

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

RURAL ELECTRIC NEWS

July, 1971

*Welcome*  
To Illinois  
State Fair  
Aug. 13-22



# National News Notes

## Cooperatives really care about people

■ Most of this nation's 50,000 cooperatives in country and city will join next October in observance of National Cooperative Month. The theme will be "Cooperatives Care," and, say cooperative members throughout the land, they do care—about lots of things.

The Cooperative League of the USA points out that cooperatives care about people, about helping members make a better living, about the total environment, about youth, and young (and old) farmers, about their communities, about America.

Thus it is increasingly true that cooperatives have a social as well as an economic impact. They are, their leaders emphasize, constantly tuned to new demands and accelerating changes in these swiftly moving times. They have a special sense of mission to help the people who use their services—and for the welfare of the public. That's why electric cooperatives in Illinois frequently say they are "Good for All Illinois," town and country alike.

## Farm families have major investments

■ Many, but by no means all, electric cooperative members are farmers, although their numbers are decreasing as more and more move to cities—and more town and urban residents seek the advantages of rural living.

Thus urban dwellers, and newcomers to cooperative membership, may well be interested in learning what late figures from Washington show of the large investment required in farming.

The average investment per farm worker today is around \$28,000, substantially more than the average investment for each manufacturing employee. So it is not surprising that in order to continue farming, a farmer needs not only extensive capital. He also needs a high degree of business acumen and managerial skills. Today's typical farmer is well read, well trained, smart, innovative, energetic, bold—and possessed of generous amounts of that dogged determination that enabled rugged pioneers to bring prosperity to vast segments of our nation.

## Looking for real solution to power crisis

■ Illinois electric cooperatives appear to be in a fortunate position relative to power supplies for their members. But in a great many parts of the nation the picture is entirely different. Power demands are outstripping power supplies.

One frequently suggested "solution" is conservation of electrical energy. But this is "only an expediency—not a solution," says Robert D. Partridge, general manager of the National Rural Electric Cooperative Association.

He and many other informed leaders assert that the long-haul solution depends on "our ability to develop the needed sources of power that meet all future energy needs and protect our environment."

Such leaders maintain that nothing less than a "comprehensive national power policy" will lead to a solution of the worsening national power crisis.

Partridge listed seven areas to which any national power policy must address itself if the growing dilemma is to be solved:

—Restoration of competition in fuels marketing.

—Establishment of a national power grid with sufficient capacity.

—Protection of consumer interests in proposed regulation of sites and their selection.

—Creation of a national administrative agency to reflect all segments of the power industry.

—Increase of government research and development to achieve cleaner, more efficient energy.

—Reassessment of hydro projects and water resources evaluation procedures.

—Continuation of efforts to stop tax rulings that could prevent rural electrics from joining with municipal systems in sharing output of large-scale generation plants built with revenue bonds.

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COVER—Kathy Gregg, Springfield, o mighty mite of a horsewoman of 12, sot hoppily on her pony recently of o state fairgrounds 4-H horse show. Rapture shone from her eyes. I've had a GREAT day," she mused to no one in particular. "I won two third places . . . and 50 pounds of oots." Many of the scares of youngsters participating in the horse show will also compete at the state fair August 13-22. Such wonderful people!

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# Future Seems More Cheery

ONCE UPON A TIME there was an electric cooperative member who was a real worrywart. He worried about the weather and about the government and about the corn blight and about, well, about lots of things. But mostly he worried about "the younger generation."

That can be pretty time consuming, if you put your mind to it. And frustrating, too.

LOOK AT THAT LONG HAIR. Look at those crazy clothes. Dig that (ooohs!) unconscionable display of affection . . . and in public! Girls and boys . . . who can be sure? . . . walking along the street, barefooted, holding hands, laughing, tossing their long hair, so long, sometimes, they can hardly see. But obviously having fun . . . when they should be thinking of serious things . . . and worrying.

And then a wonderful thing happened to this worrywart. He went on a bus tour to Washington with some 50 Illinois teenagers, winners of contests sponsored by various Illinois electric cooperatives. The youngsters mostly wrote essays about how their electric cooperatives helped their communities, how they served their members, how they labored effectively to make their service areas better places to live in, how they joined efforts to make them more beautiful, how the cooperatives were simply, and sincerely, interested in helping people.

AND DO YOU KNOW that collection of youngsters turned out to be pretty smart. They wrote and wrote and wrote about their cooperatives and they came up with the most surprising, and interesting, information. One girl (from Rural Electric Convenience Cooperative Co.) even played the role of a reporter, interviewing leaders and others in her community concerning their views of their cooperative. She got some fine material. And she wrote it beautifully.

So these young people won expense-paid trips to Washington. At first when they boarded their buses at the Association of Illinois Electric Cooperatives headquarters in Springfield they were a little subdued. They didn't know what lay ahead. For some it was the first time away from home, and for many it was the first extended trip outside Illinois. So they played it cool . . . polite, quiet, a little reserved. But their eyes sparkled brightly and occasionally a quick smile lit their faces. There were flashes of lively personalities that were being held firmly in check.

That reserve carried over for a time as the buses sped toward Washington. Then the ice melted, gradually. After a while a girl began to sing softly to herself. Her neighbors gradually joined in and soon the sound filled the air and competed with the hum of tires and the big diesel engine.

THEN, EVENTUALLY, came Washington, said by some to be the most influential city in the world.

And these teenagers were about to meet some of the most influential leaders in this huge and sparkling city. These leaders would talk quietly and earnestly with the young people. They would ask—and answer—questions.

The youngsters were impressed with the government officials. And the officials were impressed with the teenagers.

But, you say, these neat, well-dressed, beautifully mannered young people aren't like those long-haired kids. Not exactly. But they have an understanding and tolerance for each other.

And, anyway, that worrywart we spoke of is, for the moment, a worrywart no longer. He feels fine. He thinks the younger generation is wonderful . . . and because of them, the world is bound to be a better place. We hope you feel better too.

# Awaiting You In

*For information about the quiet, inviting southern Illinois beauty spots on these pages, and many other charming retreats when you can "get away from it all," write Shawnee National Forest, Office of the Supervisor, 317 East Poplar Street, Harrisburg, Illinois 62946. You'll be delighted with the helpful maps and other materials you'll receive about sightseeing, camping, fishing and vacationing, almost in your own backyard.—The Editor.*

**By John F. Temple**

Those who know it best say the 242,000-acre Shawnee National Forest in southern Illinois is one of the most beautiful areas of all the mid-west, with giant forest trees, amazing rock formations, quiet streams and valleys, beautiful lakes stocked with fish—and hundreds of camping pads, with more on the way.

Charles J. Hendricks of Harrisburg is the forest supervisor and he says Shawnee National Forest is helping bring greater prosperity through tourism to Southern Illinois. It's also bringing great joy to visitors and area residents alike.

VISITORS such as Mr. and Mrs. E. C. Ackerman of Decatur can stroll quietly through the forest and, with delight, spot one or two friendly deer scampering just ahead, frequently stopping to watch the visitors from behind a thicket.

"The deer really aren't afraid at this season," explained Ronald Abraham of the forest service. "They know this isn't the hunting season. And they're naturally curious. Just watch, but don't disturb them."

THE BEAUTIFUL forest is changing—for the better.

In recent years workers have built about 600 wild-life ponds, ranging in size up to about two acres. They're in quiet, beautiful woodland settings and the larger ones have been stocked with fish.

Joe Bryan of Carrier Mills said he often comes to the area for fishing. He has good luck, too. "I lived in these parts as a boy," he said "and helped my father haul water from Bell Smith Springs during dry weather. The water was deep and cold. Still is. Beautiful."

"It's a strange thing," said Ackerman. "My wife and I are here for a brief vacation. We come often and we tell our central and northern Illinois friends about southern Illinois and its Shawnee National Forest. But most of them haven't learned yet how nice it is. They will."

JERRY L. CLUTTS, district ranger from Vienna, agrees the change is in progress . . . and that it's about time.

He grew up in the area, obtained his degree in agriculture with a major in forestry from Southern Illinois University at Carbondale, has worked for the National Forest Service in seven states—and likes southern Illinois best.

"I like everything about it," he said with a quiet smile, "the beauty, the climate, the change in seasons and the friendly people.

"My wife and I have joined the Lake of Egypt Country Club on the lake owned by the Southern Illinois Power Co-operative of Marion. It's a good club and getting better. I could play after work—but during the summer rangers usually are too busy, and that's no



Rough steps, cut through solid stone, lead down, down to beautiful Bell Smith Springs in the Shawnee National Forest not too many miles south of Harrisburg. Otis Hickey of Southeastern Illinois Electric Cooperative, Inc., Eldorado, steps carefully.

# Southern Illinois

complaint! We like our work."

CLUTTS is responsible for 90,000 acres in the forest. There's plenty of work to be done.

