

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 (please print) Mr. Mrs. Miss First Middle Initial Last

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



© NRECA

Menard Electric News

MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois 62675

Phone 632-2239

"News about Electrified Farms in the Heart of the Lincoln Country"



© NRECA

Events in and about the Co-op



Cooperative Manager John E. Root (left) and President Dale Lepper (right) flank those who received service awards at the annual employe-director dinner recently. The three are (from left) Ed Rogers, lineman of Virginia, 10 years; Charles Cowin, lineman of Kilbourne, 20 years, and Homer T. Brown, director of New Holland, 30 years.



Ed Rogers (left) and Martin Fanning, Cooperative linemen, have a new service truck for use in the Virginia area. Such new equipment helps to keep operations as efficient as possible.



Steve Hoover of Athens receives a 4-H electricity award from Elmer Rankin, Menard County extension adviser, as Mrs. Robert W. Zook, wife of the Cooperative's board secretary, watches.

Co-op Comments

The 33rd annual meeting of your Cooperative will be held Saturday, Feb. 21 at the high school gymnasium in Petersburg beginning at 1 p.m.

EARLY BIRD AWARD

A valuable gift will be given away at 1 p.m. to a lucky member who is present and registered prior to 1 p.m. Be sure to come early so that you will be eligible for this drawing. In addition, attendance awards will be given throughout the meeting. An electric dishwasher will be included as one of the major prizes. In order to be eligible for prizes, members must be registered and present when the award is made.

BUSINESS

At the business meeting, members will hear reports from the officers and manager of the Cooperative.

Three directors are to be elected to represent District No. 2, District No. 5 and District No. 9 for three-year terms.

OUTSTANDING SPEAKER

Emmett Butler, nationally known humorist and philosopher of Newton, Iowa, will keep you entertained with his rapid-fire story telling and great sense of humor.

BEAUTY CONTEST

The 13th annual beauty contest promises to be a highlight of the 33rd annual meeting. "Miss Menard Electric Cooperative, 1970" will be selected to succeed the 1969 queen, Miss Linda Allspach of Mt. Pulaski.

Elsewhere on this page is a REWARD OFFER for the arrest and conviction of thieves stealing copper wire from your Cooperative. We need your help to put a stop to this costly action.

Reward Offered

In the past several months your Cooperative has been plagued with thieves stealing service wire running from the transformer to the meter pole or from the meter pole to the service location of many of our members. The following is an excerpt of the minutes of the November meeting of the Board of Directors of your Cooperative.

"The Cooperative will offer a reward of \$1,000 for information leading to the arrest and conviction of persons stealing cooperative property. The Board of Directors of Menard Electric to be the sole judge with respect to payment of such a reward."

We at Menard Electric Cooperative are appealing to you for help in curbing this sort of damage to your Cooperative's property. If, at any time of the day or night, especially when it might not be normal working hours for Cooperative employes, something of a suspicious activity seems to be occurring on our lines, please notify your local law enforcement agency or call your Cooperative office—632-2239. After working hours, call 632-2311.

Annual Beauty Contest Feb. 21

A Feature of Menard Electric Cooperative's Annual Meeting



"Miss Menard Electric Cooperative, 1969," Linda Allspach of Mt. Pulaski, is with Dinah Cowman (left) of Alexander, first runner-up, and Cynthia Bilyeu of Manito, second runner-up.

Selection of "Miss Menard Electric Cooperative, 1970" will be one of the highlights of your Cooperative's annual meeting on Feb. 21. Qualifications for the candidates are listed below. Young ladies who qualify are asked to send in the coupon requesting an entry blank as soon as possible.

Rules

1. Unmarried girls between the ages of 16 and 21 (must not have reached 22nd birthday before March 1, 1971) are eligible to compete.
2. Contestants must be a member of a family residing in a home served with electric service from Menard Electric Cooperative.
3. Previous first-place winners are not eligible to enter the contest.
4. Previous contestants in the Association of Illinois Electric Cooperatives' beauty contest are not eligible, regardless of placing or year entered.
5. Number of Contestants: Contest will be limited to 15 contestants. Entries will be accepted on first-come, first-served basis. Contest manager will determine eligibility of entries and when entries will no longer be accepted.

Awards

First Place: \$25, trophy, sash emblematic of title, tiara and an all-expense paid trip to the Association of Illinois Electric Cooperatives' annual meeting in Springfield representing Menard Electric Cooperative in the 1970 "Miss Illinois Rural Electric" contest.

Second Place: \$25, trophy, second-place ribbon and the opportunity to serve as an alternate to the AIEC beauty contest.

Third Place: \$25, trophy, third-place ribbon and the opportunity to serve as second alternate to the AIEC beauty contest.

Twenty-five dollars will be given all other contestants for their appearance.

MAIL BEFORE FEBRUARY 5

MAIL TO:
Menard Electric Cooperative
P.O. Box 179
Petersburg, Illinois 62675
ATTN: Beauty Contest Committee
Please send beauty contest entry blank to:

NAME

ADDRESS

PARENT'S NAME

SENT IN BY

Two Students Will Win Trip To Washington

Menard Electric Cooperative is sponsoring an all-expense paid trip to Washington, D.C., for two high school juniors from the area served by the Cooperative.

During the summers of the past 10 years, a group of Illinois electric cooperatives has sponsored an essay contest for high school students with the winners getting a week's all-expense paid trip to Washington, D.C., and other points of interest. Essays are judged on originality, accuracy of fact and composition. Winners from each cooperative go to Springfield where they get acquainted with one another and receive instructions from their chaperones. Then they board a chartered bus and are on their way to Washington, D.C.

Wouldn't you like to win this trip? Well, here is how to enter.

RULES OF CONTEST

1. Who may enter contest: Any high school student enrolled in his or her 11th year (junior) and attending a high school serving or substantially serving the same area as Menard Electric Cooperative.

2. How to enter: Write an essay containing at least 500 words but not exceeding 1,000 words entitled "Menard Electric Cooperative—Continued Progress for My Area."

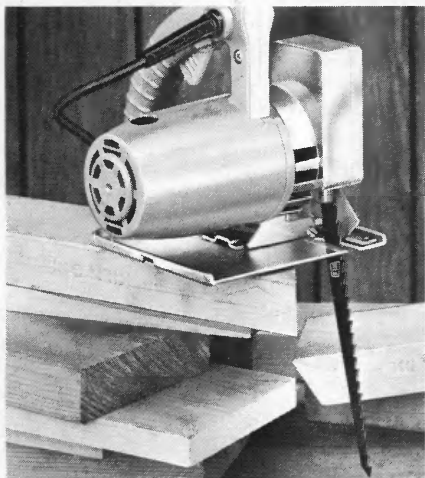
3. Form of entry: Essays should be typed on 8½ by 11-inch paper, double spaced, one side only.

4. Entry mailing: Entries should be mailed to Menard Electric Cooperative, Petersburg, Illinois, 62675 not later than April 1. Completed entry blank must accompany essay.

5. Judging: Final judging will be based on originality of essay—20 points; composition—20 points; accuracy of fact—20 points; content—20 points, and oral answers to judges' questions—20 points. Judging to be completed by May 15 will be done by competent business and professional people within our Cooperative's area.

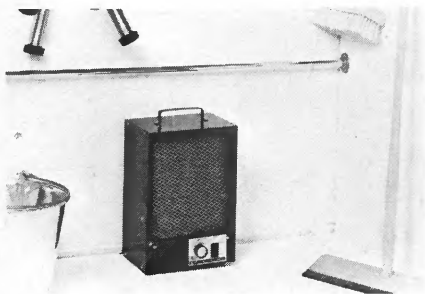
Winners of the 1969 essay contest were Marjorie Gehrke, New Holland, presently a senior at New Holland-Middletown High School, and Ernest Buck, Manito, a senior at Forman High School.

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.

NURSERY STOCK SALE!

WE HAVE OVER 350 VARIETIES TO CHOOSE FROM

Planting Instructions included in each order. Every plant will be labeled. Order by mail.

Rose Bushes: 2 Yr. Field grown blooming size bushes. All monthly bloomers in these varieties. \$34 each.

Prices on Rose Bushes: 34c each, 6 for \$2.00—12 for \$3.48, your choice of varieties

REDS	TWO TONES	CLIMBERS	YELLOWS	PINKS	WHITES						
Red Radiance Better Times Crimson Glory Poinsettia Miranda	President Hoover Betty Uphranch Edith N. Perkins Contrast Condesa de Sagasto	Cl. Blaze Red Cl. Red Taidam Cl. Golden Charm Cl. Pink Radiance Cl. White Am. Beauty	Eclipse Golden Charm Pearl Luxemberg Golden Dawn	Pink Radiance The Doctor Columbia K. T. Marshall	K. A. Victoria California K. Louise Rex Anderson White Am. Beauty						
FLOWERING SHRUBS—1 or 2 Years Old											
Crepe Myrtle—Red, Purple, Pink, White, 1 to 2 ft. ----- \$4.49 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 Yellow, 1 to 2 ft. .18 ea. Forsythia—White, 1 to 2 ft. .18 ea. Pink Spirea, 1 to 2 ft. .19 ea. Pink Flowering Almond, 1 to 2 ft. .59 ea. Tamarix—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. .29 ea. White Flowering Quince, 1 to 2 ft. .29 ea. Persian Lilac—Purple, 1 to 2 ft. .39 ea. Old Fashion 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. .15 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 to 2 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 to 2 ft. .39 ea. Green Barberry, 1 to 2 ft. .29 ea. Azalea—White, Purple, Red or Pink, 1/2 to 1 ft. .59 ea. Rose Acania, 1 ft. .39 ea. Red Chokeberry, 1 to 2 ft. .19 ea. Black Chokeberry, 1 to 2 ft. .19 ea. Hydrangea Arborescens—1 to 2 ft. .15 ea. Spirea Thumbergia, 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. Dossion 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. .539 ea. Silver Maple, 4 to 6 ft. .79 ea. Chinese Elm, 2 to 1.9 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, 2 to 2.5 ft. .29 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. .510 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 ft. .59 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, 2 to 3 ft. .79 ea. White Birch, 4 to 6 ft. .198 ea. Tulip Tree, 3 to 4 ft. .49 ea. Crispen King Maple (Pat. No. 735), 3 to 5 ft. .398 ea. Sunburst Locust (Pat. No. 1313), 3 to 5 ft. .495 ea. Ohio Leaf Weeping Birch, 3 to 5 ft. 3.98 ea. Silver Vagated Maple, 3 to 5 ft. 3.98 ea. Yellowed Maple, 3 to 5 ft. .98 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. .69 ea. Dawns Redwood, 1 to 2 ft. .198 ea. Honey Locust, 3 to 4 ft. .69 ea. Morain Locust, 4 to 5 ft. .398 ea. Kentucky Coffee Tree, 1/2 to 1 ft. .49 ea. American Linden Tree, 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 Cork Tree, 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.	Early Harvest Apple, 2 to 3 ft. .69 ea. Early Harvest Apple, 4 to 6 ft. .129 ea. Red Rome Beauty Apple, 2 to 3 ft. .69 ea. Red Rome Beauty Apple, 4 to 6 ft. .129 ea. Red Jonathan Apple, 2 to 3 ft. .69 ea. Red Jonathan Apple, 4 to 6 ft. .129 ea. Lodi Apple, 2 to 3 ft. .69 ea. Lodi Apple, 4 to 6 ft. .129 ea. Grimes Golden Apple, 2 to 3 ft. .69 ea. Grimes Golden Apple, 4 to 6 ft. .129 ea. Yellow Transparent Apple, 2-3 ft. .69 ea. Yellow Transparent Apple, 4-6 ft. .129 ea. Yellow Delicious Apple, 2 to 3 ft. .69 ea. Yellow Delicious Apple, 4 to 6 ft. .129 ea. Early McIntosh Apple, 2 to 3 ft. .69 ea. Early McIntosh Apple, 4 to 6 ft. .129 ea. 5-N-1 Apple—5 Varieties on each tree, 3 ft. .298 ea. Montmorency Cherry, 2 to 3 ft. .198 ea. Montmorency Cherry, 4 to 5 ft. .298 ea. Black Tartarian Cherry, 2 to 3 ft. .198 ea. Black Tartarian Cherry, 4 to 5 ft. .298 ea. Early Richmond Cherry, 2 to 3 ft. .198 ea. Early Richmond Cherry, 4 to 5 ft. .298 ea. Kieffer Pear, 2 to 3 ft. .198 ea. Kieffer Pear, 3 1/2 to 5 ft. .198 ea. Orient Pear, 2 to 3 ft. .198 ea. Orient Pear, 3 1/2 to 5 ft. .198 ea. Bartlett Pear, 2 to 3 ft. .198 ea. Bartlett Pear, 3 1/2 to 5 ft. .198 ea. Moorpark Apricot, 1 to 2 ft. .69 ea. Moorpark 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. Nectarine, 1 to 2 ft. .59 ea. Nectarine, 2 1/2 to 4 ft. .79 ea. Damson Plum, 1 to 2 ft. .59 ea. Damson Plum, 2 1/2 to 4 ft. .79 ea. Red June Plum, 1 to 2 ft. .59 ea. Red June Plum, 2 1/2 to 4 ft. .79 ea. Bruce Plum, 1 to 2 ft. .59 ea. Bruce Plum, 2 1/2 to 4 ft. .79 ea. Methley Plum, 1 to 2 ft. .59 ea. Methley Plum, 2 1/2 to 4 ft. .79 ea. Burbank Plum, 1 to 2 ft. .59 ea. Burbank Plum, 2 1/2 to 4 ft. .79 ea.	NUT TREES—1 or 2 Years Old Hazel Nut, 1 to 2 ft. .579 ea. Hazel Nut, 3 to 5 ft. .198 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, 2 to 3 ft. .149 ea. Hardy Pecan Seedlings, 1 to 2 ft. .69 ea. Stuart Pecan—Papershell, 2 ft. .198 ea. Stuart Pecan—Papershell, 3 1/2-5 ft. 3.98 ea. Mahan Pecan—Papershell, 2 ft. .198 ea. Mahan Pecan—Papershell, 3 1/2-5 ft. 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. .398 ea. Shell Bark Hickory, 1 to 2 ft. .69 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. .529 ea. American Holly, 1/2 to 1 ft. .29 ea. Rhododendron, 1/2 to 1 ft. .49 ea. Pfizer 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 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. .49 ea. Dwarf Burford Holly, 1/2 to 1 ft. .49 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. Slad 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. .59 ea. Andromeda 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. Eucynym Radican, 1/2 to 1 ft. .19 ea. Eucynym Manhattan, 1/2 to 1 ft. .19 ea. Eucynym Pulchras, 1/2 to 1 ft. .39 ea. Eucynym 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. Cleyera Japonica, 1/2 to 1 ft. .49 ea. Eleanus Frustrandi, 1/2 to 1 ft. .49 ea. Thorny Eleagnus, 1/2 to 1 ft. .49 ea. Hetzi Juniper, 1/2 to 1 ft. .59 ea. Sargent Juniper, 1/2 to 1 ft. .69 ea. Shore Juniper, 1/2 to 1 ft. .49 ea. Yupon Holly, 1/2 to 1 ft. .59 ea.	BERRIES, FRUITS AND HEDGE—1 or 2 Years Old 10 Rhubarb, 1 year Roots ----- \$1.00 10 Asparagus, 1 year Roots ----- 1.00 25 Strawberry—Blakmore or Tenn. Beauty ----- 1.00 25 Gem Everbearing Strawberry --- 1.50 100 South Privet, 1 to 2 ft. .169 25 North Privet, 1 to 2 ft. .198 25 California Privet, 1 to 2 ft. .198 25 Multiflora Rose, 1 to 2 ft. .198	NATIVE WILD FLOWERS—1 or 2 Years Old Collected from the Mountains 5 Lady's Slipper, Pink ----- \$1.00 6 Dutchman Breesches, 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 B Hayscent Fern ----- 1.00 10 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 Sweet Williams, Pink ----- 1.00 4 Star Grass, White ----- 1.00 4 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 ----- \$ 59 ea. Red Pinocchio, Red ----- 59 ea. Goldlocks, Yellow ----- 59 ea. Summer Snow, White ----- 59 ea. Pinocchio, Pink ----- 59 ea.	PATENTED ROSES—2 Year Field Grown Number 1 REDS Americana, Pat. No. 205B ----- \$3.50 ea. Big Red, Pat. No. 2693 ----- 3.50 ea. Grand Siam, Pat. No. 2187 ----- 3.50 ea. Hawaii, Pat. No. 1833 ----- 3.50 ea. War Dance, Pat. No. 2017 ----- 3.50 ea.	BERRY PLANTS, ETC.—1 or 2 Years Old Black Raspberry, 1/2 to 1 ft. .539 ea. Red Everbearing Raspberry, 1/2-1 ft. \$.39 ea. Dewberry, 1/2 to 1 ft. .29 ea. Boysberry, 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.	BULBS AND PERENNIALS—1 or 2 Years Old Red Scarlet Honeysuckle, 1 ft. .529 ea. Wisteria—Purple, 1/2 to 1 ft. .29 ea. Bittersweet, 1 ft. .19 ea. Clematis Vine—White, 1/2 to 1 ft. .29 ea. Grapes—Little or Niagara, 1/2-1 ft. .49 ea. Grapes—Concord or Fredonia, 1/2-1 ft. .49 ea. Grapes, Delaware or Catawba, 1/2-1 ft. .49 ea. Kudzu Vine, 1/2 to 1 ft. .19 ea. Gold Flame Honeysuckle, 1 ft. .29 ea. Trumpet Creeper, 1/2 to 1 ft. .19 ea. Yellow Jasmine, 1/2 to 1 ft. .59 ea. Vinca Minor Clumps ----- 06 ea. Halls Honeysuckle, 1 ft. .19 ea. English Ivy, 4 to B inch ----- 29 ea. Boston Ivy, 4 to B inch ----- 29 ea. Eucynym Colaratus, 1/2 to 1 ft. .19 ea. Ajuga Bronze Ground Cover, 1 yr. .19 ea. Eucynym Kenwood, 1/2 ft. .19 ea. Virginia Creeper, 1/2 to 1 ft. .29 ea.
Our plants are Nursery grown from cuttings, seeds, or budded stock unless otherwise stated. Inspected by the Tennessee Dept. of Agriculture. This gives you a chance to buy at lower grower prices. SATISFACTION GUARANTEED ON ARRIVAL OR WE WILL EITHER REPLACE OR REFUND YOUR MONEY. You may order as many or as few plants as you wish. Send 75 cents extra with order for postage and packing. NOTICE FREE—Orders in the amount of \$4.00 or more you get 2 flowering shrubs FREE, our choice. Orders in the amount of \$6.00 or more you get 4 flowering shrubs FREE, our choice. ORDER NOW.											



Menard Electric News



MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois 62675

Phone 632-2239

© NRECA

"News about Electrified Farms in the Heart of the Lincoln Country"

Menard Electric Members Win International Livestock Awards

Herschel Wood and his son, Sam, both of Petersburg, exhibited the grand champion carload lot of steers at the 1969 International Livestock Show in Chicago recently. These "outstanding, modern, meat-type Angus steers" were fed on the Woods' farm near Greenview in Menard County.

Mr. Wood has been exhibiting cattle at the "world's greatest livestock show" since 1957. His many awards include the grand champion carload at the 1967 show. Sam joined his father in showing the reserve champion load of cattle in 1968.

Herschel and his wife, Maxine, live in an all-electric home at Lake

Petersburg. Their son and his wife, Mary, live in Petersburg.

The reserve grand champion carload lot of cattle was shown by John Hubly, Mason City. His prize load of Angus cattle was fed on his farm north of Greenview in Menard County. Mr. Hubly, who has exhibited cattle at the International since 1917, holds the record of continuously showing longer than any other exhibitor. He has won eight championships.

Mr. Wood and Mr. Hubly, both nationally known livestock breeders and exhibitors, are members of Menard Electric Cooperative. They are looking forward to the 1970 International and to continuing their friendly rivalry.



With the International Livestock Show's grand champion carload of steers are (from left) Mr. and Mrs. Sam Wood, Commission Man Lester Hatch and Mr. and Mrs. Herschel Wood.

Co-op Comments

WELCOME—Mr. and Mrs. Dorland Smith of Havana are the proud parents of a daughter, Lynn Kathleen, born Dec. 30. Dorland is power use adviser for your Cooperative.

* * *

Mrs. Charles McLaughlin of Atterberry began work as a clerk in your Cooperative's office Dec. 1. We welcome her to the Cooperative family.

* * *

WHO SAID—"Electric heat is incomparably superior to flame; it can be turned on or off by a touch; it is safe as no other heat is safe; it is unaccompanied by smoke or dust. With it mankind will enter upon the ideal, and probably the ultimate means of heating and cooking."—George Iles, a noted scholar in 1890.

* * *

John L. Knuppel, attorney for Menard Electric Cooperative, is a candidate for state senator in the 42nd Senatorial District.

* * *

The question is often asked, "Can a dishwasher be used with a septic tank?" The answer is "YES." A dishwasher can be drained into a septic tank without fear of overflowing or killing bacteria. In fact, a dishwasher usually discharges less water and detergent into the tank than does hand-washing. Also, automatic dishwasher detergents are said to be more compatible with septic tank and leech beds than are some hand dishwashing products.

* * *

A fellow meets a buddy who is looking awful. "Gee, you look terrible, Henry . . . flu?" "Yeah, and crashed."

* * *

The 1970 primary election will be held on March 17. Don't forget to vote.

Caution Urged While Using Booster Battery

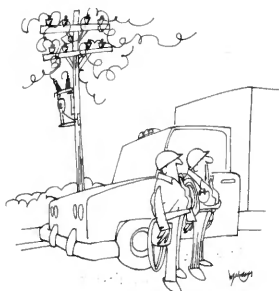
Using a booster battery is a common necessity these cold days. Its use does pose a hazard however.

The vehicle battery while being charged emits hydrogen gas through the vents and when mixed with oxygen from the air becomes quite explosive. The spark which is often drawn when connecting another battery for booster purposes might cause an explosion which in turn may ignite the gas in the top of the battery through the vents and completely demolish the battery. Acid could then be spattered into your face, eyes and on your clothing, and cause severe burns.

