

National News Notes

Bill proposes **REA** expansion for water co-op

Expansion of the Rural Electrification Administration to include rural water system cooperatives is proposed in a bill introduced by Sen. George D. Aiken, R-Vt.

The measure, co-sponsored by Sen. Mike Mansfield of Montana, Senate majority leader, would amend the REA act to authorize a \$100 million grant program. The federal government would furnish 50 per cent of the cost with the state and local community contributing 25 per cent each.

Sen. Aiken said the legislation would permit a community to apply to the Farmers Home Administration for a loan to assist in meeting its 25 per cent share of

'The successful record of the REA electricity and telephone operations over many years demonstrates that the basic REA framework would be adaptable for efficient use by rural water cooperatives set up under state charters," he said.

The Vermont senator noted that there have been acute water shortages in many rural states and that FHA estimates there are about 15,000 rural communities lacking central water supply and distribution systems.

New agreement on territorial rights reached

■ Rural electric cooperatives and power companies in North Carolina have worked out an agreement on proposed territorial rights legislation.

J. C. Brown Jr., executive manager of the Tarheel Electric Membership Association, said the agreement, if approved by the state legislature, would provide that a power company or a cooperative could not serve customers on premises currently being served by the other.

Mr. Brown said that North Carolina Gov. Daniel Moore urged the League of Municipalities to accept the principles of the agreement and that they be imple-

Among the terms agreed to is that the cooperatives and power companies may serve all new customers within 300 feet of their present lines, but a customer located within 300 feet of both lines has a choice of service. The Utilities Commission would assign all territory more than 300 feet from the lines of power companies and cooperatives.

Indiana co-ops gain important court victory

■ The Hoosier Energy Division of Indiana Statewide Rural Electric Cooperative, Inc., has won an important court battle in its efforts to build a new generat-

A circuit court judge ruled against Southern Indiana Gas & Electric Co. of Evansville which had sought an injunction against the construction and operation

of the proposed Hoosier Energy power plant near Petersburg.

The court decision allows Hoosier Energy to proceed with construction on the 200,000 kilowatt capacity steam generating plant which will serve 17 cooperatives. The \$60 million power plant and its more than 1,500 miles of transmission lines will serve 80,000 rural consumers.

"This important court decision will have a far-reaching beneficial effect on the economy of southern Indiana," A. D. Mueller, general manager of Indiana

Statewide, said.

Clapp stresses need to keep service areas

■ Territorial integrity is essential if rural electric systems are to overcome their handicaps of low density, limited revenue and high capital investment in facilities, according to Norman M. Clapp, administrator of the Rural Electrification Administration.

Mr. Clapp, in an address before the South Dakota Rural Electric Association recently, said strong statewide associations are needed to win the battle for territorial integrity because the vital question will be decided by statewide decisionsprobably in the state legislature.

The administrator said industrial development within the confines of cooperative lines is needed in addition to the necessity of preserving service areas. "Rural area development is the key to closing the density-revenue gap for the rural sys-

tems," he said.

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Meeting Responsibilities

What do you expect from your electric cooperative?

Good service at cost, of course, and this is not as simple as it seems. And you expect your cooperative to be a good citizen, discharging its civic responsibilities with skill, good judgment and progressive leadership.

These are goals each of Illinois' 27 electric distribution cooperatives strives for constantly and, we are convinced, with increasing success.

But the struggle is not easy.

THERE ARE two main barriers.

First is the natural barrier of tough, complex problems inherent in the serving of a half-million Illinois residents so scattered over the country-side that they average only a little more than three cooperative members per mile of line. This is less than one-tenth the density enjoyed by commercial power lines.

That's fine. These power companies never felt they were equipped to serve all these members, and don't today. They were perfectly willing to leave this difficult task to the cooperatives. They've no hankering to take over the whole task today. They desire to serve only the most heavily populated areas. This would leave less populated areas to shift for themselves—if possible.

THE SECOND barrier is the bitter attack on electric cooperatives being waged by cooperative enemies. These sometimes call the cooperatives socialistic or worse. They are doing everything possible to undermine the cooperative image in the public mind.

Sen. A. S. Mike Monroney (D.-Okla.) in an address prepared for the National Rural Electric Cooperative Association's annual meeting in Miami, said the future of rural electrification is boundless.

But, he continued, some people question the cooperatives' right to any place in an area of rapid change and spreading urbanization.

"This view seems to hold that America is no longer rural, so there is no need for rural electrification," the senator said. "During the recent national electrion campaign we heard a voice saying, 'In most states, the Rural Electrification Administration (REA) has outlived its usefulness . . . When the local (power) companies can move in and find it profitable, then the REA should move out.'

"This was one view of the cooperatives' future—but fortunately the

voters would not buy it."

THE SENATOR pointed out, however, something our own cooperative leaders have been saying: that it would be a mistake to say that

our future is bright, without challenge. He continued:

"There are those who would place this nation's small, truly independent consumer-owned systems in a straight jacket. They would require you to pay taxes on the same basis as the large power monopolies—despite the great disparity in consumer density and revenues. They would require you to depend on Wall Street for all your financing requirements . . . You would be subject in your intrastate operations to state commission regulation despite your unique status as consumerowned systems."

BUT SEN. MONRONEY predicted continued success for the cooperatives. "You will succeed because your goal of service for rural people at rates and under conditions comparable to those available to urban

people is fair and just," he said.

"The sooner this goal is accomplished the sooner there will be real social and economic opportunity for all Americans, regardless of where

they may live."

This, to us, seemed to be the feeling of that Miami annual meeting. This huge gathering drew together a record number of cooperative members from 46 states. It sent them home determined anew to do an even better job of discharging their responsibilities to their members and to all residents of their areas.

OUR COVER—Beautiful Miss Illinois, Miss Patti Tieken of Adams Electrical Co-operative (right) was second runner-up at the recent Miss Rural Electrification of 1965 contest at Miami Beach. This year's queen is Miss Mary Brooks of South Carolina (center). Miss Phyllis Thompson of Kentucky placed second.

Cooperatives Face up to Problems

Electric cooperatives, with sensational achievements behind them, face even greater challenges of unselfish service in the years ahead.

This was the theme of speaker after speaker at the 23rd annual National Rural Electric Cooperative Association meeting recently at Miami Beach.

More than 8,700 persons, a record high, attended the day and night sessions. They represented nearly 1,000 cooperatives such as the 27 Illinois distribution cooperatives. They came from 46 states.

MORE THAN 450 attended from Illinois alone and after the sessions ended President Raymond Rusteburg of the Association of Illinois Electric Cooperatives told Illinois REN:

"We came away with fresh awareness of our duties and responsibilities as cooperative members. We gained a new appreciation of the contributions we can and must make to the steadily growing economy of the areas depending on our cooperatives for their vitally important electric service.

"We know we have accomplished great things in the past and that all Illinois residents have and are benefitting from this progress. But we know that even greater achievements lie ahead — if we are strong and wise enough and unselfish enough to bring them to reality.

"We are confident that by working together and through the effective support of our enlightened friends on the farms, in the cities and in our state and national legislative halls, our efforts to serve ourselves and promote the economy of all the people will meet with resounding success."



Norman M. Clapp

Mr. Rusteburg emphasized that future success of the cooperatives depends in part on support from both Republican and Democratic legislators. This is true, he said, because opponents of the electric cooperative program are turning more and more to lawmakers in efforts to obtain crippling and even destructive legislation.

NORMAN M. CLAPP, administrator of the Rural Electrification Administration (REA), was principal speaker at the huge Miami Beach gathering. He pointed out:

"Although the cooperatives you serve and represent are private en-

terprise, you are engaged in a great public service to rural America. You have accomplished great things in the past and the nation looks to you to accomplish even greater things in the future."

The administrator said studies show that between now and the end of 1980 — 15 years — REA borrower systems may need as much as \$8.1 billion in new capital. Requirements during 1980 alone may reach \$765 million.

MR. CLAPP SAID prospects of attracting private capital to meet this vitally important need are being carefully studied. But, he added, there are at least two major obstacles.

One is the substantially lower owner equity in most rural systems than is customary in the commercial electric utility industry.

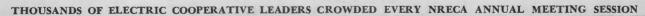
The other is the lack of territorial protection for rural systems in most states. (That is true in Illinois.)

"Until these two deficiencies can be corrected," the administrator went on, "the prospects for any substantial financing from the private money market would appear very limited at best."

Then he concluded:

"Together we must move to meet the needs of a growing America. To you falls the challenge of leadership in rural America. With you will rest a great responsibility for its ultimate place in the Great Society. The challenge is great, and the time for action not long. To be ready for tomorrow, we must begin today."

CLYDE T. ELLIS, general manager of NRECA, told the more than 8,000 cooperative leaders that "in many respects the most trying and







MORE THAN 450 ILLINOIS RESIDENTS ATTTENDED THEIR STATE BREAKFAST AT THE NATIONAL ASSOCIATION'S ANNUAL MEETING

difficult years for our program will be those just ahead." He went on:

"Some of our problems are of such magnitude that if we try to ignore them they can engulf us and sweep us into the backwash of history. This has happened to other worthwhile programs which bloomed in their first hour of need but withered in the march of time."

Mr. Ellis listed six major problems facing today's electric coopera-

tives:

"(1) Financing, particularly for the generation and transmission program which is under constant attack; (2) territorial protection; (3) Federal Power Commission jurisdiction; (4) low cost wholesale power supply including the modernization of the electric power yardstick through new projects, interconnections and pooling; (5) our concern about the people in the rural areas generally; and (6) our concern about our political role in achieving all of these objectives."

all of these objectives."