At beautiful Lake Glendale (you really should visit it!) the ranger watched briefly as a group of Job Corps men from the corps unit at Golconda quickly went about the work of renovating an attractive shelter, fireplace and all, built during the depression.

J. T. Long, union carpenter instructor, looked with pride at the work his young men were doing.

"These fellows come from Detroit, Chicago, East St. Louis, all over . . . everywhere," he said. "Some had never been in the country. They had no skills. But they're part of a pre-apprenticeship program of the union. When they finish their training here they'll get jobs in their hometowns with a construction union."

Long watched his men installing a new roof, rafters, bracing, building. "This shelter has served one generation," he said. "Soon it will be as good as new. It will last probably another 50 years. It will provide a lot of shelter, a lot of pleasure."

CLUTTS WAVED goodbye and moved on. At another location John Lentz, John Lewis and others, part of the Illinois Farmers Union-Operation Mainstream, a government project, were cutting grass that couldn't be reached by mowers.

"These men are great," he said. "They're doing an extremely valuable job of helping maintain and beautify the national forest. I'm proud of them."

Earl A. Pate of Eldorado is the Illinois director of Mainstream.

John Lentz took up the story. "Most of these Mainstream men are unemployed or unemployable," he said. "In this particular group most are in their mid-50s to close to 70. We do some improvement work in towns like Golconda and Eddyville and at some of the forest camping spots. We maintain a lot of the forest signs. We take pride in our work and I think we do a good job."

ROGER C. LENTZ, manager of Southeastern Illinois Electric Cooperative, Inc., of Eldorado and, in his quiet way, one of the top boosters of Southern Illinois, pointed out that electric cooperatives serve most of the national forest area. They make possible hot and cold showers in many locations and lights for camping areas and power for television and even air conditioning.

Electric cooperatives, he has pointed out—not only Southeastern but also Southern Illinois Electric at the very tip of the state and Egyptian Electric Cooperative at Steeleville—constantly are seeking ways to improve the southernmost area of the state. They believe this to be the garden spot of the mid-west. They want not only hundreds of thousands of visitors to enjoy the area every year, but literally millions. And so they pass the word at every opportunity.

"Come visit us," says R. T. Reeves, manager of Southern Illinois Electric Cooperative at Dongola.

"You'll be making an awful mistake if you overlook Southern Illinois when you're planning your vacation," says R. S. Holt, manager of Egyptian Electric.

See what we mean?

Why don't you write the Shawnee National Forest, Harrisburg, today, for details on where to go and how to get there? You're in for a treat.



Jerry L. Clutts, district ranger, Vienna, unhappily removes a waste beer can from a beautiful Shawnee National Forest stream in Southern Illinois. Visitors MUST learn to help keep nature beautiful.



Roger C. Lentz, manager, Southeastern Illinois Electric Cooperative, Inc., Eldorado, is proud of scenic southern Illinois. Annually visitors come by the thousands from throughout the mid-east—and even more distant points.

BELOW—J. T. Long, union carpenter instructor, says young Job Corps men such as these do great work in Shawnee National Forest, learn skills that will earn them goods jobs. He's proud of them.



# Lakeside Living Is Relaxing

Take 600 acres of adjoining farmlands owned by several electric cooperative members. Mix with numerous neighborhood meetings, proper planning and favorable cooperation. The result: 550 home sites, a 250-acre lake, an 180-acre 18-hole golf course and a superb supper club.

Such was the success recipe for the rural development of Little Swan Lake near Avon, an area served by McDonough Power Cooperative, Macomb.

The lake, midway between Macomb and Mommouth, provides facilities for boating, fishing, swimming, water skiing, golfing, dining and just plain fun and relaxation.

LITTLE SWAN LAKE is but one of many lakeside residential areas springing up throughout areas served by Illinois electric cooperatives. More than ever, increasing numbers of people wish to build summer or retirement homes on lakeside sites offering recreational facilities. And Little Swan Lake does just that.

In addition to the facilities, the resident - management - ownership group maintains a controlled environment. Homes must be of a size and architectural design appropriate to the natural surroundings to preserve the natural beauty of the area.

"IT'S A JOY," said Mrs. Leo Watkins of Roseville r.r. 2, a Little Swan Lake incorporator, "to see this project grow and to watch people come here to relax and have fun.

"But the greatest thing," she added, "is to know that we did it without borrowing one single penny



Robert E. Pendell, sales and service adviser for McDonough Power Cooperative, admires the view from the yard of an all-electric home at Little Swan Lake.

from the government."

And there was a lot of expense—and still is—in developing the area.

"The dams and roads," said Herbert Wilkins, president of the Little Swan Lake board of directors and an incorporator, "cost us \$300,000, and since the construction was started in the summer of 1965 we've added several thousands dollars more.

"THE MAJOR RETURN on our investment will be from the sale home lots which will be used for immediate living, retirement or investment property.

"Approximately 300 of our 550 lots have been sold with a fourth of the sales being to area farmers and Avon businessmen. We've had good reception from the community, and outstanding cooperation."

In speaking of community cooperation Wilkins praised four area banks (which provided the \$500,000 capital funds), personnel of the McDonough County Soil Conservation District who helped plan the complex and McDonough Power Cooperative which agreed to the installation of underground distribution.

The many miles of underground

wiring aid in the enhancement of the area and bring electricity to the newly-constructed homes—some of which are all-electric.

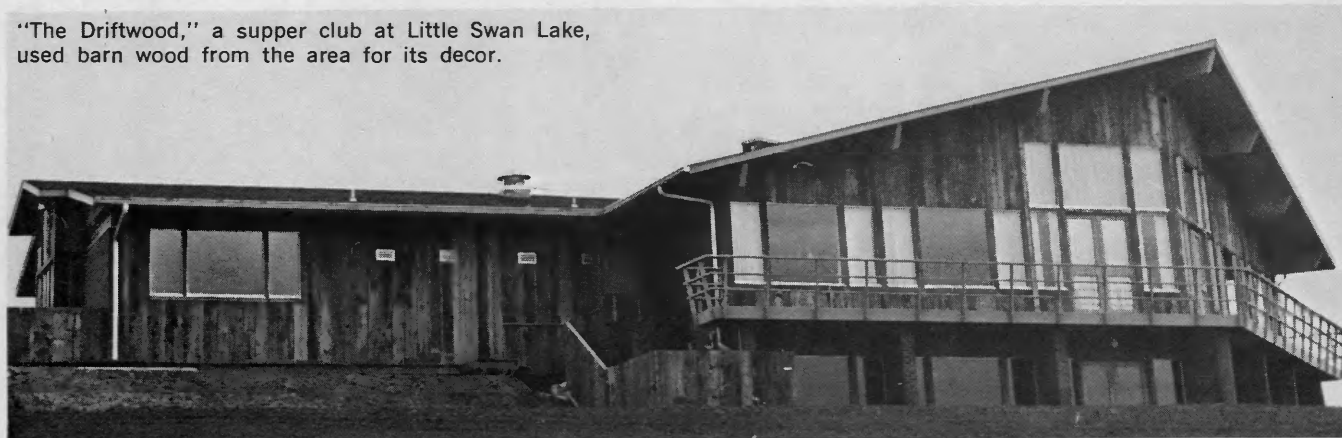
WHILE TALKING with Robert E. Pendell, sales and service adviser for McDonough Power Cooperative, Mrs. Larry Milhouse said, "We enjoy all-electric living and wouldn't go to anything else. We're not worried about the loss of power because we've found that the electric cooperative gives reliable and efficient service.

"We moved to Little Swan Lake," she added, "because of the fresh country air, the facilities and the attractiveness it offers."

Many other families have the same thoughts. New lot owners come from larger cities—such as Peoria, Galesburg, Moline and Chicago—and even from out of state—Missouri and Iowa.

"We're proud of our electric cooperative members," said Arthur H. Peyton, manager of McDonough Power Cooperative, "who have worked hard in developing Little Swan Lake. Their effort and determination have created a valuable asset to our area and for the State of Illinois."

"The Driftwood," a supper club at Little Swan Lake, used barn wood from the area for its decor.



# Farm Museum Offers View of 'Lost' World

Visit the Ropp horse farm and museum ten miles north of Geneseo, west of Moline, and you'll step into an amazing world of yesteryear. You'll leave the busy, too often frustrating world of today behind and wander through what many visitors describe as the most fascinating farm museum in the land.

It may not be quite that great, but Mr. and Mrs. Carl Ropp, owners, won't argue the point. Thousands of visitors each year come away with a charmed view of the past, always with a new appreciation of the craftsmanship and ingenuity of our pioneers—and sometimes with new respect for the present.

