

FFA-IAA Studies American Heritage

Nearly 300 young men from 60 Illinois counties listened attentively as Kent Slater, president, Illinois Future Farmers of America, talked rapidly, quietly, sincerely.

He was discussing his convictions concerning this land and its heritage of freedom. He spoke in an auditorium on the Illinois State University campus at Normal during the closing session of the three-day fifth annual Future Farmers of America-Illinois Agricultural Association conference.

You could have heard a pin drop. Kent, well known to Illinois Rural Electric Cooperative members, was saying some of the things he had said earlier to an Illinois REA reporter—and he meant every word.

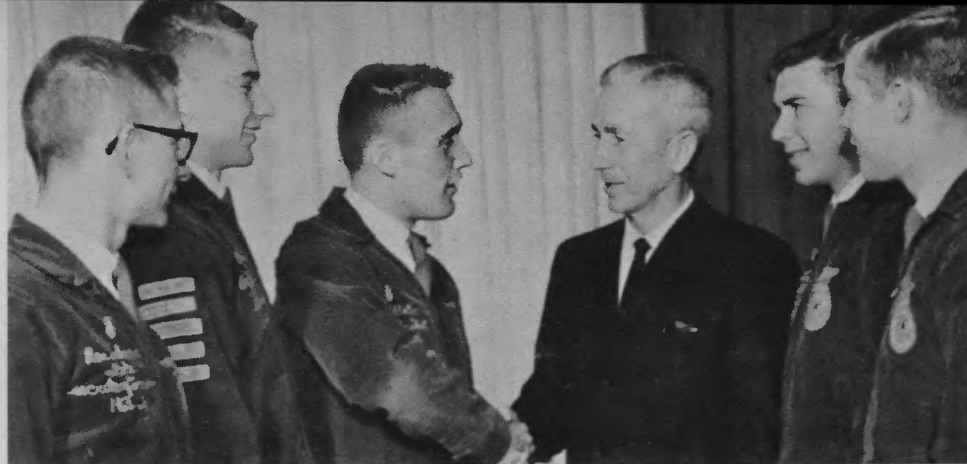
"THESE YOUNG PEOPLE are FFA leaders from throughout the state," he had told the reporter. "They're leaders in their schools and in their communities. They're learning. They're developing. They're reaching solid convictions that they want to share with others in their efforts to make their communities, their state and their nation even better.

"They're developing an even more intense appreciation of their American heritage and the American way of life.

"They're learning more about their rights of free speech, worship, work, opportunity, their rights to compete, to go into business, to own property and to make a profit.

"They're learning more about

Ken Cheatham of IAA chats with Lloyd Bridge (left), Taylor Ridge, and Russell Shepherd, South Beloit.



Hank Chamberlain, Producers Seed Co. sales manager, and some of his FFA friends. From left are Ron Scherer, Olney; Ralph Endress, Williamsfield; Kent Slater and Mr. Chamberlain; Tom Fisher, Lawrenceville and Mike McElvain, Bushnell.

their rights to enjoy the benefits of cooperative efforts. They. . ."

"Wait a minute," interrupted the reporter. "I agree with all this but some people seem to think that cooperatives are bad, that they're somehow alien and even unpatriotic. What do you say to that?"

KENT, an intense, quiet-spoken and usually courteous young man, gave the reporter a quick look, smiled and continued:

"Some people mistakenly believe that cooperatives of any kind are a threat to other types of free enterprise businesses. That just isn't true.

"Cooperatives aren't tax exempt. They pay their way. They usually are set up to provide a service not otherwise available or that can better be performed for themselves, by themselves.

"Cooperatives don't compete with free enterprise. They don't destroy free enterprise. They're part of our great free enterprise system. They help make sure that this free enterprise system continues.

"We'd be in pretty sad shape without such cooperatives as those of the Farm Bureau and the Illinois rural electric groups set up under the Rural Electrification Administration."

KEN CHEATHAM, director of young people's activities, IAA, said the conference emphasized the importance of the "American way of life." This was defined as "a social system built upon the foundation of faith in God and a consequent belief in the importance of the individual, with a governmental system anchored to the United States Constitution and with a private capital economic system."

In one major address, Dale E. Butz, FS Service, Inc., director of

economic research, emphasized the importance of advanced training for all young people. He warned that students can jeopardize their equality of job opportunities—part of their American heritage, by failing to obtain a good education.

William Kuhfuss, IAA president, addressed the young people during the annual banquet in the IAA cafeteria. Other IAA and affiliated organizations representatives also participated in the conference.



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Shelby Electric News

Shelby Electric Cooperative

Phone 1540

Shelbyville, Ill.

Electric Home Heating

This year keep winter outdoors—while inside you enjoy the complete comfort of electric heating. Electricity gives you safe, clean, economical heat—and, only electricity gives you such even heat—from floor to ceiling—with no drafts or cold spots. Electric heating is economical, too. Each room has its own individual thermostat—so you heat only those rooms you use. No precious heat is lost.

Whether your home is new or old—it's easy to convert your present heating system to modern electric heat. And, when you do, you'll gain valuable living space—there will be no furnace, radiator, ducts or vents—no cleaning or repairs to worry about either—because there are no moving parts.

With electric heat all you do is

adjust the thermostat, sit back and enjoy it.

Don't put it off another minute—phone 1540 Shelbyville and let your Shelby Electric Cooperative tell you all about heating your home electrically.



Enjoy Your Fireplace

Do you have a fireplace in your home and are you worried about the continual heat loss through the large opening when not in use? Your worries are over.

There is a Thermo-Rite tempered glass screen on the market which seems to be doing a splendid job of guarding the fireplace opening. The address for information is Thermo-Rite Manufacturing Company, Akron 9, Ohio.

Farm Progress Heating Report

From the November, 1963, issue of *Successful Farming* magazine, on page 52, you will find a most interesting and unbiased report on Electric Home Heating.

Compliments to William Fletcher, engineering editor, for a splendid article.



KEEP THEM SAFE

Every farm tool has the potential to kill and injure. **MORE FARMERS ARE KILLED BY OCCUPATIONAL ACCIDENTS THAN ARE WORKERS IN ANY OTHER INDUSTRY!!** Make sure your tools are safe—USE GUARDS AND GROUND ELECTRIC TOOLS.

5 GOOD REASONS Why ELECTRIC HEAT is Best

1. COMFORT

With electric heat you do not feel heat or lack of it. Radiant heating panels warm all room surfaces, lessen body heat loss and maintain uniform air temperature.



2. GREATER SAVINGS

Furnaces, ducts, grilles or blowers are not needed with electric heat. Little maintenance is required and the clean heat saves you money in cleaning and re-decorating costs.

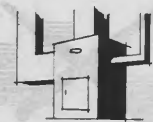


3. FULLY AUTOMATIC

Heat in each room is regulated by its own thermostat without affecting other rooms, you are assured balanced radiant and air temperature for healthful comfort.

4. CLEANER HEAT

Electric heat is clean heat . . . no soot, coal dust, smoke, ashes, or fumes. Your rooms are cleaner and more sanitary. The furnace is in your power plant—not in your home.



5. SAVES SPACE

Absence of central heating equipment frees basement space for playroom and utility purposes. You have more living area and greater freedom of furniture arrangement.



FOR FURTHER INFORMATION CONTACT

your SHELBY ELECTRIC COOPERATIVE

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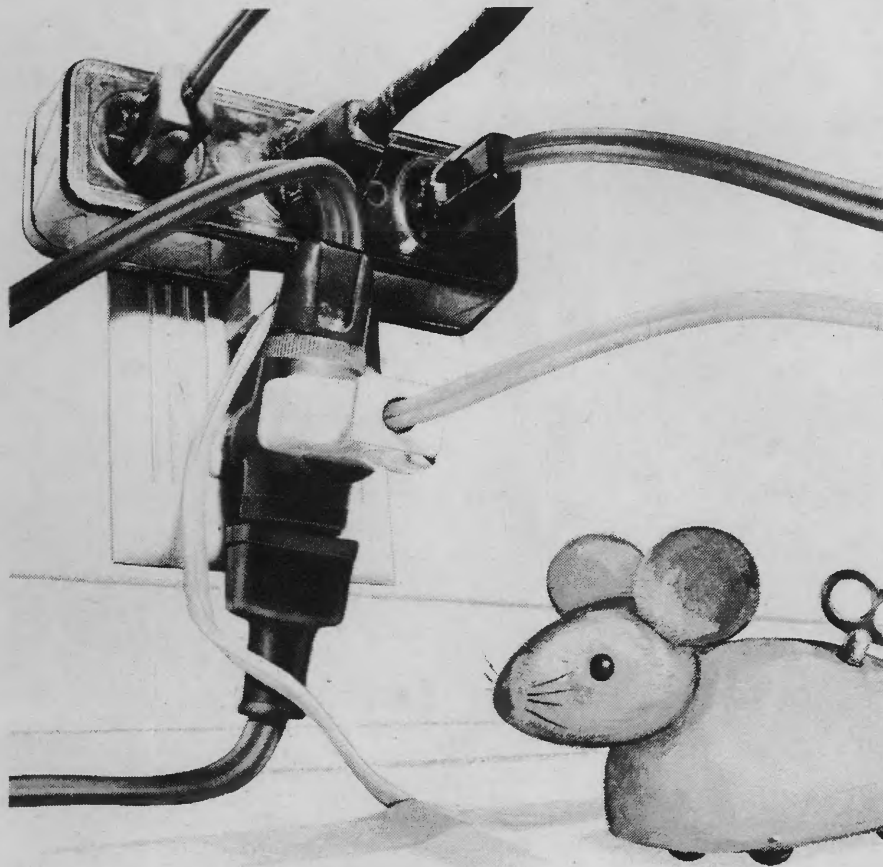
Waltz through Washday