THE VETERAN cooperative leader was far from discouraged over prospects for solutions to these and other pressing problems. He

said:

"Through your accomplishments in several areas, you are now in a strong position to deal with the future more on your own terms.

"You have the strength and knowhow to make your own program secure, to help shape the future of the whole power industry and to help make the world a better place for all of us . . .

"I hope that on this day all of us can have the vision to see the needs of tomorrow, the wisdom to find the solutions to those needs and the courage to do whatever must be done. "Vision, wisdom, courage — these are hallmarks of the great — and this is a program touched with greatness."

There were many other speakers.

A PLEA for electric cooperatives and labor unions to work more closely together in pursuit of common goals came from Al Barkan, national director of the AFL-CIO committee on political education.

He said union members long have supported the cooperative program. He quoted a 1957 Rural Electrification magazine article which said electric cooperatives "are probably indebted to the labor unions for much of our strength in the big cities. Representatives of metropoli-



Clyde T. Ellis

tan areas are often dependent upon the support of unions which have been extremely friendly to the rural electric and federal power programs."

ERIC SEVAREID, CBS national news correspondent, told NRECA delegates:

"The truth is that there is no readily noted limit to the possible growth of our material wealth, private and public. All groups and sections may benefit, not some only at the expense of others. We are not cutting up a pie; we are drawing from a well, the depth of which we have not even sounded . . .

"I believe in no Utopia; man was born to suffer as well as to laugh. But I see no reason why his brief pilgrimage, at least in our country, cannot be enriched and eased"

CONGRESSMAN JOHN MOSS of California sharply criticized power company attempts to exclude cooperatives and public power systems from giant power pooling arrangements around the country.

The congressman declared that the "competition of low cost wholesale power from federal power plants and the ability of consumer owned electric distribution systems to deliver the power to the consumer on a non-profit basis have crucial elements for maintaining reasonable electric rates."

U. S. Senator Thomas H. Kuchel of California told delegates:

"With an informed and alert membership, with efficient management and with continued dedication to the interests of consumers, your part in the national power industry of the future will be secure."

Shorter Corn Believed Key To Top Yields

The tall corn plant which has characterized much of the Midwest may be a thing of the past in another few years, according to a researcher.

Dr. Walter J. Mumm, director of research for Crow's Hybrid Corn Co., believes a shorter, more efficient plant will gain widespread use in the search for higher yields.

Dr. Mumm, a pioneer in the development of commercial seed corn, recently explained why the new plant is being developed: "We have actually bred ourselves into a corner with present hybrids and have reached a stalemate in trying to boost yields. We can't make the ears any longer for they will fall off or else break the stalk."

This new multi-eared plant being tested by Crow's was developed by crossing the regular hybrid corn with teosinte, an ancient relative of corn that grows wild in Central and South America.

Teosinte is a grasslike plant with a harder stem than corn. It tassels like corn, but bears its grain in slender spikes from nearly every joint of the stem. Each plant produces about 4,000 seeds — more than any other crop—and the grain's protein content of 20 per cent is twice that of corn.

DR. MUMM said the new plant has six to 10 smaller ears of corn on every stalk, compared to the one large ear on today's plants. "I expect you'll see the hybrid corn plant getting shorter, and it may be no more than five or six feet tall in another five years," he said.

This shorter plant, Dr. Mumm said, would allow corn to be grown much like the small grain crops; planted thick in narrow rows, treated with a pre-emergence spray, harvested with a combine and dried and stored in bins. Such procedures would do much, he said, to increase the efficiency in raising corn.

Such experiments as this have allowed Crow's and other companies to develop hybrid corn which already has increased yields 20 to 40 per cent. In addition to increasing the size of the ears, hybrids have advanced corn production in many other ways. Some of those advances as listed by Dr. Mumm are less susceptibility to disease, better stalk

strength and improved harvestability by having the ears at a uniform height.

Also, hybrids are more efficient in converting plant food into grain rather than into stalk. Dr. Mumm added that hybrids have made it possible to plant corn at higher populations, further increasing yields.

Another breakthrough in corn production expected by Dr. Mumm is the end to leaf blight, a plant disease which annually causes large losses in the corn belt. Resistant sources of germ plasm have been discovered and crossed into corn in a research project which should eliminate leaf blight within two years, Dr. Mumm said.

Much of this research concerned with every phase of corn production is done at Crow's large plant near Milford. The company, which sells seed corn to farmers in Illinois, Iowa and Indiana, has another plant at Nevada, Iowa.

THE MILFORD plant receives its electrical service from Eastern Illinois Power Cooperative at Paxton. "It's rather fantastic the things we can do electrically around here," Dr. Mumm said. "I came here in 1938 when there was no electricity until the cooperative supplied us that Christmas. Now it would simply be out of the question to operate without its power.

"And I've been amazed by the service we get. Why, the times we've been without current I can count on one hand. And we've had some bad storms," Dr. Mumm added.



Dr. Walter J. Mumm (right) and his son, Robert, are shown testing a corn stalk's strength, important in preventing lodging. Robert Mumm is the assistant director of research for Crow's Hybrid Corn Co.

DENNIS L. TACHICK, manager of Eastern Illinois Power, remarked that such compliments are gratifying, adding that the cooperative is concerned with supplying dependable electricity to all its member-owners

Crow's Hybrid, established at Milford in 1934 by A. F. Crow, has grown to become about the fifth or sixth largest hybrid corn producer, according to Dr. Mumm. The firm has over 1,000 dealers, with nearly all of them divided between Illinois and Iowa.

The company has research plots throughout Illinois and has expanded its experimental fields into Florida to gain more growing seasons valuable in decreasing the time consuming aspect of the breeding projects.

Crow's also has expanded its operations across Illinois by contracting farmers to grow seed corn which later is brought to the Milford plant for grading, treatment and bagging for its shipment to growers.

Dr. Mumm, who has become nationally known for his work in developing commercial seed corn, is respectful of the strides made by the hybrid corn industry. He recalls that in 1927 when he started 11 years work at the University of Illinois some people thought there never would be a successful hybrid corn.

Past results, Dr. Mumm said, show how much progress has been made for the corn growers and the future looks every bit as encouraging.



The seed corn is carefully graded before it is treated and bagged for shipment. About 20 persons work in Crow's plant at Milford where 2,500 to 3,000 bags of seed corn are graded daily during the peak seasons.

Co-op Members Depend On Continuous Service

Do you take electricity for grant-

Chances are you do those many times every day when you flip a switch or plug in an appliance. A light comes on or an electric motor springs into action without so much as a moment's hesitation. You probably accept the unfaltering obedience of this faithful servant matter of factly.

This is how the directors, managers and employes of your rural electric cooperatives want you — the member-owner — to feel about your electric service. Their feelings would be quite different if you had to pause before flipping the electrical switch and wonder "Will it work this time?"

continuous electrical service just doesn't happen. It's planned that way. And after the planning comes a host of responsibilities and duties. Well trained and efficient linemen keep busy making your electrical service reliable by performing various maintenance tasks.

One such maintenance job was completed recently by Spoon River Electric Cooperative, Inc., at Canton.

"We feel that it was an outstanding job," L. C. Groat, manager of the cooperative, said. "Thirty-two poles were replaced on 42 miles of our 69 kilovolt transmission line without interrupting service to hundreds and hundreds of our consumers. And there were no accidents."

Mr. Groat explained that linemen were trained and equipped to do this work without having to shut off the current on the line which transmits electricity to all of the cooperative's 3,200 consumers.

"It's work that requires considerable know-how and care," Mr. Groat said, "but our transmission line is of primary importance to us. Every member would be out of service if it went out. Therefore, we

have to take the best of care of it and the maintenance has to be done while the line is 'hot'."

ALVIN STELL, superintendent of the cooperative's outside plant, describes the dangerous work "as the most interesting in the industry. Linemen are glad to be able to do it even though they, unlike other people, are not entitled to even one mistake."

Extreme care, Mr. Stell pointed out, must be used when 55 and 65-foot-high poles are raised into the 10-foot gap of lines transmitting 69,000 kilowatts of electricity. Linemen must be particularly cautious when transferring the "hot" lines from the old to the new pole.

Special tools and equipment are necessary for this work. The best of care that must be given the equipment reminded Mr. Stell of an open house once held at Spoon River Electric's office. He recalled that a woman shown the trailer containing the expensive "hot line" tools exclaimed: "My what a waste of money! Why look at all those tools that have never been used."

It was then explained to her that dirt and moisture make the tools unsafe for handling live electric lines and that the linemen, therefore, keep their equipment in top condition and new looking.

SPOON RIVER'S linemen, like those from other electric cooperatives in the state, attend "hot line schools" conducted annually by the Association of Illinois Electric Cooperatives and the Illinois Job Training and Safety Committee.

"A great deal of skill and knowledge is required to do this hot line work," Mr. Groat said, "and we're glad that our linemen are trained for the work. Continuous serivce is most important to our consumers and we certainly want to give them the best possible service we can render."

Alvin Stell, superintendent of the outside plant for Spoon River Electric Cooperative, Inc., stands alongside a large truck designed to lift heavy poles into place while linemen are working with "hot" lines.