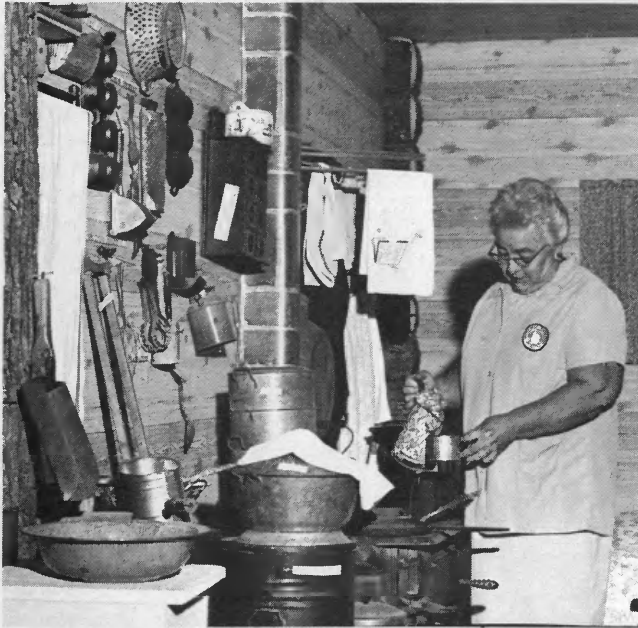
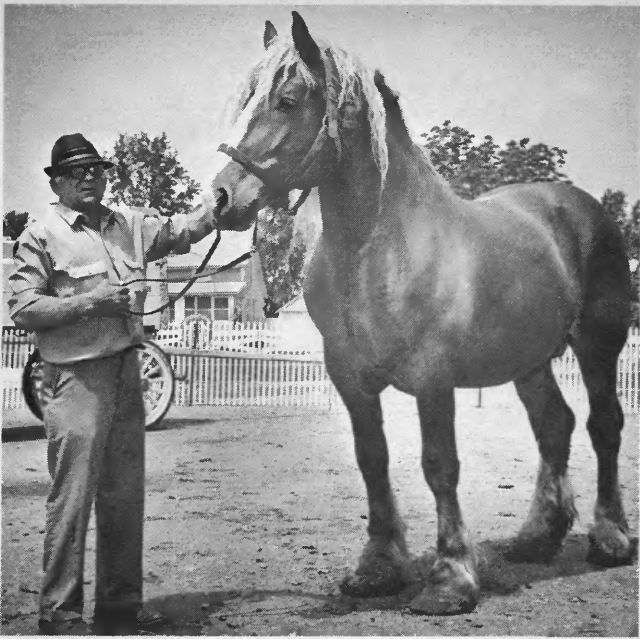
How many items does the spacious, attractively lighted museum contain? "Who knows?" answers Mrs. Ropp with a happy smile. "We've been too busy to count. But there are thousands—some of them quite rare."

Mr. and Mrs. Ropp must love people, for, although they operate a 560-acre farm they always seem to have time to show visitors through their museum. Many are youngsters coming in school groups from near and far. Frequently teachers, who have visited the museum previously, prepare the children for what they'll see by discussing pioneering times during class periods.

But one major attraction has nothing to do with history, really. It consists of some of the finest Belgian draft horses to be found in this country. Ropp drives a sensational 12-horse hitch in parades at Chicago, Milwaukee and elsewhere—including numerous fairs, centennial celebrations and other special events. He exercises complete control over his huge horses although some weigh in the neighborhood of 2,300 pounds—and he weighs only 150.

The Ropp museum and horse farm are served by Farmers Mutual Electric Company, described by the Ropps as "a great organization, owned by its members."

Ropp told Morris C. Deul, cooperative manager (pictured lower left with Ropp), that his electricity bill amounts to about \$100 a month. "It's a real bargain," he added.



# Co-ops Bridge Rural-Urban Gap With Rep. Mikva

By June K. Kraeff,  
Associate Legislative  
Representative, NRECA

Of all the magnificently-engineered bridges which are constructed in modern-day America, the hardest to build are those which bridge existing gaps in understanding in this country.

In mid-April, Illinois Representative Abner J. Mikva, who represents an urban and suburban Chicago congressional district, participated with the farmers and ranchers of western Nebraska in a unique rural-urban exchange program aimed at bridging the communications and understanding gap between rural and urban America.

At the invitation of Panhandle Rural Electric Membership Association, headquartered at Alliance, the Chicago lawmaker spent a day in Panhandle country, touring the cooperative's ten-county service area and visiting with its farmer and rancher members. Following the tour, he addressed the Panhandle membership meeting on the subject of "America's Problems as Seen from the Cities—An Urban Congressman's View."

IDEA FOR BUILDING this communications bridge between city and farm came from the NRECA Committee for Low-Cost Capital for Rural America. Its recommendation was translated into action by Panhandle REMA Manager Paul Phaneuf and the cooperative's legislative leader, Robert Messersmith, working with the Association of Illinois Electric Cooperatives and National Rural Electric Co-op Association.

In planning for Representative Mikva's visit, maximum priority was given to informal discussions between the urban Congressman and area farmers and ranchers, who were urged to "tell it like it is" in rural America.

They did . . . and he listened, questioned and joined in the search for answers to the problems of low wheat prices, high machinery costs, import and export programs and the out-migration from rural Nebraska as farms become larger and farmers fewer. The drive from farm to ranch in Panhandle country offered visual proof of the problems of rural America, as Rep. Mikva saw



During a visit to rural Nebraska, Chicago Representative Abner J. Mikva was given a western hat by his host, the Panhandle Rural Electric Membership Association, and a commission in the "Great Navy of the State of Nebraska." From left are Dick Wilkerson, general manager, Nebraska Rural Electric Association; Leon Ditsch, president, Panhandle REMA; Representative Mikva and Paul Phaneuf, manager, Panhandle REMA.

the abandoned farmhouses and mile after mile of electric line climbing the sandhills without a consumer in sight.

In turn, Panhandle members listened attentively as Representative Mikva detailed the problems of the inner city—"too many people too close together, with too few jobs and too few dollars to go around."

In short, he said, "city life, like rural life, has become economically unfeasible for a growing number of people."

REPRESENTATIVE MIKVA identified the root problem as "man's inhumanity to man—our collective and individual inability to live with fellow men who are different from ourselves."

He added: "The manifestations of this core problem—poverty, crime, poor schools, economic instability, unemployment—which we tend to think of when we talk of rural and urban problems, will not be satisfactorily resolved until we learn to live together."

To this end, he urged that urban and country people "start looking at each other's problems and start working together."

"THIS COUNTRY has always made progress when urban people and rural people worked together," Representative Mikva pointed out. "Look back at the New Deal, the populist movement, the great pub-

lic improvements programs of this country—at each of these time we've moved forward because people who lived on the land and people who lived in the cities have recognized that their lot is in common and that if they were going to solve their problems, they must solve them together."

The Chicago Congressman's day in western Nebraska has come and gone, but the rural-urban communications bridge which was built there will stand for many years to come.

Referring to his visit to Panhandle REMA in a recent speech in the House of Representatives, Representative Mikva stated: "I recently had the good fortune to visit Alliance, Nebraska, where I addressed a group of ranchers and farmers. My remarks were confined to the many problems confronting the cities, and I hope I was able to modestly increase their understanding of the urban crisis. But I received more than I gave, and I was reminded that while the urban environment is deteriorating today, life on the farm is pretty grim, too. Both the farmers and city dwellers alike must realize this fact."

His conclusion: "A continuing deterioration of our farms will signal the decline of our civilization as much as will the death of our cities. Something must be done to reverse the trend in both the town and country."



# Giant Illinois State Fair Will Draw Thongs Aug. 13 Through 22

A million people, coming from virtually every state and from several foreign countries, are expected to visit the huge 1971 Illinois State Fair August 13 through 22.

Young and old, they'll come streaming into Springfield for fun, excitement, entertainment — and even for education. They'll find them all.

Fair Manager Thomas B. Evans called this year's presentation "undoubtedly the largest agricultural and livestock fair in the entire world."

Earl R. Schwiekhard, assistant manager, said one major change this year will be a splitting of the beef and dairy shows. Beef cattle will be shown the first five days and dairy cattle the last five. Thus visitors on any day will view some of the finest livestock in the world.

ELECTRIC COOPERATIVE members will be particularly interested in exhibits showing the latest in uses of electricity, "man's great servant."

"We're stressing electrical exhibits of all kinds," Schwiekhard said, "because electricity is being used more and more on the farm as well as in the home."

There'll be plenty of activities for young people, in addition to their showing of livestock. "Young people today have a tremendous range of talents," Schwiekhard said. "We're encouraging young people to perform at various stations around the grounds. This was done some last year but this summer we're adding more stages and giving this greater attention. We've been surprised at the amount of talent that's available."

Schwiekhard is one adult with no lack of faith in young people. "We never have trouble with them," he said. "They're great. They're busy. They're interested—and interesting. We want them to participate in the fair, not just watch."

