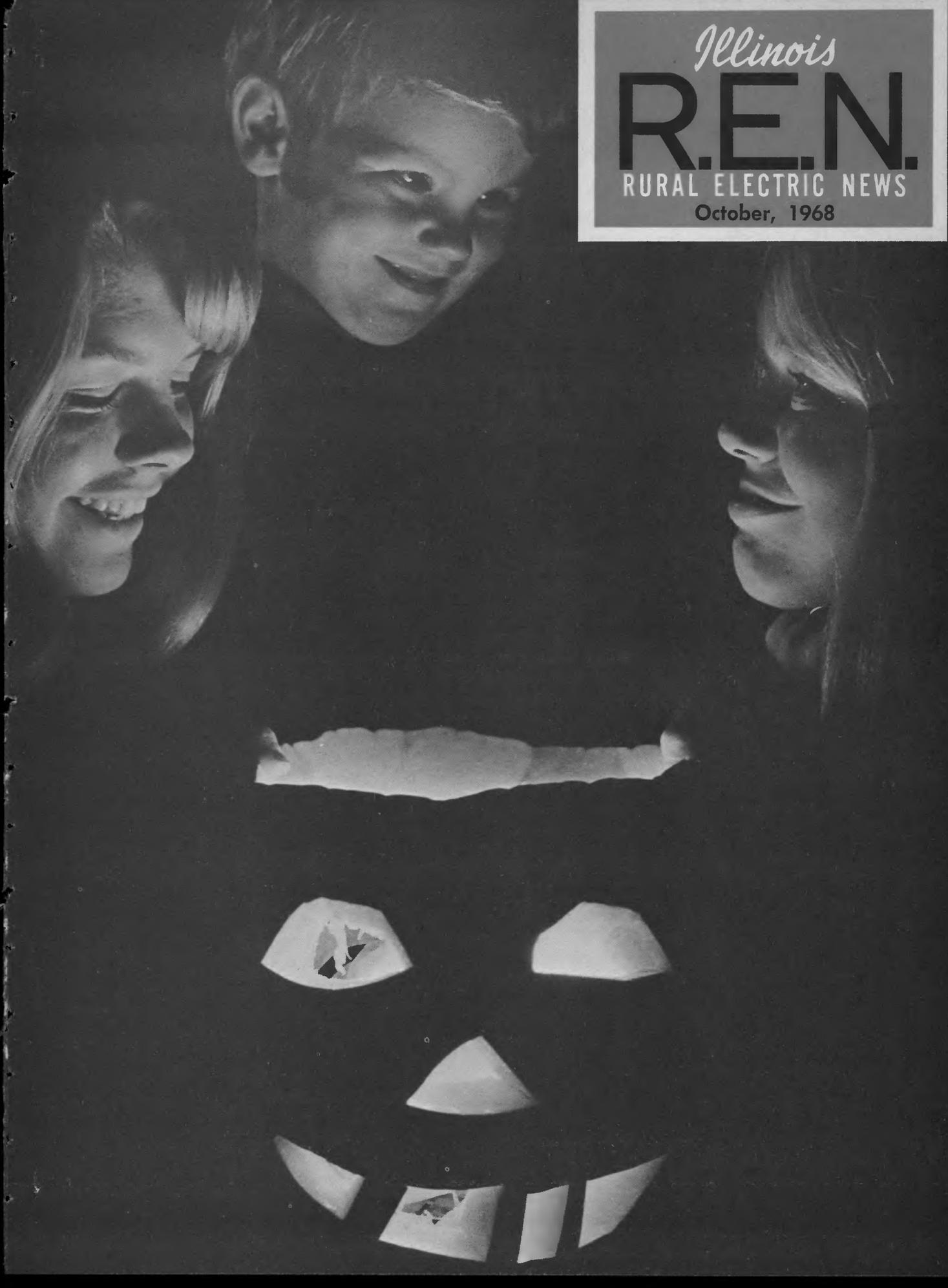


*Illinois*  
**R.E.N.**

RURAL ELECTRIC NEWS

October, 1968



# National News Notes

## Farm-based jobs aided by new law

■ As a result of new legislation, farmers have more opportunities to develop non-farm enterprises such as recreational facilities.

The Farmers Home Administration now is authorized to make loans enabling farmers to develop farm-based small businesses or service enterprises and to convert farms into outdoor recreational centers.

The law limits loans to \$60,000, less any existing indebtedness of the security, for improvement and development of real estate, payable over periods up to 40 years at five per cent interest. Loans up to \$35,000 are authorized for equipment and other operating expenses, payable over periods of to seven years at five and one-half per cent interest.

The provisions on recreation authorize loans to convert farm tracts wholly or partially into such things as fishing, boating, camping, summer and winter sports areas which may be operated by farmers as their means of livelihood or to supplement their farm income.

## \$345 million budgeted for REA loans

■ The Budget Bureau has apportioned loan funds of \$345 million to the Rural Electrification Administration's electric program for the current fiscal year.

The figure is the amount requested by the Administration when it sent its budget proposals to the Congress last January. The Senate added \$25 million which was approved by a House-Senate conference committee. However, the addition has not been apportioned by the Budget Bureau.

REA Administrator Norman M. Clapp said "borrower cooperation in keeping net cash demands of the REA program down has made it possible for the Administration to keep your loan levels up."

Mr. Clapp noted that during the last fiscal year REA borrowers deferred asking the U. S. Treasury for \$97 million which they were entitled to under previously approved loans. In addition, electric and telephone borrowers made \$45.8 million in advance payments on existing loans.

## N.Y. power bills boost U.S. average

■ A comparatively large increase in bills in the state of New York helps account for a slight gain in the average cost of electricity to American homes and businesses, the Federal Power Commission reported recently.

The increase for the year ending Jan. 1, 1967, reversed a downward trend in average rates which started in 1963. In the year's report for the 250-kilowatt hour residential consumption category there were 34 states and the District of Columbia making reductions, with nine states showing no change and seven having increases.

On a national average, three-cent increases were reported in the 250 and 500 kwh residential categories while a two-cent gain was noted in the 750 kwh class. There was no change in the 1,000 kwh category of residential users.

There was a wide variation in bills throughout the nation. The highest for 250 kwh's of residential consumption was \$15.67 in Nantucket, Mass. The lowest in the same category was \$3.00 in Springfield, Eugene and Monmouth, Ore., and in Lakeview and Lakewood, Wash.

# RURAL ELECTRIC NEWS

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## CONTENTS

### ARTICLES

Voting Problems	4 & 5
Regional Cooperative Leaders Plan Ahead	6
Cooperatives Lead the Way	7
Humphrey Visits Menard Farmer	10

### FEATURES

What's New	14
Smile Awhile	16
Pen Pals	17
Rice	18 & 19
Early Color with Little Bulbs	20
Lighten the Laundry Load	21
Patterns	22
Rural Exchange	23

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OCTOBER, 1968

# We Help Build the Future

In Illinois and across the nation October has been designated as "Co-op Month" and its theme is "Cooperatives—Community Builders."

They are indeed. They help other types of private enterprise businesses to flourish. They strengthen the economy of every area in which they operate.

Robert D. Partridge, general manager of the National Rural Electric Cooperative Association, said recently:

"THROUGHOUT the nation, rural electric cooperative people are leaders in developing new programs to make life better for their communities. They are working to bring in new industries, to improve community facilities, to raise health and educational levels and to mobilize their neighbors for other development activities.

"Through the direct efforts of electric cooperative people, more than 3,400 new businesses and industries have been developed in rural areas over the past several years, creating more than 200,000 new jobs for rural people."

This was vividly illustrated during a recent Southern Illinois study of plans to bring top quality water systems to small towns and rural areas. Imagine laying water lines for miles and miles along country roads so that rural residents may have the same quality of abundant water city residents enjoy. Ten years ago it was a dream. Today, in some areas, it is becoming a reality. And cooperative people are lending their strong and effective support.

MR. PARTRIDGE points out that community building is not new to electric cooperatives. "Since the rural electrification program started more than 30 years ago, the electric cooperatives have been a major force in development activities—in community building," he says. "As the rural electrification program continues to grow and the rural economy expands, this role as community builders will gain new emphasis and new importance."

Rural electric cooperatives now serve about 80 per cent of the land area of the United States. Of course, this is the "thinnest" area, the area commercial utilities so long declined to serve. Today the electric cooperatives bring power to some 24 million Americans—farmers, bankers, small town merchants, workers, industrialists, housewives and schoolchildren.

And, in many ways, they do help business. Just one example: rural electric consumers, studies show, purchase more than \$1 billion worth of electrical appliances and equipment every year.

OTHER TYPES of cooperatives also contribute significantly to the nation's betterment. No wonder President Johnson pointed out recently:

"More than a third of this nation's families have mobilized their resources, their will and their creative energies through self-help cooperatives. Through their joint efforts they meet their common needs.

"This October we happily join these 20 million families and their neighbors in observing Co-op Month. If you make a list of 'What's good about America,' Cooperatives will be high on the list."

---

OUR COVER—Halloween, of course, is a fun time for young people and this trio is making the most of the occasion. From left, typical of attractive youngsters throughout Illinois, are Paula Cupp, Van Moore and Barbara Gibson, all of Springfield.

# Co-op Members to Give

By a Staff Writer

Once more electric cooperative members are faced with important decisions as to whom they should support next election day.

Some may say it makes little difference. After all, electric cooperatives have been around for nearly a third of a century. They've faced one crisis after another. In some respects they're stronger than ever.

But this is only part of the story. Although cooperatives continue strong, there have been times when their ability to continue their vital services has been gravely in doubt. Some of their top leaders are firmly convinced that November 5 will be a day of serious reckoning.

**LISTEN TO** Robert D. Partridge, general manager of the National Rural Electric Cooperative Association, as he addressed Illinois and other cooperative leaders recently in Des Moines:

"I cannot overestimate the importance of this election year. It is true, of course, that this program has survived Administrations and Congresses that had little or no sympathy for rural electrification. I served at REA during some of this period, and I know just how close the rural electrification program—as we know it—came to emasculation.

**"TODAY WE FACE** a change in national leadership at a time when our program is in the midst of great growth pains . . . in the midst of a transitory period in so far as future financing is concerned.

"The areas we serve, likewise, are in the middle of vast changes. And in this unsettled time the national election looms larger than ever."

The relationship between the National Administration and Congress and the electric cooperatives will change. But, Mr. Partridge said, it will certainly not diminish in the years to come. Indeed, there is every indication that the interrelationship between the electric cooperatives and their national government will intensify.

**IT MUST BE** pointed out that in deciding which candidates we should support, their position on rural electrification is but one factor. Others are important. Still, we need to look closely at the position of candidates in this area. The fu-

ture strength of the cooperatives may depend on a wise choice.

Electric cooperatives are not partisan organizations. They do not judge candidates on the basis of political party. Indeed, they try to judge them, whenever possible, on their actions, not on promises.

## National Candidates

So let us take a quick look, first at national candidates then at congressional and Illinois General Assembly candidates.

Richard M. Nixon, GOP presidential candidate, in a recently filmed statement said he favors "the continuation of a favorable interest situation" for electric cooperatives since such rates "are absolutely essential if REA is to grow and prosper."

**BASED ON** his congressional voting record in the 1940's and early 1950's, as compiled by NRECA from official documents, Mr. Nixon supported the electrification program 19 per cent of the time he served in Congress.

Vice President Humphrey has had strong ties with rural electrification and related issues almost from the time of his entry into public life in the 1940's.

His first speech in the Senate in 1949 was in support of a bill to create the Missouri Valley Authority, something earnestly sought by the NRECA membership.