Mother, are you tired of trudging up and down stairs with baskets full of laundry? Do you half-heartedly hang clothes on the line and dread the chore of taking them down? If you do, you'll enjoy the wonders of an all-electric dryer! If you continue to dry your laundry on the clothes line, you will walk 40 miles in a year and lift two tons of clothes, and it will take you 300 hours to do it! That's 28, eight-hour days wasted!

Why not Waltz through Washday with an all-electric laundry? New automatic electric washers

wash delicate things gently, but just watch them attack those grimy soiled work and play clothes.

When the washer's done, all you have to do is put your sparkling clean wash into your electric dryer. Electric dryers dry clothes just right—or, you can damp-dry them for ironing. Electric dryers do so many things. For instance, instead of dry cleaning, you can air clothes and get the wrinkles out in your electric dryer. Call your Shelby Electric Cooperative today and ask how you can turn washday into a waltz!



Mouse-eye view...of...

people plugging for trouble

Did You Know?

1. Rural electric cooperatives pay all taxes paid by any other business, except income tax. They operate on a non-profit basis.

2. Rural electric cooperatives are making the greatest record of loan payments in the history of Government lending.

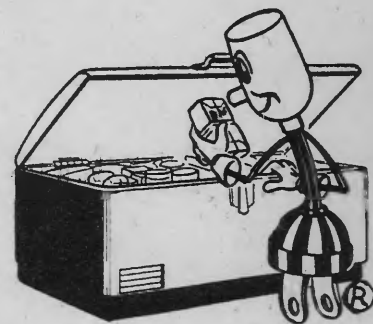
3. Rural electric cooperatives are owned by those they serve.

4. For every dollar invested in the cooperative, four dollars worth of goods have been sold in the form of wiring, appliances, etc.

5. Rural electrification has raised the standard of living in the rural homes.

6. Rural electric cooperatives deserve your support and consideration.

**"Willie Wirehand"
SAYS**



Get a home food freezer and have fresh foods at home the year round. You will have better tasting and more nutritious food as well as savings on food that might be wasted.

First decide what your needs are. Will you need a unit for storage only or one for storage and freezing?

When buying a freezer, experts suggest providing about six cubic feet per member of the family. Remember to plan ahead and freeze only as much as your family can use for the year.

Certain foods will keep from eight to 12 months, depending on how carefully it is packaged and frozen.

A 20 cubic foot freezer will roughly average 140 kilowatt-hours per month. Smaller units will consume less.

This range doesn't make oven cleaning easier



It eliminates it!

You get disposable aluminum foil linings in every Kelvinator Electric Range regardless of price. When the linings become soiled, you just whisk them out and throw them away.

There's no scouring, no scraping, no scrubbing.

To replace the linings, you merely slip in standard aluminum foil from your grocery store. Only Kelvinator makes it possible for you to get a spanking clean oven this easy, no-scrub way.

And to make it even simpler, the oven door lifts off for quick, easy lining replacement.

You also get automatic oven light, adjustable-heat broiler, infinite-heat switches, and recessed top on every Kelvinator range. And all the automatic features you ever could want are available.

You get so many conveniences because of the Kelvinator Constant Basic Improvement program. It's another way American Motors brings you more *real value*, just as in Rambler cars.

Why clean an oven any longer—no matter how "easy" it is—when Kelvinator eliminates this drudgery entirely?

See your *Kelvinator* dealer now!

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Dedicated to Excellence in Rambler Automobiles and Kelvinator Appliances

Youths Can Win Free Bus Trip To Washington



Congressman George Shipley of Illinois welcomed the 1963 essay contest winners to the Capitol in Washington. Congressman Shipley, second from right, was one of several leaders in government who met with the Illinois young people during their week-long visit.

More than 40 of the finest young people in the state will leave Springfield, June 6, on the annual "Youth-to-Washington" tour sponsored by the electric cooperatives of Illinois.

Essay contest winners from some 20 electric distribution cooperatives will tour the Illinois state capital before leaving on a chartered bus for the eight-day all-expense-paid tour of Washington.

"These outstanding young people will represent the more than 140,000 member-owners of the electric cooperatives of the state," Thomas H. Moore, general manager of the Association of Illinois Electric Cooperatives, observed. "While in the nation's capital, they will meet leaders of government, including members of Congress, and see various government agencies in action. They will see what has been accomplished in the past and what is being done today."

ONE TOUR highlight will be "Rural Youth Day", when electric cooperative essay contest winners from other states join the Illinois delegation for an all-day program.

"All six states which conducted 'Youth-to-Washington' tours last year will participate in 'Rural Youth Day,'" Mr. Moore said. "More than 200 young people will tour the offices of the National Rural Electric Cooperative Association, the Rural Electrification Administration and meet with top government officials. Activities also will include a boat trip on the Potomac River during the evening."

Last year 35 youths from Illinois were selected to make the trip. The group toured the White House, the

Capitol, Smithsonian Institute Lincoln Memorial and the headquarters of the Federal Bureau of Investigation, in addition to many other historic shrines and points of interest in the Washington area.

"EVERYONE in Illinois can be proud of the young people who are selected for this annual tour," Mr. Moore said. "Last year the group received high praise for its conduct during the tour and for the interest the youths displayed concerning the operations of government. Members of the tour spent many hours preparing for the essay contest and they realized the honor of being selected for the trip."

Mr. Moore said young people interested in entering the 1964 essay contest should contact their local electric cooperative for details as soon as possible.

"Rules of the contest are set by each participating cooperative," he explained. "In most cases, contestants are sophomores or juniors in high school."

Subject of the 1964 essay contest is the contribution of the electric cooperatives to the areas they serve.

Contestants will be supplied background material by the local cooperatives. Essays are limited to 1,000 words or less.

"The 'Youth-to-Washington' essay contest can be fun," Mr. Moore related. "The all-expense tour can be one of the most wonderful experiences of your life. Contact your electric cooperative as soon as possible. You may be one of the more than 40 youths who will make the trip."

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Shelby Electric News

Shelby Electric Cooperative

Phone 1540

Shelbyville, Ill.

Cowden Receives Full Power

*From
Your
Co-op*



Village President Doctor Richard Jones shown throwing new electric line into the Village of Cowden as three of the
From left to right: Francis Evans, Walter Thompson and E

The question was asked by the Village Board, "How soon will the new three-phase line be completed and your distribution system be in the Village of Cowden?" The answer was given, "Sometime before spring of 1964."

At times it seemed like it would be impossible to meet this goal but on February 14 the new distribution system in Cowden was energized. The removal was then started on the old distribution system which had been in operation for some 75 years.

Since signing the 50-year franchise

on August 6, 1963, there has been nine miles of three-phase line built and a temporary substation completed. A number of single-phase lines have been built, hundreds of trees cut and dozens of anchors set. In addition, 68 mercury vapor lights have been installed throughout the town. Shelby Electric Cooperative feels that Cowden now has the best system of street lighting of any town its size in the state. In addition to the 68 lights, three members have had security lights installed on their own premises.

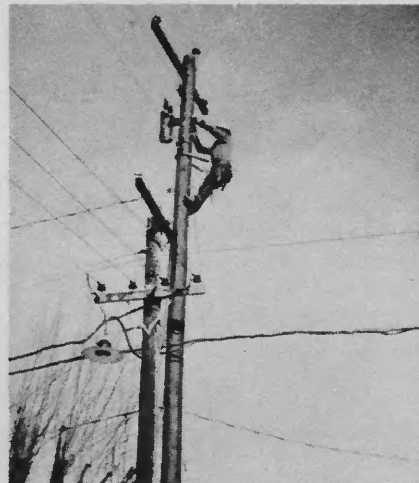
Cowden, a has a popula 282 installed 262 active a means your approximately

Most all t and wiring h meet the m ards.