BUT THERE'LL be plenty to watch . . . so much, who can list it all?

Famed Doc Severinsen of the "Tonight Show" will bring a fast-paced program to the grandstand on Friday night, August 20. It will feature his "Now Generation Brass" and the "Brothers and Sisters" singing and dancing group.

You don't like Doc? Then listen to Lawrence Welk, master of "Champaign Music" and his troupe

of 40 entertainers from his TV show. They'll be on stage the evenings of August 21 and 22.

You can hear the Grand Ole Opry Spectacular and the Nashville Sounds of Gospel and Spiritual Music, too. Opry on the night of August 19, the gospel and spiritual singers August 18. Music will fill the air!

THE PAT BOONE Family Show "Just for You," along with the Oak Ridge Boys is set for the night of August 17. The Boone show includes his wife, Shirley and four teenage daughters. The Oak Ridge Boys are a gospel quartet and GRAMMY award winners this year.

Merle Haggard, winner of the Country Music Association "Entertainer of the Year" and "Male Vocalist of the Year" awards, will appear the night of August 16 along with his wife, Bonnie Owens and his band, the Strangers.

THE FAMED RED SKELTON Show will be the Saturday evening grandstand performance on August 14. He's billed, at his own request, as "one of America's clowns" but Fair Manager Evans observes that "Red Skelton is even more; he's a comedian, a wit, and an intensely reflective entertainer and he remains the world's greatest clown."

And on Friday, August 13, the first day of the fair, a Canadian group, The Guess Who, will headline Young American Day entertainment at the evening grandstand show. This is a rock group with six gold records to their credit plus several major albums.

EVANS SAID this overall program entertainment provides at least one night of major name talent for all fairgoers, despite their far-ranging tastes.

All this array of talent, however, merely brushes the surface of state fair entertainment. There's the tremendous professional International Rodeo Association Championship Rodeo in the Coliseum Wednesday, August 18 through Sunday, August 22.

And there will be three days of USAC auto racing this year featuring USAC championship midjet races Friday, August 20, USAC late model stock races Saturday, August 21, and the USAC 100-mile championship race for big cars on Sunday, August 22, closing day.

And there will be, of course, lots more, including a free circus.



Countless thousands of youngsters, some a bit apprehensive, will visit the 1971 state fair in Springfield Aug. 13 through 22.

# Communication Is Essential To Co-op Success

By Don Hecke

AIEC Information Director

A key to cooperative success is through a continual upgrading of communication methods to maintain an informed membership.

This was the summary of a recent North Central Member Relations Conference—"Communicators Working Wheels"—at Rockton. Nearly 150 people from 14 states attended.

The conference was sponsored by the American Institute of Cooperation and USDA's Farmers Cooperative Service, with Illinois Cooperatives, including the Electric Cooperatives of Illinois and the St. Louis Bank for Cooperatives as hosts.

**SPEAKER AFTER SPEAKER** emphasized that cooperatives will have to adapt to modern methods of communications to compete effectively and continue to exist over the long haul.

Orion Samuelson, WGN's radio farm director, Chicago, said, "Communicating effectively includes communicating about all aspects of cooperative life."

Samuelson's agricultural and rural-oriented news presentations are continually rated among the most-listened-to programs on radio. "We believe people listen because we present meaningful news in an interesting fashion," Samuelson said.

But the news has to be gathered and put together in understandable terms, according to Samuelson. This is where cooperative member relations personnel come in. Through an understanding of the purposes and values of the communications media, they can assist in preparation of material and contribute to getting the cooperative story across, he explained.

Communication is also advertising. So said a representative of a leader in its field, Land O'Lakes, Inc. "A comprehensive advertising program, promoting your products or services, is essential if you are to compete in today's marketplace," said William Kerkvliet, Land O'Lakes vice president from Larchwood, Iowa.

"**PRODUCTS AND SERVICES** are of no value if you cannot sell them, and you cannot sell them without advertising," Kerkvliet em-



Discussing communications are, from left, Lowell R. Riffey, M.J.M. Electric Cooperative's member services director; C. M. Anderson, electrification adviser, Eastern Illinois Power Cooperative; Dr. Vernon Schneider, American Institute of Cooperation president and Dr. R. L. Kohls, Purdue University's dean of agriculture.

phasized. "In the long haul, the cooperative which maintains its image before its members and the general public is the cooperative that will survive."

Dan Lehmann, national president of the Future Farmers of America, Pleasant Plains, said, "Many young people really do not know about cooperatives. Information about the values and services of cooperatives and cooperative people must be told—year in and year out—to each generation."

Ray Elliot, University of Illinois' associate director of athletics said, "Cooperatives face challenges, but in meeting them we need to return to practicing a number of ageless virtues—to have love, pride, dedication and a will to succeed in our hearts—and to have no fear of expressing these virtues in our actions."

William V. Thomas, Wisconsin Electric Cooperative general manager, said, "Cooperatives cannot grow if they maintain a 'closed board of directors'—member needs cannot be met through the present process of electing the same members over and over when in fact they do not represent the needs of a membership that is no longer farmer-oriented."

R. L. KOHLS, Dean of Agriculture, Purdue University, issued a challenge:

"Dramatic new mental and innovative activity on the part of our leadership is essential if cooperatives are to become a dynamic force

in the farm-food business picture. Or we can continue to drift along, playing the kind of roles we now play, make big noises about our roles and continue to do little."

"Cooperatives must continue to inform an ever-changing membership of the basic cooperative principles upon which it was organized," said Dr. George M. Beale, chairman, Department of Sociology and Anthropology, Iowa State University. "No one can really afford to 'drift along' in today's world," said Brad Quincy, FS Services, Inc., member company sales director, Bloomington, and program committee chairman for the conference.

"Continual upgrading of communications with our members," he said, "has been worthwhile for all concerned. And a look at a successful cooperative will also be a look at one with a continually upgraded communications program."

\* \* \*

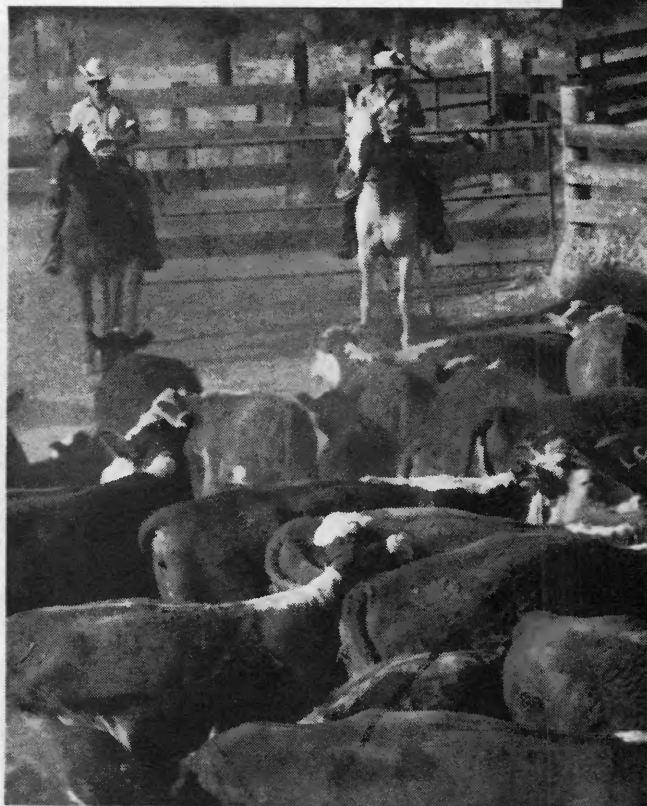
## BAD ENDING

A young chaplain, new with the prison system, was sent to console an inmate soon to be electrocuted. As the prisoner was being led to the chair, the flustered chaplain, not wanting to say, "Good-bye," which sounded terribly final, or "see you later," which really wasn't what he wanted, finally he said to the condemned man, "More power to you!"

\* \* \*

Every man needs a wife. Many things go wrong that can't be blamed on the government.

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# Co-op Know-how, Efforts Build Areas

The following article on rural electric cooperatives appeared in the May 28 issue of *The Wall Street Journal* and attracted national interest. Area development of Clinton County Electric Cooperative, Breese, was noted. The article is reprinted by special permission of *The Wall Street Journal*.

By James C. Tanner

Staff Reporter of

THE WALL STREET JOURNAL

Lafayette, La.—An aggressive new business is beginning to surface in small-town America. It is called a rural electric cooperative.

By name at least, the nonprofit consumer-owned co-ops known as rural electrics are oldtimers. Farmers started them in the 1930s with 2% loans from the Rural Electrification Administration. They drove the kerosene lamp from the countryside, only to find that more than bright lights were needed to keep people down on the farm.

