

**IAA-Co-op
Leaders
Discuss
Problems**



Illinois
R.E.N.
RURAL ELECTRIC NEWS
June, 1966

National News Notes

'Yardstick' value given more credit

■ Construction of the Dickey-Lincoln School hydro project on the St. John River in Maine and importation of Canadian public power will provide the electric power "yardstick" New England needs to gain reasonable electric rates.

Sen. George Aiken of Vermont made that point in a recent speech as he blamed the region's private power companies—which have bitterly opposed Dickey-Lincoln—for the fact that New England residents pay the highest power costs in the nation.

The utilities, Sen. Aiken said, have failed to do what is necessary to reduce the area's electric rates which are now 28 per cent above the national average.

"The situation now calls for maintaining and strengthening both the municipals and the cooperatives not only as service organizations but also as regulatory forces," he said. The senator praised the consumer-owned municipals and cooperatives for "their shining role" in the development and growth of the nation's electric industry.

Needs listed for electric industry

■ The electric power industry must do what is necessary to provide more reliable service, to reduce the air and steam pollution effects of power production, to improve the aesthetic aspects of electric power facilities and to develop fully the recreational and scenic potential of hydroelectric projects.

Lee C. White, the new chairman of the Federal Power Commission, cited these needs in his first major speech delivered recently at the annual conference of the American Public Power Association.

"The power industry would be wisely counseled to exert every effort to make prompt improvements in each of these areas," he said.

In a related item, a New York congressman has criticized the commercial utility industry for spending only "pathetically small" sums on underground transmission research. Rep. Richard Ottinger told a Senate Commerce Committee "We must find some alternative to overhead transmission or we will face a bleak future in which towns are shadowed by a forest of towers, divided and disrupted by corridors and transformed into bird cages."

Merger plans under study by 4 co-ops

■ If current merger studies now being conducted by four of North Carolina's 33 rural electric systems are favorable, the resulting entity would be the nation's largest electric distribution cooperative, serving 44,000 member-owners.

A committee comprised of two representatives from each of the four cooperatives in the western part of the state is conducting the survey. The four cooperatives are Blue Ridge Electric Membership Corporation, Lenoir; Cornelius EMC, Cornelius; Davie EMC, Mocksville, and Surry-Yadkin EMC, Dobson. Combined, the systems own 8,300 miles of line in 19 counties.

The merger studies were authorized by separate resolutions unanimously adopted by the cooperatives' boards of directors. Before the actual merger could become a reality, however, it would require approval by the membership of each system.

RURAL ELECTRIC NEWS

Vol. 24, No. 2

June, 1966

Published by
Association of Illinois Electric
Cooperatives

JOHN F. TEMPLE
Editor

CHARLES E. ALBRIGHT
Associate Editor

DOROTHEA STEEL
Homemaker's Editor

CONTENTS

ARTICLES

Legislative Activity	4, 5 & 6
Co-op, IAA Leaders Meet	7
Art Center Gains Praise	8
Electricity Makes Living Fun	9
Friend of Well-Dressed Women	10
New dairy dishes	18 & 19
Something New in Pillowcases	20
Latest in Refrigerators	21

FEATURES

What's New	15
Smile Awhile	16
Pen Pals	17
Free Patterns	22
Rural Exchange	23

ILLINOIS RURAL ELECTRIC NEWS is the official monthly publication of the Association of Illinois Electric Cooperatives. Subscription price, \$1.00 per year. Advertising and editorial inquiries should be directed to the Illinois Rural Electric News, Box 1180, Springfield, Ill. Entered as second class matter at Waterloo, Wis., under the Act of March 3, 1879. Postmaster: In using Form 3579, address to Illinois Rural Electric News, Box 1180, Springfield, Ill. 62705. Please do not clip off key number.

National advertising representative: Rural Electric Consumer Publications, 356 West Maple Road, Birmingham, Mich. Member, Illinois Press Association.

Now's the Time for Action!

There's no question in the minds of most observers but that congressmen, left unfettered to exercise their own sense of fair play, would overwhelmingly support pending supplemental financing legislation for electric cooperatives.

This sensible legislation is designed to free electric and telephone cooperatives as quickly as is practical from dependence upon the federal government for their growth capital.

This growth capital is essential to the welfare of the cooperatives, their members and the prosperity of the broad areas they serve. It also is of tremendous importance to town and city residents since their prosperity depends so greatly on the prosperity of non-urban residents.

WITHOUT ADEQUATE growth capital our electric cooperatives simply cannot meet the growing needs of their members. Ultimately, then, commercial utilities would take over the most desirable of the cooperative membership. And who knows what would happen to more sparsely settled members who could offer no profit incentive to the utilities?

But with adequate capital Illinois' and the nation's electric cooperatives can continue to provide the kind of service their members need, want and deserve. This is their goal.

But how can the cooperatives, both electric and telephone, obtain enough capital? The government is lending some money at low interest, but this is not enough.

No Illinois cooperative today could go into the open market and obtain the necessary funds. "Wall Street" isn't interested now in making such loans.

BUT THERE MUST be a way to supplement government loans and ultimately free the government from making any loans at all.

The initiative in this search has been taken by the cooperatives themselves. For two years their representatives have been studying the problem. They've engaged the services of one of the nation's top investment firms. They've made independent studies.

The Johnson Administration also has been hard at work on the program, with an intensive study being conducted through the Rural Electrification Administration.

NOW THE ENABLING legislation is before Congress. It isn't perfect. But we're convinced it forms the foundation for a workable plan which will eventually enable the cooperatives to be completely independent. They then will be able to borrow necessary funds from their own Bank for Rural Electric Systems, patterned somewhat along the lines of the Farm Credit System.

This enabling legislation is receiving widespread bipartisan support, and this is gratifying. It is also under attack by commercial utility interests which seek the destruction of the nation's 1,000 electric cooperative systems. This is not surprising. These interests don't want even the small amount of competition offered by the cooperatives.

But we believe sound judgment will prevail. This is a vital program of vast importance to all America.

OUR COVER—Directors of the Association of Illinois Electric Cooperatives and the Illinois Agricultural Association met recently at AIEC headquarters to discuss problems affecting Illinois' rural area residents. The boards for some years have been holding joint annual meetings. Story on page 7.

Co-op Members Rally

By John F. Temple

From one end of Illinois to the other and, indeed, from one end of the nation to the other, electric cooperative member-owners and their friends are rallying to the support of vitally important supplemental financing legislation.

This legislation is designed ultimately to free the nation's nearly 1,000 electric cooperatives, and telephone cooperatives as well, from dependence on federal funds for essential growth capital.

The legislation is of historic importance.

It probably will, in years ahead, have a greater impact on the rural electrification program than anything since the original Rural Electrification Act. This act was signed by President Roosevelt in 1936.

ILLINOIS congressmen are playing leading roles in this national battle.

U. S. Rep. Gale Schisler of Galesburg has introduced a measure designed to implement recommendations of the National Rural Electric Cooperative Association as approved earlier this year by the association's annual meeting. The vote was overwhelming.

U. S. Senator Paul H. Douglas of Illinois was one of the first to co-sponsor similar legislation introduced by Senators Ross Bass of Tennessee and John Sherman Cooper of Kentucky.

U. S. Rep. Harold Cooley of North Carolina, chairman of the House Agriculture Committee, on May 3 introduced the Johnson administration's proposed supplemental financing bill.

It is similar but differs in some respects from earlier legislation introduced by Rep. W. R. (Bob) Poage of Texas and Rep. Wilburn Mills of Arkansas.

COOPERATIVE leaders both in Illinois and nationally have said they prefer provisions of the Poage-Mills-Schisler measures.

These leaders, however, support the concept and most of the features of the Administration bill and seek adoption of certain features of the Poage-Mills-Schisler bills.

Thus there is no vast variance in these measures.

REP. COOLEY, one of the most



Norman M. Clapp



U.S. Rep. Gale Schisler

influential men in Congress, is most favorable to efforts of electric cooperative owners seeking to free themselves from the need for federal loans.

He launched committee hearings May 31 on the proposed House legislation, hoping to complete hearings quickly so representatives could vote soon on the measures.

He and his friends ran into prompt opposition. They were neither surprised nor dejected.

Commercial electric utilities said they wanted to testify at great length against these measures.

Although supporters of the legislation, representing the Administration, the cooperatives and various

farm groups, quickly completed their testimony, opponents calmly announced that they had at least 50 witnesses who must be heard.

RAYMOND W. RUSTEBERG of Valmeyer, president of the Association of Illinois Electric Cooperatives, said it was obvious why the commercial utilities were so determined to place so many witnesses on the stand—with many of them repeating much the same story.

"Power companies," he said, "are extremely fearful our legislation will pass if it reaches the floor of Congress. Therefore they're trying to keep the measures in committee for as long as possible, 'talking them to death,' hoping that if they finally are reported out of committee this will happen so late in the session there won't be time for passage."

"I don't believe this tactic will work. I don't believe our legislators and our cooperative members, and their friends, will let it work. There's too much at stake."

JUST WHAT is at stake? Why do electric cooperative members support this legislation so strongly, so earnestly?

Thomas H. Moore, AIEC general manager, in testimony prepared for presentation to Rep. Cooley's committee, said of the Poage legislation:

"1. It will relieve Congress of the necessity of providing money, by appropriations, for capital improvements of many rural electric systems.

"Congressional appropriations will be required only for systems that are not in a financial position to borrow money from the Federal Electric Bank that would be created through this legislation.

"2. The Federal Electric Bank will be similar to the Banks for Cooperatives. It will be a credit institution for rural electric systems which they will eventually own and operate to meet their capital requirements.

"It is generally agreed that the Banks for Cooperatives have been of great benefit to the cooperatives they serve, to their members and to the general public. There is every reason to believe that the Federal Electric Bank will have the same successful experience.

"3. Rural electric systems borrowing money from the Federal Elec-

To Support Finance Plan

tric Bank will be in a better position to serve their members because they will not be subject to the restrictions that accompany loans from the Rural Electrification Administration.

"4. The public image of rural electric systems will be greatly improved.

"Electric cooperatives have probably received more criticism for the loans they have received from government than any of the numerous other business entities receiving similar assistance.

"It is interesting to note that they have been subject to more criticism for receiving loans at an interest rate of 2 per cent than other entities and agencies that have received outright grants.

"5. Because the Federal Electric Bank will be a strong financial institution, many rural electric systems will have capital available from the open money market through which it would never be available to them on an individual basis."

Mr. Moore added:

"In our opinion, the establishment of the Federal Electric Bank will be in the public interest and will definitely be to the benefit of the rural electric systems in the United States and the members they serve.

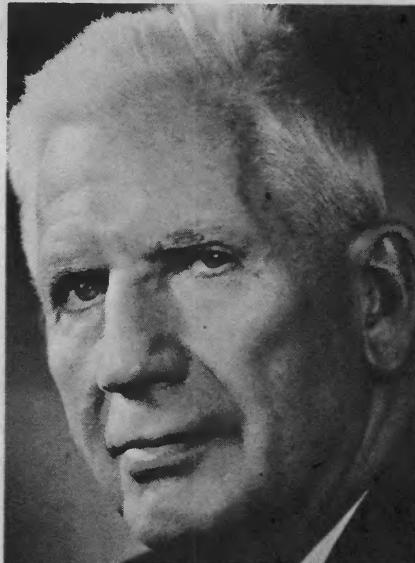
"In the long run it will enable the great majority of rural electric systems to provide their members adequate electric service at a reasonable cost, without government assistance."

