

August 1988

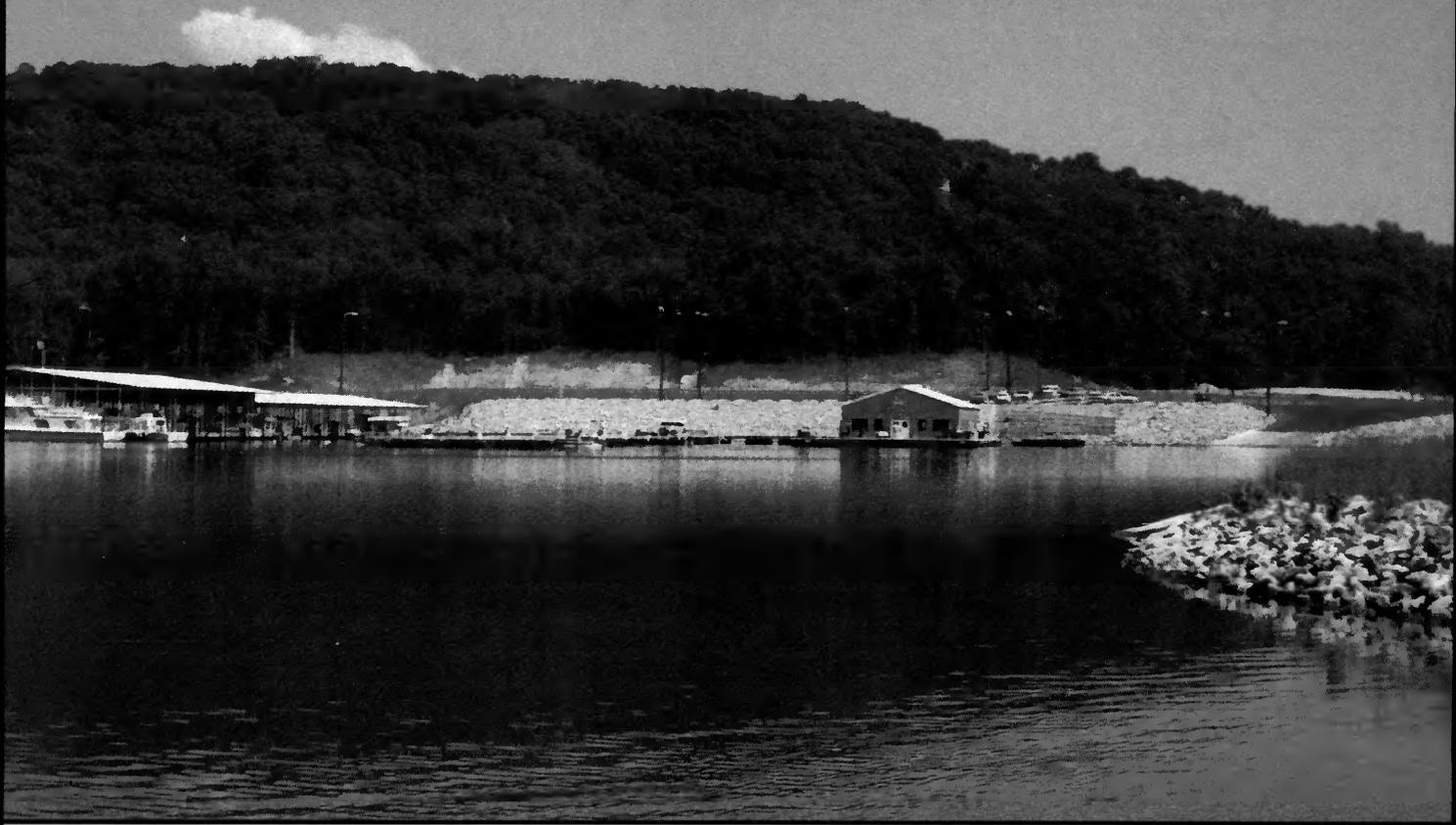
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Illinois Rural Electric News

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## **New marina on the Ohio River**



**Experts Report... Once Established... Water Just Once A Week... Be Absolutely Amazed As All Growing Season Long—Week In, Week Out... Compared To Even The Majestic Black Spruce... WONDER SHADE TREE...**

# ZOOMS TO THE SIZE OF A 15 YEAR OLD TREE IN JUST ONE SINGLE YEAR!

**YES, ROOF-HIGH IN JUST ONE YEAR!**  
and keeps on skyrocketing 30-40-50 EVEN UP TO 60 FEET HIGH OR MORE in less time than most trees nudge themselves a few feet off the ground.

**IT'S ALMOST LIKE GROWING INSTANT SHADE**

**Actually Soars Into A Magnificent Tree IN JUST ONE YEAR!**

Yes! Based on amazing growth rates reported by plant scientists—it grows SO FAST... arches out SO WIDE... you can actually take a ruler and measure the incredible difference in height every 2 to 3 days! OR, to really leave your neighbors gasping in awe and wonder, give them a yardstick and let them measure the difference IN FEET every 2 to 3 weeks!

Yes, goes on to thrust itself so high, so fast that it actually towers over even a Japanese Red Maple, Cherry Tree or even the most graceful silky willow in such a ridiculously short time you will simply refuse to believe your eyes! Think of it!