The co-op management are happy to den as a men



Earl Westenhaver and Delmar Brunk installing one of 68 mercury vapor lights in the Village of Cowden.



Lineman Floyd Sphar hanging a transformer on the new three-phase line. Note the old line.



Inspector K. P. Branyan checking over the metering equipment at the Grade School in Cowden.

Cooperative Members winning prizes at their Area Meetings held in March



Mr. Carl Seifert, left, Mrs. Orville Bailey and Marvin Gordon at their Area Meeting, which was held at Blue Mound Community High School.



Mr. W. H. Gillmar, left, F. Guy Storm and Mrs. Elmer Richards at their Area Meeting, held at the Stewardson-Strasburg Community High School.



Mr. John Slaughter, left, Mrs. Walter Croon and Walter Croon at their Area Meeting, which was held at Nokomis Jr. High School North.



Mrs. Roadarmel, left, Bernard Dilley and Alfred Wall at their Area Meeting, which was held at Cowden High School.



Mr. James W. McCloud, left, Mrs. Fred Killam and Dan Grubb at their Area Meeting, which was held at Assumption Grade School.

**DON'T STUMBLE AROUND
IN THE DARK!**



**LET US INSTALL
MERCURY VAPOR
SECURITY
LIGHT**

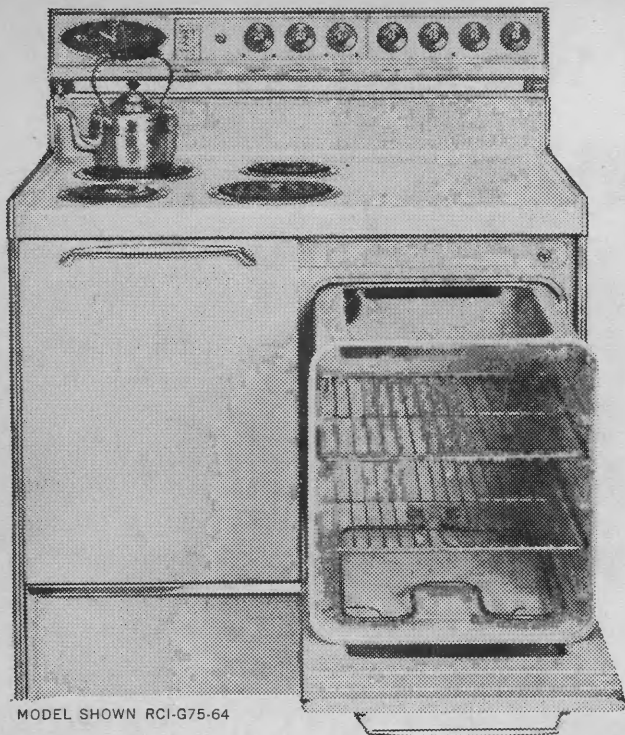
**INSTALLED-MAINTAINED
BY YOUR CO-OP**

\$3.⁵⁰ PER MONTH

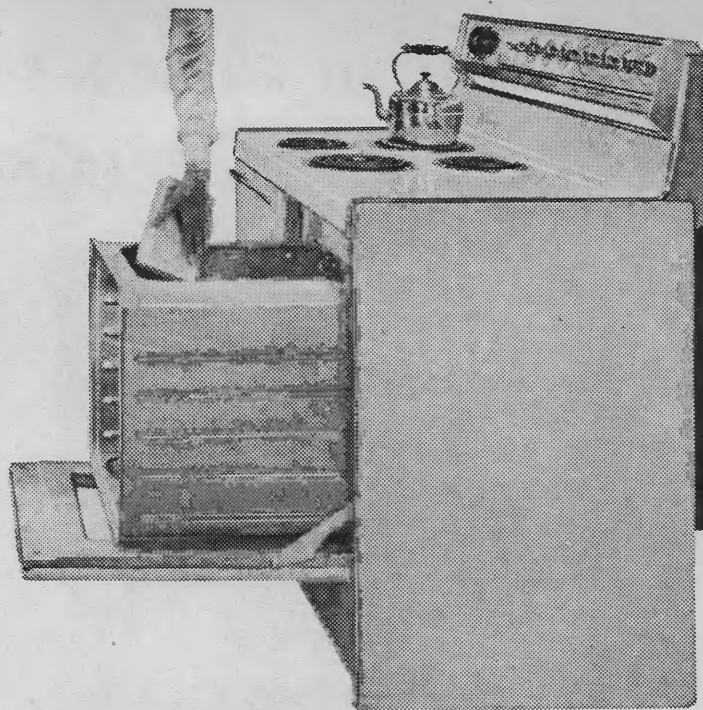
On Existing
Meter Pole

**SHELBY ELECTRIC
COOPERATIVE**

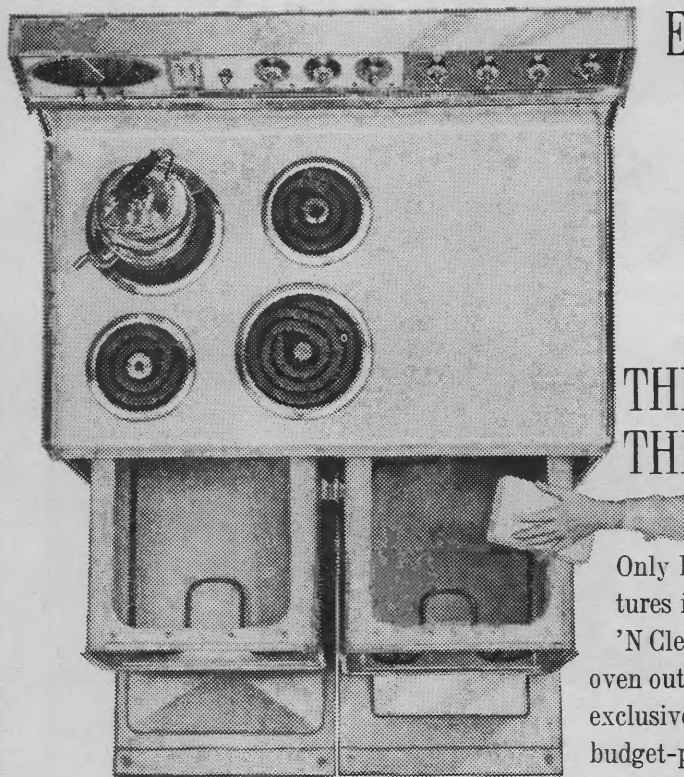
SHELBYVILLE, ILLINOIS



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THE PRACTICAL PULLⁿ CLEAN OVEN!
THE PRACTICAL FRIGIDAIRE RANGE!

Only Frigidaire Electric Ranges give you all these easy-clean features inside and out! One example, the completely practical Pull 'N Clean oven! No awkward stooping or stretching—just pull this oven out like a drawer, clean it standing up. What's more, you get the exclusive Pull 'N Clean oven in 10 different Frigidaire models, many budget-priced. Newly designed for easier-than-ever cleaning—all over! New high back is smooth...no cracks to trap splatters. Knobs

on control panel pull off for quick, thorough cleaning. New deep recessed top catches spills. Even the storage drawer pulls all the way out so you can mop under. *Practical cooking:* Speed-Heat unit gets red hot in seconds. Heat-Minder frees you from worry about scorched pans, boil-overs. No push buttons to limit number of heat settings—dial the cooking temperature you want for ovens or cooking units. *Practical choice:* Frigidaire offers you a wide selection of range models, from 40-inch Flair Ranges with eye-level ovens to 21-inch apartment models. Products of General Motors. (Factory-trained servicemen everywhere.)

FRIGIDAIRE





William E. Murray, at right, and Texas Governor John B. Connally discuss rural electrification at the recent NRECA annual meeting in Dallas.

William Murray Named to Key Post in Capital

William E. Murray, special assistant to the general manager of the National Rural Electric Cooperative Association, recently presented an NRECA statement in support of legislation concerning rural poverty to a special house subcommittee in Washington.

The statement was in support of house bill 10440, the "Economic Opportunity Act of 1964."

Mr. Murray, NRECA rural areas development specialist for the past two years, recently was named to his new post by Clyde T. Ellis, NRECA general manager. He is working closely with the White House in formulating plans for the rural anti-poverty campaign proposed by President Johnson.

Mr. Murray is a former editor of the Illinois Rural Electric News.

"The rural electric systems from their inception have been dedicated to community improvement and have been in the forefront of the struggle to raise living standards of rural residents," he told the sub-committee. "They have invested over \$4.2 billion in bringing the benefits of modern electricity to rural people, which in itself represents one of the most successful and extensive community action programs on record."