ORVILLE FREEMAN, secretary of agriculture and REA Administrator Norman M. Clapp both described the need for a supplemental financing program as "urgent."

"In a real sense," Secretary Freeman said, "the REA programs have served the national economy far beyond the farms and rural homes where families benefit directly as consumers of rural electric systems and as subscribers of rural telephone systems.

"In addition to 42,000 employees on the payrolls of REA borrowers, there are many thousands of employees in the factories that supply materials, equipment and the services that go into construction of rural lines.

"Add to these still more thousands



U.S. Senator Paul Douglas



Thomas H. Moore

of people engaged in the manufacture and sale of electric appliances and equipment for use in the homes and on the farms.

"Consumers on the lines of REA borrowers now buy more than one and a quarter billion dollars of electrical appliances and equipment annually. This is a whole new market opened up as a result of the rural electrification program, and it will continue to grow."

SECRETARY FREEMAN said that because they are basic to economic development, rural electrification and telephone service also have helped attract new business and industries to rural areas.

By last year, he reported, there were nearly 330,000 commercial and industrial enterprises on the lines of the electric borrowers.

"Thus rural area development and the growth of rural electric and telephone systems go hand in hand," the secretary said.

MR. FREEMAN strongly urged adoption of a sound supplemental financing program.

"This is a plan that looks toward the future," he said. . . . "The plan will permit more rural electrification, and more rural telephony, at less expense to the taxpayer."

He agreed that financing of rural electric and telephone systems is changing, and he said this proposed legislation charts a sound and sensible route to this change — one through which all will benefit.

THE SECRETARY concluded:

Perhaps even more importantly, the legislation recognizes and preserves the REA borrowers as permanent segments in the great electric and telephone industries.

"I suggest that this is a matter that concerns not only the rural systems and their consumers and subscribers, but all Americans—businessmen, city consumers and workers—who have stakes in a productive, prospering and permanent rural economy."

SPOKESMEN for commercial power interests did not agree with this. They viewed the whole program, apparently, with alarm.

Their chief spokesman during early testimony was Robert Person, president of Edison Electric Institute. He pictured supplemental financing as an awful scheme for the "gradual displacement of taxpaying investor-owned utilities by federally financed and subsidized cooperatives."

Nothing, of course, could be further from the truth.

As Robert R. Wagner of Burnside, former AIEC president, has said many times, the fact that electric cooperatives stepped in to provide electricity for rural areas when commercial companies refused to do so protected the commercial utilities from possible start of a true federally controlled rural electric system.

Instead, under today's program, the government merely acts as a banker for the cooperatives, lend-

(Continued on Page 6)

Measures Need Your Aid

(Continued from Page 5)

ing capital funds which are repaid in full, with interest. And in return for this, including an especially low interest rate, the cooperatives agree to serve all rural residents in their territories, no matter how remote or scattered.

NORMAN M. CLAPP, REA administrator, put into perspective the picturing of electric cooperatives as a "threat" to commercial utilities.

In his testimony he pointed out that rural electrics generate only 4.8 per cent of the nation's total power output as compared to 76.9 per cent for the commercial companies.

Jerry L. Anderson, acting NRECA general manager, in his testimony pointed out that a Federal Bank for Electric Systems is not a new concept. Instead it is patterned after other banks set up in the Farm Credit System. These include the Federal Land Bank and the Banks for Cooperatives. Each, Mr. Anderson said, have worked quite well for both borrowers and the government.

"As was the case with the Farm Credit System," he continued, "the proposed Federal Bank for Rural Electric Systems would require federal assistance in its earlier years, with gradual repayment of government funds and shifting of the ownership to the rural electric borrowers."

AND MR. ANDERSON emphasized the conviction of Illinois electric cooperative leaders such as John Sargent of Adams Electrical Co-operative and Paul Deisher of Norris Electric Cooperative.

He said few rural electric cooperatives today could obtain, or afford, capital from the private money market.

But with a supplemental financing program, private money could be pooled with government funds and investments by cooperatives themselves to make a successful bank. And gradually the government investment in the bank would be replaced entirely with cooperative funds.

A STATEMENT by Clyde T. Ellis, NRECA general manager, was read into the record. He said that without a supplemental financing program, rural electric systems "cannot meet their future responsibilities



Agricultural Secretary Orville Freeman greets, from left, cooperative representatives John Sargent, Raymond W. Rusteberg and Jerry L. Campbell, administrative assistant to Thomas H. Moore, at a recent meeting.

to their more than 5.6-million consumers."

ANGUS MACDONALD of the National Farmers Union in his testimony emphasized the necessity for maintaining the 2 per cent REA loan program. He neither endorsed nor opposed the bills before the House committee.

Harry Graham of the National Grange and L. C. Carpenter of Midcontinent Farmers Association gave their organizations' endorsement to the Poage-Mills-Schisler measures.

Charles B. Shuman, president of the American Farm Bureau Federation, in his testimony advocated legislation to provide what he described as an opportunity for the electric cooperatives to create a member-owned and member-controlled financial structure.

IN LATER testimony, Mr. Clapp asserted it is "simply preposterous" for private utilities to claim, as they have, that passage of a supplemental financing bill for rural electric cooperatives would put them out of business.

The REA administrator said neither the existing REA program nor the proposed new credit plan "is capable of destroying the investor-

owned industry." That is not the goal of the cooperatives, he said. And he added:

Rural electric cooperatives own only 1 per cent of the nation's total electric generating capacity. They serve only 8 per cent of the consumers—but they operate one-half of the distribution lines.

With only three and one-half customers per mile of line, compared with ten times that for the Class A and B commercial utilities, rural electrics are in a comparatively weak position in the industry.

Therefore, Mr. Clapp said in effect, the commercial companies are seeing ghosts in the dark, for propaganda purposes, when they express "fear" that the cooperatives will upset their empires.

Mr. Clapp in his testimony also touched on the allegation that the cooperatives' job is done. It isn't. "This job of rural electrification was not easy (when REA began in 1935) and it is not easy now," the administrator pointed out. "This is why the industry passed it by them. And this is why the commercial industry cannot be expected to do this job today on a complete basis."

The job of rural electrification, he went on, is no more finished than is the job of urban electrification.

Co-op, IAA Leaders Hold Annual Meet

Illinois Agricultural Association and Association of Illinois Electric Cooperatives board members recently discussed subjects of mutual concern during their annual joint meeting held this year at AIEC headquarters.

IAA President William J. Kuhfuss said both organizations are working for the betterment of Illinois agriculture.

Raymond W. Rusteberg, AIEC president, presided. He observed, "We understand each other. Our organizations are made up largely of the same members."

THOMAS H. MOORE, AIEC general manager, explained the current drive to obtain federal legislation that would make possible ultimate independence of the electric and telephone cooperatives from federal loans.

"Our need for growth capital is increasing faster than funds can be made available through government loans alone," he said.

Some have asked, "Why don't the cooperatives merely go to the private money market for the funds they need?"

Mr. Moore's answer, in part, was that aside from the interest problem, Wall Street simply is not interested in loaning to any utility whose gross is less than seven and one-half million dollars.

"No electric cooperative in Illinois could qualify for a loan under this requirement," he added.

AND SO more than two years ago electric cooperatives authorized their national organization to launch an intensive study into how its financial problems can be solved.

The results of that study form the foundation for legislation now pending in Congress.

"The problem of supplemental financing represents a very vital need that must be met," Mr. Moore said seriously. "And this legislation provides a logical and sensible program—one that will assure that electric



Illinois Agricultural Association and Association of Illinois Electric Cooperatives representatives talk over mutual problems. From left are William J. Kuhfuss, IAA president; Lowell Risser, an IAA director; Thomas H. Moore, AIEC general manager, and Raymond W. Rusteberg, AIEC president.

cooperatives will be able to continue to work toward the goals for which they were established."

PAUL MATHIAS, IAA general counsel, observed, "There is a great deal to be said for this plan. You are to be commended. The proposed supplemental financing plan follows the present Banks for Cooperatives plan. The bank for rural electric systems ultimately would be owned by the cooperatives themselves."

Mr. Kuhfuss discussed with directors of both IAA and AIEC boards the importance of support for the pending revenue amendment to the Illinois constitution. He has been named by Governor Otto Kerner as co-chairman of the downstate campaign to obtain approval of this amendment in the Nov. 8 election.

MR. KUHFUSS said he is confident the important amendment will be adopted—provided sufficient factual information can be made available to voters. He invited support of this undertaking. Several cooperative directors immediately expressed interest.

The IAA president said the proposed revenue amendment is de-

signed to provide a fairer system of taxation and to provide for revenue to pay the increasing costs of local and state governmental services. It is intended to modernize the present 100-year-old revenue article of the state constitution.

Adoption of the amendment is not expected to increase real estate taxes. Indeed, by providing alternative sources of revenue, it may well tend to decrease the proportionate share of the tax burden real estate now bears, Mr. Kuhfuss said.

ALBERT J. CROSS, AIEC director, legal and public affairs department, discussed the Electric Supplier Act adopted in 1965 by the Illinois General Assembly without a dissenting vote. He said the legislation is designed to greatly reduce areas of conflict or disagreement between Illinois' electric cooperatives and commercial utilities. It applies to both groups alike. It protects the territories of both.

The electric cooperatives, the attorney continued, are making valiant efforts to make sure the legislation functions in the way it was intended. "We are optimistic that this will be the case," he added.



Mrs. Margaret Pearson, left, S. J. Miller and Mrs. Merry Lampton examine an electric kiln at Creative Arts, Inc., near Crossville.



Mrs. Pearson studies work being done by an advanced student, Mrs. Arno Rientz of Mt. Vernon, Ind. Mrs. Rientz from time to time visits the center for special work.



Roy L. Morris, Wayne-White Counties Electric Cooperative power use adviser, admires work of Mrs. James Scheckles, Crossville.

Rural Art Center Gaining Wide Attention, Praise

How do you know you don't have unusual but undiscovered talent in art?

Mrs. Margaret Pearson, a peppy, intense artist and teacher, says such ability is far more common than most people suppose—and its development can provide great pleasure for its possessor.

But even if you don't have great talent, Mrs. Pearson said in a recent interview, with proper training many people should be able to find satisfying and profitable work in art and hobby shops.

MRS. PEARSON is president of Creative Arts, Inc. of near Crossville, a town of 874 people in Southern Illinois.

"Our purpose is to design, produce and market creative art," Mrs. Pearson explained. "Our center is located on a 60-acre farm, so poor and rolling you'd starve to death if you tried to live off its crops.

"But through the aid of state and federal programs we've started a training center for artists and art technicians and Congressman Kenneth Gray is anxious that we start at least five other such centers in his congressional district. We plan to do this as soon as it is possible."

SOUTHERN ILLINOIS University at Carbondale has taken a keen interest in the work of Creative Arts and in the training program operated by Mrs. Pearson.

And now more and more educators are writing or visiting the center to gain ideas as to how they also may provide practical, skilled creative arts training in their areas.

