

Illinois
R.E.N.
RURAL ELECTRIC NEWS
January 1970



National News Notes

Co-ops help bring Power to Brazilian rural families

■ Creation or expansion of about 90 rural electric cooperatives over a four-year period in nine states of Brazil, largest country in South America, is expected to benefit some 425,000 Brazilians.

The \$63.2 million program of rural electrification will be supported by a \$30.8 million loan from the Inter-American Bank and will provide power for modern appliances and machinery for home and agricultural use in rural areas.

The program will bring electricity to 27,000 rural homes through expansion of 16 existing cooperatives and the formation of about 77 new ones. Some 12,500 miles of primary distribution lines will be built.

■ Senator George D. Aiken of Vermont has warned that a small number of utility companies and fuel suppliers are attempting to monopolize the nation's power industry.

The highly respected Republican lawmaker told the Joint Committee on Atomic Energy that 12 companies or a combination of them could control "not only the energy output of the nation but the production of atomic material as well."

The committee has been considering several bills including one introduced by Senators Aiken and Clinton P. Anderson of New Mexico which would require the AEC to regard new nuclear plants as commercial and thus subject to antitrust laws. Senator Aiken said the present method of licensing such plants under a research and development provision of the law exempts them from antitrust laws.

"This is ridiculous," Senator Aiken asserted. "It is also dangerous, not only to the publicly owned municipal systems, the rural electric cooperatives, the smaller corporate distribution systems and the public, but to the power industry as well."

■ An advisory committee of the Federal Power Commission predicts that 70 per cent of all new electric distribution lines will be placed underground by 1975. By 1990, the committee said, some 90 per cent of all new lines will be placed underground. Cost of placing distribution lines in the next 20 years will range between \$25.3 billion and \$32.9 billion, the commission added.

■ "It is of paramount importance to recognize that the consumer movement is well established and is likely to gain strength in coming years," says a recent statement by the U. S. Chamber of Commerce Advisory Council, made up of 32 top business leaders.

The council likened the "new consumerism" to the civil rights movement of the 1950s which "sought redress through programs and politics designed to stimulate government action." And the council blamed "the tardiness of business in responding constructively" to consumers' criticism for the rise of the consumer movement.

The U. S. Chamber of Commerce is drafting a broad program of voluntary business reforms. The program embraces unit pricing and other measures long advocated by leaders of the consumer movement. It calls for, among other things, more forthright and effective action by business against fraud and deception, particularly in sales to low-income consumers.

■ Rural electric cooperatives are making a unique contribution to the military struggle in Vietnam, says the Cooperative News Service, a service of the Cooperative League of the USA.

Dr. Tom Venables of the National Rural Electric Cooperative Association, Washington, D. C. staff, recently saw how South Vietnamese troops guarding vital bridges had installed cooperative-powered floodlights in order to detect Viet Cong and communist swimmers attempting to float explosives, camouflaged with lily plants, down to the bridge supports.

The use of floodlights as a protective measure against the VC was foreseen by Dr. Venables and by Clyde T. Ellis, former NRECA general manager, when they visited the Southeast Asian country in 1965.

Senator Aiken warns against power monopoly

More lines go underground

Consumer drive gains strength

Co-op power in S. Vietnam

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National Electrical Week

Let's start 1970 with a salute to one of the nation's really great industries: the electrical industry. You'll soon be hearing more of this from many sources, for February 8-14 has been designated as National Electrical Week. The slogan, reasonably enough, will be, "Electricity Powers Progress."

It does indeed. Just flip a switch. You could start a rocket roaring to the moon, set a computer into action reading data at a rate that would enable it to polish off "Gone with the Wind" in 20 seconds . . . or you could turn on a television set or start a machine that milks a cow.

Progress? To insure progress the electrical industry spends more than \$2.5 billion a year for research. Manufacturers of electrical machinery and supplies employ one-fourth of all engineers and scientists engaged in research and development work in all American industry.

SUCH RESEARCH is credited with reducing the cost of producing electricity. This, naturally, has benefited the consumer, and this includes virtually everyone in town or country. In the past 25 years the cost of living has doubled. But the average price of electricity to residential users has been cut by more than 40 per cent.

Electricity helps reduce the costs of almost everything people buy. The average factory worker today has the equivalent energy of more than 500 men helping him on his job all year long, thanks to the availability of electrical power!

Last year the average United States worker used an estimated 35,000 kilowatt hours of electricity at his job. No worker, by sheer muscle power, can come close to producing such a tremendous amount of electricity. But through the use of electrical power tools and machinery he can call on 500 extra "helpers."

TODAY ELECTRICITY produces more than 90 per cent of all energy used to power production machinery in the United States. And at least 98 per cent of all rural area homes have abundant electricity.

It was not always so. Back in 1935 before the Rural Electrification Act (REA) of 1936, only about 10 per cent of the nation's farms had central station electricity. How different were conditions in some other countries! France had 95 per cent rural electrification. Japan had 90 per cent. Denmark had 85 per cent and The Netherlands had 100 per cent electric service. The advent of electric cooperatives here spurred a revolutionary change in the U.S. picture.

The advent of electricity to rural areas, "bringing them into the 20th century," helped millions of this nation's fine citizens contribute their share to national progress.

During 1968 alone, for example, the total dollar volume of electrical manufacturers reached an all-time high of \$50 billion, a sizeable portion of the gross national product. And a substantial share of these products was purchased by the more than 20 million Americans who depend on electric cooperatives for their electric power.

It is predicted that air-conditioning and electric heat systems will account for 45 per cent of the total growth of residential electrical use from now to 1980. You may be sure that Illinois cooperative members will be among the leaders in this movement. They are moving ahead fast.

Not all cooperative members are farmers, of course. But this nation's farmers now use more than \$650 million worth of electricity a year. How times have changed. And how they will change in the years just ahead!

OUR COVER—Young people, the hope of the future. Full of life, fun, hope, confidence, trust, faith, dependent, now, upon adults striving to make this a better world.



Floor plans making maximum use of space and conveniences such as electric heat help contribute to the comfort of modern mobile home living.

Co-ops Have One on Display

Mobile Homes Flourish in U.S.

by Charles E. Albright

In professionally designed parks, along lake shorelines, in rural settings and throughout America mobile homes are gaining so much popularity that they now represent one of every three new single-family homes being built.

Because of this growth, Illinois electric cooperatives have taken another step in their continuing program of helping members keep informed of new developments. This new step is the purchase of an all-electric mobile home now on display at the cooperatives' statewide headquarters in Springfield.

LYLE E. DUNHAM, director of member services for the Association of Illinois Electric Cooperatives, explained how cooperatives and their members are using the mobile home.

"This is a display home which will help cooperative members and those interested in becoming dealers learn more about mobile home living and about the features of the many fine models now being constructed," he said.

"The cooperatives are not in the business of selling mobile homes, but they are concerned that their mem-

bers have all the information they need if they are thinking about buying a mobile home.

"For instance, mobile homes are heated very efficiently with electricity. Electric heat and other modern electrical appliances add greatly to the appeal of mobile home living and we want our members to be aware of this.

"Members interested in seeing the display home probably will want to contact their local cooperative before coming to Springfield. But should they happen to be in the Springfield area, they certainly are welcome to stop at the AIEC office and go through the fully equipped and furnished home. Non-members are welcome too."

THE DISPLAY mobile home is on the parking lot at the AIEC headquarters building along U.S. 66 about five miles south of Springfield. Normal open-house hours are 8 a.m. to 5 p.m., Mondays through Fridays. The home may be seen at other times by contacting Mr. Dunham whose home telephone number is (217) 529-4982.

The mobile home on display is a

white and green, 12 by 60-foot, all-electric model. Complete with modern electrical appliances such as refrigerator, range, water heater, ample lighting and heating elements, it has two bedrooms, a living room, kitchen, dining area, bathroom, lots of cabinets and closets, carpeting and is complete with furniture.

It's described by its manufacturer, Key Industries, Inc., Sturgis, Michigan, as typical of an all-electric mobile home.

OMAR HOCHSTETLER, vice president of Key, said there is a wide price range for mobile homes. (His firm manufactures approximately 40 different models.) "You can buy a very comfortable, long-lasting, all-electric mobile home for about \$8,000," he said.

"The average retail price is about \$12 a square foot. That covers all features, including furniture. We think it makes mobile homes a most attractive buy."

Those views are shared by Professor C. M. Edwards, a housing specialist at Michigan State University who has researched various housing types.

In his findings, he wrote: "It costs less to live in a mobile home than to buy a house or rent an apartment. For the small American family which needs two bedrooms, a mobile home is the best housing buy."

Other factors contributing to the appeal of mobile home living are noted by the Mobile Homes Manufacturers Association (MHMA). They include low maintenance, comfort and economical heating and cooling costs. Because many mobile homes are creatively designed and tastefully decorated to make the maximum use of space, owners say they have the best features of home ownership and apartment living.

Actually, mobile homes represent the fastest growing home market in the country. Sales records have been set for 25 consecutive months with five million American families now living in mobile homes.

IN JULY 1969 alone, consumers purchased 34,570 mobile homes. That's up 24 per cent from July 1968. And that compares with 71,100 private housing starts (the beginning of construction of single-family conventional homes).

For the first seven months of 1969 there were 221,740 mobile homes sold in the United States, a 42 per cent increase over 1968. Preliminary figures from the U.S. Department of Commerce indicate that

(Continued on page 8)

Westinghouse Honors Teenagers

What manner of creatures are today's teenagers? Who can say? But let us introduce one specimen. He may make you feel much better.

You'll meet 19-year-old Gene Schupbach of near Sparta in southwest Illinois at the 34th annual Westinghouse banquet and party honoring state and national 4-H electric program award winners.

Gene, tall, lean, quiet-mannered, with an abundance of lively curiosity, had just been named the Illinois award winner.

IN THE CROWDED banquet room of the Conrad Hilton Hotel, Chicago, he sat quietly with other state winners, listening to sedate dinner music, joking occasionally with new friends, smiling at several Illinois electric cooperative leaders particularly interested in young people, and listening to brief, laudatory remarks by Westinghouse officials.

These officials clearly have a high regard for today's young people.

They looked over the 1969 group of state award winners with appreciation. When the time comes that these young people have completed their initial formal educations, Westinghouse will be bidding for their services.

ONE OF THE SPEAKERS, A. M. Kennedy, Jr., a Westinghouse vice president, has said, "We are all at our best when we try to make the world around us a little less imperfect. And young people such as these here tonight are deeply concerned about the world around them—more so than were the young people of my own generation."

The banquet ended. The picture-taking ceased, the applause died. And the action started!

Award winners joined hundreds of other 4-H members and leaders in a special party complete with psychedelic lights, a thunderously loud rock group, other professional entertainers—and noise, happy, care-free, rollicking noise.

HOW MANY youngsters packed themselves into that long, darkened ballroom? Six hundred, eight hundred, a thousand or more? Who knows.

Eyes sparkled, bodies swayed to



Gene Schupbach, Illinois 4-H electric award winner, receives congratulations from a new friend, Drayton Heard, Jr., manager, marketing administration, Westinghouse Electric Corporation. Gene was honored at a recent Westinghouse banquet and party in Chicago.

the driving beat of the jungle music, music to drive older adults wild. But these teenagers, lively, delighted, excited, loved every minute of it.