The safe procedure for jumping batteries is to connect the positive terminals first and then make the ground or negative contact to the car bumper or similar part of frame away from the battery; or remove the ground terminal from the block before a negative connection. This would eliminate the probability of an arc in the area of the emitted gas when making the connection. This is a common accident and should not be considered as merely isolated cases.

Also, when you are connecting your battery charger to a battery, make certain that you connect the charger onto the battery terminals before it is plugged into the electrical circuit. When disconnecting the charger, reverse the procedure and unplug the charger before disconnecting the connections to the battery.

Abiding by these precautions is especially important when the vehicle is in an enclosed area, but for "safety sake" the procedure should be followed at all times.



"He got out of the truck, looked up and went home sick."

New Year's Thoughts

By H. Howard Biggar

We do not know the trials that lie ahead,
The hazards of the roles that we must play.
There may be many hills that must be climbed,
And loneliness and grief along the way.
We do not know just how the score will stand,
And whether we'll have more of praise than blame;
But when another year has run its course,
Let's hope that we have truly played the game.

Let's hope that though the going may be tough,
And though it's hard to score a winning run,
That we can view with pride what we've achieved,
Whether the game we play is lost or won.
Let's vow that we will meet the thrusts of fate,
And hold the confidence of loyal friends;
That we'll have courage for the tasks ahead,
And keep our chins up 'til the New Year ends.

So I extend my best wishes—all sincere,
That yours will be a very happy year—
That you will win success in all you do—
These are my New Year hopes for yours and you.

Plan to Attend Annual Meeting

Emmett F. Butler of Newton, Iowa, a nationally known public speaker, will appear on the program of your cooperative's 33rd annual meeting to be held at 1 p.m. Saturday, Feb. 21 in the Petersburg High School.



Emmett Butler

Mr. Butler, a native of Illinois, has traveled throughout the country making speeches to a wide variety of groups. We're sure you will want to hear this outstanding humorist.

Plan now to attend your annual meeting. Important items of business include the election of three directors and the presentation of annual reports. In addition, "Miss Menard Electric of 1970" will be crowned.

Why Your Account Number Is Important

When reporting an outage, please give the person taking the call your name and ACCOUNT NUMBER and anything you know about the trouble, such as a tree on the line, etc.

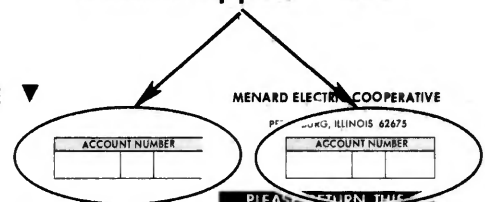
It is most important that you give your account number when reporting an outage so that our linemen will know the area where possible difficulties are and so they can be dispatched as soon as possible. If the service is not in your name, it is also important to give


the name of the member that the service is in.

A printed insert with your Jan. 1 bill attempted to set forth the above information by showing an example of an account number. Your account number is located near your name on the energy bill that you receive each month. Why not keep it next to your phone so that it will be handy if you need it? You will note that the account number appears twice on your energy bill as shown in the example below.

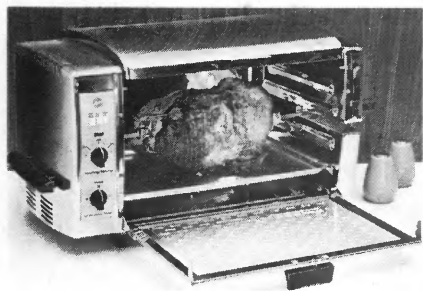
Your Account Number Should Appear Here

MENARD ELECTRIC COOPERATIVE
BOX 179
PETERSBURG, ILLINOIS 62675



DATE OF BILL	ENTER PREVIOUS	REARREARS PRESENT	K W H USED	CODE	AMOUNT	DATE OF BILL	OFFICE USE
EXPLANATION OF CODES							
1. ENERGY 2. SECURITY LIGHT 3. CREDIT 4. ARREARS 5. NOTICE CHARGE 6. COLLECTION FEE				7. METER READING CHARGE 8. RECONNECT 9. OTHER CHARGES 11. MINIMUM 12. ESTIMATE 13. ADJUSTED			
				ENTER DATE READ ENTER DATE OF METER READING MONTH			
PAY THIS AMOUNT				PAY THIS AMOUNT			

What's New?



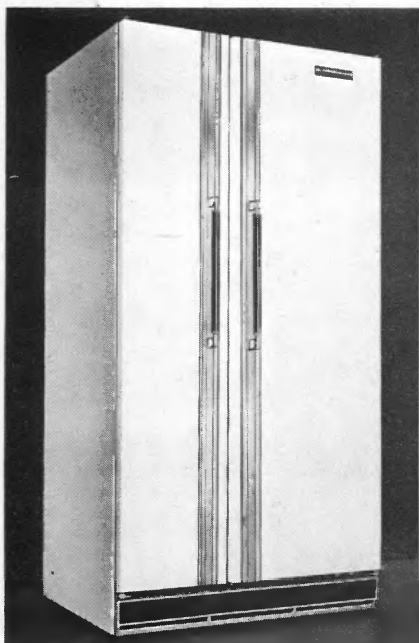
• Rotisserie/Oven

Hoover's new automatic rotisserie/oven has pushbutton controls for the separate tubular heating elements that roast/bake or broil/grill. Features include chrome-plated finish, see-through and removable oven door, adjustable rack, cast aluminum griddle, temperature signal light, automatic four-hour timer and insulated handles and feet.



• No Coils

The electric Counterrange from Corning Glass Works has a self-cleaning oven and a smooth, easy-to-clean Pyroceram surface. Four sunburst designs mark the target-heat areas and glow yellow when the heat is on. Areas not in use remain cool and safe. Turned off, the entire panel is a usable counter, specially conditioned to withstand normal counter wear and tear.



• Full-Length Doors

Full-length doors with low profile grilles are featured in Whirlpool's 1970 refrigerator line. There are 22 models, including two manual defrost, two cycle defrost and 18 no-frost units. Ranging in size from 10 cubic feet to 21.4 cubic feet, Whirlpool's new refrigerators are available in white, edged copper, edged avocado and harvest gold.



• Power Humidifier

For more comfortable living, proper humidity can be automatically maintained in a home with General Electric's power humidifier that can be easily installed on any furnace. Attached to the plenum of a furnace, it will evaporate up to 16 gallons of water each day. Its flow-through design helps eliminate mineral deposits, keeping maintenance problems at a minimum.

More Help For Rural Housing

Efforts to relieve the deep-seated shortage of decent housing in the nation's rural areas benefitted substantially from more money and new procedures resulting from recent congressional passage of the Housing and Urban Development Act of 1969.

Robert D. Partridge, general manager of the National Rural Electric Cooperative Association, said the act contains "all of the provisions recommended in the resolution on rural housing adopted at the NRECA annual meeting in Atlantic City."

THE ACT removes the \$100-million ceiling on the Farmers Home Administration's rural housing insurance fund.

It authorizes Farmers Home to sell its notes on a bulk basis as well as individually. (These two changes may enable the agency to finance 300,000 new and rehabilitated homes a year, compared with the present 50,000.)

Under the act private building contractors will be able to obtain advance commitments of Farmers Home loans to prospective homebuyers. This should encourage new housing in rural area subdivisions.

The new measure authorizes Farmers Home to lend money to local, private, non-profit organizations that intended to use the funds to buy and develop land as home sites for families with low and moderate incomes.

THE AGENCY also is authorized to tell private homebuilders that it will make loans to qualified buyers if the builders construct houses with approved plans and specifications at an approved sales price.

And the measure permits the Government National Mortgage Association to purchase Farmers Home Administration mortgages, thereby establishing a new market for large-scale sale of Farmers Home obligations.

"We know that housing, like rural electrification, depends on more than legislation," Mr. Partridge cautioned. "The landmark provisions of the 1969 Housing Act will require involvement of local leaders."

A Critical Look Toward The Future, Its Problems

By Ted Shepherd
Rural Electric News Service

Returning from an NRECA annual meeting entitled "Doorway to a Decade," delegates see signs that the door to the future may swing shut in Rural America's face.

In fiscal 1971, the Rural Electrification Administration, with an appropriation request of \$345-million to meet loan applications totaling \$934-million, will have roughly one dollar to lend for every three dollars rural electrics need.

The rural telephone program, underfunded again with a \$125-million allocation that echoes last year's insufficient appropriations, faces a major crisis—another Administration attempt to raise the 2-per cent interest rate.

DESPITE the massive self-help effort apparent in 766 of the nation's nearly 1,000 rural electric systems applying for membership in CFC, their supplemental financing organization, REA Administration Hamil is apparently encouraging cooperatives to seek still other outside sources for badly needed capital.

While the Administration continues to pledge help to nonurban sectors, Agriculture Secretary Hardin has eliminated his department's Rural Community Development Service, an agency conceived to aid economic development in the countryside.

In a period when the ability to borrow is becoming critical to the stability of rural enterprise—electrical and otherwise—the Federal Reserve Board steadfastly refuses to lower the impossibly high prime interest rates and hints continue to leak from the Administration that these rates may go even higher.

The Atomic Energy Commission's central station nuclear power development program—an endeavor considered critical to finding an answer to the future's enormous power demands—has had its 1970 appropriation of \$221-million pared to \$150-million for the coming fiscal year.

LOCAL PROGRAMS, confronted with a cost spiral that mounts daily, receive from the Administration words of encouragement—and the same inadequate level of funding, or budget cuts:

The Tennessee Valley Authority,

funded at \$50,600,000 in 1970, and \$50,800,000 in 1971; the Southwestern Power Administration, whose 1970 appropriation totaled \$3.1-million, will be given \$2.2-million in 1971, unless Congress raises the amount.

IN THE FACE of demonstrated rural need and proven financial inability to meet that need (surveys showing an average per capita income of \$2,141 for persons living in counties served by rural electrics as against an income of \$3,159 for the national average), the Administration has:

—Discontinued USDA Technical Action Panels that sought to coordinate federal, state and local development efforts.

—Phased out USDA's rural community recreation loan program and the Department of Housing and Urban Development's program of advances for public works planning.

—Reduced and eliminated, despite Congressional directive to increase attacks on rural poverty, applicable programs set up by the Office of Economic Opportunity.

—Abolished the Office of Rural Affairs.

There are bright spots in this gloomy picture (FHA for instance will have funds to nearly double last year's housing efforts), but in general recent events auger dark times ahead for rural America.

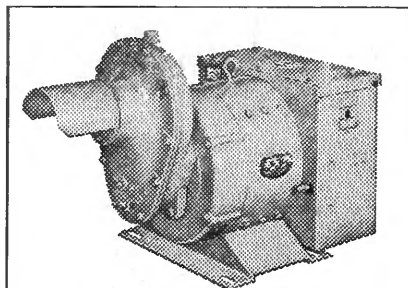
Rural Americans are tightening their belts and renewing their efforts to push forward the rural electrification program and thus ensure the future that its success can promise.

At present, however, the Doorway to the Decade is not wide open.

If Ruptured Try This Out

Modern Protection Provides Great Comfort and Holding Security

An "eye-opening" revelation in sensible and comfortable reducible rupture protection may be yours for the asking, without cost or obligation. Full details of the new and different Rice Protection will be sent you Free. Here's a Support that has brought joy and comfort to thousands—by releasing them from Trusses that bind and cut. Designed to securely hold a rupture up and in where it belongs and yet give freedom of body and genuine comfort. For full information—write today! WILLIAM S. RICE, Inc., ADAMS, N. Y., 13605 DEPT. 9R



Protects Your Farm Against Power Failure!

Your profits go down when power goes off! Let us show you how you can protect your family and farm from costly, annoying power outages by leasing or buying a Winpower alternator.



EASTERN ILLINOIS
Gail R. Morehead
1005 West Lincoln Avenue
Belvidere, Illinois 61008
phone (815) 547-7400

WESTERN & SOUTHWESTERN ILLINOIS
James E. Humphrey
3313 Crestview Drive
Quincy, Illinois 62301
phone (217) 223-8665



FOR SPRING PLANTING

Mail This Money Saving Coupon

100 GLADIOLUS BULBS

MICHIGAN NURSERY GROWN... only \$1

Mail coupon before May 15 and get 100 GLADIOLUS BULBS for only a penny a bulb! These glads were grown in the fertile soil of Michigan. Are mixed in a stunning array of reds, yellows, pinks, purples, white, crimson, violet, multicolor, etc., as available. These bulbs are small and with normal soil, care and growing conditions will give you many blooms this year and grow on to larger bulbs that give startlingly beautiful gladiolus colors year after year. Any bulb not flowering 5 years replaced free. Mail coupon now to get this wonderful bargain delivered for Spring Planting. Satisfaction guaranteed or return within 10 days for purchase price refund.

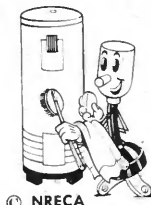
100 GLADS \$1.00 200 for \$1.94 500 for \$4.50

NAME.....
ADDRESS.....
CITY.....STATE.....ZIP.....
 Send C.O.D. plus postage.
 Cash order add 35c and we ship postage paid.

DUTCH BULB IMPORTERS—Dept. GX-1552 Grand Rapids, Mich. 49502



Menard Electric News



MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois 62675

Phone 632-2239

"News about Electrified Farms in the Heart of the Lincoln Country"

Electric Rates Revised

The Board of Directors and employes of Menard Electric Cooperative have been pleased with results over the past 33 years when prices were constantly rising and electric rates remained the same except for the Utility Tax imposed by the state of Illinois and passed on to the members. Growth in kilowatt hour sales coupled with technological advances and improved management methods have made this impressive record possible.

An upturn in the rate of increased costs greater than the attainable efficiencies has made a revision of the rates to members necessary. For example in 1946 an ordinary line pole cost from \$10.09 to \$13.25; today the price is \$19.04 to \$23.23. A common machine bolt was 10 cents then and is now 23 cents. In 1942 journeymen linemen were paid 87 cents an hour; today his wage is \$4.93 an hour. During the same time wholesale power costs have jumped 31 per cent. These are simple examples of what our costs have done generally.

The bills you receive on or about April 1 will reflect the adjusted rates discussed at the Cooperative's annual meeting held Feb. 21 at Porta High School Gymnasium.

A handbook is being prepared for distribution to the membership which will contain all the retail electric rates of the Cooperative. Since the single-phase farm and residential rate applies to 82.5 per cent of our members, it is included here for review.

First 40 kwhr.	@	\$4.00 (Minimum)
Next 60 kwhr.	@	4.5¢ per kwhr.
Next 100 kwhr.	@	3.5¢ per kwhr.
Next 800 kwhr.	@	1.8¢ per kwhr.
All over 1,000 kwhr.	@	1.55¢ per kwhr.

By comparing this rate with the one in effect prior to April 1, 1970, you will note a member using the minimum (40 kwhr. per month) would realize an increase cost of 57 cents per month. For higher kilowatt hour usage the difference increases to a maximum of \$3.21 at 1,000 kilowatt hours. In other words under the present schedule 1,000 kilowatt hours cost \$21.39 and under the new rate the cost will be \$24.60. For usage over 1,000 kilowatt hours the difference diminishes and at 5,000 kilowatt hours the cost is the same under both rates.

We believe this adjustment will produce the revenue needed to keep the organization on a sound financial basis and still maintain electricity as the best buy you can get.

New Seasonal Service Rate

A new rate for seasonal services that qualify is available to members who can benefit from its use. Here are some general rules to help you determine if your service qualifies and if you wish to make use of it.

1. An annual minimum advance payment of \$30.00 is required.
2. Capacity is limited to 5 KVA.
3. Member does not read meter (Cooperative reads once each year).
4. 300 Kwhr. per year is allowed for minimum.
5. Service remains connected throughout the year.
6. Available to farm, public and residential services.
7. Service must not be used for periods aggregating more than nine months per year.
8. Not available for commercial use.

Anyone wishing to investigate the possibility of using this rate is urged to contact our headquarters at 122 South Sixth Street in Petersburg.

Co-op Comments

Mr. and Mrs. Martin Fanning of Virginia will celebrate their 15th wedding anniversary April 8. Mr. Fanning is a lineman in the Virginia area.

* * * *

John E. Root completed five years of service as manager of your Cooperative on March 8.

* * * *

Mobile homes accounted for 90 per cent of all new housing valued at less than \$15,000 built in 1968. By 1978 experts predict sales of 600,000 mobile homes or 35 per cent of the single-family housing market. Electrically heated mobile homes are the "best buy."

* * * *

Highlights of your Cooperative's 33rd annual meeting will appear in the April issue of REN.

* * * *

High school juniors are reminded that the final date for entering the essay contest is April 1.

* * * *

Homes built today which do not have insulation, storm or double-glass windows are not modern. Electric home heating is clean, safe and economical. Ask the people who have it.

* * * *

Effective April 1, the following rates will be available for members of Menard Electric Cooperative—Schedule "A" (farm and residential), Schedule "AS" (seasonal—not more than nine months annual usage), Schedule "B" (commercial, power and three-phase service under 100 KVA capacity), Schedule "LP" (large power over 100 KVA), Schedule "I" (irrigation), and Schedule "SL" (security lighting). Feel free to contact the Cooperative's office if you have questions relative to any of the new rates. A Member's Handbook will be mailed all members in the near future. It sets forth the rates, fees and policies in connection with our billing procedures.

Nominating Committee Meets



Members of the nominating committee appointed by the Cooperative's Board of Directors are (front row, from left) Irwin Knoles of Petersburg, District 4; Darrel Behrends of Easton, District 5; John W. Chestnut of New Holland, District 7, and Glenn Massie of Beardstown, District 3. In the back row, from left, are Carlos Wills of Manito, District 6; Edward Allspach of Mt. Pulaski, District 9; Doyle Taylor of Pleasant Plains, District 2; Kenneth Schafer of Pleasant Plains, District 1, and Albert Jefferies of Springfield r.r. 5, District 8.

Careers in Electronic Technology

The opportunities in the field of electronics and electrical power transmission is ever increasing. This field is a fast growing occupation and there seems to be no end to the opportunities. There are many areas of employment and the chances for promotion and advancement are excellent.

Southern Illinois University has established a new course of study in electronics technology. To be eligible for admission a person must be either a high school graduate or passed the GED test. Students in the upper half of their graduating class are eligible for admission to any quarter.

This two-year course of study in electricity includes a minimum of 18 credit hours of field work (or on the job training). In addition to the technical course of study, other subjects are required so that the students will be able to sell himself and to communicate with people effectively.

High school juniors and seniors who are interested in the field of electricity and electronics are urged to contact the guidance counselor at their high school or Menard Electric Cooperative for further information.

Spring Is Time for Safety

Spring is a glorious time of the year as grass begins to turn green and flowers peek through the ground from a long winter's nap.

However, spring also can bring many accidents. Thousands of farm residents are fatally injured every year and hundreds of thousands are disabled. The cost in pain, grief and suffering can not be measured.

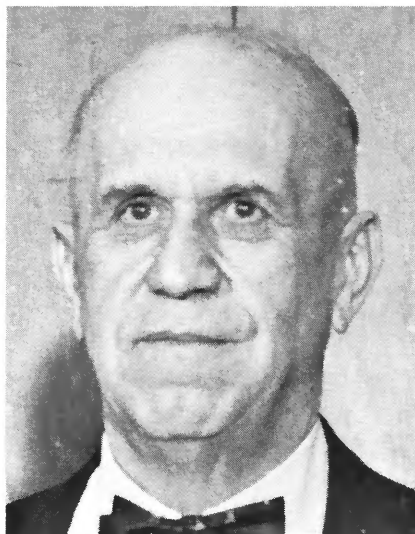
Rural people are used to dangerous machinery and most treat such machines with respect. All it takes, however, is one careless act and all of our safety lessons are for naught.

Probably one of the most dangerous pieces of equipment around our homes is the rotary lawn mower. It matters not who operates it . . . father, mother, son or daughter . . . it will leave its mark if safety first is not practiced.

This terrible waste demands the urgent attention of everyone. Working together, it can be reduced if everyone makes safety an integral part of every job and activity.

In Memoriam

C. Nelson (Dutch) Worner, a former director of Menard Electric Cooperative, died at Pekin Memorial Hospital Feb. 7 at the age of 71. He had been a patient at the hospital for three days.



C. Nelson Worner

Mr. Worner was first elected to the Board of Directors of Menard Electric on Dec. 20, 1939, and he

served continuously until his resignation as a director in November 1967. During his 28 years on the Board, Mr. Worner was an innovator of many programs which benefited the Cooperative and he always had a concern for the Cooperative's welfare. He served as Secretary of the Board for 15 years.

He was a native of Manito Township in Mason County and was graduated from Manito High School. He attended Bradley University.

Mr. Worner was a farmer and spent most of his life following this occupation. He also was president of the Worner Grain Company of Forest City. He was very active in church, school and civic affairs in his community. He dearly loved his church and worked diligently for years in the Forest City Community Church. He could always be counted on to help promote and support any worthwhile activity.

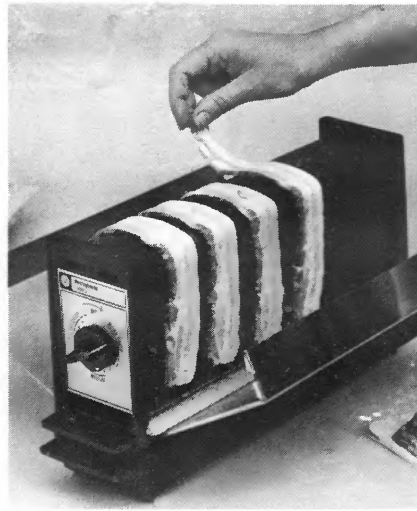
His progressive attitude, sound advice, love of music and flowers will long be remembered by all who knew him.

What's New?