Work of Mrs. Pearson's students has been exhibited at Carbondale, Chicago, St. Louis, Evansville, Ind., and elsewhere. It has won wide acclaim.

ULTIMATELY the center is to be expanded to provide living quarters for students. It's a beautiful site and Mrs. Pearson is confident whole families will want to spend vacations there—with the whole family attending art classes — while they're not swimming, fishing, or otherwise enjoying themselves.

Today under the manpower development and training program a group of 12 students is taking a 50-week course, and these will be followed by other groups.

"Some of these students have great talent," Mrs. Pearson said. "Some will find employment here at Creative Arts or in other centers and some may open their own shops. Even those without rare skills should find good employment as technicians."

This special work is under the supervision of Robert Gregg, Crossville superintendent of schools.

AT PRESENT Mrs. Pearson, who studied at the Chicago Art Institute and elsewhere, is concentrating on the teaching of pottery making and sculpturing. Later she expects to expand into many other fields of art.

She has high praise for the aid given her project by Wayne-White Counties Electric Cooperative of Fairfield of which S. J. Miller is manager. "Mr. Miller and others of the cooperative, including Roy Morris, have been most helpful in the solving of our electric problems and are contributing much to the success of the project," Mrs. Pearson said.

Mrs. W. L. Odom, Crossville, is a promising student at Creative Arts. Here she works at a potter's wheel under the approving eye of Mrs. Pearson, Creative Arts president.



Company Tells How Electricity Makes Life Fun

Better—far better—days lie ahead for member-owners of this nation's electric cooperatives.

This was the view presented by top officials of General Electric during a recent two-day meeting in Louisville attended by cooperative representatives from 30 states, including Illinois.

Great, exciting advances are taking place in development of all kinds of electric appliances, the specialists reported, and the net result is that living can be made more enjoyable, more productive and more fun than ever before.

Sweeping advances are taking place in the field of electric heating, General Electric representatives said, and these changes—and advantages—right now are available to electric cooperative members throughout the land.

One study has shown that electric heating is being chosen by the nation's top architects as never before for use in the newest, most fabulous high-rise housing developments.

The most expensive homes, speakers said, now are being heated as a matter of course with safe, dependable, healthful electric installations—as are some of the least expensive and highly efficient small homes. Even old homes are readily being converted to electric heat, it was pointed out.

Speakers emphasized that electric cooperatives are taking a lead in this modern trend, and that power use advisers are well equipped to provide detailed information in this field.

GIVE UP, MRS. CROSS?

It's always hard—and sometimes impossible—to get ahead of a bright four-year-old. Example:

It was raining hard but Rosanne Cross, daughter of Mr. and Mrs. Albert J. Cross, still wanted to go out and play.

"You can't," said her mother. "It's raining cats and dogs."

"Good," said Rosanne. "I need a pet. I'll go get one."



At General Electric meeting from left are Hugh Hexamer of General Electric; Ralph V. White, manager, Rural Electric Convenience Cooperative Co., Auburn; Lyle E. Dunham, director, member services department, Association of Illinois Electric Cooperatives, and J. F. McBride, manager, utility relations, General Electric. Mr. White was awarded a portable color TV set.



Office managers of five electric cooperatives named recently by the Accountants Section, Illinois Electric Cooperatives are, from left, J. Lowell Eddleman, Southern Illinois, Dongola, director at large; Lowell R. Riffey, M. J. M., Carlinville, president; Lloyd W. Roy, Illini, Champaign, vice president; Robert H. Neece, Southwestern, Greenville, retiring president and ex officio member of the board, and William J. Hubbert, Spoon River, Canton, secretary-treasurer.



Officers elected by the Power Use Advisers' Section, Illinois Electric Cooperatives, from left, are Len W. Seaman, Shelby Electric Cooperative, Shelbyville, vice president; Andy Bird, Tri-County Electric Cooperative, Inc., Mt. Vernon, retiring president; Joe M. Crosno, Corn Belt Electric Cooperative, Inc., Bloomington, president, and Morris Deul, M. J. M. Electric Cooperative, Inc., Carlinville, secretary.



Pelts from this furry animal are used to make beautiful capes, stoles and coats.

Furry Creatures—A Friend Of the Well-Dressed Woman

By Charles E. Albright

It has the teeth and head of a beaver, the front feet of a monkey or squirrel, the back webbed feet of a duck, the tail of a muskrat and the body of a groundhog.

What is it? Women would be the first to admit such a description makes it sound like a pretty horrible looking thing. But its fur is sure to attract women particularly.

This animal is a nutria. Its pelt makes beautiful capes, stoles and coats. Nutria interest men, too. The pelts are considerably cheaper than mink, averaging about \$8.50 each.

THE PRICE, however, doesn't detract from the beauty of these pelts. Some claim that the nutria's pelt is as soft and as pretty as the mink's.

In any event, nutria are easier to raise than mink, according to Elmer Natterstad, an energetic man who loves a good quip.

"Sure, come on in," he greeted an unannounced visitor to his farm near Onarga in Iroquois County recently. "You bet I'll tell you about nutria. But you can't take a picture of me. I don't wear a tie anymore. Besides I haven't shaved for a couple days."

During the conversation you found out why. Mr. Natterstad is living in semi-retirement, but he's still busier than most persons. Be-

fore he was interrupted, he was converting part of a garage into a "butchering pen" for the nutria. He also was in the process of building pens for mink which he plans to start raising.

"I owned a funeral home in Onarga before moving out here," he said. "Now I pretty much do what I want to when I want to. Say, how about all that co-op electricity I use. (Mr. Natterstad is one of the 7,200 member-owners of Eastern Illinois Power Cooperative with headquarters in Paxton.) I have a half horse motor here, another one over there and a horse motor there. Why, I probably have 30 electric motors on the farm.

"AM I A CO-OP supporter? You bet. I also belong to the International Nutria Marketing Association in New York City. It's a co-op too, you know. Or did you? Co-ops are good for the country and particularly for their members. They keep prices down in addition to giving good service."

What about the nutria? Mr. Natterstad went back to talking about them. He now has about 90 nutria which he houses in concrete pens equipped with water running through small channels.

Nutria, which have litters averaging about seven, are semi-aquatic, he explained. "These little vege-

tarians are clean fellows," he commented while grabbing one by the tail and pulling it out of the pen for a closer look.

It didn't look too gentle. "You might say that some are more docile than others," Mr. Natterstad said, careful to keep his fingers away from the nutria's sharp, stained teeth.

The animal made no attempt to break away from Mr. Natterstad's trained hands, but a stranger likely would find the nutria more than he could handle.

"But my wife and I get real attached to them," he continued. "We've been raising them about six years now and we've had good luck. There's been no problem with disease. You don't have to vaccinate nutria, but you do the mink."

WHY RAISE MINK then? he was asked. "When we pelt the nutria in December and January," he answered, "we have a lot of carcasses on hand. The meat's good, but most people probably would rather not eat it. I've had it once, but I could see myself feeding the nutria each time I took a bite."

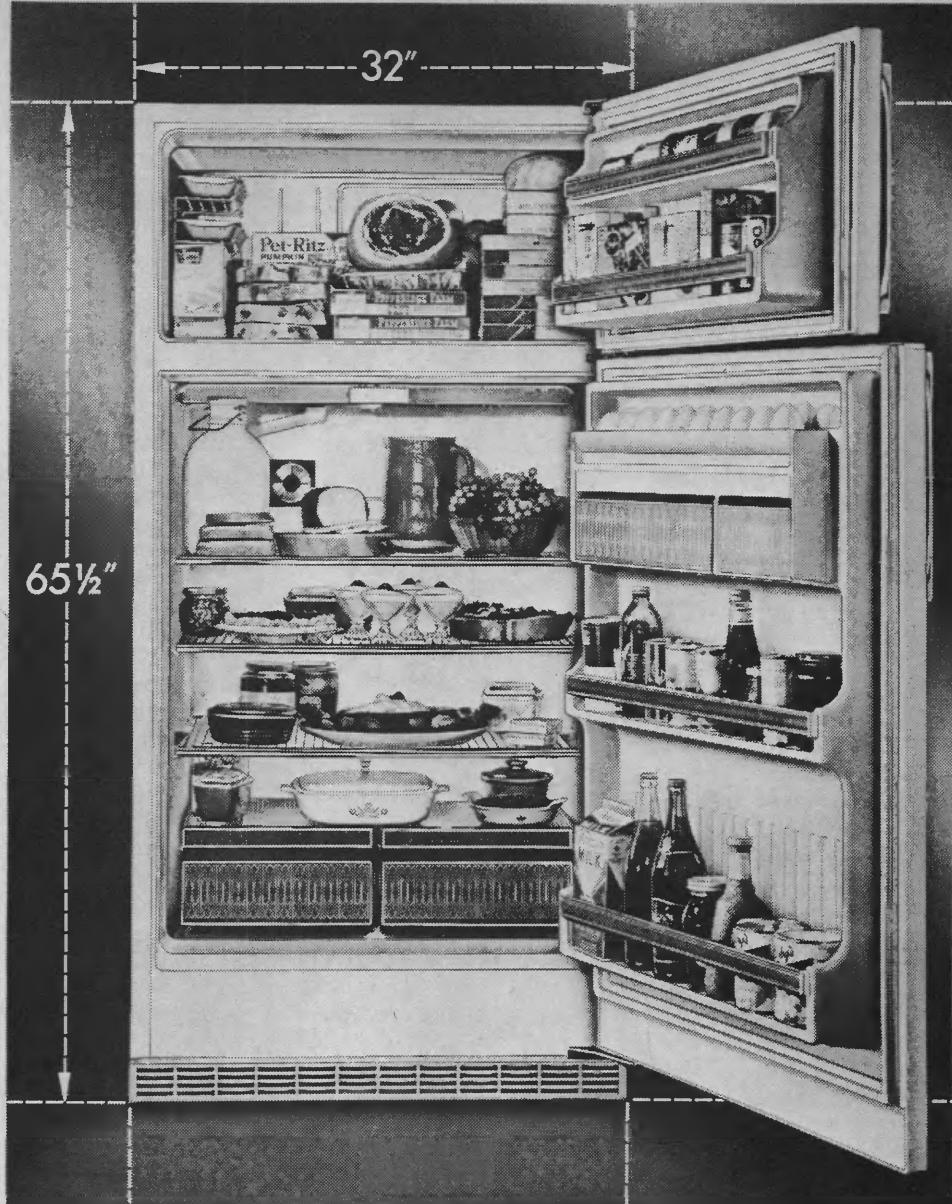
Then he explained. Mink are carnivorous and Mr. Natterstad plans to grind the nutria carcasses (that's what one of those 30 electric motors will do) and use that meat as a supplemental feed for the mink.

You didn't ask, but you had a feeling he'd come up with an idea for the bodies of the mink after they are pelted. He's that kind of a man.



These nutria enjoy a swim in water which runs through their concrete pens. There are different colored nutria such as white, gold and black. The black pelts are the more expensive ones.

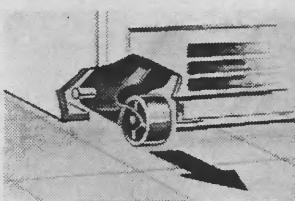
Hotpoint's
new
**"No-Frost
17"**
 is the biggest
\$298*
 refrigerator
 on the market!