But now the rural electrics are making a comeback—by shedding the farmer image and by becoming activists in their communities.

This new approach by the rural electrics has made a homeowner out of Rodney Savoy. The 23-year-old truckdriver from nearby Scott, La., had given up on getting a home loan until he attended one of the meetings on housing being held in this area by Southwest Louisiana Electric Membership Corp., or Slemco, of Lafayette. The co-op steered him to the Farmers Home Administration for financing and told him how to apply. Mr. Savoy now is building a three-bedroom brick house.

Thanks also to Slemco's efforts, a new school for mentally retarded children is being built in the little town of Iota. At the town's request, Slemco helped Iota make a pitch in the Louisiana legislature for the school.

## BOOSTS PLANT, HANDLES HIRING

The Lafayette co-op gets considerable credit, too, for a yarn products plant under construction at Martinville. The plant will provide 1,000 jobs for the area, reports U. J. Gajan, general manager of Slemco. He should know. After helping St. Martinville get the new industry he sent Slemco staffers to the town to

screen job applicants for the plant.

Around the oil fields, rice paddies and crayfish and catfish farms of Cajunland — this French-speaking part of south Louisiana — Slemco is considered somewhat of a swinger. Its annual meeting of consumer-members draws more than 10,000 and is considered one of the biggest fetes of the year in Lafayette.

Slemco isn't a typical co-op. With 38,000 consumer members, it is one of the largest, if not the biggest, in the nation. But its change in emphasis to community development is being shared increasingly by the other rural electrics.

THE CO-OPS are sponsoring and promoting, and in some cases building, new houses, schools, parks, golf courses, swimming pools, hospital, resorts and factories in the rural areas. Samplings of scores of the nation's 1,000 rural electrics indicate that at least three out of every 10 are involved in such non-power projects in the regions they serve, and the trend appears to be snowballing.

"We've got to make the rural areas more palatable to stop the mi-



Robert W. Vander Pluym, left, and Joseph H. Heimann are among Clinton County Electric Cooperative personnel who have supported projects of importance to the broad area served by this member-owned organization. The picture was used in the IREN's March issue. It featured the cooperative's efforts to acquire additional doctors in its area. (The photo was not a part of the *Wall Street Journal* article.)

gration to the cities," says W. V. Thomas, general manager of the Wisconsin state association of rural electrics.

Growing evidence suggests the migration already has stopped and perhaps reversed. With new highways and the clean air of the countryside beckoning, more urbanites are moving to smaller towns and commuting to jobs in the cities. Many others are building weekend and vacation homes in the rural areas. "Everybody wants his five acres in the country," says a Texas co-op official.

Obviously, the rural electrics are beginning to benefit. Nationally, these co-ops have 6.5 million meters linked to their lines and are expected to add at least 150,000 more this year. More than half of the 20 million to 25 million people provided power by the co-ops, based on four persons per meter, already are "non-farm" (electricity users who may live on the farm but don't make their living there), and seven out of eight new customers of the co-ops fall in this category.

The metamorphosis in membership rolls is reflected in part by the changing attitudes of the co-ops. "To say we took the lantern off the farm means nothing to most of our members now," says Ronald J. Knouse, manager of member and community services for Blue Ridge Electric Membership Corp., Lenoir, N.C. He notes that only 10% of Blue Ridge's customers derive most of their income from farming today, versus 90% 25 years ago.

Even so, the so-called investor-owned and municipal power companies are continuing to cut into the territories of the co-ops, leaving many of them only with still-sparsely settled regions. And many of the residents of these regions are among the nation's poorest.

## UNIQUELY EQUIPPED CATALYSTS

An estimated 14 million impoverished Americans live in the rural areas. Some 50% of all rural housing is said to be substandard, compared with an estimated 14% in urban America. One South Carolina co-op surveyed just one of its counties and found that 40% of the 7,000 houses had no toilet facilities.

Armed with such evidence, South Carolina's rural electrics are launch-

ing "Stand Tall" programs throughout the state to develop jobs and job training and to provide housing, water and sewer systems, schools and recreation for the rural poor. "These are the people who would go on to the slums of the cities if not helped and become dope addicts," says a spokesman for the state's electric cooperatives.

The co-ops have their own interests at heart, of course. J. U. Gajan II, director of power sales for Slemco, notes that the co-ops can increase their electricity loads by improving the lot of their customers. "We're not really looking at it moneywise—it's hell to be poor—but if we can move someone from a \$2 a month house to a \$5 a month (electric bill) we're helped too," he says.

Whatever the motive, the rural electrics appear to be uniquely equipped to become catalysts for a turnaround in rural America. "The co-ops, usually the largest single business organizations in their communities, have a corporate citizen interest in this whole matter," says Robert D. Partridge, general manager of the National Rural Electric Cooperative Association. "Many millions of future Americans," he adds, "are going to have to have jobs and live in what are now rural areas. The cities can't absorb them, and the co-ops need these additional consumers to offset their loss of farm consumers."

#### A PUSH IN HOUSING

Other observers agree. "It's the greatest development idea beyond the city limits," says David A. Hamil, administrator of the Rural Electrification Administration, which still provides financing of around \$345 million a year to the co-ops but only for power purposes. And Congressman Wright Patman of Texas told the co-ops at their recent Dallas convention: "Slowly we are making headway in this area, but the rural electric cooperatives must still provide the nucleus of any new efforts to revitalize rural communities."

If anybody's unhappy about the co-ops' expanded activities, in fact, it's mainly the investor-owned utilities who don't get the benefit of low-cost government loans for their power facilities. Utility executives grumble that if they were able to get 2% loans, they, too would have more profits left over for community development activities.

THE BIGGEST PUSH by the co-ops is in housing. Their national association lobbied through Congress a liberalization of lending policies as well as additional funds for the

Farmers Home Administration. On the home front, the co-ops began vigorously rounding up home-buyer prospects to use up the \$1.5 billion the Farmers Home Administration has available this fiscal year.

The result has been a flood of home-loan applications into understaffed FmHA offices. Mills J. Vautrot, assistant county supervisor for the FmHA office in Lafayette, says he is closing twice as many housing loans this year.

Many co-ops have begun helping process loan paperwork for the FHA. A North Carolina rural electric hired an additional man for this purpose. Some co-ops have put on, or at least assigned, as many as four staffers to handle FmHA loans. At Jackson, Ga., the co-op's "Power-Use Organization," wives of consumer members of Central of Georgia Electric Membership Corp., has made housing its club project this year. "By financing homes for them, we can hold people in the country and keep the poor devils out of the city," says Robert F. Armstrong, manager of the Georgia co-op.

Some co-ops are going even further on housing. Wisconsin's rural electrics set up a state-wide housing cooperative that is using government grants and loans to construct homes for the rural poor. Similarly, at Wiburton, Okla., a nonprofit housing co-op recently established by Kiamichi Electric Cooperative is constructing more than 600 homes for low-income families. It is so coincidental, the co-op says, that the houses are all-electric.

But houses alone aren't enough, the co-ops figure. So they are pressing for some amenities, too.

In Texas, the rural electrics have helped establish several hundred water districts and are involved at the moment in developing LBJ State Park, named after the former President. In New Mexico, electric co-ops rode to the rescue of a narrow-gauge railway abandoned by the Denver & Rio Grande Western Railroad. A resulting two-state joint venture began by New Mexico's rural electrics has salvaged a 67-mile stretch of scenic route in Colorado and New Mexico. It will be reopened this summer for tourists and narrow-gauge railroad buffs.

CLINTON COUNTY Electric Cooperative at Breese, Ill., helped establish a junior college at nearby Centralia and then got behind community campaigns to improve medical facilities. One of the co-op's officers headed a financing

drive that resulted in a new 100-bed hospital. Now he directs a group that's trying to bring in more doctors and nurses. The organization already has netted one new doctor with its campaign this year.

#### PLUGGING RURAL VIRGINIA

Jobs are important, too, and that's why the co-ops are hustling for new industries for their areas. Earl J. Shiflet, executive manager of Virginia's statewide association of electric cooperatives, now spends half his time making speeches in the cities to plug the industrial attractions of rural Virginia.

North Carolina's Blue Ridge Electric says it has brought nine industries to its area in the past 12 months. They include textile, woodworking, metalworking and furniture plants and provide 1,200 jobs.

At Medford, Wis., Taylor County Electric Cooperative puts up seed money to get new industries started. It's also keen on airport improvements, perhaps because its 68-year-old manager, Charles B. Berglund, Jr., got his pilot's license last November.

Georgia's statewide co-op association recently hired an industrial-development specialist who's trying to fill the state's empty buildings with new firms. "Cotton is dead," says a spokesman for the Georgia co-ops, "and there seem to be a lot of vacant warehouses."