Ira L. Sieben (left) and Eldon Larson were re-elected directors of Farmers Mutual Electric Company. Also named to another three-year term was Paul Mallinson who was attending the National Rural Electric Cooperative Association's annual meeting in Miami, Fla.

Minister Lauds Farmers Mutual's Christian Role

There is nothing "more Christian or more functional" than a business such as a rural electric cooperative which performs a vital role and which operates on a non-profit basis, a speaker said at the 29th annual meeting of Farmers Mutual Electric Company in Geneseo recently.

The Rev. Raymond A. Bjork also said Farmers Mutual exemplifies the spirit of self help and illustrates that "the basis of American democracy is cooperation."

The Rev. Mr. Bjork, pastor of the Lorraine Evangelical United Brethren Church near Geneseo, called upon the member-owners of Farmers Mutual to defend their cooperative against growing pressures aimed at destroying their free enterprise business.

LeRoy V. Hard, manager of the cooperative, said a long-range work plan is being developed for the system expected to have a monthly average kilowatt consumption of 800 to 1,000 kilowatt hours by 1974. Member-owners of Farmers Mutual increased their average monthly usage by 41 kilowatts during 1964, reaching a new average of 554 kilowatts

Such improvements, Mr. Hard said, have enabled the cooperative's financial condition to improve considerably. He added that the increased use of power will allow the cooperative to consider a rate reduction this year.

MR. HARD also told the members:

"We are now working on the capital credit balance of each of our member-owners (past and present). It is our sincere hope that by the fall of this year we will have a balance for each year and you will then know the amount of equity you have in your cooperative."

George H. Dodge, president of Farmers Mutual, also reported on the progress gained by the cooperative in 1964. He said a new high of 4,188,524 kilowatt hours of electricity were sold during the year, an increase of 379,294 kilowatts over

MR. DODGE joined Mr. Hard in calling upon the cooperative's member-owners to continue their loyal support in helping Farmers Mutual supply low-cost electricity throughout Henry and Whiteside counties.

Geneseo Mayor Merton Whitted praised Farmers Mutual in a welcoming address. "You can be proud of your cooperative; you've done a tremendous job," he said. The city of Geneseo's municipal electric system appreciates its fine relationship with the cooperative, the mayor added.

The member-owners re-elected three directors to three-year terms at the meeting. The three were Paul Mallinson, Geneseo, r.r. 2; Eldon Larson, Geneseo, r.r. 3; and Ira L. Sieben, Geneseo.

The board of directors reorganized and re-elected its officers who are: Mr. Dodge, Geneseo, r.r. 2, president; Simon Vandersnick, Geneseo, r.r. 1, vice president; and Robert T. Hannon, Geneseo, r.r. 4, secretary-treasurer.



Farmers Union Renews Support **Of Cooperatives**

Illinois Farmers Union delegates attending the organization's 11th annual convention recently Springfield heard their president, Raymond J. Watson of Odell, call for "prompt action" on the national level to improve net farm income.

Mr. Watson said the Illinois farm organization is growing and cited as one reason its persistent drive to improve the position of the family

sized farm.

AMONG RESOLUTIONS passed at the two-day meeting was one urging strong support of electric coop-

eratives. It stated:

'Since the policies of the Rural Electrification Administration are formulated and directed by the secretary of agriculture and since such policies control the availability of adequate loans for generating purposes and the construction of new transmission lines at a reasonable interest for REA loans, the Illinois Farmers Union requests the secretary of agriculture to administer the



YOU'LL BE AMAZED WITH THEIR SIZE AND BEAUTY!

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GOOD LUCK FLOWER AMERICAN SHAMROCK Wonderful for hanging baskets, pots, window boxes, borders, flower beds. Gorgeous rose-pink blooms with foliage like a four leaf clover. Blossoms in 5 to 6 weeks. 49c VALUE FOR ONLY 25c

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law in the longtime interest of rural

people.
"We further support the continuing availability of low-rate financing for distribution and generating and transmission facilities to the electric cooperatives.

"In order that REA co-ops may be removed from political pressures the Illinois Farmers Union urges Congress to enact legislation that will prevent any future secretary of agriculture from instituting any program that restricts or destroys the Rural Electrification Administration.

"Further, we support the enactment of legislation to protect the territorial integrity of electric cooperatives of Illinois to prevent their financial erosion and to ensure continuation of their services to their member-owners and indirectly to all citizens of Illinois.

"Such legislation relating to the electric cooperatives should be administered by local citizens through the appropriate courts of the state of Illinois.

THOMAS H. MOORE, general manager of the Association of Illinois Electric Cooperatives, told delegates that although fewer in number, farmers today are making more and more use of electricity. The successful farmer has learned he must mechanize and modernize his opera-

This is proof, Mr. Moore continued, that the job of rural electrification is far from complete as some people claim. Such a view is "even more ridiculous than it would be to say that the job of urban electrification is completed simply because everyone in the cities has enough power for electric light," he added.

WALTER A. HASTY JR., director of the Division of Community Development Services, National Farmers Union, told the convention:

"The mandate which rural Americans gave to President Johnson is not enough to insure his support of the kind of legislation Farmers Union stands for and the family farmers of America must have to improve the drastically low farm-income situation.

"You must now visit, write and call your congressman, senator, governor - in fact, all persons in a policy-making position, both at the state and national level, expressing the needs and wishes of yourselves and your neighbors."

CHARLES BRANNON, former U. S. secretary of agriculture, told delegates that farmers, through their increased efficiency, actually are subsidizing the consumer of farm products. He said it is entirely possible for farmers to obtain a fair income from their operations and still keep the price of food at a bargain level.

Former agriculture secretary Charles Brannon (left) and Illinois Farmers Union President Raymond Watson discuss farm problems at the farm organization's recent annual meeting in Springfield.



Safety Is Theme of Conference

Directors, cooperative and statewide managers and employes, along with job training and safety instructors from throughout the nation, spent several hours at Miami Beach recently discussing ways in which on the job accidents can be reduced even more.

Lyle E. Dunham, member services director, Association of Illinois Electric Cooperatives, was recorder.

He pointed out that cooperatives are making real progress in preventing accidents. Illinois, he said, has an excellent record. But this is not enough. As long as preventable accidents occur, cooperative workers and leaders will not be content with their progress.

"SAFETY as a profession has developed during the life-span of many persons in this room," H. A. Gruetzmacher, Des Moines, told the panel. He is a field representative of the National Rural Electric Cooperative Association.

"Industrial firms were the first to realize that safety engineers were a necessity in modernizing plant efficiencies and working conditions," he added.

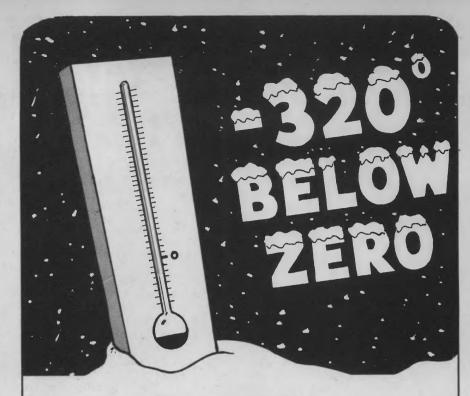
And today electric distribution cooperatives such as the 27 in Illinois that serve a half-million individuals are continuing to make great progress in working safety.

Because of cooperation between all groups and recognition of the importance of the safety program, Mr. Dunham said, many lives are being saved annually. More accidents, more injuries are being prevented.

EVERY TOOL is being used in the drive for greater safety. These include institutes, workshops, supervisory and leadership training, instructional material and audio visual aids.

Mr. Dunham pointed out that the national job training and safety program originated in Illinois. Illinois' job training and safety committee, of which Joe Ware of Norris Electric Cooperative, Newton, is chairman, directs the Illinois program.

This state, Mr. Dunham said, is recognized as a national leader in s a f e t y education — and achievements.



Perfect Climate For Profitable Breeding

Building profits from temperatures this low is an everyday occurrence for the numerous breeders in the 60 counties of Southern Illinois. How do they do it? They don't, the Southern Illinois Breeding Association does it for them.

The SIBA program begins with the finest purebred bulls available. Semen is collected from our bulls, processed, and frozen in liquid nitrogen at 320 degrees below zero. It is then shipped to your local technician. He stores the semen and is ready to service your herd, as soon as you notify him.

Breeding your dairy or beef herds to SIBA proven bulls is a building process which, in order to be effective, must be used consistently over a long period of time. The longer you use the SIBA program, the greater your herd's genetic buildup, and of course, the greater your profits.

Take advantage of SIBA, now. Participating in the program once, makes you a member of the Association.

SIBA R.R. 1	I am interested in learning how the SIBA breeding program cal improve the genetic buildup of my herd. Please send more infor- mation concerning:				
BREESE	☐ Beef Herds				
NAMEADDRESS					
CITY		STATE			

NRECA Action Urges Reduced Electric Rates

The National Rural Electric Cooperative Association board of directors recently adopted a resolution urging that steps be taken to enable savings of at least \$11 billion for electric consumers by 1980.

The resolution notes that "in order to assure that a major share of these savings will be passed on to consumers through lower rates it will be necessary to retain the federal 'yardstick' wholesale power system as a competitive factor in an industry that will more than double its size by 1980."

By "yardstick" the directors said they mean federal and consumer owned systems that furnish competition by example to private power companies.

The resolution calls for increasing federal power generation to 15 per cent of all power generated in the nation so that a meaningful yardstick can be maintained. The federal systems now produce less than 13 per cent of all power generated.