(and it rolls out on wheels)

Here's a more-for-the-money refrigerator you will recognize as "unbeatable value" the minute you see it. It's our CTF117G with a gigantic 16.6 cu. ft. of storage in a top-mount cabinet that's only 65 1/2" high, 32" wide, 28 1/16" deep—it fits kitchens like older 12-footers. There's over 12 cu. ft. fresh food capacity with 28.3 sq. ft. of shelf area. The freezer holds a remarkable 138 lbs. It's completely

No-Frost top and bottom. It even rolls out on wheels for easy floor care. And you get such convenience features as two freezer-door shelves, an egg rack in the refrigerator door, covered cheese and butter bins, a deep door-shelf wide enough for 1/2-gallon milk cartons, and twin crispers. The best part is it's priced at about \$298*! See it today!



Rolls out on wheels
for easy cleaning

*Price and terms optional with dealer except where fair traded.

Hotpoint

first with the features women want most

HOTPOINT - GENERAL ELECTRIC COMPANY • CHICAGO, ILLINOIS 60644

Shelby

SHELBYVILLE, ILLINOIS

Due to heavy rains in May and late planting of corn we expect a late fall harvest. As a result drying equipment will be in big demand.

If you are adding dryers and need electric help, start now on your plans.

Come fall we will all be rushed with electrical changes. Should you need suggestions on these changes call your cooperative's power use department.

When your electric bill rises, naturally you wonder "What's the reason?"

Let's consider some of the possible ones:

Perhaps you have been adding new appliances faster than you realized; fans, motors, heaters, brooding lamps, stock waterers, heating cables or many others.

Perhaps your living habits have changed. Did you spend more time at home last month? Do you have a new baby? Did you do more laundry? Did you do more entertaining?

Seasonal changes affect usage too. Cold weather raises the use of electricity for space and hot water heating. Extreme hot weather causes more usage by fans, air conditioners, freezers and refrigerators. The Christmas — New Year holidays cause increased use in practically every area of use.

Electricity is wasted in many ways. For example, the iron and the television are left on with no one around; the oven is left on after the pie is removed; the stock tank heater is operated at 50 degrees when 35 degrees would be satisfactory; lights are left on in unoccupied rooms; the freezer or refrigerator is not defrosted regularly. Defective appliances sometimes are the culprits. A waterlogged pump will operate oftener than necessary. A "stuck" thermostat may cause an appliance to work overtime. Worn insulation may be causing a short or a ground. This is dangerous and expensive.

Deteriorated insulation in your housewiring in contact with metal roof, water pipes or other grounding objects can use a lot of electricity, fast.

The several reasons we have enumerated as to why your use of electricity is higher are certainly not all the reasons. We hope, though, that they may help you in determining what reasons apply to you.



W. L. Walker
Manager

Co-op Managers!

Again, we ask our members who have objection to any spraying along the right-of-way to advise the Co-operative immediately so that memorandums may be made where the spray is not to be used.

GRAIN DRYING

Many of our members are planning to install modern methods of handling grain at the end of this harvest. These members should contact the office and give us your plans for the increasing of service that will be necessary to meet the demands which will satisfactorily handle your grain processing equipment.

"DANGER"

When your line goes out of service due to storms, limbs on the line or other things beyond your knowledge, please remember that the line must be considered as energized at all times.

We recently, during a storm, had a case where the member reported there was a limb on the line. Our operating crew went into the area and in making a test on the line, found the trouble had cleared. On patrolling this line they found that the member had pulled the limb from the line.

WHILE THIS PERSON WAS PULLING THIS LIMB FROM THE LINE, IF THAT LINE WOULD HAVE BEEN TESTED, IT WOULD HAVE KILLED HIM.

The Cooperative's operating personnel is highly trained in the handling of these problems. You, the members, are not. PLEASE DO NOT TRY TO DO THIS WORK AS IT IS ENDANGERING YOUR LIVES.

Norris

NEWTON, ILLINOIS

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

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

Let's talk a little bit about car safety.

There's a wonderful new design that has been brought out in a certain make of automobile, namely yours, that has a wonderful built in device called a computer.

This computer does some amazing things. It accepts information as you are driving along on one of our highways and responds quickly to conditions revealed to it by traffic signs, lane markings, all the rear view mirrors, images, etc. It tells whether another car is going to ram into you or whether or not it's turning right or left or going straight ahead.

It also computes all the general information that exists as far as traffic is concerned. It tells you whether it's busy, heavy, light or whether or not it is in a dangerous condition. It formulates, computes and adds up all different kinds of formulas almost instantly.

It tells you when to pass one vehicle at a time. It will tell you to allow extra time on hills, curves and dangerous situations like trucks or buses. It will tell you never to pass on a curve or on slippery highways. It warns you of snow. It warns you of ice and sleet. It also tells you when to signal when you're changing lanes going from one of our freeways to another.

It tells you to pass only at legal speeds. It warns you if there's a cop coming with a red light blinking and it scares H—L out of you if it tells you it's blinking for you. It tells you to check every possible chance that you might take and it will finally give you an all clear signal to cut right or left and how to be a good driver.

This computer is a wonderful thing and to tell you what it is—it is your old hard head and your brain and the only thing that you've got to worry about is to make sure that your computer is working good, sharp and clear, and to warn you that the other one in another car might be all tanked up with a big slug of booze in it and short circuited out and not working so good.

So you've got to make your computer do the work not only for you but for the other driver. Isn't it a wonderful thing — the human mind?? Stop and think about it. It might keep you from getting smashed all over the side of another automobile.

What's this got to do with electricity?? Nothing! Except all the people on our lines drive and we can't afford to lose any of the good consumers that we have. So use the computer that you've got built in and live to pay your next light bill—and more important to enjoy the fresh warm goodness of the sparkling month of June.

Convenience

AUBURN, ILLINOIS

Members of this rural electric cooperative have given amazing support both to this cooperative and to the rural electrification program through the years.

Without such support it would not have been possible to bring electricity to the country as this member-owned business has been doing for almost 30 years. From the very beginning of the cooperative members have been alert to their co-op's needs.

Once again, we are faced with important issues to be decided in the halls of government. As you know the nation's 1,000 electric cooperatives earlier this spring took a historic step when they voted to seek supplemental financing from the private money market. This requires enabling legislation.

Bills have been introduced in both the House of Representatives and the Senate which will allow the cooperatives to acquire some funds outside of the Rural Electrification Administration. Many congressmen including Sen. Paul H. Douglas of Illinois are supporting this legislation.

However, the investor owned utilities are making a massive effort to defeat this badly needed legislation. These commercial utilities are flooding Congress with letters and telegrams urging that the legislation be defeated.

Letters from members of the electric cooperatives would be a big step in our program to pass these bills which will allow the cooperatives to continue supplying their member-owners with sufficient amounts of power.

Your congressmen would appreciate hearing from you. Tell them in short, original letters how you feel about the electric cooperatives and the supplemental financing legislation. Be sure to sign your name. Your support is needed.

SOMETHING NEW In Health Insurance FOR YOU

As a member of an Electric Co-Operative, or other approved association, you are entitled to apply for coverage under this new broad plan being offered to your group by an Old Line, Legal Reserve Company, Authorized to do business in the State of Illinois.

Through the massive buying power of the combined membership of your group, Individuals can now obtain FRANCHISE GROUP HEALTH INSURANCE, and realize a substantial savings.

GROUP COVERAGE offers more benefits at LESS COST than most individual plans. This, of course, saves you money. Your coverage can not be cancelled, nor rates increased on an individual basis, and no restrictive endorsements can be placed on your policy after it has been issued.

BASIC

- **HOSPITAL ROOM . . .** \$10.00 to \$25.00 per day up to 120 days each accident or sickness.
- **MISCELLANEOUS . . .** Extra Hospital expenses up to \$800.00 — Includes X-Ray, lab service, blood transfusions, ambulance expense, drugs and medicines, oxygen, etc.
- **SURGICAL FEES . . .** From \$10.00 to \$300.00 according to schedule.
- **FIRST AID** \$25.00 for treatment of minor injuries not requiring hospital confinement.
- **MATERNITY** Up to \$250.00 depending on plan selected.
- OPTIONAL** Doctor's visits • Home, Office, Hospital • Income for disability • Sickness or accident • At home or hospital • Accidental death and dismemberment • Life insurance for the whole family

THIS PLAN PAYS IN ADDITION TO ANY OTHER COVERAGE YOU MAY HAVE

Children never cancelled from policy regardless of age.

MAIL ALL
INQUIRIES TO:

This group plan for members is underwritten by Union Bankers Insurance Company, Dallas, Texas Fran. F-62. This advertisement is neither sponsored nor paid for by your rural electric co-op.

COOPERATIVE GROUP INSURANCE PROGRAM

P. O. Box 2213, Decatur, Ill., E. S. LeMaster, Regional Director

Income protection pays \$200 a month for accidents and sickness in addition to hospital plan less than \$70 a year.
• • •

We also have a hospital plan for those who have been unable to buy health insurance. We guarantee to issue a policy with no riders, regardless of your present or past medical history.

* Based on husband and wife under age 50.

- Individual Protection
 Family Protection

Please send me full details about the new Franchise Group Hospitalization and Surgical Protection now available for Illinois electric cooperative members and members of other groups and associations.

NAME _____

AGE _____

Street or rural route _____

City _____

State _____

MAGAZINE READERS WRITE TODAY

No More Hard Water Problems

AQUA-KING

Gives you all the conditioned and softened water you want. Enjoy the benefits of conditioned water without the loss of valuable and essential mineral elements.

Aqua-King eliminates hard water problems the scientific way. It has a lifetime guarantee. Your money refunded in 30 days if you're not satisfied.

ITS PRICE IS NOW A LOW

\$195

For more information write:

AQUA-KING COMPANY
Room 819, Ridgely Bldg.
Springfield, Ill. 62701

It May Be Easier Than You Think To Finance Your Municipal Improvements



A great many needed municipal improvements can readily be financed through low-interest municipal bonds. Mr. Gilbert O'Leary, a municipal bond specialist of Barry, Ill., can provide detailed information, without cost or obligation. Every step charted. All proceedings and printed material pro-

vided free for such municipal improvements as equipment, bridges, sealed road services, buildings and other projects needed by township road districts, fire districts, water districts and villages.

Frequently municipal bonds may be repaid out of current income without additional taxes.

Funds needed for matching federal allotments also may readily be obtained. Mr. O'Leary has the information.

Mr. O'Leary regularly visits most sections of Illinois. Phone or write your inquiry. You'll obtain a prompt, authoritative answer with no obligation whatsoever. Inquiries invited from district and village board members, and from interested individuals or groups.

Gilbert O'Leary
Barry, Illinois
Phone AC 217 335-2842

What's New?