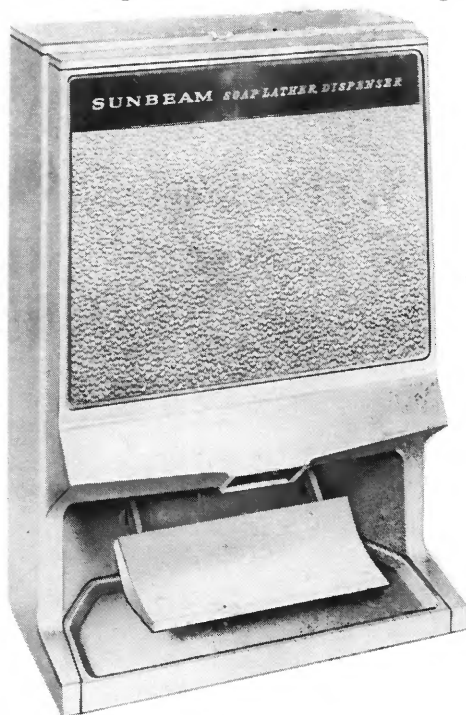
• Continuous-Clean

Continuous-clean ovens are a highlight of Whirlpool's 1970 line of electric ranges. In addition to being continuous-clean and self-clean, the above model has infinite heat controls, plug-in surface units, automatic meal timer clock, removable oven door, balanced heat oven and oven light. Available colors include white, edged copper, edged avocado and harvest gold.



• 'Baconer'

The "Baconer" from Westinghouse is a fully automatic appliance that cooks bacon and thin meats, preventing messy splatters. Grease drips down into a tray equipped with a convenient pouring lip. With infinite control settings, it has a Teflon cooking surface and removable side panels. Sized and shaped like a toaster, the "Baconer" has a suggested retail price of \$21.95.



• Lather Dispenser

Sunbeam has introduced a heated lather dispenser which combines any type of soap and tap water to produce a warm lather for shaving, washing or beauty care. The dispenser can be adjusted for the degree of lather thickness desired.



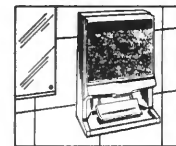
Turns your favorite bar soap into rich, warm lather—automatically.



Just touch a lever — out comes warm soap lather, even in hard water areas.



Neat, sanitary — eliminates dirty, soggy soap.



Stands on counter, mounts on wall, plugs in anywhere — a great family gift!

Last Call For Capital Trip Essays

There's still time for most would-be participants in the 1970 electric cooperative Youth to Washington essay contest to submit entries—but time is running short. Deadlines vary.

(Most, but not all, Illinois cooperatives are participating in this annual event. Some have other and conflicting programs that preclude their participation.)

But if you're an eligible high school student we suggest you contact your cooperative at once to learn whether you still can enter. Some 50 Illinois high school essay contestants will win expense-paid, week-long trips to the nation's capital—and you might be among them.

WRITING your contest essay shouldn't take too long. Your cooperative can supply considerable helpful information. Each participating cooperative selects its own winner or winners, so no one is competing on a statewide basis. Thus your chances are better.

And what fun you're sure to have in Washington! You'll meet in Springfield the morning of Saturday, June 13 and, with fellow winners, board two air-conditioned buses—and away you'll go!

AT WASHINGTON you'll stay at a beautiful motel, one of the largest in the world, near the banks of the Potomac River and just a short distance from downtown Washington. You'll join nearly 1,000 other contest winners from virtually all over the United States. You'll make new and lasting friends.

YOU'LL GO on a moonlight cruise on the Potomac, you'll visit the White House, Washington's home, the FBI, both houses of Congress, the headquarters of the National Rural Electric Cooperative Association and the Rural Electrification Administration.

You'll meet and talk with some of the top lawmakers of the country. You'll be able to ask them questions—and you'll get thoughtful, informative answers.

You will, in fact, have a ball. So take our advice. Find out at once whether your cooperative is participating in the program. And if it is, ask whether there's still time for you to enter. If there is, the best of luck!

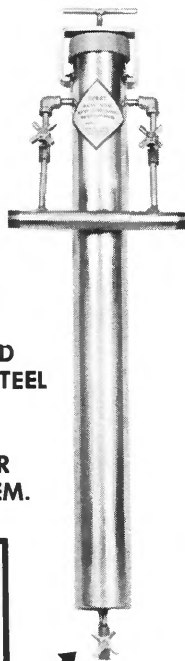
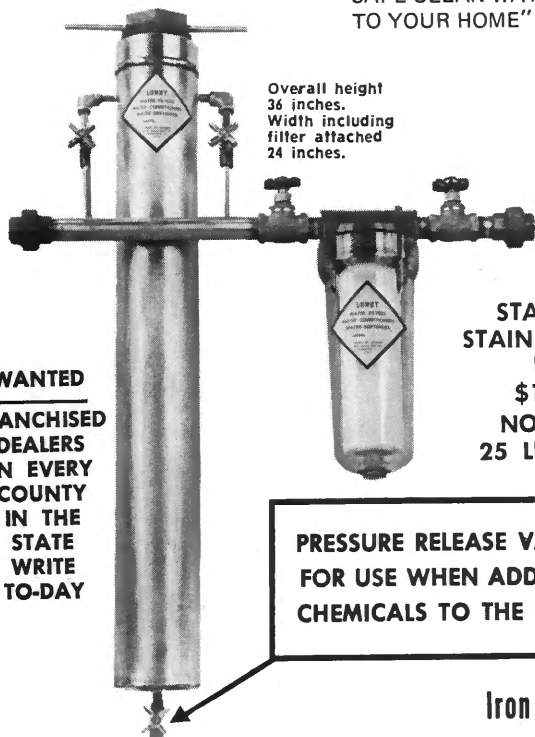
the LOWRY way

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

ELIMINATES WATER PROBLEMS

"LET ME BRING YOU
SAFE CLEAN WATER
TO YOUR HOME"

Overall height
36 inches.
Width including
filter attached
24 inches.



**STANDARD
STAINLESS STEEL
UNIT
\$199.00
NO FILTER
25 LB. CHEM.**

**WANTED
FRANCHISED
DEALERS
IN EVERY
COUNTY
IN THE
STATE
WRITE
TO-DAY**

**PRESSURE RELEASE VALVE
FOR USE WHEN ADDING
CHEMICALS TO THE UNIT**

Iron And Iron Stain Problems

**Deluxe
Stainless Steel Unit
\$329.00
COMPLETE**

**THE UNIT THEY ARE
ALL TALKING ABOUT
"AND BUYING THEM"**

**No Salt
No Backwash
No Floor Space**

No Bulky Brine Tanks

"YES, YOU'LL HAVE SOFT WATER"

The Lowry's Water Conditioning Units come to you assembled and ready for easy installation. Including two 3/4-inch pipe unions. As shown in picture. Except the standard unit.

100 pounds of Water Conditioning Chemicals comes with the Commercial Unit. (No Filter) 50 pounds with the home unit with Filter attached as shown. Delivered, with three extra cartridges. 25 pounds with standard unit.

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

In the first few months after installation the Lowry Water Conditioning Units will remove all precipitated iron and lime - - as well as sand, worms, and bits of organic matter and rust. From all of your water pipes and Hot Water Heaters. Keeping both clean forever. Complete and simple operating instructions are attached with each unit.

If you want the BEST IN WATER CONDITIONING FOR YOUR HOME — OR COMMERCIAL USE — HERE IT IS — IT'S BUILT FOR A LIFETIME OF SERVICE. WRITE TODAY.

- LOWRY'S treated water is better for your skin, hair, complexion,
- LOWRY'S treated water washes clothes whiter, brighter, cleaner.
- LOWRY'S eases work at every household task. Saves soaps, detergents.
- LOWRY'S will clean and keep clean all your plumbing pipes and hot water tank.



**COMMERCIAL
UNIT FOR
SCHOOLS
CHURCHES
MOTELS
HOTELS
RESTAURANTS
CAR WASHES
FACTORIES
LAUNDRIES
ETC.**

Overall Height 43"
Diam. of Tank 12 1/2"
Total Width 20"
100 Pounds of
Chemical with
each loading.

**STAINLESS STEEL
COMMERCIAL UNIT
\$795.00 And Up**

**THE COMMERCIAL WATER UNIT REDUCES
YOUR COST OF PLANT OPERATIONS**

**FOR FURTHER INFORMATION AND
FREE WATER ANALYSIS**

Order Yours Today
MAIL TO: JAMES M. LOWRY.
POST OFFICE BOX 605.
SPRINGFIELD, ILL. 62705
Phone 217-522-8762

Name _____
Street or RFD _____
Town _____ State _____
County _____ code number _____
Phone _____
Directions _____

PLEASE PRINT



Menard Electric News



MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois 62675

Phone 632-2239

"News about Electrified Farms in the Heart of the Lincoln Country"



Smiling prettily are (from left) Leslie Havener of Illiopolis, second runner-up; Nancy Schaddel of Pleasant Plains, "Miss Menard, 1970"; Vicki Hinck of Middletown, first runner-up, and Linda Allspach of Mt. Pulaski, last year's queen.

Annual Meeting Reports Emphasize Quality Service

Members of Menard Electric Cooperative today, perhaps more than ever before, know the importance of belonging to an efficiently operated and cost conscious organization.

These facts were pointed out in detailed annual business reports presented at the members' 33rd annual meeting recently. The 700 persons in attendance also enjoyed a lively, humorous speech and shared the delight of seeing a new queen crowned.

One important item discussed was service rates. An adjustment in the rates was made effective with the April 1 bills.

JOHN E. ROOT, cooperative manager, explained the action was voted by the board of directors after long and careful study.

First of all, Mr. Root pointed out that Menard Electric members in 1969 paid an average of 2.48 cents per kilowatt hour. That compares to

the average cost of 7.26 cents per kwh in 1939.

"This has been accomplished by taking advantage of every means made available by the industry throughout the years for improving efficiency," Mr. Root said.

AND THE DECREASE was a steady one throughout the years despite the constant increase in costs for such items as labor, equipment, supplies and wholesale power, the manager said.

The rate adjustment, he pointed out, will increase the average cost per kwh only from 2.48 cents to approximately 2.7 cents. "This amount of increase would probably go unnoticed if it were not brought to your attention," Mr. Root said.

He further explained that management and the board of directors, of course, would have preferred not to have made this rate adjustment, but all agreed it was essential if

members are to continue receiving the same high quality service they have had in the past.

Mr. Root noted a popular quotation during his explanation. That quote is: "The bitterness of poor quality lingers long after the sweetness of cheap price is forgotten."

Information explaining in detail these rate changes are to be mailed the members who also were invited by the manager to discuss matters with the cooperative staff should they want to do so.

IN OTHER REPORTS, Dale Lepper of Ashland, board president, praised the members for their loyalty and cooperation which he said has helped make Menard Electric the strong service organization it is today.

Mr. Lepper also praised Mr. Root and other cooperative employes for their contribution to Menard Electric's efficient operation which helped delay the cooperative's first rate increase in its 33-year history. The president termed the cooperative's success in avoiding such an adjustment for so many years "a remarkable record."



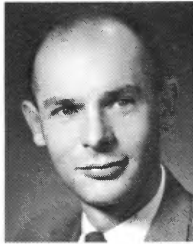
"Miss Menard, 1970"
Nancy Schaddel

The cooperative's sound financial condition also was noted by Howard Montgomery, Petersburg, the treasurer. Mr. Montgomery said Menard Electric's total assets now are \$3,223,000.

Renamed Directors



Ernst R. Hild



Dale Lepper



C. Kenneth Smith

He also pointed out that the cooperative is repaying its loans on, or ahead of schedule and is meeting its other responsibilities including tax payments which last year amounted to \$93,893.

Attendance Prize Winners Listed

Members winning attendance prizes at the cooperative's annual meeting were:

Harry Pierce, Middletown, electric charcoal grill (early bird)

Russell Taapken, Petersburg, dishwasher

Carl Kirby, Tallula, high intensity lamp
James Colston, Virginia, 30-cup percolator

John Harmes, Forest City, food mixer
E. C. Lewis, Ashland, electric can opener

Wayne List, Mason City, skill drill

Joe K. Leinberger, Petersburg, country kettle

Dean Colby, Tallula, electric blanket

R. W. Durlinger, Niantic, corn popper

John G. Murphy, Jacksonville, refrigerator defroster

Winner Brothers, Virginia, potted plant

B. W. Negus, Alexander, frypan

Alvin Huber, Easton, frypan

Lena Hoehn, Mason City, electric knife

E. B. Millner, Jr., Virginia, shoe polisher

Dale Millner, Virginia, electric tooth brush

George H. Rothert, Petersburg, corn popper

Lloyd Smith, Virginia, corn popper

Charles Showalter, Jr., Kilbourne, corn popper

Ruel Jurgens, Ashland, electric can opener

H. M. Knight, Virginia, electric can opener

Earl Thies, New Holland, electric can opener

Arthur Newman, Oakford, electric can opener

Jack Fillbright, Petersburg, 3-speed electric mixer

Harris Boeker, Chandlerville, 3-speed electric mixer

Maxwell Brothers, Cantrall, 3-speed electric mixer

Paul Liesman, Mason City, iron

Donald Etherton, Mason City, iron

John Harfst, Easton, 4-slice toaster

Edwin H. Meyer, Havana, 2-slice toaster

Quebec Community Club, Virginia, 2-slice toaster

Norman K. Leonard, Virginia, electric heating pad

Arthur E. Durdal, Manito, electric heating pad

Marie Johnson White, Greenview, insulated percolator

Margaret Roellig, Virginia, 36-cup percolator

August Bliesner, Cantrall, 10-cup percolator

Fricke Brothers, Petersburg, 9-cup percolator

R. Leonard Reed, Mason City, 8-cup percolator

Leslie J. Council, Greenview, 8-cup percolator

George Baum, Petersburg, 8-cup percolator

Helen Fox, Virginia, 8-cup percolator



Mrs. Russell Taapken of Petersburg, winner of the annual meeting's grand prize, an automatic dishwasher.



Those who were in the beauty contest are (from left) Marsha Gabehart of Chandlerville, Joy Banks of Bath, Nancy Schaddel of Pleasant Plains, Jane Durlinger of Niantic, Vicki Hinck of Middletown, Pamela Pschirrer of Petersburg, Debra Parr of Mason City, Earlene Williams of Chandlerville, Leslie Havener of Illiopolis, Jeannine Kiesling of Mason City and Dakota Stinson of Arenzville.

What's New?



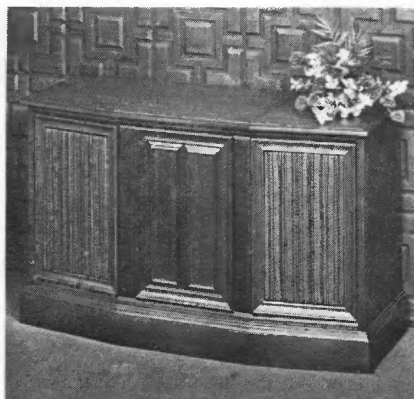
• Chill Compartment

A way to quickly chill warm foods and beverages—without the risk of freezing—is included in the current line of Westinghouse side-by-side refrigerators. The chill compartment, a standard storage shelf when not in use for chilling, can cut preparation time in half for such foods as gelatins and puddings. It has a time control.



• Manicure Set

A portable electric manicure set from Sunbeam gives professional type back-and-forth action. Complete with a cuticle brush, cuticle pusher, buffer, emery boards and a nail file, it comes in a purse-size case in beige and champagne gold. The power handle is contoured to the hand and has a coiled cord. Retail price is approximately \$22.



• Credenza Stereo

Full-bodied stereo sound and luxurious furniture beauty are combined in Arvin's new credenza style solid-state stereo phonograph with FM/AM/FM stereo finished in genuine walnut veneer. It features a four-speaker sound system consisting of two eight-inch woofers and two three-inch tweeters balanced in an electronic crossover network.



• Big Controls

A king-size, 10½-inch mark designed control center which is glass covered for quick, easy cleaning is featured in Whirlpool's 1970 free-standing electric range. It also features an automatic meal timer clock with four-hour interval timer, a full width fluorescent lamp that illuminates the control center and cooking area and an enlarged oven window.

Co-ops Merit Support Says Sen. Partee



Senator Cecil A. Partee

An influential Chicago attorney and legislator with a long record of achievements in the Illinois General Assembly told nearly 1,000 persons attending the 31st annual meeting of the Coles-Moultrie Electric Cooperative recently why he has consistently supported electric cooperative legislative goals.

Senator Cecil A. Partee said his support resulted not from a mere liking of cooperative people but rather from a conviction that thus far their legislative program has indeed been in the best interest of all Illinois.

The senator cautioned that cooperative members should be equally willing to support other broad programs whose cause is just, such as consumer education.

Coles-Moultrie leaders reported that the cooperative is in sound financial condition. It is, they said, laying careful plans to meet rapidly increasing demands for electric energy.

At their reorganization meeting, directors re-elected Lawrence C. Daily, Humboldt r.r. 1, president; Willis F. Smith, Lovington r.r. 1, vice president; Charles R. Sanders, Sullivan r.r. 2, treasurer; Edgar Mitchell, Gays r.r. 1, assistant treasurer, and Clifford Hawkins, Oakland r.r. 1, secretary. They named William D. Champion, Gays r.r. 1, assistant secretary, a new position.

FFA Leader Eyes Future

(Continued from page 5)

FUTURE FARMERS of America nationally has nearly a half-million members. In Illinois FFA has 425 chapters with 17,000 members.

Membership is not confined to on-farm young people, although all members must be enrolled in high school vocational agricultural programs.

Actually, there are many chapters in metropolitan areas. The largest is in Boston. Chicago has one chapter and more are to be organized.

Incidentally, Artie receives only basic expenses during his work-packed year as FFA president. But, he says, the experiences of meeting thousands of young people plus great numbers of adult leaders is priceless.

Among those adult leaders are state and national electric cooperative leaders as well as outstanding leaders and members of Illinois' 30 cooperatives.

"PROBABLY the greatest advance in agriculture came with the availability of reasonably-priced electric power made possible through the rural electrification program launched in the mid-1930's," Artie said recently.

"Despite this great progress, we have only scratched the surface in bringing total electric power to the farm and to rural areas.

"Automation is the answer to many farm problems, especially that of manpower. Without electricity today's farmers would never have been able to achieve the current miracle of production. And even greater progress, greater achievements, greater contributions to the good of our whole population, lie ahead."

So says 19-year-old Artie Tenhouse, a strong, self-reliant product of this "now" generation.

All's not right—yet—with the world. But by no means is all wrong. Youngsters make good headlines as well as bad.

And now, having read about just one of millions of today's young people . . . don't you feel better?

SPREAD THE BREAD

A woman called the police to ask for an officer to come over to remove a skunk from her basement.

The policeman said: "You can do that yourself. Just spread some bread crumbs from your basement to your yard and the skunk will follow the crumbs outside."

Half-hour later, she phoned again and said: "I followed your instructions and I've now got two skunks in my basement!"

* * *

BIG GAME HUNTER

A big game hunter was on the way back to camp one evening when an enormous tiger appeared out of the jungle, not 20 feet away. As the tiger was about to spring, the hunter fired his last cartridge and missed. The tiger sprang too far and landed 15 feet beyond the hunter, who then ran for camp and got there safely.

The next day the hunter went behind the camp to practice a little shooting at close range. He heard a strange noise in the brush and went to investigate. It was the tiger—practicing short leaps.

THE ONLY WAY!

A five-year-old girl visiting a neighbor, when asked how many children in her family, answered "Eight." The neighbor observed that so many children must cost a lot. "Oh, no," she answered. "We don't buy 'em,—we raise 'em."—Van Burtarian.

* * *

Money no longer talks—it goes without saying.

**HARD OF HEARING?
NOW HEAR THIS!!
AMPLIFY VOICES & SOUNDS
MANY TIMES LOUDER!**

Yes, place this tiny unit in your ear and Listen! You'll hear an exciting world of meaningful sound with the New SS-100. This realistic new hearing device amplifies voices and sounds many times louder. . . . It's engineered to let you tune in sounds as low as whippers, that you may have been missing . . . and can be an aid to your hearing problems.

Pocket size SS-100 is powered by a single transistor 9 volt battery, 3-transistor plus diode and resistor circuit. Complete with output earpiece and plastic ear holder. Only \$19.95 postpaid. Sorry, No C. O. D. Full Money Back Guarantee

Only \$19.95

Postpaid
IMPERIAL AUDIO Inc., Dept. 507
114 E. 32nd St., New York, N.Y. 10016




Think Success

...it may be your own!

THE MAN WHO THINKS and plans ahead is usually the man who's successful. Here at the Land Bank, we like people who think success—because success is the crop we cultivate. If you see an opportunity to expand or mechanize your operation, talk it over with the manager of your local Federal Land Bank Association. He will listen . . . and he may be able to help!

Serving America's Farmers: Providers of Plenty



Menard Electric News

MENARD ELECTRIC COOPERATIVE

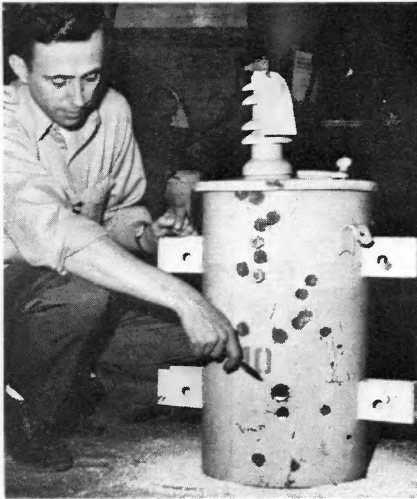
Petersburg, Illinois 62675

Phone 632-2239

"News about Electrified Farms in the Heart of the Lincoln Country"



The 19th Hole



Larry Kyes, stores clerk for Menard Electric, points out the 19th bullet marking (count 'em; there's one on the upper right bracket too) on one of the cooperative's transformers. The transformer was destroyed, with a resulting outage. Members are asked to help prevent expensive vandalism by reporting such wrongdoing.

Now that spring is here, we can expect high winds and electrical storms to cause outages (hopefully nothing serious) on our system. The importance of correctly reporting an outage so that it may be taken care of as soon as possible cannot be over stressed.

Many outages can be prevented. Those include shooting insulators and lightning arrestors, and cutting or trimming trees.

Persons cutting trees are asked to check nearby wires. If there is any difficulty, please call your Cooperative's office and we will help in removing the tree.