Gene sat in the midst of friends, enjoying himself, watching the pulsating, constantly changing scene.

"Would you leave for just a few minutes—for a picture and interview?" asked dignified Drayton Heard Jr., manager, marketing administration, Westinghouse Electric. He was sorry to interrupt the fun, but Gene, a considerate young man, insisted he didn't mind.

Outside, in an adjoining, nearly deserted hall, the music sounded a little less loud. But the beat was as strong and moving as ever.

"WHAT CAN I tell you?" Gene asked the reporter.

"About myself? There's really not much to say.

"I've been in 4-H work for a long time and it has taught me much of value. I wouldn't be here tonight, of course, if it hadn't been for 4-H. And I'm greatly impressed with what Westinghouse is doing to help the program and express its continuing interest in 4-H and in young people.

"Schooling? Well, I was graduated from Sparta High School. That's in a small but splendid town southeast of St. Louis. Yes, I made good grades. Straight As. I was lucky.

"Now I'm a sophomore at the University of Illinois College of Agriculture and, yes, I'm making good grades there, too. It's not too hard. I'm extremely interested in what I'm learning, so it's not really hard work. I like it.

"THE FUTURE? I'm not sure. Right now I'm preparing to teach. I think that's a good and useful life, and I'd like that."

GENE PAUSED, listened for a moment to the muted music, then, answering questions, went on:

"It's too early to know for sure what I'll finally do. I'm really interested in becoming a minister and I may do that. I think everything I learn at the university will help."

"What do you think of the younger generation?" the reporter asked.

Gene shot him a quick, searching look. Did this stranger really want to know? Perhaps so. In all seriousness Gene answered:

"I think this generation is no worse, and no better, really, than previous generations. But I also believe it has the capacity to be the finest—and the worst—generation in history. It will have to make its choice. It has tremendous promise."

THE INTERVIEW was over.

Back in Sparta Mrs. Fred Schupbach, Gene's mother, filled in a few blanks.

She said Gene and the whole family appreciate the interest of their home cooperative, Egyptian Electric Cooperative Association of Steelville, in young people and in the 4-H program.

Both the cooperative and the Illinois Power Company have helped advance the program in their area. John F. Kober, Egyptian director of member service, has been particularly helpful in working with young people. Manager R. S. Holt and other cooperative people also have pushed the program.

Mr. Schupbach is a factory superintendent at Sparta. And the family

(Continued on page 15)

What of The Art of Lobbying?

Lobbying is a deft and delicate art, not a science, and it's vastly important to individuals and organizations doing business in today's complex world, says Albert J. Cross, director of the Association of Illinois Electric Cooperatives' Legal and Public Affairs Department.

It's particularly important, he says, to groups such as electric cooperatives. These are substantially different from the corner grocery store. They're far more dependent on and vulnerable to legislative pressures and the effects of both good and bad legislation.

Mr. Cross discussed the art of lobbying recently at the annual meeting in Springfield of the Home Builders Association of Illinois. Governor Richard B. Ogilive followed Mr. Cross on the program. Senator Charles H. Percy at the last moment was detained in Washington and his address was presented by a member of the senator's staff.

HOW IMPORTANT is lobbying—to electric cooperatives and others?

"In my opinion a businessman should regard work and expenditures on legislation as a part of his business operation," Mr. Cross declared. "As the world becomes more complicated and involved, participation in the legislative process becomes more essential.

"Further, an individual businessman cannot do it alone. He must work through an organization of individuals engaged in the same type or similar type of business he is engaged in."

The AIEC representative presented a series of suggestions for successful lobbying efforts.

"Technique and strategy must be left entirely to the discretion and judgment of the lobbyist because of the undeniable fact that lobbying is an art," he said. "All you should require of the lobbyist is honesty, integrity and success

"A lobbyist should always have available to him competent legal counsel. And he must be able to recognize when he needs legal counsel

"ONCE AN organization adopts a policy that calls for legislation, every member should support it. If he does not, he undermines the work of his lobbyist.

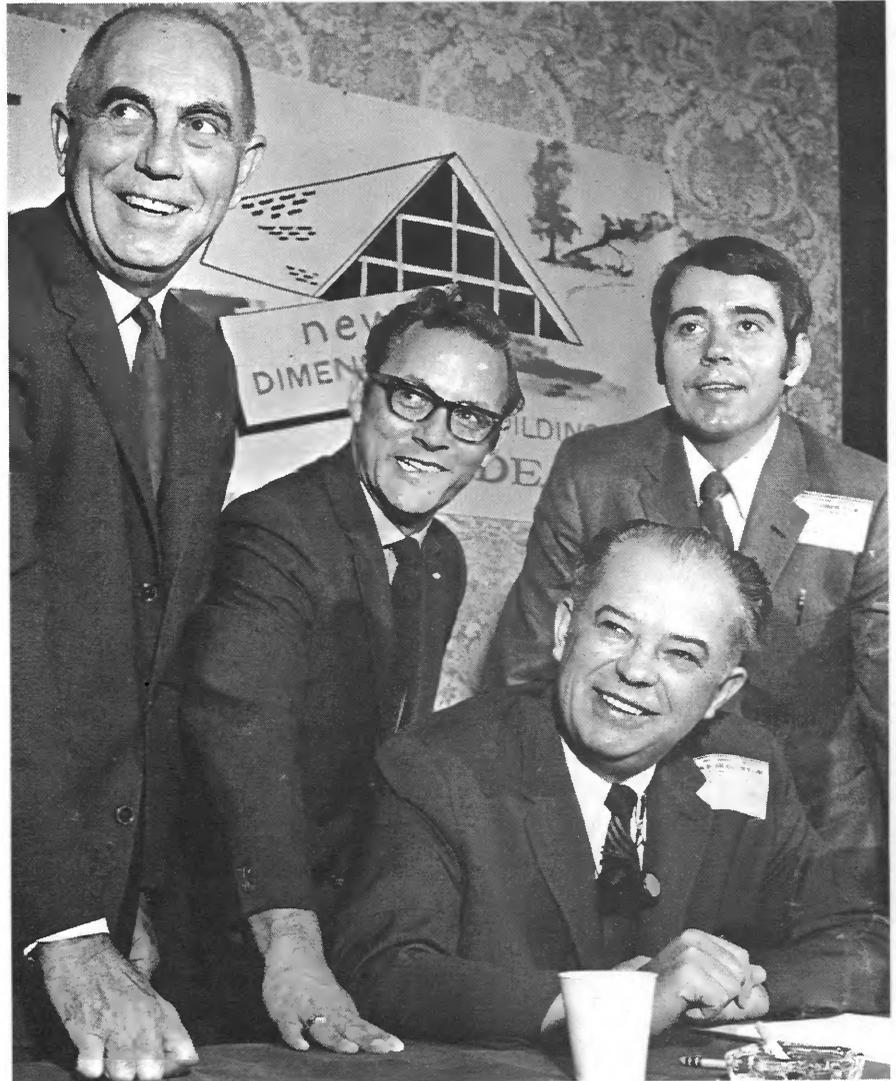
"If a significant number of members of an organization are divided on a matter pending before a legislative body, the members of the body find it out in a hurry.

"Such division is many times fatal. If an organization doesn't know

ing team—and members of a legislative body must have confidence in the integrity of the lobbyist and the organization he represents.

Therefore, Mr. Cross continued, the lobbyist and the organization he represents "must always tell the legislators the truth and give them their best judgment on a pending measure.

"Don't be misled by stories you hear about black brief cases and



Albert J. Cross, seated, director of the AIEC Legal and Public Affairs Department, with Home Builders Association of Illinois leaders, from left, O. L. Krughoff, Naperville, immediate past president; Paul Ball, Bloomington, president, and Jerry Campbell, executive vice president.

what is right for its members, how can you expect a member of a legislative body to know?"

MR. CROSS told the home builders that any effective legislation program requires adequate financing. "Often a legislative program based on inadequate financing is the most expensive one to the members of the organization," he added.

An organization also must have trust and confidence in its lobby-

ing team," the attorney warned.

"This type of operation might possibly result in success on one measure," he said. "However, it will never build an effective long-range successful legislative program."

MR. CROSS said most legislators merit public respect. "Most," he said, "are people like you and me who have decided to devote part of

(Continued on page 8)

Who Will Be Lucky 1970 Washington Trip Winners?

High school students, what will you be doing early next June? Some 50 young people just like you will be climbing aboard two air-conditioned buses at Springfield and heading for a week-long stay in Washington, D. C., the guests of Illinois electric cooperatives.

How to be among this select group?

It isn't as hard as you might think.

Every year most (but not all) Illinois electric cooperatives sponsor an essay contest with grand prizes being those wonderful trips to the nation's capital. Some cooperatives offer one such prize. Others offer two, and occasionally, even more.

CONTESTANTS are usually high school juniors or seniors, but vary with individual cooperatives. A typical essay subject has long been, "What the Electric Cooperative Means to My Community?"

You don't know the answer? Relax. You probably know as much as most prospective essay writers. And here's good news: Gathering the necessary information is easy—and fun.

In the first place, your own electric cooperative people, if your cooperative is a participant, can gladly provide you with abundant information. Not that they'll try to "spoon-feed" you a lot of malarkey about how great the cooperatives are. Naturally, they believe this. And they've a world of material to back up their conviction.

But you can ask these specialists all the questions you wish. You'll get straight, informative answers.

THERE'S ANOTHER source of information, too. You may want to go to the banker in your hometown, your pastor, your teacher, your extension specialist, your parents or your neighbors.

Talk to them about your cooperative and what it means to the community it serves. You'll find them delighted to see you. And if they've been members or known about the cooperative for a long time they may well have some fascinating information for you.

But don't forget the newer crop of cooperative members. They may not know the history of the cooperative so well, but they probably are busy learning for themselves how the cooperative helps make their area a better place in which to live.

ALL OF THESE people probably will tell you the cooperative is really a "good citizen," anxious to serve in every possible way. They'll probably tell you that their cooperative—remember, they're part owners, too—takes the lead in supporting worthwhile projects that help the whole area. That's the way it's been since away back on January 14, 1936, when little Farmers Mutual Electric Company of Geneseo became one of the very first electric cooperatives in the nation.

Good citizens. That's what electric cooperatives are. Farmers Mutual is still the smallest electric cooperative in Illinois. But it's still strong, interested in public service, doing a job to be proud of—being good for its entire area and thus, as we like to say, "Good for All Illinois."

YOU'LL BE HEARING more about this 1970 essay contest and all those trips to Washington. Most information will come from your own cooperative, because these are individual contests. You're not competing on a state-wide basis. So your chances of winning are better.

Thomas H. Moore, general manager of the Association of Illinois Electric Cooperatives, and his administrative assistant, Roy R. (Randy) Richter, will be coordinating the efforts of participating cooperatives, hopefully making things easier for them—and for you.

So take our advice! Think about this event. Watch for details. And when you get the go signal from your own cooperative, **GO!!!** Devote a few hours to the contest.

You could win one of those expense-paid visits to Washington. And we promise you one thing: If you do, it will be an experience you'll not forget as long as you live.

Even if you don't win this year, you'll have fun, you'll make new friends—and people like Randy Richter believe you'll be a finer young adult for your effort. So do we all.