Rural Areas Understanding Of City Problems Needed

Rural area residents have a real need to better understand the problems of urban people, Frank Carlson, senior U. S. senator from Kansas, has said in a Washington address before the Governmental Affairs Conference sponsored by the Cooperative League of the U. S.

The senator said rural area people need to realize that "the teeming cities no longer seek to entice their sons and daughters in from the country as they did 20 to 25 years ago. There simply are too many people now for the overburdened public facilities."

Senator Carlson also pointed out that although corrupt leadership and graft have sometimes marred the effectiveness of trade unions, "farm people should realize that many city people depend on their unions to get an adequate return for the only thing they have to sell

—their labor."

"I think we must recognize the legitimacy of the function, if not always the practices, of the trade union," he continued.

Senator Carlson pointed out the importance of city people as customers for the farmers' products and also that "urban society has for 25 years generally supported farm legislation that was acceptable to most agricultural producers."

But, he continued, this support is showing signs of stress.

"The thing that can repair any cracks in the farm-city understanding," he said, "is for farm people to show the same understanding of urban problems that city people generally have shown for rural affairs."

"I say this as one who grew up in rural America. I am a farmer and a stockman."

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Shelby Electric News

Shelby Electric Cooperative

Phone 1540

Shelbyville, Ill.

Another Co-op Family Uses Electric Heat

Home of Mr. and Mrs. J. W. Blount, Palmer, Illinois, goes all-electric.

Last winter, Mr. and Mrs. J. W. Blount, living east of Palmer, informed the cooperative office that they were interested in considering electric heat for their home. Your co-op power use adviser, Len W. Seaman, called on them to explain the various methods of heating their home with electricity.

Mrs. Blount stated that they were planning other home improvements. With these plans in mind, your co-op personnel were able to lay out electric heating. Heat loss calculations were made including estimated cost of operation and a complete material list. Later we helped obtain an electrician, who would do all electric work plus adding additional insulation in the attic. The electricians who did the installation were Wayne Rice of Blue Mound and Kenneth Travis of Harristown.

These electricians use equipment that is just a little different than the usual—they use metal stilts when applying ceiling cable. Wayne Rice says no more hauling or moving scaffolding from room to room. It is safer,



faster and easier working at the ceiling level. The stilts have rubber soles and will not mar floors. In the Blount home they are shown working on a carpeted floor. Rice and Travis also do complete jobs of home insulation and electrical wiring.

The Blounts now have a modern, all-electric home. The electric heat will be safe, clean, economical, free of maintenance with a thermostat in each room.

We are looking forward to visiting with Mr. and Mrs. Blount some cold day this coming winter.



Electrician Wayne Rice (left) of Blue Mound and Kenneth Travis of Harristown, use stilts to staple electric heat cable on ceiling.

COME ONE, COME ALL!!
SHELBY ELECTRIC CO-OP'S
ANNUAL MEETING
JUNE 11, 1964
7:30 P.M.
SHELBYVILLE HIGH SCHOOL
SHELBYVILLE, ILLINOIS

REMEMBER

Your electric bill is due and payable on the 26th of each month at Net Rates.

Gross Rates (5% higher) apply if bill is paid after the 10th of the following month.

Service is disconnected if not paid by the 15th.

Grand Prize Winner



Mr. Albert Hoene of Sigel, wins water heater as the grand prize of area meetings.

All those members who attended an area meeting, which your cooperative held in February, were asked to register. From this list of tickets one name was drawn for the 40-gallon quick recovery water heater.

Had your cooperative photographer not been in such a hurry he would have caught Hoene with a big broad smile. Albert says, "It is real nice to win a prize like an electric water heater."

Tower Worker Has Bad Experience

How would you like to be 1,850 feet in the air working on a television tower and suddenly find yourself falling because your grip has slipped?

This actually happened to one worker who was assisting in the erection of the new, highest in the world, television tower located south of Mayville, N. D.

Fortunately for the workman he was able to recover his grip in time after falling but a few feet. However, so unnerved did he become as a result of the incident that he "froze" to the tower and even the efforts of five fellow workmen sent aloft to assist him to the ground were of no avail in persuading him to loosen his grip.

The only remaining solution was to unbolt the section of tower with him on it and lower it to the ground.

We can't say that we blame him for his excessive caution in view of his narrow escape from death.

(From *Minnesota Rural Electric News*)

Winners At Last Area Meeting



Door prizes awarded at Shelbyville Area Meeting held at Moulton Jr. High School went to:

Mrs. Cyrus Stevens of Findlay, who won a large electric cooking grill.

Mr. Wallace Larimore of Shelbyville won the heavy duty battery charger.

The elite electric study lamp was won by Victor Brown of the Shelbyville area.

Mattoon Beach Welcomes You



Mattoon Beach Amusement Center on Mattoon Lake.

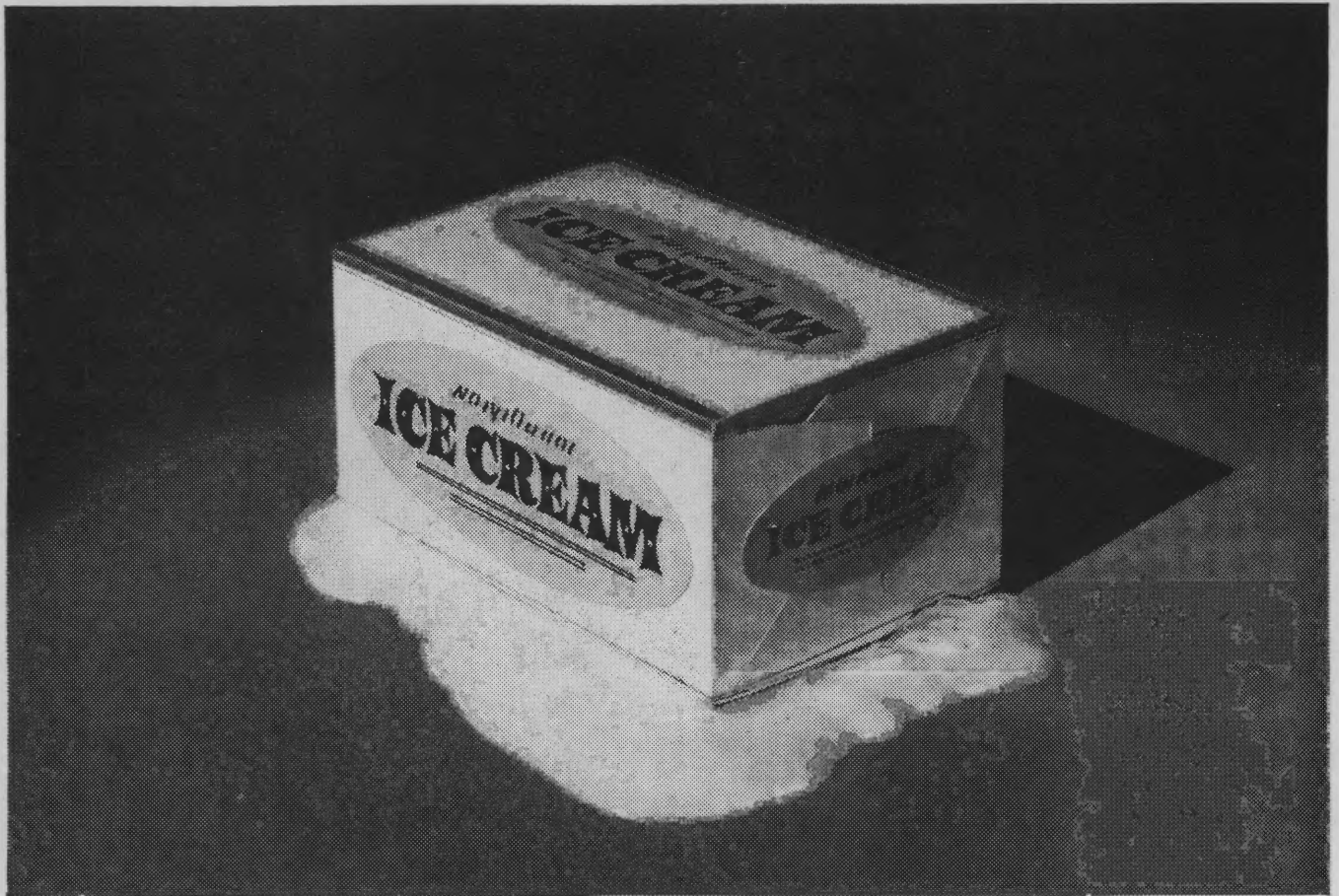
Fun time starts the last of this month at Mattoon Beach, located on Lake Mattoon, north west of Neoga.

The lake offers boating, fishing and

swimming. In the recreation areas there will be something for the entire family. Spend some of your leisure time this summer at Mattoon Beach.



Visit the modern Marina while at Mattoon Beach.