**MR. PARTRIDGE**, at recent regional cooperative meetings has said of Mr. Humphrey:

"Hubert Humphrey has worked closely with the rural electrification program. This is true of his entire Senate career as well as his years as Vice President. . . . He was a prime champion of our supplemental financing legislation in the 89th Congress. . . .

"His voting record shows that Senator Humphrey cast 53 votes on rural electrification and related issues between 1949 and 1965. He is recorded as supporting NRECA membership positions on 51 of these votes. He is recorded as voting against the NRECA position on two occasions. This means that Hubert Humphrey supported us more than 96 per cent of the time during his long Senate career."

**AS FOR THE** vice presidential



Richard M. Nixon



Gov. Spiro T. Agnew

# Serious Study to Votes

candidates, the NRECA general manager has said:

"The Republican candidate, Governor Agnew of Maryland, has had little or no contact with the rural electrification program. He, of course, has no voting record by which to judge his position and to the best of my knowledge he has not mentioned the question in this campaign. . . ."

"Senator Muskie of Maine, the Democratic candidate, does have a long public record in connection with this program, both as governor and as a U. S. Senator. . . ."

"Since he came to the Senate in 1959 Senator Muskie has been recorded on 15 separate issues in the NRECA voting record. His record is 100 per cent in support of the positions of the NRECA membership.

"VIEWING THIS voting record, his public statements and his work on Senate committees, I think we must include Senator Muskie on any list of 'Friends of Rural Electrification'."

## U.S. Senate

In the Senate, Everett M. Dirksen seeks re-election on his record for another six-year term. We here consider his record solely from the standpoint of the electric cooperative program.

Mr. Dirksen's votes on measures on which NRECA took a position were 46 unfavorable and 2 favorable.

As a member of the House, he cast 12 unfavorable votes and no favorable votes. This makes a total of 58 unfavorable and 2 favorable votes.

His Democratic opponent is Illinois Attorney General William G. Clark. He has, of course, no voting record. However, he recently told members of the Association of Illinois Electric Cooperatives board of directors that he is sympathetic to the rural electrification program, regards it as one of great importance, and if elected will support it.

## House of Representatives

SEEKING RE-ELECTION to the U. S. House of Representatives

are 11 congressmen whose voting records, according to NRECA tabulations, are definitely favorable to the rural electrification program. Eight are from Chicago.

Downstate congressmen in this class include Melvin Price of E. St. Louis, long one of the program's strongest supporters in Washington; George E. Shipley of Olney and Kenneth J. Gray of West Frankfort, both of whom repeatedly have demonstrated a keen understanding and appreciation for the electric cooperative cause.

The Chicago legislators whose voting records show consistent support of the cooperative program include:

Frank Annunzio (no unfavorable votes, 6 favorable), William L. Dawson (16-54), John C. Kluczynski (4-53), Daniel J. Ronan (0-6), Daniel D. Rostenkowski (1-28), William T. Murphy (1-28), Roman Pucinski (2-27), and Sidney R. Yates (0-6).

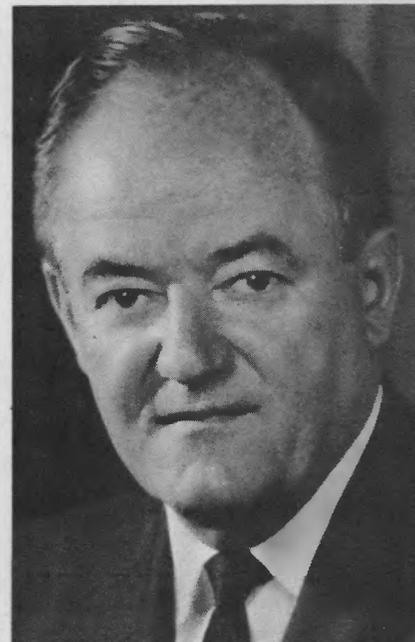
IN ADDITION, there are other Congressmen whose actual voting records are not regarded as being generally favorable to the electric cooperative program but who, many cooperative leaders believe, have demonstrated friendliness toward the program and are aware of its vital importance to all residents of our state. Leaders are hopeful these Congressmen will establish more favorable voting records in the future.

They include:

John Anderson, Rockford; John N. Erlendorn, Elmhurst; Paul Findley, Pittsfield; Robert McClory, Lake Bluff; Tom Railsback, Moline; Charlotte T. Reid, Aurora, and William L. Springer, Campaign.

Cooperative leaders have not "given up" on the other incumbent Illinois Congressmen, all of whom have records consistently unfavorable in this field, and who, in the opinion of cooperative leaders, have opposed the best interests of electric cooperative members and rural Illinois. Electric cooperative leaders are still hopeful for an eventual better understanding of cooperative problems and objectives by these lawmakers.

Continued on Page 8



Vice President Humphrey



Senator Edmund Muskie

# Regional Co-op Leaders Look to Future

At a time when the nation's electric cooperatives are seeking with the utmost seriousness a way to become less dependent upon government loans to meet growth needs, a record 814 Illinois, Iowa and Wisconsin leaders met recently in Des Moines.

For most of three days they listened, discussed, probed and studied, seeking to help formulate a new and better electric cooperative "blueprint for the future."

**LEADING** part of the discussions was J. K. Smith of Kentucky, chairman of the National Rural Electric Cooperative Association's Long Range Study Committee.

It was this committee, named at the 1967 NRECA annual meeting in Dallas, that is serving as the "eyes and the ears" of cooperative members throughout the nation. The committee has been holding protracted regional meetings seeking to learn the thinking and aspirations of the membership in planning for the future.

The committee is to report its findings and recommendations at the NRECA annual meeting next

March 16-20 at Atlantic City. This is a meeting Robert D. Partridge, NRECA general manager, calls "one of the most important we have ever held."

At Des Moines Mr. Partridge urged cooperative people to take leading roles in helping to develop the rural areas they serve. He said there is no doubt but that something will be and must be done to meet this crying need.

**NORMAN M. CLAPP**, REA administrator, told delegates:

"As a source of rural leadership in the great national task facing us today, the rural electric cooperatives have responsibilities of national impact. . . . Because you supply an essential service in rural areas, because of the extent and impact of your operations, because you have

already shown what you can do, it is no wonder that more and more Americans look to you to play a major role in meeting the critical problems we face as a nation today."

**RAYMOND W. RUSTEBERG**, Association of Illinois Electric Cooperatives president, was named to the executive committee of NRECA. He will represent Illinois, Iowa and Wisconsin, the three Region V states.

In his report as Illinois director Mr. Rusteberg listed several programs the cooperatives are carrying out or planning on a state basis. All are designed to benefit the cooper-



NRECA Region V state directors from left are Herbert Moeller, Iowa; William H. Kelm, Wisconsin, and Raymond W. Rusteberg, Illinois. Mr. Rusteberg is the region's representative on the NRECA executive board.

ative membership and contribute to the betterment of all Illinois.

"Fortunately, in Illinois," he said, "all our distribution cooperatives and our operating generating and transmission cooperatives are members of our statewide organization, as well as members of NRECA. So, again fortunately, when I speak as NRECA director from Illinois, or as president of the Association of Illinois Electric Cooperatives, I am speaking to, for and representing the same cooperatives. This has always made sense to me. I sincerely believe in the principles of cooperation and of the principles on which the electric cooperatives are founded.

"For me, I could hardly justify strong support for my own distribution cooperative without also giving strong support for our statewide and national cooperatives which are op-

erated on the same principles and for the same purposes."

**JACK D. LUDWIG**, a director of Eastern Illinois Power Cooperative at Paxton, was named to succeed Robert R. Wagner of Western Illinois Electrical Coop., Carthage, as a member of the NRECA committee on public relations and member education.

W. L. Walker, manager of Shelby Electric Cooperative, Shelbyville, was renamed to the systems communications committee, and Raymond S. Holt of Southern Illinois Power Co-operative, Marion, (and manager of Egyptian Electric Co-operative Association, Steeleville), was renamed to the power and water resources committee.

John Sargent of Adams Electrical Co-operative, Camp Point, was renamed to the legislative committee.

Mrs. Rusteberg was named to the women's activities committee, succeeding Mrs. J. Dean Jorgensen of Iowa.

Throughout the busy meeting there was repeated emphasis on the need for a united front in the attack on cooperative problems—once a course of

action has been agreed upon.

Mr. Smith, in discussing supplemental financing and related problems, told the group:

"We cannot emphasize too much the vital necessity of a united effort if we are to be successful. This becomes very apparent when we realize that in reality the solution to our financing problems lies, for the most part, within our own resources.

"Our program contains the ingredients necessary to the solution of our problems. Even though an answer is urgently needed, we must be cautious.

"We must be certain that we adopt the right approach . . . an approach that will enjoy maximum support from a large majority of this program. Nothing less will assure our success."

To a Better Life . . . .

# 'Cooperatives Lead the Way'

"Take away only two types of cooperatives—our rural electricians and our farm credit cooperatives—and we would never have had a food surplus," J. K. Stern, president of the American Institute of Cooperation, said recently at Normal.

Mr. Stern addressed the third annual cooperative recognition dinner for Illinois Agricultural Cooperatives at Illinois State University. The dinner was part of the Cooperative Month observation. Theme of the month is "Cooperatives: Community Builders."

Mr. Stern, of Roaring Spring, Pa., is a former college teacher who has done extensive research on cooperatives and their contributions to their members and to the public.

"WE TAKE ELECTRICITY for granted," he told the more than 200 cooperative leaders attending the Normal dinner. "But this surely wasn't true before the rural electric cooperatives were here.

"They brought vast, far-reaching changes. Now industry can decentralize. Water and sewer systems, recreational facilities, telephone service, all can be and are available in rural areas."

Yes, Mr. Stern said, member-owned cooperatives of many types have brought change, have helped make possible a new way of life in rural America. But their work is not over. Great challenges lie ahead—as do hard work—and great, new achievements.

Among more than 80 electric cooperative members attending Normal dinner were, from left, Henry Day, S. R. Faris, Harvey Vortman and Howard Hurrelbrink. They are from Illinois Rural Electric Co., Winchester.

THESE DREAMS, however, cannot become realities unless cooperative members demonstrate new vigor, new determination and even greater loyalty to the organizations they founded, the organizations that offer such great hope for the present—and the future.

Mr. Stern suggested that cooperatives need to help each other with their problems.

"We've got to make cooperatives a family affair, to give responsibility to young farmers, to wives, to youth," he asserted. "Get some live younger men on our boards. Our football team back home lost the first two games and suffered injuries that benched its 'stars.' But the sophomores who replaced them won every succeeding game and wound up in a Bowl game."

HOW ABOUT the future of rural areas? It sparkles.

"Agriculture is a growth industry," Mr. Stern declared. "It has to be to feed an ever expanding population. It is the biggest industry in this nation. Farmers spend \$100 million a day, every day of the year. . . ."

"While there will be fewer and bigger farms in the future, as there are fewer and bigger passenger airplanes, the backup crews, all the related agribusiness occupations, will continue to employ more than one-third of the total work force of this nation."

DR. WALTER J. WILLS, chairman of the Department of Agricultural

Industries, Southern Illinois University, told the group that Illinois leads all other states in the number of agricultural cooperative members.

"The 391 purchasing and marketing cooperatives in Illinois have a net annual business of more than \$858 million and have 430,000 members. . . . Only California and Iowa cooperatives have a larger net volume of business than those in Illinois."

DR. WILLS said that cooperatives, including the electric cooperatives that serve more than a half-million Illinois residents, should be proud of their tax payments which support local governments so effectively.

"In many areas cooperatives are the largest single taxpayers," he pointed out. "They are paying their fair share toward building their communities. And the leadership they provide is invaluable."