Congressman George E. Shipley, a long-time friend of electric cooperatives, will again be in Washington this spring to greet Illinois Youth to Washington essay contest winners. So will numerous other congressmen and Washington officials. With Congressman Shipley here are Pattie Reedy, Lovington, left, and Linda Atchison, Sullivan, previous winners from Coles-Moultrie Electric Cooperative, Mattoon.

Mobile Homes

(Continued from page 4)

the prevailing tight money market and high interest rates have held down the conventional home market. Cumulative totals for January through July 1969 show 500,500 private housing starts, a decrease of six per cent from the previous year.

For July 1969 (the latest month on which complete information was available) a total of 1,108 mobile homes were purchased and located in Illinois, the MHMA reports.

"This shows Illinois is in one of the regions where mobile homes are particularly popular," Mr. Hochstetler said. "Key Industries hopes to help make well-built, all-electric, attractive mobile homes even more



Cellulose fiber is blown into the walls, ceilings and floors of electrically heated mobile homes under construction in the Michigan plant of Key Industries, one of 220 firms now building mobile homes.

Art of Lobbying

(Continued from page 6)

their careers to politics and government. They want to do a good job."

And, he added, don't expect every legislator to support your position in every detail 100 per cent of the time. There are others in his district and in the state and in the nation besides you.

But of this one may be sure: whenever they possibly can, legislators like to and will support and help those who help them.

Mr. Cross praised Governor Ogilvie and Senator Percy as "outstanding public servants making a strong and conscientious effort to serve and improve the welfare of the people of Illinois."

He said each has one outstanding characteristic: their constituents can get to them; their offices are open; they are anxious to learn about serious problems affecting the people they represent.

available throughout Illinois.

"TO DO THIS we're working with the electric cooperatives. One reason is that we believe in electric heat. We've designed our mobile homes to be insulated to specifications exceeding those set by the industry.

"Already, 50 per cent of the mobile homes we're building are heated electrically. We expect this percentage to increase. Those living in our all-electric models have told us how

pleased they are with their utility bills."

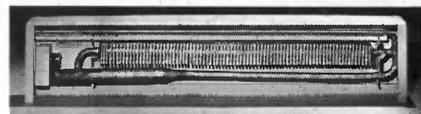
Representatives of many Illinois electric cooperatives already have toured the mobile home on display at Springfield. They agree that its construction and insulation make it possible "to live better electrically in a mobile home as well as in a conventional home."

And Mr. Dunham repeats the invitation: "Stop by and take a look for yourself."

COLD ROOMS

Warm them up fast with

INTERTHERM'S HOT WATER HEAT WITHOUT PLUMBING!



This photo of our heater with the cover removed shows how it works.

Electric heating element is enclosed in a copper tube containing a hermetically sealed water/antifreeze solution. Nothing to add or remove ever. When solution is heated it automatically circulates through the tube.

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- **CLEAN**—Interterm heaters don't burn dust particles into black carbon cinders that soil furnishings, drapes, carpets, walls. You save hundreds of dollars on cleaning.
- **HEALTHFUL**—Eliminates carbon crystal particles or dryness in the air that irritate nose, throat, lung membranes. No cold drafts to cause sniffles, colds.
- **SAFE**—Drapes can be hung right over Interterm heaters without scorching or burning. Tissue or even cotton gauze can be stuffed into the heater without browning or fire hazard. The only heater that can't be made unsafe through human error.

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How to leave the hospital with extra cash in your pocket!

Now... a remarkable plan pays extra cash directly to you— even for life—in addition to any other insurance—even Medicare—tax-free extra cash to use as you wish!

Regardless of your age, occupation or size of your family, you get your first month for only \$1.00!

During this Special Enrollment Period, you can enroll yourself and all eligible family members simply by mailing the Enrollment Form with \$1. There's nothing else to do—but you must mail your Enrollment no later than Midnight, February 15, 1970.

Think of it. Now, with a stroke of your pen, you can have tax-free, expense-free extra cash paid direct to you—not to the doctor or hospital—when a sudden accident or unexpected illness hospitalizes you or a covered member of your family! And you may enroll during this Special Enrollment Period *without having to see a company representative and without any red tape whatsoever.*

How you can get extra cash in addition to ordinary health insurance

All you need do is mail the Enrollment Form at the end of this announcement together with just \$1 before the deadline date. It's that easy!

Anyone who has been in the hospital recently *knows* ordinary hospital insurance—even Medicare—simply will not cover everything. You have to pay many "extras" out of your own pocket—and it can add up to hundreds of dollars in a frighteningly short time.

But even if your ordinary hospital insurance covers most of your medical and hospital bills, what about the bills that keep piling up at home?

If you, as husband, father and breadwinner are suddenly hospitalized, your income stops, your expenses go up. Even if you have some kind of "salary insurance" it probably won't come close to replacing your full-time pay.

If your wife is suddenly hospitalized,

who will look after the family, do the laundry, the marketing, the cleaning? You may have to take time off from your job—or hire full-time domestic help.

If one of your children is suddenly hospitalized you will certainly spare no expense. You wouldn't even want to *think* about the cost.

If you're over 65 and are suddenly hospitalized, Medicare won't pay all your hospital expenses or any household expenses. You won't want to use up savings it may have taken a lifetime to accumulate... you'll want to stay independent and not become a "burden" to your children or community.

Without "extra cash" protection, a hospital emergency may leave you with savings gone, debts you can't pay, peace of mind shattered—even your recovery can be seriously delayed by money worries!

How the plan pays off for you

But now, with Direct Extra Cash, you can help avoid these worries—because you can count on *extra cash* for every day, every week—week after week *even for life*—when you or any covered family member goes to the hospital. No matter how large your family, no matter what your age or occupation, you can choose whichever of four low-cost plans suits your family best.

CHOOSE THE PLAN THAT SUITS YOU BEST—

You get your first month for only \$1.00!

ALL-FAMILY PLAN

PAYS YOU: \$100 weekly extra cash when you are hospitalized. \$75 weekly when your wife is hospitalized. \$50 weekly for each eligible child hospitalized.

If yours is a young, growing family, we recommend the All-Family Plan. You and your wife are covered, and all your children (in-

\$100 every week for you

(See all plans below)

\$75 every week for your wife

(See All-Family and Husband-Wife plans below)

\$50 every week for each eligible child

(See All-Family and One-Parent Family plans below)

\$350 every week you and your wife are both injured

(See All-Family and Husband-Wife plans below)

**PLUS Double cash benefits for cancer and heart attack
Extra cash extended in event of death**

ALL PAID AS LONG AS YOU OR ANY COVERED FAMILY MEMBER IS HOSPITALIZED—EVEN FOR LIFE!

cluding future additions) between 3 months of age and under 23 are included *at no extra cost* as long as they are unmarried and live at home.

You pay only \$7.95 a month and you get your first month for only \$1.00!

HUSBAND-WIFE PLAN

PAYS YOU: \$100 weekly extra cash when you are hospitalized. \$75 weekly when your wife is hospitalized.

If you have no children, or if your children are grown and no longer dependent on you, you will want the Husband-Wife Plan.

You pay only \$5.95 a month and you get your first month for only \$1.00!

ONE-PARENT FAMILY PLAN

PAYS YOU: \$100 weekly extra cash when you are hospitalized. \$50 weekly for each eligible child hospitalized.

If you are the *only* parent living with your children, we suggest the One-Parent Family Plan. It covers you and *all* unmarried children living at home between 3 months of age and under 23. Under this plan, of course, future additions are not included since no maternity benefit is provided.

You pay only \$5.95 a month and you get your first month for only \$1.00!

INDIVIDUAL PLAN

PAYS YOU: \$100 weekly extra cash when you are hospitalized.

If you are living by yourself, or if you wish to cover only yourself or one family member, choose the Individual Plan.

You pay only \$3.50 monthly and you get your first month for only \$1.00!

**ALL ACCIDENTS COVERED AT ONCE—
EVEN PRE-EXISTING CONDITIONS
COVERED AFTER ONE YEAR**

(Continued on next page)

LEAVE THE HOSPITAL WITH EXTRA CASH IN YOUR POCKET!

(continued from previous page)

Important: No matter which plan you choose, extra cash is paid directly to you—even for one day—for as long and for as many times as you or any covered family member is hospitalized—even *for life!*

Naturally, your Direct Extra Cash Plan covers any new accident or sickness, major or minor. You're covered immediately for any accident, on or off the job, any time 24 hours a day, 365 days a year, anywhere in the world. After your policy is 30 days old, you are covered for new sicknesses which begin thereafter.

You're even covered for pre-existing conditions (old conditions that come back again and again or are likely to recur) after your policy has been in force for just 12 months. And, if you select the All-Family Plan, even maternity is covered after your policy has been in force for 10 months.

SPECIAL EXTRA BENEFITS!

Double extra cash benefits

Whichever plan you choose, you get:

100% increase in your cash benefits

...if you or any covered family member is hospitalized by cancer (including Leukemia and Hodgkin's Disease) or heart attack (acute myocardial infarction, coronary thrombosis or coronary occlusion).

If you choose the All-Family or Husband-Wife Plan, you get:

100% increase in your cash benefits

...if both you and your wife are injured and hospitalized at the same time. You get *twice* the regular combined benefit—\$350 a week!

For the first time—Extended extra cash in event of death!

In addition to all the regular and double cash benefits, here is a real *plus*: in case of death in the hospital from any condition covered by your policy—accident, sickness, even natural causes—special extended extra cash benefits provide an extra two weeks of benefits for each covered family member on *all plans*: \$200 for you, \$150 for your wife, \$100 for each child—all *in addition* to all other benefits.

Only a few minimum exceptions

There are only these few minimum exceptions: war, military service, mental disorder, alcoholism, drug addiction or attempted suicide. You may go to any hospital of your choice except nursing homes, convalescent or rest homes, self-care units, and Federal government hospitals.

For as long as you live and pay your premiums, we will never refuse to renew your policy for health reasons—in fact, we guarantee that we will never cancel or terminate your policy unless we decline renewal

on all policies of this type in your *entire* state. Moreover, *no change can ever be made in your rate* unless we make a general change for all persons of the same classification in your entire state.

You may actually come out "Money Ahead"

Because the Direct Extra Cash Plan pays you in addition to any other company's health insurance—individual, group or even Medicare—and because all your extra cash benefits are tax-free, you may actually leave the hospital many dollars ahead...*money you don't have to account for to anyone—extra cash in addition to anything and everything!*

Extra cash benefits at surprisingly low cost—Your first month for only \$1

You get all of these extra benefits at a cost even *less* than you would expect! See the actual low rates on the preceding page. And, regardless of the plan you choose, your age or size of your family, *you get your entire first month for only \$1.00!*

How can we offer so much for so little?

The answer is simple: We have *lower* sales costs. The Direct Extra Cash Plan is a *mass enrollment plan*. All business is conducted *directly* with you by mail. *No salesmen or investigators are used*. It all adds up to *maximum protection at minimum cost* for you.

Backed by Executive Fund—licensed in your state—rated "A Plus (Excellent)."

In addition to the wide range of benefits, the extra cash values, the surprisingly low cost, your policy is backed by a *legal reserve* company—a company talked about today as "the breakthrough company" because it has pioneered—safely and soundly—several of the most important insurance developments in years.