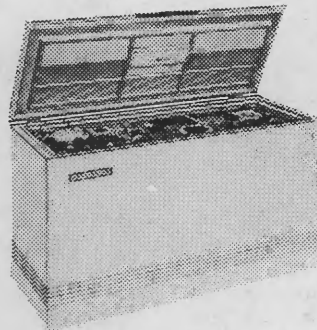
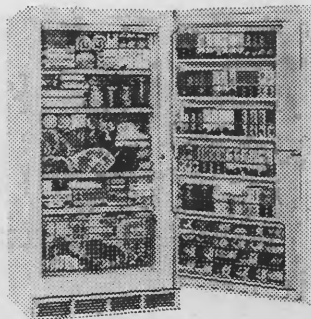
Because we're experienced at licking this problem, you get a better food freezer!

You get a better food freezer because of Kelvinator's experience as the world's largest producer of standard commercial ice cream cabinets. Ice cream requires precise temperature control. And Kelvinator puts all of its skill and experience in keeping ice cream properly frozen into the design of its food freezers. You get the same high quality, precision performance and operating economy. More users of low temperature cabinets for ice cream and frozen foods depend on Kelvinator than any other make. Shouldn't you trust your investment in frozen foods to Kelvinator, the most trusted name?

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STORES 777 lbs.!

And you get interior
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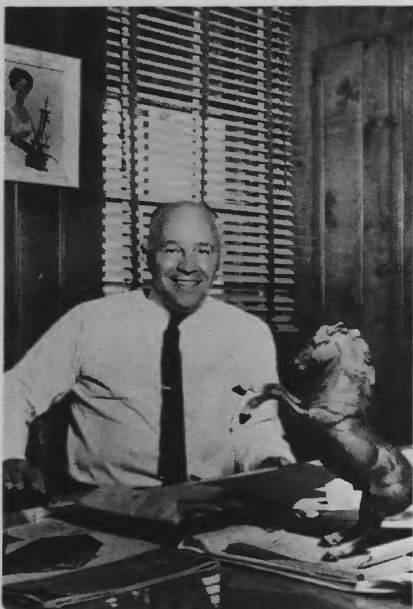
Fair Designed To Appeal To Co-op Members

The largest and best fair in 112 years, opening in Springfield Friday, Aug. 14, and continuing through Sunday, Aug. 23, has been tailored specifically with the interests of Illinois' half-million users of cooperative electricity in mind.

Franklin H. Rust, fair manager, made this assertion while predicting "a million or more visitors in '64." Last year's official attendance was 890,677.

The fair, he said, will be a remarkable combination of agricultural and industrial attractions plus some of the finest entertainment in the world.

It will feature the largest horse show in the world in terms of entries and premiums and the largest livestock show in terms of en-



Franklin H. Rust

tries. It will include the largest exhibit of farm equipment in the fair's history, 20 firms including all ten of the major farm equipment producers.

There will be a record number of 11 hybrid seed corn producers with all their exhibits under one roof. And there will be a major display of all types of power tools and equipment.

"It's going to be a tremendous event," Mr. Rust said happily. "Don't miss it!"



"Since enrolling in this plan, we have received benefits in excess of \$3,600.00"

--Lloyd Potter

It will pay you to send the coupon in this ad and get all the facts on the special National Travelers Hospital-Medical-Surgical plan now covering more than 15,000 policyholders in Minnesota and adjoining states.

The Cooperative Members Franchise Plan offers these benefits—hospital room and board, miscellaneous expense, anesthesia, surgical, hospital inpatient medical, mental disorder, ambulance and accident expense, accidental death benefit for the insured, and maternity benefits (optional at small additional cost).

Here's what Lloyd Potter told us recently:

June 19, 1963

"In July of 1961 we were offered an opportunity, as members of South Central Electric Association, St. James, Minnesota, to participate in a special plan of hospital, surgical, and med-

ical insurance. Since enrolling in this plan, we have received benefits in excess of \$3,600.00.

We are certainly grateful for the opportunity to participate in this fine plan, and also the service rendered by the National Travelers Life Co. representatives.

If anyone is interested in a sound hospital, surgical, and medical program, we certainly recommend the plan offered by National Travelers Life Co."

Lloyd Potter

Send the coupon below for complete information on this plan, offered by one of the largest insurers of cooperative members in the Midwest, a company fully recommended by Best's Insurance Reports and rated A-plus Excellent by Dunne's Insurance Reports.

USE THIS COUPON!

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Please forward complete information on your National Travelers Life Hospital-Medical-Surgical plan.

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Shelby Electric News

Shelby Electric Cooperative

Phone 1540

Shelbyville, Ill.



Shelby Electric members reelected these three directors shown with W. L. Walker, cooperative manager, at right. They are, from left, Gerald White, LeRue Tice, and, seated, Neil Pistorius.

Shelby Electric Members Praised at Co-op Meeting

More than 750 persons attended the annual meeting of Shelby Electric Cooperative recently and heard W. L. Walker, cooperative manager, say the organization is a living demonstration of the vitality of the American free enterprise system.

"This electric cooperative is based on the idea that farmers and rural people, being free men, have an inalienable right to associate together in cooperative organizations for their mutual advantage and self-service," Mr. Walker observed.

The annual members' meeting was held in the gymnasium of the Shelbyville High School. Members attending heard reports from co-

operative officials, including LeRue Tice, Shelbyville r. r. 4, president.

Mr. Tice praised cooperative members for their active support during the year and said that although the organization faces many new challenges, the future of Shelby Electric looks bright.

"Your cooperative now has a total electric plant in service valued at more than \$4,689,457," he explained. "This is your cooperative, owned and controlled by you and your neighbors, and you can be proud of the job you are doing."

J. W. Van Syckel, Moweaqua, treasurer, said Shelby Electric enjoyed a successful year of opera-

tion in 1963 and is in good financial condition.

Wayland Bonnell, Owaneco, reviewed activities of the cooperative's board of directors during the past 12 months.

Shelby Electric members reelected three directors to three-year terms on the organization's board of directors. They are Neil E. Pistorius, Blue Mound; Gerald White, Macon, and Mr. Tice.

Guests introduced during the meeting included State Representatives Charles Schaffer, Nokomis, and Orvil Hittmeier, Litchfield; Okey Honefenger, Millersville, candidate for state senator; and Wayne Jones, Paris, candidate for congress from the 23rd district.

Those unable to attend but who sent messages included State Representative Stewart Trainer, Taylorville; State Senator Edward C. Eberspacher, Shelbyville, and Congressman George E. Shipley.

In his annual report, Mr. Tice said members of Shelby Electric are benefiting from the efficient operation of the cooperative.

"Your cooperative was originally formed to bring you electric service that you would not secure from any other source, at a rate that you could not expect to get from any other source," he observed.

Manager Walker said Shelby Electric serves more than 6,168 member-owners in the rural areas of Montgomery, Christian, Sangamon, Macon, Shelby, Moultrie, Fayette and Effingham counties. To provide this service, Shelby Electric maintains more than 2,033 miles of distribution line.

He said the cooperative serves rural areas and has no desire to take over territory now served by commercial utilities.

"We have no argument with the commercial utilities," Mr. Walker said. "We have no desire to put them out of business, nor do we have any argument with the profit principal which motivates their operations."

"Although we do not question the right of the commercial util-

ities to conduct their business in the way and for the purpose for which they were designed, we do resent the unfair, untruthful and ruthless attacks being made against us, our organizations and the rural electrification program."

In commenting on false charges made by enemies of the rural electric cooperatives, Mr. Walker stressed that the cooperatives face a tremendous challenge today as more and more electricity is used in the rural areas.

"The job of rural electrification is no more complete than is the job of urban electrification in the city of Springfield, Shelbyville, Pana, Mattoon or any other city," he said.

"We believe that there is still a place for local business such as ours along side large monopolistic operations such as the combination gas and electric utilities of our state. We believe that the electric cooperatives are good for Illinois.

"If the enemies of the cooperatives are ever successful in eliminating them or making them ineffective electric suppliers in areas they have built their lines to serve, all Illinois will suffer.

"Today, with approximately 500,000 Illinois citizens looking to the electric cooperatives to meet their new and growing needs for electric energy, the job goes on



Franklin D. Roosevelt, Jr., at left, recently toured the headquarters of Shelby Electric Cooperative at Shelbyville. With him, from left, are W. L. Walker, cooperative manager; Edward C. Eberspacher, state senator of Shelbyville; William LeCrone, cooperative public relations director, and Congressman George Shipley.

every minute, every hour, every day.

"It is a job of continuous service, of constantly sharpening efficiency to provide the blessings of electric service in rural areas equal to that provided by the utility industry in metropolitan areas.