NOT LESS than 79 million kilowatts of installed power capacity, more than double the present capacity, must be made available to federal power systems by 1980 to achieve the objective of retaining the federal wholesale power system as an effective yardstick, the resolution states.

The NRECA action calls for interconnecting all of the federal wholesale power systems by extra high voltage transmission lines.

The resolution also urges construction of federal steam plants outside the TVA area, the only place they are now permitted to exist.

This would help clear the way for construction of giant mine mouth steam generating plants over coal mines in the Appalachian area. Such facilities, the directors said, would produce low cost wholesale power that could be marketed almost anywhere east of the Mississippi River at prices lower than those of power now be in g produced in this vast region.

SPECIAL NOTICE

TO MEMBERS OF ILLINOIS ELECTRIC COOPERATIVES

EFFECTIVE IMMEDIATELY, A VOLUNTARY MEDICAL CARE INSURANCE PROGRAM, SERIES 2-153 IS AVAILABLE TO THE RESIDENTS OF THIS STATE. THIS PROGRAM CAN BE OBTAINED THROUGH THE GUARANTEE RESERVE LIFE INSURANCE COMPANY. COSTS ARE AS FOLLOWS:

MEN 18-65 YEARS INCLUSIVE........\$3.30 MONTH
WOMEN 18-65 YEARS INCLUSIVE........\$4.20 MONTH
MEN AND WOMEN 65 YEARS AND OVER......\$5.35 MONTH
CHILDREN 1 DAY THROUGH 17 YEARS\$1.40 MONTH

ALL PERSONS, REGARDLESS OF AGE, WHO WISH TO BE ADVISED OF THE PROVISIONS SET FORTH IN THIS PROGRAM ARE REQUESTED TO COMPLETE AND RETURN THE FORM BELOW.

ATTENTION:

ALTHOUGH THE BENEFITS OF THIS PROGRAM ARE PAYABLE IN ADDITION TO WORKMEN'S COMPENSATION OR ANY OTHER INSURANCE, ITS PRIMARY PURPOSE IS TO SUPPLEMENT RATHER THAN REPLACE YOUR PRESENT HEALTH INSURANCE. REQUISITION FOR APPLICATION AND OUTLINE OF BENEFITS:

MAIL TO: DEPARTMENT OF INQUIRY 620 RIDGLEY BLDG., (PHONE 523-0612) SPRINGFIELD, ILLINOIS

Name	
Date of Birth	
Address	
City	•
Number of Dependents	

Bright Future Seen for Rural America; Co-ops Challenged

More attention is being focused on rural America by the federal government, the state government and local government and by organizations and individuals concerned a bout the future of the country and its people.

The loss of young people to the city, the reduced number of farms, the impoverished conditions of Appalachia are but a few of the fac-

tors causing real concern.

RURAL ELECTRIC cooperative leaders in Illinois, like those across the nation, have long been working to improve the living and working conditions for rural citizens. Today's problems are being tackled with the same enthusiasm used in overcoming the obstacles confronting rural electrification before 98 per cent of the nation's farms were served with central station electricity.

These cooperative leaders looked toward the future at their National Rural Electric Cooperative Association annual meeting in Miami Beach, Fla., recently. They heard a forecast of the cooperatives' role in the future as outlined by Dorothy H. Jacobson, assistant secretary of agriculture for international affairs. Following are sections of her speech:

"I DEEPLY appreciate this opportunity to speak to one of the most truly influential groups in the United States. You represent every part of this nation. You are leaders within your communities. You are engaged in providing one of the most basic services essential to modern progress. And—most of all—you are deeply concerned about increased well-being for all people, and about the days and years that lie ahead.

"You have asked me to talk about the future—about the role of the cooperative in tomorrow's rural America. This subject requires that serious consideration be given to the future of rural America—for cooperatives are a means to an end and not an end in themselves. Their role in tomorrow's rural America will depend on conditions and needs that will prevail in our rural areas, and the extent to which cooperatives can adapt to the se conditions and meet these

"What, then, does tomorrow hold for rural America? What about these books that are written about the decline of our rural communities? How serious is the reported migration to the cities of the most ambitious of our rural youth? What are the bases for current fears about the future of our rural economy? I have tried to analyze the causes of and the reasons for the worry

and distress in our agricultural communities. I want to share with you my conclusion.

"I believe that tomorrow holds for rural America a potential for a brighter future, for greater opportunity, for a larger measure not only of material prosperity but also of real happiness—of those things that make life worth living—than has ever been offered to any rural society in the history of man.

"YOU MAY ask how this conclusion can be justified at a time when the voting power of rural areas is being diminished by reapportionment, at a time when a major effort is being made to cut the cost of agricultural commodity support programs, at a time when farmers are becoming a smaller minority in our total population, at a time when economists, with varying degrees of harshness or understanding, are pointing out that the amazing productivity of American agriculture is inexorably resulting in the production of more and more food and fiber — more than we can use or give away - by fewer and fewer

"I have asked all these questions, and my conviction about the future potential for rural America still holds. Whether we will achieve that potential, and when, depends on many things. I cannot prove my faith in the future of rural America, but then, no one can prove any faith, or guarantee any future. But I can try to tell you the reasons for that faith.

"First, I would present the basic fact that the potential for abundance for all exists today, for the first time in human history. Science and technology have progressed so far that we know how to overcome the physical barriers that would prevent the production of enough of the material necessities of life for all.

"AMERICAN agriculture is in the vanguard of this abundant productivity. With fewer and fewer man-hours, with less and less hard and monotonous physical labor, it has become so efficient in production that 50 million acres have been withdrawn from production, and the number of farms is declining at the rate of some 100,000 a year.

". . . For the first time our nation's leaders are determined to bring about the recognition of this potential on the part of the American people.

"The most powerful voice in the nation is spéaking out to awaken the people to realize the dream of

More than 450 Illinois electric cooperative members met for breakfast recently before another work-packed day attending sessions at the annual NRECA meeting.



ILLINOIS RURAL ELECTRIC NEWS

the Great Society. Again and again the President of the United States, the one man who commands the greatest and most attentive audience in the world, has issued a challenge to all Americans to unite in an effort to eliminate poverty-because it is unnecessary, and to offer to each American child suitable education-because that is the single most essential hope for achieving the Great Society.

"Most of President Johnson's program offers specific elements of

hope for rural America.

"THE WAR against poverty is proportionately more important in rural than in urban areas, because a larger proportion of rural people fall into the poverty category.

". . . If rural America is to move, tomorrow, toward realizing this potential for a bright future, what role can and will be played by the cooperative? The answer lies in the extent to which cooperatives recognize the changes that are taking place and have the courage, energy, and leadership to lead the way.

"Cooperatives have always been most successful when they meet a specific need-when they organize to provide either essential goods or services that are not provided by other means. Certainly no other form of cooperative demonstrates this as dramatically as do those you represent — in the field of rural electrification.

"If we are to develop new economic opportunities in rural America, surely the need for electric power will multiply many fold, and the growth of cooperatives furnishing electricity would seem assured. I would like to suggest a few other ares which I would hope cooperative leaders would explore.

"ONE OF the greatest of future needs that can be provided only by rural America is that for wholesome outdoor recreation — for opportunities to hunt, fish, swim, camp and enjoy the beauties of nature. There is even a growing demand for vacations on the farm. If a wide variety of recreational opportunities are to be developed in any rural community, and particularly if farmers, or part-time farmers, are to participate in such development, some kind of planning, some kind of organization, some kind of promotion would seem essential. Perhaps one farmer would have a lake, another a golf course, another a wooded picnic and campground, still another a barn for dances and horses for rent. The possibilities are almost limitless.



Raymond W. Rusteberg, president of the Association of Illinois Electric Cooperatives, is shown addressing one of the sessions at the NRECA annual meeting.

For a community to organize a cooperative to make the most of its potential for recreation would be a new and pioneering venture.

"I would hope that cooperatives would explore the special needs of rural communities beginning to emerge from poverty and struggling toward higher levels of living. Are there any needs for credit on reasonable terms that are not met by existing institutions? Could a cooperative help to furnish homes being built by insured loans? Could an existing cooperative take the lead in mobilizing community spirit and effort toward economic growth?
". . . I would conclude with a

challenge to cooperatives in general, and to you members of NRECA in particular.

"I HAVE sketched the promise of a bright future for rural America-a promise based on the potential for abundance that could bring all material necessities to the people of our rural as well as our urban communities.

"I have suggested that we fail to make that promise a reality because the changes in our society take place at such an accelerated rate that we have been unable to even recognize the import of the changes, much less to adjust our rules and develop social and economic arrangements adequate to meet and take advantage of the new conditions. I have pointed out the great promise that



Patti Tieken, Miss Illinois Rural Electric Cooperative, is congratulated by her brother, Ricky, after she was named second runner-up to Miss Rural Electrification for 1965.

lies in this administration's determination to present the challenge of the Great Society to the American people.

"This national leadership is of utmost importance. But it, alone, cannot develop the understanding and cooperation of the millions of American citizens whose support is essential for programs directed toward the realization of our goals.

"COOPERATIVES may have a unique role to play in helping to build that understanding and support. They deal in human relations. They have grass roots membership. They reach into all parts of our nation. Their goals are basically consistent with the widest distribution and fullest utilization of the abundance that is possible.