More than 80 electric cooperative leaders attended the dinner on the Illinois State University campus. It was arranged by the Illinois Cooperative Coordinating Committee of which Thomas H. Moore, general manager of the Association of Illinois Electric Cooperatives, is a member.

Dr. Dale E. Butz, Illinois Agricultural Association secretary of marketing, is the committee chairman. He presided at the dinner. Numerous electric cooperatives are participating in special "Co-op Month" programs in their districts.

Frank L. Simpson of Farmer City and Raymond W. Rusteberg of Valmeyer, from left, talk with J. K. Stern after Cooperative Month dinner.



# Attention Given Voting Records, Attitudes

Continued from Page 8

## Illinois

### General Assembly

In the competition for membership in the Illinois House of Representatives, cooperative leaders, after the most careful consideration, have concluded that 68 Democrats, 69 Republicans and one Independent can fairly be termed as favorable to the electric cooperative program. A total of 177 are to be elected.

THIS LIST certainly may not include every candidate who in truth is favorable or potentially favorable to the cooperative program. Numerous candidates have never served in the Illinois General Assembly or other legislative body where legislation of concern to the cooperatives was considered. This group, therefore, is not listed here. But a number from this group will be elected and will demonstrate through their records their friendliness to the cooperative program.

The group of candidates, listed as favorable by your electric cooperative representatives, follows:

#### DEMOCRATS

John W. Alsup, Decatur  
Victor A. Arrigo, Chicago  
Tobias (Toby) Barry, Ladd  
Robert E. Brinkmeier, Forrester  
Lewis A. H. Caldwell, Chicago  
Joseph (Joe) Callahan, Milford  
James D. Carrigan, Peoria  
James Y. Carter, Chicago  
Eugenia S. Chapman, Arlington Heights  
Clyde L. Choate, Anna  
Otis G. Collins, Chicago  
Kenneth W. Course, Chicago  
Robert (Bob) Craig, Indianola  
Corneal A. Davis, Chicago  
Lawrence DiPrima, Chicago  
Paul F. Elward, Chicago  
Raymond W. Ewell, Chicago  
John G. Fary, Chicago  
Joseph Fennessey, Ottawa  
Benedict Garmisa, Chicago  
E. J. (Zeke) Giorgi, Rockford  
William L. Grindle, Herrin  
Dorah Grow, Denver  
Kenneth Hall, East St. Louis  
Thomas J. Hanahan, Jr., McHenry  
John Jerome (Jack) Hill, Aurora  
James D. Holloway, Sparta  
John J. Houlihan, Park Forest

Oral (Jake) Jacobs, East Moline  
Harold A. Katz, Glencoe  
Leland J. Kennedy, Alton  
James C. Kirie, River Grove  
James G. (Bud) Krause, East St. Louis

Henry M. Lenard, Chicago  
John F. Leon, Chicago  
Frank Lyman, Chicago  
Robert E. Mann, Chicago  
John S. Matijevec, North Chicago  
Elmo (Mac) McClain, Quincy  
Joseph P. McGah, Berkeley  
Melvin McNairy, Chicago  
Robert F. McPartlin, Chicago  
John Merlo, Chicago  
Dr. William A. Moore, M.D., Olney  
Daniel M. Pierce, Highland Park  
Leland H. Rayson, Tinley Park  
William A. Redmond, Bensenville

George L. Saal, Pekin  
Frank D. Savickas, Chicago  
Anthony Scariano, Park Forest  
Gale Schisler, London Mills  
Fred J. Schraeder, Peoria  
Edward J. Shaw, Chicago  
Gerald W. Shea, Riverside  
Isaac Sims, Chicago  
Harold D. Stedelin, Centralia  
Paul Stone, Sullivan  
Rolland F. Tipword, Taylorville  
John P. Touhy, Chicago  
Joseph J. Tumpach, Downers Grove  
Sam M. Vadalabene, Edwardsville  
Edward A. Warman, Skokie  
Harold Washington, Chicago  
Edward W. Wolbank, Chicago  
Frank C. Wolf, Chicago  
Bernard B. Wolfe, Chicago  
Harry (Bus) Yourell, Oak Lawn  
William M. Zachacki, Chicago

#### REPUBLICANS

Merle K. Anderson, Durand  
Raymond E. (Ray) Anderson, Galesburg  
William G. (Bill) Barr, Joliet  
Ben C. Blades, Fairfield  
W. Robert Blair, Park Forest  
Edward E. Bluthardt, Schiller Park  
George M. Burditt, La Grange  
Garrel Burgoon, Lawrenceville  
Charles M. (Chuck) Campbell, Danville

Charles W. Clabaugh, Champaign  
Philip W. Collins, Chicago  
John H. Conolly, Waukegan  
Edward J. Copeland, Chicago  
William D. (Bill) Cox, Charleston  
Lester Cunningham, Belvidere  
William J. Cunningham, Pinckneyville  
Robert G. Day, Peoria  
James E. Eatherly, Galatia  
Herbert F. Geisler, Chicago  
Harber H. Hall, Normal  
Ben C. Harpstrite, New Baden  
Donald A. Henss, Moline  
John B. (Jack) Hill, West Dundee  
Gene L. Hoffman, Elmhurst  
Thomas R. Houde, Kankakee  
Carl T. Hunsicker, Pontiac  
Henry J. Hyde, Chicago  
George P. Johns, Decatur  
David W. Johnson, Rockford  
J. David Jones, Springfield  
Leslie N. Jones, Flora  
Robert S. Juckett, Sr., Park Ridge  
Raymond J. Kahoun, Chicago  
Carl L. Klein, Chicago  
John Henry Kleine, Lake Forest  
Henry J. Klosak, Cicero  
Wilbur H. Lauterbach, Bartonville  
Ed Lehman, East St. Louis  
George W. Lindberg, Crystal Lake  
Edward Madigan, Lincoln  
C. L. McCormick, Vienna  
Bernard McDevitt, Chicago  
J. Theodore Meyer, Chicago  
Kenneth W. Miller, Sterling  
Don A. Moore, Midlothian  
Lewis V. Morgan, Jr., Wheaton  
Clarence E. Neff, Stronghurst  
Frank P. (Pat) North, Rockford  
Pete Pappas, Rock Island  
James (Pate) Philip, Elmhurst  
Paul J. Randolph, Chicago  
David J. Regner, Mount Prospect  
Thomas C. Rose, Jacksonville  
Eugene F. Schlickman, Arlington Heights  
Allan L. (Al) Schoeberlein, Aurora  
Joseph G. Sevcik, Berwyn  
J. Norman Shade, Pekin  
Ralph T. Smith, Alton  
Carl W. Soderstrom, Streator  
Dr. Norbert G. Springer, Chester  
Hellmut W. Stolle, Chicago

Continued on Page 15

# IT'S LIKE HAVING TWO SELF-CLEAN OVENS!

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(Model RHV786)



(This offer in effect Sept. 27 thru Nov. 26)

It's Not Every Day . . .

## Humphrey Visits Co-op Member



Vice President Humphrey and Menard Electric Manager John E. Root discuss electric cooperatives at the Cravens farm.

It was a simple, courteous inquiry: Would Mr. and Mrs. James J. Cravens of Buffalo Hart, near Springfield, mind if the Vice President of the United States called on them the morning of Sept. 20?

Of course not, they responded. They'd be ready. They had two days. They could dust the house and straighten up the place a little, they decided.

The Vice President came—along with some 250 newsmen, several of them from foreign lands. Poised, curious, alert reporters, still and TV cameramen, columnists and at least one artist.

**THE CRAVENS**—he's a Democrat, she's a Republican—never lost their cool.

"He's a real nice gentleman," they agreed after the turmoil.

"He knows farming," said Mr. Cravens. "He asked intelligent questions. He knew every piece of equipment. He must have grown up on a farm. I liked him."

"He was just like any other attractive person," said Mrs. Cravens. "He was polite, considerate, down-to-earth, a real nice human being. It was a pleasure having him in our home."

**THEIR HOME** is a 100-year-old solid, attractive white frame house where Mr. Cravens had lived all his life and where his parents had lived before him.

Two eastern reporters were talking on the farmhouse lawn: "Did you know this land is worth nearly \$1,000 an acre? one asked. "Yes," said the other, "and this man has 1,000 acres. And look at all that expensive machinery. Thousands and thousands of dollars. And those big cattle. Why . . ."—in amazement—"this farmer is rich!"

A Washington reporter looked around the farm home

thoughtfully. "I've never been in a farm home before—or on a farm, for that matter," he told Mrs. Cravens politely. "Most interesting."

"**THE VICE PRESIDENT'S** Washington representatives said he wanted to visit a typical farm and talk with us and some of our neighbors," Mr. Cravens said. "We were asked to invite a few people over and we did, but things were so crowded we didn't have much chance just to talk. Everyone wanted to ask questions."

One who had questions was the Vice President. During a tour of the farm he spotted a Menard Electric Cooperative truck (strategically placed by David Atterberry and Earl L. Pillsbury of Menard).

Mr. Humphrey climbed into the cab, started the motor, noted a transformer on the truck, observed that it was a new type, and gave John E. Root, cooperative manager, his complete attention.

"Oh, my, yes, I know about cooperatives," he said. "I remember from my days in Minnesota . . . and the support I have given the rural electrification program ever since."

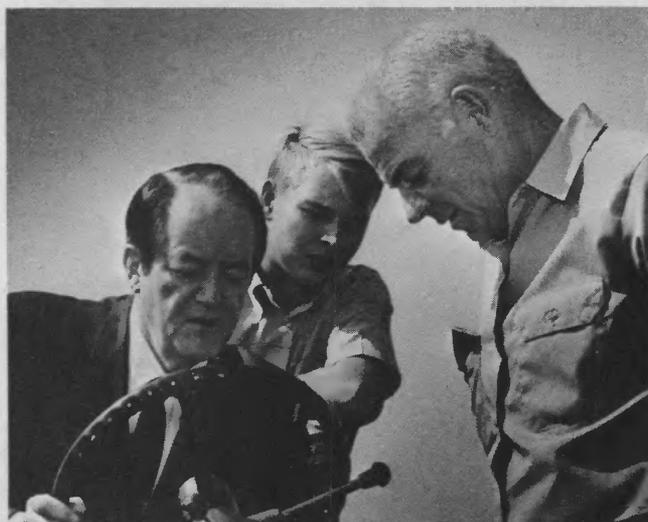
He asked Mr. Root where Menard Electric purchased its power, about its cost, about generation and transmission, about the size of the cooperative, gestured with his arm to the electric poles and power lines in the barnyard lot.

**LATER** the Vice President stood on a truck bed before a mass of reporters and microphones, and talked of farm problems.

"Most of the people of the world, some two-thirds of the population, are rural," he said, "but in the United States only a small percentage live on the land. And yet, when anything goes wrong in agriculture, it upsets the rest of the economy; we seem to forget that."

"We can understand it when we note that over 700,000 people in Illinois alone are directly related to the agricultural economy."

But soon he had to go. He and Illinois Governor Samuel H. Shapiro and others climbed from the truck. "Oh, my goodness, I forgot to say something about the



The Vice President with James L. Cravens (right) and the latter's son, James R., consider tractor operation.

rural electrification program and how important it is to farmers and, in fact, everyone else." He paused. It was too late. His staff was guiding him toward his car. Thousands of people were waiting at Lincoln's home in Springfield. Already 23 television and movie cameras had been set up on a raised platform in front of "The only home Lincoln ever owned."