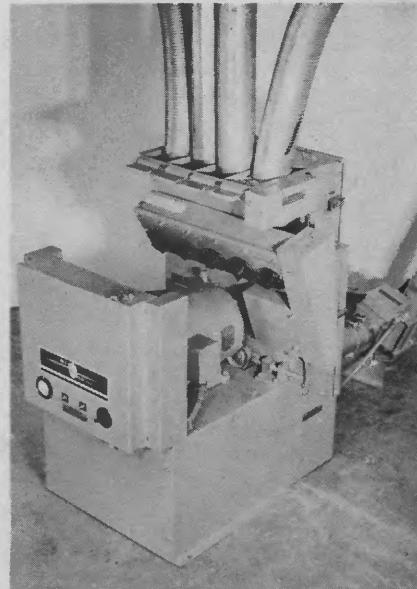
● Ceiling Fan

Big paddle blades in this electric ceiling fan rotate at a slow speed to deliver cool refreshing breezes on a porch or patio protected by a roof overhang. The fans marketed by Hunter Division, Robbins & Myers, Inc., 2500 Frisco Ave., Memphis, Tenn., 38114 come in two blade lengths, 36 and 52 inches.



● Easy Communications

Two new models of portable Citizens Band transceivers that are ideal for farm communications have been introduced by General Electric. They are about seven inches high and weigh about one pound. The units operate on penlite batteries and have a range of up to three miles, depending on weather and terrain.



● Mixer-Grinder

This electric mixer-grinder for on-farm feed making is available in sizes from three to ten horsepower with a capacity of up to five tons per hour. It can be equipped for overhead gravity flow or with a hopper and auger system to move ingredients from ground level storage. It is manufactured by Mix-Mill, Inc., Bluffton, Ind.

Smile awhile

WHO SORRY NOW?

The husband and wife argument had reached its height. "I wish I'd taken mother's advice and never married you!" the wife sobbed.

The husband asked slowly, "Do you mean to say that your mother tried to stop your marrying me?"

She nodded.

"Good Lord," the husband whispered. "How I've wronged that woman."

NOW HEAR THIS!

Lady, to psychiatrist: "My husband thinks he's a TV set. He sits on the floor and delivers commercials."

Psychiatrist: "How boring!"

Lady: "Oh, if I don't like the program, I twist his ear and change channels!"

WAY OUT!

Joe: Would you rather be in an explosion or a collision?"

Jack: "A collision. Because in a collision there you are. But in an explosion—where are you?"

QUOTEABLE QUIPS

The race is not always to the swift, nor the battle to the strong—but that's not a bad way to bet.

* * *

Sometimes it takes brass knuckles to get down to brass tacks.

FILM SPECIAL!

KODACOLOR

8 Exposure Roll Developed and Enlarged \$2.75
New Roll Kodacolor Free

12 Exposure Roll Developed and Enlarged \$3.50
New Roll Kodacolor Free

BLACK & WHITE
Exposure Roll Developed and Enlarged \$2.75
New Roll Kodak 75¢
Film Free

12 Exposure Roll Developed and Enlarged \$1.00
New Roll Kodak \$1.00
Film Free

These special prices good 30 days. With this coupon Only!
Film sizes 127-120-620

MARS PHOTO

Dept. RE, P.O. Box 2060
Springfield, Ill.

OVER
49 YEARS
SERVICE

We're all entitled to life, liberty and an automobile in which to pursue happiness.

The trouble with bucket seats is that not everyone has the same size bucket.

Man can't live by bread alone, but many of them seem to get by on too much crust.

MEN WANTED

AUTO DIESEL MECHANICS

Earn \$150 Per Week and up

Master a trade with a future—learn Auto-Diesel mechanics in our shops. You learn with tools on real equipment. Earn while you learn. Many of our graduates earn \$150 per week and up. No previous experience necessary. Day and night courses. Approved for veterans. Write for free bulletin.



Auto-Diesel College

226 7th Ave., N., Dept. 55
Nashville 3, Tenn.



Relief During PREGNANCY

Mothers Friend

Enjoy the comfort and relaxation of a MOTHERS FRIEND massage. Keep your tight, dry skin soft and supple with this dependable lubricant. Never neglect body skin tissues during pregnancy. Your Doctor will recommend MOTHERS FRIEND to help soothe and smooth that stretched feeling and the numbness in legs and back. This famous formula has never been equalled for satisfaction.

At All Drug Stores
Ask For
MOTHERS FRIEND
A Product of the
S.S.S. Co., Atlanta



FOR SOUND FINANCING use a

LAND BANK LOAN

FOR ANY LONG-TERM NEED



You can build for the future with confidence when your long-term credit needs are financed with a Land Bank loan. The interest rate is low—with up to 35 years to repay. No penalty is charged if you want to pay all or any part of your loan ahead of schedule. You pay no fees or service charges of any kind.

A Land Bank loan will fit your needs, work for you.

SEE OR WRITE THE MANAGER OF YOUR
FEDERAL LAND BANK ASSOCIATION, TODAY.

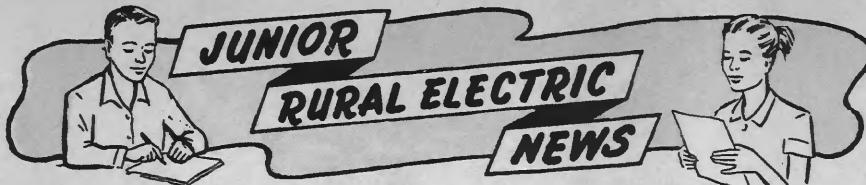
AMBOY
BELLEVILLE
BLOOMINGTON
CARLINVILLE
CARROLLTON
CHAMPAIGN
CHARLESTON
DANVILLE

DECATUR
DEKALB
EFFINGHAM
EUREKA
FREEPORT
GALESBURG
HARRISBURG
HILLSBORO

JOLIET
KEWANNE
LINCOLN
MACOMB
MONMOUTH
MORRISON
WATSEKA
MT. VERNON
WOODSTOCK

OTTAWA
PITTSFIELD
PRINCETON
QUINCY
SPRINGFIELD
WATSEKA
OREGON

**Federal
LAND BANK
Association**



PEN PALS

Dear Pen Pals:

This month I have a special "Pen Pal" for you. As you will note from his letter below, he is from Bombay, India.

Ashok is anxious to hear from boys and girls in the United States and I know many of you will be glad to correspond with him and learn more about him, his family and country.

Send any letters for publication to: Dee Steel, Junior Rural Electric News, Box 1180, Springfield, Ill. 62705.

* * *

Dear Friends:

First I will introduce myself. I am an Indian boy of age 15. My name is Ashok Shah. I weigh 106 lbs. and am 5 ft. 10 in. tall.

I am studying in technical high school. We live in Ghatkoper, a suburb of Bombay. In our family there are four persons, I, myself, my brother and mother and father. We have our own two story building to live in. My bad luck is that I have no sisters.

I am afraid I cannot express what I expect to do and say in English well, but I'll try my best.

My hobbies are stamp collecting and collecting first day covers. I also can sing and draw well.

I would like to have a nice boy or girl pen pal there in the United States of about 15 or 16 years of age. I hope there is someone who will write to me. Thank you. ASHOK SHAH, HIRJI BHORMAL, 77-78 KHOT LANE, GHATKOPER, BOMBAY 77, INDIA.

In Springfield Make the
ST. NICHOLAS
Your Headquarters

Air Conditioned—Free Parking
TV and Radio in Every Room

ST. NICHOLAS HOTEL
4th and Jefferson
Phone 527-7811



DIANNA INGERSOLL, Sparkle Laundromat, Coal City, Ill. 11 yrs. old and in the 5th grade. Light brown hair and brown eyes. Hobbies—ice skating, roller skating and swimming. Would like to hear from girls and boys between the ages of 11 and 14. Send picture if possible.

* * *

LINDA SUE NEATHERY, r.r. 1, Moro, Ill. 16 yrs. old and a sophomore in Civic Memorial High at Bethalto. Birthday April 20. Black hair and brown eyes. Hobbies—traveling and playing records. Would like to hear from girls and boys from 16 to 19.

* * *

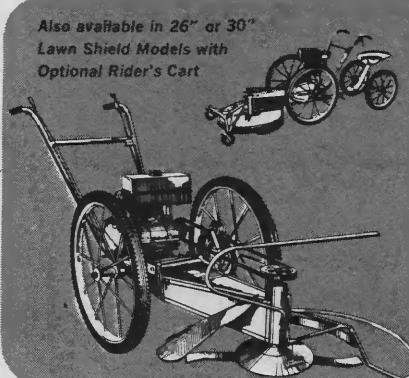


BRENDA SUMMERS, r.r. 1, Roodhouse, Ill. 62782. 8 yrs. old and in the 3rd grade. Blonde hair and blue eyes. Birthday — September 7. I would like to hear from boys and girls between seven and eleven.

* * *



CAROLYN RINCKER, r.r. 1, Windsor, Ill. 619-57. 12 yrs. old and in the 7th grade. Brown hair and brown eyes. Hobbies—riding ponies and taking walks. Would like to hear from anyone. Send picture if possible.



CONNIE FINKE, Coulterville, Ill. 10 yrs. old and in the 4th grade. Hobbies—riding horses and bikes, and reading. Blonde hair and blue eyes. Belongs to 4H. Favorite animals are cats and dogs. Would like to hear from boys and girls between 9 and 12 years of age. Send picture if possible.

* * * VIRGINIA FOX, r.r. 1, Box 137, Dongola, Ill. 21 yrs. old. Blonde hair and blue eyes. Hobbies—cooking, skating, sewing and dancing. Would like to hear from boys and girls from 20 to 25.



* * * JO ANN PETERSON, r.r. 3, Mt. Sterling, Ill. 12 yrs. old and in the 7th grade. Birthday — July 14. Brown hair and brown eyes. Hobbies — fishing, swimming, and horseback riding. Would like to hear from boys and girls from the ages of 11 to 15. Send picture if possible.

* * * CAROL KEMPEN, Clifton, Ill. 609-27. 12 yrs. old and in the 7th grade. Hobbies—dancing and reading. Would like to hear from boys and girls between the ages of 12 and 14.

* * * DUANE JOHNSON, 2022 Main St., Beech Grove, Ind. 13 yrs. old and in the 7th grade at Beech Grove Jr. High. Brown hair and green eyes. Hobbies—swimming, skating, football and basketball. Would like to hear from boys and girls from 12 to 15.

FREE

Hurry! Write for your

Free Wallpaper Catalogue

Final clearance sale of all
1965 patterns.

Sensational Savings We Pay Postage

BURLINGTON TRADING POST

1800 Burlington Ave. North Kansas City, Mo.

Get Rid of Weeds Fast!

with the

**ROOF High Wheel
WEED MOWER**

One of the Working Breed

Get the complete "Working Breed" Story. Write for Free Literature.
ROOF MANUFACTURING COMPANY/PONTIAC 6, ILLINOIS

New dairy dishes

for the homemakers By Dee Steel

■ Count on dairy products as a standby for all kinds of entertaining, from the snack tray for a casual gathering to elaborate canapes for a formal party. And to make your entertaining easier here's a sampling of recipes from the new American Dairy Association Cookbook "Modern Approach to Everyday Cooking" on sale now for \$1.50 per copy.

NIPPY COTTAGE CHEESE SPREAD

- 2 cups cottage cheese
- 6-8 anchovies, minced
- 2 tablespoons chopped parsley
- 2 tablespoons chopped chives
- 1 teaspoon poppy seed
- 1/2 teaspoon salt
- 1/2 teaspoon black pepper

Mix all ingredients together. Chill. Serve with assorted crackers. Melba toast is an especially good accompaniment. This spread may be used as an ingredient for a knife-and-fork sandwich. Butter a slice of rye bread, top with lettuce, ham, spread and a tomato slice.