Eastern Main Electric Cooperative parlayed a vacant warehouse, its own, into a thriving new industry for Calais, Maine. The industry, a shirt factory, did so well it has moved into its own new plant. Now the co-op is trying to get someone else to occupy the warehouse, and a winemaker and a paint-brush manufacturer have expressed interest. "This is the grass roots," says Robert V. Clark, manager of the co-op, adding: "If it doesn't start here, it doesn't start."

\* \* \*

#### NO JOKE!

The old-timer had been sick in bed for weeks. The local doctors had been unable to help or even diagnose his ailment. The old codger insisted he didn't need anybody's help but despite his protests, specialists were called in. When they left, his relatives asked the old man what they said.

"I told you I'd be all right," he said triumphantly. "Oh, they used a lot of big words and all, but they finally said there was no use worrying about what it was just now; the autopsy would tell them everything they wanted to know."

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## • "Tower-Ful" Item

RCA's "Tower-Ful" clock radio is designed for a minimum space, measuring just a four and half inch square and nine and a half inches high. The FM/AM unit has wake to music or a buzzer alarm. A sleep switch turns the radio off at a pre-determined time. Hard to awaken sleepers can take advantage of its drowse alarm feature. The optional retail price of the clock-radio is \$49.95.



## • Combination Unit

The Kenmore "Washer 'n Dryer" combination from Sears has seven washing cycles and provides safe drying temperatures for all fabrics, including an "air tumble cycle" for sheer items. It shuts off automatically. It is designed for apartments or homes with space limitations and eliminates transferring wet laundry to a dryer. Retail prices range from \$399 to \$519, depending on model selected.



## • Microwave Oven

A new portable electronic oven by Admiral utilizes microwave energy and supplements present day conventional ranges. A six pound roast beef can be ready to serve in 30 minutes instead of the normally four hour cooking. Features of the \$450 115-volts oven are precision timer, protective door latch and a see-through door window and screen.



## • Therm-O-Wall Variety

Whirlpool's Therm-O-Wall units provide a variety of combinations in cooling and heating. With a compact design some models will fit flush when placed in any standard 14 inch concrete block and brick commercial wall. Comfort Guard control gives ideal temperature control and eliminates coil ice up. BTU ratings range from 8,500 to 13,500, depending on model.



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Awhile*

### TOO LATE

The man in the upstairs apartment yelled to the man downstairs: "If you don't stop playing that clarinet, I'll go crazy."

"Too late now," the other fellow yelled back. "I stopped playing an hour ago!"

\* \* \*

### HE'S A GIRL!

The clergyman was talking with the parents before he baptized their infant.

"Think of the future that lies before this child," he said. "He may become a pastor like myself, or, perhaps, a gallant airman or sea captain. Who knows—he may even become President! Think of the joy that will be yours guarding him, watching his career. Now what name did you say?"

The mother replied timidly, "Mary Jane."

\* \* \*

### DECISIONS, DECISIONS

A tramp came to a farmer one day and asked for a little work. The farmer said, "you go down to the basement. There you will find a number of potatoes. I want you to put them into three piles. Put all good ones in one pile, all of the bad ones in another, and then in the middle, you can put those that are just half good and half bad."

About an hour later the tramp said to the farmer, "I don't want the job. It drives me crazy making decisions."

\* \* \*

### NO GENERATION GAP

"Hi Ho, Mommie-O," said the teen-aged daughter, trying to appear very cool, "Can't I hit the flicks tonight?"

"What are you talking about?" asked the puzzled mother. "What do you mean 'hit the flicks?' What kind of talk is that?"

"That's just 'teen talk' for going to the movies," the girl explained disdainfully.

"Well, all right, dear," said the mother dubiously. "You may hit the flicks after you spread the bed, scour the shower, and swish the dishes."

### HELPFUL HINT

Little Mary, a first grader, was listening as her older brother talked to some friends about college. They exchanged helpful hints on how to read quickly. Finally Mary decided to give some advice of her own. She announced gravely, "Well, I've found you can read a lot faster if you don't stop to color the pictures."

\* \* \*

### QUOTABLE QUIPS

Every boy should have a pet. A cat, for instance, is always a help when it comes to explaining broken cookie jars.

\* \* \*

Statistics indicate that women make more careful drivers than men. They also make some men more careful drivers!

\* \* \*

The man who remembers what he learned at his mother's knee was probably bent over at the time.

\* \* \*

A groom is a fellow about to discover that where there's smoke there's toast.

\* \* \*

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(More Ads on Page 23)

## Hamil Receives USDA's Top Award

David A. Hamil, administrator, Rural Electrification Administration, recently received the Department of Agriculture's Distinguished Service Award for "exceptional leadership and vision" in administering the REA rural electric and telephone programs.

Hamil was chosen for the award by Secretary of Agriculture Clifford M. Hardin, who also presented the USDA's highest honor to eight other persons.

Hamil was cited "for inspirational and innovative leadership in helping the Rural Electrification Administration and its 1,800 electric and telephone borrowers meet complex challenges arising from the growing service demands of rural people, stricter environmental standards and the intense competition for growth capital."

Hamil, a native of Logan County, Colorado, first became active in the rural electric program in 1939 when he helped organize a section of the Highline Electric Association, an REA-financed electric cooperative at Holyoke.

A cattle rancher, he served in the Colorado General Assembly for 16 years, six years of which as speaker of the House. After his first service as REA Administrator (1956-61) under President Eisenhower, he was appointed director of the Colorado Department of Institutions. Hamil was reappointed REA Administrator by President Nixon in January 1969.

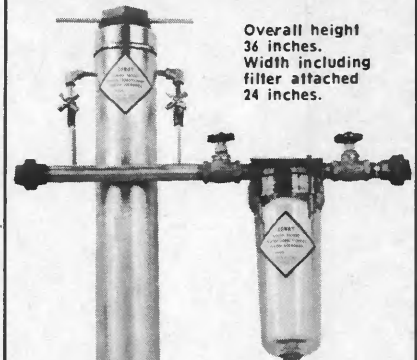


Secretary of Agriculture Clifford M. Hardin, left, presents REA Administrator David A. Hamil with USDA's highest award.

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### SUMMER CRAB ASPIC

- |  |  |
|--|--|
| 2 (7½-oz.) cans crab or<br>1 lb. frozen crab | 4 drops Tabasco sauce                  |
| 1 envelope unflavored<br>gelatin             | 1½ teaspoons prepared<br>horseradish   |
| ¼ cup cold water                             | ½ teaspoon salt                        |
| 1¼ cups boiling water                        | 1 teaspoon grated onion                |
| 1 (3-oz.) pkg. lemon<br>gelatin              | ¾ cup chopped celery                   |
| 2 cups tomato juice                          | ⅔ cup chopped cucumber                 |
| 2 tablespoons vinegar                        | ¼ cup chopped green<br>pepper          |
| 1 teaspoon<br>Worcestershire                 | Deviled Eggs Supreme<br>Chive Dressing |

Drain canned crab or defrost frozen. Reserve several large legs for garnish. Finely slice remaining crab with sharp knife. Soften unflavored gelatin in cold water. Add boiling water to lemon gelatin and softened gelatin, stirring until dissolved. Add tomato juice, vinegar, Worcestershire, Tabasco, horseradish, salt and grated onion. Chill until mixture is consistency of unbeaten egg white. Pour small amount of gelatin mixture in oiled 1½-2 qt. mold. Cut reserved crab legs into chunks, place a few in mold, reserving remaining ones for garnish. Chill mold until almost set. Add finely sliced crab, celery, cucumber and green pepper to remaining gelatin mixture. Pour over crab layer in mold. Chill until firm. To serve, unmold salad on chilled platter. Garnish with crab, parsley and deviled eggs. Serve with Chive Dressing to 6 or 8.

### CHIVE DRESSING

- |  |                        |
|--|------------------------|
| 2 tablespoons freeze-<br>dried or frozen<br>chopped chives | ½ cup mayonnaise       |
| 1 medium avocado   | ½ cup dairy sour cream |
| 1 tablespoon lemon juice                                   | ¼ teaspoon salt        |
|  | Dash garlic powder     |

Peel, seed avocado. Add lemon juice, mash or puree in blender until smooth. Add mayonnaise, sour cream, salt and garlic powder. Blend well. Fold in chives, reserving 1 teaspoon for garnish. Chill. To serve, sprinkle reserved chives on top of dressing, serve with Crab Aspic.

### DEVILED EGGS SUPREME

- |  |                                  |
|--|----------------------------------|
| 6 hard-cooked eggs   | 1½ teaspoons prepared<br>mustard |
| 2 tablespoons freeze-<br>dried or frozen<br>chopped chives | ¼ teaspoon salt                  |
| 2 tablespoons crumbed<br>blue cheese                       | 3 tablespoons<br>Paprika         |
|  | mayonnaise                       |

Cut eggs in half crosswise, using a fluted vegetable cutter. Cut a thin slice from rounded ends so eggs will stand. Carefully remove yolks and mash with fork until fine. Add 1 tablespoon chives, blue cheese, mustard, salt, pepper and mayonnaise. Mix thoroughly. Refill egg whites with yolk mixture. Sprinkle with paprika and remaining 1 tablespoon chives.