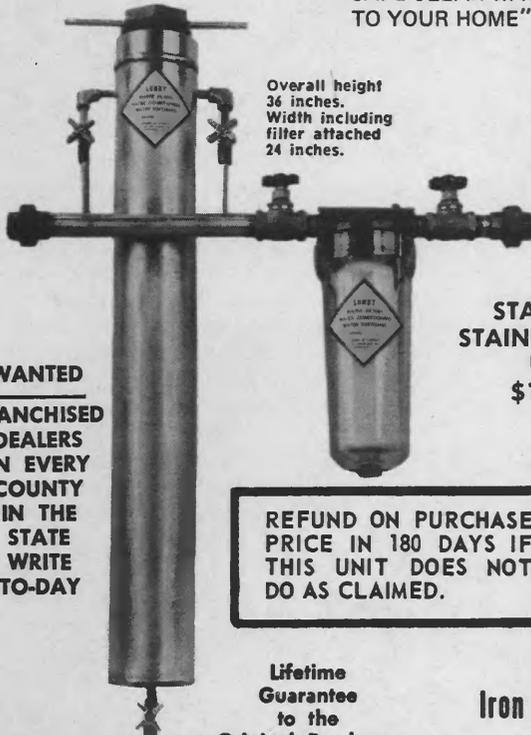
the LOWRY way

IT WILL CLEAN (AND KEEP CLEAN) ALL OF YOUR PLUMBING PIPE'S HOT OR COLD — HEATERS AND BOILERS — NOW AND FOREVER —

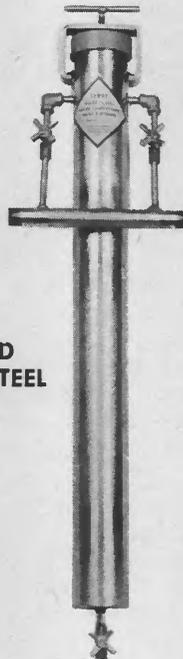
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**No Bulky Brine Tanks**

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The Chemicals are "SAFE" "TASTELESS" AND "ODORLESS". Comes packaged in 25 pound cartons. It Retail at 50 cents per pound, and in 100 pound bags at 40 cents per pound. Approximately 50 cents per person per month is the operating cost, much cheaper after the clean up period.

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Directions \_\_\_\_\_  
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\_\_\_\_\_

PLEASE PRINT

# News From Your Co-op Managers

## Tri-County

An electrical system cannot function without insulators which keep the current traveling over the wire instead of running down the pole into the ground. The wiring on your farmstead is adequately covered with insulation to carry the 240 volts necessary for the operation of your appliances and equipment.

However, you also depend on high-voltage lines which carry 7,200 volts around the countryside. These wires are bare and are held in place by porcelain insulators. They withstand the elements, but not the impact of a rifle bullet.

Many hunters or naive rifle toters like to test their marksmanship by taking pot shots at these insulators. If you shoot one, it might be the most valuable animal you ever killed.



H. G. Downey  
Manager

When an insulator is shattered there are several incidents that can occur:

The wire falls on the road side of the pole, contacting the neutral and causing controls on the line to open the circuit

and cut off the power.

Some alert consumer checks his circuit breakers or fuses in his service box, then calls our office to report that power is off. The office dispatches a crew by radio to fix it. The job can be done in an hour to two hours.

The consumers are grateful that power is back on, but this need not have happened. One must remember that this example was an easy-to-spot, routine outage. No one was injured. What about the cost to the consumers. Crew time, mileage, a new insulator and one tie-wire are the direct costs that show up on your rural electric business account sheets.

What about hidden costs? Time is money in the farming business. A two-hour delay on a welding job to put a machine back in the field, a delay in a "Grade-A" milking operation, the cost of idle hands and machinery and other work stoppage can be costly.

Suppose the wire fell to the field

side of the road (there's a 50-50 chance it would). It wouldn't contact the neutral, and you could have a live wire hanging four or five feet off the ground.

Any living thing tall enough to contact the wire and the ground at the same time would be killed, be it horse, cow, man, woman or child.

How long would the live wire hang there as a hazard? Until someone saw and reported it so a crew could repair it.

It is possible for a bullet to crack the neck of an insulator. A side wind may topple the insulator off anytime. Even worse, the insulator may remain in place until a lineman has reason to climb the pole.

This is one nightmare that haunts the sleep of linemen and has jerked many a man from his bed with a scream. Men have been killed when the insulator and line have fallen across his arms, hitting him above his rubber gloves. Others have died from broken necks when they hit the ground, and others have had their arms burned off at their elbows.

Please don't shoot insulators. If you hit one, it may be the most valuable animal you ever killed—somebody's father, brother or loved one.

## Norris

NEWTON, ILLINOIS

Office hours: 8 a.m. to 5 p.m., Monday through Friday. Closed on Saturday. Telephone: Area Code 618 783-2358. To report an outage after office hours, on Saturdays or on holidays, call

If no answer, dial  
783-3221  
783-2059  
783-2740  
783-3244  
783-3806  
783-3847

Lawrenceville Area 943-4373  
Claremont Area 869-2338

Please—when reporting an outage have your line and account number ready. You will find it in the lower lefthand corner of your meter reading card.

(Sample)

PLEASE READ YOUR METER  
ON .....

(Name)

(Address)

X-1-2 #10 (NOTICE, here is your line and account number.)

Things I've read the past month that I've never heard before: the first little gem of knowledge, and most assuredly none of our members need this, is an interesting thing. Honey, of all things, is good for a hangover. It seems the best thing a person can do after belting grape juice is to take three table-spoonfuls of honey and repeat the dose in half an hour. So the bee specialists say.

Danish scientists supposedly were the first to report the successful use of fructose, a sugar found in fruit and honey, for increasing the metabolism of booze. It's also reported that Rumanian scientists increased the rate of alcohol metabolism in humans by 39 per cent with experiments using honey. Similar work has



Manager  
Damon Williams

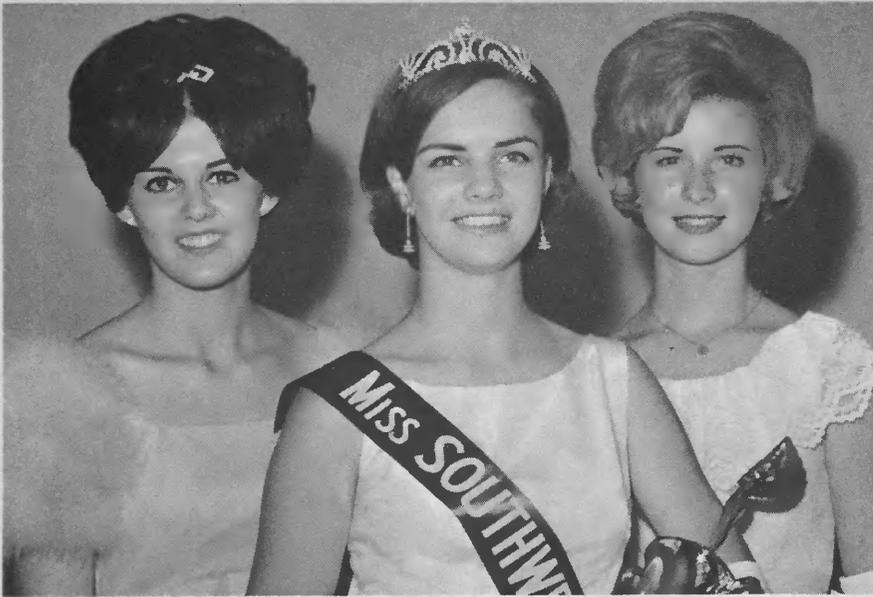
been done in England. It says that fructose taken by mouth in doses of about one ounce within a half hour significantly speeds up the rate of decline of alcohol in average human subjects.

Now, all these little bright gems of information can be of interest, but the best thing you can do, unless you want Bob Copper to give you a ticket, is not to belt it in the first place. And if you do, keep your cotton picking hands off that steering wheel or you will really get into trouble cause the state of Illinois most assuredly takes a dim view of drivers who have been kicking the bottle around.

Another little bit of wisdom I'd like to pass on: according to Phil the philosopher — there are three ages of a man's hair — unparted, parted and departed. It seems like mine has reached the last stage very rapidly in the last six months.

Of course, when you have been as ugly as I've been all my life it doesn't make any particular difference. Cause I can assure you that I have never won any degree of handsomeness at any stage of the game.

It's not particularly a great loss to see your hair receding and departing. Besides, I fooled the only good looking woman that I ever really fell for in my life and as long as I've got her it doesn't make a heck of a lot of difference.



"Miss Southwestern Electric Cooperative, 1968" is Carol Neumann of Greenville. With her are Linda Sieben (left) of Mason, first runner-up, and Peggy Thacker of Mulberry Grove, second runner-up.



Manager L. C. Groat (right) of Spoon River Electric Co-operative talks with new directors. They are (from left) Edwin Barrett, Ralph Erb and Floyd Hughes.

## Southwestern, Spoon River Members Hold Annual Meetings

In two recent instances, crowds of an estimated 1,000 persons each filed into high schools at Canton and Vandalia to attend annual meetings of their electric cooperatives.

Members of Spoon River Electric Co-operative and Southwestern Electric Cooperative assembled to hear cooperative officials report on the past year's business activities, to elect directors and to enjoy various entertainment.

L. C. GROAT, Spoon River's manager, predicted continued progress in providing for the growing electrical needs of cooperative members. Such things as underground

wiring and increased transformer capacity are being installed to meet new demands, he said.

"We have an excellent system at this time," the manager continued, "and hope that it will never be necessary to allow it to deteriorate to the point where we cannot provide good service to all of our members."

F. Leonard Clark of Astoria r.r. 1, president of the board of directors, in his report stressed that the cooperative continues to meet its financial obligations as well as its community responsibilities.

In addition to the \$48,967 in interest payments and \$50,000 in ad-

vance payments on its loans from the Rural Electrification Administration, Spoon River Electric paid \$49,397 in taxes during the past year.

Members elected Floyd Hughes of Canton r.r. 3, Ralph Erb of Ipava r.r. 1 and Edwin Barrett of Lewistown r.r. 1 to three-year terms on the board of directors. They won election over six other nominees, including three whose terms expire in December. Those three were Mr. Clark, Gardner Jacobus and Dean Johnson, both of Lewistown r.r. 2. Spoon River members traditionally have not elected directors to successive terms.

SOUTHWESTERN Electric members heard Board President Fred C. Engelke of Worden report that the cooperative's gross plant value has increased by 31 per cent in the last five years. That growth to \$7,900,405 has resulted from the members' increasing electrical needs, he said.

Another reason for the increase is the number of new subdivisions being built in the cooperative's service area, particularly in Madison County. One development, Holiday Shores which is north of Edwardsville, has 2,000 building lots.

Mr. Engelke told the annual meeting crowd that these increasing needs for dependable electrical service require the cooperative to keep pace so that adequate staff and facilities will be on hand to meet the members' growing power needs.

For instance, a new headquarters building is being constructed at the south edge of Greenville so that additional office space, warehouse areas and pole and material storage can be provided.

JACK A. COMPTON, cooperative manager, explained that the current office in Greenville is not of sufficient size "to accommodate the personnel we need to render the best service to a membership which is increasing at a rapid rate."

Southwestern members in their business meeting re-elected three directors to three-year terms. The three are Mr. Engelke, N. E. Wells of Vandalia r.r. 2 and Hollis McCasland of Greenville r.r. 4.

Carol Neumann, daughter of Mr. and Mrs. Carl Neumann of Greenville, won the cooperative's queen contest. The talent contest winner was Barbara Ann Brandt, daughter of Mr. and Mrs. H. W. Brandt of Edwardsville.



Benjamin A. Pitts

## Ben Pitts Says Co-op Services Benefit Areas

"The south has a reputation for hospitality. But it has nothing on the people I've met in Illinois—and that's the honest to goodness truth."

