

Illinois
R.E.N.
RURAL ELECTRIC NEWS

January, 1971

A Grim Reminder of What Winter Can Bring

(See Page 9)

National News Notes

'American farmers quick to adopt progressive ideas'

■ You may not have thought of this but some observers are convinced American farmers are efficient food producers—compared with farmers of other nations—because ours is a literate nation.

Thus our farmers quickly adopt new practices taught by the Cooperative Extension Service, Land Grant Colleges, and others. Thus, too, agri-business and credit agencies are aggressive in backing our farmers.

So reports H. A. Cate of the University of Illinois Dixon Springs Agricultural Center at Simpson. He continues:

"Agriculture efficiency can be illustrated by the sobering thought that had broiler prices risen as rapidly as other items in our cost of living in the last 25 years, broilers today, in our favorite supermarket, would be selling for 62 cents a pound rather than the 30 to 35 cents they have sold for recently." In addition, the quality of broilers has improved each year—and the chicken reaches the customer clean and ready for cooking.

No time for complacency

■ But let us not be too contented. An expert reported recently that the average life span in the United States has not improved in the past 30 years—"Despite our medical prowess," he said, a dozen nations have passed the United States in life expectancy.

Dr. Gustave Freeman, manager of environmental medicine at the Stanford Research Institute, made this statement recently at a conference in California. He said a combination of smoking cigarettes and breathing polluted air may well be shortening the lives of many Americans. Recognition of this danger may also be one reason so many more people are moving from metropolitan areas to the cleaner environment of territory served by Illinois' electric cooperatives.

Can these be real substitutes?

■ We've said it before and we'll say it again: We're living in a changing world. Example:

In Adelaide, Australia, vanishing song birds in the city's parks may soon be replaced by trees filled with model birds with push-button recorded warbling. Somehow, we fear, it just won't be the same.

Rural housing still lags, says report

■ Rural housing conditions have improved since 1950 but are still worse than housing conditions in cities and suburbs, says a report from the Economic Research Service of the United States Department of Agriculture. The amount of substandard housing in rural areas decreased from 62 per cent in 1950 to 17.1 per cent in 1968.

This is a substantial gain—but the percentage of substandard housing in central cities was 5.7 per cent and in the suburbs it was 4 per cent in 1968, the USDA reported.

The government announcement said that one reason for the contrasting housing situations between urban and rural America is that mortgage credit generally is more available and less expensive to city and suburban residents.

Illinois experts on rural housing have said that frequently the problem of less than adequate housing is overlooked in part because people become accustomed to it and regard the situation as "normal." Also, they say, some of the poorest housing is off the beaten path. Thus fewer people are aware of it.

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JOHN F. TEMPLE
Editor

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1971: Year of Progress

Now we look to a new year, with all its promises, its opportunities and its challenges.

All these are great, and it may well be that 1971 will be one of the outstanding years in the history of our electric cooperative program.

This likely is the view of so staunch an electric cooperative veteran as John Sargent, president of Adams Electrical Co-operative at Camp Point, who looks to the future with something of a grim determination that even better days do indeed lie ahead.

THIS WILL BE the year the National Rural Utilities Cooperative Finance Corporation (CFC) really gets started—after long and sometimes heart-rendering years of preparation. It will be a year to remember.

CFC recently reported that 764 rural electric distribution and power supply systems have subscribed to its capital term certificates, with initial subscriptions totaling \$115,252,297, payable in three annual installments.

And already the CFC board has approved a short-term loan program under which qualified members may borrow up to \$1-million for periods as long as 18 months.

ILLINOIS COOPERATIVES are struggling to do their part in this national effort. Twenty-four of our 27 distribution cooperatives, all three power cooperatives, and the Association of Illinois Electric Cooperative, all are members of CFC.

This is the member-owned financial corporation, independent of the federal government that will, we are confident, gradually ease the need for electric cooperative loans from the Rural Electrification Administration. They will do this by working together, pooling their talents and their resources in the traditional cooperative manner. Thus they will achieve greater independence. Thus they will strengthen their efforts to demonstrate anew that all of our cooperatives are, indeed, "Good for All Illinois."

SOLUTIONS TO FINANCIAL and other problems don't just happen. Next month—February 14 through 18—hundreds of Illinois cooperative leaders will join thousands from 46 states in what may be the largest and most important annual meeting in the history of the electric cooperative movement.

The setting will be the huge convention hall at Dallas which will be filled to capacity during day and night sessions. Some of the nation's top political leaders will be among speakers who will discuss problems facing the cooperatives. So will some of the top cooperative leaders. They will speak from their years of study and experience.

There will be serious discussions. They will, inevitably, be differences of opinion. But out of the discussions and differences will come a new unity, a new vision of cooperative goals, a new determination not to rest on past achievements but to break new ground. Our cooperatives and the more than 25-million persons they serve will move forward to new and greater achievements.

Who can look clearly into the future and say with certainty what lies ahead? But of one thing we can be sure. Electric cooperatives, in Illinois and elsewhere, are growing in strength and in ability to serve their members despite pressing problems. They are service organizations, unselfish, public spirited, good citizens in which their members may take great pride. And it is indeed these members who make them great!

Home Builders Eye Fine Rural Sites

Professional home builders throughout Illinois are keeping a sharp eye on the state's charming rural areas as rich sources of building and development sites.

This subject came up frequently as more than 300 persons representing home builders from every section of the state gathered from the recent Home Builders Association of Illinois annual meeting in Springfield.

Paul E. Ball, Bloomington, outgoing president, observed:

"Where else can one find such attractive sites as in the areas adjacent to this state's towns and smaller cities—and in the countryside itself?" These areas are said to be due for major activity in the years just ahead.

Ball himself speaks from experience. He said he has worked closely with representatives of Corn Belt

Searls, manager of Adams Electrical Co-operative, Camp Point, R. S. Holt, manager of Egyptian Electric, Steeleville, Roger C. Lentz, manager of Southeastern Illinois Electric, Eldorado, and Arthur H. Peyton, manager of McDonough Power Cooperative, Macomb, agree wholeheartedly.

In fact, the same can be said of electric cooperative leaders in every area of the state. Virtually every one has helped in the development and encouragement of subdivisions and the construction of individual homes in his territory. Frequently cooperative leaders have played leading roles in such developments which are another phase of the increasingly popular area development program.

AT THE HOME builders' annual meeting one featured speaker was George Goddard, Illinois chief

programs for the Farmers Home Administration in Illinois, said recently in Champaign:

"Lack of sufficient financing in rural areas has been a stumbling block in the past, but today FHA is moving effectively into these districts. More money than ever before is available for loans to eligible applicants in towns of under 5,500 and in open rural areas. The total is perhaps two and one-half times what it was a year ago." One requirement for eligibility for a Farmers Home Administration home loan is that the applicant be unable to obtain adequate credit through private sources.

"And rural areas, aided in part by cooperative leaders, are more attractive places in which to live," Krueger said. "They have fine electric service. They're getting, frequently with the aid of FHA, up-to-date water and sewer systems."