**GROWS MORE IN JUST ONE MONTH THAN MOST TREES GROW IN AN ENTIRE YEAR!**

Because according to plant experts, Govt. scientists and Botanical Gardens who researched this wonder-hybrid... once established, you merely water it once-a-week, and be absolutely floored as, during its SUPER-SOARING growing season, it GROWS AS MUCH AS A FULL 1/2-FOOT WEEKLY AFTER EVERY TIME YOU WATER IT!

That's right! Grows higher than even a full grown Flowering Dogwood IN JUST ONE SINGLE SEASON! Grows higher than even a full-grown Star Magnolia IN JUST ONE SINGLE YEAR!

**PLANT NOW—REACH OUT AND TOUCH ITS LUSH, THICK BRANCHES FROM YOUR SECOND STORY BEDROOM WINDOW BY THE NEXT SUMMER!**

No doubt about it. There's just not another "instant" Shade Tree like it on this planet! Because thanks to this miracle of plant science, instead of spending a small fortune on a tree and then waiting half a lifetime for it to grow... get set for the garden-wonder of your life as this super-soaring hybrid rockets forth from a prize nursery-grown plant to a tower of roof-high beauty in less time than you ever dreamed possible.

**GROWS IN VIRTUALLY ANY SOIL—REQUIRES NO SPECIAL CARE—SOARS INTO A MASTERPIECE OF BEAUTY IN JUST A MATTER OF MONTHS!**

Best of all, unlike most trees that demand constant care, constant pampering... about the only thing you do after you plant this super-growing wonder-hybrid is water it and enjoy it! That's why leading botanical gardens... landscape artists... garden editors... can't stop raving about its indescribable beauty... its trouble-free care... its surging, towering growth.

Small wonder that leading experts hail it in the most glowing terms... recommended it again and again for homeowners who want a stunning display of beauty... both a wind and privacy screen and deep, cool shade... and with practically no more work than a thorough watering each week!

**VITAL STATISTICS FROM LEADING EXPERTS**

**MATURE GROWTH SIZE:** as much as 40 to 65 feet

**MATURE SPREAD:** as much as 30 to 35 feet

**ZONE OF HARDINESS:** Hardy from the deepest South to as far North as Vermont, Minn., Quebec, British Columbia. Winter Hardy in areas where temp. drops as low as 30 degrees below zero.

**LIGHT NEEDS:** Grows beautifully in Sunny location.

**DECORATIVE MERITS:** Highly recommended by landscape architects as beautiful decorative specimens for homes, parks, highways, etc., where exceptional fast growth and beauty are required. Perfect for fast screening and privacy.

**RAPID RATE OF GROWTH:** Experts report growth rates on specimen trees that measure up to 8 FEET THE VERY FIRST YEAR ALONE. That's more than most shade trees grow in 3... 4... 5... even 7 years. Yes, once established will grow ranch-house-roof high IN JUST ONE SINGLE YEAR, that's right—The very next year after planting! Experts also report it soars an amazing 5 to 8 feet each year for YEARS thereafter. Naturally results are based on optimum growing conditions. Takes but 10 minutes to plant and normal care rewards you with a lifetime of beauty starting this very year.

**CARE:** Nothing special—just normal garden care. Water fully once weekly. Naturally resistant to most diseases, pests or insects.

**WE HAVE AT THIS MOMENT ONLY A LIMITED SUPPLY AVAILABLE FOR RELEASE TO THE PUBLIC—FULL SUPPLY WON'T BE READY UNTIL 1989 SO ACT NOW!**

Now the price of this super growing shade tree is not \$20 or \$30 as you might expect, but a mere \$3.95!

That's right, only \$3.95 for this magnificent Beauty that rewards you with such a glorious display of growth IN JUST ONE SINGLE YEAR. However, our supply is limited! Full supplies from the growing fields will not be ready until late 1988 or early 1989. Therefore, all orders must be shipped on a first-come, first-shipped basis. To make sure you don't miss out... ACT NOW!



Grows More in One Month Than Most Other Shade Trees Grow in An Entire Year—More in One Season Than Ordinary Shade Trees Grow in 2 Years, 3 Years or Even 5 Years! (Illustration shows magnificent size, spread and beauty of mature Populus hybrid-fam. Salicaceae.)

**SATISFACTION GUARANTEED OR MONEY BACK!**

Remember: Satisfaction is fully guaranteed. You must be thrilled in every way with this spectacular f-a-s-t growing shade tree or RETURN AT ANYTIME within 90 days for a full refund of purchase price... ANYTIME within 1 year for free replacement. Could anything be fairer? Now is the time to order and replant—so send no-risk coupon today!

**JUST MINUTES TO PLANT—REWARDS YOU WITH A LIFETIME OF BEAUTY!**



Here's a luxurious sight you don't have to wait half a lifetime growing—a matched pair of these low-ering show-pieces.

Picture your patio bathed in the cool beauty of this show-stopping miracle tree from early spring to the first snows of winter.

Just a few minutes planting time—a few seasons' growing time, rewards you with twin towers of beauty.