"It is a job being done by 140,000 cooperative members who own and operate the state's 27 electric cooperatives and distribute power to themselves for the economic and social well being of themselves, their families and indirectly for all their fellow citizens of Illinois."

Shelby Electric Host To Capital Official

The tall, powerfully built, dark-haired visitor walked out of the heat and into the refreshing coolness of Shelby Electric Cooperative headquarters in Shelbyville, sighed, and immediately pulled off his coat. It was drenched with sweat.

"What an attractive building," Franklin D. Roosevelt, Jr., said appreciatively. "I'll be with you in a minute. I have to call Washington."

He disappeared into the office of William LeCrone and for 30 minutes talked with someone in his office in Washington where he is undersecretary of commerce.

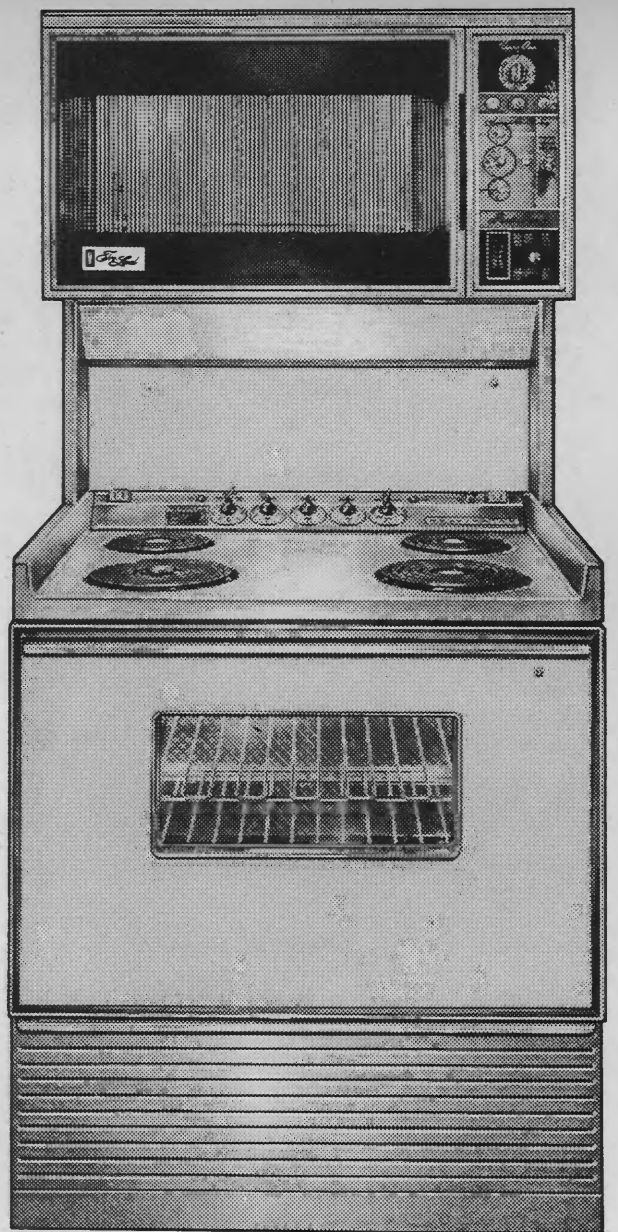
When he emerged shaking his head over a far-off problem but obviously feeling better, he met every worker in the office, smiling at each and shaking hands as if he were genuinely pleased to make a new acquaintance.

With him on the brief tour were Cooperative Manager W. L. Walker, Bill LeCrone, State Senator Edward C. Eberspacher of Shelbyville and U. S. Rep. George E. Shipley of Olney.

The group had been to a hospital dedication earlier. There, while NBC and other television cameramen recorded the scene, the undersecretary had participated in a cornerstone laying and had delivered an address in which he praised the people of the Shelbyville area for their independence and determination.



More than 750 persons attended the annual Shelby Electric members' meeting held recently in the Shelbyville High School gymnasium. The members heard reports by cooperative officials and an outline of challenges facing the organization.



**Be twice the cook
in half the time . . .**

**with Kelvinator's
new Tri-Level range**

Discover what two ovens can do for you. Bake a cake in the eye-level oven, while you roast the turkey in the oven below. No hard lifting, no bothersome blind spots either! And, in between, a recessed top makes the surface units easier to reach, more convenient for stirring.

You never have to clean these Kelvinator ovens. Thanks to aluminum foil oven linings. Special racks to hold them are standard in every Kelvinator electric range, regardless of price. And no other ovens have them. The Tri-Level's ovens are lined at top, bottom, sides and back to catch spatters and spillovers. Throw away soiled linings, replace them in minutes with standard aluminum foil. Important reminder: Only Kelvinator ovens are designed to give you perfect cooking results with foil linings.

KELVINATOR DIVISION OF AMERICAN MOTORS CORPORATION,
DETROIT 32, MICHIGAN. DEDICATED TO EXCELLENCE IN
RAMBLER AUTOMOBILES AND KELVINATOR APPLIANCES.



See the Kelvinator Tri-Level Range at these dealers' now!

Wayne-White Electric

"The rural electric program is needed today as much or more so than it was 30 years ago," Owen J. Chaney, manager of the Wayne-White Counties Electric Cooperative, told member-owners of the cooperative at their annual meeting recently.

"Providing electric service to rural as well as towns is a matter of economics, not a matter of task or color. It is of great importance to the general welfare of our nation that both rural areas and city areas have electricity available at reasonable rates," Chaney said in defending the electric cooperative movement.

Chaney also told the member-owners that a 10-year financial forecast is being made by the cooperative to determine future rate requirements. The study, the manager said, may show that present rates are adequate or that the rates need to be increased or lowered.

"Anyway, our power requirements and rate requirements are being continually studied in an effort to provide you with the service you need at an equitable rate," Chaney said.

The 2,000 persons attending the meeting in Fairfield also heard Evans Williams, president of the cooperative, call for them to take even a more active role in their organization.

"Many attempts have been made and are being made to destroy or weaken cooperative enterprise in this state and nation. Your freedom to do something for yourself is at stake," Williams said.

"Remember when you encounter anti-cooperative propaganda, that the right to do it yourself is every bit as basic to our social and economic system as the right to make a profit," Williams said.

Service awards were presented to five employes and two directors of the cooperative. Five-year pins were awarded to Doris Grimes and Kenneth Gray, a director. Vera

erative" by Miss Arthalyn Walker of Flora, last year's queen. Miss Stremming, 16, is the daughter of Mr. and Mrs. Floyd Stremming of Dieterich.

The first runner-up was Miss Elaine Prather, 16, of Edgewood. Miss Sue Post, 18, also of Edgewood, placed third in the field of 12 contestants.



Beard, Bill Endicott, Dale Warren and Willard Bannon, a director, received 15-year pins.

Chalon Carter, a line foreman, received a plaque, commemorating his 25 years' service with the cooperative.

The members re-elected eight directors for one-year terms and elected one new director. The new member of the board is Stanley Greathouse of Johnsonville. Greathouse, who succeeds the late Irvin Yohe of Mount Erie, is the principal of the Orchardville Grade School. The late Mr. Yohe was one of the incorporators of the cooperative. A moment of silence was observed at the annual meeting in his memory.

The directors re-elected are Evans Williams of McLeansboro, r.r. 3; G. O. Deem of Geff; Willard Bannon of Grayville; D. M. Detroy of Enfield; Kenneth Gray of Wayne City; Harold Shepherd of Albion; L. P. Dolan of McLeansboro; and Bernard Kisner of Carmi, r.r. 4.

Officers re-elected are Williams, president; Deem, vice president; Bannon, secretary; and Detroy, treasurer.

Miss Flossie Hall, daughter of Mr. and Mrs. Donald J. Morris of McLeansboro, was crowned as "Miss Wayne-White Counties Electric Cooperative of 1964". The first runner-up was Miss Cheryl Cathy Spicer, daughter of Mr. and Mrs. Russell Spicer of Sims. Third place went to Miss Linda Jean Roosevelt, daughter of Mr. and Mrs. Quentin Roosevelt of Albion, r.r. 2.

Miss Flossie Hall, "Miss Wayne-White Counties Electric Cooperative of 1964," with, from left, Miss Cheryl Cathy Spicer, first runner-up and third place winner Miss Linda Jean Roosevelt, on the right.

**Good News
For Use
During
Pregnancy**

*Mothers
Friend*

**SKIN MASSAGE
NOW IN HANDY
BEAUTIFUL PLASTIC**

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. Don't neglect your body skin tissues during pregnancy. Keep your tight, dry skin soft and supple with frequent treatments of **MOTHERS FRIEND**. You'll enjoy the feeling of skin comfort... you'll enjoy the new easy-to-use plastic bottle, too.