Another common outage is when the breaker on a meter pole trips off due to a short or overload. Please check the breakers or fuses before reporting an outage.

On major outages due to a severe storm, there may be hundreds of members trying to report an outage at the same time. Your cooperation and assistance in this matter will be appreciated.

10 Good Reasons You Should Own Frost-Free Freezer

1. Take advantage of sales and buy in quantity when prices are low.
2. Buy food in season when it's top quality.
3. Eliminate frequent trips to the store.
4. Save time by doubling the recipe; freeze one, serve one.
5. Be prepared for unexpected company.
6. Make entire meals ahead of time and freeze until needed.
7. Freeze leftovers and serve next month.
8. Forget defrosting; your frost-free freezer does it for you.
9. Keep a constant supply of ice.
10. Serve a wider variety and better meals more conveniently.

Play Ball

By H. Howard Biggar

*I long for the time when the bats will swing,
And the pitchers try their skill;
When the batter drives in a winning run,
In a game with thrill on thrill.
I want to be there when a catch is made
At four hundred feet or more—
To share in the fun when my favorite team,
Is tops in the final score.*

*I give a cheer for the lads—each one,
Whatever the roles they play;
Batters and fielders and catchers too,
Who lead in the diamond fray.
And whether my team has lost or won,
When the season ends each fall,
I always long for the day of days,
When the umpire yells, "Play Ball!"*

Co-op Comments

Winners of the 1970 Menard Electric Cooperative essay contest will appear in the June issue of REN.

From sunset to sunrise a security light from your Cooperative can keep your property well lighted.

Dee Weidhuner, secretary in the Cooperative's office, will complete five years of service June 7.

Alvin Davis of Beardstown, a director of your Cooperative who underwent open heart surgery April 8, is progressing very well and expects to return to work at Allis-Chalmers Mfg. Co. in the near future.

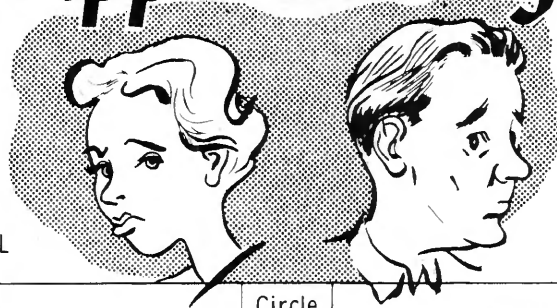
Are you puzzled by that old cooking question: Whether or not to put a lid on simmering vegetables? Just remember: If it grows below the ground, cover it while cooking; if it grows above the ground, leave it uncovered.

A copy of the "New Members Handbook" has been sent to all members of the Cooperative. The handbook sets forth the rates, fees and policies connected with our billing procedure. If you would like an extra copy, please feel free to contact the Cooperative's office.







"Let me down, Joe! Verily, my cup runneth over!!"

Do you Appreciate your wife?



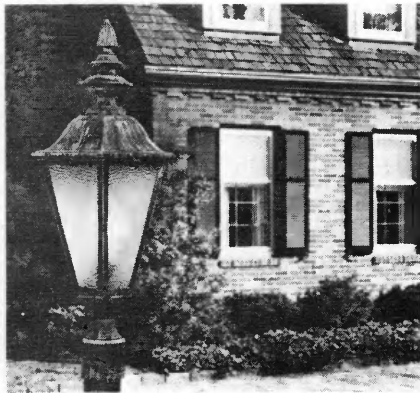
DON'T BE TOO SURE UNTIL

YOU'VE CHECKED ON YOUR RATING!

WHICH APPLIANCES DO YOU HAVE?	Circle Total Here	HERE'S HOW YOU RATE AS AN APPRECIATIVE HUSBAND
_____ Electric Water Heater	24	<p><i>you're just wonderful!</i></p>  <p>Long ago you realized how nice it is to have a home in which electricity does the work instead of your wife. You're really living better, electrically.</p>
_____ Electric Knife Sharpener	23	
_____ Electric Ice Cream Freezer	22	
_____ Electric Dryer	21	
_____ Kitchen Exhaust Fan	20	
_____ Electric Dish Washer	19	
_____ Rotisserie	18	<p><i>you're pretty special!</i></p>  <p>You've planned things so that electricity is doing a lot of the work -- but both you and your wife are missing the better living it really offers.</p>
_____ Electric Bottle Warmer	17	
_____ Electric Griddle	16	
_____ Heat Lamp	15	
_____ Air Conditioning	14	
_____ Hair Dryer	13	
_____ Food Disposer	12	<p><i>you'll do!</i></p>  <p>Your wife is still tied down a lot -- has to work harder than she should -- but she's beginning to discover that electricity does make housekeeping easier.</p>
_____ Electric Sewing Machine	11	
_____ Electric Range	10	
_____ Plenty of Outlets	9	
_____ Electric Hot Plate	8	
_____ Electric Fry Pan	7	
_____ Light Conditioning	6	<p><i>you're a fiend!</i></p>  <p>With so few appliances to help her it's no wonder she's tired out when day is done. You better get on the right track, boy, and show her where your heart really is!</p>
_____ Electric Coffee Maker	5	
_____ Electric Blanket	4	
_____ Food Freezer	3	
_____ Electric Mixer	2	
_____ Electric Toaster	1	
_____ Electric Washer		
_____ Vacuum Cleaner		
_____ Electric Iron		
_____ Television Set		
_____ Refrigerator		
_____ Radio Set		

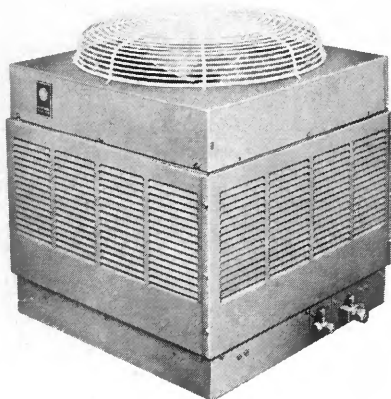
NOTE: If you rank below 12, it's still not too late to mend your ways!

What's New?



• Post Lantern

This verde green post lantern is a six-sided cast aluminum fixture offered by the Builder Products Division, Emerson Electric Co., 8100 Florissant, St. Louis, Mo. 63136. The lantern is mounted on a matte black post. Panels are of pebbled acrylic and the chimney is three-quarters frosted. The company says it has a wide range of post lanterns crafted in cast aluminum, brass or solid brass in its "Montage by Imperial" collection.



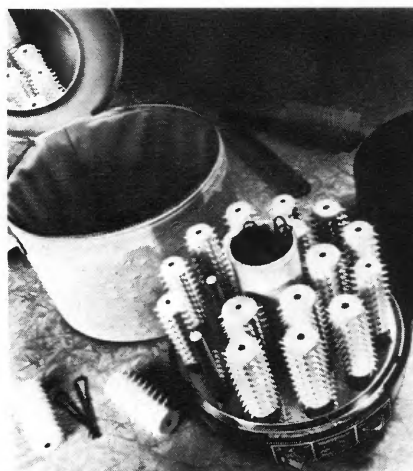
• Easy Installation

A central air conditioner specifically designed for smaller homes and apartments is offered by General Electric. A 12,000 BTU outdoor condensing unit operates in tandem with a new indoor air handler unit. A prime feature of the new unit is its ease of installation made possible through a new tubing connector that can be brazed or used as a compression fitting. The compressor's top-air discharge directs air upward, safeguarding surrounding plants.



• 'Hi/Low' Range

This stylish "hi/lo" electric range with a pyrolytic self-cleaning master oven is featured in Hotpoint's 1970 appliance line. The full-width opaque black glass window in the upper oven becomes a "see-through" when the oven light is turned on. Convenient features include two high-speed surface units, timed and standard appliance outlets and a two-level, built-in exhaust system which removes vapor and cooking odors from the kitchen.



• Hair Styler

Hurry-up hairdos—weather or not—are possible with Westinghouse's new portable deluxe, quick-set hair styler. An adjustable heat control changes roller temperature from Lo to Hi to make looser or tighter curls or to suit individual hair conditions. The deluxe units come with 18 rollers in three sizes, each on its own heater spindle. Pins and pads are stored in a center well and convenient cord storage is provided in the base. Suggested retail price is \$27.99.

Directors Study

(Continued from page 4)

The group then heard how it can make contributions on a global basis.

"Through your national association, you decided to help in the cause of world peace when NRECA signed an agreement with the State Department's Agency for International Development," said Thomas Venables, coordinator of NRECA's international programs division.

Continuing, he told the Illinois group: "With your help in providing men such as Dean Searls (manager, Adams Electrical Co-Operative, Camp Point) and Art Peyton (manager, McDonough Power Cooperative, Macomb) we've given assistance to 28 different countries which have asked for our help.

"WE'RE ASSISTING cooperatives already established or we're helping establish new ones. Power must go to a productive use and be of economical value. The system must pay its own way.

"This is proving to be one of the most important civilian programs during the war years in Vietnam. Actually, it's been a rather singular success."

On another subject, Harry L. Oswald encouraged active participation in and strong support of statewide electric cooperative associations. "They'll perform two prime functions for you," he said.

Mr. Oswald, general manager, Arkansas Electric Cooperatives, Inc., said, "Service functions such as publications, power use and rural area development as provided by a statewide association are essential to the continued welfare of the cooperative program.

"THE OTHER AREA of functions is in the savings category. You'll save money by pooling resources in the many forms of vertical integration such as group purchasing. It's extremely important to utilize the savings possible through a statewide organization."

One of the instructors, in summary, encouraged the directors to keep in mind, while determining policy, the cooperative's relationship to (1) its community, (2) its statewide association, (3) its national association, (4) the federal government and (5) the entire world.

"You have a relationship to all five," Mr. Weaver continued, "and good service to your members ultimately demands attention be given each of them."

A Quick Review of the Executive Fund Group-Rate Life Plan

12 IMPORTANT QUESTIONS ANSWERED

1. Why do I need more life insurance?

Adding up all your life insurance—personal and group—chances are you don't have enough. Experts say: "five times your annual income" is absolutely necessary today.

2. Why is it to my advantage to enroll in this plan?

Because that's the way you can get an extra \$10,000 at low group rates without having to join any group, business or organization.

3. Why don't other companies offer group rates to individuals?

Because they use salesmen—we don't. By making it possible for people to enroll directly, Executive Fund cuts "sales costs"—one of the largest expense items. Also, by insuring only people in normal, everyday good health—we are actually able to offer rates 10% lower than the official New York Statutory Table of Minimum Group Life Renewable Term Gross Premiums—the table on which most life insurance in the U.S. is based. And your first month is an even lower rate—only \$1.00!

4. Will I get service when I need it?

Absolutely. The Executive Fund National Service Center in Omaha, Nebraska, serves policyowners all across America quickly and equally. Call us "collect" from anywhere in the U.S.—any time—your Service Counsellor will always be ready to help you on any question.

5. Can I change my policy later on?

Yes. You can convert to \$10,000 of any other kind of life policy, other than term insurance, without any qualifications. You

may convert any time within the first five years if you are 50 or under at issue date—one year less for each year over 50.

6. Can I drop my policy? Can you drop me?

You can drop your policy any time. We guarantee right up to age 65, that we cannot individually cancel your policy for any reason. In fact, we can't decline renewals or change rates unless we do so on all policies (Form 318 Series) in your entire state.

7. Is Executive Fund licensed in my state?

Yes. We are licensed and regulated by your own state insurance department. And we are a legal reserve company managed by experienced, respected executives dedicated to giving you the best insurance, the best service, the lowest price. Also important, we are rated "A Plus (Excellent)" by Dunne's Insurance Reports.

8. How much do I pay?

You pay only \$1.00 for your first month. After your first month, you pay your regular rate as shown in the chart at left. (Women's rates are even lower because, on the average, they live three years longer than men. For example, a woman, 35, starts at the rate shown for 32.) A nominal 25¢ charge is made for premiums paid other than annually.

9. How quickly would my beneficiary be paid?

Immediately. The full value of your policy is paid as soon as claim forms are received and verified at our National Service Center. You may change your beneficiary at any time.

10. How can I qualify? My wife? My college-age children?

Simply complete the short form at the right. You must be between ages 18 through 55, in normal, everyday good health, and not have been turned down or rated up by another company. There's no "red tape." No one will call on you. Use the extra form to enroll your wife or college-age child.

11. Why should I enroll now?

Because your rate will never be lower than it is right now. Also, since conditions of health change without warning and could affect your qualifications, you should mail your enrollment *today!*

12. Can I get my \$1 back if I change my mind?

Of course. Return your policy within 30 days after issue date and your dollar will be refunded. If you don't qualify, your dollar will be returned immediately.

EXECUTIVE FUND

Life Insurance Company

National Service Center
3104 Farnam Street
Omaha, Nebraska 68131

A Legal Reserve Company
Licensed by the
State of Illinois

One of these forms is for you—the other is for your wife or college-age child. To qualify during this special enrollment, simply mail Enrollment Form today, with \$1.00 for each person, to National Service Center, 3104 Farnam Street, Omaha, Nebraska 68131.

SPECIAL ENROLLMENT PERIOD EXPIRES
MIDNIGHT, JULY 12, 1970

ENROLLMENT

FORM NO. 13869

Use this extra form for your wife or college-age child. Enclose \$1 for each. Do not detach.

EXECUTIVE FUND GROUP-RATE LIFE PLAN

Mr.
Mrs.
Miss first name middle initial last name

Address _____
number and street

City _____ State _____ Zip Code _____

Height: _____ ft. _____ in. Weight: _____ lbs. Date of birth _____
month day year

Place of birth (City & State or Country)

Occupation (List employer's name and all duties)

Telephone number _____
(for service counsellor's file) AREA CODE NUMBER

Do you intend to engage in hazardous sports or activities or do any flying other than as fare-paying passenger on a regularly scheduled airline? No Yes (explain)

BENEFICIARY: _____

Have you within the last five years received medical treatment or advice for any illness, disease, or physical condition? No Yes (explain below)

Condition Date Name & Address of Physicians, Hospitals or Clinics Consulted

This form is my application for the Executive Fund Annual Renewable Term to Age 65 Policy (Form 318 Series). I represent that I am now in good health and free from any mental or physical impairments, deformities or disease and that the above statements are true and complete to the best of my knowledge and belief. I also understand that the Company is not bound to issue a policy and has no liability unless a policy is issued while my health and other conditions affecting my insurability remain as stated above. If the policy is not issued the first month's premium will be refunded.

I UNDERSTAND THAT I MAY RETURN THE POLICY FOR A REFUND OF MY \$1.00 ANY TIME WITHIN 30 DAYS OF THE POLICY DATE.

Date _____ Signed _____
Form 651 Insured's Signature—Please do not print

SOCIAL SECURITY NUMBER

--	--	--	--	--	--	--	--	--	--

We will use this as your policy number.

Check here if you have no Social Security number.

Please make check or money order payable to: EXECUTIVE FUND



Menard Electric News

MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois 62675

Phone 632-2239

"News about Electrified Farms in the Heart of the Lincoln Country"



E
L
E
C
T
R
I
C

H
E
A
T

- No Furnace!
- No Dirt!
- No Noise!
- No Pipes!
- No Flame!
- No Odor!
- No Drafts!

Co-op Comments

CONGRATULATIONS TO THE GRADUATES OF 1970

Gayle Bertram, daughter of Mr. and Mrs. Alvin Bertram, Middletown Junior High School

Diane Fanning, daughter of Mr. and Mrs. Martin Fanning, Virginia Junior High School

Robin Rogers, daughter of Mr. and Mrs. Edward Rogers, Virginia Junior High School

Michael A. Davis, son of Director and Mrs. Alvin R. Davis, Beardstown High School

Robert J. Diehl, son of Mr. and Mrs. John Diehl, University of Illinois

Mary Jane Fricke, daughter of Manager and Mrs. John E. Root, University of Illinois

J. Timothy Hurie, son of Director and Mrs. H. H. Hurie, University of Illinois

Mrs. H. H. Hurie, wife of Director Hurie, University of Illinois, Master's Degree.

Carolyn Lepper, daughter of Director and Mrs. Dale Lepper, University of Illinois



Mr. and Mrs. Charles McLaughlin celebrated their 20th wedding anniversary April 9. Mrs. McLaughlin is a clerk in your Cooperative's office.



Only man has the ability to plan for the future, but why can he not learn from the mistakes of the past?



To give one's life that others may live is heroic. To use one's life that others may live is saintly.



ELECTRICITY—THE CLEAN ENERGY—We were fighting pollution long before it came into style.

Have you seen this symbol before? Surely you have. It may have been stamped on the base of the food mixer or pictured on the tag or carton of the toaster, lamp or other electrical items you have purchased.

This symbol means that Underwriters' Laboratories, Inc., has approved the item as being built to definite minimum safety standards. These different electrical parts and devices also are installed in a manner which is quite uniform throughout the states, a manner which experience has proved practical and safe.

What is Underwriters' Laboratories, Inc.? It is a group of electrical laboratories, supported jointly by manufacturers, insurance companies and other interested parties. Manufacturers submit their products to Underwriters, and these products are tested and if they meet minimum safety standards they are then "Listed by Underwriters." Listing certifies that samples when submitted meet the required standards, and manufacturers in general do their best to maintain the quality found in their samples.

Being "listed" means that the merchandise is suitable and safe IF USED FOR THE PURPOSE FOR WHICH IT WAS INTENDED. Therefore it is not an insurance of safe operation under all circumstances.

A few months ago a one-page advertisement about the Underwriters'

No Wonder!

More than 6,500 Illinois Electric Cooperative members use electric heat — and why thousands more will soon be doing the same.

Laboratories Seal was published in a well known home magazine. It referred to UL as a household word that nobody knows.

Because it is found on so many household items we use daily we should know what it means. That seal tells you that a manufacturer cares enough about your safety to have this product tested to meet UL's rigid standards.

Look for that special seal next time you buy an electrical appliance or item. You'll feel more secure in buying such an item. Become familiar with it!

Some Good Safety Tips for Your Power Tools

1. **KNOW YOUR POWER TOOLS.** Read the manual carefully. Learn the tool's application and limitations and its potential hazards.

2. **GROUND ALL TOOLS**—unless double insulated. If tool is equipped with three-prong plug, it should be plugged into a three-hole electrical receptacle. If adapter is used to accommodate two-prong receptacle, the adapter wire must be attached to a known ground. Never remove third prong.

3. **KEEP GUARDS IN PLACE** and in working order.

4. **KEEP WORK AREA CLEAN.**

5. **AVOID DANGEROUS ENVIRONMENT.** Don't use power tool in damp or wet locations. Keep work area well lighted.

6. **KEEP CHILDREN A SAFE DISTANCE AWAY.**

7. **STORE IDLE TOOLS.** When not in use, tools should be stored in dry, high or locked-up place out of reach of children.

8. **DON'T FORCE TOOL.** Do not exceed the rate for which it was designed.

9. **USE RIGHT TOOL.** Don't force small tool to a job of heavy-duty tool.

10. **WEAR PROPER APPAREL.** Avoid loose clothing or jewelry that can get caught in moving parts. Use rubber gloves and footwear when working outside.

11. **USE SAFETY GLASSES** with most tools. Also use face or dust mask if cutting operation is dusty.

12. **DON'T ABUSE CORD.** Never carry tool by cord or yank it to disconnect. Keep cord from oil, heat and sharp edges.

13. **SECURE WORK.** Use clamps or vise to hold work. This frees both hands to operate tool.

14. **DON'T OVERREACH.** Keep proper footing and balance at all times.

15. **MAINTAIN TOOLS WITH CARE.** Keep sharp and clean. Follow instructions for lubricating and changing accessories.

16. **DISCONNECT TOOLS WHEN NOT IN USE,** before servicing, when changing attachments, etc.

17. **AVOID ACCIDENTAL STARTING.** Don't carry plugged-in tool with finger on switch.

Co-op Receives FFA Award

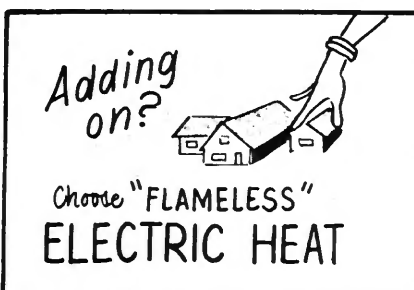
Menard Electric Cooperative recently received a certificate of recognition for 19 years participation in promoting the Future Farmers of America program.

This award was presented at a FFA Banquet by State FFA President Artie Tenhouse of Liberty and District 14 President George Bruns of Pleasant Plains.

Far from being wasted, vocational-agriculture training for farm boys gives them a real advantage in their agribusiness careers. Vo-ag is changing to help train them even better.

Theirs is no "cop out" culture. "Doing your thing" in vo-ag is "doing something worthwhile"—other than strumming a guitar and singing about "the establishment."

We at Menard Electric Cooperative are happy to be a part of such an outstanding program.



Adding on?
Choose "FLAMELESS"
ELECTRIC HEAT

SLEEP WITHOUT FEAR . . . REST SAFE AND SECURE . . .



UNDER THE WATCHFUL EYE OF A SECURITY LIGHT, you and your family will be protected from thieves and vandals who steal and destroy.

An electric security light will add night-time beauty and prestige to your home.

Contact your Rural Electric Co-op for more details.

What's New?



• 'Pan-O-Matic'

"Pan-O-Matic" is a new countertop cooking concept from Tappan. This elementless electric range saves countertop space by letting the homemaker cook in five thermostatically controlled pots and pans that plug directly into a foldaway plug panel. The pots and pans are made of heavy aluminum with porcelainized enamel on the outside with a Teflon lining. A plug-in heating element also is standard equipment. Tappan says production starts in October and that the unit will retail for approximately \$489.



• Ice Service

This refrigerator-freezer from Hotpoint features an "exterior ice service" (inset). A dispenser door on the freezer compartment pulls down for ready access to ice cubes or the five-pound capacity bucket can be easily removed and taken to a drink-preparation area. Small, cylindrical ice cubes are made automatically and dispensed into the door-mounted bucket. A photoelectric cell senses when the bucket is full, the freezer door is open or the bucket is not in place and then turns off the automatic ice maker.