**MAIL NO-RISK COUPON TODAY**

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Spring River Road, Hartford, Michigan 49057**

Yes, please send me for proper planting time in my area the SUPER GROWING HYBRID(S) indicated below:

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- (#002) 2 for only \$6.95 (SAVE OVER \$1) plus \$.10 postage and handling.
- (#004) 4 for only \$10.00 (SAVE OVER \$7.00) plus \$1.50 postage and handling.
- (#010) 10 for only \$20.00 (SAVE OVER \$20.00) plus \$3.00 postage and handling.
- (#020) 20 for only \$30.00 (SAVE OVER \$55.00) plus \$5.00 postage and handling.

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# Illinois Rural Electric News

## Rural electric co-ops take on community development

From boosting an area for the mammoth superconducting supercollider to energy assistance programs for needy citizens to school electrical safety programs, community development projects claimed by the nation's rural electric systems take many forms.

Rural electric cooperatives around the country listed dozens of community development activities on a survey by the Agriculture Department's Rural Electrification Administration (REA). REA lends low-interest money to most of the nation's 1,000 consumer-owned rural electric systems.

REA has conducted the annual community development survey for nearly three decades in an attempt to find out what the cooperatives are doing to strengthen their local economies.

This year's survey revealed that nearly three out of four co-ops nationwide participate in community development activities that range from a manager sitting on a local board of directors to all-out industrial recruitment to bringing water and sewer systems to the area.

John Barringer, Jr., who launched the survey in 1961 as an REA economic development specialist, explains that developing the community is virtually the only way co-ops can increase their business.

"You can't expand the area where you sell widgets, because you have a certain service territory," he says. "And you can't introduce a new widget, because you've just got one product: electricity. So market development for a rural cooperative is making the pie thicker. And you do that with community development."

Barringer retired from REA in 1985 and now works as an economic development consultant to the National Rural Electric Cooperative Association (NRECA), the rural electric systems' service organization in Washington, D.C.

The survey form he developed for REA is still in use. It asks co-op officials to list any and all community development projects they've participated in during the past year — and it draws a wide range of responses:

- Many co-ops said they provided advice and service on connecting new firms for electrical service.
- Most noted that co-op employees serve on local Chambers of Commerce or development boards.
- Many donated community services such as providing lift trucks for installing holiday decorations or lighting local ballfields for school athletic contests.
- Others joined neighboring co-ops to establish business development centers aimed at boosting regional job-creation efforts.
- A few, especially generation and transmission co-ops owned by groups of local distribution systems, formed their own economic development teams and equipped them with the necessary tools to carry out polished business recruitment programs.

"Ninety percent of this stuff is being a good corporate citizen," he explains. "They're doing things a good business does: a donation to the Chamber, a contribution to the hospital fund. That's a vital role — doing their part when it comes to donating resources."

— Rural Electric News Service

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### Illinois Rural Electric News

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Cover: Completion of the Smithland Lock and Dam on the Ohio River in Pope County has created improved water sport opportunities in the area. The Golconda Marina provides boaters with the latest in facilities and accommodations. See article on pages 6 and 7.

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The shop always has  
a good assortment  
of craft items.



# Bright corner

Thanks to four Cowden natives, one corner of that small Shelby County town has brightened considerably in the last year and a half or so. Dianne Jones, Maribeth Brown, Marsha Summers and Charlene Taylor have opened their

flower shop, which they appropriately named the Country Corner.

The three sisters and their sister-in-law (Jones) had been looking for a line of work they could get into on a part-time basis, and had kicked around

several ideas. Dianne's husband, Matt, suggested that the town, located in the Shelby Electric Cooperative service area, could use a flower shop, and the idea blossomed.

The four formed a partnership and began remodeling the ground floor of Doug and Maribeth Brown's apartment house. With some shelf-building help from their husbands, they turned the place into a charming flower shop. Charlene had had some experience in the business, and they hired a professional designer for additional lessons in arranging.

While they're in a country business and sell any number of nostalgic items, they're right uptown in a couple of ways. They joined the Teleflora system, so they can send orders throughout the U.S. and to many foreign countries. They also take the Visa and Mastercard versions of plastic cash.

"We've set up a network of suppliers for fresh flowers, green plants and artificial flowers," Charlene says, "and we receive fresh flowers twice a week and green plants weekly."

Surprisingly, one of their difficulties involved finding a greeting card supplier. "We talked to several of the big companies," Charlene says, "and they either required that we buy an enormous stock, or have 40-50 feet of display racks to devote to their line. That'd take up our whole place. We finally found a man who delivers an original line of cards on a regular basis. He comes in once a week and replenishes our stock, and he takes back the ones that didn't sell on a special occasion, like Mother's Day."

Flowers and cards are an important part of the business, but Country Corner stocks a respectable supply of craft items, too. "We have lots of wooden things," Charlene says, "and crocheted items, too. We have a lady who does paintings on jars, and there are other craftspersons we sell on consignment for. All told, we have items from 43 different suppliers."

Area people have been supportive of the women's venture, and since the shop opened the four have been pleased, and a little surprised, to find that the town boasts a fair number of thoughtful

husbands. "We had any number of guys come in to send roses to their wives, especially on Valentine's Day. And we came up with a little service designed to keep the fellas out of the doghouse.

"All they have to do is stop by and fill out a little form giving their lady's likes and dislikes and a list of important dates. When one of the dates comes up, we'll either remind him, or send a gift in his name."

Since all people are different, it follows that there would be some differences in how such orders are placed. "Some guys come in and just give us a price range to work with and tell us to 'send something,'" Charlene says, "and others come in with carefully thought-out ideas and specific instructions. It's kind of interesting."