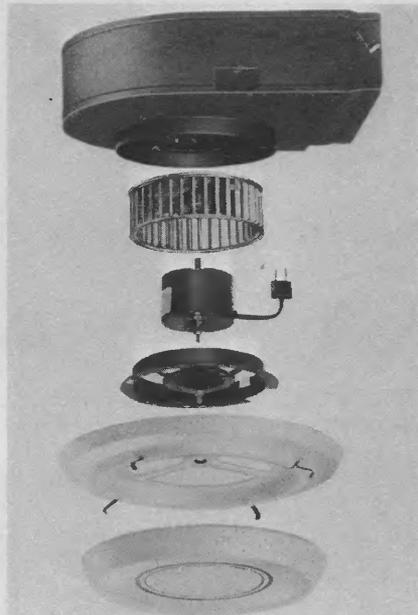
Thus Benjamin A. Pitts, formerly of Tallahassee, Fla., described his initial reception as director of member services and public relations for Monroe County Electric Cooperative of Waterloo, Ill.

Mr. Pitts, 37, was editor of the Florida Rural Electric News and assistant to the manager of the Florida Electric Cooperative Association for five years before assuming his new duties recently at Waterloo. He also is a former city editor of the Gainesville, Fla., Daily Sun.

His wife, Ann, is teaching fourth grade at Valmeyer Elementary School. She is a former high school journalism teacher. The couple has one child, Keith, 11.

"From the start I've been intensely proud to be associated with the electric cooperative program," Mr. Pitts said recently. "It's a splendid example of democracy at work. And I'm especially proud to be associated with Monroe County Electric Cooperative which has contributed so much to the betterment of the territory it serves—and which will continue this invaluable service in the years ahead."

# What's New?



### ● Bathroom Fan

This is an "exploded" view of the Mini-Sone bathroom fan from the Builder Products Division of Emerson Electric Co., 8100 Florissant, St. Louis, Mo., 63136. The fan is designed so that it has no grill and thus blend into the ceiling. Emerson says a slow-speed, high-volume blower wheel and sound-absorbing material make it exceptionally quiet.



### ● Wrinkle Free

Hotpoint's new electric clothes dryers have a handy buzzer which alerts the homemaker when the dry and cool-down cycles are completed so she can remove permanent press garments before they have a chance to set wrinkles. An electronic moisture sensing device automatically turns the machine off when the load has reached the proper degree of dryness.



FOLDS DOWN TO HAT-BOX SIZE. LIGHTWEIGHT, EASY TO CARRY, EASY TO STORE.

COMFORTABLE, PROFESSIONAL-TYPE HAIR DRYING. GREATER AIR FLOW DRIES HAIR FASTER. FOUR TEMPERATURE SETTINGS. 1000 WATT HEATING ELEMENT

### ● Salon Dryer

A salon hair dryer from the Hoover Co. has a 1,000-watt power unit that provides greater airflow for quick drying. A telescoping stand

may be easily lowered or raised. For added convenience there is a complete range of temperature settings, from cool through warm, medium and hot. The suggested retail price is \$27.75 to \$32.95.

# Still More 'Favorable' Candidates Are Listed

(Continued from Page 8)

Arthur A. Telcser, Chicago

John W. Thompson, Chicago Heights

Jack E. Walker, Lansing

John F. Wall, Chicago

James R. Washburn, Morris

Genoa S. Washington, Chicago

Gale Williams, Murphysboro

Jacob John Wolf, Chicago

## INDEPENDENT

William K. Cavanagh, Springfield

## Illinois Senate

There is no regular election this year for members of the Illinois Senate. However, two vacancies are to be filled.

In the 12th district, cooperative leaders point out that William J. Schoeinger, Chicago, a Democrat, has served two terms in the Illinois House of Representatives, has attended the College of Agriculture

at the University of Wisconsin and has demonstrated an interest in and a friendliness to the electric cooperative program.

In the 36th district, W. K. "Kenny" Davidson, a Republican of Keewanee, seeks election to the Senate. He has served five terms in the House of Representatives. Cooperative leaders count him as a supporter of the cooperative program.

Each of these elections is being held to fill a vacancy caused by death of the incumbent. The opponents of Rep. Schoeinger and of Rep. Davidson have not served in the General Assembly and thus have not been able to establish a voting record.

## GOOD CREDIT RISKS

Rural Electrification Administration borrowers are good credit risks. In the two programs of the agency—electric and telephone—\$6.9 billion has been advanced to the various systems. They have repaid more than \$3.2 billion of this money.

# 'Help Others . . . And Ourselves'

The value of cooperatives is that "we help ourselves best by helping others and we help others best by helping ourselves."

These were the words of Paul H. Douglas, a former U. S. senator from Illinois who now is chairman of the National Commission on Urban Problems. He spoke recently in Washington at the opening of "Co-op Month 1968".

Government help to get rural electric cooperatives started brought the roses back into the cheeks of farm women and reduced the divorce rate among farm people because it reduced their burden of toil, he said.

Assistant Secretary of Agriculture John A. Baker presided at the opening in the absence of Secretary of Agriculture Orville L. Freeman, who had been called to Minneapolis because of the serious illness of his mother.

Speaking to farm representatives, Mr. Douglas said farmers today need allies, including city people. They need, also, to work with other types of cooperatives.



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Two lights in one! A light for over-all illumination and another to "light up" your name and address. Genuine Plexiglas gives soft, non-glare light, and weather resistant letters and numbers are another feature you'll like. You also get a weather-tight, 115-volt outdoor accessory plug-in. And the electric photo cell automatically turns both lights on at dusk and off at dawn.



Write Identilite of Illinois or check with your local electric cooperative for price and additional information.

Gaily decorated Plexiglas plates add a festive touch . . . they're interchangeable to fit the season.



**THREATS**

An exasperated mother, after trying several times to get her daughter to hang up the phone and to clean up her room, finally got results by threatening, "Get moving now, or I'll let down all of your hems!"

**UNUSUAL SURGERY**

Sign on hospital being remodeled: "Please Be Patient While Hospital is Undergoing Surgery."

**MISSION ACCOMPLISHED**

Though never a quitter,  
Our dearly departed  
Finished a job  
He should never have started.  
He sought a gas leak  
In the dark of the night,  
Struck one tiny match  
And went out with the light.

**CASH IN ADVANCE**

A retailer sent an order to a distributor for a sizeable amount of goods. The distributor wired him, "Can't ship until you pay your last consignment."  
The retailer's answer (collect) was, "Can't wait that long. Cancel order."

**HAPPINESS IS**

The four-year-old son came in from the backyard in a general state of disarray.  
"You're a mess," his mother scolded.  
"Yes," agreed the boy, "but I'm happy."

**LATE VISITOR**

Two fathers of teen-aged daughters were talking in their car pool. "What is the tactful way for a girl's father to let her boyfriend know it's time to leave?" asked one.  
"The way I do it," said his friend, "is to casually walk through the room with a box of breakfast food."

**RISING PRICES**

A farmer and his wife were visiting a large city and stopped at a plush restaurant for lunch. The

farmer studied the menu for a while and then ordered hamburgers at \$1.85 each.

Then, turning to his wife, he observed: "The way these people have it figured, we have a steer at home worth \$50,000."

**LOVE**

"How do porcupines embrace?"  
"Carefully, very carefully."

**INSURANCE**

"Mommy, can I swim in the ocean?"  
"No, the water's too rough."  
"But daddy's swimming."  
"Daddy's insured."

**NO DOGS**

The touring family was arguing for the admission of the family dog to the camping area.  
"I'm sorry," the manager informed them firmly, "but we can't allow dogs on the premises."  
"But he's like one of the family," protested the group in chorus.  
"Don't tempt me to agree with you," retorted the manager.

**BRIBERY**

John: "Boy, we sure had a really good time last night for a quarter didn't we?"  
Sue: "We sure did. I wonder what my little brother bought with it?"

**QUOTABLE QUIPS**

Mobile Home seller: Wheel estate dealer.

\* \* \* \*

Energetic father: Do dad.

\* \* \* \*

A ringmaster is a small boy in a tub.

\* \* \* \*

By the time most couples can afford to have children, they have grandchildren.

\* \* \* \*

Success is when you have your name in everything but the telephone directory.

\* \* \* \*

Hippie: Looks like Tarzan, dresses like Jane, and smells like Cheetah.

\* \* \* \*

Speed radar is one way of getting at the wheel truth.

\* \* \* \*

Influence: What you think you have 'til you try to use it.

**NEW CHEMICAL RINSE Safely CURLS, WAVES HAIR**



without Permanent Waving  
No matter how straight and hard to curl your hair is, just stir two spoonfuls new discovery RINSA RAMA CHEMICAL RINSE in a glass of water. Comb through hair, put up on regular curlers or pins. Overnight hair takes on soft lustrous casual waves and curls as lovely as natural wavy hair, safe for all types hair even dyed hair. And no matter how damp or rainy the weather, your hair stays as neat and wavy the 7th day as the first. Conditions dry hair. It's amazing. Guarantee satisfaction or money back. Send \$2.00 for enough RINSA RAMA concentrate to make 2 gallons. If C.O.D. postage extra. Write for RINSA RAMA today.

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427 W. Randolph Street, Chicago, Illinois 60606

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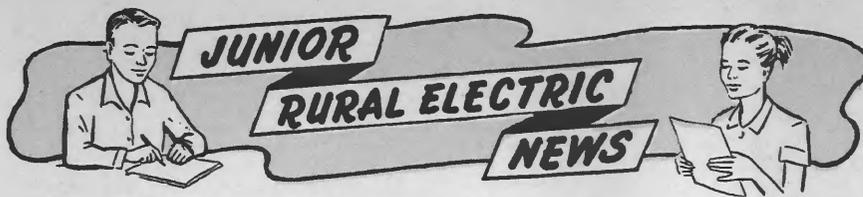
**STATEMENT OF OWNERSHIP, MANAGEMENT AND CIRCULATION**

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2. Mail subscriptions .....	127,000	127,351
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Total .....	128,034	128,280

I certify that the statements made by me above are correct and complete.  
(Signed) John F. Temple



# PEN PALS

Here are some boys and girls anxious to become pen pals.

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

RICK FROHLING, r.r.1, Forest City, Ill. 61532. 9½ yrs. old and in the 4th grade at Forman Grade School. Birthday—April 11. Has brown hair and hazel eyes. Hobbies—bike riding, photography, collecting stamps, writing and camping. Would like to hear from boys and girls 9-11.

\* \* \*

TERRI THOMPSON, 208 E. Jefferson, Auburn, Ill. 62615. 9 yrs. old and in the 4th grade. Birthday—Nov. 26. Has hazel eyes and brown hair. Hobbies—reading, loves animals, hiking, bicycle riding, sewing, baseball, writing and playing the organ. Will answer letters from 9 year old fourth graders. Send picture if possible.

\* \* \*

JILL BIGGS, r.r.1, Kansas, Ill. 61933. 13 yrs. old. Hobbies—cooking, sewing and painting. Enjoys folk music and rock 'n roll music. Would like to hear from boys and girls 12-15.

\* \* \*

ROXANN SMITH, r.r.4, Robinson, Ill. 62454. 14 yrs. old and in the 7th grade. Birthday—Dec. 16. Has green eyes and brown hair. Hobbies—horseback riding, baseball and loves animals. Would like to hear from girls and boys from 13-16. Will answer all letters. Send picture if possible.

\* \* \*

SUSAN DOSS, r.r.1, Cambridge, Ill. 61238. 10 yrs. old and in the 4th grade. Birthday—March 10. Has black hair and blue eyes. Hobbies—skating, reading and playing baseball. Would like to hear from boys and girls 9-11. Will try to answer all letters.