For example, this company—*Executive Fund Life Insurance Company*—achieved the first major price breakthrough in years in the field of life insurance. These "tremendous price advantages" were actually reported in the *Congressional Record*, and Executive Fund was described as "providing everything the consumer wants and needs." Because it is perhaps the only company in the U.S. that sells *all* its policies *without salesmen*. Executive Fund can offer you exactly the same kinds of insurance you can buy from anyone else—but at a *lower price!*

Executive Fund—licensed in your state and regulated by your state's own insurance department—has its National Service Center in Omaha, Nebraska, the very center of the U.S. Its modern facilities and expert personnel provide swift and efficient service to families all over America. The company is managed by a group of highly respected, responsible insurance executives—men dedicated to giving you the *best* insurance, the *finest* service, the *lowest* rates—in a friendly, personal way.

IF YOU ARE OVER 65

Even though Medicare will pay most of your hospital expenses, it will not cover *all* of your needs. During this special enrollment, you can get the extra cash protection needed during the *high-risk* senior years *without any qualifications* just by using the form on the next page!

It's a fact that people over 65 go to hospitals more often and have larger hospital bills. That's exactly why they need extra cash protection! And that's why some hospital plans won't accept them or charge rates beyond their means. But the Direct Extra Cash Plan not only accepts you regardless of age, it gives you easy-to-carry protection that is *within your means*. If you are over 65 now, or when you become 65, the following modest monthly *increase* applies:

Female on All-Family or Husband-Wife Plan	\$2.25
Female on One-Parent Family or Individual Plan	3.00
Male on any Plan	3.00

It's no wonder that *Dunne's Insurance Reports*, one of the nation's leading authorities on insurance companies, has awarded Executive Fund its *highest* policyholders' rating "A Plus (Excellent)."

Easy to enroll! No salesman will call!

As a veteran, you need only fill out your Enrollment Form and mail it with just \$1.00 for your first month. We will issue your Direct Extra Cash Policy (Form P300 Series) *immediately*—the same day we receive your form. This automatically puts your policy in force. Along with your policy you will receive a simple, easy-to-use Claim Form that makes it possible for us to pay extra cash direct to you, the fastest, easiest way.

\$1 NO RISK ENROLLMENT OFFER MONEY-BACK GUARANTEE

When you receive your policy, you'll see that it is honest and easy to understand. But if for any reason whatsoever you change your mind, *you may return your policy within 10 days and we will promptly refund your dollar.*

IMPORTANT: We can only accept your enrollment if it is postmarked on or before the date shown. But please don't wait until the last moment. The sooner we receive your form, the sooner the Direct Extra Cash Plan will cover you. You risk nothing by acting promptly. You may actually risk losing hundreds of dollars in "extra cash" benefits if you delay. Mail your enrollment form today.

EXECUTIVE FUND Life Insurance Company

National Service Center: 3104 Farnam Street, Omaha, Nebraska 68131

A Legal Reserve Company

19 IMPORTANT QUESTIONS ANSWERED ABOUT THE NEW DIRECT EXTRA CASH PLAN

1. What is the Direct Extra Cash Plan?

It is an entirely new, low-cost plan that pays **extra cash** direct to you when accident or illness hospitalizes you or any covered member of your family.

2. Why should I have the Direct Extra Cash Plan in addition to my regular insurance?

Because your present insurance probably won't cover **all** your hospital expenses, but even if it does, you can still use the extra cash to help with your household expenses when you're hospitalized...extra cash week after week **even for life**...extra cash you can use any way you wish!

3. Can I collect even if I carry other health insurance?

Yes. Direct Extra Cash pays you **in addition** to any other companies' health insurance you carry, individual, group or even Medicare—and even in addition to Workmen's Compensation and auto insurance! And all your benefits are tax-free!

4. Is there a lot of red tape to qualify?

None at all. During this special enrollment period, there are no qualifications. Simply complete and mail your Enrollment Form by the deadline date shown.

5. Which plan should I choose?

You can actually select the **exact** plan that suits you best!

If yours is a young, growing family, we recommend the *All-Family Plan*. If you are the only parent living with your children, we suggest the *One-Parent Family Plan*. If you have no children, or if your children are grown and no longer dependent on you, you will want the *Husband-Wife Plan*. Or, if you are living by yourself, choose the *Individual Plan*.

6. If I become hospitalized, when do my extra cash benefits begin? How long can I be paid?

On all plans, you collect from the **very first day** you enter the hospital, even for one day—for as long—and for as many times—as you are hospitalized—**even for life**.

7. How much can I be paid?

All-Family Plan—\$100.00 a week extra cash income for you; \$75.00 weekly for your wife; \$50.00 weekly for each eligible child.

One-Parent Family Plan—\$100.00 weekly for you; \$50.00 weekly for each eligible child.

Husband-Wife Plan—\$100.00 weekly for you; \$75.00 weekly for your wife.

Individual Plan—\$100.00 a week for you.

8. What if my wife and I are both hospitalized at the same time?

If you have the *All-Family* or *Husband-Wife Plan* and are hospitalized by sickness, you collect \$100 a week, your wife \$75 a week, a total of \$175 weekly. And if you are injured and hospitalized at the same time, your benefit **will be doubled**—\$200 for you, \$150 for your wife—a total of \$350 a week!

9. Are there any other "double" extra cash benefits?

Yes. On all plans you receive **double** cash benefits if you or any covered family member is hospitalized for cancer (including Leukemia and Hodgkin's Disease), or heart attack (acute myocardial infarction, coronary thrombosis, or coronary occlusion): \$200.00 a week for you, \$150.00 a week for your wife, \$100.00 a week for each eligible child.

10. Tell me about the "extended" extra cash death benefits.

In the event of death in the hospital of any covered family member from **any** condition covered by your policy, a **lump sum cash** benefit will be paid: \$200 on you, \$150 on your wife, \$100 on each child.

11. Does this plan pay in any hospital?

You will be covered in any hospital of your choice except nursing homes, convalescent or self-care units of hospitals, and Federal government hospitals.

12. When does my policy go into force?

It becomes effective the very same day we receive your Enrollment Form. Accidents are covered on that date. After your policy is 30 days old, you are covered for new sicknesses which begin thereafter. Under the ALL-FAMILY PLAN, childbirth, pregnancy and any consequences thereof are covered after your policy is in force for 10 months.

13. What if someone in my family has had a health problem that may occur again?

Pre-existing conditions are covered after the

policy has been in force for just one year.

14. What conditions aren't covered?

Only these minimum necessary exceptions: pregnancy or any consequence thereof (unless you have the *All-Family Plan*), war, military service, mental disorder, alcoholism, drug addiction, or attempted suicide.

15. Can I drop out any time? Can you drop me?

We will never refuse to renew your policy for health reasons—for as long as you live and pay your premiums. In fact, we guarantee we will never cancel or terminate your policy unless we decline renewal on all policies of this type in your entire state. You, of course, can drop your policy on any renewal date.

16. Will I get fast personal service? Will I receive my money promptly?

Yes. Thanks to the modern facilities and trained personnel of Executive Fund's National Service Center, you get swift, expert service. Your claims are handled promptly and your extra cash sent directly to you.

17. Why are the premiums so low?

With the Direct Extra Cash Plan, you actually get all these benefits—at such a low cost—because this is a mass enrollment plan—and no salesmen are used. Our volume is higher and our sales costs are lower.

18. How much does my first month cost?

Only \$1.00 regardless of your age, the size of your family or the plan you select. After the first month, if you are under 65, you pay only these low monthly rates: only \$7.95 a month for the *All-Family Plan*; only \$5.95 a month for the *One-Parent Family Plan*; only \$5.95 a month for the *Husband-Wife Plan*; only \$3.50 a month for the *Individual Plan*. (When you are over 65, premiums are adjusted. See modest increase in panel on previous page.)

19. Why should I enroll right now?

Because an unexpected sickness or injury could strike without warning—and you will not be covered until your policy is in force. Remember, if for any reason you change your mind, you may return your policy within 10 days and your \$1.00 will be refunded immediately.

SPECIAL ENROLLMENT PERIOD EXPIRES MIDNIGHT, FEBRUARY 15, 1970

Mail Enrollment Form today with \$1.00 to Direct Extra Cash Plan, 3104 Farnam St., Omaha, Nebraska 68131

DIRECT EXTRA CASH PLAN

SPECIAL ENROLLMENT FORM NO. 11258

INSURED'S NAME Mr. Mrs. Miss First Middle Initial Last
(please print)

ADDRESS _____

CITY _____ STATE _____ ZIP CODE _____

AGE _____ DATE OF BIRTH: Month _____ Day _____ Year _____

To: Direct Extra Cash Plan, Executive Fund Life Insurance Company, Omaha, Nebraska. I have enclosed my first monthly premium of \$1.00 for the plan selected above. Please issue my DIRECT EXTRA CASH PLAN Hospital Confinement Policy (P300 Series) immediately, as soon as this form is received. I understand that the policy becomes effective the same day it is issued, and that pre-existing conditions will be covered after the policy has been in force for twelve months. If I change my mind for any reason, I have the right to return my policy within 10 days for a complete refund.

Date _____ Signed Insured's Signature—Please do not print
Form E310

SOCIAL SECURITY NUMBER
(It becomes your policy number)

Check here if you have no Soc. Sec. No.
SELECT PLAN DESIRED (check one only)
 All-Family Plan* Husband-Wife Plan*
 One-Parent Family Plan Individual Plan

*NOTE: If All-Family or Husband-Wife Plan is selected, give following information about wife:

Wife's first name	Middle initial
Date of wife's birth:	Month Day Year

Please make check or money order payable to DIRECT EXTRA CASH PLAN



Illinois electric cooperative members and others interested in the vital role electricity plays in our national prosperity will observe National Electrical Week February 8-14. Here national committee chairman Richard W. Osborn and secretaries of the committee's St. Louis headquarters prepare to attach bumper stickers to their cars. The girls are Sandy Strecker, left, and Joan McDonald.

Electricity: One Key to Progress

Only a relatively few of the more mature adults in today's United States can recall what it was like to live without abundant, low-cost electricity to brighten their lives and lighten their work loads.

It is not so throughout much of the world.

Only a few hours flight to the south lies little Guatemala in Central America, a ruggedly independent nation of some six million persons—half the population of Illinois.

In Guatemala City, the capital, perhaps a million people live, work and play, and lights shine brightly, and hotels are plush. But drive north over the Pan-American Highway and within minutes you're passing through towns and villages without electricity, that become inky black with the setting of the sun. And the economy of the beautiful mountainous areas is stifled in part because of the absence of that great public servant, electricity.

WE IN OUR OWN country have come to take electricity largely for granted. It is always there, day and night, working tirelessly on our behalf.

But let's look for a few moments, with the approach of National Electrical Week (February 8-14) at a few of the blessings electricity has brought and will bring to us.

Did you know, for instance, that 15,000 Americans are kept alive today by a tiny electric device which "paces" the rhythmic beat of their heart?

Also, in many homes, housewives may place a five-pound roast in an oven operated by microwaves and serve it 30 minutes later. A 20-pound turkey takes a few minutes longer; a hamburger just 60 seconds.

ABOVE THE EARTH, of course, satellites crammed with electronic equipment help scientists make long-range weather forecasts.

In the area of communications, because of advances in electronics, a tennis match in Australia, an overseas trip by the President or men walking on the moon can be seen live. Electronics has made this an age of instantaneous communications.

In medicine, automated electronic detection devices are being used in physical examinations to analyze blood samples, to check thyroid conditions, to test hearing and to measure pulse and blood pressures. Besides helping to spot illness more effectively, the electronic devices are reducing the costs of medical examinations and freeing doctors so that they can spend more time on preventive medicine.