Dianne, Maribeth, Marsha and Charlene note that their main goal is to work carefully with their customers to provide arrangements that fit their needs and are affordable, rather than to try to push their own ideas off on a customer.

Such consideration is paying off for them. "We knew when we started that the business would be a little seasonal," Dianne says, "and we were really busy at Christmas. We expected a lull after that, but there wasn't one. It wasn't really 'rush, rush, rush,' but we were plenty busy. We were pleased with that. We're really pleased with how well our business is going."



A small sign outside the converted apartment house announces the presence of the craft shop.



The four partners in Country Corner are, from left: Charlene Taylor, Maribeth Brown, Marsha Summers and Dianne Jones.

When the U.S. Army Corps of Engineers celebrated 50 years of navigation on the Ohio River in 1979 and dedicated the Smithland Lock and Dam, more than improved navigation was expected. The increased depth of the pool above the dam was expected to lead to a greater interest in water sports, not only because of the deeper water, but also because the spread-out water would create new fishing and recreation areas along the shore.

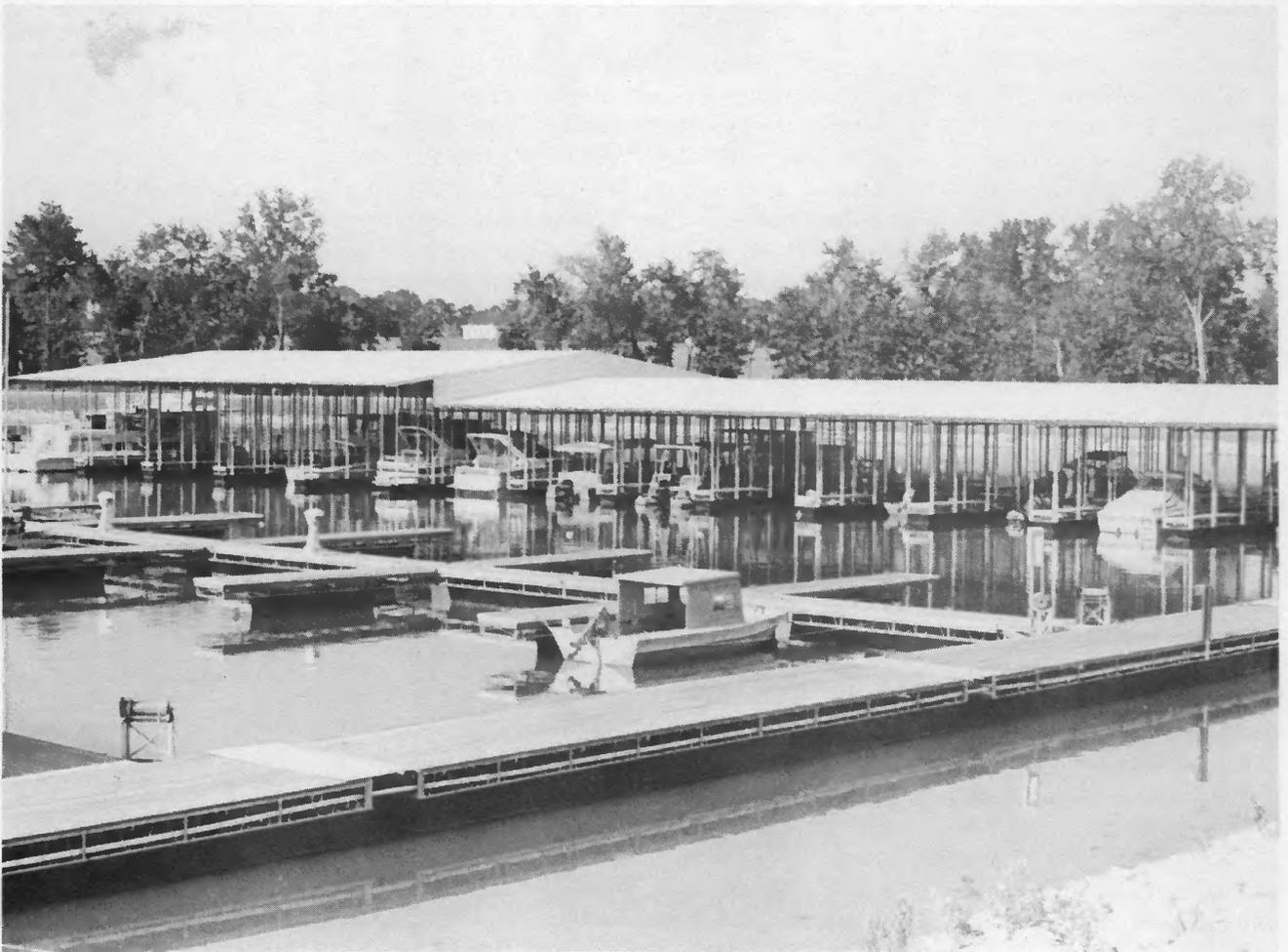
The surge in activities along the 70-plus miles of the Ohio in the Smithland Pool led quickly to planning for a marina. Some people had even thought a marina was practical even before the dam was built, and with the new dam and the new conditions it offered, the idea of a new marina suddenly became a natural.