'This is a challenge worthy of all the dedication, all the hard work, all the courage and vision that will be required for its success. It will not be easy, for it is never easy to face the consequences of revolutionary change. But it will be worth all the effort it will take. For the goal is a rural America in which the enduring values that we prize from our nation's past will be immeasurably enhanced by the limitless potential of the future. It will be a rural America contributing to — and gaining from—the larger community that includes the entire nation. And hopefully, one day, the world."

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Workshops Tell Rural Electric Co-op Program

Information on the rural electrification program is being presented in intensive one-day workshop programs now being held across Illinois.

Over 20 rural electric cooperatives in the state are participating in the program designed for cooperative employes, directors and community leaders. The workshops were developed and are being presented by the management services department of the National Rural Electric Cooperative Association.

This year's workshops are titled "Good for All Americans II, an Appointment With Destiny."

A tentative schedule calls for workshops to be held at Geneseo on March 1, at Macomb on March 2, at Camp Point on March 3, at Jacksonville on March 4 and at Bloomington on March 5. Others were conducted in February.

Service Representative— Assistant to Member Service Supervisor

Rural Electric Cooperative serving 7800 members in Southern Illinois. Applicant should have a very likeable personality, leadership ability, training or education in electricity as applied to wiring installations in rural areas, ability to speak before groups and to individuals. Be 25 years of age or older, a high school graduate supplemented by two years or more of experience in a field of related work and preferably with a rural electric Co-op.

Applicant must be willing and able to de-

Co-op.
Applicant must be willing and able to develop Interest in rural electrification, promote the use of electric power for commercial, farm and home; assist members with electrical problems and prepare promotional material and news items.
Salary open. Send resume (in own handwritten) and resume (in own handwritten) and resume (in own handwritten).

material and news items. Salary open. Send resume (in own handwriting), giving education, age, experience, salary requirements and full length photo to H. G. DOWNEY, Manager, Tri-County Electric Cooperative, P.O. Box 309, Mt. Vernon, Illinois.



Whal's New?



• Electric Clock

An electric clock which is a miniature replica of a grandfather's clock is now being manufactured by the Sunbeam Corp. The model, named the "Vermont," is complete with a pendulum which actually swings. Made possible by a restyled, space-saving motor, the new model clock has a richly detailed Fruitwood finished case. It will generally retail for slightly less than \$14.95.

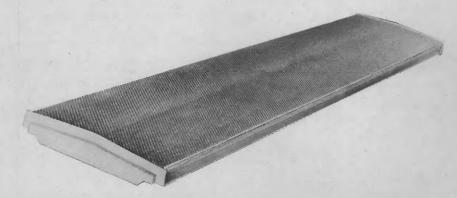
• Buffet Grill

This new buffet grill is actually four different appliances in one as it comes equipped with two sets of grids. Manufactured by Dominion Electric Corp., the grill is a waffle iron with a special Florentine design in the grids, a sandwich toaster and a grill for making unusual party snacks. In addition, it is a king-size griddle with more than 168 square inches of grilling surface when both the top and bottom surfaces are opened in a flat position. A sliding heat control provides a full range of temperatures, and a signal light shows when it has reached the proper heat. The model has a suggested retail price of \$34.95.



• 'Lightronics'

A new fluorescent light which has an ultra-slim profile (the unit is only three and one-sixteenth inches deep) and a "crystal clear" lens with prismatic light control has been introduced by the Edwin F. Guth Co. of St. Louis. Lenses for the new light, named the "Lightronics," are available in Polystyrene or Acrylic material. The light primarily is intended for close-to-ceiling mounting, but it also can be suspended. Available in three sizes, "Lightronics" has a uniform four foot modular appearance, even in rows, without light gaps between lenses. U.L. approved. For more information write the Edwin F. Guth Co., 2615 Washington Ave., St. Louis, Mo.





FIRST IMPRESSION

Did you hear about the 5-yearold big city dweller who saw her first robin and told her mother she saw a big, fat sparrow with a chapped belly?

TEAM LEADER

A basketball coach overheard in the locker room: "Remember, boys, basketball develops leadership, initiative and individuality. Now get out there and do exactly as I told you."

DOUBLE CHECK

The high school teacher watched Johnny flip a coin before answering each question on a True and False history examination. All the students finished the test except Johnny who continued to flip the coin and glance down at his paper. Finally the teacher approached Johnny and asked, "What's the trouble? Why are you taking so long to complete your test?"

Johnny replied, "I'm checking my answers.

WIVES ONLY

A neighbor reports this sign over the box office of an Ozark movie theater: "Children under 16 will not be admitted unless accompanied by their husbands."

CHEAPER BY THE DOZEN

Overheard in the supermarket: "Ten of our children are sick with the mumps, but the rest are all right."

NOW YOU SAY

He took her to the golf course thinking she knew all about the game. As usual, he sliced the first ball into the rough. Finally, after he had searched for the ball for half an hour, she said: "Would I be cheating if I told you where it is?"

New Early Tomato

An extremely early tomato, often ripening big red tomatoes by July 4th, has been developed at the Jung Farms in Wisconsin. You can obtain a trial packet of this tomato by sending 10c to the Jung Seed Co., Box 30, Randolph, Wis. They will not only send you this tomato seed but also a packet of the glorious Giant Hybrid Zinnias and a copy of their 58th catalog, America's most colorful 1965 seed catalog. (Adv.)

QUOTABLE QUIPS

Don't resent growing old. A great many are denied the privilege.

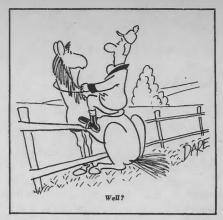
Actually, there's only a slight difference between keeping your chin up and sticking your neck out-but it's a difference worth knowing.

If you go through life with a clenched fist, nobody can ever put anything in it.

Your character is built by what you stand for, your reputation by what you fall for.

In its concern with Left and Right, the world has forgotten that there is an Above and Below.

The old timer says if you want to know the difference between prosperity and a recession, here it is:



When you get the green stamps, that's prosperity. When you paste them in, that's recession.

People who complain about paying income taxes may be divided into two classes-men and women.

Who'll be the next singer to attract a mob of scream-agers?



Your Federal Land Bank has a new emblem, but it stands for the same feeling of security that has always been a part of a Land Bank Loan. If you need a long-term loan to buy land, improve your farm, refinance debts, or other requirements of the farm owner ... enjoy the security of dealing with your farmer-owned Federal Land Bank Association. Low-Cost Mortgage Protection Life Insurance is available as a safeguard for your family.

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JOLIET KEWANEE LINCOLN MACOMB HTUOMMOM

OREGON

OTTAWA PITTSFIELD PRINCETON QUINCY SPRINGFIELD GALESBURG MORRISON WATSEKA HARRISBURG MT. VERNON WOODSTOCK







PEN PALS

Hi Pen Pals,

Spring is such a nice time of the year, isn't it? And do you know that it's closer than many of us might think. But there is still plenty of chance for more snow before we can start getting our summer clothing ready for wear.

Address any letters for publication to: Dee Steel, Jr. Rural Electric News, Box 1180, Springfield,

Illinois.

LIKES HORSES

I am a girl who likes horses very much. I have brown hair and am 5 feet, $4\frac{1}{2}$ inches tall. I am 13. I would like to hear from boys and girls between the ages of 13 to 16. I will answer all letters. Please try and enclose a picture. Bobbie Lea Cochran, r.r. 2, Claremont, Ill.

ENJOYS ANIMALS

I am 12 years old. I would very much like to have a pen pal. My birthday is May 1. My eyes are hazel. My hair is brown. I raise a pony, two dogs, three cats, one calf and four kittens. I will try to answer all letters. Dorna Bryant, Browning, Ill.



BURGESS SEED & PLANT CO.

Dept. 102-K, Galesburg, Mich. 49053

COOKS, SEWS

I am nine years old. I am in the 5th grade. My birthday is Oct. 23. I am 4 feet, 6 inches. I like to cook and sew. I have blonde hair and blue eyes. I would like to hear from girls nine or 10 years of age. Please send picture if possible. Mary Kris Gittings, r.r. 2, La Harpe, Ill. 61450

LIKES TV

I am 12 years old and in the sixth grade at Liberty School. My birthday is Feb. 5. My favorite television programs are "Beverly Hillbillies" and "Petticoat Junction." I would like to hear from girls of all ages, and send a picture if possible. Deborah Warning, r.r. 2, Liberty, Ill.

COLLECTS ROCKS

I am 13 years old. My birthday is Sept. 12. My



is Sept. 12. My eyes are brown. I have brown hair. I like to listen to the radio and watch television. My hobbies are dancing, collecting rocks and embroidering. I like to go riding too.

I would like to hear from girls and boys between the ages of 12 and 14. Connie Craig, r.r. 2, Greenup, Ill.

WRITES POETRY

I am 14 years old and in the 8th grade. My birthday is July 7. I live on a farm. I have two brothers and one sister. My hobbies are playing the piano and writing poetry. I would like to hear from boys and girls of all ages. LaVonne Freiburger, r.r. 1, East Dubuque, Ill. 61025

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BEATLES FAN

I was 10 years old last Oct. 28.



I am in the fifth grade at St. Ann's School in Nashville. I am 4 feet, 3 inches tall. I have blue eyes and light brown hair. I have a little dog and a white rabbit. I love to listen to

the Beatles. I would like to hear from girls of all ages. Janet Dlubala, r.r. 1, Oakdale, Ill.

