



Officers of Western Illinois Power Cooperative, Jacksonville, with the cooperative attorney and the general manager, are, from left, Orville N. Foreman, attorney, Jacksonville; S. R. Faris, assistant secretary-treasurer, Winchester; Walter H. Johnston, secretary-treasurer, Girard; Henry F. Egelhoff, president, Jerseyville r.r. 3; Ralph E. Erb, vice president, Ipava r.r. 1, and Donald B. Bringman, general manager, Jacksonville.



F. J. Longmeyer, right, of Greenfield, receives a watch from WIPC general manager Donald B. Bringman. It was presented on behalf of the cooperative which Longmeyer helped organize.

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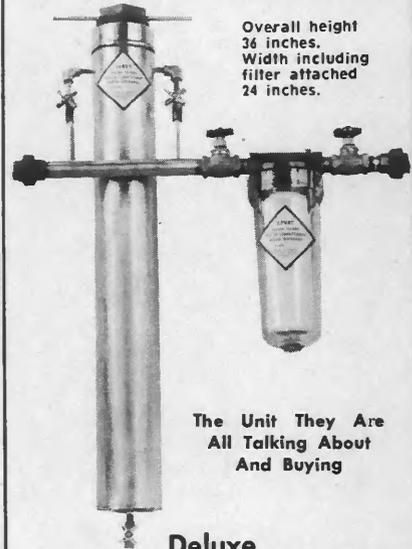
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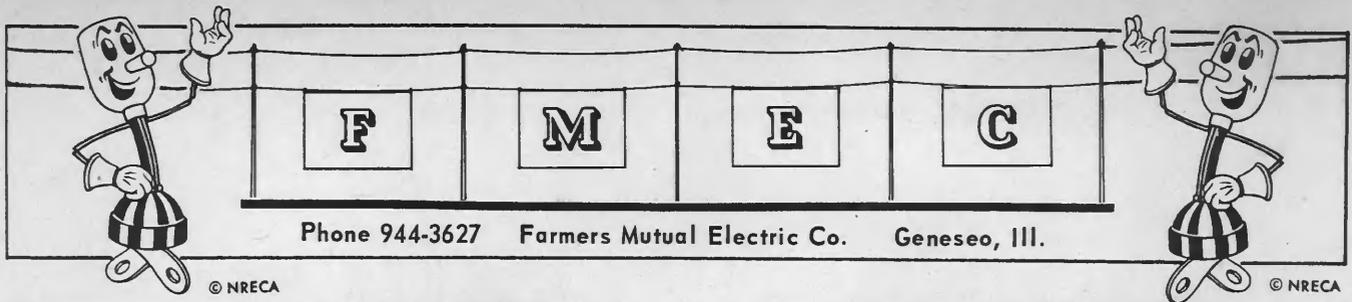
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Farmers Mutual Has Good Year Despite Steadily Rising Costs

Farmers Mutual officers, re-elected recently, with the cooperative manager are, from left, Morris Deul, manager; Robert T. Hannon, secretary-treasurer; Eldon Larson, vice president, and Simon Vandersnick, president.

Farmers Mutual member-owners know that prices for practically everything have been rising like mad during recent years.

But some cooperative members may not realize that Farmers Mutual's rates to members actually were reduced in 1968 and now are approximately what they were 20 years ago.

This was pointed out during the recent 35th annual meeting of the cooperative as officers presented their reports and explained how Farmers Mutual Electric Company has, through the years, battled rising expenses while improving service and facilities.

SOME MEMBERS such as Ira L. Sieben of Geneseo remember vividly the organization of Farmers Mutual back on January 16, 1936.

The cooperative had virtually no

financial assets. But its incorporators, including Sieben, had all kinds of hope and determination—and a spirit of service the like of which one seldom sees.

Sieben is the only incorporator yet living, but today their places are taken by other strongly dedicated individuals who recognize how much the cooperative means to rural and town areas alike.

And the membership itself! When the first 69 miles of lines were energized on September 21, 1937, there were only 160 member-owners. Today the number is well in excess of 800—and still growing. They live in both Henry and Whiteside counties.

SIMON VANDERSNICK of Atkinson, president of the cooperative board, reported at the annual meeting that Farmers Mutual has had a very good year.

It experienced almost a 9 per cent increase in revenue. It improved its system. It mapped plans for future improvements. Its leaders recognize that the system must be maintained at the highest practical level of efficiency.

"We are constantly working to offset higher costs by using more modern equipment, by placing lines underground where economically practical and by using more efficient methods of construction and operation," Vandersnick reported.

ROBERT T. HANNON of Geneseo r.r. 4, secretary-treasurer, reported that the financial condition of the cooperative is sound and that it gradually is paying off its debt to the Rural Electrification Administration (REA).

But electric cooperatives—and commercial power suppliers—by the very nature of the electric industry

can never expect to remain long free from debt. They constantly have to borrow in order to obtain growth capital necessary to meet increasing power demand's of consumers.

MORRIS DEUL, cooperative manager, reported that even though persistent efforts have been and still are being made to avoid a rate increase, such an increase may well come, perhaps within the next two years.