A marina at Golconda in Pope County is complete now, and the new facility

is a nice one. It offers 30 covered slips and 40 uncovered, and there's a selection of sizes. All have water and electricity, and some have electric meters for those who use air conditioners on their houseboats. Southeastern Illinois Electric Cooperative provides electric service to the facility. There is a dump station for holding tanks, and the marina sells a full line of supplies including gasoline, diesel fuel, oil, baits, licenses, ice and picnic supplies, as well as boating hardware. There are rental boats available, overnight moorage, and dry storage, as well as boat sales and service. The marina also has shower and restroom facilities.

"The low dams we had before didn't really slow down the current," noted Gary Hise of Golconda, an SEIEC director and a member of the Lusk Creek Conservancy District, which was deeply involved in planning for the marina.

# Marina on the Ohio



**Golconda Marina provides excellent moorage facilities.**

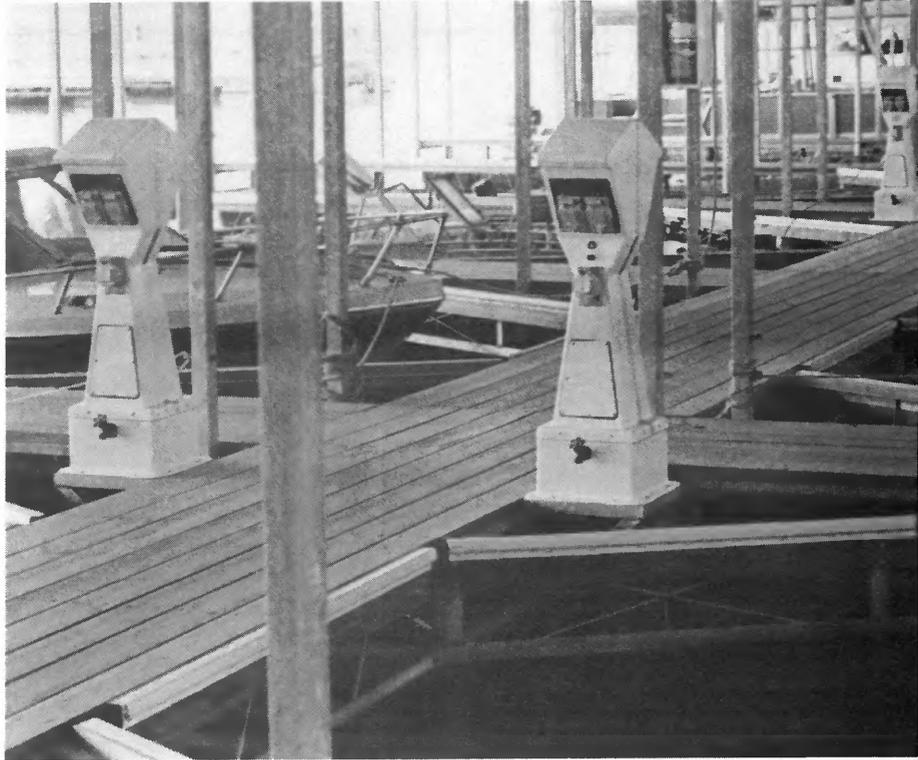
"With the other dams," he said, "the river was fairly fast, awfully muddy and rose and fell often."

Things are different now. The Smithland Pool is as much a long, skinny lake as it is a river. There is little current and the silt has settled out, leaving nice, clear water, and fishing and boating are better for it.

The construction of the Smithland Dam not only slowed the flow, but increased the depth by 12-15 feet and flooded many of the wooded, brambly creeks that feed into the river, thus

fishermen and boaters to get into the pool. Those improvements are still there.

"We cleaned up the area," Hise said, "improved the road down to the launch ramp, and installed good lighting, too."



opening up an enormous area of prime new fishing waters. This is a special boon to fishermen who have only Illinois fishing licenses, since the Ohio River is Kentucky's "turf," and people fishing in the river must have Kentucky licenses. Those creeks are considered separate from the river. The two states are working to open the river to fishermen with licenses from either state.

That's a crowning touch to a river that has already been improved drastically. Conservation people note that there are plenty of fish in the lake. When the fish in the somewhat restricted area of moving river suddenly found themselves in what amounts to a large, clear lake — with lots of new cover — they promptly populated it, so there are more fish than ever in the river and its tributaries.

As word got out about the area's improved fishing, more and more people started putting boats in the water, and things started getting a bit crowded. The conservancy people decided to take some remedial steps while the marina was in the planning and construction stage, and set out to make it easier for

Probably one of the best steps we took was to build a small floating dock so people could come in and pick up riders without worrying about getting their boats all skinned up. People used to be a little reluctant to use nice boats, but that is no longer a problem. Now, they can just pull up to the dock, or the marina, and that makes it better yet. There are five launching ramps in the area now, too. There is also a good, paved parking area," Hise continued, "with parking for 60 cars and 60 cars with trailers attached. We've already had a couple of fishing tournaments here, and we think there'll be more. The area's really shaping up."

There is a campground near the marina basin, and there's talk of more being built later. Hise said the area has experienced some growing pains with more campers than space. That will be taken care of, he added. "Then we'll have one of the best water sports areas you'll find anywhere. You can count on it."

To get in touch with the Golconda Marina, call (618) 683-LUSK or Marine Radio channel 16.