Krueger pointed out that individuals or groups wishing to know more about the FHA program may get in touch with FHA supervisors located in practically every Illinois county.

AMONG PARTICIPANTS at the Home Builders Association meeting was Donald W. Goerlich, president of the Home Builders Association of Quincy. He has worked closely with Adams Electrical Co-operative in creation of a subdivision served by Adams Electrical. Searls pointed out that all the homes constructed there thus far are all-electric.

ROY D. GOODE, manager of Rural Electric Convenience Co-operative Co., Auburn, said in an interview that home builders are recognizing as never before that rural area residents are demanding high quality, economical and attractive homes. Several subdivisions, all attractive, are taking shape in Rural Electric Convenience service area—and the cooperative is helping.

Ball, smiling happily, observed, "At Bloomington, in Corn Belt territory, we're only two hours from downtown Chicago, yet we have all the conveniences of a near-by small city. We're away from the dirt and pollution of the metropolitan area. We have the very best of two worlds."

JERRY LEE CAMPBELL, executive vice president of the Home Builders Association of Illinois and former administrative aide to Thomas H. Moore, general manager of the Association of Illinois Electric Cooperatives, agreed wholeheartedly.

Lots of people, young and old, are

(Continued on page 14)



Home Builders officers, from left, are Ralph Smykal, Wheaton, president; Paul E. Ball, Bloomington, outgoing president; Jerry Campbell, executive vice president, and Donald W. Goerlich, president, Home Builders Association of Quincy.

Electric Cooperative of Bloomington. He said the cooperative has been particularly helpful in development of its area. He expressed the conviction this attitude is typical of the viewpoint of Illinois' 26 other distribution cooperatives.

SUCH MEN AS G. V. Beer, manager of Corn Belt Electric, Dean

of rural housing, Farmers Home Administration, Champaign.

He and others at FHA state headquarters are convinced there is a great need for "many more homes all over the state, particularly in rural areas."

There's real action in these areas. Kermit J. Krueger, chief of farmer

Time to Start Those Essays And Win a Washington Trip

High school students, this is just for you.

The time: June 12, 1971.

The place: The Association of Illinois Electric Cooperatives headquarters in Springfield.

The action: Some 50 Illinois student winners of cooperative essay contests will climb aboard two air-conditioned buses and happily start a week-long, expense-paid trip to the nation's capital.

Can YOU be among this select group?

It's easier than you think.

FIRST, these are winners of essay contests sponsored by most of Illinois' 27 independent electric distribution cooperatives.

Second, many cooperatives limit entries to high school juniors in their own territory, but several permit sophomores or seniors to enter.

Do you qualify? Ask your hometown cooperative. You'll find they're the friendliest, most helpful people anywhere. The time to get started is now!

Essay subjects vary somewhat from cooperative to cooperative, but a typical subject is "What the Electric Cooperative Means to My Community."

YOU DON'T know how to start? Good. Most prospective contestants feel the same way. But the solution is simple.

Write, or call at your electric cooperative headquarters. Ask for information and suggestions. Those experienced people have talked with many young persons just like you, and helped with their problems.

They can answer lots of questions. They can provide printed material that will help. They will be happy to see you.

THEY MAY SUGGEST that you talk with your parents, your neighbors, with businessmen and other leaders in your area. Ask some of these people about your cooperative and how it serves its members (who are really its owners). Ask how the cooperative and its directors and employees work to help develop and improve the area in which the members live.

Ask how the cooperative demonstrates its concern for all residents of its general area, how it is interested in every worthwhile project for the betterment of the area.

Chances are you'll hear friends and neighbors, bankers, newspaper

editors, clergymen and others describe your cooperative as "a really good citizen, good for the whole area."

YOU MIGHT want to talk with your high school English teacher. They're wonderful people and, busy as they are, they're usually happy to help with valuable suggestions.

That's one of the nice things you'll discover about talking with a variety of adults. You'll find they're genuinely interested in you and your project. They'll take time to talk. If you smile, they'll smile back, and help, and before you know it you'll have made new friends.

Of course you'll be careful not to impose on them or take too much of their time, particularly when you call at an especially busy time.

YOU THINK you won't have a chance of winning a fabulous trip to Washington? Don't believe it. Remember, you're competing only within your own cooperative, not on a statewide basis. Most participating cooperatives offer one free trip, but some offer two and even three.

Why? Because the cooperative leaders have learned how much these annual trips mean to their young people.

Starting as your buses leave Springfield you'll begin making new friends among young people like yourselves from all parts of the state.

And in Washington you'll stay at one of the largest motels in the nation near the big government buildings and historic shrines.

YOU'LL VISIT the White House. You'll talk with Congressmen. You'll have an opportunity to ask questions. You'll find they're really interested in you.

You'll take a night cruise on the river, you'll dine in famous restaurants, you'll talk with government leaders and with officials of the National Rural Electric Cooperative Association, of which your hometown cooperative is a member.

And you'll get acquainted with many of the estimated 1,000 essay contest winners from all over the nation who will be at your huge motel during your week in Washington.

It will, in short, be a week you'll never forget.

There's even an extra bonus. You'll get acquainted with Randy

Richter, administrative assistant to Thomas H. Moore, general manager of the Association of Illinois Electric Cooperatives. Richter serves as tour director and one of several efficient chaperones.

What manner of man is this fellow, Richter? Well . . .

Last summer as an Illinois bus cruised across the Potomac River bridge Richter spoke into the public address microphone:

"We are now crossing the broad Potomac. This is the river George Washington is reputed to have thrown a dollar across. You can see from this that a dollar won't go nearly as far today."

"Ho, ho, ho!" shouted the youngsters.

It's a fact. You'll have fun in Washington. Better get going on those essays . . . NOW!



Congressman Paul Findley after greeting Illinois young people on Capitol steps in Washington.

Annual Festival Combines Hospitality And Deer Hunting

By

Bob Patton

Deer hunters, attired in bright red and orange hunting coats and caps, mingled among the crowd attending the 10th Annual Pope County Deer Festival and added an exciting touch of color to the festivities held recently in the small Ohio River town of Golconda.

The festival, which marked the opening of the first half of Illinois' three-day deer hunting season in Southern Illinois, is sponsored by the Golconda Rotary Club and attracts thousands of tourists, as well as hunters who take part in the hunt.

Recognized by the Illinois Conservation Department as the heaviest deer populated county in the state, the county residents boast of being the "Deer Capital of Illinois." And, having led the state in the number of deer killed each year, no one contests their claim.

During the recent celebration, thousands of people crowded into the town of 850 people to enjoy the festivities, which included an old fashion street barbecue, exhibits and a parade. Others came to catch a glimpse of some of the over 600 deer taken during the hunt being checked in at the deer check stations set up by the Illinois Department of Conservation.

The conservation department requires that all deer killed during the season be checked-in and weighed by conservation officials.

During the three day event, crowds of people filed through the mammoth 40 by 200-foot canvas tent erected on the county court house lawn which housed food stands, exhibits and entertainers. Many people enjoyed passing by the barbecue pit to view James Crim barbecuing hundreds of hams over an open pit.