LIKES HORSES

I am 10 years old. My birthday is Nov. 26th. I have blonde hair and blue eyes. I have one cat and one dog. My hobbies are horses. I love pictures of horses. I collect all kinds. I would like to hear from boys and girls from the ages of 8 to 10.—Connie Enlow, Willow Hill, Ill. 62480

LIKES TO READ

I am 13 years old and my birthday is December 30th. I have brown hair and brown eyes. I collect movie star pictures and read. I would like to hear from boys and girls between the ages of 12 and 14. I will try to answer all letters. Please send picture if possible. — Barbara Coughlin, r.r. 2, Pana, Ill.

ENJOYS SPORTS

I am 16 years old and I am a senior at Vienna High School. I have honey blonde hair and blue eyes. I am five feet, four inches tall. I like most any kind of sport. I would like to hear from boys and girls between the ages of 13 and 19. I will try to answer all letters I receive. — Brenda Breeden, Ozark, Ill. 62972

SPORTS FAN

I am 11½ years old and am in the seventh grade at Akin Community Consolidated Grade School at Akin. My birthday is Oct. 11th. I have medium dark brown hair and brown eyes. I am 4 feet, 9 inches tall. I like sports, especially basketball, baseball, softball, track and swimming. I like to dance to popular songs. My hobbies are leaf hunting, cooking, baking and sewing. I am in the 4-H club, Akin Rangerettes. I love animals, especially dogs, cats and birds. I'd like to hear from boys and girls of all ages. Please try to send a picture if possible. I will try to answer all letters I receive. — Mary Jane Moore, r.r. 3, Thompsonville, Ill.



Flake Apple Crisp makes quick dessert



Team Corn Flake Macaroons with fruit



A perfect way to use up those leftovers—Mincemeat Drops



Perfect Bran Muffins and Golden Wheat Sticks



Shredded Wheat atop Creamed Chicken



Date Bars to tempt school appetites

Cooking with cereal

Cereals are inexpensive, add variety, interest, flavor and texture also make important contributions of protein, B vitamins, minerals and food energy

MEAT LOAF

11/2 lbs. ground beef % cup uncooked oats 2 eggs, beaten ¼ cup chopped onion 2 teaspoons salt

¼ teaspoon pepper 1 cup tomato juice Combine all ingredients thoroughly and pack firmly into a loaf pan. Bake at 350 degrees 1 hour. Let stand 5 minutes before slicing. Serves 8.

HAMBURGERS: Follow meat loaf recipe but omit eggs. Shape combined ingredients into 8 hamburgers. Pan-fry or grill.

CREAMED CHICKEN WITH SHREDDED WHEAT

1/3 cup melted butter

2 cups bite-size shredded wheat % teaspoon salt

Pour melted butter over bite-size shredded wheat. Sprinkle with salt. Mix carefully. Turn into flat baking pan. Heat at 375 degrees for 20 minutes, stirring gently after 10 minutes.

to fat and stir until smooth. Remove from heat. Add milk and stir until mixed. Cook over low heat, stirring constantly, until sauce has thickened. Add chicken and peas, heat thoroughly. Serve in heated casserole. Top with hot buttered bite-size shredded wheat biscuits. 6 servings.

GOLDEN WHEAT STICKS

% cup whole wheat, uncooked 1% cups flour

3 teaspoons baking powder 1 egg, beaten % cup milk % cup meited butter or margarine

¼ cup sugar ½ teaspoon salt Combine cereal, flour, sugar, salt and baking powder. Add egg and milk; mix. Stir in butter. Place in greased corn stick pans.

PERFECT BRAN MUFFINS

Bake at 400 degrees about 25-30 minutes. Makes 12 sticks.

2 tablespoons butter 3 tablespoons sugar egg cup milk

1 cup whole bran 1 cup sifted flour 2½ teaspoons baking powder

¾ cup milk Cream together butter and sugar, add egg, beat well. Stir in milk, then bran, let soak about 10 minutes. Sift together flour, baking powder and salt. Add to first mixture. Stir only until all ingredients are combined. Fill greased muffin pans 2/3 full. Bake at 400 degrees 20-25 minutes. Makes 8 large or 12 small muffins.

SNACK MIX

1½ cups ready-to-eat oat cereal
1½ cups bite-size shredded rice
1½ cups bite-size shredded wheat
2 cups slim pretzel sticks
1 cup salted peanuts, skinless
Mix cereals, pretzel sticks broken into small pieces, and salted peanuts in large oblong baking pan. Heat butter until melted; stir in Worcestershire and seasonings. Pour over the cereal mixture and mix well. Bake at 300 degrees, stirring every 10 minutes or so for about 30 minutes, or until lightly browned. Cool before serving. Store in airtight container. Makes 2 quarts.

FLAKE APPLE CRISP

4 cups thinly sliced apples

½ cup flour
½ cup brown sugar
½ teaspoon cinnamon
½ teaspoon salt
½ cup melted butter

4 cup sugar 1 tablespoon lemon juice 1 cup whole wheat flakes, bran flakes or corn flakes (Drained canned sliced peaches or apricot halves may be substi-

Arrange sliced fruit in baking dish. Sprinkle with sugar and lemon juice. Combine dry ingredients. Add melted butter. Blend until mixture is crumbly. Sprinkle crumb mixture over fruit. Bake at 350 degrees 30 minutes or until fruit is tender. Serve warm with cream or ice cream.

OATMEAL REFRIGERATOR ROLLS

2 pkgs. yeast ½ cup lukewarm water 1½ cups scalded milk ½ cup shortening

½ cup brown sugar
2 teaspoons salt
5 to 5½ cups flour
2 eggs, beaten
1½ cups rolled oats

Soften yeast in lukewarm water. Pour scalded milk over shortening, sugar and salt; stir occasionally until shortening melts. Cool to lukewarm. Stir in 1 cup flour and eggs; add softened yeast. Fold in rolled oats. Stir in enough flour to make soft dough. Turn out on lightly floured board and knead until satiny, about 10 minutes. Round dough into ball; place in greased bowl, brush lightly with melted shortening. Cover, let rise in warm place until double in size, about 45 minutes. Punch down; brush with melted shortening. Cover with waxed paper and a damp cloth. Refrigerate overnight or for as long as 3 or 4 days. Remove dough from refrigerator and punch down. Shape into clover leaf rolls, crescents or fan tans. Let rise until double in size. Bake at 400 degrees, 15-20 minutes.

MINCEMEAT DROPS

powder 2 cups brown sugar 2 eggs 1 cup all-bran 1 teaspoon vanilla 2 cups prepared mincemeat 3 cups flour 2 teaspoons baking powder 1 teaspoon salt 1 cup butter

Sift together flour, baking powder and salt. Blend butter and sugar, add eggs one at a time, beating well after each addition. Stir in all-bran, vanilla and mincemeat. Add dry ingredients, mix well. Drop by tablespoonfuls onto greased baking sheets. Bake at 400 degrees 15 minutes.

CORN FLAKE MACAROONS

2 egg whites 1 cup brown or white sugar ½ teaspoon vanilla 2 cups corn flakes ½ cup nutmeats 1 cup shredded coconut

Beat egg whites until stiff but not dry. Fold in sugar, add vanilla, corn flakes, nutmeats and coconut, mixing carefully. Drop by teaspoonfuls onto well-greased baking sheets. Bake at 350 degrees 12 minutes. Remove immediately from baking sheets. If macaroons stick, place baking sheet on damp towel and remove macaroons using spatula or sharp knife. If macaroons become hardened to baking sheet, return to oven for few minutes to soften.

FILLED BAR COOKIES

% cup shortening or butter 1 cup brown sugar 1% cups flour ½ teaspoon salt 1 teaspoon soda 1½ cups rolled oats

Mix shortening and sugar together, sift flour, soda and salt together and stir in. Stir in oats. Mix thoroughly. Place one-half of this crumb mixture in greased and floured 13x9 oblong pan. Press and flatten with hands to cover bottom of pan. Spread with cooled filling. Cover with remaining crumb mix patting lightly. Bake until lightly browned at 400 degrees 25-30 minutes. While warm, cut into bars and remove from pan.

DATE BAR FILLING: Mix together in saucepan 3 cups cut-up dates, 1/4 cup sugar and 11/2 cups water. Cook over low heat, stirring constantly, until thickened (about 10 minutes). Cool. PRUNE-ORANGE FILLING: Mix together in saucepan 3 cups cut-up cooked, drained prunes, ½ cup sugar, ½ cup orange juice, 2 tablespoons lemon juice and 2 tablespoons grated orange rind. Cook over low heat, stirring constantly, until thickened (about

DATE-APRICOT FILLING: Mix together in saucepan 1 cup cut-up dates, 2 cups mashed cooked dried apricots (drained), 1/2 cup sugar and 2 tablespoons apricot juice. Cook over low heat, stirring constantly, until thickened (about 5 minutes). Cool.

MINCEMEAT TORTE

1 cup flour
½ teaspoon soda
1 teaspoon baking powder
½ teaspoon salt
1 teaspoon cinnamon
1 teaspoon nutmeg 1 cup brown sugar 1 teaspoon grated lemon rind 1/2 cup milk 1 egg 1 cup mincemeat 1 cup rolled oats

¼ cup shortening, soft Sift together flour, soda, baking powder, salt and spices into bowl. Add remaining ingredients except rolled oats; beat until smooth. Lightly stir in oats. Bake in greased 7x11 pan at 350 degrees 35-40 minutes. Serve warm with whipped cream or orange hard sauce.