\* \* \*

ANNA PARKES, r.r.3, Robinson, Ill. 62454. 11½ yrs. old and in the 6th grade. Birthday—Aug. 31. Has light brown hair and greenish-blue eyes. Hobbies—swimming, gymnastics, softball, art, music and writing. Would like

to hear from girls and boys 10 or older. Send picture if possible.

\* \* \*

SHELIA GASTON, 1420 Broadway, Windsor, Ill. 61957. 15 yrs. old and a freshman in high school. Birthday—Feb. 5. Has brown hair and eyes. Hobbies—writing, all sports and baby-sitting. Will try to answer all letters.

\* \* \*

BOB EASTON, r.r.4, Charleston, Ill. 61920. 15 yrs. old and a sophomore at Charleston High School. Has sandy brown hair and blue eyes. Likes cars, cycles, long hair, horses and pop music. Would like to hear from girls and boys of all ages. Send picture if possible.

\* \* \*

TANYA HUSTON, 196 N. Madison, Bradley, Ill. 60915. 9½ yrs. old and in the 4th grade. Birthday—Dec. 7. Has brown hair and eyes. Hobbies—rock collecting and horseback riding. Send picture if possible.

\* \* \*

MARY ELLEN UHL, r.r.1, Box 53, Elizabeth, Ill. 61028. 10 yrs. old and in the 4th grade. Has brown hair, green eyes and is 4'8" tall. Birthday—Feb. 24. Hobbies—swimming, horseback riding, sports, art and listening to the radio. Would like to hear from boys and girls of all ages. Send picture if possible.

\* \* \*

KENNETH WAYNE EATON, r.r.2, Sullivan, Ill. 61951. 9 yrs. old and in the 4th grade. Birthday—Nov. 30. Hobbies—model cars, horseback riding, hunting, camping and fishing. Has dark blond hair and blue-green eyes. Would like to hear from boys and girls 8-12.

\* \* \*

SUSAN FIERS, r.r.1, Box 29, Geneseo, Ill. 61254. 9 yrs. old and in the 4th grade. Birthday—Aug. 16. Has brown hair and eyes. Hobbies—cooking, listening to rock 'n roll music and horseback riding. Would like to hear from boys and girls 6-10. Will try to answer all letters. Send picture if possible.

\* \* \*

MARSHA HEWITT, r.r.1, Gilman, Ill. 60938. 15 yrs. old and is 5'7" tall. Birthday—Jan. 11. Has blond hair and blue eyes. Hobbies—dancing, dating, horseback riding and swimming. Would like to hear from boys and girls between ages 15 and 20. Send picture if possible.

\* \* \*

ELIZABETH HARDIEK, r.r.1, Dieterich, Ill. 62424. 11 yrs. old and in the 6th grade. Birthday—June 28. Has

dark blond hair, blue eyes and is 4'10½" tall. Hobbies—bicycle riding, reading, writing letters and watching TV. Would like to hear from boys and girls 10-13. Send picture if possible. Will try to answer all letters.

\* \* \*

MARY WENGER, r.r.2, Fairbury, Ill. 61739. 14 yrs. old and in the 8th grade. Birthday—Dec. 18. Has brown hair, green eyes and is 5'8" tall. Hobbies—bike riding, baseball and writing letters. Would like to hear from boys and girls of all ages.

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# Cook it with RICE

■ Are people always talking about food that just isn't as good as mother used to cook? Try an old-fashioned rice pudding. It will make any man eat those unkind words. October is Rice Month—a good time to serve it. There are myriads of modern mixes combining the old-fashioned flavor of rice with present-day convenience cooking. There's another old-fashioned feature to serving rice . . . its economical price. So serve it often—it pleases the palate and spares the purse.

## CALICO RICE IN FRANKFURTER CROWN

1/4 cup salad oil	2 hard-cooked eggs, diced
2 tablespoons vinegar	1 1/4 cups sliced ripe olives
2 tablespoons prepared mustard	1 cup diced celery
1 1/2 teaspoons salt	3/4 cup chopped green onions
1/8 teaspoon pepper	1/2 cup chopped sour pickle
4 1/2 cups hot cooked rice (1 1/2 cups rice cooked in 3 cups chicken broth)	1/2 cup crumbled crisp bacon
	1 tablespoon celery seed
	1 1/2 pounds frankfurters

Blend together salad oil, vinegar, mustard, salt and pepper. Pour over hot rice; mix well. Add hard-cooked eggs, olives, celery, green onions, sour pickle, bacon and celery seed; toss together. Cut frankfurters in half, stand them on end in a casserole to form a crown. Fill with rice mixture. Cover and bake at 450 degrees for 15 minutes. Makes 8 servings.

## CALAS

1 1/2 cups cooked rice, very soft	3 eggs, beaten
1/2 package yeast, active dry or compressed	1 1/4 cups sifted flour
1/2 cup warm, not hot, water	1/4 cup sugar
	1/2 teaspoon salt
	1/4 teaspoon nutmeg

Mash rice grains and cool to lukewarm. Soften yeast in warm water and stir in lukewarm rice. Mix well. Cover and let rise overnight. The next morning, add eggs, flour, sugar, salt and nutmeg. Beat until smooth. Let stand in a warm place for 30 minutes. Drop by tablespoons into deep hot fat (360 degrees) and fry until golden brown, about 3 minutes. Serve sprinkled with powdered sugar or sugar mixed with cinnamon. Makes 2 dozen. (These are excellent served with fruit or maple syrup.)

## TUNA JAMBALAYA

1 pkg. Rice with Valenciana Sauce	1 can (3 or 4 oz.) mushrooms, drained
1 can (6 1/2 oz.) tuna, drained	

Prepare Rice with Valenciana Sauce as directed on pkg. Stir in tuna and mushrooms before cooking or baking. 4 servings.



HEAVENLY APPLE-RAISIN RICE PUDDING

### RICE AND CABBAGE ROLLS

- |                               |                           |
|-------------------------------|---------------------------|
| 1 pound ground round steak    | 2 slices bread            |
| 3 tablespoons parmesan cheese | 1/2 cup uncooked rice     |
| 1/2 teaspoon salt             | 12 large cabbage leaves   |
| 1/4 teaspoon pepper           | 1/2 teaspoon salt         |
| 1 egg                         | 1/2 teaspoon chili powder |
|                               | 1 cup tomato sauce        |

Place ground meat in large mixing bowl, add parmesan cheese, salt, pepper, egg, and bread which has been placed in water, well drained. Add uncooked rice. Mix well. Divide into 12 equal parts and shape into cones. Wilt cabbage leaves by steaming in hot water. Remove from water and drain. Place a cone-shaped meat roll into each cabbage leaf. Roll tight and place close together, open edge down, in a 2-quart casserole so as not to come apart. Sprinkle 1/2 teaspoon salt and 1/2 teaspoon chili powder over rolls. Mix tomato sauce and 1 cup water together and pour over cabbage rolls. Cover and bake in 375 degrees for 1 hour and 15 minutes. Serves 6.

### PAELLA

- |                                      |                                      |
|--------------------------------------|--------------------------------------|
| 3 tablespoons vegetable oil          | 2 cups rice, uncooked                |
| 1 2-pound chicken, unjointed         | 4 cups chicken stock, hot            |
| 1 pound pork, cut in half-inch cubes | 1/4 teaspoon pepper                  |
| 1 onion, chopped                     | 1 pound raw shelled, deveined shrimp |
| 1 clove garlic, minced               |                                      |
| 3 ripe tomatoes, peeled and diced    |                                      |

Heat oil in frying pan. Brown chicken parts. Drain and set aside. While oil is still hot, add pork and cook until well seared. Add onion and garlic. Cook until tender but not brown. Add tomatoes and cook for 5 minutes, stirring constantly. Pour in rice and cook 5 minutes more. Add broth and seasonings. Pour into baking pans. Place chicken parts on top. Cover with a tight lid or foil. Place in a 350 degree oven and bake for 15 minutes. Remove from oven and add shrimp. Recover and return to the oven for another 15 minutes. Serves 8. (If parboiled rice is used, bake 35 minutes before adding the shrimp.)



CALICO RICE IN FRANKFURTER CROWN



TUNA JAMBALAYA

### GOLDEN RICE SALAD

- |   |  |
|---|--|
| 1/4 cup salad oil   | 1 cup ripe olives, cut in large pieces |
| 2 tablespoons vinegar   | 2 hard cooked eggs, diced              |
| 2 tablespoons prepared mustard  | 1 1/2 cups celery, sliced              |
| 1 1/2 teaspoons salt  | 1/4 cup dill pickles, chopped          |
| 1/8 teaspoon pepper   | 1/4 cup pimiento                       |
| 4 1/2 cups hot cooked rice (1 1/2 cups rice cooked in 3 cups chicken broth) | 1 small onion, minced                  |
|   | 1/2 cup mayonnaise                     |

Blend together salad oil, vinegar, mustard, salt, and pepper; pour over hot rice; toss and set aside to cool. Add remaining ingredients; toss. Chill thoroughly. Serve on lettuce leaf and garnish with extra sliced eggs. 8 one-cup servings.

### SHRIMP AND RICE MOUSSE

- |                                  |  |
|----------------------------------|--|
| 1 pound shrimp                   | 3/4 cup mayonnaise                         |
| 3 cups water                     | 2 tablespoons lemon juice                  |
| 2 teaspoons salt                 | 1 cup whipping cream                       |
| 1/4 teaspoon peppercorns         | 3 cups cold cooked rice                    |
| 1 small bay leaf                 | 1/2 cup thinly sliced cucumbers, quartered |
| 2 tablespoons unflavored gelatin |  |
| 1/2 cup water, cold              | 1/2 cup thinly sliced green onions         |

Clean and devein raw shrimp. Bring shrimp, water, salt, peppercorns, and bay leaf to boil; simmer 10 minutes, or until shrimp are tender. Drain, reserving 2 cups of the shrimp broth. Slice shrimp and chill thoroughly. Soften gelatin in cold water. Dissolve over boiling water. Combine dissolved gelatin, mayonnaise, shrimp broth, and lemon juice. Stir until smooth. Chill until almost set. Set in bowl of ice water. Whip until light and fluffy. Beat cream until stiff. Fold in gelatin mixture together with rice, cucumbers, onions, and shrimp. Pour into a 2-quart mold. Chill until firm. Unmold onto a bed of endive. Garnish with additional shrimp and cucumbers. 8 one-cup servings.

### EIGHT BOY CHICKEN CURRY\*

- |                                |                              |
|--------------------------------|------------------------------|
| 1 5-6 lb. stewing hen, cut up  | 1/2 teaspoon ginger          |
| 6 cups water                   | 1/2 teaspoon Tabasco sauce   |
| 3 medium-sized onions, chopped | 1/4 cup flour                |
| 2 apples, minced               | 2 cups heavy cream           |
| 8 stalks celery, minced        | 3 egg yolks, slightly beaten |
| 1/4 cup olive oil              | 1/2 cup sherry               |
| 1/4 cup curry powder           | Salt to taste                |
| 1/4 teaspoon pepper            | 6 cups hot cooked rice       |

Simmer chicken in water in covered pan until tender. Cook onions, apples, and celery in olive oil until browned, stirring frequently. Add curry powder and simmer 5 minutes. Add four cups of the broth from the chicken and seasonings; simmer 20 minutes. Blend in flour smoothly and cook until thickened, stirring constantly. Bone and dice chicken. Add to sauce and let stand at least 3 hours. When ready to serve, add cream, egg yolks, sherry, and salt to taste. Heat thoroughly. Serve over hot rice.