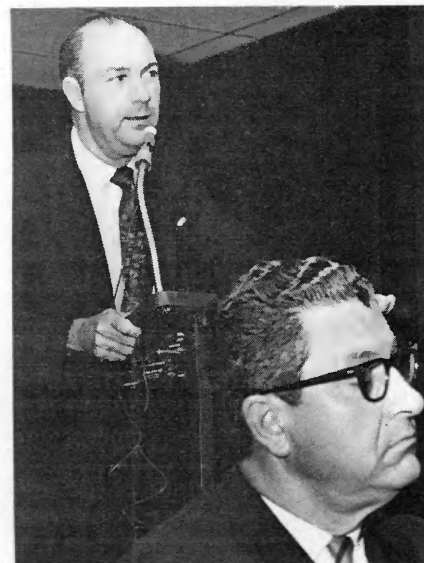
• Dehumidifier

Designed to end spring and summer humidity problems, this dehumidifier from Berns Air King Corp. of Chicago features a wood-grain vinyl finish and contrasting grill. An automatic humidistat turns the unit on and off when humidity reaches a predetermined level. An electronic overflow switch automatically turns the unit off whenever the container is full and then lights a signal indicator.

New Finance Plan Called Slow Process

A supplemental financing source, now in the final stages of organization, offers electric cooperatives much promise for the future, but caution is advised for its immediate prospects, southern Illinois Farm Bureau leaders were told recently.

The president of the institution, the National Rural Utilities Cooperative Finance Corporation (CFC), explained the new financing arrangement at a meeting held by Southeastern Illinois Electric Cooperative.



Southeastern's Manager Roger C. Lentz (left) and CFC President J. K. Smith.

J. K. Smith of Louisville, Ky., said of CFC: "It'll take time, moving from one phase to another as we put this self-help financing organization into operation. But we're looking to the future with a great deal of excitement."

Financing needs of the nation's 1,000 electric cooperatives are mounting and have reached the critical stage, he continued. Needs, he said, currently are more than \$800 million a year. That is more than twice the amount appropriated in past years to the Rural Electrification Administration (REA) for electric loans.

Mr. Smith emphasized the continued need for REA loans, saying, "The present REA program will continue to be the primary source of loan funds for the rural electric systems."



Among those who attended the recognition dinner are (from left) Patti Ticken, Richard W. Morefield of the General Electric Co., Dean Searls, manager of Adams Electrical Co-operative, Gilberta McNeff, Mrs. Thomas H. Moore of Springfield and John Sargent, president of Adams Electrical.

Rural Youth

(Continued from page 7)

summarized this way by Principal Bert L. Ringquist:

"Patti is a tremendously enthusiastic teacher who is doing an excellent job in every respect. She's well liked and respected by both the students and her fellow staff members in this the state's largest junior high school where last year's enrollment totaled 2,200. In her first year of teaching here, she assumed a leadership role and so we've assigned her the direction of our cheerleaders and Pep Club next year."

This further indicates how queen contestants benefit from their training to make significant contributions, says Roger Mohrman, manager of Adams Electrical's member service department who helps coordinate the cooperative's beauty contests.

"WE'RE PROUD of our queen contestants, and we're proud too of the many other youngsters that participate in other of our youth programs," Mr. Mohrman said. "Adams, like other electric cooperatives, works with youngsters in many areas such as 4-H FFA, FHA and the Youth to Washington essay contests which also help many of our young adults.

"These youngsters are tomorrow's leaders. We've seen this happen in the past. Just like Patti and Gilberta, they're getting the training they need as they prepare for the important roles they'll be playing in their communities."

The mothers of the two queens

agree. Mrs. James Ticken of Mendon and Mrs. Gilbert McNeff of Timewell say their daughters have learned a great deal as well as having lots of fun and making many new friends.

Math Teacher: "What is one-fifth of three-sixteenths?"

Freddy: "I don't know, but it isn't enough to worry about."

FREE CIRCULAR
COUNTRY RECORDS
AND 8 TRACK TAPE CARTRIDGES
FIDDLE TUNES - COUNTRY WALTZES - BLUE GRASS - MAC WISEMAN - HYLO BROWN - THE LEGENDARY J. E. MAINER & OTHERS.
WRITE TODAY: UNCLE JIM O'NEAL
BOX A-AREARCADIA, CALIFORNIA 91006

AUTHORS WANTED BY NEW YORK PUBLISHER

Leading book publisher seeks manuscripts of all types: fiction, non-fiction, poetry, scholarly and juvenile works, etc. New authors welcomed. For complete information, send for booklet SD-2. It's free. Vantage Press, 120 W. 31 St., New York 10001.

HEARING AIDS UP TO 67% OFF

BUY NEW AMERICAN-MADE AIDS direct from factory. Behind-the-Ear, All-in-the-Ear, Eye Glass Aids. Money-back guarantee. 20 days FREE TRIAL. No money down. Easy payments. No interest. No salesman will call. POWERFUL BODY AIDS-\$29.95 up. LLOYD Dept. IEN, 905 9th St., Rockford, Ill. 61108



Federal
LAND BANK
Association

Think Success

...it may be your own!

THE MAN WHO THINKS and plans ahead is usually the man who's successful. Here at the Land Bank, we like people who think success—because success is the crop we cultivate. If you see an opportunity to expand or mechanize your operation, talk it over with the manager of your local Federal Land Bank Association. He will listen . . . and he may be able to help!

Serving America's Farmers: Providers of Plenty

Menard Electric News



MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois 62675

Phone 632-2239



"News about Electrified Farms in the Heart of the Lincoln Country"

Washington, D. C., Youth Tour Winners Named

Winners of the 1970 "Youth to Washington" essay contest sponsored by Menard Electric Cooperative are Cathy Agnew of Middletown and Debbie Parr of Mason City. Cathy is a junior at New Holland-Middletown High School. Debbie is a junior at Mason City High School.

The winners were selected from those vying for the privilege to take the week-long guided tour of the nation's capital, according to John E. Root, manager of the cooperative. Their essays detailed their views about Menard Electric Cooperative's service to the area and how the benefits of low-cost, dependable power affords all member-owners the opportunity of modern electric living.

C. Kenneth Smith of Easton, vice president of the cooperative's Board of Directors, said "It is a privilege for us to be able to send outstanding young citizens to our nation's capital. As other winners have found before them, we are sure that they gained much to enrich their lives from such a memorable and educational experience."

The local winners joined about 50 other high school students from 22 other cooperatives throughout Illinois. They left June 13 and traveled on air-conditioned buses for the all-expense trip to Washington, returning home June 20.

During their week in Washington, the winners and their chaperones stayed at the Marriott Motor Hotel on the Potomac River near the heart of the city. The tour included visiting the White House, Capitol Building, Library of Congress, Gettysburg, Arlington National Cemetery and other national monuments.

During the week, the Illinois group had the opportunity to visit with several Illinois congressmen and learn more of the country's legislative processes.

Cathy's winning essay is printed on the following page. Debbie's essay will be printed in a future issue of REN.



Trip winners are (at left) Debbie Parr and her parents, Mr. and Mrs. Charles Parr of Mason City, and Cathy Agnew and her mother, Mrs. Dorothy Agnew of Middletown.



Interviewing one of the contestants are contest judges (from left) Miss Mina Terry, retired English teacher of Petersburg; Mrs. Earl Thies, member of the cooperative's member services committee of New Holland; H. Dean Jensen, vocational-agriculture instructor at Pleasant Plains High School; William Kilby, editor and publisher of the Virginia Gazette, and Stuart Hawbaker, Mason County agriculture extension specialist of Havana.



Essay contest finalists are (from left) Mike Carls of Arenzville, Joyce Ginder of Arenzville, Christine Bennett of Petersburg, Norman Jones of Easton, Sharon Satorius of Petersburg, Richard Austin of Petersburg, Debbie Parr of Mason City, Cathy Agnew of Middletown and Mark Satorius of Petersburg.

'Menard Electric Cooperative— —Continued Progress for My Area'

By Cathy Agnew

Benjamin Franklin is credited with the identification of lighting with electricity. His experiments with electricity in the 18th century helped to lay the foundation for the atomic age we are now entering. Although he did possibly more than his share in the building of our nation, he wasn't satisfied with his accomplishments.

IN A LETTER to Joseph Priestly, the discoverer of oxygen, in 1780 Franklin expressed his image of the future. He wrote, "The rapid progress true science now makes occasions my regretting sometimes that I was born too soon. It is impossible to imagine the height to which may be carried, in a thousand years, the power of man over matter. We may perhaps learn to deprive large masses of their gravity and give them absolute levity, for the sake of easy transport. Agriculture may diminish its labour and double its produce; all diseases may by sure means be prevented or cured, not excepting even that of old age, and our lives lengthened at pleasure even beyond the antediluvian standard."

Little did Benjamin Franklin dream that it would take not a thousand years, but actually less than two hundred years to overcome the power of gravity. One hundred and eighty-nine years after Benjamin Franklin wrote that famous quotation, man set foot on the moon. Less than 200 years later, scientists have found cures for many diseases which claimed many lives in Franklin's day. Although a cure for old age has not yet been discovered, progress has greatly increased the chances for a longer life.

ONE DISCOVERY, experimented with by Benjamin Franklin, has aided greatly in the progress of the world. That discovery was electricity. Electricity is used in medical practice and in creation of instruments used in the space program.

But those are only two of the millions of uses for electricity. Every day, over 200 million Americans take for granted the advantages of electricity.

We, who have the power to illuminate a room at the flick of a switch or heat an entire house at the turn of a dial, find it difficult to realize that only 35 years ago

the only source of light in rural areas was a kerosene lamp and the heat came from wood stoves or coal stoves. In the cities everyone could enjoy the advantages of electrical living, but it was too expensive to extend the benefits of electricity to rural areas.

PRESIDENT FRANKLIN D. ROOSEVELT realized a need for electrification in rural areas. Consequently, on May 11, 1935, President Roosevelt created by Executive Order the Rural Electrification Administration (REA). The REA had the power to administer loans to electric cooperatives for the purpose of providing electricity for rural areas at a low cost.

One of these electric companies which received a loan from the REA was the Menard Electric Co-



Cathy Agnew

operative located in Petersburg, Ill. The Menard Electric Cooperative was organized in 1936. Today, 34 years later, half that loan of approximately five million dollars has been repaid to REA.

The Menard Electric Cooperative serves all Menard County and part of Cass, Logan, Macon, Mason, Morgan, Sangamon and Tazewell counties with over a million dollars' worth of electrical service. Throughout the years, the Menard Electric Cooperative has continued to provide its patrons with prompt service and modern equipment. Each year, the Cooperative replaces some of the lines to supply better service to where it is needed most. As the kilowatt hour usage (kwh) has increased through the years, the average cost per kwh has decreased. In 1948, the average kwh usage

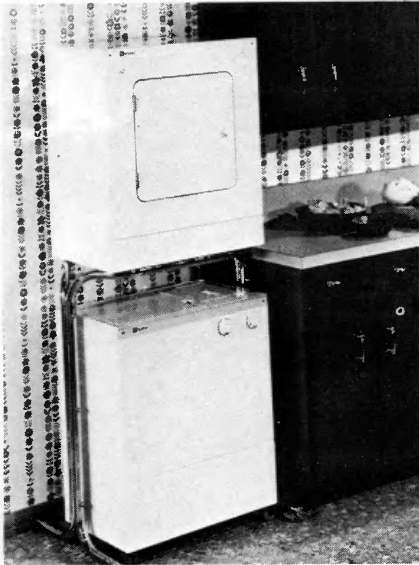
was 181 kwh at a cost of 3.8 cents per kwh. Only 20 years later, the average monthly usage was 683 kwh at a cost of 2.42 cents. With this low cost, the Menard Electric Cooperative has made it possible for all rural families to enjoy all the comforts of modern electric living.

WITH THE ADVANTAGES of electricity on the farm, the farmer's work has been lessened. He can automatically milk his cattle with electric milkers or feed his hogs with electric hog feeders. He has the advantage of electric fences and electric vapor lights that come on at dark. With the time he has saved by the use of electricity, he can farm more land, improve his farm and spend more time with his family. He can make more money through the use of electricity because of the time he saves and the low cost of it. The Menard Electric Cooperative has certainly become a great help to the rural community.

THE MENARD ELECTRIC Cooperative sponsors the youth of this area as well as aiding the farmers. It is an active supporter of youth activities such as FFA and agriculture contests for high school students. Each year the Menard Electric Cooperative sponsors an essay contest to send two juniors in high school to Washington, D.C. It also sponsors a "Miss Menard Electric Cooperative" contest for young ladies in this area. These activities help toward a greater understanding between the generations.

The Menard Electric Cooperative also pays its taxes. In 1968 the Menard Electric Cooperative doled out \$83,843.29 in taxes alone. These taxes help to build new and better roads and support the public school system. According to Webster, the meaning of progress is a movement forward or an advancement. During the last 34 years the Menard Electric Cooperative has advanced forward rapidly and will continue to do so for many years to come. Perhaps someday the whole world will switch to nuclear power or some other more advanced system of energy. But when or if this does happen, the Menard Electric Cooperative will have contributed its share to this new progress in every way it can. And when this does happen, the Menard Electric Cooperative will have served its patrons faithfully through the years.

What's New?



• Porta-Pair

The Maytag Co. says its Porta-Pair can be used particularly well in mobile homes, summer cottages and such places where space doesn't permit larger appliances. The Porta-Washer hooks up to any sink while the matching Porta-Dryer operates from an adequately wired 115-volt outlet and doesn't require venting. They are available in avocado, copper and white.



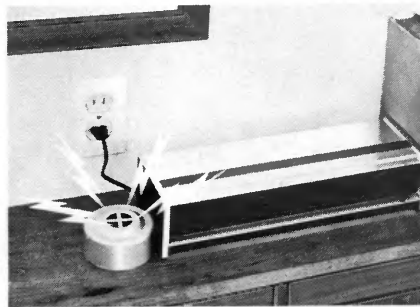
• Porta-Cool

Whisper-quiet operation and distinctive contemporary styling are combined in Hotpoint's new Porta-Cool room air conditioner series. These models offer a range of 5,000 to 8,000 BTUs for use on 115-volt current. The top air discharge feature provides a canopy of no-draft cooling comfort. Controls are concealed behind a hinged baffle front.



• Microwave Cooking

Tappan has introduced an electronic cooking center that not only features the fast, space-age microwave cooking method but has a conventional, self-cleaning electric oven as well. Both can be operated simultaneously or individually. The range has a timed electrical convenience outlet, lighted backguard, lift-off oven door and oven work lights. It is available in white, coppertone, avocado and harvest gold.



• Alert-Alarm

Alert-Alarm from the Artolier Lighting and Sound Division of Emerson Electric Co., 141 Lanza Avenue, Garfield, N. J., 07026, guards an entire area with silent ultrasonic sound waves. The self-contained, ready-to-operate system plugs into any standard 120-volt outlet. Sensitivity can be adjusted for a range of a few inches to an effective maximum of approximately 30 feet.

Co-ops Help Build Better Rural America

Electric cooperatives and telephone systems financed in part through the Rural Electrification Administration (REA) helped create more than 60,000 new jobs in rural America during 1969, the U. S. Department of Agriculture has announced.

The job figure is based on reports from 51 per cent of 1,830 systems surveyed on community development activities. The REA borrowers reported that the jobs resulted from 787 commercial, industrial and community facilities projects they helped launch during the year, working with other federal agencies and local organizations, public and private.

DAVID A. HAMIL, REA administrator, praised the systems for their leadership in programs to improve the economy and upgrade the quality of life in their service areas.

He called for their continued assistance in rural development. He said that "meaningful community development must begin at the local level, with local direction and local leadership. Each locality is best aware of its needs, problems and resources."

MR. HAMIL cited the rural electric and telephone systems as pioneers in the economic development of rural areas.

He said, "We feel that all REA borrowers contribute in one way or another to rural development. In our opinion, the extension of a line to provide electric or telephone service is, in itself, rural development.

"It is a fact of life in our business that where electric and telephone lines go, progress and development follow."

More than 25-million people in the rural portions of 2,600 of the nation's 3,100 counties receive electric and telephone service from systems financed in part by REA.

HOW'S THAT AGAIN?

Motorcycle policeman alongside speeding driver: "I'm only doing 75—how much are you only doing?"—The Railway Clerk.

Modern Conveniences Improve Camping Fun

By Charles E. Albright

Through the unusual name of "JOMOCO," brotherly bonds have been strengthened, much to the satisfaction of many.

JOMOCO, the two brothers explain, stands for Joe, Maurice (he's affectionately called "Mo") and Company. It's part of the name (Honeybend Camp JOMOCO) of their campgrounds just off U.S. Route 66, some five miles north of Litchfield in central Illinois.

It all started when Maurice Whitworth, a Girard businessman for 23 years, went into a hospital with what was diagnosed as a disabling illness. During his recuperation, older brother Joe approached him with the idea of establishing a recreational business to be managed primarily by Maurice and his wife, Dorothy.

So, work was started last August on their 76-acre site. A great deal of brush was cleared, two lakes were built, roads were constructed, picnic shelters and a multi-purpose building were constructed and scores of camp sites were prepared.

ALSO, A RUSTIC LODGE with a welcoming sign reading "Have Fun" was constructed with adjoining and beautiful living quarters for Maurice and Dorothy.

Then, about the first of May, the campgrounds was opened to the public.

"And they came, hundreds of them have been coming," recalled Joe and Maurice in a recent interview. "We're real pleased. We've had lots of help in getting this place ready and we're glad people are enjoying it."

Maurice continued: "On the Fourth of July weekend we had 518 registered guests. There must have been at least 750 persons here for the big cook-out and fireworks display."

At another crowded weekend, some first-time guests said this of the campgrounds. "We came here with three other families. We had hoped to camp side by side, but it was too crowded. However, we're all close together, and these are beautiful camp sites. We'll be back, and often."

One of the repeat guests, Paul Staab, a Springfield businessman, explained why he likes Honeybend Camp JOMOCO.

"Everything we want is here. We enjoy the company of others who camp here. Our boys love to fish in their well stocked lakes. Besides, Joe and Mo are real fine people and they make us feel right at home."

Several people leave their campers all summer at some of the 12 permanent camp sites along a tree-lined stream which meanders by many of the other 82 rock-padded camp sites. All these sites have water and electricity with sewer facilities also provided the permanent spots.

There are 120 new camp sites being built, and nearby is a grassy area where people may pitch tents. Fees for the tent sites are \$2 a day while another \$1 is charged where water and electricity is provided.

"EACH OF OUR CAMP sites also has a permanently mounted outdoor grill, a garbage can and a picnic table," said Joe Whitworth. "We want our guests to be comfortable."

"And Walt here has helped make it comfortable for them," he said, pointing at Walter L. Hart Jr., who works in member services and electric sales for Rural

Electric Convenience Cooperative Co. headquartered at Auburn.

"The cooperative," Joe continued, "has been very helpful in bringing us electricity through underground installations so that the natural surroundings remain as appealing as possible."

From the air conditioned cab of a pick-up truck, Joe Whitworth pointed out various facilities on the well-kept grounds.

Beyond the lodge lay a small, screened-in building where fishing catches from a nearby lake can be cleaned. Fishing fees are \$1 a pole a day.

On the far side of the grounds is a stables for the horses that carry guests on trail rides. An archery range is on the opposite side of the campgrounds.

A SWIMMING LAKE and beach are located conveniently to the camping and tenting areas. Fees here are 35 cents for children and 65 cents for adults. ("Please tell your readers," Mr. Whitworth asked, "that we have a fulltime lifeguard trained in lifesaving techniques.")

Close to the beach is a steel building containing hot and cold showers, flush toilets and a laundromat.

"We've tried to provide for the comforts of our campers," Mr. Whitworth explained. "Sure, they want to enjoy the outdoors, but they don't want to rough it that much. They want some of the conveniences we all enjoy. So, we've tried to make our place quiet, peaceful and modern."

Roy D. Goode, manager of Rural Electric Convenience, is among the many who agree they certainly have done that. As Mr. Goode points out, Honeybend Camp JOMOCO already has received a three-star rating (out of a maximum of four stars) from a leading camp directory.

Camping fun each year attracts more and more Americans such as these two youngsters looking across the recently opened Honeybend Camp JOMOCO near Litchfield.





Menard Electric News



MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois 62675

Phone 632-2239

"Back to School"

"News about Electrified Farms in the Heart of the Lincoln Country"

"Back to School"

They Enjoy Mobile Home Living



Air conditioned comfort is conducive to naps anyplace in the new mobile home of Mr. and Mrs. Robert Gillmore who operate the Parkview Cafe three miles south of Petersburg on Illinois Routes 97 and 123.



Members of Menard Electric Cooperative, the Gillmores say they especially like the beautiful cabinets and convenient electric appliances in the mobile home's attractive kitchen. They moved into the all-electric mobile home after receiving the keys (photo at left) from Herman Geriets, owner of Lincoln Trail Mobile Homes Sales and Service, another of the businesses served by Menard Electric.

Co-op Comments

Nancy Schaddel will represent Menard Electric Cooperative in the state beauty contest sponsored by the Association of Illinois Electric Cooperatives in Springfield Aug. 25, 26 and 27. Nancy will be competing with other rural electric beauty contestants for the title of "Miss Illinois Electric Cooperative, 1970."

Nancy, daughter of Mr. and Mrs. Jack Schaddel of Pleasant Plains



Nancy Schaddel

r.r. 1, was crowned "Miss Menard Electric, 1970" at the 33rd annual meeting of your Co-operative this past February. The winner of the state beauty contest will represent Illinois at the National Rural

Electric Cooperative Association's annual meeting in Dallas, Tex., next year.

Nancy, who was graduated from Pleasant Plains High School in the class of 1970, will be a freshman in the School of Nursing at St. Louis University in September. She has been employed at the Dirksen Nursing Home in Springfield for the past two summers.

We extend our best wishes to her not only in the beauty contest but as she continues her education in the field of nursing.

* * *

Kenneth Pffingsten, assistant book-keeper for your Cooperative, has been elected president of the Accountants Section of the Association of Illinois Electric Cooperatives.

David K. Atterberry, lineman in the Buffalo area, completed 20 years of service with your Cooperative on July 24.