Crim, who farms 283 acres near Brownfield, says he's been barbecuing for nearly 30 years. During the celebration, he said he barbecued 4,500 pounds of hams and shoulders which were used to make over 10,000 sandwiches sold to the hungry crowd.

Crim said he and his oldest son spend the entire three days slowly cooking the meat over a bed of hot coals from hickory bark wood. He



A. E. (Kelly) Fielder of Belleville, Ill. proudly looks over the 100-pound buck which he killed while hunting in the northern part of Pope County during the three day deer hunting season. Looking on at left is Tom McLean, a junior biology major at Eastern Illinois University, who worked during the hunting season checking in slain deer for the Illinois Department of Conservation.



Hot Job

James A. Crim of Brownfield, Ill. adds some of his special homemade barbecue sauce to part of the 4,500 pounds of shoulders and hams which he cooked over a pit of hot scaly hickory bark coals for the festival.

also used 17 gallons of his homemade barbecue sauce to baste the meat. Crim was reluctant to give the ingredients of his sauce, but did reveal that his recipe calls for 13 different ingredients.

Herman Atkerson, General Chairman for the 1970 festival, attributed the success of the festival to the nearly 15,000 people who attended over the three day period, including some 3,000 hunters.

Atkerson, who serves as County Superintendent of Schools, also attributed much of the success of the festival to the community people and organizations who cooperate in working and planning the event. "A lot of work goes into getting ready for the event," he said. "We have groups of people who were in charge of cutting wood for the barbecue. People who help in the sandwich stands and those who help erect the two large tents."

Besides the larger tent, community workers erected a 70 by 100 foot oval tent which seated 600 people. Inside people were entertained by students from the SIU Theater Department in Carbondale.

Atkerson said the club also counts on assistance from other organizations in the area, such as the Gol-

conda Conservation Center (Job Corps) and the boys at the State Boy's Camp.

Atkerson also praised the local residents who are employees for the Southeastern Illinois Electric Cooperative, Inc. Some of the cooperative employees helped in their off hours to help string wiring for the hundreds of light bulbs used to illuminate the huge tent, Atkerson said. Southeastern Illinois Electric Cooperative's lines serve the entire county.

The cooperative also took an active part in the festivities by entering their cooperative float. The float was one of 86 units that took part in the parade which highlighted the event.

Atkerson said profits from the festival are used for community service projects. "We use some of the money for projects such as putting a roof on the library last year. Some of it is used for activities such as the annual Fourth of July fireworks display and the little league baseball team," Atkerson said.

Atkerson added, "We didn't start the celebration just to make money. Our main purpose is to welcome the many hunters and visitors who come to the area by showing them some 'Good Old Southern Hospitality'."

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You, too, Can Bake 3,000



(Left) John J. Perino, Tri-County office manager, offers to help Mrs. Nolan with her baking. Clever fellow.

(Bottom) Andy Bird, left, member service supervisor for Tri-County, admires a "Snoopy the Dog" cake as Mr. and Mrs. Nolan watch.

Mrs. Elmer W. Nolan of near Mt. Vernon has baked at least 3,000 cakes in her lifetime and now she's going stronger than ever—at a rate of 500 or more a year.

Some of them weigh more than 120 pounds. And Mrs. Nolan thinks nothing of baking three of them for three weddings, all to be held the same day.

TAKE THE 80-POUNDER (a rough estimate) pictured on this page. You start with a gallon of milk, 30 pounds of powdered sugar, 8 to 10 pounds of shortening, 25 pounds of white sugar, 10 to 15 pounds of flour—and ten dozen eggs. Hours after, if all goes well, presto! Another artistic creation fit for a queen.

Mrs. Nolan baked her first cake at the age of 9. Her German mother was a creative baker also, and passed the art on to her three daughters. The six sons didn't learn. They were too busy eating the cakes and other goodies produced by the four women.

Mrs. Nolan finds a ready market for all the cakes she can bake, and she thinks other women among electric cooperative families could do the same. Even men.

"It shouldn't be too difficult to get started," she said in a recent interview. "You should be a good baker. You should be exceptionally clean in everything you do. You should use the best ingredients. And you should have good ideas and good recipes."

ONE PROBABLY would start slowly, Mrs. Nolan continued but there are great numbers of weddings and parties and special events at which fine cakes are in demand. Soon your reputation will spread and you'll probably be busier than you desire.

Mr. and Mrs. Nolan are almost fanatical about their ingredients (yes, he's a good cook also). They raise their own chickens so they'll **KNOW** that the eggs are fresh. They have their own cow and churn their own butter. They have collected recipes from several countries in addition to the family "treasures" brought from Germany.

Mrs. Nolan can't help you much with the recipes. A good number of her best ones are "guarded" and aren't to be found in any cookbook.

No one knows, not even Mr. and

Cakes!

Storms Still Bring Disaster, But Cooperatives Fight Back

Mrs. Nolan, how many kinds of cakes they've produced. They have pictures of scores of varieties including 41-inch trains, pianos, cars of all kinds, and animals.

MRS. NOLAN each year bakes a birthday cake for each of more than 100 youngsters in a children's home at Mt. Vernon. Practically all are different.

"The boys love cakes in the shape of cars," she said, "but you have to be careful and not goof. Boys over 12 want the engines in the rear and racing 'slicks'. Younger boys aren't so particular."

Mr. and Mrs. Nolan moved to their present home area 12 years ago from Alton where Nolan had been an assistant fire captain. The two of them built their country home. It took two years, with Mrs. Nolan driving almost as many nails as her husband. They're partners.

"WE MADE IT all-electric," Nolan observed, "and we've never regretted it. Andy Bird of Tri-County Electric at Mt. Vernon came out one day after we started construction and talked up electricity. I thought he was crazy, but he wasn't.

An all-electric installation is cheaper, it's more comfortable with individual temperature control in every room, it's clean, maintenance free—just wonderful."

Their electric bill runs around \$225 a year, including electricity used in their barn. They have two ovens, two refrigerators, two freezers . . . "just about two of everything."

BUT THEY HAVE only one daughter, Janet Kay, a senior at Mt. Vernon Township High School. She's a good cook too.

The Nolans are a happy, busy family. And they say the people at Tri-County Electric Cooperative are their good friends. "They're really cooperative," Mr. Nolan asserted. "We can ask anything and get a reliable answer. When we walk into the office, someone, usually Mrs. Laurita Cravens, smiles and says, 'How can we help you?' Great people."

(Editor's Note: Shortly before this issue of Illinois Rural Electric News went to press, word arrived that Mr. Nolan had died suddenly. Last May he suffered a heart attack but apparently had recovered.)

No one, including electric cooperatives, can control the weather, and winter brings the threat of disaster to utility lines and equipment.

But cooperative administrators and workers throughout the state inevitably remain especially alert during these times of stress, prepared for whenever Mother Nature blows or ices.

THIS MONTH'S magazine cover shows some of the devastation wrought within a few hours on January 26, 1967. First all was peace and quiet. Then a storm roared in. Ice formed on wires. Then the wind rose. Wires bounced. They broke under the strain. Poles toppled. A multi-million dollar storm had struck with shattering force.