### RASPBERRY CREME TARTS

- |   |                          |
|---|--------------------------|
| 1 (10-oz.) pkg. frozen<br>raspberries, thawed | ¼ cup sugar              |
| ¼ teaspoon almond<br>extract                  | 2 tablespoons cornstarch |
| 1 3-oz. pkg. cream<br>cheese                  | 1 tablespoon lemon juice |
|   | ¼ cup powdered sugar     |
|   | 2 tablespoons milk       |
|   | Baked tart shells        |

Drain raspberries. Add enough water to raspberry syrup to measure 1 cup. Combine sugar and cornstarch. Stir into syrup. Cook, stirring, until thickened and clear. Add lemon juice and almond extract. Combine cream cheese with powdered sugar and milk. Spread inside bottoms of tart shells. Arrange raspberries over cream cheese layer; top with glaze. Chill. Make 1½ dozen.

**TART SHELLS:** Combine 1 1/3 cups sifted flour, 2 tablespoons sugar and ½ teaspoon grated lemon peel. Cut in ½ cup butter. Stir in 2 egg yolks until pastry forms ball. Divide dough into small portions and press into 2½-inch tart shells. Prick with fork. Bake at 425 degrees 8-10 minutes. Cool.

### PARTY RYE STACK-UP

- |  |  |
|--|--|
| King Crab Filling:   | ¼ teaspoon salt                                  |
| 1 (7½-oz.) can crab  | ½ teaspoon<br>Worcestershire                     |
| 1 tablespoon lemon<br>juice  | 2 drops Tabasco                                  |
| ¼ cup finely chopped<br>celery   | Mayonnaise to moisten                            |
| Drain crab, slice fine. Mix in remaining ingredients using just enough mayonnaise to moisten. Chill. |  |
| Chive Egg Filling:   | 1 teaspoon prepared<br>mustard                   |
| 3 hard-cooked eggs,<br>chopped   | ¼ teaspoon salt                                  |
| 1½ tablespoons chopped<br>chives   | Dash of pepper                                   |
| 2 tablespoons drained<br>pickle relish   | 3 tablespoons<br>mayonnaise                      |
| Combine ingredients and chill.   |  |
| Deviled Ham Filling:   | 2 tablespoons chopped<br>pimiento-stuffed olives |
| 1 (4½-oz.) can deviled<br>ham  | 1 teaspoon prepared<br>horseradish               |

Combine ingredients and chill.

**TO ASSEMBLE PARTY RYE STACK:** Cut 1 round loaf rye (about 9" in diameter), crosswise into 4 slices. Butter slices. Spread bottom slice with King Crab Filling. Top with next bread slice and spread with Chive Egg Filling. Add third slice and spread with Deviled Ham Filling. Top with remaining slice. Cut into pre-shaped wedges, securing each serving with skewers. Serves 6-8.

### FRESH FRUIT PLATTER

Combine your choice of fresh fruits in season including fresh sweet cherries, melon balls, pineapple sticks, watermelon chunks, grape clusters, whole strawberries. Arrange fruit on platter. Place bowl of dipping sauce in center. Garnish with mint leaves, if desired. Let guests dip pieces of fruit into dipping sauce.

- |                            |                                  |
|----------------------------|----------------------------------|
| Orange Cream Dip:          | 1 teaspoon grated<br>orange peel |
| 2 tablespoons sugar        | 1/8 teaspoon salt                |
| 1 teaspoon orange<br>juice | 1 cup dairy sour cream           |

Combine all ingredients. Chill. Garnish with sprinkle of grated orange peel.

- |                                |                              |
|--------------------------------|------------------------------|
| Honey-Spice Dip:               | ½ cup dairy sour cream       |
| 1 (3-oz.) pkg. cream<br>cheese | ¼ teaspoon nutmeg or<br>mace |
| ¼ cup honey                    |                              |

Combine all ingredients. Chill.

### ICED TEA PITCHER PUNCH

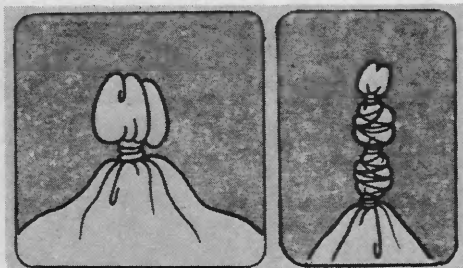
Start with 1 package of lemon-flavored iced tea mix. Pour into pitcher. Then add your choice of one package mint, lime, berry or orange-flavored iced tea mix. Add 1 quart cold water. Stir well. Add ice cubes. 5 or 6 servings.

### SCALLOPED CHICKEN

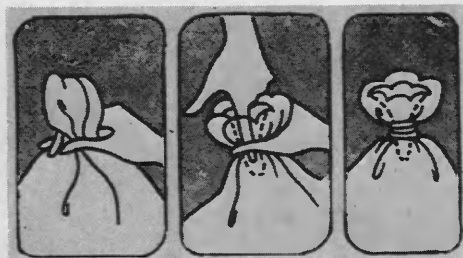
- |                                 |  |
|---------------------------------|--|
| 1 cup regular rice,<br>uncooked | 1½ cups (6-oz.) Cheddar<br>cheese, grated            |
| 2 chicken bouillon cubes        | 2 to 4 tablespoons<br>chopped pimento                |
| 3 tablespoons butter            | 2 cups cooked chicken,<br>chopped                    |
| 1 tablespoon onion,<br>chopped  | ½ cup Cheddar cheese,<br>grated                      |
| 3 tablespoons flour             | 3 slices white bread,<br>crusts removed and<br>cubed |
| 1 teaspoon salt                 | 2 tablespoons butter,<br>melted                      |
| 1/8 teaspoon pepper             |  |
| ½ teaspoon leaf<br>marjoram     |  |
| 2 cups milk                     |  |

Cook rice following package directions, dissolving bouillon cubes in boiling water, before adding rice. In a 3-qt. saucepan melt butter; saute onion; stir in flour, salt, pepper and marjoram. Remove from heat and gradually stir in milk; return to heat and cook stirring constantly until mixture thickens. Cook two additional minutes. Add grated cheese and pimento; stir until cheese melts. Add chicken and rice; turn into casserole. Sprinkle with remaining cheese. Toss bread cubes in butter; arrange around the edge of the casserole. Bake 20 minutes at 375 degrees.

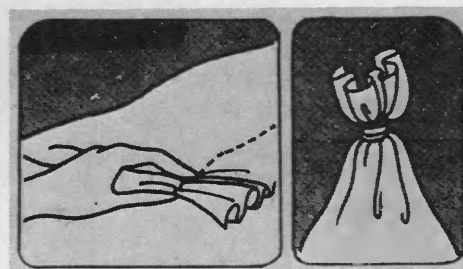
# All tied up in knots



The rosette knot—Pinch fabric up; secure with rubber bands. For sunburst variation add more ties.



The donut knot—Make a rosette knot. Then, push the center through to the other side, fastening tightly in place with rubber bands.



Stripe—Place fabric on flat surface and mark place where stripe is desired. Gather between thumb and forefinger. Secure with rubber bands at the stripe mark. Use many bands together for broad stripe. Use single band for a narrow stripe.

Courtesy RIT dyes

■ Tie-dyeing, one of the oldest and simplest methods of resist printing used to create patterns on fabrics, has been rediscovered by today's teens. The fad has spread from clothing to piece goods for home sewing and home decorating.

The process is based on blocking of areas of fabric so that they are not exposed to the dye when submerged in a dye bath. This is done by tightly enclosing sections of the fabric in string, rubber bands, thread or wood blocks. Patterns are created depending upon the knots used. Fabric may also be crumpled up and tied in any fashion to make a random design.

In the sixth and seventh centuries, the Chinese tie-dyed silk. Today, most washable fabrics can be used, with the exception of those made from polyester, acrylic, glass or metallic fibers. Fabrics of 100% cotton can be dyed with dyes for home use, as can some acetates, rayon, nylon and silk. Triacetate can be dyed, but deep color penetration is not possible.

In selecting fabrics for tie-dyeing, you should read the care labels first, to see if care recommendations are compatible with the dyeing process. For example, fabric or garments that should be washed in warm water should not be tie-dyed, since the dye bath must be close to boiling. Textured fabrics should not be selected, because the heat of the dye bath may cause the texturing to become relaxed.