Mr. and Mrs. Edward Rogers, Virginia, celebrated their 15th wedding anniversary Aug. 13. Mr. Rogers is a lineman for your Cooperative.

'Menard Electric Cooperative— —Continued Progress for My Area'

By Debbie Parr

The cave man and his uncivilized ways left our culture many centuries ago. With him went the barbaric and ignorant ways of living. Man has progressed through the centuries, and more and more progress continues each day, making life easier for millions of American people. As time races on, Menard Electric Cooperative grows with the times.

The decade of the sixties is past history and Menard Electric Cooperative has continued service to our part of civilization—Central Illinois.

The rural communities have expanded along with the cooperative's expanding service. More and more families have moved to rural America and have expanded their industry, no matter what it may be. It (the Cooperative) provides service to new and modern suburbs, service stations, motels and restaurants.

RURAL AMERICA has fresh air, sunshine and clean sky and water for all its inhabitants to romp in. It provides for growth and development of modern and efficient electrical power stations.

The rural electrification program is sometimes misunderstood because it has not been properly explained to many Americans. The cooperative was created in 1936 during the depression. It was created because of, and for the rural community and its occupants. When established, less than 11 of every 100 homes in the United States had electrical service.

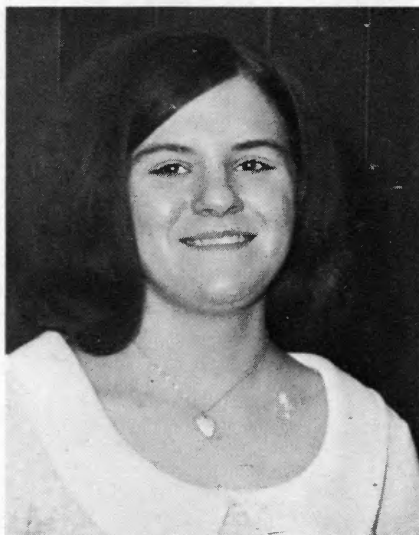
It (the rural electrification program) is a partnership effort trying to extend electric service to farm families and consumers outside of the cities.

The Rural Electrification Administration (REA) is a division of the federal government which provides for loans used in establishing rural electric systems. It was created merely for our own good; to supply electricity to unserved rural areas at a low cost. The REA itself does not own, build or operate any electrical facilities. Instead it lends money to Menard Electric Cooperative so that it can build and operate power lines. The more kilowatt

hours used, the lower the delivery cost to each consumer.

Although the cooperatives pay no income tax, they pay numerous others. Some are real estate, personal property, sales, excise, motor vehicle and gasoline taxes. The elected boards of directors are responsible for recruiting members and delivering satisfactory service to the members of their cooperatives.

THE TYPICAL REA borrower is a consumer-owned and locally managed cooperative. On an aver-



Debbie Parr

age, it serves 6,300 consumers located in three counties, although Menard Electric serves in eight counties. The cooperatives buy their supply of power from nearby power companies serving urban territory or from a federation to which it may belong.

There are now nearly 1,000 rural electric systems in America created especially for providing low cost, dependable power for man. Over 98 per cent of rural America is furnished with electric light and power. Although the cost of living has increased more than 100 per cent in the last 30 years, the average cost of kilowatt hours has been reduced 62.5 per cent. The power requirements for our area have doubled every seven years.

IN 1953, the year of my birth, an average of 293 kilowatt hours were used by my parents at a cost of 3.72 cents per kwh. Now we are using a larger number of kilowatt hours at a chaper rate, i.e. 715 kwh monthly at 2.48 cents each. A single kilowatt hour of electricity billed to us, the consumer, at 2½ cents would supply the following: 1) light a 100-watt bulb for 10 hours, 2) pump 500 gallons of water from a well, 3) grind enough feed to feed three pigs for a month, 4) protect food from spoilage by running a freezer for 12 hours, 5) operate a television for four hours, and 6) run a washing machine for three hours.

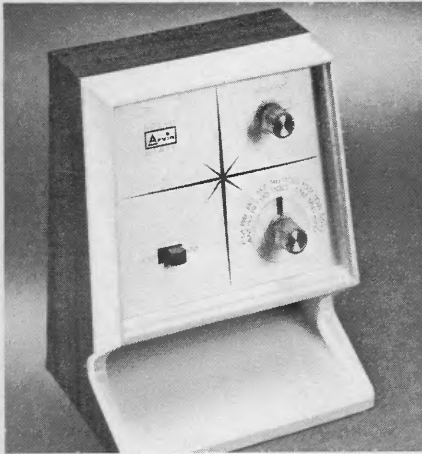
MENARD ELECTRIC Cooperative is serving this area with electric power. It is the seed from which our farming industry develops. When farmers need heat bulbs for farrowing sows, Menard Electric is responsible for giving the heat to save the little pigs during the bitter cold winters. It has been estimated that at least one additional pig per litter can be raised with the proper use of the heat lamp.

It (the Cooperative) provides fast and efficient grain production. Electric augers and grain dryers are part of the service which makes farming more profitable.

THE COOPERATIVE means many things to me and to this community, not just in industries but in our homes. It provides for an all electric heating system to give us warmth. Electric heat is cleaner and cheaper than any other form of heating. New, all electric mobile homes are now available through Menard Electric for enjoyable family living. The cooperative means electricity, conveniences and modern appliances for our homes. Electricity from my cooperative keeps life easier, comfortable and more enjoyable for my family and me.

With Menard Electric Cooperative continuously expanding service and progressing rapidly, this community will advance far and keep pace with this ever changing America. Life of the everyday American people will become simplified and more enjoyable through the joint effort of Menard Electric Cooperative and this community.

What's New?



• 'Mini-Upright'

Arvin's new "mini-upright" design AM/FM table radio occupies very little space, yet delivers rich, full-bodied sound. Constructed of walnut wood-grain plastic, the unit features solid-state circuitry, direct-drive tuning, built-in AM and FM antennae and AFC for FM. Suggested retail price is \$16.95.



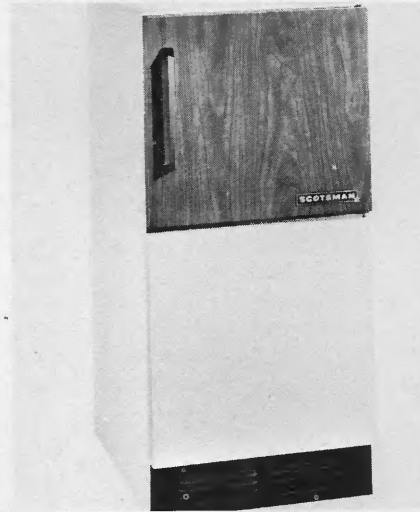
• Personal Care Center

A personal care center including a power massage and complete power manicure attachments as well as the hair dryer is available from the Hoover Co. It all folds compactly into a carrying case. Colors are sea greige deep and harvest gold medium. Suggested retail price range is \$34.75 to \$39.95.



• Portable Dryer

Whirlpool's new portable-convertible dryer features attached casters plus a detachable window-venting system with five feet of flexible hose. Factory set to operate on standard 115-volt house current, it can be converted to 230-volt operation for permanent installation.



• Ice Cube Maker

The new Scotsman automatic home ice cube maker from Queen Products Division, King-Seeley Thermos Co., Albert Lea, Minn., 56007 produces a crystal clear, hard, slow melting ice cube. It makes up to 18 pounds or 480 cubes daily and has a storage capacity of 26 pounds or 670 cubes.

Co-op Leaders Set for Meeting In Springfield

(Continued from page 5)

establishment of a cooperatively owned Cooperative Finance Corporation. Already some 80 per cent of the nation's electric cooperatives belong. More are joining. Most Illinois cooperatives already belong.

Soon the new organization will be in a position to borrow on the open money market, then make loans to many of the nation's electric cooperatives. This is true in part because the cooperatives themselves are investing seed money in their own CFC. They will own and control the new corporation.

CFC in the immediate future will not be able to supply all fresh capital funds for electric cooperatives. Many such organizations for at least a considerable time must depend on lower-interest REA loans.

But, said Mr. Moore, the cooperatives are seriously endeavoring to become as independent of government loans as is possible. They're making real progress.

Raymond W. Rusteberg of Valmeyer, Illinois' delegate to the National Rural Electric Cooperative Association board of directors, also is a member of the CFC board of directors.

FINANCING of cooperative capital needs, of course, is only one of many subjects to come before this year's state meeting.

Steadily rising costs of electric power and its distribution are squeezing electric cooperatives, as they are commercial utilities.

Adequate sources of electric energy pose a problem for most cooperatives who buy at wholesale from commercial utilities. Serious work is being done in this area.

Pollution, development of rural areas, improved services to members, the danger of restrictive legislation, all are cooperative problems.

They all will be examined with great care. Views of many individuals will be heard and considered. And when the three-day program is finished leaders will return to their homes better informed and better able, they believe, to help guide their organizations toward even greater success—and service—in the future.

ENJOY LIFE-LONG SECURITY

For as long as you live and pay your premiums, we will never refuse to renew your policy because of your health — in fact, we guarantee that we will never cancel or terminate your policy unless we decline renewal of 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. You, of course, can drop your policy at any renewal date.

IF YOU ARE OVER 65
 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	\$.50
Female on One-Parent or Individual Plan	\$1.00
Male on any plan	\$1.00

Tendons and Ligaments

Cutting or repair of	
Single	25.00
Additional, each (maximum of 10 additional)	5.00
Fascia, cutting or transplant	35.00
Tendon Sheath, cutting into	
Single	25.00
Multiple	40.00
Transplant	
Single	75.00
Additional, each	50.00

Urinary Tract

Bladder, kidney or ureter, cutting or crushing	
Open operation	100.00
Operation through natural passage	50.00
Urethra	
Cutting or crushing operation other than meatotomy	30.00
Meatotomy	15.00

EXECUTIVE FUND

Life Insurance Company

National Service Center: 3104 Farnam Street, Omaha, Nebraska 68131
 A Legal Reserve Company • Licensed in Your State

ADDITIONAL COVERED HEALTH CONDITIONS—INJURY ONLY

Amputation

Loss of both hands or both arms	\$5,000.00
Loss of both feet or both legs	5,000.00
Loss of one hand or arm and one foot or leg	5,000.00
Loss of one hand or one arm	2,000.00
Loss of one foot or one leg	2,000.00
Loss of finger or toe, each	25.00

Eye

Loss of sight of both eyes	\$5,000.00
Loss of sight of one eye	1,250.00

Teeth

Loss or repair of permanent, natural and sound teeth:	
Single	25.00
Additional, each	10.00

To put your policy in force as soon as possible, simply mail Enrollment Form today with \$.25 to P. O. Box 3567, National Service Center, Omaha, Nebraska 68103

SAFETY-FOLD COIN MAILER

Complete form and cut along dotted lines. Place quarter in space indicated. Fold edges over onto quarter as shown. Then fold pocket over onto form to enclose coin in Safety-Fold. Then fold over again for extra safety, enclose in envelope and mail.

FOLD HERE



FOLD HERE

FOLD HERE TO FORM SAFETY POCKET FOR COIN.

THIS ENROLLMENT PERIOD ENDS OCT. 11, 1970

ENROLLMENT FORM No. 14519

EXTRA BENEFIT PLAN

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

ADDRESS
 Street City State Zip Code

AGE
 DATE OF BIRTH
 Month Day Year

SOCIAL SECURITY NUMBER
 (It becomes your policy number)

Check this box if you don't have a Social Security Number... and we will assign you a policy number.

IMPORTANT: Check the plan you wish.

<input type="checkbox"/> All-Family Plan*	<input type="checkbox"/> One-Parent Family Plan
<input type="checkbox"/> Husband-Wife Plan*	<input type="checkbox"/> Individual Plan

*If you select Husband-Wife Plan or All-Family Plan give us the following information about your wife:

Wife's First Name	Middle Initial	
Date of wife's birth:	Month	Day Year

To the best of your knowledge and belief are you and all dependents to be insured in good health and free of any physical defects? Yes No (If "No", give full details).

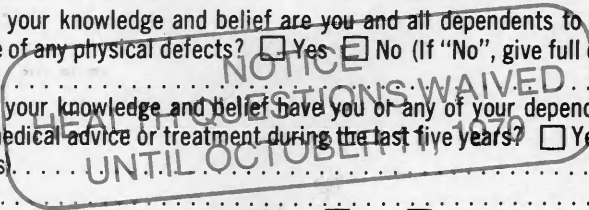
To the best of your knowledge and belief have you or any of your dependents to be insured received any medical advice or treatment during the last five years? Yes No (If "Yes," give full details).

Do you carry other insurance in this Company? Yes No

I have enclosed my first month's premium of \$.25 for the plan selected above and hereby apply to Executive Fund Life Insurance Company, Omaha, Nebraska for the Extra Benefit Plan (Specified Benefit Policy, Form P401 Series). I understand 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. I also understand that benefits are payable only for the conditions specified and that the Accidental Death Benefit will go into effect after the first month, and the second month's premium has been paid. If I change my mind for any reason, I have the right to return my policy within ten days for a complete refund.

Date Signed X

A401 Insured's Signature — PLEASE DO NOT PRINT





© NRECA

Menard Electric News

MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois 62675

Phone 632-2239

"News about Electrified Farms in the Heart of the Lincoln Country"



© NRECA

Office Addition Under Construction

Work is underway on a new addition to the headquarters building of Menard Electric Cooperative in Petersburg.

Manager John E. Root said the 44 by 108-foot addition primarily will provide warehouse space with some offices to be in the front portion facing Sixth Street or Illinois Routes 97 and 123. A 12-foot loading dock will be built at the rear of the new warehouse.

Mr. Root said plans call for the new facilities to be completed next January.

The addition is being built immediately north of the existing office. Two buildings owned by the cooperative for several years were razed to make room for the addition.



The new facilities are just north of the existing office.



Excavation work on two former building sites prepared the site for Menard Electric's new headquarters addition.

New Office Hours

New office hours for your cooperative began Sept. 1 wherein the office closes at 4:30 p.m. The office continues to open at 8 a.m. and remains open until the new closing hour at 4:30 p.m., Monday through Friday except holidays.

For outages which occur after 4:30 p.m. Monday through Friday and on week-ends, members of the cooperative are asked to call their local outage reporter or 632-2311.

Co-op Comments

**CONGRATULATIONS!
WEDDING ANNIVERSARIES,
30 YEARS**

Mr. and Mrs. Carl T. Atterberry, Sept. 21. Carl is a lineman for your cooperative in the Petersburg area.

Mr. and Mrs. Paul Borchert, Sept. 28. Evalena is the office manager of your cooperative.

Mr. and Mrs. William Morgan, Sept. 28. Bill is a groundman for your cooperative in the Petersburg area.

BEAUTY QUEENS

"Miss Menard Electric, 1969," Linda Allspach of Mt. Pulaski, recently was named Miss Logan County Fair of 1970. Linda will vie for Miss Illinois County Fair in January.

"Miss Menard Electric, 1968," Patricia Cline of Pleasant Plains, recently was named Miss Menard County Pork Queen and on Aug. 15 was selected as Miss Illinois Pork Queen. Patricia will vie for the national title early in 1971.

"Miss Menard Electric, 1966," Gay Damery of Decatur, served as a beauty contest judge at the Association of Illinois Electric Cooperative's annual convention held Aug. 25 and 26.

* * *

Roy McDaniel, lineman in the Mason City area, will complete 25 years of service with your cooperative on Sept. 19.

* * *

Inflation: When "Here it comes" and "There it goes" are simultaneous.

* * *

Most fashion models look like the location where a woman might be built, now that the scaffolding is up.

* * *

It's surprising how much work you can do in a day if you do nothing else.

* * *

The office hours of your cooperative were changed as of Sept. 1. Henceforth, the office will be closed at 4:30 p.m. rather than at 5 p.m. For outages which occur after 4:30 p.m. call the outage reporter in your area or 632-2311.

Electricity— Your Answer To Crop Drying

Thinking about crop drying? Then you should be thinking about the kind of energy that you'll use to run your drying equipment.

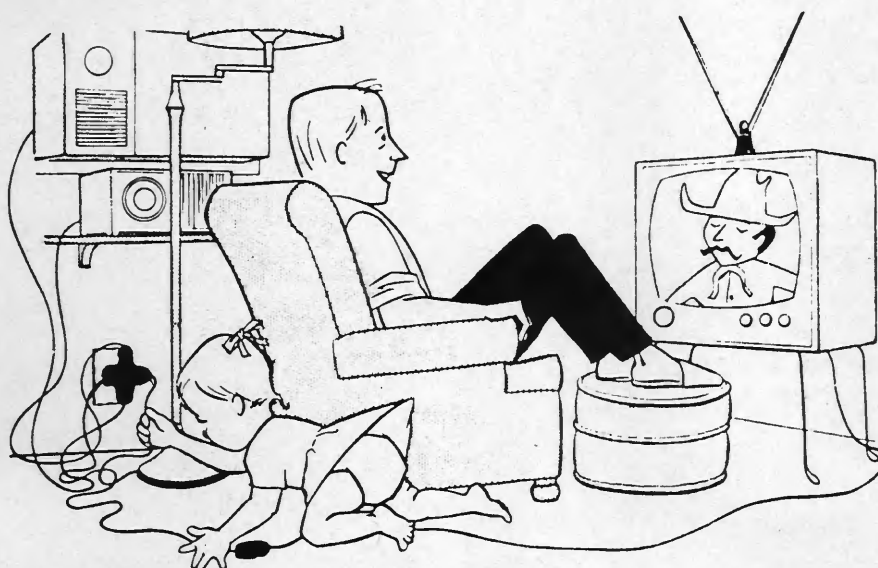
Do you want a system that'll tie up an expensive tractor as the power source? Or do you want one that'll handle itself, making your tractor available for other important jobs?

If that's the case, electricity is your answer! No worries about re-fueling, oil pressure, cooling or damage to your engine. Just flip a switch for quiet, dependable service. With your power supplier ready, willing and able to handle bigger motors, you owe it to yourself to check into all the advantages of electric power for your crop drying system. Call us today for full information at Menard Electric Cooperative, phone (217) 632-2239.

Menard Electric Serves New Golf Course



Club Pro Jim Maxwell (right) shows the layout of the new Rail Golf Course near Sherman, just north of Springfield, to (from left) Menard Electric Cooperative Manager John E. Root, his step-son David Fricke and Howard Pillsbury, son of Menard Electric Special Services Coordinator Earl L. Pillsbury. The recently opened and semi-private golf course is served by Menard Electric.



How's Your Electrical Wiring?

If your lights dim when the furnace kicks on or if a fuse blows when you plug in the iron, chances are your electrical wiring is overloaded.

Consult a qualified electrical contractor immediately. Out-moded wiring is not only a costly nuisance, it's dangerous.

Before the contractor arrives, there are two things you can do to help him.

1. Make a list of outlets and switches you think are presently needed. Don't neglect outside outlets and lighting.

2. Decide what appliances you may purchase in the future and where you probably will put them.

John E. Root, manager of Menard Electric Cooperative, said, "The basic requirements of a well planned wiring system are safety, convenience, adequacy, flexibility and efficiency."

The location of outlets is vitally important. They should not be more than 12 feet apart and no point along the floor line should be more than six feet from an outlet. You'll need more outlets in some areas than in others.

This is true in any room where a number of electric devices are used. Let's say that the master bedroom has twin beds with electric blankets and that the night table between these accommodates an electric clock, a table lamp and a small radio. There must be receptacles for five appliances. Therefore, there should be three duplex outlets along the headboard wall.

In the kitchen, laundry and workshop, there should be individual 240-volt circuits for each major appliance, such as a range, clothes dryer, water heater and large air conditioner. There also should be 20-ampere, 120-volt circuits in each of these areas with outlets for appliances such as washer, ironer, dishwasher and disposer, refrigerator, freezer and heater.

A further word about switches: to save steps and avoid the hazards of falls in hallways, on steps or over toys in dark rooms, be sure to have three-way or four-way switches to permit the control of lights from two or more locations. If you cannot turn a light on when you enter a dark area or cannot turn one off when you leave a lighted area, your house is "underswitched." You will find that silent mercury switches last longer and are worth the extra cost.

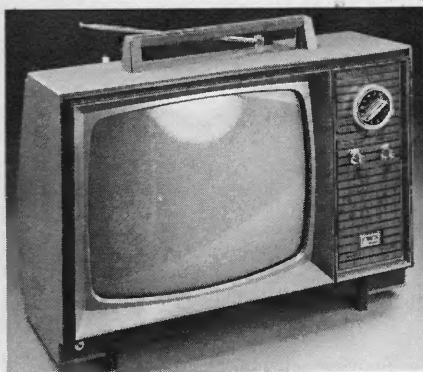
Finally, replacing fuses with coins or larger fuses most certainly doesn't solve the problem of overloaded wiring.

What's New?



● Ice Dispenser

A refrigerator with a built-in ice dispenser complete with an ice crusher is now available from General Electric. The handy on-the-floor dispenser automatically delivers either crushed ice or cubes at a touch. The user makes his choice, pre-sets a lever and presses a glass, pitcher or ice bucket against a rubber-cushioned cradle.



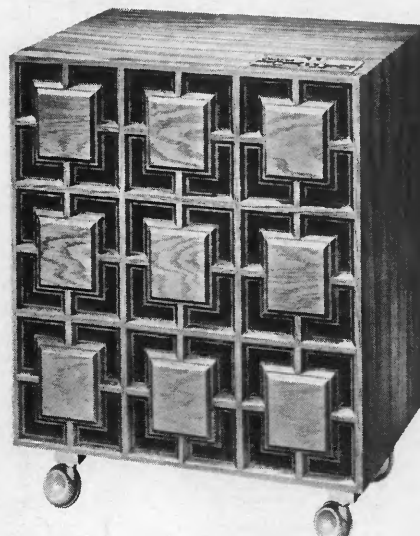
● Lightweight

Lightweight (21 pounds) portability with heavyweight performance, claims Arvin Industries of its all-channel, UHF-VHF black and white TV. It features a rectangular, 75-square-inch screen, aluminized picture tube with safety shield, three-inch front-mounted speaker and UHF one-knob, two-speed transistorized tuner. Retail price is \$92.95.