The picture was taken near Mattoon in an area served by Coles-Moultrie Electric Cooperative.

Such trouble may come again in 1971, but gradually cooperatives are becoming better prepared. They have a long way to go, but they're moving as fast as money and technical know-how permit.

Cooperatives did a great job of renovation after the 1967 disaster, said Lyle E. Dunham, director of member services for the Association of Illinois Electric Cooperatives. This year they may do even better.

THOMAS H. MOORE, general manager of AIEC, pointed out that all Illinois cooperatives are participating in their unified emergency work plan. Through this, skilled work crews and essential equipment are shifted quickly to the most serious trouble spots.

With more experience with the plan, which has attracted national attention, its efficiency is expected to be even greater this year.

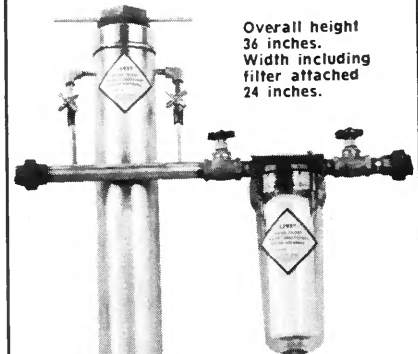
Now even nearby states are participating. They stand ready to come to the swift aid of Illinois cooperatives. This is a two-way street, of course. Illinois cooperatives will reciprocate . . . gladly. Among cooperating states are Missouri, Kentucky, Indiana, and Iowa. When Illinois is in trouble, Wisconsin, in the snow belt, already is apt to have its hands full.

DESPITE MORE sophisticated equipment and growing know-how, in many parts of Illinois there will always be war between nature and

the cooperatives—until most power lines are underground.

Dunham said this day is on its way, but much remains to be done. The day will come, ultimately, when most lines are underground and tough crewmen can laugh, a little more easily, at the weather.

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Illinois 4-H Electric Winners in Chicago

By Don Hecke

While we often read of young people taking "bad trips" these days, a group of Illinois youngsters recently took the old-fashioned American kind. Along the way they reached a greater understanding and appreciation of their state.

They came from all parts of Illinois to tour the state's largest city and they won their all-expense paid trip in an old-fashioned way too . . . through competition.

"These students represented the top winners among the thousands who participated and competed in 4-H electric projects during the year." So said Jim Leming, chairman of the IFEC Agriculture and Home Economics 4-H Committee, and one of the chaperones on the trip. Leming is public affairs representative for Coles-Moultrie Electric Cooperative, Mattoon.

All 20 award winners in the eighteenth annual 4-H Electric Award Tour spent three fun-filled days touring Chicago. Sponsored by the Illinois Farm Electrification Council, the winners visited a variety of business and industries, went sightseeing and attended a stage show.

In keeping with their general interest areas, the winners visited a number of firms allied with the electric industry. At Underwriters' Laboratories, they learned more of the value of the UL seal of approval on elec-

tric appliances and other items; a seal which indicates rigorous testing before appliances are approved.

They saw appliances being manufactured and at the Chicago Lighting Institute, were introduced to the values of good lighting.

Among those attending were Deborah Benz of Carbondale, Don Bigham of Vergennes and Terry Rosenberger of Murphysboro, all from Egyptian Electric Cooperative, Steeleville. Patricia Watson of Metcalf attended from Edgar Electric Cooperative, Paris, territory. Menard Electric Cooperative of Petersburg serves two of the winners, Greg Lepper of Ashland and Vickie Toland of Chandlerville.

Debby Kessler of Mode and Joe Beyers of Pana attended from Shelby Electric Cooperative, Shelbyville. Diane Gwillim of Shipman came from M.J.M. of Carlinville; Laura Baker of Pittsfield Western Illinois Electrical at Carthage and Joyce Barr of Dahlgren, from Wayne-White Counties Electric at Fairfield.

While the entire tour was as modern as tomorrow, the youngsters ended it all on an old-fashioned note . . . they wrote letters of appreciation to the tour sponsors, including IFEC President Thomas H. Moore of Springfield, Association of Illinois Electric Cooperatives manager.

Richard N. Aleskow of Underwriters' Laboratories addresses Illinois 4-H Electric Award Tour winners in Chicago.



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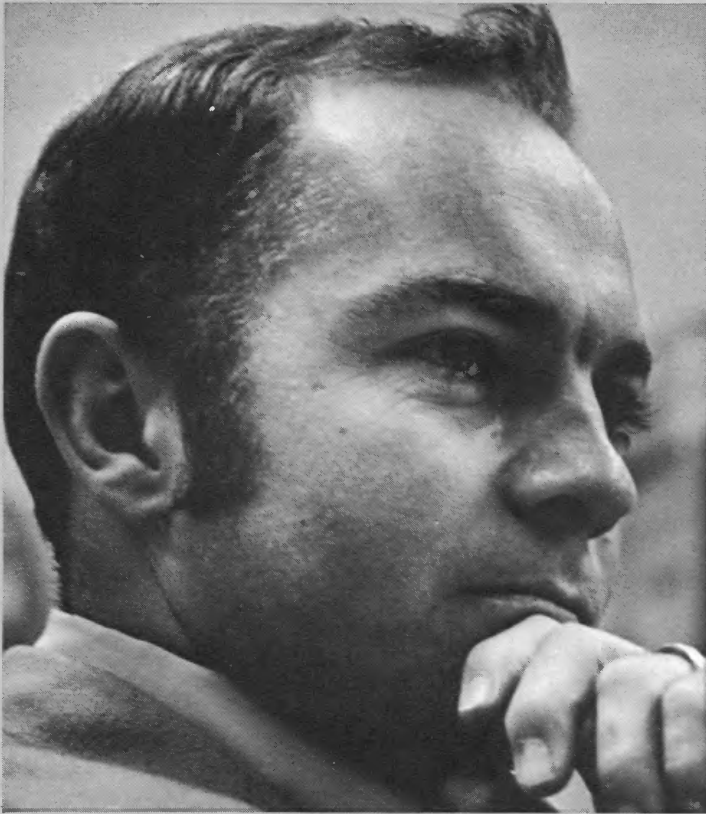
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STUDYING THE FACTS—Ronald Holzauer, member services adviser for Southwestern Electric Cooperative at Greenville, ponders some of the many facts presented during the semi-annual meeting of the member service directors.

There's a group of men in Illinois you'd doubtless like to know better. They're called power use advisers or member service directors, and they represent virtually every one of the 27 distribution cooperatives within the state.

As such, they stand ready to help each of the more than 150,000 Illinois residents who depend on the cooperatives for their essential electric power.

We must tell you that these are not ordinary men. They seem like it. But they aren't. Some are tall. Some are short. Some are lean. Some aren't.

But these men have two distinctions in common. All are highly intelligent. And all are deeply interested in helping electric cooperative members solve their power problems.

They're highly trained. When they talk with you and me they make



PRESENTING THE FACTS—Lester Aeilts, Member Services Adviser for Western Electric Cooperative at Carthage, leads one of the discussions on power use plans during the meeting.