Wholesale power costs, the cooperative's major expenditure, have been moving upward steadily and may finally force an increase in costs to members.

However, the uneven battle against such an increase continues.

AT THEIR BUSINESS session cooperative members re-elected three directors: Paul Mallinson, Geneseo r.r. 2; Eldon Larson, Geneseo r.r. 3, and Vandersnick.

Directors re-elected their 1970 officers: Vandersnick, Hannon and Larson who is vice president.

Other directors are Arlyn Anderson, Erie r.r. 2; Wayne Colter, Geneseo r.r. 2; Darwin Knudtson and Donald R. Plumley, both of Geneseo r.r. 1, and James V. Holevoet, Atkinson r.r. 1.

MRS. ELIZABETH STEWART, who lives on a farm near Peoria and who is an author and widely known lecturer, was principal speaker at the annual meeting. She praised the cooperative for its contributions to the welfare and prosperity of the area it serves. Mostly, however, her remarks were non-serious, as: "Do you know what happiness is? I'll tell you. It's finding the owner of a lost bikini."

Mayor Lester Roos of Geneseo welcomed visitors to "this happiest of communities." He said they would always receive a warm welcome and, smiling, he suggested that as many as possible consider "moving here permanently; it's a fine place in which to live."

The Rev. Claire Noblett, pastor of the Lorraine and Ebenezer United Methodist Church, pronounced the invocation.



Charles Dhamers, Geneseo r.r. 1, strides off determinedly with the yard light he won.

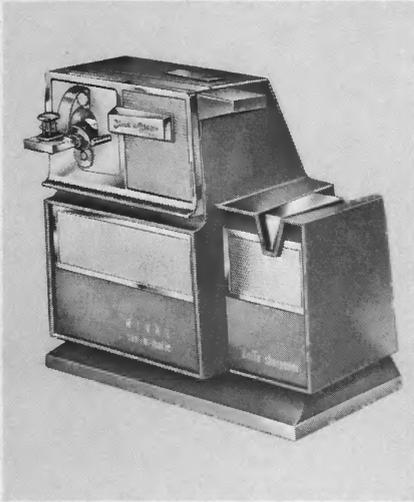
Below: part of the record crowd that attended Farmers Mutual's 35th annual meeting.



Light refreshments were served at meeting's end.



What's New?

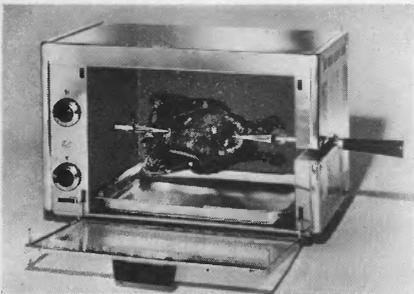


● Can-O-Matic

The "Click 'n Clean Action" of the Can-O-Matic by Rival Manufacturing Company makes a new can opener and knife sharpener combination a standout. The item contains cord storage, an auxiliary knife sharpener switch, and a recessed carrying handle. The suggested retail price is \$21.95.

● Movie Cassette

High-speed automatic rewinding is a feature of Bell & Howell's Auto 8 movie cassette projectors which include several models with a price range of \$159.95 to \$219.95. The 469Z model has instant replay, a zoom lens, dial focusing and tilt control. It has multi-motion features which include normal, slow motion, step motion, or still.



● Rotisserie Oven

A continuous clean rotisserie-oven has been introduced by International Appliance Corporation in its Broil-King line. Listed at \$89.95, model 560 contains catalytic liners which causes fats and spatter to disappear during normal cooking operation. It has a snap-in element on top for broiling and barbecuing; the snap-in element on bottom permits baking and defrosting.

● Fondue Cooking

The Nesco fondue electric fry pan-fondue set has a super-accurate heat control with a signal light that is removable when the fondue set is not in use. The fondue pot may be removed and the base unit may be used as a fry pan. The unit is completely immersible. The suggested retail price of \$45.50 includes a six-piece set of color-coded fondue forks.



Uses, Problems Of Electricity Undergo Study

Electric cooperative members have the right to expect the finest possible service, including cost and reliability, and their cooperatives are working intensely to provide it—both now and in the future.

So said William E. Dean, director of the Association of Illinois Electric Cooperatives' Power Supply Department, in a recent address at Princeton.

He spoke on the subject, "A Look to the future," during an Illinois Farm Electrification Council annual meeting with Cooperative Extension Service personnel from District 1, one of five such districts in Illinois, and with power supply personnel.

WHEN THE ELECTRIC cooperative movement was getting under way a generation ago, Dean pointed out, members were so delighted to receive the blessings of electricity that they paid less attention to efficiency.

Today this is changing. Management, and members, have been learning to operate with increasing efficiency the non-profit businesses the members own. Tremendous

Among conference participants, from left: Morris Deul, Geneseo; William E. Dean, Springfield; Dr. Frank Andrews and Professor E. F. Oliver, Cooperative Extension Service, University of Illinois; Paul Schmidt, Commonwealth Edison Company, and Fred Holhubner, Extension Service.