● Electric Fondue

This electric fondue from the Hoover Co. is made of heavy formed aluminum with a Teflon lining. An automatic temperature control provides accurate, even heat from warm to 425 degrees. It comes in a snappy Tahitian red and has six stainless steel forks with Rosewood handles and different colored end buttons for easy identification.



● Air Cleaner

Dust, smoke, pollen and other irritating particles are removed from the air by Sunbeam's new electronic air cleaner. An activated charcoal filter absorbs odors. Tests show it removes 99 per cent of the pollen and 80 per cent of dust particles that pass through the unit. Priced at \$199.95, it has Mediterranean styling with ball-type casters for portability.

Albright Takes Position with Mortgage Firm



Charles E. Albright

Charles E. Albright, associate editor of Illinois Rural Electric News since August 3, 1964, has resigned to take a position with M. E. Hoffman Co., a Springfield mortgage banking firm.

The resignation becomes effective about mid-September.

Mr. Albright is replacing a retiring vice president and will be in charge of the mortgage company's home loan department.

"The decision to accept this offer and leave the Association of Illinois Electric Cooperatives was one of the most difficult I have ever made," he said. "I have enjoyed my work here tremendously and I will always value the countless friends I have made."

Mr. Albright and his family will continue living at 2417 Haverford Road in Springfield. Before coming to AIEC, he served as state editor of the Decatur Herald and Review newspapers. He is a journalism graduate of the University of Illinois.

"We'll all miss 'Chuck' Albright very much," said John Temple, Illinois REN editor. "He has done a splendid job during the all-too-brief period he has been so intimately connected with the electric cooperative program."

No replacement has yet been named.

Stevenson Urges Funds for Co-ops

(Continued from page 7)

would reduce the cost of operating this office. The cost has been reduced. I do not believe in talking one way and voting another.

If I am elected Senator, I will do all within my power to obtain appropriations for the REA that it needs to make loans to electric cooperatives.

Inadequate appropriations to the REA at this time will simply increase the number of years that most electric cooperatives will have to depend on the Federal government for part or all of their financing. History proves that almost without exception every cent loaned by the REA to the electric cooperatives will be repaid.

The blessings such appropriations will bestow upon rural America and all the United States are beyond calculation. Any other attitude or philosophy shows only a lack of foresight and confidence in the integrity and determination of the members and leaders of the electric cooperatives of Illinois.

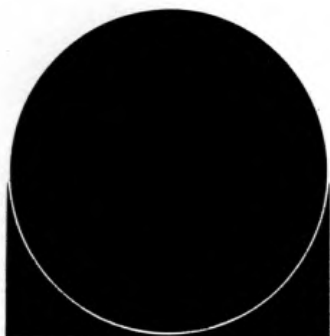
I have faith in them because I know them as an organization, as rural leaders and as fellow citizens.

Thank you.

Sincerely,

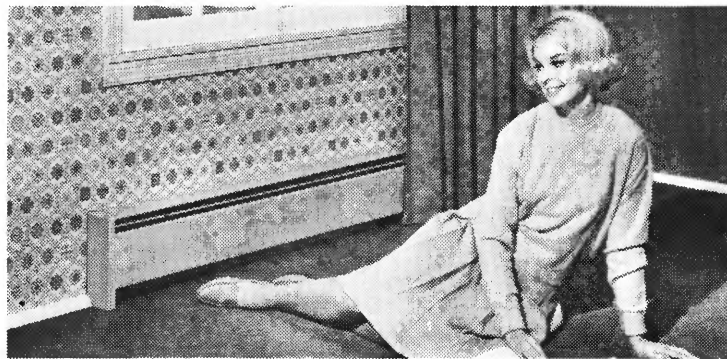
Adlai E. Stevenson III

A better life in the 70's

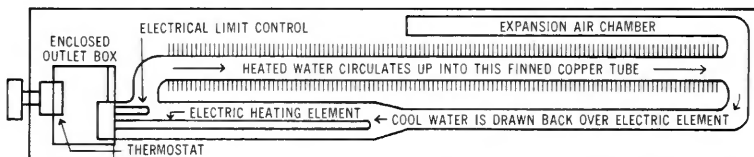


The Pledge of America's Cooperatives

Now Save Up To \$109



NOW - INTERTHERM Electric HOT WATER HEAT WITHOUT PLUMBING



Just Plug-In or Connect Permanently for entire homes, apartments, etc.

Water and Anti-Freeze sealed-in permanently-never needs refilling

The Healthiest, The Safest as well as an Economical Way To Heat Your Home or Office



HEALTHIEST—Circulating hot water gives you the kind of controlled all-over warmth many doctors choose for their own homes, without the dry parched air that other methods of heating give, and without dust or dirt blowing around.



SAFEST—Place your flimmest drapes right over the heater without the slightest danger. More Important, children and pets can't be burned.

ECONOMICAL—You get balanced, steady warmth even when current is turned off. After thermostat turns off electric element, circulating hot water continues to circulate heat for comfortable warmth.

NOW YOU CAN SAVE UP TO \$109 when you install a whole house permanent Intertherm Hot Water Electric Heat system, minimum 4 units. How? The Intertherm unit for your master bedroom will be supplied at no cost to you. Write today for a free estimate and all the details of this offer. Learn for yourself how hot water heat without plumbing can be the answer to providing the greatest comfort for your family. Don't wait!

Dept. IREN 10-70 This offer expires November 15, 1970.

Intertherm Inc., 3800 Park Ave., St. Louis, Mo. 63110

- Please arrange for free estimate and all details of your offer.
- Send free brochure with name of nearest distributor.

Your Name _____ Phone _____

Address _____



© NRECA

Menard Electric News

MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois 62675

Phone 632-2239

"News about Electrified Farms in the Heart of the Lincoln Country"



© NRECA

State Honors to Miss Menard



All smiles after Nancy Schaddel was named second runner-up in the "Miss Illinois Electric Cooperative" beauty contest in Springfield recently are her parents, Mr. and Mrs. Jack Schaddel of Pleasant Plains and her sisters, Cathy (left) and Tammy. Nancy represented Menard Electric Cooperative in the contest.



With "Miss Menard" at the statewide beauty pageant are Cooperative Directors (from left) Alvin R. Davis, Robert F. Zook, Raymond Van Orman, Dale Lepper, Manager John E. Root, Howard Montgomery, C. Kenneth Smith, Homer T. Brown and Hickory H. Hurie.

Co-op Comments

Winner of the 4-H electricity award at the Mason County Fair was Walter Prince II, son of Mr. and Mrs. Walter Prince of rural Havana. Winner of the 4-H award for Menard County was Clint Metzger, son of Mr. and Mrs. Ben Metzger of rural Tallula. Walter and Clint each will receive a trophy for their outstanding accomplishments, compliments of Menard Electric Cooperative.

Robert F. Zook, director of Menard Electric Cooperative in the Athens area, was re-elected president of the Association of Illinois Electric Cooperatives at the association's annual meeting in Springfield recently.

Allen Grosboll has returned to studies at Eastern Illinois University in Charleston. Allen has worked for your cooperative the past two summers.

The annual family picnic for employees and directors of your cooperative was held Sept. 27 at New Salem State Park. More than 100 attended.

Mr. and Mrs. Glen Worth celebrated their 15th wedding anniversary Oct. 6. Mr. Worth is the assistant manager of your cooperative.

Woman fishing: "Have you another cork, dear? This one keeps sinking."

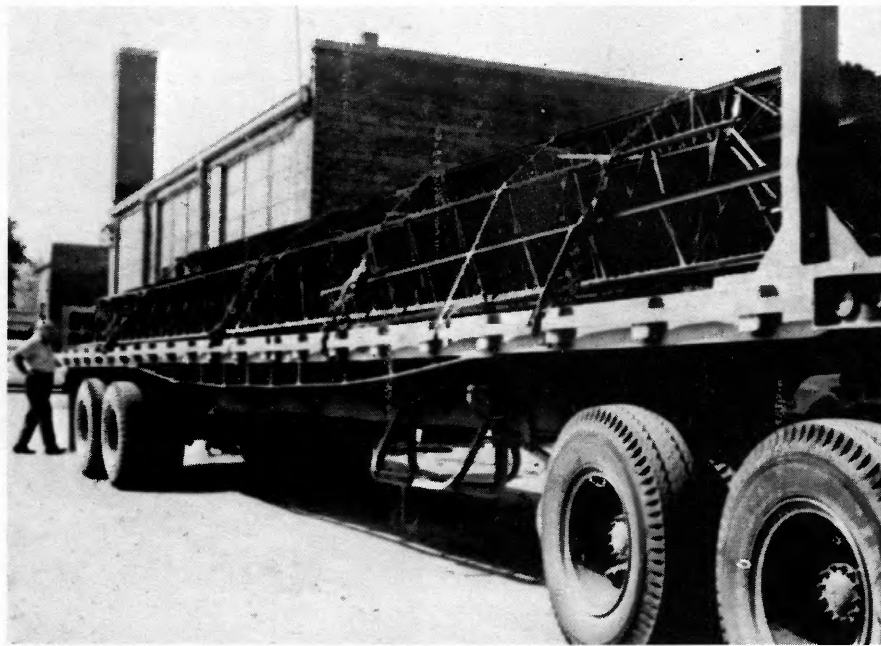
Maybe death and taxes are inevitable, but at least death doesn't get worse every time Congress meets.

According to a recent survey, a woman's most essential electric appliance is an electric clothes dryer. Reason: it lets the busy homemaker do her family's wash anytime.

More than 3,000,000 American families are enjoying the clean, warming comfort of electric heat. With electric heat you can control the temperature in each and every room. In addition, it is clean, convenient and economical.

GENERAL ELECTION: NOV. 3. Don't forget to exercise your franchise—VOTE!

Office Addition Progresses



This is the first load of steel that arrived for construction of the 44 by 108-foot addition to Menard Electric Cooperative's headquarters building in Petersburg. The new facilities, to be used primarily for warehouse space, are due to be completed early next year.

October Is Co-op Month

In Illinois and across the nation, October has been designated as Co-op Month. The theme for this year's observance is "A Better Life in the 70's—The Pledge of America's Cooperatives."

As in past years, October will feature local, state and national activities aimed at increasing public awareness of cooperatives' contributions to our society.

Cooperatives are a part of our American system of private enterprise just as individually owned businesses, partnerships and corporations.

There are more than 77,000 cooperative type businesses in the United States today. Of this number, 1,000 are electric cooperatives.

In 46 of the 50 states, electric cooperative people are leaders in developing new programs to make life

Winter Months Normally Bring More Use of Electric Power

Why do we use more electricity during the winter months?

For those who may be asking that question, let's list some of the easily overlooked uses.

1. Holiday (Thanksgiving, Christmas and New Year's Day) cooking and baking.
2. More use of lighting because of the shorter daylight period.
3. Most heating systems require the use of electric power.
4. Many use electric space heaters in their homes and buildings.
5. Stock tank heaters and fountains are in use.
6. Engine heaters are being used for cars and tractors.
7. Electric blankets and heating pads are being used.
8. Clothes dryers are used more, and those in unheated rooms use more energy.

There are other reasons than usage for one's electric energy bill to be higher. Some of these are:

1. Overlapped meter readings. (Example: reading the meter on the 1st of one month and the 10th of the next month. This would give 10

extra power use days, or billing for 40 days for the month in question.)

2. Errors in meter readings.
3. Failure to get readings in on time.

We have not mentioned your power meter in the above lists because only in the rarest of cases do we find a defective meter. Electric meters are extremely accurate instruments. If one is defective, it is usually defective to the member's advantage. Meters wear with use over the years and any wear causes a drag on the unit. Consequently, they slow down and actually read less than they should.

If you feel that your power bill is higher than it should be, please consider the above points. If, however, there is an extreme increase and you cannot justify it as usage, please inspect your wiring system for possible shorts or other problems (stuck thermostats, pumps running continuously, stuck tank heaters, etc.). If you cannot in anyway justify the increase, contact your cooperative and we will aid you in finding the solution.

A better
life in the
70's



The Pledge of America's Cooperatives

better for their communities. They are working to bring new industries, to improve community facilities, to raise health and educational standards among its members.

In 1969 the 27 electric distribution cooperatives in Illinois had facilities valued at \$190 million, employed 1,103 persons and paid salaries of \$8.3 million, served 154,000 members and paid local, state and federal taxes of almost \$3 million.

Increasingly, Illinois electric cooperative leaders have been turning their attention to ways they can help better the areas in which they live. They believe vast improvements lie ahead and they are determined to lend all possible aid in making "A Better Life in the 70's."

What's New?



• Shoe Dryer

Wet shoes and boots can be dried overnight—thoroughly and with no heat damage to leather, rubber or plastic—by a new portable electric dryer from Peet Electric Co., 130 S. 5th St., St. Maries, Idaho 83861. The dryer consists of two vertical tubes on a plastic base which contains two 25-watt heaters. Special plastic footpieces designed to accommodate varying shoe sizes fit into the tops of the tubes. It has a suggested retail price of \$19.95 for the basic unit and \$24.95 for the family unit which includes women and children's footpieces plus knee boot extensions.



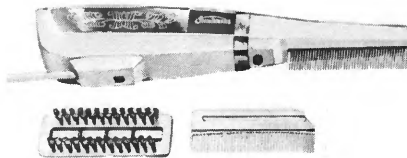
• Glass Percolator

A glass automatic percolator has been added to the Westinghouse line of coffeemakers. This glass percolator makes from 4 to 11 cups, has a brew control for strength selection and a comfort-contoured black handle. In addition, the lid has a button release which captures the basket so it can be deposited in the sink without burning fingers. The glass vessel removes for cleaning. All metal parts are stainless steel. Suggested retail price is \$19.99.



• 'Wrinkles Away'

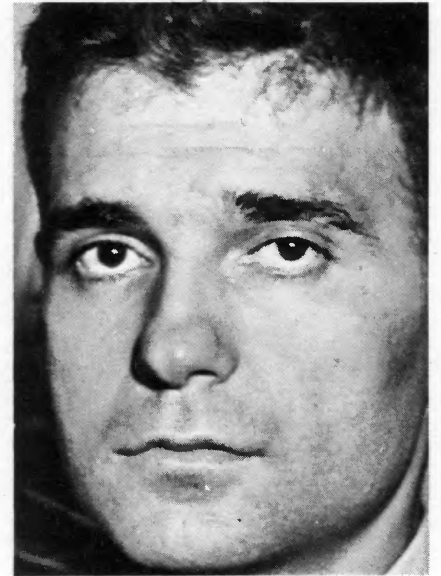
West Bend's "Wrinkles Away" electric hand steamer makes staying well groomed a snap. This flash-light size steamer removes wrinkles from draperies as well as garments. To use, add ordinary tap water and plug into any household electric outlet. Move the smooth, stick-free steamer head lightly over wrinkles. Works on all fabrics, natural, synthetic and blends, from the sheerest lace to the heaviest velvet. It comes in a tote bag and is a convenient travel accessory.



• Comb 'n Dry

Sunbeam's comb and dry hair styler comes in white with feminine gold scrolling and has a plastic comb, brush and an exclusive metal comb for faster drying without static electricity. The styling comb can be used in a number of ways. A woman may comb her hair dry without setting it, relax a too tight set, blow it dry by using without attachments or even dry her nails. Lightweight, compact and easy to use, it has a retail price of \$15.98.

Consumers to Study Problems October 16-17



J. Ralph Nader

Numerous electric cooperative members from throughout the state plan to attend a joint meeting of the Illinois Federation of Consumers and Consumers Union of U.S., Inc., in Chicago, October 16-17.

Among featured speakers will be Ralph Nader, the consumer advocate; Bess Myerson Grant, the former Miss America and now New York City's crusading consumer commissioner, and Illinois Attorney General William J. Scott.

Thomas H. Moore, general manager of the Association of Illinois Electric Cooperatives, is a past president of the Illinois consumers' organization.

Separate business meetings of Consumers Union, publisher of the magazine, Consumer Reports, and the Illinois Federation of Consumers will be held Saturday afternoon, October 17.

Bess Myerson Grant will address a joint luncheon meeting Saturday. Betty Furness, chairman and executive director, New York State Consumer Protection Board, will preside. Mr. Nader will speak at a joint meeting Saturday night.

Subjects to be considered Saturday morning at simultaneous workshops are consumer and environmental problems, consumer legislation in Illinois, consumer education and consumer control of medical care.



CHICAGO

y Speakers

the rights of consumers are to grow in strength "we must bring to them the best minds and the most innovative thinking we can summon.

"The challenge we face at the hands of the forces of monopoly is a sobering one, but it is a challenge we can overcome if we put our minds and our hearts to the task," he asserted.

RALPH NADER, the consumer advocate, spoke for 90 minutes in a packed auditorium at the closing session. He challenged his listeners, many of them University of Chicago students, to work diligently in the interest of all consumers. He said tremendous progress is possible—and essential.

Illinois Federation of Consumers directors re-elected Mrs. Galanter president. They named Robert G. Gibson of Chicago vice president and Thomas H. Moore of Springfield second vice president. James S. Erickson of Springfield was named treasurer and Stanley Rosen, of Chicago, secretary.

Mr. Moore, a former president of IFC, agreed to become second vice president to help the organization on a temporary basis. He is general manager of the Association of Illinois Electric Cooperatives. All votes were unanimous.

HABAND *man-made polymeric*

NEW PRICE SHOES



Basic Loafer

Wing Tip

Oxford

TAKE YOUR CHOICE OF FIVE STYLES

2
PAIR FOR
15⁹⁵
WE PAY POSTAGE

CASH IN NOW on these Extraordinary Savings! The day of the high priced shoe is over. Folks are paying many dollars less than ever before, thanks to the miracle new "polymeric" shoe materials. This is no "cheap imitation" shoe. It's the real thing: the New Price Shoe that looks and feels and wears as well as any shoe you have ever worn and yet costs a fraction of the price.

SAY "the END" to \$15 to \$30 SHOES!



Strap Loafer

Monk Strap

WE CARRY ALL THESE SIZES!

	5 1/2	6	6 1/4	7	7 1/4	8	8 1/4	9	9 1/4	10	10 1/4	11	12	13
A														
B														
C														
D														
E														
EEE														

YOU'LL BE SHOCKED WHEN YOU SEE OUR SHOES
After what you've paid for shoes, you'll wonder how any such price as ours can be. Well, you get top quality uppers, good lifetime laces, life-of the shoe PVC sole and heels, flexible support shank in the arch, gentle foam heel cushions, superior gentlemen's detailing. The works! Even the new luxury linings.

IS YOUR SIZE ON THIS CHART?

Please note: At the price we sell shoes, we are not allowed to mention the famous brand name of this new shoe material. Suffice it to say it looks like top grain leather, performs even better. Why pay higher and higher prices? Get in on this astounding low price. Send in now:

TWO PAIRS FOR \$15.95

We will be proud to send them to you for ON APPROVAL

AT HOME INSPECTION

Your remittance refunded in full if you do not choose to wear them.

See It Yourself!

Use this Coupon!

NEW PRICE SHOES

SOONER OR LATER YOU WILL BE WEARING THE NEW PRICE SHOES

Today's new man-made shoe materials beat the price out of leather, scuff at scuffs, keep better shape, and *Never Need a Shine*. Why spend even one dollar more for shoes? Here's something NEW. Here's something PROVEN.

HABAND NEW PRICE SHOES

Over 1,000,000 pairs now walking around.

The Haband Company Paterson, New Jersey

TWO PAIRS FOR \$15.95

HABAND COMPANY

Dept. IR

265 North 9th Street

PATERSON, N.J. 07508

O.K. Gentlemen, send me the two pairs of Shoes specified at right. My remittance of \$

Name.....

Street.....

City & State..... ZIP CODE.....

Color & Style	How Many	What Size	What Width
Black Oxford			
Brown Oxford			
Black Loafer			
Black Wing Tip			
Cordovan Wing Tip			
Black Monk Strap			
Brown Strap Loafer			

Special: 3 pr. 22.95 4 pr. 29.90



Menard Electric News

MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois 62675

Phone 632-7746

"News about Electrified Farms in the Heart of the Lincoln Country"



State Representative Thomas C. Rose of Jacksonville cuts ribbon at Big Indian Camp opening ceremonies in Morgan county.

Menard Electric Serving Campsite

Camping as a family recreation is becoming more important every season as thousands of new motorists take to the highways in search of fun and new experiences.

But in Illinois there are problems: too many campers; too few first class campsites.

Dick Cruzan, a Jacksonville businessman this summer has done something about it. On Labor Day, after months of feverish preparation, he and Park Ranger Maurice Driver opened a new camping site known as Big Indian Camp near Literberry in Morgan county, northeast of Jacksonville—and on property served by your cooperative, Menard Electric.

Approximately 200 trailer units were on hand that first day. Some had had reservations since last winter when it became known the camp was in the planning stage.

It has 428 trailer and campsites. There are 300 water and electric

hookups available with 220-volt service at each site.

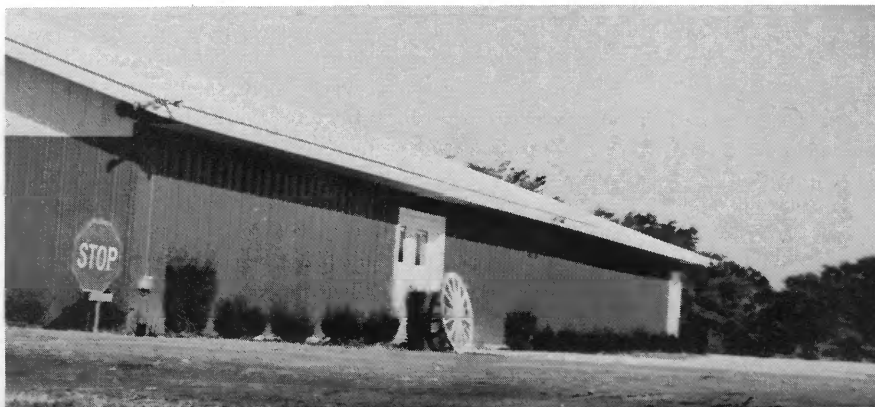
But that's not all. There's a spacious recreational building located at the Big Indian Camp entrance. Offices, a meeting room, restrooms, vending machines and other facilities are housed there.