Member Services Directors discussing the practical applications of electricity.



Service

sense. We can understand them. But when the talk among themselves or with factory specialists concerning technical problems, they talk another language that only technical specialists can understand.

They're constantly studying. Their semi-annual meeting was held recently at headquarters of the Association of Illinois Electric Cooperatives in Springfield. Outstanding leaders in the field of electricity were among the speakers.

Our cooperative people listened carefully. They asked searching questions. They weren't content with surface-brushing answers. They wanted facts, facts they could work with, that would help their cooperative members—and they got them.

Yes, sir, these are good men to know. They're good friends to have. They're great people. You'll like them. And they're happy to help. Get better acquainted soon, won't you?



Some of the advisers looked over a new electric riding mower introduced by Stults Electronic Scientific Engineering Corp. Below, Thomas B. Williams (left), Power Use Adviser at Southern Illinois Electric, and Ray Harbison (right), Heat and Air Conditioning Engineer for Southeastern Illinois Electric, listen carefully to a presentation by one of technical specialists.



What's New?

Home Builders Eyeing More Rural Areas

(continued from page 4)

anxious to get away from the smoke and noise of the city, he said. They're coming more and more to electric cooperative territory. They can buy a home site, an acre—or two or three or more—and enjoy wonderful comfort and independence.

"They avoid the high cost of land and building in the cities, the high taxes," Campbell said. "Some of them are enjoying life in new 40-acre developments built in the middle of what was previously a cornfield.

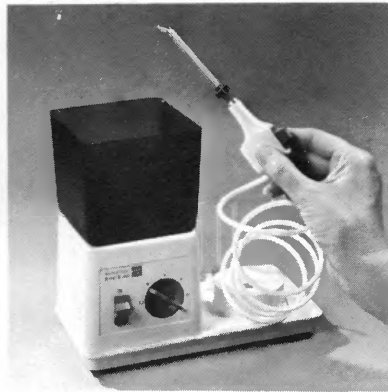
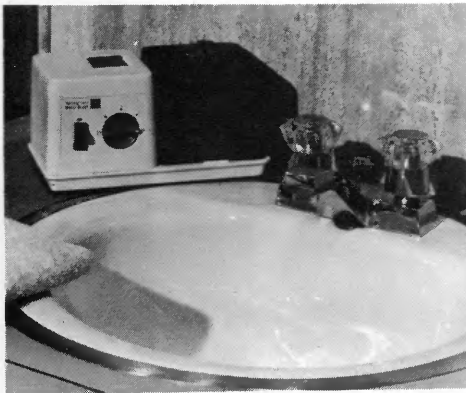
"Many are building new and spacious homes for much less than they'd have to pay in the Chicago area, for instance, and they're often selecting sites only a little distance from new and rapidly growing high schools and colleges."

SOME HOME BUILDERS attending the annual meeting spoke of the growing trend of industry, to move from congested areas into smaller towns, or adjacent to them—or even into the country itself. Many national headquarters are moving out of New York City, for example. They're moving to where the living is freer and finer—and that's frequently the areas served by electric cooperatives.

CAMPBELL SAID home builders associations in Illinois and elsewhere are actively studying building codes with a view of encouraging the use of innovative, cost-saving methods and materials.

Probably no one knows better the need for adequate rural housing in Illinois than does George Doddard of FHA. He has traveled the length and breadth of the state, talking with builders, with groups and individuals, including cooperative members, about how they can get the most for their building dollar. And he is one of those expecting major improvements in the years just ahead.

Campbell and other representatives of the Home Builders Association of Illinois are convinced great expansion lies ahead. "Our members are making strenuous efforts to help individuals and developers obtain the finest possible homes for the least possible cost," he said.



• Water Brush

A new dental hygiene appliance called a Water Brush has been added to the line of personal care products by Westinghouse. The Water Brush produces a gentle, pulsating stream of water that reaches in and cleans places that an automatic toothbrush can't reach. Each of the four color-coded picks is rounded at the end to prevent gum damage. The Brush has a unique side-by-side design which allows the Water Brush to fit easily on shelves and sinktops.



• Coffee Table Stereo

Arvin Industries, Inc., has designed a coffee table stereo phonograph with FM/AM stereo radio. Beneath the oak exterior of the coffee table is a slide-out drawer. Contained in the drawer is an amplifier with solid state circuitry and a control center flanked by a four speed automatic record changer. Arvin also offers beautiful matching end tables to complement the stereo coffee table.

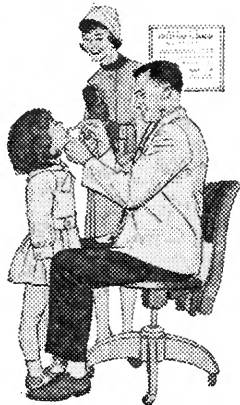
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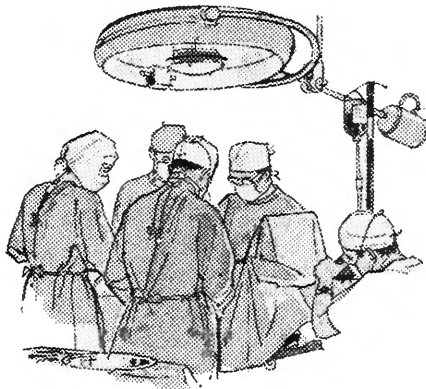
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ALL IN WHAT YOU EAT!

A fat man and a thin man collided on the street. "From the looks of you, there's been a famine around here," said the fat man.

And from the looks of you," replied the thin man, "you caused it!"

BOYS' BANGS

Pop thinks I can't see how to drive

Because I have long hair;
Though I promised I'd drive his car

With fender-loving care.

QUOTABLE QUIPS

Most of us have two chances of becoming wealthy—slim and none.

Middle age is when the narrow waist and the broad mind change places.

Sign in a machine shop: "Girls, if your sweater is too big, look out for the machines. If it's too tight, look out for the machinists."

Pretty blondes are perhaps the only girls who manage to get ahead by starting at the top.

Counterfeiting money is a dough-it-yourself project.

LIKE FATHER LIKE SON

"Don't eat so much," said the father to his spitting image.

"You'll make a pig of yourself. Do you know what a pig is?"

"Yes, Daddy," replied the son. "It's a hog's little boy."

CAN'T SEE TO HIT

Patsy: "You say you want to reduce? Why don't you try golf?"

Fatsy: "I tried that once, but it's no good. When I put the ball where I can see it, I can't hit it, and when I put it where I can hit it, I can't see it!"

ONE DESERVES ANOTHER

Minnesota Farmer: It gets so cold here in the winter that we have to put heaters under the cows to milk them.

Unimpressed Texan: That's nothing. It gets so hot back home that we have to feed the hens ice so they won't lay hard-boiled eggs.