APPLE RAISIN COOKIES

1½ cups flour
1 teaspoon baking powder
½ teaspoon soda
½ teaspoon sait
1 cups rolled oats
½ teaspoon cinnamon
½ teaspoon cinnamon
½ teaspoon cinnamon
½ teaspoon nutmeg
1 cup brown sugar
3½ cup raisins
1 cup brown sugar
5ift together flour, baking powder, soda, salt and spices into bowl. Add shortening, sugar, egg and water. Beat until smooth.
Lightly stir in oats, diced apple raisins and puts Drop from teaspoons.

Lightly stir in oats, diced apple, raisins and nuts. Drop from teaspoon onto greased cooky sheet. Bake at 375 degrees 12-15 minutes. Makes 3 dozen.

ORANGE NUT BREAD

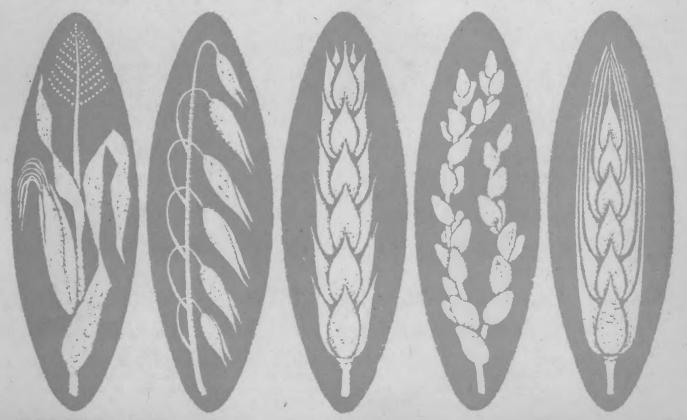
2 cups flour
3 teaspoons baking powder
1 teaspoon salt
2 cup chopped nuts
1 egg, well beaten
1 cup orange juice
3 tablespoons melted fat
1 tablespoons grated orange rind
1 cup bran flakes
Sift together flour, baking powder, salt and sugar; stir in orange

rind and nuts. Combine egg, orange juice and fat, add to flour mixture, stir just until well mixed. Blend in bran flakes. Turn into greased loaf pan, 9x5x3 inches. Bake at 350 degrees until done, about 1 hour. Cool on rack 10 minutes. Remove from pan.

CAESAR SALAD

% cup salad oil
3 tablespoons lemon juice
1 teaspoon Worcestershire
Dash of tabasco
Salt, freshly ground pepper
Garlic salt, if desired
Shake first 6 ingredients together. Empty salad greens into large
salad bowl. Drop whole egg onto greens, drizzle with oil mix-

immediately. To make Crunchy Cereal, melt 1/4 cup butter or margarine in fry pan. Add 2 cups bite-size shredded rice biscuits, stir as needed until cereal is evenly coated and lightly browned. Toss with Caesar Salad. Serve to 6.

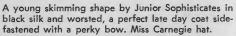


10 minutes). Cool.









New suit proportions for spring 1965. A long narrow jacketed suit buttoned in jet by William Bittle in creamy imported wool. Mr. John tie hat.

Black and white silk tweed by Nat Kaplan in a bateau neckline dress with slim longer jacket. Check the costume as one of spring's newest fashions.

New trends at right: the long jacket with neat set-in sleeves; the halter neckline, a variation of "barely there" with lady-like air; the widened sleeve, the return of the bat, the blouson look.

Photographs courtesy New York Couture Group.



Fashion trends for spring 1965

Spring, once more, will be memorable and distinctive for the beauty which it brings to the fashion calendar, this time with its longer lines, wider sleeves, higher necklines, patterned fabrics, gay hats and lovely, luminous, pale colors. The new fashion concepts can be summarized with these changes:

An elongated body look: Longer jackets, generally with new proportions of neat set-in sleeves, tunics that skim the body, and low-down belts in coats, encircling the hips or controlling back fullness.

Mobile skirts: Softened, easier, prettier skirts, usually with pockets, also side-wrapped skirts that fall slimly, and flared, pleated skirts with fullness that whirls from the hipline, as well as dirndl skirts that are gathered at hip yokes.

Costumes: This is the year of the costume—the dress and jacket or the dress and coat, in prints, plain wools and in unexpected combinations. Newest is the sleeveless jacket costume.

Dealer's Choice in Lengths: Short by day, demilonger by night.

Necklines High: Softened turtle necklines continue, neat little collars, round and rolled, stand-away collars to frame the face, halter necklines, very exciting, and scarf necklines that are newsy.

Widened Sleeves: On the rise, the incoming trend is the bat-wing sleeve, a new softening silhouette look, often a true dolman.

Ruffles: For late-day and later, assymetric ruffles rippling down the side of the skirt and in evening gowns, rippling from bodice to hem; tiered ruffles, animating new late-day shaping; bustle ruffles for night drama, especially effective in long skirts, reminiscent of "My Fair Lady" costumes, cascading ruffles down front and hem

Nighttime Cages: For dramatic illusion—a dress veiled in a wispy mist of sheer fabrics.

Fabrics: Textured, Moreau linens, lots of geometric prints, floral prints, border prints, panel prints.

Checks Never Better: All kinds—wild checks the big news.

Color: Goes the great white way, from stark to bone to creamy; lots of bright pastels; bold black and white in prints, costumes; a bouquet of marigold colors from palest beiges to flaunting yellows and oranges, pale and bittersweet, blues as subtle as the sky, cool aquas and bright navy, pinks of a seashell to the coral of a tropical reef, lilac to violet and green, green, green.

Hats: Bandanas, s c a r f hats, helmets, canoe-shaped hats, lilting brims, a meringue of white straw to resemble a beehive, licorice and honey the bright, black patents in a melange of berets, boaters, bretons, and from our feathered friends come evening creations to delight the heart of any woman.

so easy to clean—

THE LATEST RANGES

- Electric cooking has always meant clean cooking and the newer electric ranges make it even cleaner. Easy-to-clean features and improved designs help you keep the range cleaner and make them easier to clean when food does spill. A clean range cuts costs, looks better, lasts longer and cooks better. Rule No. 1 is to avoid high temperatures which cause boil-overs and spatters. Rule No. 2 is to clean-as-you-go using sudsy cloth or sponge, followed by rinsing. Rule No. 3 is to give your range a thorough going-over about once a week. Follow these easy rules and you'll find keeping your range clean easy as pie.
- 1. Use a dry cloth or paper towel to wipe up spills as soon as they occur. Some foods contain acids which eat into the enamel if left on. Don't apply water while the enamel is hot as this may craze finish but when surface is cool, wipe it with hot suds and rinse.
- 2. Wipe top and slide out crumb trays after each meal.
- 3. Think of oven as cooking pan which needs to be washed. Remove shelves and racks when cool and soak if dirty. Then it's easy to reach all inside surfaces.
- 4. Wash broiler after use, pouring the grease off while warm. Soak pan and broiler grids when cool. Then scrub with a stiff brush, rinse, dry.
- 5. To loosen stubborn greasy film, nothing beats a bowl of ammonia in the oven or broiler overnight. Then wash away softened grease with soapy cloth next day.
- 6. If door is removable, wash it at sink. Don't forget warming ovens and storage drawers.
- 7. Use a soaped percolator brush, pipe cleaner or cotton-tip swab to get around control knobs, handles and switches. That is, if they're not removable.
- 8. Food spills burn themselves off electric units but rims, reflectors and drip cups need to be removed for cleaning.



. HOTPOINT



• GENERAL ELECTRIC



• FRIGIDAIRE



KELVINATOR

HOTPOINT—This new 30-inch electric cabinet range features Teflon-coated removable oven walls. Slideout side and back oven panels can be carried to the sink for sudsing. Burnt-on grease spatter comes off with a swish of a dish cloth. Chrome oven floor removes for easy cleaning.

FRIGIDAIRE—An oven that pulls out for easy, stand-up cleaning highlights this new compact 30-inch, built-in electric range, popular with builders because of its easy installation. Controls for surface units and oven are on recessed panel at front of range. See-through glass door.

GENERAL ELECTRIC—This 40-inch model has two ovens, the larger one has newest feature of all—it cleans itself with electricity. It's just a matter of setting three dials and closing and latching oven door. Every spatter burns away at temperature of 880 leaving oven spotless.

KELVINATOR—Foil oven linings quickly remove and replace when soiled, surface units unplug, drip pans and trim rings remove for cleaning, recessed top prevents spills, removable oven door banishes cleaning woes. Oven reaches 350 degrees temperature in less than five minutes.