There's an attractive lake, also, well stocked with fish—and visitors say the fishing is excellent.

Mr. Cruzan says Big Indian Camp is designed to provide fun for every family member. There's boating, trail bikes, archery, a spacious playground, swimming, hot and cold showers, modern toilet facilities, a bait and tackle shop, a snack bar—and fun, fun, fun!

The new camp will be open seven days a week from April 1 to November 1.

Recreational building at Big Indian Camp near Literberry.



Co-op Comments

Our sympathy is extended to the family of Harry "Buzz" Houseworth, of Mason City, who died on October 2, 1970.

Mr. Houseworth was employed by your cooperative in 1937 and continued until his retirement in 1956.

"Buzz" Houseworth will long be remembered for his contribution to the organization and growth of your cooperative. During his many years of service he served as line foreman, assistant manager and was responsible for securing right-of-way for the cooperative electric lines throughout the service area.

Albert Hinrichs, line superintendent recently attended the National Job Training and Safety Conference in Dallas, Texas.

The trouble with politics is not the thousands who are in it, but the millions who are out.

It is time to put that electric blanket back to work for your comfort and convenience.

Here are a few clues on care. Plug in your blanket to see that all electrical parts are working properly as follows:

- Check connections to be sure all plugs fit securely so the connections won't come apart in normal use.

- See if the signal light on the control dial goes on indicating that the blanket is heating.

- Check the cord and if there are bare or worn areas, take the blanket and cord parts to an authorized dealer. Be prepared to wait about three weeks and longer if the blanket must be returned to the factory for replacement parts.

Never, never have an electric blanket dry cleaned. This usually ruins the insulation on wiring. Most blankets are washable. Read the instructions that came with your blanket and follow them carefully.

Use a Modern Clothes Dryer, Not an Iron

If you are still having to iron permanent press, you're working harder than you should.

With a dryer, you don't need to follow any special washing procedures to get wrinkle-free results, say laundry experts. Just sort and wash all permanent press articles as you do the rest of the laundry. Tumble drying eliminates virtually all wear and wash wrinkles. No new wrinkles will form as long as you remove the items when the dryer stops.

When permanent press items can't be dryer-dried, the amount of pressing required can be reduced by following a special washing procedure.

New washers offer a permanent press cycle that provides just the right conditions—hot or warm wash water for best soil removal, then a cool-down of the wash water and washload, so that fewest wrinkles will form during the spin portion of the cycle.

Such a special permanent press cycle used to be available just on deluxe models washers, but is now offered on all models of some brands.

Without a dryer or a washer with a special cool-down cycle, pressing can be kept to a minimum by washing the items in cold water.

Telephone Change



The phone number of your cooperative was changed on November 1, to 632-7746. For outages which occur after hours, continue to call your local outage reporter or 632-2311.



Father, we thank Thee

RALPH WALDO EMERSON

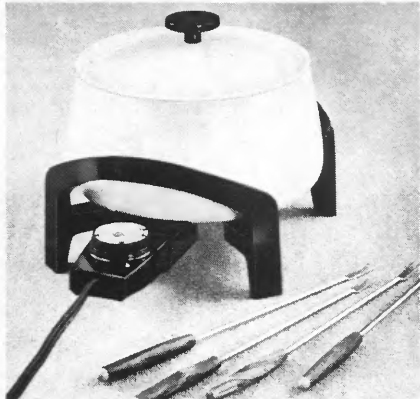
For flowers that bloom about our feet,
Father, we thank Thee,
For tender grass so fresh and sweet,
Father, we thank Thee,
For the song of bird and hum of bee,
For all things fair we hear or see,
Father in heaven, we thank Thee.

For blue of stream and blue of sky,
Father, we thank Thee,
For pleasant shade of branches high,
Father, we thank Thee,
For fragrant air and cooling breeze,
For beauty of the blooming trees,
Father in heaven, we thank Thee.

For this new morning with its light,
Father, we thank Thee,
For rest and shelter of the night,
Father, we thank Thee,
For health and food, for love and friends,
For everything Thy goodness sends,
Father in heaven, we thank Thee.

Thanksgiving Day

What's New?



• Fondue for Tonight

On a cool fall evening, what's better than delicious fondue prepared in a new electric fondue pot such as this product of the West Bend Company. Made of extra-thick aluminum, the two-quart container is colorfully clad with genuine porcelain exteriors in pimento red and cheddar yellow. Interiors are lined with no-stick, no-scour Teflon II in contrasting black. Sells for under \$28. Comes with four fondue forks and special recipe book.

Good cooks say fondue-ing is popular because it's fun—and automatic features of this new model makes fondue cooking easier and more fun than ever. A completely sealed, removable heat control has accurate, selected settings for all types of fondues. It automatically controls heat; this eliminates the possibility of smoking or scorching. The unit, of course, is UL-approved.



• Wrinkles: Scat!

Here's a quick, easy way to steam out wrinkles and restore freshness to any fabric, says the West Bend Company of its new "wrinkles-away" hand steamer. For the man who travels, the student at school or the busy homemaker, West Bend says this new grooming aid steams away the most stubborn wrinkles from sheer or heavy fabrics—wools, cottons, silks, synthetics or blends, in minutes. No moving parts to wear out. It won't stick, scorch or shine any fabric, the maker reports. It sells for under \$20 and is available in gift packaging.



• Beautiful Music for Your Home or Travels

Here's a new portable FM/AM/ stereo radio with detachable speakers, all produced by Arvin Industries, Inc. Enjoy it in your home or as you travel. Operates with eight "D" cell batteries and on AC with a built-in line cord. Twin five-inch "velvet voice" speakers. Auxiliary input and phonograph input jacks. Suggested retail price: \$99.95. Dimensions: 21 inches wide, 7 $\frac{3}{4}$ high and 7 $\frac{1}{4}$ deep.

Proposed New Constitution Wins Support

(Continued from page 7)

Three members of the House of Representatives would be elected from each senatorial district. Voters on December 15 would decide whether the three members would be elected at large from each senatorial district or whether each senatorial district would be divided into three representative districts. If the latter is done, one representative would be elected from each such district.

5. LOCAL GOVERNMENT. The proposed constitution provides for a maximum amount of "home rule." Township government would remain intact.

Counties may elect a sheriff, county treasurer or county clerk. Also they may elect or appoint a county chief executive officer, a coroner, assessor and any other county officer.

One great improvement over the present constitution, said Mr. Cross, a recognized authority on local government, is that local governments would have authority to cooperate and work with other units of government and individuals, associations and corporations, thereby giving citizens more control over their local government.

6. REVENUE. The new constitution would provide that real estate and all counties with a population of less than 200,000 would be in one class. This means that all real estate must be assessed at the same percentage of value. In counties over 200,000, real estate used for farming purposes could not be assessed at a level higher than that of single family residents. This would insure that farmers would receive a fair real estate and tax assessment, Mr. Cross said.

The personal property tax must be abolished by January 1, 1979, under the proposed new constitution.

The revenue lost by its abolishment must be replaced by a state-wide tax. It cannot be replaced by a tax on real estate.

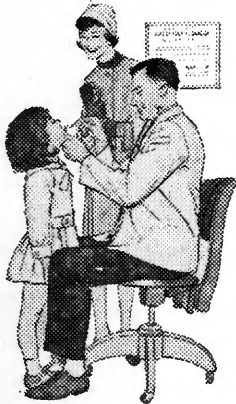
If there is a tax on income, it must be non-graduated (flat). If such tax is imposed on corporations, the rate on corporations shall not exceed the rate imposed on individuals by more than a ratio of eight to five.

New! From Mutual of Omaha!

Three way protection

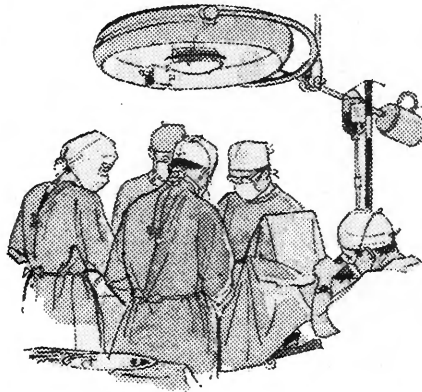
that covers you both IN and OUT of the hospital

UP TO
\$5,000.00
FOR DOCTOR CALLS AND
HOME CARE



Doctor Calls and Home Care—Pays up to \$5,000.00 on a scheduled basis for out-of-hospital doctor bills, drugs, medicines, X-rays and lab tests, private duty nursing care, plus much, much more. Even includes benefits for charges made by a hospital for a planned program of continued home care following hospital confinement. Covers the whole family.

PLUS UP TO
\$15,000.00
FOR IN-HOSPITAL, SURGICAL-
MEDICAL BILLS



Hospital-Surgical-Medical—Pays up to \$15,000.00 on a scheduled basis for in-hospital doctor calls, medicines, drugs, lab tests, operating room costs, surgical fees and much, much more. In addition, pays from \$10.00 to \$60.00 a day (depending on the plan you qualify for) for hospital room and board... pays **DOUBLE** the daily benefit selected when confined in an intensive care unit.

PLUS UP TO
\$800.00
A MONTH
FOR REGULAR
LIVING EXPENSES



Living Expenses—Pays from \$100.00 to \$800.00 a month (depending on the plan you qualify for) to help take care of regular living expenses when the family breadwinner is disabled and can't work. As explained in your policy, these *tax-free* benefits are payable for disabilities that start before retirement or age 65. Special benefits are payable for disabilities that start thereafter.

FOR MORE INFORMATION CONTACT THESE GENERAL AGENTS

L. Earl Cutler
7216 State Street
PO Box 994
East St. Louis, Illinois 62203
Phone AC618-398-1950

S. B. Stottrup
111 East Decatur
Decatur, Illinois 62525
Phone AC217-429-5495

A. H. Harris
1119 South Sixth Street
Springfield, Illinois 62705
Phone AC217-528-3434

W. C. Hayes
407 Rockford Trust Building
P.O. Box 419
Rockford, Illinois 61105

Jack B. Williams
Cape Girardeau Division Office
320 Broadway
Cape Girardeau, Missouri 63701
Phone AC314-334-2841

R. L. Thomas
309-10 Bondi Building
Galesburg, Illinois 61401

Free Facts about how you can get more for your money

Mutual of Omaha will furnish money-saving facts about its comprehensive new health insurance coverage that protects you until you become eligible for Medicare at age 65. After 65, benefits are modified to supplement Medicare.



Life Insurance Affiliate:
United of Omaha

MAIL THIS COUPON TODAY!

Mutual of Omaha
Omaha, Nebraska 68131

Dept. 2R

Please rush free facts about Mutual of Omaha's new "Three-way" protection plans that are now available in my state.

Also rush FREE information about fine, modern low-cost life insurance programs available to my family from United of Omaha.

I am over 63. Please furnish me FREE facts about new "Extra Security" hospital income plans available in my state.

Name _____

Address _____

STREET AND NO. OR R.F.D.

City _____

State _____ Zip Code _____

IF UNDER 18 HAVE PARENT SIGN HERE



Menard Electric News



MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois 62675

Phone 632-7746

"News about Electrified Farms in the Heart of the Lincoln Country"

Merry Christmas . . .

. . . from the Board of Directors and Employees of Menard Electric Cooperative.

Christmas is a happy time . . . a joyous season. It's a time for giving . . . and a time for receiving. It's also a time for remembering. We need to remember the real meaning of Christmas . . . the celebration of the birth of the Christ Child nearly two thousand years ago.

The message of Christmas is clear . . . it's a message of hope . . . of peace . . . and good will. It's through the warmth of fellowship . . . expressed in the concern for fellow men so evident at this time of year . . . that the true meaning of Christmas shines through the commercial trappings.

And so, we, the Employees and Directors of Menard Electric Cooperative . . . extend to you customer-owners, **OUR BEST WISHES FOR THE HOLIDAY SEASON.**



JOHN DIEHL, lineman in the Petersburg area, with a new Ford truck with a fiberglass body recently placed in service.

Electric Christmas

Looking for a Christmas gift that's pretty and pleasing? One with Glamor? Maybe a timesaver and worksaver?

Whatever your gift needs, stop looking and fretting. You'll find a happy solution to every gift-giving problem at your local appliance dealer's store.

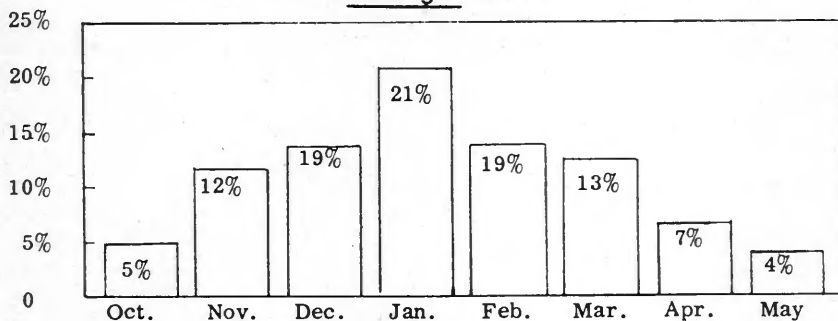
He has gifts that entertain—Hi-Fi's, slide projectors, radios, TV's and recorders. Gifts for the good cook such as grinders, bakers, skillets, toasters, mixers and saucepans.

How is the old refrigerator doing? A new frost-free model would save a lot of work and some models turn out ice cubes like clockwork.

There are so many possibilities that you should have no problem finding a satisfactory electric gift for everyone on your list. Best of all, the electric gift is one that will keep on giving to your loved ones long after the Holidays have passed.

Monthly Requirements For Average Heating Season

The chart below illustrates how home heating requirements vary from month to month in an average winter.



Electric Heating

In the heat of summer you probably didn't give much thought to the coming of winter and the need for a dependable heating system. Warm summer days probably crowded out the thoughts of the coming of cold weather, snow and freezing temperatures.

But there's still time to install an electric heating system for your family. Let me list just a few of the advantages of electric heat . . . each room in your house will have its own built-in heating element . . . there is a thermostat in every room for personal comfort . . . there are no ashes, soot or fumes to soil drapes and furniture . . . and electric heat is silent. So why not give some thought to electric heat for your home . . . to keep your family cozy all winter.

Stop in and discuss electric heat with Menard Electric Cooperative and remember your Menard Electric Cooperative is helping to make this area a better place in which to farm, work and play.



"And Mom wants a self-cleaning oven. Pass it along."

ILLINOIS RURAL ELECTRIC NEWS

Co-op Comments

Our sympathy is extended to Cleatus Wilkison, retired employee of your cooperative, whose wife, Helen, died on Oct. 18.

The Cooperative's office will be closed on Thursday afternoon, December 24, and Thursday afternoon, December 31, in observance of the holidays.

A Christmas party for employees, directors and their families was held December 12 at the Parkview Cafe, south of Petersburg.

The 14th annual beauty contest will be featured at the annual meeting of your cooperative which will be held in February of 1971. Young ladies who are eligible to compete are urged to contact the Cooperative's office for information. An entry blank and further details will appear in the January issue of REN.

NEW EMPLOYEE—Terry Entwistle began working for your cooperative November 5, as an Apprentice Lineman. Terry is the son of Mr. and Mrs. Howard Entwistle of rural Middletown. We welcome Terry to the cooperative family.

Attention all high school juniors; Watch for information relative to the essay contest sponsored by your cooperative. Two winners will be selected for the 1971 "Youth to Washington Tour" to be held next June. This is an outstanding trip. High School juniors are urged to enter the contest.

CONGRATULATIONS:

Dan Lehmann, 20, of Pleasant Plains, has been elected National president of the Future Farmers of America. Dan is the son of Mr. and Mrs. John W. Lehmann. The Lehmann's are members of Menard Electric Cooperative.

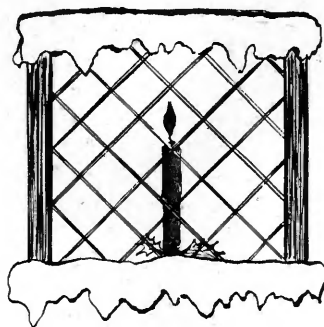
William McCoy, forestry journeyman of Kilbourne, completed ten years of employment with your cooperative November 10.

William Sams, lineman in the Petersburg area, completed 25 years of employment with your cooperative November 1.

Kenneth Pflingsten, Bookkeeper for your cooperative, completed five years of service November 8.

Ernst R. Hild, of Illiopolis, has served as a Director of your Cooperative since February 25, 1950.

Alvin Davis, a director of your cooperative in the Beardstown area, has been promoted to Superintendent of Plant 4 at Allis-Chalmers Mfg. Company in Springfield.



The Cobbler's Christmas Guest

Many years ago there lived in a small village a cobbler by the name of Conrad. Though alone and poor, this kindly old man always had friendly and consoling words for everyone.

At Christmas time, some neighbors decided to visit their friend Christmas morning since he had no family. To their amazement, they saw that his wrinkled old face was radiant.

As they entered his shop, they saw a room made festive with holly and evergreen and the table was laden with delicacies.

"Who is coming to visit you?" one neighbor asked in surprise.

"Last night the Lord appeared to me in a dream and told me that he wanted to be my guest on Christmas Day. I am all prepared for his arrival," Conrad replied.

After the neighbors had left, Conrad sat waiting for his hallowed guest. While he waited, a beggar passed his window, ragged and half starved. Conrad called him in, fed him and gave him shoes for his nearly frozen feet. After the beggar had left, an old woman hobbled by carrying a sack of wood. Conrad served her dinner, let her rest before the fire and then helped her on her way.

Again, he sat by the window waiting for his important guest. Suddenly, he heard the sobbing of a child. When he opened the door, he saw a frightened, cold youngster.

After some warm milk and soothing words, he reunited the child with its worried mother.

Once more he returned to his vigil, but night was falling fast. Where was the promised guest? Anxious and weary, Conrad dropped to his knees.

"Oh, Lord," he pleaded. "What has delayed You?" Then out of the silence came a voice: "Conrad, be not dismayed, for three times I came to your friendly door, three times my shadow crossed your floor. I was the beggar with frost-bitten feet, I was the woman given food to eat, I was the child in the lonely street."

adapted from
"A Time for Christmas"

What's New?



• Spill-free Coffee Maker

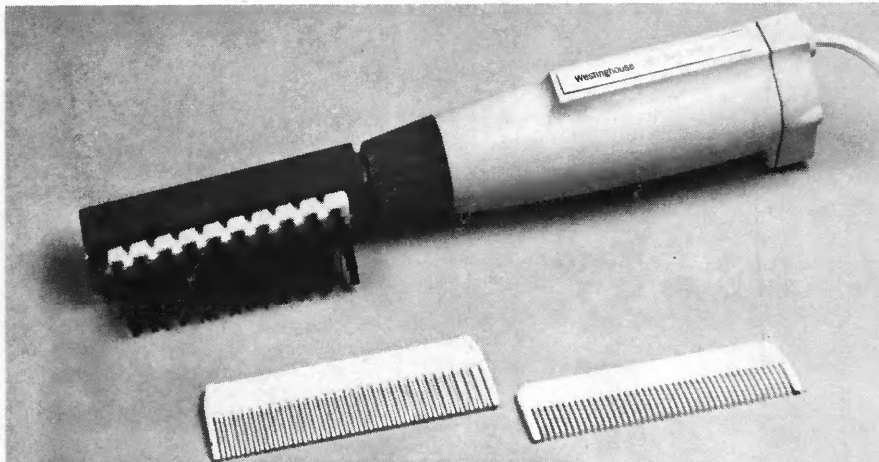
A new automatic five to nine cup coffee maker featuring both pot and cover made from molded polypropylene in avocado and poppy colors is being introduced by the West Bend Company. Though gracefully designed, the unit is extremely durable. It will not mar, dent, crack, chip or discolor through normal use. Features a "safety" extra—a lock-on cover for added protection in the event that the coffee maker should be accidentally overturned. Sells for under \$13.

• Porta-Pair

Here's the latest in new compact laundry appliances from the Maytag Company. The Porta-Pair washer and dryer requires very little space. Each unit is only 24 inches wide, 15 inches deep and 30 inches high.

An accessory stack rack holds the dryer at a convenient height above the washer. Both units operate on regular 115-volt household current. The washer connects to any sink and no special venting is needed for the dryer.

The dryer can also be set on a shelf or counter, hung on the wall or fitted with casters like the washer.



• Personal Hairdresser

Here's a way to cut down on trips to the beauty shop. The Westinghouse people have come up with a quick set hairdresser. It is two personal care items in one that can be used by the ladies in the house or the entire family. Fan forced air, in combination with the brush or one of the two combs that comes as accessories, dries hair and shapes it in minutes. The hairdresser can also be used without comb or brush as a spot hair dryer. Suggested retail price is \$15.99.

Cooperatives Dedicated to Member Service

Most informed observers agree wholeheartedly that cooperatives are vitally important to the growth and development Illinois and all other states of the nation.

But cooperatives have their own problems. They're constantly endeavoring to render more effective service to their members and thus aid all of the public.

E. A. JAENKE, governor of the Farm Credit Administration, Washington, D.C., in an address at Columbia, Missouri, has declared that "If cooperatives are to successfully serve their members, they must keep change in perspective."

He cautioned cooperatives not to get so carried away with scientific, technological and business development changes that they forget the social, democratic and educational sides of their organizations.

"Cooperatives need to be receptive to change," Jaenke said. "They should take advantage of change. They ought to use the latest business techniques. They must continue to go back toward raw materials in bringing supplies to farmers and move forward toward consumers in bringing farm products to the table. But they must also remain true to their reasons for being."

JAENKE stressed that the prime function of cooperatives is to raise the economic positions of their members.

"Your purposes do not change," he said. "Keep asking how you can fulfill those purposes. Ask the same old questions—but constantly seek new answers."

While recognizing the importance of business success, Jaenke cautioned cooperatives not to talk about dollars, volume and facilities as if they were ends in themselves. They are important, he said, but the interests of the cooperative members must always be in the forefront.

"The real key to a successful cooperative, he concluded, is its ability to effectively and efficiently fill the needs of its members through active, democratic control by those members."