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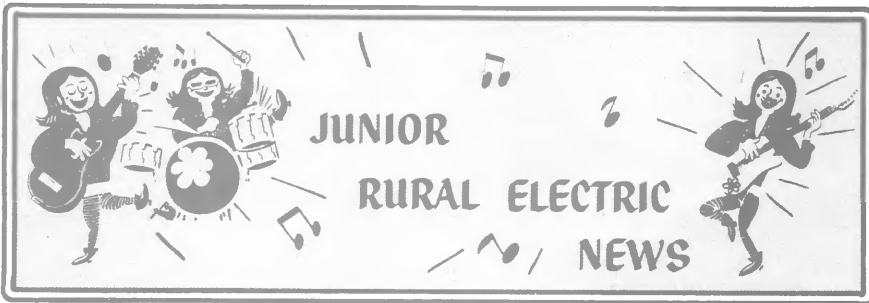
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Pen Pals

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ON STRIKE

The employees of a bank went on strike, leaving teller functions to the bank officers. A woman customer phoned the bank during the strike and asked if the bank was open.

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After much hesitation, the customer meekly asked, "You mean I can't come in through the front door?"

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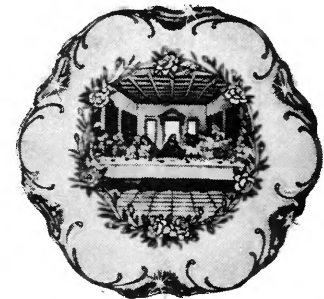
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PIE FOR DESSERT

No one remembers the genius who first invented the pie, but everyone remembers the woman who bakes one to perfection. Pie for dessert is as American as the Stars and Stripes (one of our real contributions to good eating). Serve it alone or choose traditional companions to flatter it—big scoops of vanilla ice cream, slices of nippy cheese or spoonfuls of fluffy whipped cream. You'll have a delightful climax to your meal. Since colonial days pecan pies have been popular. Good cooks have dreamed up their own private versions. Here are several for you to choose from. And a rich dessert like pie does call for a main course on the lighter side.

KEY LIME PIE

2 cans sweetened condensed milk (not evaporated milk)
5 egg yolks
1 cup lime juice
 $\frac{1}{8}$ teaspoon salt
9-inch baked pie shell
Few drops green food coloring

Blend ingredients as listed. Pour into pie shell and chill until ready to serve. Garnish with whipped cream if you desire. To freeze place in freezer until frozen and package airtight. Thaw at room temperature 45-60 minutes before serving. Since this makes a large pie you may wish to use filling for two smaller pies. This makes a pretty party dessert. This recipe was given us at General Electric Consumers Institute.

CHOCOLATE CREAM PIE

3 eggs, separated
1 cup sugar
2 cups milk
 $\frac{1}{4}$ teaspoon salt
 $\frac{1}{4}$ cup cocoa
 $\frac{1}{4}$ cup flour
2 tablespoons butter
1 teaspoon vanilla

Scald $1\frac{1}{2}$ cups milk in saucepan, do not boil. Mix dry ingredients. Add the remaining $\frac{1}{2}$ cup milk to the dry ingredients and mix to a smooth paste. Pour into hot milk, stir slowly until thick and there is no starchy flavor. Beat egg yolks; add some of hot mixture slowly to beaten yolks and return to saucepan cooking until thick enough. Add butter and vanilla. Cool. Pour into baked pie shell and cover with meringue made from the 3 egg whites and $\frac{1}{4}$ teaspoon salt and 6 tablespoons sugar. Brown in 350 degree oven 12-15 minutes.

PECAN SOUR CREAM PIE

- | | |
|-----------------------|--------------------------------|
| 1 cup broken pecans | 1 cup sour cream |
| 2 teaspoons flour | 2 eggs |
| 1/4 teaspoon cinnamon | 1 cup sugar |
| 1/4 teaspoon cloves | 1/2 teaspoon grated lemon rind |

Line a pie plate with pastry and sprinkle it with pecans. Make custard by mixing flour, cinnamon, cloves and a little sour cream, gradually adding balance of sour cream. Stir in eggs — well beaten, sugar and lemon rind. Pour mixture into pie shell and place in hot oven (450 degrees), lowering temperature control immediately to 325 degrees. Bake until filling is firm, about 40 minutes. Serve either warm or cold, with whipped cream.

SOUR CREAM RAISIN PIE

- | | |
|------------------------|--------------------------|
| 2 eggs | 1 cup chopped raisins |
| 1/2 cup brown sugar | 1 teaspoon cinnamon |
| 1/4 cup white sugar | 1/4 teaspoon nutmeg |
| 1 teaspoon lemon juice | 1/4 teaspoon salt |
| 1 cup sour cream | 9-inch unbaked pie shell |

Beat eggs, add remaining ingredients and mix well. Spoon into pie shell. Bake at 450 degrees 10 minutes, then at 350 degrees for 30 minutes. Chill and serve plain or mounded with whipped cream.

BLACK BOTTOM PIE

Crust:
14 gingersnaps 5 tablespoons melted butter
Roll gingersnaps to make crumbs. Add melted butter and mix well. Press firmly into 9-inch pie pan. Bake at 300 degrees 5 minutes, cool.

- Filling:**
- | | |
|--|--|
| 1 tablespoon (1 pkg. unflavored gelatin) | 1/4 teaspoon salt |
| 4 tablespoons cold water | 4 egg yolks, beaten |
| 2 cups milk | 2 ounces (2 sq.) unsweetened chocolate, melted |
| 1/2 cup sugar | 1 teaspoon vanilla |
| 1 tablespoon cornstarch | |

Soften gelatin in cold water. Scald milk over low heat. Mix sugar, cornstarch, and salt together, and stir slowly into milk. Cook until thick. Add gradually to beaten egg yolks. Return to low heat and cook three minutes longer. Stir in gelatin to dissolve. Divide in half; add melted chocolate and vanilla to one half of the mixture to make chocolate layer. Pour carefully into gingersnap crust.

- Cream Layer:**
- | | |
|--|---|
| 4 egg whites | 1/4 teaspoon almond extract |
| 1/8 teaspoon cream of tartar | 1/4 cup heavy cream |
| 1/2 cup sugar | 1 tablespoon grated unsweetened chocolate |
| 1 teaspoon rum flavoring or 1 teaspoon vanilla | |

Let remaining half of custard cool. Beat egg whites until frothy; add cream of tartar and gradually add sugar. Beat meringue to soft peak stage. Fold meringue into cooled custard; add flavoring. Pour carefully over chocolate layer. Chill in refrigerator until set. When ready to serve, whip cream. Spread on top of pie and sprinkle with grated chocolate. This is a very rich dessert—a small piece will suffice.