**Left: Gary Hise, a director of Southeastern Illinois Electric Cooperative, checks an outlet on one of the electricity supply units at the marina. Right: The electricity supply units installed at slips in the marina.**

# **BRIEFLY**

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News items of interest to members of Illinois electric cooperatives

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## **Cabinet level sought for EPA**

Sen. David Durenberger (R-Minn.) said he will introduce legislation to elevate the Environmental Protection Agency to cabinet level, saying the next President should be directly involved in making environmental policy. Durenberger conceded, "It may be too late in this Congress to pass a bill like this. But we want to put the issue on the national agenda for the two candidates for President and the American people." He added, "We want to make it clear that we are looking for environmental protection to receive a higher priority in the coming years." The last cabinet-level department created was the Education Department, and a bill that would create a Veterans Department has passed the House and is awaiting Senate action. Durenberger said his bill would not alter the structure of the EPA, nor would it be assigned new functions. It would be known as the Department of Environmental Protection.

## **Workforce keeping older employees**

A dramatic drop in entry-level employees, coupled with the aging of the workforce, is pressuring American businesses to retain and retrain older workers, a survey by the American Society for Personnel Administration and Commerce Clearinghouse reports. But most are poorly prepared to do either, the study says. In a sampling of 600 personnel managers from a variety of companies, 75 percent said career counseling and training of senior employees is needed but only 30 percent of their companies had such programs in place. "American business, like the country itself, is trying to adjust to the dramatic rise in the average age of its workers," said Ronald C. Pilenzo, president of the personnel group. "Clearly, changes are needed," he said. "But not only will employers need to alter their attitudes and actions toward the older worker, older workers will need to revise their attitudes toward early retirement, retraining and performance."

## **Conference urges global pollution fight**

An international conference on the atmosphere urged world governments to adopt a global action plan, warning changes in climate and sea levels could threaten food supplies, boost rates of skin cancer and bring political and economic instability. A draft statement of the conference urged governments to adopt an "action plan for the protection of the atmosphere" and create a world atmosphere fund financed by a levy on fossil fuel consumption of industrialized nations. The group also said products should be labeled to allow consumers to judge the extent of atmospheric contamination caused by the manufacture and use of those products. The ozone layer in the upper atmosphere absorbs much of the sun's ultraviolet radiation, and as pollutants deplete that shield, the group said, increased levels of radiation could cause "a significant rise in the occurrence of skin cancer and eye damage."

## **President signs catastrophic insurance bill**

President Reagan has signed into law the historic catastrophic illness insurance bill, saying it would replace worry with "peace of mind" but warning if uncontrolled the biggest reform in Medicare's 23-year history could become too costly. The centerpiece of the law, estimated to cost \$31 billion, is that it limits out-of-pocket expenses for doctor and hospital costs incurred by the elderly. While signing the legislation, the culmination of a two-year effort to craft a Medicare expansion measure that would be acceptable to both Congress and the Administration, Reagan said the new law, if not watched carefully, "could contribute to a program we can't afford ... so we must control the costs." He said the legislation "would provide respite care and prescription drugs, never covered by Medicare" in the past, and would "remove a terrible threat from the lives of the elderly."

## Consumer prices rise slightly

Higher gasoline and medical costs sent the Consumer Price Index up 0.3 percent in May, the Labor Department's Bureau of Labor Statistics reports. Higher increases in consumer prices were tempered by low food prices and widespread seasonal sales of women's and girls' clothing, the bureau reports. The modest increase was slightly less than what analysts had expected and brought the overall inflation rate for the first five months of 1988 to an annualized 4.4 percent, the same as for all of 1987. The monthly consumer price report is one of those watched most closely by traders on Wall Street and by finance ministers around the world for signals of the direction of future interest rates.

## U.S.-Japan pact pressures Europe's farm policies

The agreement on U.S. beef and citrus sales to Japan will put additional pressure on the European community to reform its agricultural trade policies, Trade Ambassador Clayton Yeutter said. He and Agriculture Secretary Richard Lyng also said there will be no grain embargoes because of the drought searing the Upper Plains, the Corn Belt, Texas, California and some southern states. Lyng said the United States will continue to use aggressive policies, like the price-cutting export enhancement program, to win export sales and to encourage U.S. competitors, like the Europeans, to sit down and discuss a uniform set of trade rules. He did not specify what level of cut-price sales the United States would pursue.

## Gasoline prices shoot upward

Gasoline prices shot up by more than a penny a gallon in early July amid escalating worries over tight U.S. supplies. Analysts said gasoline prices were driven higher by continued strong demand and fears that supplies may be tight during the peak summer driving season in the United States, the world's largest oil-consuming nation. But Peter Beutel, analyst with Elders Futures Inc. in New York, said American consumers were unlikely to see an increase in pump prices. The gasoline supply worries were due partly to extremely low water levels in Midwestern rivers that have stranded barges from the Gulf of Mexico to the Great Lakes in the drought-stricken region.

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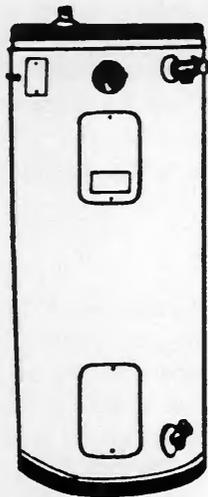
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Home Office: Omaha, Nebraska



*(This is the first of a two-part series about water heating. This material has been prepared by the Illinois Farm Electrification Council.)*

Approximately 15% of the energy used in the average home is used for heating water. Besides heating water for showers and baths, the water heater provides hot water for dishwashing, laundry and everyday cleaning chores.