THE ELECTRICAL industry will play an important role in solving pollution problems. In the future, for example, electric cars will help reduce air pollution by replacing autos powered by internal combustion engines.

And by 1985—just 15 years away —, it is estimated that the United States will require 700 billion gallons of water a day.

That is about 200 billion gallons more than the available natural fresh water sources can provide.

The extra water may come from the sea, converted to fresh water by electrically powered desalting plants.

Of course electrical advancements will help improve America's educational system. In the future, students may learn at home in a one-room schoolhouse—probably the family room—which would contain a television receiver, a typewriter keyboard, a microphone, earphones and an electronic pencil.

Terms such as "slow," "average," and "advanced" student would no longer be used because the electronic school could supply personalized educational programs to suit each student's abilities and needs.

No wonder the slogan for National Electrical Week proclaims "Electricity Powers Progress."

WHEREVER YOU LIVE...

... you have a stake in rural America.

Fifty years ago our nation was half rural, half urban. Now 70 percent of our people are crammed on to just one percent of our land.

Through the years, as millions have deserted the countryside in search of a better life in the city, problems have been heaped on problems.

And what have we got today? Smog, pollution and traffic jams in the cities. Abandoned farmsteads and empty stores in the country. And economic and social ills in both. We could have planned more wisely.

Now is the time for us to decide on our national policy . . . what we want our country to be like 30 years from now when we'll have 100 million people added to our population.

We must decide if we want to go on piling more and more people into small amounts of space . . . or if we want to provide a better balance of opportunity . . . creating more jobs and building community facilities where millions want to live, work and play . . . in the countryside.

The consumer-owners of America's nearly 1,000 rural electric systems call upon our President, our Congress, and our country's leaders to adopt AN AGENDA FOR RURAL AMERICA — a national agenda relevant to the total welfare of our nation . . . relevant to the future . . . relevant to the great potential of America's spacious countryside — **with these priorities.**

- We urge the President to appoint a National Coordinator for Rural Community Development . . . and we urge consolidation and upgrading of existing community development programs now administered by many different Federal agencies.

- We urge development and implementation of programs to meet the following urgent problems of rural America and its people:

Rural Housing. Over half the nation's substandard homes — more than four million — are in rural America. Many who live in these homes are old. Many are poor.

Community Facilities. Nearly 30,000 rural communities are without adequate water systems . . . about 45,000 without sewer systems. Thousands lack medical centers, libraries, good schools, recreation programs.

Jobs and Training. Few of the nearly 14 million new jobs created in the last 15 years were in rural America. And rural unemployment figures in many areas run nearly 18 per cent, compared to a national average of about four per cent.

Low-Cost Credit. The effects of high interest are most sharply felt in the countryside where there is a chronic shortage of capital for housing and community and industrial growth.

Action now on this AGENDA FOR RURAL AMERICA will lead toward the solution of many of our nation's ills — in the cities and in the rural areas. The urgency of these problems demands the best efforts of us all, acting together with Federal, state and local governments, as well as the private organizations in urban and rural America.

Across the land, the members, directors and employees of the nation's nearly 1,000 consumer-owned rural electric systems are providing leadership in their communities . . . leadership to develop central water systems, start housing programs, spearhead drives for community colleges and recreation projects, and much more. And all the while rural electric systems continue to supply low-cost, dependable electric power to even the most remote areas.

But the welfare of America — all America — is everyone's responsibility. So, wherever you live . . . whatever you do . . . whoever you are . . . you, too, have a stake in rural America.



AMERICA'S RURAL ELECTRIC SYSTEMS

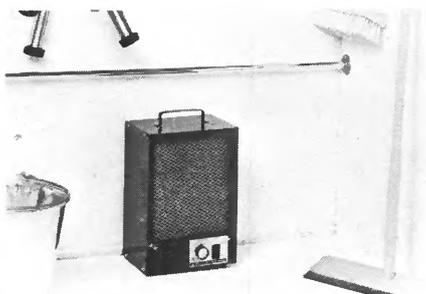
Owned and controlled by the people they serve

What's New?



• Double Insulation

A double insulated structure eliminates the need of a ground wire in this two-speed reciprocating saw, according to Wen Products, Inc., 5810 Northwest Highway, Chicago 60631. The tool has an additional and protective insulation from the normal functional insulation so that current-carrying components are insulated from any metal parts that are accessible to the user. Complete with 7 blades, a rip guide, circle cutter and 45-degree tilting base plate, the saw has a suggested list price of \$49.95.



• Utility Heater

Arvin's milkhouse heater features heavy-duty heating design, yet operates on standard 110-volt AC. Delivering 4,505 or 5,613 BTU's, the unit has a "safe-guard" tip-over switch that instantly shuts off the current if it is overturned. Both exhaust and air intake are located on the front so that the unit can be safely placed flush with a wall. A heavy-duty handle permits overhead mounting. Measuring 10 inches wide, 16 inches high and 7 inches deep, the unit has a suggested retail price of \$21.95.



• 'Can-O-Matic'

The "Can-O-Matic" from Rival Mfg. Co. teams up an electric can opener with an automatic juicer. It also offers "click 'n clean" action. Just touch a button and the entire assembly (cutter, magnet and level) comes off for cleaning in the sink or dishwasher. The complete juicing assembly also lifts off for rinsing. All juicing parts are dishwasher safe. Available in avocado, harvest or white, the combination appliance has a suggested retail price of \$27.95.



• Radio-Intercom

A utility remote station designed for areas requiring only intercom functions such as a garage, workshop or utility room is part of the radio-intercom system from Emerson Electric Co., 8100 Florissant, St. Louis 63136. Quality AM/FM radio or phonograph/tape music reception is assured by all solid-state components that include a drift-free FM "Accutune" circuit. It provides "hands-free" answering, voice-actuated radio silencing, whole-house monitoring and front-door answering from any room in the house.

What's Ahead For Nuclear Power Units?

What's the future of nuclear power plants? There has been a two-year decline in plant orders, but the Atomic Energy Commission remains confident about the long-range growth prospects for nuclear-generated energy.

The AEC in its annual report, "The Nuclear Industry," concedes that there has been a "rapid fall-off" in announcements of new nuclear plants. At the same time orders for coal and gas-fired plants are booming.

Two factors appear mainly responsible for utility company reassessment of nuclear plants.

One, in AEC's words, is "inability to obtain experienced labor and craftsmen during the construction phase."

Thus, of 13 nuclear plants expected to be in operation in either 1969 or 1970, only two are current with their construction schedules. The others are from two to 13 months behind schedule.

Another factor is increasing costs. These have also hit conventional plants. But for nuclear units, costs since the beginning of 1969 climbed 25 to 30 per cent.

The AEC also acknowledges that in 1969 "the public became increasingly concerned with environmental effects from both fossil and nuclear plants."

To counteract public opposition, the AEC has been much more active in 1969 in stressing that no accidents of any kind affecting anyone outside the plant have occurred at civilian nuclear installations and that radiation from such plants is well within "acceptable radiation exposures."

During the first nine months of 1969 orders for nuclear plants totaled only 4-million kilowatts. This compared with 14-million in the same period of 1968, the AEC said. Meanwhile, orders for conventional plants jumped to 26-million kw in 1969.



Recently named officers of the Illinois Electric Cooperative Plant Supervisory Personnel Association are, from left, William G. Bennett, Wayne-White Counties Electric Cooperative, Fairfield, vice president; Kenneth E. Watkins, Eastern Illinois Power Cooperative, Paxton, secretary-treasurer, and Henry Fenton, Tri-County Electric Cooperative, Inc., Mt. Vernon, president. With them is Albert L. Hinrichs, Menard Electric Cooperative, Petersburg, retiring president. The election of officers took place at the organization's two-day annual meeting in Springfield. The sessions were attended by key personnel from electric cooperatives throughout Illinois. The meeting is one of scores held during each year for electric cooperative representatives intent on providing constantly improving service.

4-H Winners Honored by Westinghouse

(Continued from page 5)

also operates a 360-acre farm. Gene, Mrs. Schupbach said, has done most of the farm work during high school. He thinks farming offers a "good life."

And, Mrs. Schupbach urged, "don't forget to give lots of credit to Miss Florine McConachie. She's Randolph County associate extension adviser, and she's great."

So be it!

CHANGING TIMES

In 1947 there were nearly 6-million farms in the country with roughly 26-million persons living on them, said J. Phil Campbell, under secretary of agriculture, in a recent speech.

Total farm debt was \$8.5 billion. Today there are about 3-million farms with only 10-million people living on them. But the total farm debt exceeds \$55-billion.

GET \$40 CASH FOR YOUR CHURCH OR GROUP—EASILY!

with lovely and decorative Prayer Grace Salt and Pepper Sets

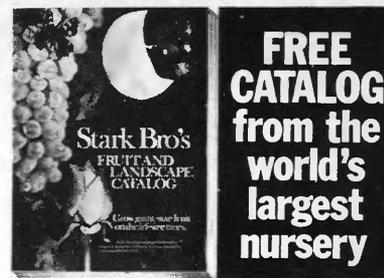
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Let me send you the facts about how you can get \$40 CASH (or more!) easily and quickly for your church or group with these lovely Prayer Grace Salt and Pepper Sets—**AT NO COST TO YOU!** Just fill out the coupon below and mail it to me now. I'll send you absolutely FREE, and without obligation, complete details of my nationally famous Plan which adds \$40 to \$300 and more in CASH to your group Treasury.

YOU NEVER SPEND 1¢ OF YOUR OWN MONEY! Here are the highlights of my famous plan. I ship to you 100 of my beautiful Prayer Grace Salt and Pepper Sets ON CREDIT. They're of gleaming white ceramic, artistically decorated with a different prayer grace on the back of each shaker—one for Thanks, and one for Praise. They're so unusually beautiful, every family will want several sets on sight. You simply have 10 members each sell 10 sets at \$1 each. Keep \$40 of the proceeds for your Treasury. Send \$60 to me. Take up to 60 days. I trust you!

— FREE Details — Mail Coupon TODAY! —
ANNA WADE, Dept. 692JA, Lynchburg, Va. 24505
Please rush complete details FREE—no obligation—of your Plan for our group to raise \$40.00 and more without spending 1¢—with Prayer Grace Salt & Pepper Sets.

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Box 5510, Louisiana, Missouri 63353

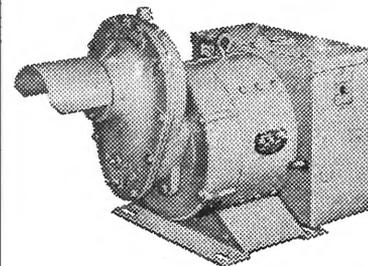
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Quincy, Illinois 62301
phone (217) 223-8665

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Dixon, Illinois 62021
phone (815) 284-3814

Smile
Awhile

COMPLAINT DEPARTMENT

A woman shopping in a department store noticed that the clerk behind the complaint desk smiled at everyone who talked to her and kept her voice low and pleasant, even when irate customers spoke rudely to her. The shopper was amazed at the way the woman kept her cool.

Then she noticed the clerk's dark earrings. On one, in white lettering, was inscribed, "In" and on the other, "Out."

* * *

SLAVE DRIVER

An employer, well known for driving his workers, sent for an employe who had made a minor mistake. "You're fired!" he barked.