MOCHA PECAN CHIFFON PIE

- | | |
|--------------------------------|------------------------------------|
| 1 envelope unflavored gelatine | 1/2 teaspoon imitation rum extract |
| 1/4 cup cold water | 1/4 teaspoon salt |
| 3 tablespoons cocoa | 1/4 cup sugar |
| 3/4 cup sugar | 3/4 cup finely chopped pecans |
| 3/4 cup water | 1 baked 9-inch pie shell |
| 2 teaspoons instant coffee | Pecan halves |
| 3 eggs, separated | Whipping cream |
| 1 teaspoon vanilla extract | |

Soften gelatine in cold water. Combine in heavy saucepan the cocoa, 3/4 cup sugar, water, and instant coffee powder; stir to dissolve sugar. Bring to boil, and let cook gently for 4 to 5 minutes, stirring constantly. Beat egg yolks slightly. Pour hot mixture on top slowly, stirring constantly. Return to saucepan. Stir over heat until mixture thickens. Remove from heat. Add gelatine, vanilla and rum extracts; stir until gelatine dissolves. Chill until mixture mounds slightly when dropped from a spoon. Beat egg whites and salt until foamy. Beat in 1/4 cup sugar by single teaspoonfuls, beating constantly; beat until whites stand in stiff peaks. Fold with pecans into gelatine mixture. Turn into baked pie shell. Chill until set. Garnish with Pecan halves and whipped cream.

HONEY PECAN PIE

- | | |
|---------------------------|--------------------------|
| 3 eggs | 1/2 cup honey |
| 1/3 cup granulated sugar | 1/2 cup white corn syrup |
| 1/3 cup light brown sugar | 1 teaspoon vanilla |
| 1/4 teaspoon salt | 1 cup pecan halves |
| 1/4 cup butter, melted | |

Beat eggs. Mix in all other ingredients except pecan halves and pour into pastry-lined 9-inch pie pan. Arrange Pecan halves on filling in desired pattern. Bake 40 to 50 minutes at 375 degrees until set and pastry is golden brown. Cool. Serve cold or slightly warm.

APPLE-PEAR PIE

- | | |
|---|-----------------------------|
| 1 8-oz. can pears | 1 cup sugar |
| 1/4 teaspoon rum extract | 2 tablespoons flour |
| 1 can (1 lb., 4 oz.) unsweetened apple slices | 3/4 teaspoon cinnamon |
| | 1/4 cup butter or margarine |

Pastry for 2-crust 9-inch pie

Drain pears thoroughly and mash pears with a fork. Spread over bottom of unbaked and chilled pie shell. Sprinkle with rum extract. Mix apple slices with sugar, flour, cinnamon and pile on top of mashed pears. Dot with butter and cover with top pastry, pinching the edges together. Bake 10 minutes, at 425 degrees, reduce heat to 350 degrees and bake 40-45 minutes longer until golden. Cool before serving.

SCHNITZ PIE

- | | |
|---|-----------------------|
| 1/2 pound dried sour schnitz (dried apples) | 1 tablespoon cinnamon |
| 2 cups cold water | 1/4 teaspoon salt |
| 1/4 cup orange juice | 1 cup sugar |
| 2 teaspoons grated orange peel | 1 recipe Plain Pastry |

Add water to schnitz. Cook to soft pulp. Add orange juice and peel, cinnamon, salt and sugar, mix well together. Cool. Line a 9-inch pie pan with pastry, fill with schnitz mixture and cover top with pastry. Cut several slits in crust to allow for escape of steam. Bake at 450 degrees 10 minutes. Reduce heat to 350 degrees and continue baking 30 minutes longer.

FUDGE NUT PIE

- | | |
|-----------------------------|----------------------------------|
| 1/2 cup butter or margarine | 1/2 cup sifted flour |
| 1 cup sugar | 2 egg whites |
| 2 egg yolks | Dash of salt |
| 1 teaspoon vanilla | 3/4 cup coarsely chopped walnuts |
| 2 sq. unsweetened chocolate | 1 unbaked 9-inch pie shell |

Cream butter, gradually beat in sugar and beat until light and fluffy. Add egg yolks and vanilla; blend well. Add melted chocolate and flour. Beat egg whites and salt in second bowl until stiff but not dry; fold into chocolate mixture. Add walnuts, turn into unbaked pastry shell. Bake at 375 degrees 30-35 minutes, or until puffed across top. Cool. Serve with whipped cream, vanilla or coffee ice cream.

JEFF DAVIS PIE

- | | |
|-------------------------|-----------------------------|
| 3/4 cup butter | 3/4 cup soda cracker crumbs |
| 1 1/2 cups sugar | 3/4 cup sour cream |
| 1 1/2 tablespoons flour | 1 teaspoon vanilla |
| 5 egg yolks, beaten | 1 unbaked 9-inch pie shell |

Cream butter, combine sugar and flour and add gradually to butter. Mix until light and fluffy. Stir in beaten egg yolks and mix well. Add cracker crumbs, sour cream and vanilla and blend. Line 9-inch pie pan with pastry. Pour in pie filling. Bake at 450 degrees 10 minutes, then at 350 degrees 10-12 minutes or until delicate brown. Cool.

Meringue:

Beat 3 egg whites until foamy and add 1/4 teaspoon salt. Add 6 tablespoons sugar gradually, beating constantly until soft peaks stage is reached.

APPLE PAN DOWDY

- | | |
|------------------------------|----------------------------|
| PASTRY: | |
| 2 cups sifted flour | 3/8 cup shortening |
| 1 teaspoon salt | 5-6 tablespoons cold water |
| FILLING: | |
| 1 quart pared, sliced apples | 1/4 teaspoon salt |
| 1/4 cup sugar | 1/4 cup dark molasses |
| 1/4 teaspoon cinnamon | 1/2 cup water |
| 1/4 teaspoon nutmeg | 2 tablespoons butter |

Sift flour and salt together, cut in shortening. Add water one tablespoon at a time, blending with fork until mixture holds together. Chill. Use 2/3 pastry dough, rolled 1/8-inch thick, to line a 1 1/2 quart casserole. Mix sugar, spices and salt. Fill casserole with alternate layers of apples and spice mixture. Mix molasses and water, pour over apples. Dot with butter. Cover apples with other 1/3 of pie crust rolled 1/8 inch thick; trim and flute edges, press to rim of casserole. Bake at 425 degrees 20 minutes. Remove from oven and chop mixture with a knife, being sure the pie crust is thoroughly mixed with apples. Add 1/2 cup water, return to oven, bake 20-30 minutes at 325 degrees or until apples are tender. Serve with cream to which a little nutmeg has been added to 8-10.

PECAN PIE

- | | |
|-----------------------------|------------------------|
| 1/4 cup butter | 4 eggs |
| 1 cup sugar | 1 cup broken pecans |
| 1 tsp. flour | 1 tsp. vanilla |
| 1 1/4 cups white corn syrup | 1 unbaked pastry shell |
| 1/8 tsp. salt | |

Cream butter. Add sugar and flour gradually and cream until fluffy. Add syrup. Beat well. Add salt and eggs one at a time. Beat thoroughly. Add broken Pecans and vanilla. Pour into unbaked pastry shell. Bake at 450 degrees for 10 minutes, lower heat to 350 degrees and bake for 50 minutes or until set.