1. Evening Shrug



2. Motor Coat



3. Capelet



4. Jacket



5. Cape



6. Ponche



7. Stole with Pocket

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- 1.....Evening Shrug
- 2.....Motor Coat
- 3.....Capelet 4.....Jacket
- 5.....Cape
- 6.....Poncho
- 7.....Stole 8.....Coat

My name is

Address

Comment (if any)

This coupon expires March 20, 1965. Orders must be postmarked by that

- 1. Wrap yourself in glamour with this sequined evening shrug. It's crocheted, has a feminine collar and is strewn with sparkle. Try making it in white, decked with iridescent sequins.
- 2. Rugged, bulky and perfect for college or breezy-day marketing is this warm, double-breasted car coat. The toggle-button closing is a delight and there's an extra—just one skein of thread can be quickly knitted into attachable hood.
- 3. Crocheted of knitted worsted in a delicate pastel or white, this wrap will look bright and young. She'll love the away-from-the-neck collar and grown-up rhinestone button closing.
- 4. A graceful addition to a jacket wardrobe can be yours in no time. We've done ours in a delicate pink for balmy evenings but try it in black to make an ensemble with tweed skirt.
- A bell-shaped cape in a closely-woven moss stitch resembles expensive imported fabric. Try it in striking Cardinal Red with black appliqued braid on separately worked collar.
- 6. Here's a striking poncho for you to make a number of ways. Do it in light wool, trim with rick rack and braid, try cotton with your own original design or for evening, trim organdy or satin with metallic gold rick rack and soutache braid.
- 7. A little different is this stole with pocket and giant tassel. Since it has style, why not try it in a strong deep color—possibly Cardinal Red or Emerald Green to flatter yourself.
- 8. A high fashion coat that travels like a dream. Roll it up into a suitcase, wear it for hours and there won't be a wrinkle, it's just uncrushable. Stay-at-homes love it too.



8. Coat

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Crape Myrtle—Red, Purple, Weigelia—Red, or Yellow, 1 Weigelia—Red, or Yellow, 1 Weigelia—Varlegated or We 1 to 2 ft	or White, 1 to 2 ft. \$.49 ea. to 2 ft	Silver Maple, 3 to 4 ft Silver Maple, 4½ to 6 ft. Weeping Willow, 2 to 3 f Weeping Willow, 2 to 3 f Weeping Willow, 4 to 6 f Chinese Elm, 3 to 4 ft Catalpa Fish Bait Tree, 2 Ginko Tree, 1 to 2 ft. 59 Pin Oak, Red Oak or Scarl Lombardy Poplar, 1 to 2 Lombardy Poplar, 2 to 2 Lombardy Poplar, 2 to 2 Lombardy Poplar, 3 to 4 Lombardy Poplar, 4½ to Faassen Red Leaf Maple, Sycamore, 3 to 4 ft Sugar Maple, Coilected, 2 White Birch, 2 to 3 ft Tulip-Tree, Collected, 3 t Sunburst Locust (Pat. No. Schwedler Maple, 3½ to Cutleaf Weeping Birch, 3 Silver Varlegated Maple, Kentucky Coffee Tree, ½ American Linden Tree, 3 Skyline Locust (Pat. No. Sassafras, Collected, 2 t Scarlet Maple, Collected, 2 Yellow Wood, 3 to 4 ft Willow Oak or White Oak, Russian Mulbert? 2	1 or 2 years Old	Red Scarlet Honeysuckle Wisteria, Purple, ½2 to Bitter Sweet, 1 ft Clematis Vine, Collecter Grape Vines, Concord or Grape Vines, Luttie or Farumpet Creeper, Collecter Yellow Jasmine, ½2 ft Vinca Minor, Clumps, Chalis Honeysuckle, 1 ft English Ivy or Boston Iven Starley Sweet	or 2 years Old a, 1 ft
Spice Bush, 1 to 2 ft		Sycamore Maple, Purple Black Gum, Collected, 2 American Elm, Collected, 5 FRUIT TREES Belle of Georgia Peach, 4 Elberta Peach, 2 to 3 ft Ale Haven Peach, 2 to 3 ft Ale Haven Peach, 2 to 3 dixle Red Peach, 2 to 3 dixle Red Peach, 2 to 3 Golden Jubilee Peach, 2 to Colden Jubilee Peach, 4 to Champion Peach, 2 to 3 ft Stayman Winesap Apple,	Leaves, ½ to 1 ft. 49 ea. to 3 ft. 69 ea. 3 to 4 ft. ,39 ea. 1 or 2 years Old to 3 ft45 ea. to 6 ft. 98 ea. 4 to 6 ft. 98 ea. 4. 45 ea. 4 to 6 ft. 98 ea. 4. 45 ea. 4 to 6 ft. 98 ea. 61. 45 ea. 4 to 6 ft. 98 ea. 61. 45 ea. 4 to 6 ft. 98 ea. 61. 45 ea. 4 to 6 ft. 98 ea. 61. 45 ea. 4 to 6 ft. 98 ea. 61. 45 ea. 4 to 6 ft. 98 ea. 61. 45 ea. 4 to 6 ft. 98 ea. 61. 45 ea. 4 to 6 ft. 98 ea. 61. 45 ea. 4 to 6 ft. 98 ea. 61. 45 ea. 4 to 6 ft. 98 ea. 61. 45 ea. 4 to 6 ft. 98 ea. 61. 45 ea. 4 to 6 ft. 98 ea. 61. 45 ea. 4 to 6 ft. 98 ea. 61. 45 ea. 4 to 6 ft. 98 ea. 61. 45 ea. 4 to 6 ft. 98 ea. 61. 45 ea. 4 to 6 ft. 98 ea. 61. 45 ea. 4 to 6 ft. 98 ea. 61. 45 ea. 98 ea. 61.	Colorado Blue Spruce, 4 Mountain Laurel, Collec Canada-Hemiock, Collec Short Leaf Pine, Collec Christmas Ferns, Colle Red Cedar, Collected, Hetzi Holly, ½ ft. Japanese Holly, ½ ft. Foster Holly, ½ to 1 f Yellow Berry Pyracanth Andorra Juniper, ½ ft. Cedrus Deodara, ½ to	/2 to 1 ft
Magnoiia, Collected, 1 to 2 Mimosa—Pink, 3 to 4 ft Mimosa—Pink, 4½ to 6 ft. American Red Bud, 2 to 3 f American Red Bud, 4 to 6 f White Fiowering Dogwood, 0 Pink Flowering Dogwood, 2 Pink Flowering Dogwood, 3 Golden Chain Tree, 1 to 2 f Golden Rain Tree, 1 to 2 f Smoke Tree, 1 to 2 ft Purple Leaf Plum, 2½ to 4 Flowering Peach—Red, or W Double Pink Flowering Cheri Flowering Crab—Red, or W Double Pink Flowering Cheri Flowering Crab—Red, or W Double Pink Flowering Cheri Flowering Crab—Red, or Vinchiese Red Bud, 1 to 2 ft. Tree of Heaven, Collected, 2 Japanese Flowering Cherry- 1 to 2 ft. European Mountain Ash, 3½ Pauls Scarlet Hawthorn—Re 3½ to 5 ft. Big Leaf Cucumber Tree, Col 3 to 4 ft Paw Paw, Collected, 2 to 5 White Sumac, Collected, 2 Sourwood, Collected, 2		Red Delicious Apple, 2 to Red Delicious Apple, 4 to Yellow Delicious Apple, 4 to Yellow Delicious Apple, 2 to Early Harvest Apple, 2 to Early Harvest Apple, 2 to Carly Harvest Apple, 4 to Red Rome Beauty Apple, Red Jonathan Apple, 2 to Red Jonathan Apple, 2 to Carly Harvest Apple, 2 to 3 ft., 55 Montmorency Cherry, 2 to Hack Tartarian Cherry, 2 to Hack Tartarian Cherry, 2 to Hack Tartarian Cherry, 2 to 3 ft., 55 Montmorency Cherry, 2 to 3 ft., 56 Montmorency Cherry, 2 to Hack Tartarian Cherry, 2 to 3 ft., 56 Montmorency Cherry, 2 to 3 ft., 56 Montmorency Cherry, 2 to 4 ft. Damson Plum, 2½ to 4 Red June Plum, 2½ to 4 Methley Plum, 2 ft., 49 e Burbanh Plum, 2 ft., 49 e Burbanh Plum, 2 ft., 49 e Dwarf Elberta Peach, 3 f Dwarf Red Haven Peach, Dwarf Belle of Georgia Pe Dwarf Golden Jubilee Pe Dwarf Red Delicious Appl Dwarf Yellow Delicious Appl Dwarf Winesap Apple, 3	0 3 ft	Globe Arborvitae, ½ f Greek Juniper, ½ to 1 Gardenia, White Bioom Camellia Sasanqua, ½ Norway Spruce, ½ to 1 Enonymus Radicans, ½ BERRY PLANTS, ETC Black Raspberry, ½ to 1 ft. Bubs, Perennia Raspbe Dewberry, ½ to 1 figs, 1 to 2 ft Bosen Berry, ½ to 1 ft BULBS, PERENNIAL: Pampas Grass, White Pampas Grass, White Color Language Hibiscus, Maliow Marw Hollyhocks, Mixed Color Cannas, Colors, Red, P irish, Blue, Roots Colle Day Lilies, Roots Oran, Creeping Phlox, Pink o Blue Belis, Roots Colle Maiden Hair Fern, Roo' Fancy Leaf Caladium, I Gladiolus, Pink, Red, v BERRIES, FRUITS AN Or 2 10 Rhubarb, 1 Yr. Root 10 Asparagus, 1 Yr. 50 Strawberry—Blakem	1
Yellow Buckeye, 1 to 2 ft. Downy Hawthorn, ½ to 1 f Dwarf White Buckeye, ½ to Cherokee Chief Dogwood, 2 f		Dwarf North Star Cherry, Dwarf Bartlett Pear, 3 ft.	3 ft. 1.98 ea. 1.98 ea. 1.98 ea. 1.98 ea. 1.98 ea.	100 South Privet, 1 to 25 North Privet, 1 to 2 25 California Privet, 1	trawberry 2.49 2 ft. 2.98 ft. 1.98 to 2 ft. 1.98 0 2 ft. 1.49

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