"What d'you mean, fired?" shot back the angry hireling. "I always thought slaves were sold!"

* * *

PET SHOP

Kid in pet shop: "Have you got any dogs that go cheap?"

Shopkeeper: "Sorry, all our dogs go 'woof'."

* * *

OLD TIMERS

Old timers: A guy who can remember when a free plug was a potato for the spout of the kerosene can. . . . A fellow who remembers when a baseball game was called on account of darkness. . . . One who remembers when a member of the "beat generation" was a lad leaving the woodshed. . . . A man who remembers when the sky was the limit.

* * *

TALL GRASS

Hoot Maloney got up an hour earlier than his wife one day last week. While she slept, he took the blade off the power mower and put it in the back seat of his car. Later in the day, he dropped it off at a shop to be sharpened. That evening at dinner, Hoot asked casually, "Well, what did you do today?" "I got the lawn mower out and mowed the front and back yard," his wife said. "Something ought to be done about that old mower—it won't cut hot butter!"

SHAKESPEARE

A young fellow was being raised by dignified English grandparents in America.

One day a bow-legged cowboy came by, and the boy said, "Hey, look, I ain't never seen nothing like that."

His grandmother said, "Son, I will help you improve your English," and she bought some Shakespeare books which he began to study.

Later she took the boy to town to see how he had progressed. When he saw a cowboy this time he said, "Hark, what manner of men are these with their legs in parenthesis?"

* * *

FAITHFUL PAIR

My dog, my true friend
My pure, honest respecter;
Sticks by when I'm broke—
But so does the collector.

* * *

NATURALLY

"This is a good restaurant. If you order a fresh egg, you get the freshest egg in the world. If you order hot coffee, you get the hottest coffee in the world. If you order—"

"I believe you. I ordered a small steak."

* * *

SOME THANKS!

An elderly mountaineer woman was having difficulty in getting her horse to pull its heavily loaded cart up the hill. Observing her plight, the village lawyer got behind it and pushed both horse and cart over the top.

"Thank you," she said appreciatively. "I'd never have done it with just one donkey."

* * *

QUOTABLE QUIPS

We would like to say that those guys in our legislature tax our patience, but we don't want to give them any ideas.

* * *

A file is where documents are lost systematically.

* * *

Some day the "law and order" citizens may wake up and demand equal riots.

* * *

When money talks these days, it's probably asking what happened.

* * *

We used to jog when I was younger—only then we called it chasing girls.