Therefore, the selection of a water heater is an important decision that should consider many factors. The type, size, recovery rate and energy use of the water heater are all important factors in the purchase decision.

The most common type of water heater is called a "storage" heater since it heats a tank of water and "stores" it, keeping it hot until you are ready to use it. There are also "point-of-use" or "tankless" water heaters that heat the water as you need it and "heat pump" water heaters.

### Storage Water Heaters

Storage water heaters come in a variety of sizes. They may be tall and round with plumbing connections located on or near the top. Smaller, under-counter models are also round but are under three feet tall. Table-top models are

tank to reduce the heat loss of the water heater. The insulation used in most water heaters is blanket fiberglass although some plastic foam is also used. Over the insulation is a metal jacket

### Average Amounts of Water Per Activity

Tub bath .....	10-15 gal.
Shower (under 5 min. duration) .....	8-12 gal.
Automatic washer .....	25-35 gal.
Automatic dishwasher .....	11-16 gal.
Hand wash dishes (each time) .....	9-14 gal.
Shampoo .....	5-7 gal.
Household cleaning .....	3-8 gal.
Food preparation .....	5 gal.

that helps protect the insulation and improves the appearance of the water heater.

The heaters may have one or two elements and require a separate 240-volt circuit. Some small water heaters use a 120-volt circuit. The wattage of the elements on a "quick recovery" water heater are generally 4,500 watts each. However, in most cases only one element operates at a time. Lower wattage elements are available but they take longer to heat the water.

### Water Heater Size and Location

You should select a water heater that meets your needs as closely as possible. Just what that size is can be hard to determine. If you plan your hot water needs so that they do not occur at the same time during the day, you may be able to use a slightly smaller size. For example, do not plan on turning on the dishwasher, washing a load of white clothes and bathing the children all at once. It's surprising just how much water is used in today's average home.

The size of water heater you need depends on the size of your family, how many bathrooms you have, and the number of hot-water-using appliances you own. The chart below shows the average amount of hot water a family of three, four or five uses in a day's time. This is an average usage per day — not the size water heater needed.

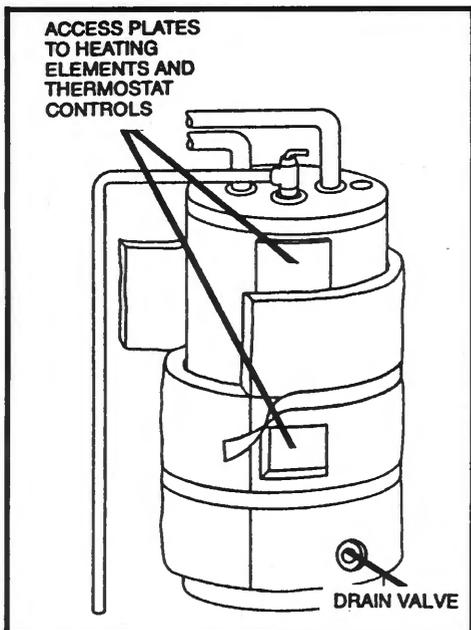
Generally, a 40-50 gallon, quick-recovery water heater is adequate for a

# Making your electric water heater pay

square with a standard height of 36 inches.

The tank that holds the water is made of either galvanized steel or glass-lined steel. Some modern, high-quality water heaters have a seamless stone lining, designed to prevent tank failure due to corrosion. The glass-lined steel costs more, but should last twice as long.

Insulation is wrapped around this



family of four with two bathrooms and an automatic clothes washer.

The water heater should be located as close to the point of hot water use as possible. This reduces the amount of heat loss from the water as it runs through the pipes. If a bathroom is far from the water heater, consider installing a small water heater just for that room.

### Energy Use

Your water heater is at work 24 hours a day. When the temperature of the water in the tank drops below a certain level, the thermostat turns on the heating elements until the desired temperature is reached. Thus, your tank is always prepared to provide you with hot water at the twist of a tap.

When purchasing a new or replacement heater select a unit with a high heating efficiency and insulation with a high "R" value around the tank. The higher the "R" value, the better the insulation. You may find that this costs a little more initially but your water heater is expected to handle a 24-hour a day job for years to come, and you'll find the reduced energy costs to operate the water heater more than compensate for a higher initial cost.

### Insulating the Water Heating System

All hot water pipes should be insulated to keep the water from cooling off any more than necessary between the heater and the point of hot water use.

In addition, there is a "standby loss" from the water heater tank. This is heat that escapes from the heated water through the tank. If the water heater is located in a room that you want to keep warm, this standby loss helps heat that room. In the winter this may be fine. However, in the summer it's heat you don't need.