Commercial dye houses use equipment, chemicals and high temperatures that make for maximum penetration of the dye into the fiber. These conditions cannot be duplicated in the home, so dye penetration is low. For this reason, the tie-dyed items will not be too colorfast; they should be washed separately in cool water, to avoid bleeding and fading.

## TIE-DYEING

You will need the following basic supplies:

- Articles of fabric to be dyed
- Liquid or powder dye
- Plenty of rubber bands and/or string
- Shallow pans (glass, metal, enamel), large enough to hold dye solution and submerged fabric
- Stove, hot plate, or other heating element
- Spoons or sticks for stirring
- Plastic or rubber gloves

To tie-dye the fabrics:

1. Pre-wash article(s) in hot, soapy water. Rinse thoroughly.
2. Make all knots on wet fabric laid on a flat surface. Fasten the knots tightly with rubber bands or string.
3. Prepare dye in a flat pan, according to directions.
4. Place wet fabric in simmering (not boiling) dye bath. Let knots float above solution when dyeing unknotted parts. Place fabric knots down to dye knotted areas. Submerge the entire piece if it is to be all one color.
5. Keep item in hot dye bath 15 or 20 minutes—longer for heavy fabric, or if a deeper shade is desired.
6. Remove from bath. Squeeze out excess dye, and rinse in cold, running water.
7. If a second color is to be used on some sections, repeat steps 3 through 6 now on those areas.
8. Untie knots. Re-rinse until water runs clear.
9. Drip dry. Iron while damp.

## TIE-BLEACHING

In this process—which is tie-dyeing in reverse—the design effects are achieved by removing color, rather than adding it. Cotton, rayon/cotton blends, or all-rayon fabrics may be used. Other fabrics may be damaged by the bleach.

Fold or tie fabric as desired (as for tie-dyeing) and immerse in a chlorine bleach solution of 1 part bleach to 5 parts water. Leave in solution 5 minutes to one hour, depending on degree of bleaching desired. Rinse, remove rubber bands or cord and wash thoroughly in soap and water. Dry and press.



A Persian border print used effective for this dirndl skirt of town dress by Carlye (left) in colors of rust/melon/beige. Above it the bodice stands out in a solo shade of autumn russet. A set-in waist band pulls it together. 'Tis the season for suits and David Crystal outlines a beauty (right).

Printed cut velvet—red/black/white—with Oriental flavoring (Mandarin collar) by Davidow (left). It pays to wrap up a pretty figure in daisies. At right Marion Digney does the red and brown wool print skirt with brown braid trim. The brown blouse has button sleeves. Mr. John hat tops picture.

## Functional fashion for fall--

■ The Fall '71 woman is looking for clothes that make sense . . . for her age, for her way of life. She wants quality tailoring, good fabrics, fashion that works for her naturally. She studies the fashion classics and scores high in uncluttered dresses that are soft and feminine, in 3-piece suits and pantsuits with snappy blazer jackets, in layers of separates put together in her own special way. She reads mystery in capes and long skirts, adventure in short pants sparked with exciting hosiery and shoes.

Fall's the time to get nostalgic, to go to old movies, to dress for dinner . . . the dinner suit, the sweater set, and fluffy chubby furs all look vaguely familiar again, though done in 1971 ways. Fabric favorites—chiffon, crepe, matte jersey—span the seasons and mix well with knit newcomers. Patterns, prints and colors turn up in unusual combinations. Accessories are chosen with care and flair . . . and that discriminating eye for quality.

Fall shapes up with a new fit, bold at the shoulder, skimming the bodice and hip, pointing up the natural waistline. There's flared skirts. Extended shoulder lines, puffed sleeves, cap sleeves and raglan seams give updated feeling. The length question is really irrelevant at last. Wear what you like. We'll be seeing knee territory for daytime. Suits are big scene stealers coming on classic. The blazer with wide lapels and broader shoulders is the jacket to watch with long cardigan taking second place. The pantsuit is everywhere with new pants, teamed with blazers, cardigans, short jackets.

Dresses focus in front and center with waistlines, tucking, ribbing, pleats and shirring. Skirts are full. Watch the slinky sweaterdress, the chemise, coulottes dresses and pantsdressing. Things are layered with pants over pants, sweaters over sweaters, jackets topping all.

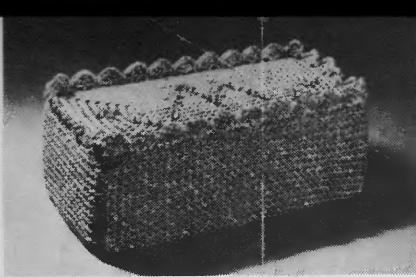
New lightweight sweaters pile on pattern and color. Skirts open up with slits and buttons, piled over hot-

pants. Long skirts fit over the hips then flare. Apron skirts and jumpers are layered skirt looks. Short skirts have pleats, gores and skater-skirt flips. Pants race through in any length. Gauchos slim down to bootleggers; knickers blossom into plus fours or grow into jodhpurs, paratroopers or britches; hot pants take on blazers, chubbies, sweaters or flare out and become Ruby Keeler tap shorts or bloomers. Longer shorts are now called warmpants, teamed with jazzy jackets. Long pants get wider via pleats and tucks with straight legs. Blouses soften up in melting crepe, satin, jersey. Deep collars with bold shoulders—butterfly sleeves and deep cuffs are all-girl blouse looks.

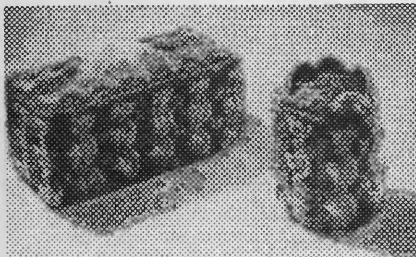
Coats shape up with a narrower cleaner silhouette. The two big shapes are elongated blazer or reefer and narrow cardigan coat. Fuller kimono coat is a shape to watch. Two fur looks are new "skin-out" reversed fur look—skins sewn like patchwork with fur on the inside. And the fluffy chubby coat is revived.

Fabrics take to tailoring with return to classic tweeds, menswear and camel's hair. Quilting adds new dimension. Patterns are layered on patterns, combining plaids, florals and prints. Bright bold colors are the word with red blazing. Next, shocking pink, chrome yellow, turquoise, emerald. Leathers and suedes are important.

Accessories are exciting with a new look in plastic. Fall hosiery leaves less need for boots to bridge that skirt-shoe gap—opaques, kneesies, bodysuits, boot-socks. Colors are darker and brilliant. Fall handbags come functional with shoulder bags #1. Jewelry pins are classic. Shoe lines are more slender, softer. Boots have horsey look and belts have something for everyone. Scarves, gloves and hats are in evidence. Everyone at any age can find clothes that are becoming and right for her. . . .



1. Gold Brick Door Stop



2. Crocheted Cover-Ups



3. Man's Valet Set



4. Two Gypsy Hats

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3. A well-dressed closet is prerequisite for a well-dressed man. Order his paraphernalia with this handsome valet set. Make a sports coat cover, belt hanger and sweater hanger in sturdy cotton fabric.

4. With warm breezes filling the air, the fashion outlook turns-on to super accessories to compliment a pretty wardrobe. Put a little bit of Gypsy in the crocheted hats. There are two colorful variations.

5. This handsome pullover, styled for every member of the family—Mom, Dad and youngsters too, all get into the act when you try your hand at this raglan-sleeved pullover. The stitches are easy.

6. Cotton is the fashion in a casual tee-shirt dress in Skipper blue. You double crochet your way into any sport occasion. Add contrasting trim to encircle bottom border, sleeve edge, front panel.

7. The young, active look slips into the fashion forecase in the form of this classy-classic. Always a favorite, this ribbed pullover is worked in a tweedy blend. Basic stockinette and rib stitch.

8. Diamonds are a girl's best friend and this trend-setting two-piece vest and skirt is no exception. Both vest and skirt are front buttoned. It's a variation of the cable stitch in a diamond pattern.



5. Pullover

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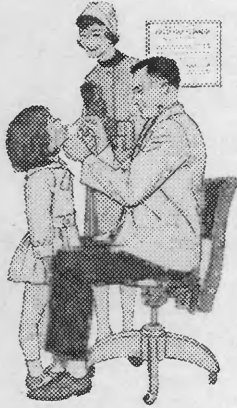
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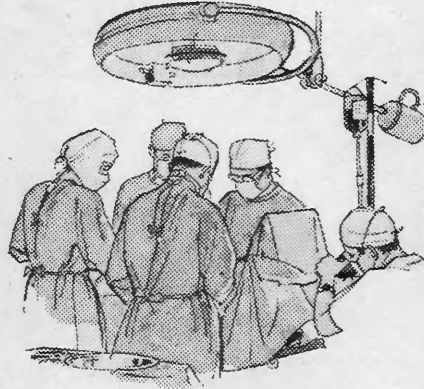
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