* * *

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Crepe Myrtle—Red, Purple, Pink, White, 1 to 2 ft. \$4.99 ea. Spirea Van Houttei—White, 1-2 ft. .19 ea. Spirea Reensiana, 1 to 2 ft. .19 ea. Weigela—Red or Yellow, 1 to 2 ft. .29 ea. Weigela—Var. or Pink, 1-2 ft. .18 ea. Althea—Red or Purple, 1 to 2 ft. .18 ea. Althea—Pink or White, 1 to 2 ft. .18 ea. Forsythia—Yellow, 1 to 2 ft. .18 ea. Pink Spirea, 1 to 2 ft. .19 ea. Pink Flowering Almond, 1 to 2 ft. .59 ea. Tamarisk—Pink, 1 to 2 ft. .29 ea. Bush Honeysuckle—Red, Pink, White, 1 to 2 ft. .29 ea. Red Flowering Quince, 1 to 2 ft. .19 ea. White Flowering Quince, 1 to 2 ft. .29 ea. Persian Lilac—Purple, 1 to 2 ft. .39 ea. Old Fashioned Lilac—1 to 2 ft. .49 ea. Bridal Wreath Spirea, 1 to 2 ft. .49 ea. Hydrangea P.G., 1 to 2 ft. .29 ea. Oak Leaf Hydrangea, 1 to 2 ft. .49 ea. Deutzia—White, 1 to 2 ft. .15 ea. Deutzia—Pink, 1 to 2 ft. .19 ea. Mockorange—White, 1 to 2 ft. .19 ea. Sweet Shrub, 1 to 2 ft. .19 ea. Rose of Sharon, 1 to 2 ft. .19 ea. Red Ozier Dogwood, 1 to 2 ft. .19 ea. Pussy Willow, 1 to 2 ft. .19 ea. Pussy Willow, 4 to 6 ft. .69 ea. Russian Olive, 1 to 2 ft. .29 ea. Russian Olive, 2 to 3 ft. .69 ea. Red Barberry, 1 to 2 ft. .49 ea. Jap Snowball, 1 to 2 ft. .49 ea. Red Snowberry, 1 to 2 ft. .19 ea. White Snowberry, 1 to 2 ft. .29 ea. Spirea, Anthony Waterer—Red, 1 ft. .39 ea. French Lilac—Red, White, Purple, 1 to 2 ft. .98 ea. Scotch Broom, 1 to 2 ft. .29 ea. Hypericum, 1 ft. .19 ea. Spice Bush, 1 to 2 ft. .19 ea. Butterfly Bush—Purple, 1 to 2 ft. .49 ea. Butterfly Bush—Pink, 1 to 2 ft. .49 ea. Vitex—Purple, 1/2 to 1 ft. .39 ea. Green Barberry, 1 to 2 ft. .39 ea. Azalea—White, Purple, Red or Pink, 1/2 to 1 ft. .59 ea. Rose Acacia, 1 ft. .39 ea. Red Chokeberry, 1 to 2 ft. .19 ea. Black Chokeberry, 1 to 2 ft. .19 ea. Hydrangea Arboreascent, 1 to 2 ft. .15 ea. Spirea Thunbergii, 1 to 2 ft. .19 ea. Winter Honeysuckle, 1 to 2 ft. .19 ea. Arrowwood Viburnum, 1/2 to 1 ft. .39 ea. Beauty Berry, 1 to 2 ft. .29 ea. Caryopteris—Blue Mist, 2 years .98 ea. Witchhazel, 1 to 2 ft. .29 ea. American Elder, 1 to 2 ft. .29 ea. Opopssum Haw, 1 to 2 ft. .69 ea. False Indigo—Purple, 1 to 2 ft. .19 ea.	Paw Paw, 3 to 5 ft. .89 ea. Sourwood, 2 to 3 ft. .69 ea. Yellow Buckeye, 1 to 2 ft. .59 ea. Downy Hawthorn, 1/2 to 1 ft. .59 ea. Dwarf White Buckeye, 1/2 to 1 ft. .69 ea. Red Flowering Dogwood, 1 ft. .129 ea. Red Flowering Dogwood, 2 ft. .249 ea. Red Flowering Dogwood, 3 to 4 ft. 3.98 ea. 5-N-1 Flowering Crab, 3 ft. .298 ea. Red Leaf Peach, 2 to 3 ft. .89 ea.	SHADE TREES—1 or 2 Years Old Silver Maple, 3 to 4 ft. \$3.99 ea. Silver Maple, 4 to 6 ft. .79 ea. Chinese Elm, 2 to 3 ft. .19 ea.; 3-4 ft. .39 ea. Chinese Elm, 4 to 6 ft. .69 ea. Green Weeping Willow, 2 to 3 ft. .39 ea. Green Weeping Willow, 4 to 6 ft. .69 ea. Catalpa Tree, 2 to 3 ft. .29 ea. Ginkgo Tree, 1 to 2 ft. .79 ea. Ginkgo Tree, 3 to 5 ft. .298 ea. Pin Oak or Red Oak, 2 ft. .79 ea. Pin Oak or Red Oak, 3 to 5 ft. .129 ea. Willow Oak or Scarlet Oak, 2 ft. .79 ea. Willow Oak or Scarlet Oak, 3-5 ft. 1.29 ea. Lombardy Poplar, 1 to 2 ft. .06 ea. Lombardy Poplar, 2 to 3 ft. \$1.0 ea. Lombardy Poplar, 3 to 4 ft. .15 ea. Lombardy Poplar, 4 to 6 ft. .29 ea. Faassen Red Leaf Maple, 3-5 ft. .398 ea. Sycamore, 3 to 4 ft. .49 ea. Sycamore, 4 to 6 ft. .89 ea. Sugar Maple, 2 to 5 ft. .29 ea. Sugar Maple, 3 to 5 ft. .59 ea. Sweet Gum, 2 to 3 ft. .49 ea. Sweet Gum, 4 to 6 ft. .79 ea. White Birch, 3 to 4 ft. .49 ea. White Birch, 4 to 6 ft. .98 ea. Tulip Tree, 3 to 4 ft. .49 ea. Crimson King Maple (Pat. No. 735), 3 to 5 ft. .398 ea. Sunburst Locust (Pat. No. 1313), 3 to 5 ft. .495 ea. Cut Leaf Weeping Birch, 3 to 5 ft. 3.98 ea. Silver Variegated Maple, 3 to 5 ft. 3.98 ea. Schwedler Maple, 3 to 5 ft. .398 ea. Yellow Wood, 2 to 3 ft. .98 ea. Canoe Birch, 3 to 4 ft. .398 ea. White Ash, 3 to 4 ft. .29 ea. Green Ash, 3 to 4 ft. .29 ea. Persimmon, 1 to 2 ft. .29 ea. Dawns Redwood, 1 to 2 ft. .198 ea. Morain Locust, 3 to 4 ft. .69 ea. Horney Locust, 4 to 5 ft. .398 ea. Kentucky Coffee Tree, 1/2 to 1 ft. .49 ea. American Linden Tree, 1 to 2 ft. .59 ea. American Linden Tree, 3 to 5 ft. .98 ea. Skyline Locust (Pat. No. 1619), 3 to 4 ft. .398 ea. Sassafras, 2 to 3 ft. .49 ea. Scarlet Maple, 4 to 5 ft. .69 ea. Russian Mulberry, 2 to 3 ft. .69 ea. Sycamore Maple, 1/2 to 1 ft. .49 ea. Black Gum, 2 to 3 ft. .79 ea. Japanese Red Leaf Maple, 1 ft. .198 ea. Norway Maple, 1 to 2 ft. .49 ea. Golden Weeping Willow, 2 to 3 ft. .29 ea. Golden Weeping Willow, 4 to 6 ft. .69 ea. Amur Corktree, 1 to 2 ft. .39 ea. Black Locust, 2 to 3 ft. .29 ea. Bald Cypress, 1 to 2 ft. .49 ea. Little Leaf Cucumber, 2 to 3 ft. .69 ea.	FRUIT TREES—1 or 2 Years Old Belle of Georgia Peach, 1 to 2 ft. \$4.49 ea. Belle of Georgia Peach, 2 to 3 ft. .79 ea. Belle of Georgia Peach, 3 to 5 ft. 1.19 ea. Elberta Peach, 1 to 2 ft. .49 ea. Elberta Peach, 2 to 3 ft. .79 ea. Elberta Peach, 3 to 5 ft. 1.19 ea. J. H. Hale Peach, 1 to 2 ft. .49 ea. J. H. 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Red Rome Beauty Apple, 2 to 3 ft. .69 ea. Red Rome Beauty Apple, 4 to 6 ft. 1.29 ea. Red Jonathan Apple, 2 to 3 ft. .69 ea. Red Jonathan Apple, 4 to 6 ft. 1.29 ea. Lodi Apple, 2 to 3 ft. .69 ea. Lodi Apple, 4 to 6 ft. 1.29 ea. Grimes Golden Apple, 2 to 3 ft. .69 ea. Grimes Golden Apple, 4 to 6 ft. 1.29 ea. Yellow Transparent Apple, 2-3 ft. .69 ea. Yellow Transparent Apple, 4-6 ft. 1.29 ea. Yellow Delicious Apple, 2 to 3 ft. .69 ea. Yellow Delicious Apple, 4 to 6 ft. 1.29 ea. Early McIntosh Apple, 2 to 3 ft. .69 ea. Early McIntosh Apple, 4 to 6 ft. 1.29 ea. 5-N-1 Apple—5 Varieties on each 3 ft. .298 ea. .298 ea. Montmorency Cherry, 2 to 3 ft. .139 ea. Montmorency Cherry, 4 to 5 ft. .298 ea. Black Tartarian Cherry, 2 to 3 ft. .139 ea. Black Tartarian Cherry, 4 to 5 ft. .298 ea. Early Richmond Cherry, 2 to 3 ft. .139 ea. Early Richmond Cherry, 4 to 5 ft. .298 ea. Kieffer Pear, 2 to 3 ft. .139 ea. Kieffer Pear, 3 1/2 to 5 ft. .198 ea. Orient Pear, 2 to 3 ft. .139 ea. Orient Pear, 3 1/2 to 5 ft. .198 ea. Bartlett Pear, 2 to 3 ft. .139 ea. Bartlett Pear, 3 1/2 to 5 ft. .198 ea. Moorport Apricot, 1 to 2 ft. .98 ea. Moorport Apricot, 2 to 3 ft. .98 ea. Early Golden Apricot, 1 to 2 ft. .69 ea. Early Golden Apricot, 2 to 3 ft. .98 ea. Netarine, 1 to 2 ft. .59 ea. Netarine, 2 1/2 to 4 ft. .98 ea. Damson Plum, 1 to 2 ft. .59 ea. Damson Plum, 2 1/2 to 4 ft. .98 ea. Red June Plum, 1 to 2 ft. .59 ea. Red June Plum, 2 1/2 to 4 ft. .98 ea. Bruce Plum, 1 to 2 ft. .59 ea. Bruce Plum, 2 1/2 to 4 ft. .98 ea. Methley Plum, 1 to 2 ft. .59 ea. Methley Plum, 2 1/2 to 4 ft. .98 ea. Burbank Plum, 1 to 2 ft. .59 ea. Burbank Plum, 2 1/2 to 4 ft. .98 ea.	NUT TREES—1 or 2 Years Old Hazel Nut, 1 to 2 ft. \$7.99 ea. Hazel Nut, 3 to 5 ft. 1.98 ea. Butternut, 1 to 2 ft. .39 ea. Butternut, 3 to 4 ft. .98 ea. Chinese Chestnut, 1 to 2 ft. .69 ea. Chinese Chestnut, 3 to 5 ft. 1.49 ea. Hardy Pecan Seedlings, 1 to 2 ft. .69 ea. Stuart Pecan—Papershell, 2 ft. .198 ea. Stuart Pecan—Papershell, 3 1/2-5 3.98 ea. Mahan Pecan—Papershell, 2 ft. .198 ea. Mahan Pecan—Papershell, 3 1/2-5 3.98 ea. Black Walnut, 1 to 2 ft. .29 ea. Black Walnut, 3 to 5 ft. .79 ea. English Walnut, 2 to 3 ft. .98 ea. Shell Bark Hickory, 1 to 2 ft. .629 ea. American Beech—Collected, 3-4 ft. .49 ea. Japanese Walnut, 3 to 4 ft. .98 ea.	EVERGREENS—1 or 2 Years Old Glossy Abelia, 1/2 to 1 ft. \$2.99 ea. American Holly, 1/2 to 1 ft. .29 ea. Rhododendron, 1/2 to 1 ft. .49 ea. Pfitzer Juniper, 1/2 to 1 ft. .69 ea. Cherry Laurel, 1/2 to 1 ft. .29 ea. Nandina, 1/2 to 1 ft. .49 ea. Boxwood, 1/2 to 1 ft. .39 ea. Irish Juniper, 1/2 to 1 ft. .59 ea. Savin Juniper, 1/2 to 1 ft. .59 ea. Red Berry Pyracantha, 1/2 to 1 ft. .49 ea. Yellow Berry Pyracantha, 1/2 to 1 ft. .49 ea. Burford Holly, 1/2 to 1 ft. .69 ea. Dwarf Burford Holly, 1/2 to 1 ft. .69 ea. Wax Leaf Ligustrum, 1/2 to 1 ft. .39 ea. Colorado Blue Spruce, 1/2 to 1 ft. .39 ea. Mountain Laurel, 1/2 to 1 ft. .29 ea. Canadian Hemlock, 1/2 to 1 ft. .19 ea. Short Leaf Pine, 1 ft. .19 ea. Slush Pine, 1/2 to 1 ft. .19 ea. Red Cedar, 1/2 to 1 ft. .19 ea. Hetzi Holly, 1/2 to 1 ft. .59 ea. Japanese Holly, 1/2 to 1 ft. .59 ea. Foster Holly, 1/2 to 1 ft. .49 ea. Helleri Holly, 1/2 to 1 ft. .59 ea. East Palatka Holly, 1/2 to 1 ft. .59 ea. Chinese Holly, 1/2 to 1 ft. .69 ea. Andorra Juniper, 1/2 to 1 ft. .59 ea. Cedrus Deodara, 1/2 to 1 ft. .59 ea. Jap Yew, 1/2 to 1 ft. .79 ea. Baker Arborvitae, 1/2 to 1 ft. .59 ea. Berkman's Arborvitae, 1/2 to 1 ft. .59 ea. Globe Arborvitae, 1/2 to 1 ft. .59 ea. Greek Juniper, 1/2 to 1 ft. .59 ea. Gardenia—White, 1/2 to 1 ft. .59 ea. Camellia—Red, 1/2 to 1 ft. .79 ea. Norway Spruce—1/2 to 1 ft. .29 ea. Eucynurus Mahanian, 1/2 to 1 ft. .19 ea. Eucynurus Mandarin, 1/2 to 1 ft. .19 ea. Eucynurus Pulchellus, 1/2 to 1 ft. .39 ea. Eucynurus Dupont, 1/2 to 1 ft. .39 ea. White Pine, 1 ft. .29 ea. Austrian Pine, 1/2 to 1 ft. .29 ea. Mugho Pine, 3 to 5 inch .39 ea. Scotch Pine, 3 to 5 inch .19 ea. Western Yellow Pine, 3 to 5 inch .19 ea. White Spruce, 1/2 to 1 ft. .29 ea. Serbian Spruce, 1/2 to 1 ft. .29 ea. Douglas Fir, 1/2 to 1 ft. .39 ea. Cleyra Japonica, 1/2 to 1 ft. .49 ea. Elegans Fruitlandi, 1/2 to 1 ft. .49 ea. Thorny Elegans, 1/2 to 1 ft. .49 ea. Hetzi Juniper, 1/2 to 1 ft. .59 ea. Sargent Juniper, 1/2 to 1 ft. .59 ea. Shore Juniper, 1/2 to 1 ft. .49 ea. Yupon Holly, 1/2 to 1 ft. .59 ea.	BERRY PLANTS, ETC.—1 or 2 Years Old Black Raspberry, 1/2 to 1 ft. \$3.99 ea. Red Everbearing Raspberry, 1/2-1 ft. 5.39 ea. Dewberry, 1/2 to 1 ft. .29 ea. Boysenberry, 1/2 to 1 ft. .29 ea. Blackberry, 1/2 to 1 ft. .29 ea. Gooseberry, 1/2 to 1 ft. .98 ea. Figs, 1 to 2 ft. .98 ea.	BERRIES, FRUITS AND HEDGE—1 or 2 Years Old 10 Ashburn, 1 year Roots \$1.00 10 Asparagus, 1 year Roots 1.00 25 Strawberry—Blakemore or Tenn. Beauty 1.00 25 Gem Everbearing Strawberry 1.50 100 South Privet, 1 to 2 ft. 1.69 25 North Privet, 1 to 2 ft. 1.98 25 California Privet, 1 to 2 ft. 1.98 25 Multiflora Rose, 1 to 2 ft. 1.98	NATIVE WILD FLOWERS—1 or 2 Years Old Collected from the Mountains 5 Lady's Slipper, Pink \$1.00 6 Blood Root, White Flowers 1.00 6 Dutchman Breeches, White 1.00 4 Jack-in-the-Pulpit, Purple 1.00 3 Dogtooth Violet, Yellow 1.00 20 Hardy Garden Violet, Blue 1.00 3 Partridge Berry 1.00 3 Passionflower 1.00 6 Bird Foot Violet, Blue 1.00 6 Trilliums, Mixed Colors 1.00 6 Blue Bells 1.00 6 Maiden Hair Fern 1.00 8 Hayscented Fern 1.00 11 Christmas Fern 1.00 4 Cinnamon Fern 1.00 3 Royal Fern 1.00 6 White Violets 1.00 6 Hepatica, Mixed Colors 1.00 4 Solomon Seal, White 1.00 3 Trailing Arbutus, Pink 1.00 4 Star Williams 1.00 4 Star Grass, White 1.00 6 Golden Seal, White 1.00 6 May Apple, White 1.00 6 Cardinal Flower, Red 1.00	FLORIBUNDA ROSES—2 Year Field Grown Floradora, Orange \$5.99 ea. 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Make dinner from thrifty beef short ribs, simmered with tomatoes. A sour cream gravy gives good flavor. Serve with a salad.

Dollar-stretching dishes

■ If one of your New Year's resolutions was to be a better food shopper, a good place to concentrate is on main dishes. About half of our total grocery money goes for proteins, making meat, poultry, fish, milk and eggs the most important group on which to strive for efficient purchase and use. Perhaps one of these dishes will be especially welcome during this period of January sales and post-Christmas bills. Here they are:

TOMATO SHORT RIBS WITH SOUR CREAM GRAVY

- | | |
|-------------------------------|---------------------------------------------|
| 1/4 cup butter | 1 lb. carrots, peeled and cut in strips |
| 1 clove garlic, minced | 1 large green pepper, cut in strips |
| 1 large onion, sliced | Hot cooked noodles* |
| 8 beef short ribs (3/4 lbs.) | |
| 1 can (1 lb.) stewed tomatoes | GRAVY: |
| 1 bay leaf | 1/4 cup flour |
| 1 tablespoon salt | 1/2 cup water |
| 1/4 teaspoon pepper | 2 cups drippings |
| 1/2 teaspoon leaf thyme | 1 cup dairy sour cream, at room temperature |
| 1/2 teaspoon rosemary | |
| 1/2 teaspoon leaf marjoram | |

In large, heavy skillet with cover melt butter; saute garlic and onion 2-3 minutes. Add short ribs and brown slowly on all sides. Pour tomatoes over all; add bay leaf, salt, pepper, thyme, rosemary and marjoram. Cover and simmer 1 1/2 hours, turning meat occasionally. During the last 30-45 minutes of cooking time, add carrots and green pepper to skillet. Serve over noodles. To prepare Gravy: Skim off fat. Gradually add water to flour to make a smooth paste. Gradually add to drippings. Cook over medium heat, stirring constantly, until thickened. Cook 2 additional minutes. Remove from heat; stir in sour cream. Heat to serving temperature. (Do not boil.) Place noodles on platter and top with meat and vegetables. Serves 6-8.