Serve the following foods, each in a separate dish:

- |                             |                                    |
|-----------------------------|------------------------------------|
| 4 hard-cooked eggs, chopped | 1/2 pound bacon, fried and chopped |
| 2 cups chutney              | 1/2 cup currant jelly              |
| 1 fresh coconut, grated     | 1/2 cup pickles, chopped           |
| 2 green peppers, chopped    | 1/2 pound salted peanuts, chopped  |

\*This takes its name from the number of condiments served with it. Traditionally, each is served by a separate house-boy carrying the bowls in white-gloved hands. Number of condiments may be varied from two up.

### HEAVENLY APPLE-RAISIN RICE PUDDING

(Makes 6 servings)

- |                               |   |
|-------------------------------|---|
| 1 1/2 cups cold cooked rice   | 2/3 cup (small can) undiluted evaporated milk |
| 1 1/2 cups diced marshmallows | 2 tablespoons lemon juice                     |
| 1/2 cup diced apple           | 1/2 cup sifted confectioners' sugar           |
| 1/4 cup seedless raisins      | Nutmeg  |
| 1/4 cup chopped walnuts       |   |
| 2 tablespoons lemon juice     |   |

Mix rice, marshmallows, apple, raisins, nuts and 2 tablespoons lemon juice in bowl. Chill evaporated milk in refrigerator tray until soft ice crystals form around edges of tray (15-20 minutes). Whip until stiff (about 1 minute). Add 2 tablespoons lemon juice and whip very stiff (about 2 minutes longer). Beat in sugar. Fold whipped evaporated milk into rice mixture. Spoon into serving dishes. Serve sprinkled with nutmeg. Garnish with additional apple slices, as desired.

### HEAVENLY DATE RICE PUDDING

(Makes 6 servings)

- |                             |   |
|-----------------------------|---|
| 1 1/2 cups cold cooked rice | 2/3 cup (small can) undiluted evaporated milk |
| 1 cup coconut               | 2 tablespoons lemon juice                     |
| 1/2 cup diced orange        | 1/2 cup sifted confectioners' sugar           |
| 1/4 cup chopped dates       |   |
| 1/4 cup chopped nuts        |   |

Mix rice, coconut, orange, dates and nuts in bowl. Chill evaporated milk in refrigerator tray until soft ice crystals form around edges of tray (15-20 minutes). Whip until stiff (about 1 minute). Add lemon juice and whip very stiff (about 2 minutes longer). Beat in sugar. Fold whipped evaporated milk into rice mixture. Spoon into serving dishes.

■ All gardens aren't big. The charm of most garden situations are the little nooks and crannies that give the flash of color when planted with "tuck-away" flowers. The best "tuck-away" flowers of all are the little bulbs that can bring an exciting new experience of color and form every week from early spring right into May.

Although the "little bulbs" — crocus, chionodoxa, squill, galanthus, muscari, eranthis, etc.—are small in size, they are not in performance. Once planted, many varieties will multiply, covering the area with a blanket of color which announces to all that "Spring is here!" Most "little bulbs" should be planted three inches apart in well-drained soil as soon as possible in the fall.

Fine quality "little bulbs" are so inexpensive that



## Early color with little bulbs

they can be lavishly planted by the hundreds to create drifts of bright or pastel colors among rock, shrubs, in woodland areas, on slopes—and, even in open fields. Grassy areas also can be planted to bloom before the lawns are mowed. They can also be tucked away in nooks and crannies throughout the garden.

The "little bulbs" come from all parts of the world—the plains and mountains of Europe, Asia and South America. Their heights and blossoming time vary. They are called "minor bulbs" because they do not fall in the major category of tulips, daffodils and hyacinths.

The following species and varieties are described according to the order of their flowering:

**GALANTHUS (Snowdrop):** The frosty white bell-like flowers of the Galanthus will thrust its two green leaves and pearl-like bud above ground as early as the end of January or February. As the sun's rays warm these tiny plants the blossoms will open lasting two to three weeks. Snowdrops should be planted three inches deep and two to three inches apart, as soon as possible after they're purchased. They prefer moist humus soil and light shade, such as that found in woodland areas.

Plant Snowdrops along paths, naturalize in woodlands, on sloping hillsides, beneath trees and open branch shrubs, or in rock gardens.

**ERANTHIS (Winter Aconite):** The golden globular buds of the Eranthis will appear often in February or even earlier in some areas. The golden bell-shaped flowers on three to four inch stems open like buttercups framed by a frilly finely cut green ruff. Eranthis like the shade of deciduous shrubs and trees and are best planted where they will not be disturbed during the summer months. They should be set two to three inches apart in large quantities, planted in loose soil. Once planted in favorable locations they will multiply and spread.

**CROCUS:** There is no thrill like the sight of the first crocus signaling the advent of spring. These lovely goblet-shaped flowers on tubular stems appear in many shades of blue, as well as yellow, gold and white. Some have feathered markings or stripes. Originally from the border countries of the Mediterranean they have been perfected by the Dutch hybridizers and they blossom in March and April. There is also a variety that will bloom in September.

**SQUILL (Scilla):** The early-flowering Siberian squills blossom in intense blue in mid-March. Siberian squill have four to six inch stems and should be planted three inches deep in large numbers around trees, before shrubs, in rock gardens or on banks and slopes.

**GLORY OF THE SNOW (Chionodoxa):** The sky-blue flowers of the Chionodoxa are a welcome sight in late March or early April. Chionodoxa grows best in the sun, but it will succeed almost as well in partial shade of deciduous trees and shrubs. The starry blue flowers with white centers were found in the high mountains of Asia Minor. They are best planted by the hundreds. Over the years they will increase, choosing spots in the open woods, along paths, and between rocks—all places where they should be planted.

**MUSCARI (Grape Hyacinth):** The little clusters of close-set bell flowers of the Grape Hyacinth look like unopened bunches of grapes. The many Grape Hyacinth varieties offer gardeners a chance to view blooms on stems from four to eight inches high, in shades of blue and white. Muscari should be planted about three inches deep and three inches apart in slightly gritty, loamy soil, where they will not be disturbed. When planted close together, Grape Hyacinths create a carpet of blue within which yellow daffodils and bright red tulips can be planted for a striking effect.

**ANEMONE:** The anemone or wind flower, both the species and their hybrids, are an asset to any rock garden and should be planted in a sunny or partially shaded location. Anemone blanda is the earliest blooming, flowering in March-April and growing 5" tall. Anemone St. Bavo grows about 10" tall and flowers from April into May.

**PUSCHKINIA:** Puschkinia or striped squill grow 4" tall and bear a dozen or more silverblue flowers on a spike in a similar manner to hyacinths. They like sunny positions and bloom in April.

**ERYTHRONIUM:** Erythronium denscanis or Dog's Tooth Violet with their charming flowers in delicate shades grow about 8" tall and have marbled leaves which make attractive groups of foliage even after flowering time is over.

**FRITILLARIA MELEAGRIS:** This checkered lily comes in white with bells marked with a checkerboard pattern and there are others—all on 10-12" leafy stems, in light chartreus tones, in reddish brown and purples with deeper markings. They flower in April.

# LIGHTEN THE LAUNDRY LOAD

■ Today's laundry basket is piled high with fabrics unheard of a few years ago. Maintaining their appearance is a real challenge unless you have an electric clothes dryer. The latest washers and dryers are specially programmed to take care of the family wash without thinking. But be sure to check hang tags on garments and study the instruction book that come with your laundry equipment. Then keep it handy to refer to.

Manufacturers of home laundry equipment are constantly striving to improve their product and give the homemaker what she needs to solve laundry problems.

It's been another year for permanent press. Although the clothing industry introduced the idea, it's been up to the appliance manufacturers to make it work. In fact, it didn't work until they got on the bandwagon. Now every major manufacturer offers at least one permanent press feature along with settings for woolens, delicate fabrics, etc. Now the industry has moved on into "infinite speeds" and "solid state". This means speeds and agitation can be adjusted to handle fragile garments as well as heavily soiled ones. And there are many settings in between for every type of fabric.

Total capacity ranges from 12 to 18 pounds but some machines provide for small wash loads, one with a small basket that snaps on, others by settings which reduces amount of water that flows in during washing and rinsing cycles.

Other features which are a great help include presoak cycles and extra rinses. Timed dispensers for bleach and fabric softeners are convenient.

Dryers are designed to coordinate with the washers. They'll take care of anything a matching washer does. Controlled heat automatically keeps a safe level of temperature. Electronic sensing devices determine the amount of moisture in clothing and when it reaches the right degree of drying, the heat goes off. Some machines cool down to allow the permanent press fabrics to relax and they tumble without heat. This prevents wrinkles from forming. Other machines have manual controls that allow you to do the same. There's a portable dryer, too.



—Hotpoint



—General Electric



—Westinghouse



—Frigidaire



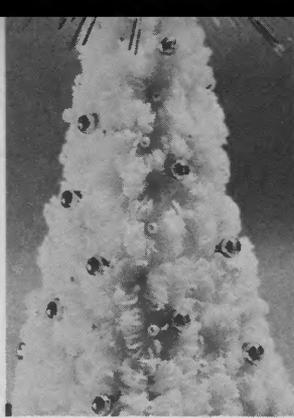
—Maytag



—Easy

## —with an electric clothes dryer

Hotpoint pair helps you solve your washday problems with six wash, rinse and soak combinations. Electronic dryer automatically "senses" when clothes are dry and turns the machine off. General Electric's Versatronic models lets you tune in your own wash-spin combinations. The permanent press setting has cooldown spray to prevent spinset wrinkles when tumble drying. Westinghouse washer has weigh-to-save door which tells you the weight of clothes and proper water level for a load. Matching free-standing pair comes in white, avocado and coppertan. Frigidaire has elevated control panels at eye-level height and uses space between for storage. Washer and dryer have solid-state controls offering infinite washer speeds and dryer signals. Maytag has little portable dryer that plugs into 115-volt outlet. The new appliance can be wheeled on casters, set on or under a counter or hung on a wall. It's handy for handwashing. Easy washer has new electronic solid state controls which handles every fabric. Matching dryer completes job eliminating ironing. New this year is 10-year protection guarantee.



1. Christmas Tree



2. Christmas Tablecloth



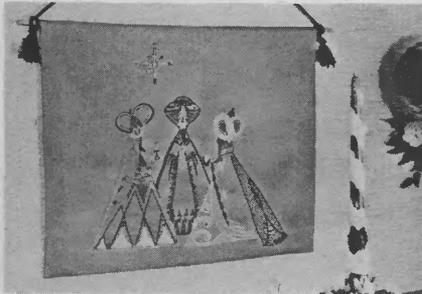
3. Christmas Pot Cover



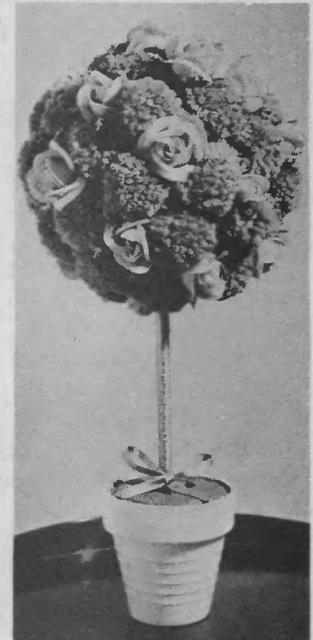
4. Santa-Claus Puppet



5. Tree Place Cards



6. Three Kings Christmas Wall Hanging



7. Pompon Tree

## tree treasures...

1. Think pink this Christmas. Wouldn't a fluffy pastel tree be fun for a change. This delightful table decoration is made of tiny yarn tufts sewn to a crocheted mesh foundation which is placed over a styrofoam pyramid. Pretty!