MOTHERS FRIEND
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COMMENDED
by
PARENTS
AS BEST
FOR USE AS DIRECTED



Shelby Electric News

Shelby Electric Cooperative

Phone 1540

Shelbyville, Ill.



The new "all-electric" Gold Medallion home of Mr. and Mrs. Archie Hawkins located southeast of Taylorville.

Another Happy Electric Heat Member

In 1962, Mr. and Mrs. Hawkins decided it was time to get rid of the old brick home. They wanted a two bedroom home with today's modern design and equipment.

The big decisions to make in home planning are, first, the floor plan. Second, comes the kitchen and then the type of home heating. Air conditioning is another item which should take some thought.

After visiting neighbors and friends with all types of heating systems it seemed that electric home heating was the answer. From their visits the Hawkins decided on electric ceiling cable for their source of winter heat.

They talked with the electrical linemen at Shelby Electric Cooperative and then contacted the cooperative power use adviser for help with their electric heat. From then on this moved rather rapidly. The home was built and the ceiling cable installed by their electrician.

On September 28, 1962, Archie and Mrs. Hawkins moved into their new home.

We asked them how they liked

their electric heat and the answer was spontaneous, "it is wonderful, we would do it again."

Their reasons for liking their electric heat were—the floors are always warm, no dust or dirt, no noise, no blasts of hot or cold air coming from a blower type of heat. Walls and drapes are clean. Electric heat is economical and completely safe.

Watch this news section from your cooperative for more stories of home and farm improvements. Should you have a good story to tell call or write us.

If you as a Shelby Electric Cooperative member are thinking of changing your heating system or planning new construction, consider electric heat. Visit your friends with electric heat. Ask your cooperative for a heating or cooling plan. This is all free and without any obligation whatsoever.

The "all-electric" kitchen work area is a show place for Mrs. Hawkins. Arrangement makes for convenience and saves many steps in preparation of meals.



Mrs. Hawkins adjusts the heating thermostat while Archie looks on. This is the only thing showing in the heating system.



From Our Members

June 11, 1964

Shelby Electric Cooperative
Shelbyville, Illinois

This is just a small thank you note to the people in the office and the linemen and their foremen for the fast, friendly and cooperative way in which they installed our poles and ran the wire into the place we are building, our new home.

We sincerely appreciate this, for it seems when building a new home so many small problems come up and friendly cooperation from others is a great help.

Thank you again.

Mr. and Mrs. Robert Rudow
Pana, Illinois

Thank you Mr. and Mrs.
Robert Rudow for the letter of
praise.

The Rudows will soon be
moving into their new "all-
electric" Gold Medallion
home, located southeast of
Pana.

Need a New Electric Hot Water Heater?

Is your water heater due to be repaired? Consider the glass-lined, 10-year guarantee, quick recovery water heaters from your Shelby Electric Cooperative.

We have plenty of the tall-sleender, short-fat or table-top type of heaters at a greatly reduced price.

Have plenty of hot water the year round for your family and all household uses.

Unwary Customers

Roofing, siding and remodeling "deals"; books, magazines and cheap lots in sunshine states; pitches for "free" appliances, cutlery and cooking ware are just a few of the come-ons you might be subjected to this coming year by various types of peddlers. Deal only with reliable, reputable business firms.



When remodeling or building a new home consider living better electrically.

Always Be Careful

We are now in the midst of harvesting those grains which call for augers and corn dumps. Some members will need to move those long high pieces of equipment to various locations.

Once again we want you and your family to be safe. Keep those tall metal conductors away from the electrical lines. Touch a high line with a corn dump or auger and you may lose a life.



Need A Security Light?



From now on the daylight hours will continue to be less and hours of darkness will increase. More work around the barn and livestock area will be after dusk. Will you have enough artificial light in those dark areas to work in safety?

Why not consider a mercury vapor light? A light that will come on automatically at dusk and go off at dawn. A light that will help protect your farmstead while you are away.

Your Shelby Electric Cooperative has installed several hundred of these lights over the area. We install, furnish the electricity and maintain the light for a \$3.50 per month charge.

Call the office or ask any employee and we will be glad to help. Light up the area, make your family and property more secure.

IT'S A FACT . . .

In this modern electrical age, all a woman has to do to run her home is to keep plugging.

ALSO . . .

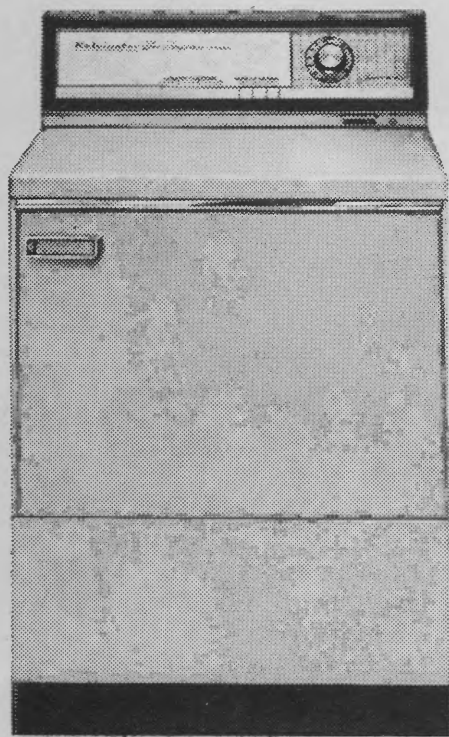
There's no flame and no soot or smoke with an automatic electric range, which means, of course, your kitchen will stay cleaner, longer.

AND . . .

The only cure for air conditioning or electric heat fever is have it installed.



© NRECA
The automatic electric dishwasher has now become a necessity for the modern busy homemaker. Cut down on those long hours at the kitchen sink while doing the dishes by hand.



**The ironing you save
with this Kelvinator dryer...**

**gives you time for more
important things**

This Kelvinator dryer saves you ironing by eliminating wrinkles. Many things come out needing only "touch up" ironing or none at all! Here's how it does it: (1) It shuts itself off automatically when clothes are dried just right. Wrinkles aren't baked in. (2) It smooths away wrinkles with a cool tumble at the end of each cycle. (3) It provides a special heat for wash-wear that takes out wear wrinkles, but keeps in preset creases. And (4) it buzzes when drying is done so you can remove clothes right away and avoid re-wrinkling. (You can adjust the sound level of the buzzer, or shut it off entirely.) There are many more advances, including the right heat for every type of fabric. See your Kelvinator dealer for the "latest wrinkles" to eliminate wrinkles!

Kelvinator

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Limited number of dealerships available in your own area for LEDBALLAST, the live, dry ballast which out performs all other ballasting methods for tractors and off-the-road heavy equipment. Excellent opportunity for aggressive tire dealer or retreader to diversify operation and increase sales volume to more customers. Write, wire or call collect today for complete information.

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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.

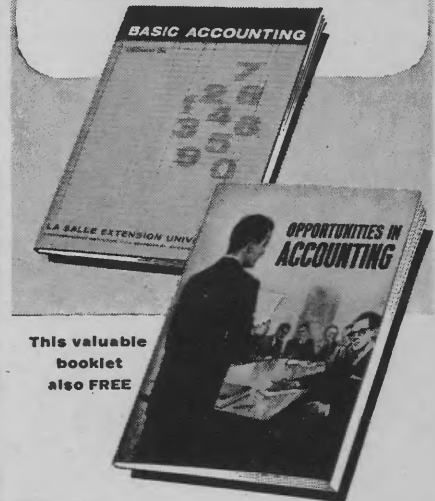
"Such accomplishments richly deserve applause," the agriculture secretary said. "But we urge all of you to see if there is more you can do—whether it is giving personal time and effort to rural area development projects in your area or expanding the services of your cooperative or forming new cooperatives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

Shelby Electric Cooperative

Phone 1540

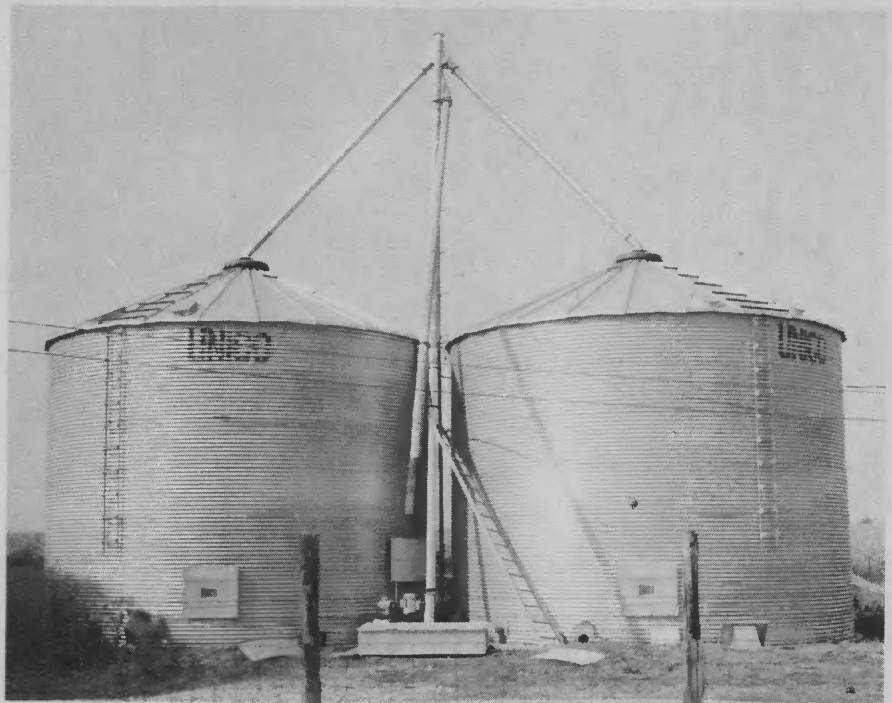
Shelbyville, Ill.