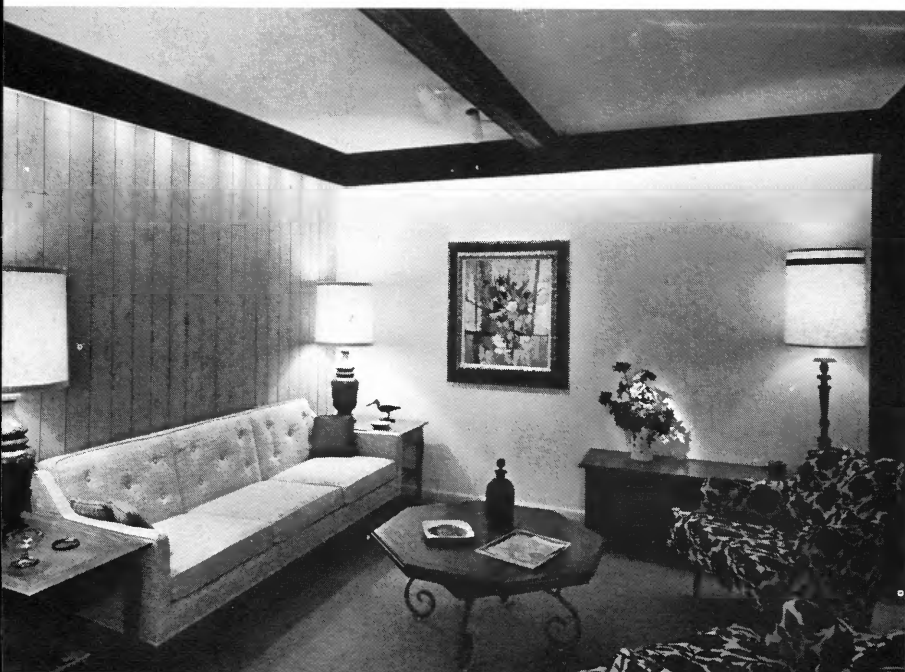


In these 1940s mom had a bare bulb in the center of the kitchen to contend with. Today—well, the picture speaks for itself. There is lighting above the sink, above the counters and in every part of the kitchen so that mom doesn't have to work in her own light like 30 years ago

Valance lighting and dimmer-controlled chandelier lighting makes a contrast with the harsh lighting of 25 years ago in these dining room settings

Under these lighting conditions, mom's eyes will wear out before she gets her sewing done. And dad? Well, dad isn't even aware his reading lamp is on. Compare with today's modern lighting, achieved by downlighting the walls and having sufficient portable lamps so that reading, sewing and other tasks can be performed without eye strain. In fact, there probably is more light directed on the painting on the wall and the bouquet of lowers than in the entire living room in mom and dad's day

Redecorate with light



■ The comparison photos are dramatic not only in showing the changes made in home decorating since the 1930s and '40s, but also in showing the changes in lighting. Home improvements—as we shall see—can be made with light.

Think back to your childhood, drag out the old family photo album or catch one of the late, late shows on television and see what the lighting was like in the “good old days”.

As you can see from the accompanying photos, lighting was not adequate and it caused hardships in getting work done around the house. Remember squinting under the single, bare bulb in the kitchen in the evening? Or trying to read with such a light in the living room?

By the 1930s and '40s, lighting had changed a lot from Thomas A. Edison's application of electrical lighting in 1879—his “hot hairpin in a bottle.” And changes in the past 30 years have been almost as dramatic.

Today, it's the individual's fault if he has to squint to see what he is doing at home. Mom doesn't have to strain her eyes any more to get her work done in the kitchen or the living room.

Applications of lighting and lighting apparatus also have advanced. For example, dimmer switches give amazing flexibility in lighting at a nominal cost. One switch can be used for keeping light low while dining, entertaining or television viewing and raised while reading, cleaning or performing other tasks.

Downlighting is another effective application of lighting that can be used to draw attention to a specific object or area. This idea can be used to accent table settings, planters, room dividers, bookshelves or lamps can be grouped in recesses of walls, ceilings or floors to provide lighting for walls, fireplaces and other vertical surfaces.

Old rooms with the air of the past can be livened up with aid of lights installed in cornices, valances, coves or wall brackets. And colored lights can be used to create mood and settings—valuable in any decorating scheme—by just changing bulbs in existing lighting fixtures and lamps.

Home improvements don't necessarily have to be costly remodeling ventures, improvements can be made with simple, complimentary additions of lamps or just changing a few bulbs around the house.



1. Sunset Afghan with Matching Pillow



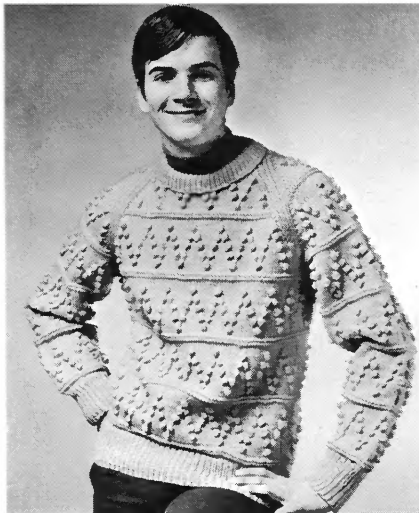
3. Floral Picture



4. Child's Sweater



5. Blue Ribbed Dress



2. Knitted Pullover that can be His or Hers

Mid-Winter selections

1. Shades of a beautiful sunset are reflected in this afghan and pillow set; wine rose, pink and bittersweet, too. It's worked in afghan stitch strips, bordered on each side with treble crochet in a flame-like pattern. Six strips joined measures 45 x 66". Pillow cover—felt-backed—fits a 14 x 18 form.

2. Somebody knitted his sweater and it wasn't his mother. It's just the kind a girl likes to make a pair of, sized 38-44 for his and 8-14 for her. It's knitted in a zigzag pattern of bobbles alternated with reverse ridge stitches created Aran feeling.

3. A bouquet, a nosegay, a cluster of flowers. By any name, this picture is a lovely arrangement. These fragile flowers are captured fresh from the garden on linen fabric. It only takes seven basic stitches to do this charming embroidery design.

4. The alphabet of sweaters starts with 'A' middy. A schoolgirl wants to look snazzy when she goes to the head of the class. This pullover is knitted in ship-shape order in garter stitch. Sizes 4-10.

5. Short dress or long sweater, you win either way. Then again, if you want to do a little extra knitting, you can make it midi-length. Whichever fashion you choose, this is style-right. It's slenderly ribbed for close body fit. Collar buttons up turtle-like or can be worn open—junior sizes 5-13.

6. Take off with your tassels flying. This tasselled tote is a great take-along because it looks so good and holds so much. You probably have some left-over upholstery fabric around the house and that's what it's made of. It's embroidered quite freely.

7. Multiply your hat collection by adding this bouncy beret. It's multi-colored, making many matching possibilities. The body is done in checkered ribbing of 3 colors. A solid ribbed band is snugly knit to fit head. On top sets a fuzzy pompon.

8. The gentlemanly Norfolk has assumed womanly proportions. Jacket your separates with this smashing cardigan. It's done in reverse stockinette with panels simulating traditional box pleats. A trim belt polishes off the tailored look—misses' 10-16.



6. Tote Bag



7. Multi-Beret



8. Belted Cardigan

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