APPETIZER CHEESECAKE

- 1 1/2 cups crushed rye crackers
- 1/4 cup butter, melted
- 2 cups dairy sour cream
- 1 cup shredded Cheddar cheese
- 1/2 cup chopped pimiento-stuffed olives
- 1/2 cup chopped green pepper
- 1/4 cup finely chopped onion
- 2 tablespoons chopped chives
- 1/4 teaspoon celery seed
- 1/4 teaspoon dry mustard

Blend crumbs and butter thoroughly; press half of mixture firmly in bottom of buttered springform 9-inch pan. Mix remaining ingredients, salt to taste, spread over cracker mixture. Top with remaining crumbs and chill. To serve, remove sides of pan, place on platter. Garnish and cut in thin pie-shaped wedges. If made in a layer pan, garnish and cut in bite-size pieces, serve with wooden picks. For garnish, top with sieved hard-cooked egg yolk and sliced pimiento-stuffed olives, surround with olives and parsley.

For easy brunch, serve Lemon Ball Coffeecake with hominy casserole, bacon, fruit, milk



Nippy Cottage Cheese Spread for a soup and sandwich lunch or before-dinner appetizer



This "cheesecake" is a most unusual way to serve the usual crackers and cheese spread

LEMON BALL COFFEECAKE

- 1 pkg. hot roll mix
- Milk
- 1/4 cup chopped, toasted almonds
- 3 tablespoons light brown sugar
- 1 1/2 teaspoons grated lemon rind
- 1/4 cup butter, melted

Prepare dough according to package directions, only substitute milk for water. Cover, let rise until twice in size. Meanwhile, mix together almonds, sugar and lemon rind. Break off pieces of dough the size of walnuts, shape into balls, roll in butter; arrange a little more than half in pie plate. Sprinkle half the almond mixture over balls, then arrange a top layer of balls extending only to inner edge of outer circle; sprinkle with remaining topping. Cover, let rise in warm place until double in size. Bake 20 minutes at 375 degrees. Serve warm with two forks to break apart balls.

HOMINY-MUSHROOM CASSEROLE

- 3 tablespoons butter
- 1/2 lb. mushrooms, sliced
- 2 cups dairy sour cream
- 1 teaspoon salt
- 1/2 teaspoon dry mustard
- 1 1/2 cups shredded Cheddar cheese
- 2 (14-oz.) cans hominy

In a frypan melt butter, saute mushroom 2-3 minutes. Blend sour cream with salt, mustard and cheese; mix in well-drained hominy. Drain mushrooms, fold into hominy mixture, turn into 1 1/2-qt. buttered casserole. Bake 15-20 minutes at 350 degrees.

SAUERBRATEN

- 4 lb. beef pot roast
- 1 onion, sliced
- 1/2 cup sliced carrots
- 2 bay leaves
- 2 cups buttermilk
- 1/4 cup butter
- 12 gingersnaps, crushed
- 2 tablespoons brown sugar

Start preparation a day and a half in advance. Put meat in rectangular baking dish, cover with onion rings, carrots and bay leaves. Over this pour buttermilk. Place, covered with foil, in refrigerator.

erator 36 hours turning two or three times. Then drain, reserve liquid. In skillet melt butter. Brown meat over low heat, let simmer in 1 cup reserved liquid with vegetables until tender. After meat is cooked (about 2 1/2 hrs.), place meat and vegetables on warm platter, removing bay leaves, keep warm. Make a thick brown sweet-sour gravy by adding crushed gingersnaps and brown sugar to liquid remaining in skillet. Spoon some of gravy over meat, pass remainder. 5-6 servings.

POTATO PANCAKES

- 4 cups grated raw potato
- 2 tablespoons flour
- 2 tablespoons
- 2 tablespoons light cream
- 2 eggs, beaten
- 2 teaspoons salt
- 2 teaspoons grated onion
- 1/2 cup butter

In a mixing bowl combine all ingredients except butter. In skillet melt half of butter. Cook 12 pancakes by spoonful until golden, add butter to skillet as needed. Serve hot.

RED CABBAGE

- 4 tablespoons butter
- 4 cups shredded red cabbage
- 2 tart apples, thinly sliced
- 4 tablespoons lemon juice
- 1/2 teaspoon caraway seed
- 1/2 teaspoon salt
- 1/2 teaspoon pepper
- 1/2 cup water

Melt butter in saucepan. Add remaining ingredients and stir lightly. Cover, cook 10-15 minutes until just tender.

STRAWBERRY DESSERT MOLD

- 2 pkgs. strawberry gelatin
- 1/4 cup sugar
- 1 cup boiling water
- 1 pint strawberries, chopped
- 1 can (1 lb. 4 oz.) crushed pineapple
- 1 banana, mashed
- 1 cup dairy sour cream
- Strawberries for garnish

In a bowl, blend gelatin and sugar, pour boiling water over gelatin; stir until dissolved. Stir in strawberries, pineapple and banana. Chill until partially set. In



Use your toaster-broiler for busy-day meal finale, Toasted Angel Dessert. Spread angel food slices with buttery brown sugar mixture and broil. Top with dairy sour cream and fruit

a chilled bowl with chilled beater whip sour cream until doubled in volume (about 5 minutes with electric mixer at highest speed). Fold sour cream into gelatin mixture. Pour mixture into mold. Chill until firm. Unmold onto chilled plate and serve garnished with strawberries. 8-10 servings.

TOASTED ANGEL DESSERT

1 angel food loaf cake (11 oz.)
1/2 cup butter
1/2 cup packed light brown sugar
1 tablespoon lemon juice
1/4 teaspoon cinnamon
Nutmeg
1 cup dairy sour cream
1 cup sweetened raspberries or strawberries

Cut cake into 6 slices. In small mixing bowl beat together butter, brown sugar, lemon juice and cinnamon. Spread cake on all sides with butter mixture; sprinkle with nutmeg. Toast both sides under broiler. Serve warm topped with sour cream and raspberries or strawberries.

PINEAPPLE VARIATION: In butter spread, omit lemon juice and nutmeg. Omit berries and substitute 6 pineapple rings and 6 maraschino cherries. Toast one side of cake; turn and spread butter mixture generously on untoasted side. Top each with a pineapple ring and dot with remaining butter mixture. Broil 1-2 minutes or until golden brown. Serve warm topped with sour cream and a maraschino cherry to 6.

APPLE CUSTARD PIE

Pastry for 9-inch double crust
3 eggs, slightly beaten
3 tablespoons milk
2 cups sugar
1/4 cup flour
3/4 teaspoon nutmeg
1 tablespoon butter
4 cups peeled sliced apples

Prepare bottom crust, set aside. In bowl stir together eggs and milk, set aside. Sift together sugar, flour and nutmeg; cut in butter to resemble peas. Stir in egg mixture. Pour over apples, toss to

mix. Turn into pie shell. Cover top with full crust or lattice. Bake 50-60 minutes at 400 degrees. Serve warm with wedge of Cheddar cheese. Any left-over pie should be stored in the refrigerator.

RHUBARB CUSTARD PIE: Substitute rhubarb for apples.

TOFFEE BARS

FIRST LAYER:

1/2 cup butter
1/2 cup packed brown sugar
1 cup flour

SECOND LAYER:

2 eggs
1 cup packed brown sugar
1 teaspoon vanilla
2 tablespoons flour
1 teaspoon baking powder
1/2 teaspoon salt
1 1/2 cups flaked coconut
1 cup toasted chopped almonds

Prepare first layer by creaming butter, gradually add sugar and beat till fluffy. Add flour. Spread in pan. Bake 12 minutes at 350 degrees in 9-in. square pan. Prepare second layer, beat eggs until thick, add sugar, then vanilla, blend. Sift together flour, baking powder and salt; blend into egg mixture. Fold in coconut and almonds. Spread carefully over first layer. Bake 30 additional minutes. Cool slightly on wire rack, cut into 24 bars. Cool before removing from pan.

BERRY-GLAZED CHEESECAKE

CRUST:

2 cups graham cracker crumbs
1/4 cup sugar
1/2 cup butter, melted

FILLING:

1 lb. cream cheese
(two 8 oz. pkgs.)
2 cups cottage cheese, sieved
1 1/2 cups sugar
2 teaspoons vanilla
1/2 teaspoon salt
6 eggs, separated
1/3 cup flour

TOPPING:

1 pint strawberries
3/4 cup sugar
1/2 cup water
2 tablespoons lemon juice
2 tablespoons cornstarch
1/4 cup water



Plan German-style dinner around tender Sauerbraten, potato pancakes and tangy red cabbage



Three tempting fruits—strawberries, pineapple and bananas—go into Strawberry Mold

For crust, combine crumbs, sugar and butter, blend. Press onto bottom and sides of 9-inch springform pan. Chill while preparing filling. For filling, beat together cream cheese and cottage cheese until smooth; mix in sugar, vanilla and salt. Gradually beat in egg yolks. Gradually blend in flour. Beat egg whites until stiff but not dry and fold into cheese mixture. Turn into pan. Bake 1 1/4 hours, at 350 degrees, then turn off heat, open oven door and let cool in oven to room temperature. Chill before adding topping. (It's normal for cake to sink in center). For topping, mash 1/2 cup berries and place in saucepan with sugar, 1/2 cup water and juice, bring to boil. Mix cornstarch with 1/4 cup water, add to hot mixture. Cook, stirring constantly until thick, strain, cool. Top cheesecake with remaining berries; pour sufficient sauce over to glaze. Pass remaining sauce to be served over slices.