2. With an orchestra of angels is a harmonious way to cover your Christmas table. The cloth is made of brightly colored linen and then embroidered in two different designs for angels and two for stars, with transfer instructions and a number-keyed stitch and color chart

3. Exotic holiday plant in a plain clay pot? Make the pot look as merry as the plant in a special Christmas cover. The material is felt; embroidered with crystal-like motifs, sparkled by beads and sequins. This was made in red felt

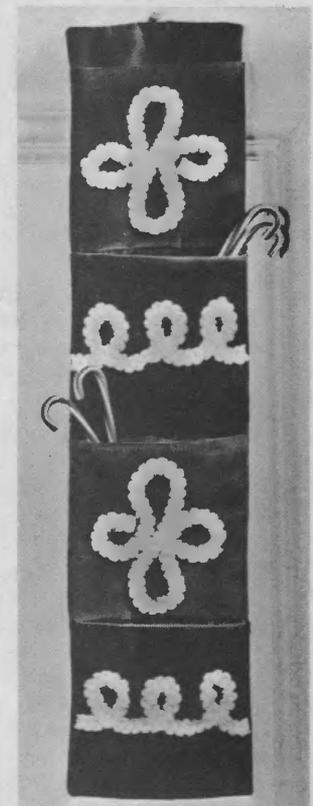
4. Who makes Christmas the merriest? This Santa hand puppet will delight children of all ages with his antics. From the tip of his cap to white ruff on the hem of his red coat, he is crocheted of cotton yarn—sequined eyes

5. Fringy little Christmas trees dangle golden bangles. Each party favor holds a place card on your holiday dinner table. To make one, a crocheted mesh is shaped over a styrofoam cone and yarn fringe looped through the mesh

6. This embroidered wall hanging tells the Christmas tale of the "Three Magi" bearing gifts. A feeling of oriental opulence is created by a variety of stitches done in rich colors on light avocado linen, glittering with sequins

7. Plant a topiary tree in your Christmas garden of fantasy. This whimsical tree is easy to make of yarn pompons and artificial roses secured to a styrofoam ball. It is guaranteed to bloom all through the rest of the winter

8. Tiers of green velvet pockets lined in satin are a plush way to present Christmas gifts. After the holiday, pockets hold hosiery and hankies. Scroll designs are created with white "shell braid." The same leaflet includes angel and Santa gift holders or stockings and a Christmas tree all made of felt, trimmed with rick rack



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RAISE RABBITS for us on \$500 month plan. Plenty cash markets. Free details. White's Rabbitry, Mt. Vernon, Ohio 43050.

WALLPAPER CLEARANCE SALE of 1968 wallpaper. The most fabulous selection of wallpaper you have ever seen. All patterns are soap and water washable. Was \$1.39 to \$1.89 per roll, now only 75¢ per roll while supply lasts. We pay postage. Send 50¢ for large wallpaper book. Refunded first order. Wallpaper Department, Burlington Trading Post, 1800 Burlington, North Kansas City, Missouri 64116.

HANDICRAFTS, ARTIFICIAL FLOWERS, Christmas materials. Sequins, jewelry, novelties. Discount catalog 25¢. Flocraft, Farrell, Pa. 16121.

\$75.00 THOUSAND. Home Addressing! Long-hand. Typewriter. Information, send stamped self-addressed envelope. Brewster, Box 1348-YP, Clearwater, Florida 33517.

\$400.00 MONTHLY POSSIBLE . . . Home Typing! Full or Part-time. Guaranteed Profitable Methods, Instructions, \$1.00. Pulse, Box 11211-44J, Indianapolis, Indiana 46201.

EARN UP TO \$2.00 Hour Lacing Baby Moks. Cuties, Warsaw 27, Indiana 46580.

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. 8859, Lima, Ohio, 45802.

## ● Photo Finishing

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

## ● Poultry

ROCKS, REDS, CORNISH \$3.85-100. Large Jumbo White Rocks \$5.40. Other breeds \$1.45 to \$5.45. Pullets \$12.20. Before you buy, compare our prices. Guaranteed savings. Customers choice of breeds shown in terrific big free catalog. Shipment from hatchery your section. Atlas Chick Company, Home Office, 2651 Chouteau, St. Louis, Missouri 63103.

# 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: \$1.11 per agate line. \$15.54 per inch. Minimum display ad—one inch.

Payment must accompany all ads.

Deadline is 18th of month preceding publication.

Advertisers may deduct a discount of 5% on six month orders; 10% may be deducted on 12 month orders.

Mail ad and remittance to RURAL EXCHANGE, Illinois Rural Electric News, Box 1180, Springfield, Illinois 62705.

INCLUDE YOUR ZIP CODE.

# 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. 62705. Your ad will appear in the earliest issue possible.

YOUR NAME.....

YOUR ADDRESS.....

ZIP.....

Tear Off and Mail Promptly

**NOW! Low-Cost, Revolutionary Heating Invention Gives You**

# HOT WATER HEAT WITHOUT PLUMBING

**Providing Comfortable, Economical, Clean, Healthful and Safest Heating Ever Devised for Entire Homes, Apartments, Motels, Single Rooms, Etc.!**



**MORE THAN 250,000  
INSTALLATIONS ALREADY**

## International THERMO-ELECTRIC HOT WATER BASEBOARD HEATER

**Operates By a Revolutionary Principle  
... Electrically-Heated, Permanently-  
Sealed-in Water!**

**For Heating Entire Homes, Apartments, Schools, Motels and Other Buildings—an INTERNATIONAL HEATER in Each Room Takes the Place of Old-Fashioned, Expensive-to-Install, Heat-Wasting Central Heating Systems**

**(For Single Room Heating—Just Plug in a Portable Model)**

For years heating engineers have known *hot water heat* is superior. Hot water heat is *soft, gentle*. And—according to a world recognized university authority—*provides the most uniform, floor-to-ceiling warmth of any heating tested*. But for years properly-installed hot water heat has been a luxury few could afford. For it required the expensive installation and maintenance of a central boiler, plumbing system, special valves, controls, etc.

Now, however, you can have the advantages of hot water heat—at much lower cost than any type of oil, gas, or electric central heating system.

This is made possible by a simple, low-cost, revolutionary, electric hot water heating invention—the INTERNATIONAL THERMO-ELECTRIC HOT WATER BASEBOARD HEATER, described in detail at the right. It requires no furnace, boiler, pipes, ducts, flues, chimney, or oil or gas storage tank. Has no motor, blower, pump or other moving parts to get out of order. And makes no noise (is absolutely silent).

INTERNATIONAL Thermo-Electric Hot Water Baseboard Heaters take the place of expensive, heat-wasting, space-taking, central heating systems of all types. Instead of installing a central furnace and pipes or air ducts—individual INTERNATIONAL Heaters, with thermostat, are installed in each room.

### YOU GET THESE ADVANTAGES:

- **MORE COMFORTABLE HEAT!**—Heat is directed to produce a soft, gentle warmth throughout the entire room—preventing cold floors and drafts. *There's very little difference between floor and ceiling temperatures*. And, as the temperature of the water in the INTERNATIONAL changes according to outside weather conditions—it maintains and gives off just the right amount of heat for comfort at all times. Never too little. Never too much.
- **SAVE ON INSTALLATION COST!**—Any competent electrician can install an INTERNATIONAL system in a home in a day or two—usually at substantially-lower cost than a properly-installed central heating system.
- **AMAZINGLY-ECONOMICAL TO USE!**—As the INTERNATIONAL has no furnace, pipes or ducts—no heat escapes out the chimney or during transmission to rooms, as with central heating systems which can waste as much as 40% to 50% of their heat this way. And, as the thermostat turns off the current when the water reaches proper heating temperature—there's no wasteful use of current as with other heating methods.
- **CLEAN, HEALTHFUL, SAFE HEAT!**—The INTERNATIONAL can't overheat and burn anything. So no lint and dust particles in the air are burned into carbon cinders. This prevents wall smudging. Keeps furniture and furnishings cleaner. And there are no carbon particles to irritate nose and throat. Furthermore, it's fireproof. Safe for children. And it's the only electric heater which you can place drapes and furniture against with absolute safety.

**ASK YOUR DOCTOR.**

**HOT WATER ELECTRIC HEAT DIV.; INTERNATIONAL OIL BURNER CO.**  
3800 Park Ave. Dept. IREN 1068 St. Louis, Mo. 63110

**INTERNATIONAL HOT WATER ELECTRIC HEAT AVAILABLE THROUGH THESE FINE DISTRIBUTORS**

**JOLIET, ILL.**  
Englewood Elec. Sup.  
1418 West Jefferson  
815-725-3900

**CENTRALIA, ILL.**  
Travelectric Co.  
312 No. Poplar St.  
618-532-6214

**QUINCY, ILL.**  
Gem City Electric Co.  
301-309 So. Seventh St.  
217-222-0545

**SPRINGFIELD, ILL.**  
United States Elec. Co.  
216 East Adams  
217-522-3347

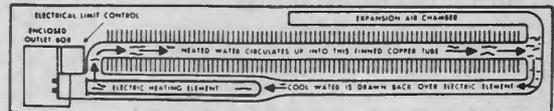
**ROCKFORD, ILL.**  
Englewood Elec. Sup.  
124 No. First St.  
815-963-5441

**ZEIGLER, ILL.**  
Proctor Supply  
101 E. Maryland St.  
618-596-4321

**JACKSONVILLE, ILL.**  
Howe Electric Co.  
221-223 East Morgan  
217-245-4411

**BLOOMINGTON, ILL.**  
United States Elec. Co.  
804 So. Bunn St.  
309-967-6194

**PADUCAH, KY.**  
Ohio Valley Supply Co.  
901 Harrison  
502-443-3606



The innerworks of the INTERNATIONAL is a copper tube inside of which a water and anti-freeze solution, which never needs refilling, and an electric heating element are permanently, hermetically sealed. Operation is controlled entirely by a thermostat—which maintains the solution at precisely the temperature needed to provide perfectly-balanced heating comfort at all times.

There are no heating surfaces of 450° to 800°F. every time the thermostat turns on the current—as with ordinary heating methods which burn and carbonize lint particles in the air, besides causing a lot of heat to rise to the ceiling where so much of it is wasted. Nor is there a chilling to room temperature when the thermostat turns off the current, causing drafty floors and running up the heating bill—as with other heating methods. The water continues to release warmth—an electricity-saving feature.

Each INTERNATIONAL Heater contains an Electric Limit Control and Air Expansion Chamber to provide for absolute safety. The anti-freeze protects to 50°F. below zero.



Exclusive U.S. Patents Nos. 2772342 and 3150250.  
Canadian Patent No. 696903 and Foreign Patents.



### FREE! MAIL COUPON FOR FULL INFORMATION and Factory-Engineered Heating Layout

Brochure tells everything you should know before you invest in any heating equipment. Gives details about the INTERNATIONAL Heater, including specifications and prices of all models and sizes. If you desire, send room measurements, or plan of rooms, for FREE Factory-Engineered Heating Layout. No obligation. Mail Coupon now!



### MAIL COUPON FOR FULL INFORMATION!

Hot Water Electric Heat Division  
International Oil Burner Co.; Dept. IREN 1068  
3800 Park Ave.; St. Louis, Mo. 63110

Please send me, without obligation, the FREE Brochure described above. I am interested in:

- Whole House Heating for new home to be built.
  - Whole House Heating for remodeling present home.
  - Single Room Heating.  Apartment.  Office.  Motel.
  - Enclosed are measurements, or plans, of rooms. Send me, without obligation, a FREE Factory-Engineered Layout.
- Enclosed is name and address of my:  
 Builder  Electrical Contractor  Architect

NAME ..... PHONE .....

ADDRESS .....

TOWN ..... STATE .....