors entered this contest.

The tour of Washington is well planned. Some of the points of interest to be visited are the U. S. Senate and House of Representatives, Supreme Court Building, Library of Congress, Department of Justice, Bureau of Printing and Engraving, White House and Smithsonian Institute.

This is but a sample of the busy week that the students will have who win the essay contest. During your week in Washington you will meet groups from other states who are representing electrical Cooperatives. There will be joint activities planned for all groups of students during this important week.

The trip is adequately supervised with qualified chaperones. The cooperative maintains full insurance coverage on the students while on these trips.

New Rate Books

On October 10 you received your new rate book with envelopes for your payments for the next 21 months. The book also has the new reduced rate chart that you are to use. Some members are using the old rate chart. Please destroy the old chart and use only the new rate chart for all bills in the future.

Member Service Report

By ROBERT E. PENDELL, Power Use Adviser



FOR THE HOLIDAYS

With the holidays upon us, extra people in the house, we want to be prepared to get the best meals possible. So to be ready for this, we want the most modern cooking equipment. Let's take a look at what could help us be ready for those big meals.

Ask ourselves these questions: Is my range less than seven years old? Does it bake even? Does it have automatic cooking? Is my range safe? If the answer is no to any or all of these questions, you are not ready for the holiday season.

To correct all of the wrong answers, call your Cooperative office for Kelvinator electric range. Leasing is as low as \$3.50 per month.

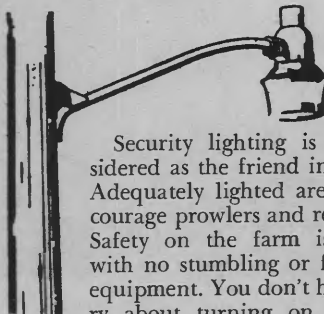
OLD OR NEW

Old or new home, you can have and enjoy flameless electric heating. Many homeowners are switching to the new way of living; heating their homes with electricity.

You don't have to wait to change over your present heating system. Start enjoying the many benefits you receive when you heat electrically. With electric heaters you select the temperature you desire for each room.

To the doubting Thomas' who say, "electric heating is nice, but it costs too much to operate", the Cooperative will guarantee the electric heating operation cost. You can't lose. We tell you what it will cost to operate and then guarantee it.

For complete information call your Cooperative and ask for a free estimate of your home. You are under no obligation.



Your
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Security lighting is often considered as the friend in the night. Adequately lighted areas will discourage prowlers and reduce theft. Safety on the farm is increased with no stumbling or falling over equipment. You don't have to worry about turning on or off the light. An electric eye will turn on the light at dusk and off at dawn. There is no equipment to buy or replace. It costs you \$1.50 per month. Call or write today for information.

RATE DROP

Commercial rates for business have often been compared with those that farmers are allowed. This comparison

is quite legitimate. The Webster Dictionary defines the word, commercial as, "having financial profit as the primary aim." This in itself, substantiates the belief that there is no difference among the people pumping gas and the farmer raising grain for resale.

To receive the reaction of the members operating on the commercial rate, a personal contact was made by a representative of the Cooperative. The comments were all very favorable; as the following examples show. "This reduction is very much appreciated and shows that the cooperative is interested in supplying their members on a fair share basis; "This will make a difference in having some profits at the end of the year."

The cooperative equalized their rates so there would be no inequity of charges among the members. The reduction of rates, plus the other advantage that can be had in the rural area is desirable for the location of new business sites. One must consider the availability and the price of land when locating his business; In the rural area, land prices according to national statistics are below the prices for land in the towns. These two advantages alone are very instrumental in new business deciding on rural America.

If you are interested in obtaining a copy of this new rate, contact your cooperative office.

CHRISTMAS SPECIALS

Christmas Specials for sale at your cooperative office. From December 15 to 23, limited quantities of these items will be available. Cape Codder Yard Post Lamp, \$11.95. Teflon-coated electric skillet, \$16.95. Automatic electric heaters for the bath, \$11.95. Window fans, 20", \$15.95. Portable electric radiant heaters, \$9.95. Party-Perk automatic, 12-30 cup, percolator, \$9.95.

WATTS NEW

Published QUARTERLY

McDonough Power Cooperative

Publisher

West Jackson Road—Macomb, Ill.

Robert E. PendellEditor

OFFICERS AND DIRECTORS

Charles MillerPresident

Harlan MonroeVice-President

Blanche NoperSecretary

Clair ButcherTreasurer

Harvey DollDirector

Raymond IrishDirector

Max H. WelshDirector

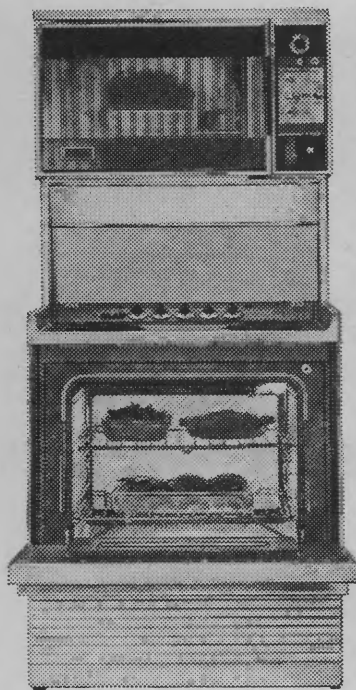
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Harold WhitmanDirector

Arthur H. PeytonManager

Ovens come clean without scrubbing in these Kelvinator electric ranges

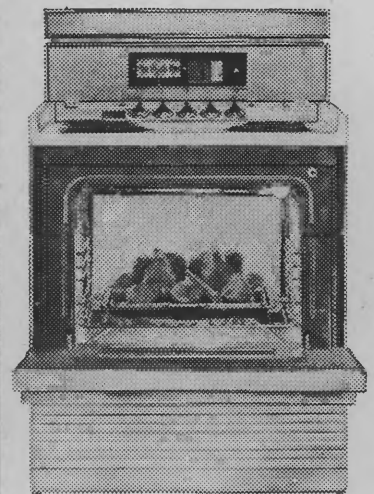
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