BUTTER BARBECUE SAUCE

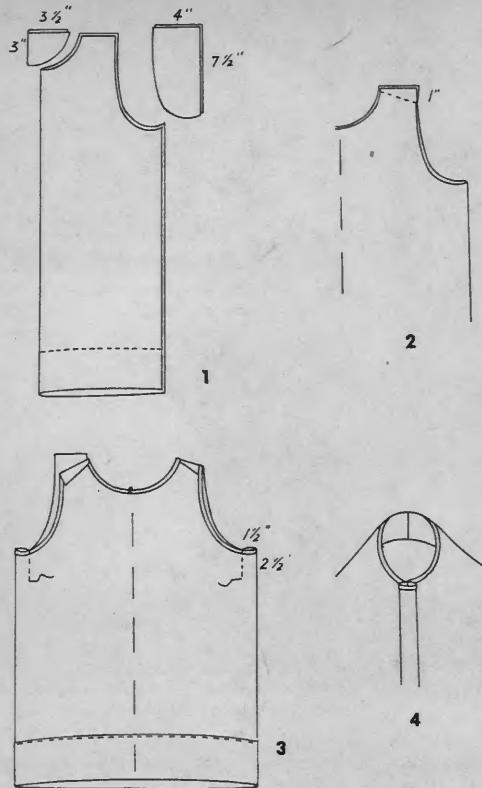
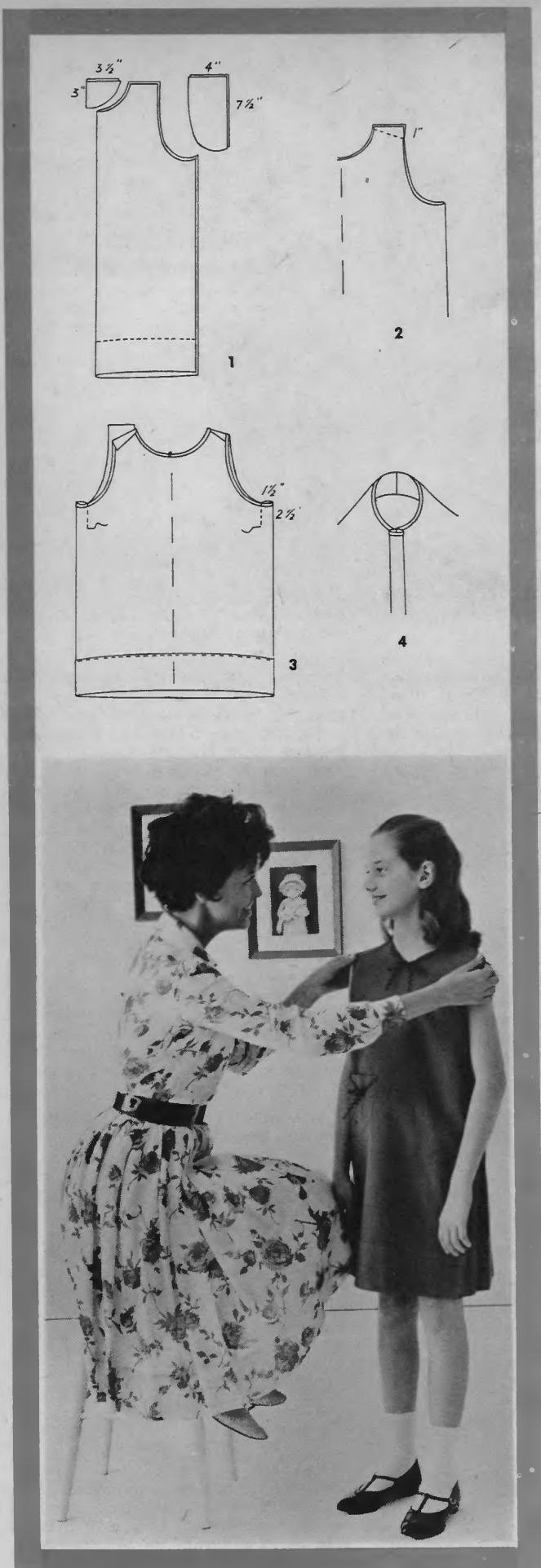
1/2 stick butter
1/2 cup chopped onion
1/2 cup catsup
1/4 cup packed brown sugar
3 tablespoons Worcestershire
1 1/2 teaspoons chili powder
1 teaspoon salt
1/2 teaspoon pepper
Dash of Tabasco

Melt butter, saute onion until tender. Stir in remaining ingredients. Simmer 5 minutes. Use as basting sauce for hamburger, ribs or chicken.

SHRIMP CHIP DIP

2 1/2 cup (4 1/2 oz. can) shrimp
1/4 cup chili sauce
2 teaspoons lemon juice
1/2 teaspoon salt
1/8 teaspoon pepper
1 teaspoon prepared horseradish
Dash Tabasco sauce
1 cup dairy sour cream

Break shrimp into small pieces; set aside. Blend chili sauce, lemon juice, salt, pepper, horseradish and Tabasco in a bowl. Fold in sour cream, add shrimp. Cover, chill.



What, wear a pillow case?

■ You can transform a pillow case and a few yards of gay trim into a snap-strap shift that even your fussiest pre-teen will be delighted to wear. This is an ideal way to use those dingy, but still sturdy, cases you might have in the closet. Just let your daughter select her favorite color of dye. Follow package directions for making dye solution, then drop in the pillow case. Rick rack or any trim may be used; 3 yards will do but more will be needed if you plan to trim lavishly. After drying and pressing the case, you are ready to begin construction.

The hem of the pillow case will be the shift hem. Follow figure 1 for cutting out the shift. If the case is longer than needed cut lower on the case so shift will be correct finished length. Fold case in half lengthwise. At a point $3\frac{1}{2}$ inches in from folded edge, cut out a curved neckline opening that extends down 3 inches. Vary the shape to make a V or square if you wish. To form armholes, cut as for neckline, starting 4 inches in from outer edges of case. Cut down in a curve to $7\frac{1}{2}$ inches. The cut line should curve down, across, then slightly upward as shown.

Unfold case and stitch the right shoulder seam; the left will be closed with snaps. Stitch diagonally upward from 1 inch down on the armhole to the neckline (figure 2). Turn under front and back neckline and armhole edges in seam allowances about $\frac{1}{4}$ inch wide. Press them carefully so that the edges are smooth and evenly turned. Then turn under and press the front edge of the left shoulder strap using the same diagonal as for the right, tapering from 1 inch down on the armhole to the neckline. Finish all the raw edges with a zig zag stitch, two rows of straight machine stitching and pinking, or pre-folded, dyed-to-match bias tape. Leave the left back shoulder strap edge flat but stitch the seam allowances on all other edges to the garment using a zig zag or regulation stitch.

Make box pleats at either side under the armholes. First turn the case to the wrong side. Bring the front and back together at underarm center. $1\frac{1}{2}$ inches in from the center point, stitch down $2\frac{1}{2}$ inches from the armhole to form a pleat (figure 3). Pin and press flat and a 3-inch box pleat will be formed as shown in figure 4. Stitch the pleat in place. For a very slender child make a deeper pleat, for a heavier one a smaller pleat.

To make a pocket, cut out desired shape from armhole cutout that does not have a seam. Turn under the edges, press them flat and top-stitch to the right, left or center of the shift front. Trim the neckline and armhole edges with rick rack or other dyed-to-match trim. Top-stitch in place. Other trim may be added along the hem, tied on the pocket or at the neckline or used to form a pattern up center front. Close the left shoulder strap with snaps and the shift is complete, ready for your daughter to proudly wear.



Air lifting accessory enables Frigidaire to be moved for cleaning with fingertips. Icemaker in freezer at bottom



No frost Hotpoint refrigerator has 16.6 c.f. with separate freezer at top. Rolls out on wheels for easy sweeping



Latest trend in styling is side-by-side full length refrigerator-freezer combination by Kelvinator. Has 22 cubic feet space and never needs defrosting



Vertical doors open from either side on French-door refrigerator. Pull-out freezer, adjustable shelves



Breakfront type refrigerator-freezer combo

The latest in refrigerators

■ The choice in refrigerators and freezers is getting bigger every year. And they are growing in capacity while staying the same size. This miracle is a matter of insulating materials that reduce thickness of the refrigerator walls. So you get nearly fifty percent more storage space in the same floor space taken by your old refrigerator. Two door models have been the most popular and nearly all manufacturers are now making a side-by-side combination with vertical freezer. The 19 cubic foot models only take up 33 inches of space. Combinations range from 12 to 29 cubic feet. And the single door models from 5 to 14 feet.

The no-frost refrigerators have been with us sometime which eliminates defrosting and frost build-up, but new this year are a number of models equipped with rollers or other device which enables you to move them easily for cleaning underneath.

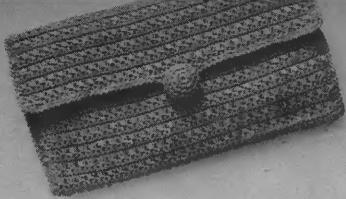
Another convenience feature that's growing in popularity is automatic ice makers and ejectors which keep a serving bin full of ice cubes (that won't stick together) without ever filling an ice tray manually.

Many refrigerators have built-in fans to speed the flow of cold air and to direct it to all areas of the fresh food sections. This gives big advantages: Meats and foods stay fresh longer; foods chill faster; and cold lost from door opening is regained faster. Many new models have separate controls in the freezer and fresh food sections so you can get zero temperature in the freezer.

There's greater flexibility in storage now. Many models have adjustable and cantilevered shelves that can be raised or lowered to heights to suit your needs and easily removed. Some have half width shelves and basket trays. There's swing-out or glide-out shelves and baskets. Door storage is departmentalized.

Along with other appliances the refrigerator-freezer has been given a furniture look and slick styling. Just about any color is available. There's all sorts of decorator motifs and patterns.

So a refrigerator-freezer today is more than just a place to cool and store food or freeze ice cubes. And you can find just the model to fit the needs of your family, kitchen and budget.



1. Crocheted Clutch Purse

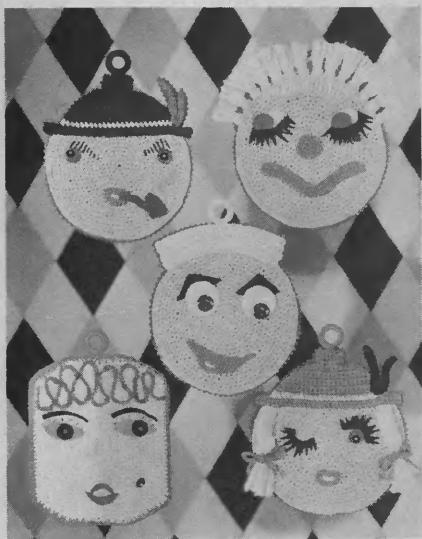


2. Basset Hound Pillow



3. Wheat Ear Panel Gloves

Great for a gift—



4. Funny Faces Potholders

ILLINOIS RURAL ELECTRIC NEWS

Dee Steci

Box 1180

Springfield, Illinois 62705

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

- 1.....Purse
- 2.....Pillow
- 3.....Gloves
- 4.....Potholders
- 5.....Blouse
- 6.....Sweaters
- 7.....Rug-Cover
- 8.....Jacket

Name

Address

Comment (if any)

This coupon expires July 20, 1966.
Orders must be postmarked by that date.

1. They call it a clutch purse because you won't want to let it go. It closes securely with a crocheted button. Choose white crochet if you wish because it will wash.

2. Here's a grumpy looking basset hound. Perhaps he doesn't like the idea of being used as a pillow. Crocheted in simple stitches, he is 15 inches high not counting those floppy ears. A few are perfect for a teenager's room.

3. It's not polite to point, but you'll be tempted just to be sure your crocheted gloves aren't missed. This delicate pair won't keep you warm but perfect for gesturing.

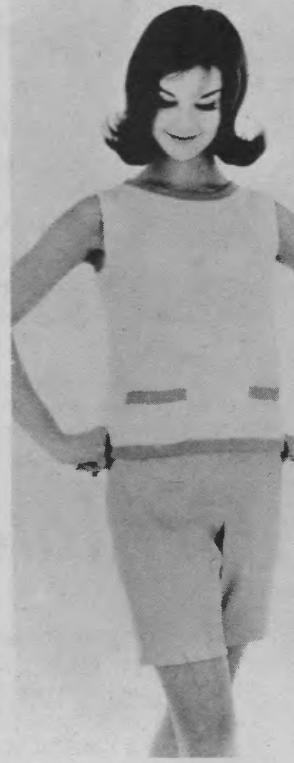
4. Pick out as many of these funny face potholders as you need—they'll liven up your kitchen and be useful at the same time. They can be made in no time at all, and are wonderful for a hostess gift or for the bazaars.