Grain drying and storage on the Chas. Walker farm, northwest of Windsor, Illinois.

Grain Storage Problems

The past two months have brought many grain storage problems to the farm. However, this is not new as it has been in sight since the picker-shellers came on the market.

This year the corn production has fooled many. The problem of storage increases with production. As the old crib storage is replaced with the new bin dryers the farm takes on a new look. Again the questions



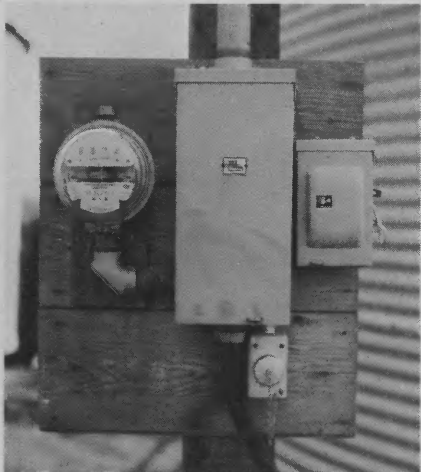
arise—"Should I put up a large bin or several smaller bins? Shall I dry in one bin and auger dry grain to other storage bins?" This last thought seems to be the answer for most farms.

With the storage of shelled corn comes other problems, mainly it is the proper amount of aeration for shelled corn bins.

Professor Frank Andrew, University of Illinois, states that proper bin aeration will maintain quality of

shelled corn whether storing it for weeks or several months.

If this is your first year at drying and storing shelled corn, we suggest you get all the information possible on methods and procedure for grain aeration. A small fan will be economical to operate and help maintain a high quality of corn while in storage. You may obtain information of this type from your local farm adviser or the Agricultural Extension Service, University of Illinois, Urbana, Illinois.



One of the many methods of getting electrical power to grain bins. Note meter to register KW used for grain drying.

Let Them Ride Safely!

Mr. and Mrs. Harold Stewardson, northwest of Findlay, built and installed this safety seat, including safety belt, on one of their tractors. Mrs. Stewardson takes her two-year-old son, Todd, on her trips to the field, returns with a load of shelled corn for storage. She states that Todd enjoys being with her and rides in safety.



Co-op Member Builds Tractor



Mr. Joe E. Wilson and his "homemade" tractor.

While talking to Mr. Joe E. Wilson, of southeast of Windsor, about his new four-wheel drive tractor we got a big surprise. Joe says, first, it is not new, but it is the result of a full winter's work, using four, 30-year-old A.C. tractors. From the four tractors, usable parts were salvaged, frames were shortened and two of the best motors were reconditioned. The rear wheels of the front tractor are so attached that they are used for steering. Look, no steering wheel!

Since Mr. Wilson had planned in advance to use hydraulics wherever

possible, he needs no steering wheel. Also throttles are controlled in the same manner and the tractor has one electric starter. The front tractor is started by engaging transmission and pushing with rear wheels. This tractor will pull five, 14-inch plows to a 10-inch depth without any trouble.

Mr. Wilson says, "I tried tractors in tandem and it was too long and not practical in smaller fields. With this arrangement I can do more work easier than with the old tandem idea."

Your Co-op Board of Directors



Shelby Electric Cooperative Directors ponder over an important problem.

As seated from (left to right) secretary, Wayland Bonnell of Owaneco; attorney, Philip Turner, Shelbyville; president, LeRue Tice of Shelbyville and George Lump, Findlay. Neil Pistorius, Blue Mound, treasurer, J. W. Van

Syckel of Moweaqua; vice-president, L. Eugene Boldt of Stewardson; Gerald White, Macon; and W. L. Walker, manager.

Regular monthly meetings for the board are scheduled for the fourth Monday of each month.

The Gold Medallion

The Gold Medallion on the front of a new home is the symbol of true extra value. It certifies that the home is a full housepower home—contains an abundance of electrical outlets and switches to safely and easily carry today's growing appliance loads.



Another Gold Medallion advantage — you enjoy the flameless, fumeless benefits

of an electric range and convenience of three more major electric appliances.

And one of the most appreciated extra value features of the Gold Medallion home is electric heating. Safe, extra-clean, draft-free comfort of individual room temperature control makes electric heat the finest comfort system. Look for a Gold Medallion home—the total electric home—the true extra value package for living better . . . electrically!

For full electric home heating system details, call your Shelby Electric Cooperative.

DON'T STUMBLE AROUND IN THE DARK!

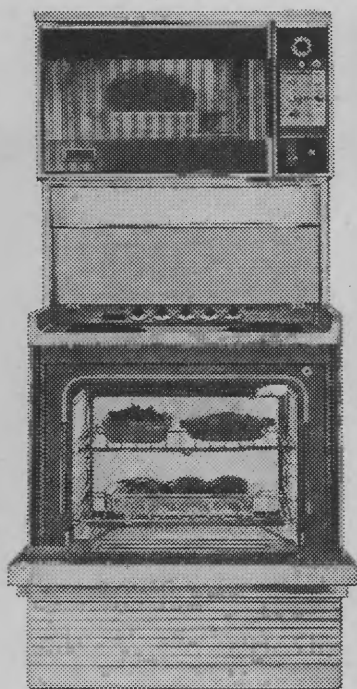


**LET US INSTALL
a
MERCURY VAPOR
SECURITY
LIGHT**

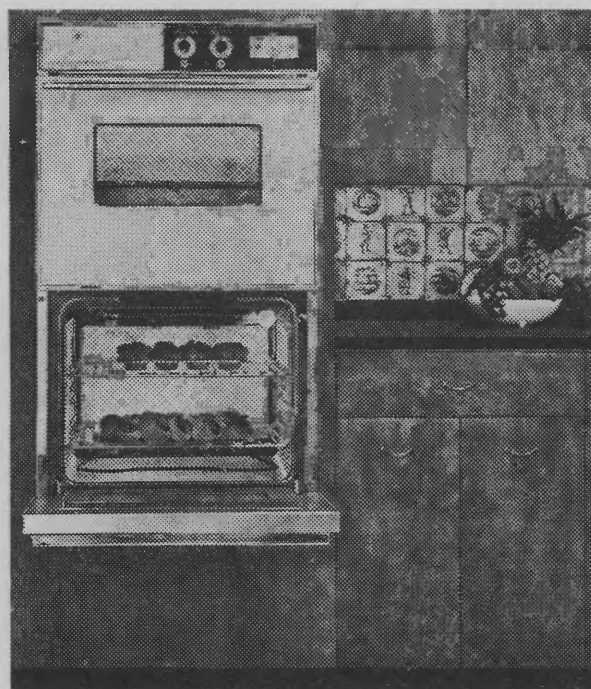
Existing Meter Pole

Ovens come clean without scrubbing in these Kelvinator electric ranges

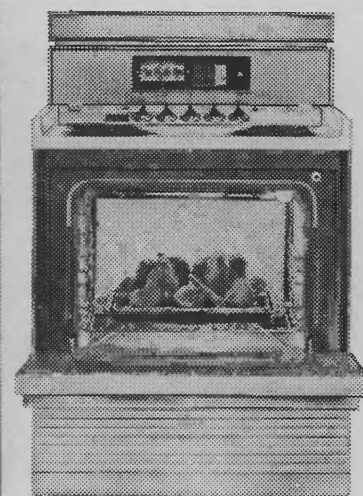
It's so simple; all you do is
lift off the racks that hold the aluminum linings;
throw away the soiled linings
and replace them with standard aluminum foil.



Bake and broil simultaneously
in this 30" two-oven
Kelvinator Tri-Level range . . .



or build your cooking centers right into
your cabinets with a
Kelvinator built-in or slide-in range . . .



or replace your present range
with a free-standing
30" or 40" Kelvinator range!

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