*Note: Noodles have a better flavor if 2 beef bouillon cubes are added to cooking liquid. Toss drained noodles with butter before serving.

SALMON CHOWDER

- | | |
|------------------------------|---------------------------------|
| 1 lb. can salmon | 1 lb. can tomatoes |
| 1 chicken bouillon cube | 1 can (8 oz.) whole-kernal corn |
| 1 cup boiling water | 1 cup sliced okra (optional) |
| 3/4 cup chopped onion | 1/2 teaspoon salt |
| 1/2 cup chopped green pepper | 1/4 teaspoon thyme |
| 1 clove garlic, chopped | Dash pepper |
| 1/4 cup butter, melted | 1 whole bay leaf |
| 1/3 cup salmon liquid | |

Drain salmon, reserving liquid. Break salmon into large pieces. Dissolve bouillon cube in boiling water. Cook onion, green pepper, and garlic in butter until tender. Combine all ingredients and cook for 15 minutes or until vegetables are tender. Remove bay leaf. Serves 6

NOODLES ROMANOFF

- | | |
|------------------------------|---------------------------|
| 6 ounces broad noodles | 1 teaspoon Worcestershire |
| 1 cup sour cream | 1/2 teaspoon salt |
| 1 cup cottage cheese | Dash of pepper |
| 1 clove garlic, chopped fine | 1 cup sour cream |
| 1 medium onion, chopped fine | 1/3 cup chopped chives |
| | Parmesan cheese |

Cook noodles until tender; drain. Add sour cream, cottage cheese, garlic, onion and seasonings. Mix carefully, turn into buttered 1 1/2 qt. casserole. Sprinkle generously with paprika. Bake at 350 degrees 45 minutes. Caution: Do not overlook! Combine sour cream with chopped chives and put a tablespoon on each serving of noodles. Sprinkle generously with Parmesan cheese. 6 servings.

MEAT LOAF FOR MEN

- | | |
|-----------------------------|----------------------------|
| 2 lbs. ground beef | 2 tablespoons minced onion |
| 1/4 lb. salt pork, chopped | 1/4 teaspoon pepper |
| 2 eggs, slightly beaten | 1 tablespoon salt |
| 1 cup milk | 1 cup soft bread crumbs |
| 3 tablespoons melted butter | 2 strips bacon |
| 1 tablespoon horseradish | |

Mix meat, salt pork, egg, milk, butter, horseradish, onion, seasonings and bread crumbs. Pack in a buttered loaf pan. Place strips of bacon over top. Bake at 350 degrees 1 hour. If this meat loaf is made for ladies, substitute 3 tablespoons catsup for the horseradish. Serve with big baked potatoes cooked alongside.

HAM-NOODLE BAKE

- | | |
|-----------------------------------|---------------------------|
| 1 pkg. (8 oz.) noodles | 1/2 cup milk |
| 1 1/2 cups chopped cooked ham | 1/2 teaspoon curry powder |
| 1 cup grated sharp cheese | 2 tablespoons butter |
| 1 can (10 oz.) cond. chicken soup | |

Cook noodles according to directions, drain. Combine ham and 3/4 cup cheese. Alternate layers of noodles and ham in greased baking dish. Mix soup, milk and curry powder; pour over dish. Sprinkle top with remaining cheese. Dot with butter. Bake at 375 degrees about 25 minutes. Serve to 6.

CHICKEN CASSEROLE

- | | |
|-----------------------------------------|--------------------------------|
| 1 1/2 to 2 lb. chicken | 1 can cond. mushroom soup |
| 2 (5 oz.) pkgs. noodles | 1 can water |
| 1 (6 oz.) jar stuffed olives, quartered | 1 teaspoon salt |
| 8 hard-cooked eggs, sliced | 1/2 lb. grated American cheese |

Simmer the chicken until done. Remove bones, dice enough to make 3 cups. Cook noodles as directed, drain. Place a layer of noodles in a greased 2-qt. casserole. Add a layer of chicken, olives and eggs, then another layer of noodles. Combine soup, water and salt, pour over noodles. Bake at 350 degrees for 30 minutes. Top with grated cheese for the last 5 minutes of baking. Serves 10

CHEAP CHILI

- | | |
|----------------------------|-------------------------------------------|
| 2 tablespoons butter | 2 No. 1 1/2 cans kidney beans |
| 1/2 cup chopped onion | 2 teaspoons to 2 tablespoons chili powder |
| 1/2 clove chopped garlic | 3/4 teaspoon or more salt |
| 1 lb. ground beef | |
| 1 1/4 cups canned tomatoes | |
- Melt butter, saute onion and garlic. Add beef, stir and saute until well done. Add remaining ingredients. Cover and cook slowly for 1 hour. This border brew goes well with winter weather; so, you may need to double the recipe. And we might as well give Texas the credit for Chili Con Carne. It's their dish!

Now that we've economized on main dishes, let's splurge on dessert. You'll love this one.

COCONUT POUND CAKE

- | | |
|--------------------------|---------------------------|
| 1 lb. butter | 1 teaspoon baking powder |
| 3 cups sugar | 1 cup milk |
| 6 eggs | 3 teaspoons lemon extract |
| 4 cups sifted cake flour | 2 1/2 cups flake coconut |

Cream butter and sugar together. Add eggs, one at a time. Add flour, which has been sifted with baking powder, alternately with milk, beating well. Add extract and coconut. Pour into well-greased tube cake pan and a small loaf pan. Bake at 325 degrees about 1 1/2 hours. This keeps well, like all pound cakes. And it goes well with lots of things—like coffee ice cream.



Front loading portable is convertible—build it in later



Newest feature on this one is in-the-door silverware basket



All about dishwashers

■ An automatic dishwasher cuts the time in half that the average homemaker spends in front of the sink. There are other benefits too. Dishes are washed cleaner and are more sanitary than those washed by hand. Less water is used because in most homes it is necessary to run the machine only once a day. Meanwhile, dishes are quickly loaded and the door closed, ending the clutter of dirty dishes in and around the sink.

It is believed that by 1975, 35% of the homes will include dishwashers. If you are an about-to-be-owner, you will have a genuine treat in store. Or, if you are contemplating replacing an old model, you'll want to check the newest features.

Have some idea of how a dishwasher operates before making a selection. There are many variables, but within the dishwasher itself two factors contribute to thorough cleaning of glassware, dishes, pots, pans, flatware, cutlery, and cooking utensils. These are washing levels and cycles.

The washing level refers to where the water enters the tub. Remember that the dishes placed on the upper and lower racks are stationary. It is the water that must "move" in such a manner that it swirls around the inside, outside, top, and bottom of each item on both racks. This is accomplished by revolving spray arms or towers that jet water out at different angles with varying force and at both levels. It is the efficiency of the water action and distribution which permits random loading and the inclusion of large water-trapping items, such as, mixing bowls and saucepans. All machines provide at least one spray arm and most have two. Some offer three, one model has four washing levels with a spray exclusively for the silverware basket.

Cycle means the entire process of washing, rinsing, and drying. In hand dishwashing, the cycle consists of rinse, wash, rinse, and towel-dry. The basic cycle of dishwashers is more elaborate. For a regular or daily load, it generally runs through pre-rinse, wash, rinse, second



Top-loading portable has disposer that gobbles up leftovers

wash, two or three rinses, dry. Most machines offer a selection of cycles geared to light, medium, and heavy soil with a corresponding change in the wash-rinse-dry pattern, the amount of water consumed, and the length of operating time. And there are dishwashers that vary the speed, that is, the force of the washing action. For example, a dishwasher with a "Crystal and China" or "Gentle Wash" cycle not only differs in the washing pattern, but also uses a slower speed with a lighter water pressure than that for regular loads. Besides being safer for delicate dishes and glassware, milder water force is good for such things as machine-washable plastics and other "lightweights" which might otherwise be displaced.

In addition, there are also special cycles. Of particular interest is "Rinse-Hold." It does just that—rinses sticky food particles from dishes, after breakfast and then lunch, and holds them until you are ready to wash a full load, usually after dinner. Some dishwashers have a "Rinse-Dry" cycle, useful for "dusting" stored dishes and silverware. Some even have a "Cancel" button should you decide to change your mind and use another cycle.

Besides washing levels and cycles, there are other features in today's dishwashers that contribute to convenience and clean dishes. Automatic dispensers which release detergent at the proper time for both first and second wash actions. And dispensers that hold and automatically release rinse conditioners which help prevent water spotting. This is especially important in hard water areas.

All dishwashers have a heating element in the bottom which serves to dry dishes and to maintain water temperature. At least one manufacturer has a "Sanitizer" setting for use with the single or double wash cycles. A thermostat prevents the cycle from continuing until 145 degree water is available for the final wash and rinse. This may be an important consideration in homes where hot water is at a premium. For best results, an adequate supply of 140-160 degree water is essential.



Interchangeable front panels fits any kitchen color scheme

To keep small objects from falling through or being scattered, there are models that provide a lid for a special section of the silverware basket. Though it is still necessary to scrape away leftovers and bones from dishes, no pre-rinsing is needed. Manufacturers have engineered a filtering action or liquefier to sweep food particles down the drain.

Ease of loading is an important aspect and can increase time saved. There are considerable differences in each design, though all front loaders have upper and lower racks that slide in and out. For greater flexibility, the top rack in some models has two sections which pull out independently allowing a choice of four positions. This way more tall and short items can be accommodated in the same load.

Generally, front loading is more convenient than top loading—a space-saving feature of many portables. In some top loaders, the upper rack is part of the lid that lifts up when the dishwasher is opened. This arrangement permits easy placement of additional dishes in the lower rack.

Where a built-in is impossible, a portable may save the dishwashing day. Portable dishwashers are easily hooked up to the kitchen sink. After use, they may be disconnected and pushed out of the way. These are ideal for small kitchens. Or choose a front loading convertible type which may be used as a portable and later installed under a counter as a built-in. For families that rent and expect to buy a home at a later date, or for families on the move, such a model should be considered.

To sum up: when shopping for a dishwasher, you have a choice of purchasing a portable, convertible, or built-in unit. In studying different models, consider, besides price, washing levels, cycles, ease of loading, and any special features. Try to relate these factors to your own family's needs—and then enjoy a welcomed convenience.



1. Shift 2. Houndstooth Dress



3. Chevron Dress



4. Panel Dress



5. Two-Piece Dress



6. Lavender Popcorn Pullover

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7. Lady's Hat



8. Ribbed Sweater

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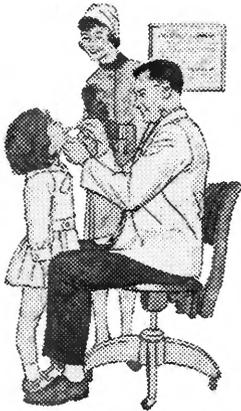
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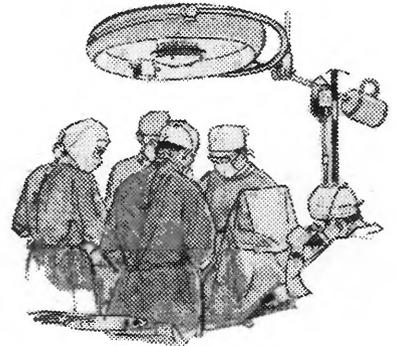
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