5. Cute and casual, this knitted sweater blouse for skirts and Bermudas. Little pockets accent the front and it's trimmed in a darker color of the same family. It's knitted in stockinette stitch of Orlon. You'll find it a friend to your wardrobe—can be worn over bathing suit.

6. Beauty in full bloom on this smart looking shell. You'll finish this one in no time. You need No. 11 needles. For the flowers pick colors that blend with your suits. The slip stitch gives the attractive ribbed texture. This pattern includes a good looking, plain matching cardigan.

7. Here are two utilitarian items in a classic design that will last for years. A waste basket cover and rug that measures 24 x 36. While they're useful in almost any room, they're ideal near a student's desk. The colors you choose will help coordinate the color scheme of room.

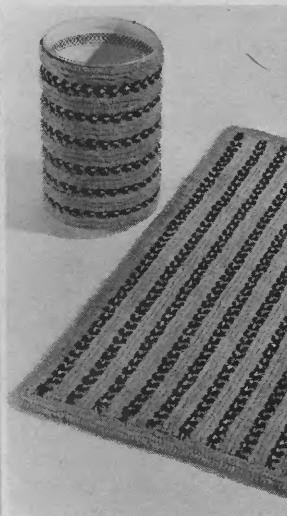
8. The Alpha and Omega of any smart wardrobe is a crocheted Chanel jacket. It's the base to build an outfit and the touch to finish one. It starts the working day and finishes an evening out. Pick bright colors that can do nothing but improve the best of moods. Has long jacket.



5. Sleeveless Blouse



6. Sweater Set



7. Rug & Basket Cover



8. Chanel Jacket

Rural Exchange

Reaching Over 430,000
Rural People Each Month

Auction Schools

LEARN AUCTIONEERING. Two week school or Home Study. Free catalog! Missouri Auction School, 1330-45 Linwood, Kansas City, Missouri 64109.

THE REISCH AMERICAN SCHOOL OF AUCTIONEERING, INC. 30 years World's Largest. Term soon. Free Catalog. Mason City 17, Iowa.

Business Opportunities

\$400.00 MONTHLY RAISING giant African worms and redworms. New, soilless, odorless method. Charlie Morgan, Box 116E, Bushnell, Florida. 33513.

MAKE BIG Money raising Guinea pigs, Rabbits, Mink, Pigeons or Chinchillas for us. Information 25¢. Keeney Brothers, New Freedom, Pennsylvania.

EARN MONEY raising fishworms for us! Exciting details free! Oakhaven-99, Cedar Hill, Texas.

MINK AND Bred Females. Literature free. Lake Superior Mink Farm, Inc., Superior, WI, Wisconsin.

ONE MONUMENT SALE weekly earns \$200 or more. We show how. Jones Monumental Works, St. Cloud, Minnesota.

POEMS WANTED for musical setting and recording. Send poems. Free examination. Crown Music Company, 49-AB West 32 Street, New York 1.

CAREER OPPORTUNITY

in real estate sales—Energetic individuals or man-and-wife teams are needed at once to establish and operate additional local sales offices for United Farm Agency. As an authorized local representative for our dynamic real estate sales organization you will receive complete training, full advertising support, signs and supplies. Previous experience helpful, but not a requirement. United Farm Agency has just experienced the best sales year in its 41-year history... over 7,600 sales recorded in 1965! Response to our vast nationwide advertising program is running at an all-time high. Business is good and the future looks bright for the ambitious United man. For full details about how you can become a master merchandiser of real estate the time tested United-way, contact:

UNITED FARM AGENCY
Carl R. Brown, District Sales Manager,
Vienna, Illinois 62995
Phone: area code 618; 658-4332.

RAISE RABBITS for us on \$500 month plan. Free details. White's Rabbitry, Mt. Vernon 50, Ohio.

Farm Machinery, Equipment

6 HP BIG WHEEL Riding Tractor with 36" Two-Blade Mower, \$275.00 Special. Universal Mfg., 324 West Tenth, Indianapolis, Indiana.

SUMMER DISCOUNTS—Big 10% off on orders placed now for saw chain, bars, sprockets, other chain saw parts. Send today for Summer Discount list. Zip Penn, Box 179-FF2, Erie, Pennsylvania 16512.

FARROWING CRATES, holding crates, Brower, Warner & Franklin Feeders or anything for livestock handling. Prahl Farm Supply, Gays, Ill.

FARROWING CRATES — Complete \$22.95. Free literature. Dealerships available. Dolly Enterprises, 183 Main, Colchester, Ill.

Farms, Real Estate

400,000,000 ACRES GOVERNMENT PUBLIC LAND in 25 states. Some low as \$1.00 acre. 1966 Report. Details \$1.00. Public Land, 422 RE6 Washington Building, Washington, D.C.

FREE! ! ! 160-page SUMMER catalog! Over 1800 PICTURES! Farms, Ranches, Homes, Businesses, Vacation and Retirement Properties in 29 states coast to coast! UNITED FARM AGENCY, 1304-RN Consumers Bldg., 220 So. State, Chicago, Ill. 60604

Fishing and Hunting

COLLAPSIBLE FARM-Pond-Fish-Traps; Animal traps. Postpaid. Free pictures. Shawnee, 39340 Buena Vista, Dallas 4, Texas.

SOUTHERN CHANNEL Catfish, fastest growing gamefish, gain 4 lbs. year, 7-10 inches, 10¢ each. Larger sizes available. Large orders free delivery. Live delivery guaranteed. Suilk, r.r. 3, Shelbyville, Kentucky. Phone 502-633-1800.

Livestock

SAVE BABY Pigs, electric heat brooding prefabricated pads embedded in concrete. Buy direct at lower prices. Free sample. Raehco, Box 488ILN, Centerville, Iowa.

Miscellaneous

REACTIVATE SEPTIC TANKS, cesspools, drainage. Septisan digests organic waste, emulsifies grease, reduces odors, pumping, digging. Privy stink? Use Septisan. Dealer inquiries invited. Write Septisan, Inc., Farmer City 64, Illinois.

Of Interest To Women

CHURCH WOMEN: Will print 150 page Cook-book for organizations for less than \$1.00 each. Write for details. General Publishing and Binding, Iowa Falls, Iowa.

DULL KITCHEN KNIVES exasperating? Try American handmade non-stainless. Free catalog. Webster House, 205 Dickinson Road, Webster, New York 14581.

800 BUTTONS \$1.00. Nylolaces, 40 yards \$1.00. Quiltpatches, 3 pounds \$1.00. Sewmachine Needies 20-\$1. Schaefer, Drummondville, Quebec.

WEAVE RUGS—Make Good Profits—No experience necessary! Free Catalog, sample card, and low prices on carpet warp, rug filler, looms, parts, inexpensive beam counter. If you have loom—advise make, weaving width please. OR, Rug Company, Dept. 5673, Lima, Ohio. 45830.

BEAUTIFUL HAND-PAINTED pillow cases. Luxurious high-quality cotton. Washable colors. Size 33 x 42. Satisfaction or money refunded. State color preference. \$5.00 per pair. Postpaid. Ruby Jewell, Route 1, Hardyston, Kentucky 42746.

\$100.00 WEEK Possible, Sewing, Assembling our products. Everything furnished! Work full, sparetime. United, 3173 — NIN, Delaware, Indianapolis, Indiana 46205.

Poultry

ROCKS, REDS, CORNISH \$3.89-100. Large White Rocks \$5.45. Other Breeds \$1.45 to \$5.45. Pulletts \$9.99. Before you buy, compare our prices. Guaranteed savings. Customers choice of breeds shown in terrific big free catalog. Shipment from hatchery your section. Atlas Chicks, Home Office 2651 Chouteau, St. Louis 3, Mo.

Giant Type ANCONAS
Brown Leghorns and Black Minorcas
Great layers of large white eggs, fob, FREE Catalog.
St. Run \$8.95. Pulletts ...
RICE HATCHERY, Box 111-AA, Clinton, Mo.

BIG WHITE DUTCHMAN 495
Makes big tasty and juicy fryers
per
in 7 to 8 weeks. They dress out ¹⁰⁰
beautifully. Order from this ad. COD FOB
HEIMAN Hatchery, Box 187-WR, Clinton, Mo.

Photo Finishing

ROLLS DEVELOPED, 8 dated jumbo prints, 50¢; 12, 65¢; Kodacolor, 8 prints, \$2.50; 12, \$3.50. Davenport Finishers, Davenport, Iowa.

Sellers

DECALS, NAMEPLATES, BADGES. Truck-signs. Hard-hat labels. All kinds. Seton Nameplate Corp. Dept. IR, New Haven, Conn. 06505.

Rural Exchange

Rates

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

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

Display Advertising Rates: \$1.03 per agate line. \$14.42 per inch. Minimum ad—\$7.21.

Payment must accompany all ads.

Deadline is 24th of month preceding publication.

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

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

Rates Below for Co-op Members Only

Tear Off and Mail Promptly

PLEASE PRINT CAREFULLY

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

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

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

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

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

YOUR NAME.....

YOUR ADDRESS.....

Tear Off and Mail Promptly

FOR ILLINOIS RURAL ELECTRIC MEMBERS!

Now...a policy for the entire family
that pays \$100 a week (direct to you)
for up to 52 weeks of hospitalization
resulting from sickness or injury.

PAYS CASH IN ADDITION TO MEDICARE

CHECK THESE ADVANTAGES!

- * PAYS WHETHER YOU ARE IN HOSPITAL FOR SICKNESS OR INJURY
- * PAYS CASH DIRECTLY TO YOU. YOU SPEND IT ANY-WAY YOU PLEASE
- * YOU MAY COLLECT UP TO \$5,200.00 FOR ONE CONFINEMENT
- * GUARANTEED RENEWABLE FOR LIFE—CAN'T BE CANCELLED
- * PAYS IN ADDITION TO MEDICARE

LAST YEAR MORE
THAN 700,000

4-H youngsters and agricultural extension personnel were protected BY AMERICAN INCOME

For You - For Your Family

A Truly Modern Hospital Expenses Policy



American Income Life Ins. Co. is continually striving to provide the finest hospitalization protection at the lowest cost in the industry today. We have career openings in Kentucky, Indiana, Tennessee, Illinois and Alabama. Write today for complete information. All replies strictly confidential. ...Yes, we are licensed to do business in your state.

American Income
RATED



by America's
Largest Independent
Policyholder's Reporting Service.

DUNNE'S
INSURANCE
REPORT

Dunne's International Insurance Reports Co. is not connected with any insurance company in any way. Its sole function is to prepare and publish impartial and factual analyses of insurance company finances for the benefit of policyholders.

NO MEDICAL EXAMINATION
NO AGE LIMIT TO APPLY



NO OBLIGATION MAIL COUPON TODAY

C. L. CUTLIFF
Director of Sales
Expansion Division

Box #1180

Springfield, Ill.

Please see that I receive Completely Free Information about the Hospital Plan that I read about in Illinois REN.

Individual Plan

Family Group Plan

Name.....Age.....

Address.....Hwy. No.....

City.....State.....

Phone.....Occupation.....

REN 6-66