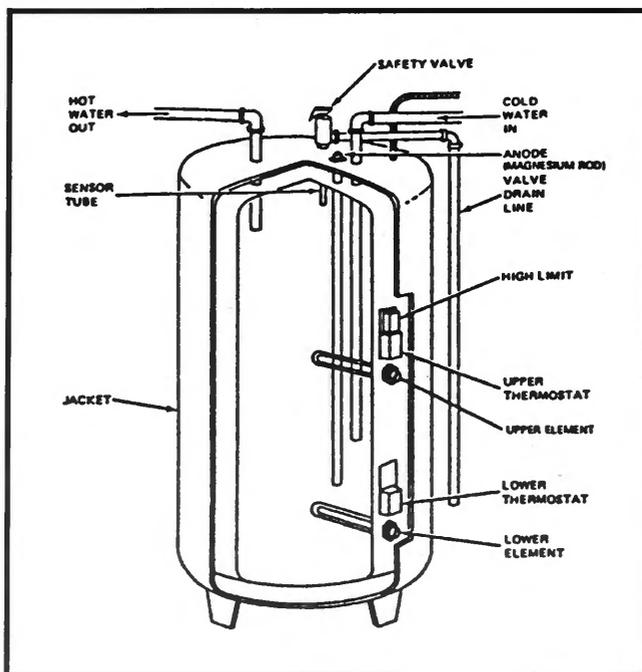
To reduce the standby loss, the heater should be wrapped with insulation. Insulation kits are available at many hardware and builder supply stores. The kits contain a vinyl-faced insulation wrapper, fastening tape and detailed instructions. The wiring and thermostat access panels should *not* be covered with the insulation blanket. Cut a "window" out

### Average hot water used per day

Two adults – one child	60 gal.
Two adults – two children	70 gal.
Two adults – three children	80 gal.

of the blanket at these areas and tape the cut edge directly to the water heater. The "window" reduces the possibility of the wiring overheating.

Tests have shown that this additional water heater insulation can pay for itself in one to two years. When the water heater is located in an unheated area such as a cold basement or garage the insulation will save even more on your water heating costs. It is easy to install an insulation jacket on a water heater.



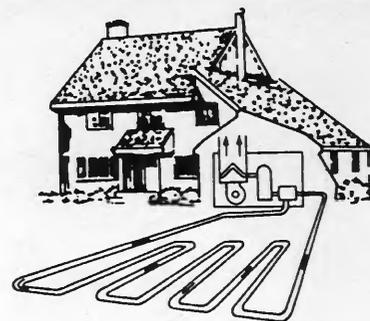
# Ground source heat pump

## *Economical heating and cooling alternative*

The selection of a heating and cooling system for your home is an important investment decision. Many consumers are taking a closer look at the many high-efficiency heating and cooling systems now on the market. While energy cost is an important factor to consider, today's consumer also wants a safe heating and cooling system that offers comfort, convenience and control.

The earth-coupled, ground source heat pump is an alternative that is proving itself throughout Illinois and the Midwest at meeting these consumer demands efficiently and economically. Ground source systems essentially use ground temperature in the earth around your home to provide efficient, economical heating in the winter and cooling in the summer.

There are two basic types of earth-coupled, ground source heat pumps. One is the open loop system in which



### **Horizontal closed loop**

There are several advantages to the closed loop system:

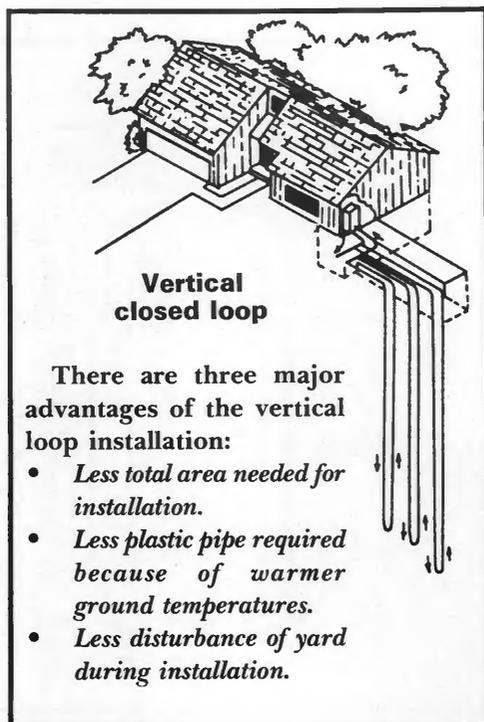
- *No water consumption.*
- *Little or no scale buildup or corrosion problems.*
- *Approximately 50 percent less pumping energy required than for groundwater (open loop) systems.*
- *Few municipal, state or federal regulations to be concerned with.*
- *Less maintenance.*

well water is pumped directly into the heat pump using the temperatures of the well water to heat and cool your home. You must have an adequate supply of well water for an open loop system. The other type is a closed loop system using a pump and buried pipe system to circulate water and an antifreeze solution in a continuous earth loop that acts as a heat exchanger between the liquid it contains and the surrounding soil. The diameter and length of the polybutylene or polyethylene pipe used in the loop are determined by the size of the ground source heat pump unit as determined by the heat loss/gain of the structure in which it is being installed.

Earth loops are installed in vertical or horizontal configurations. Both have similar performance characteristics. The choice usually depends on geographic locations and land available.

There is a third type, the pond/lake loop system, that is similar to the other systems but is much less practical and common. Short copper or plastic loops are placed in a lake, pond, river or stream. Heat is exchanged between the body of water and the submerged loop.

Because of its unique efficiencies, a ground source heat pump system can reduce your heating costs by 50 to 70 percent and reduce cooling costs 30 to 40 percent over conventional heating and cooling systems.

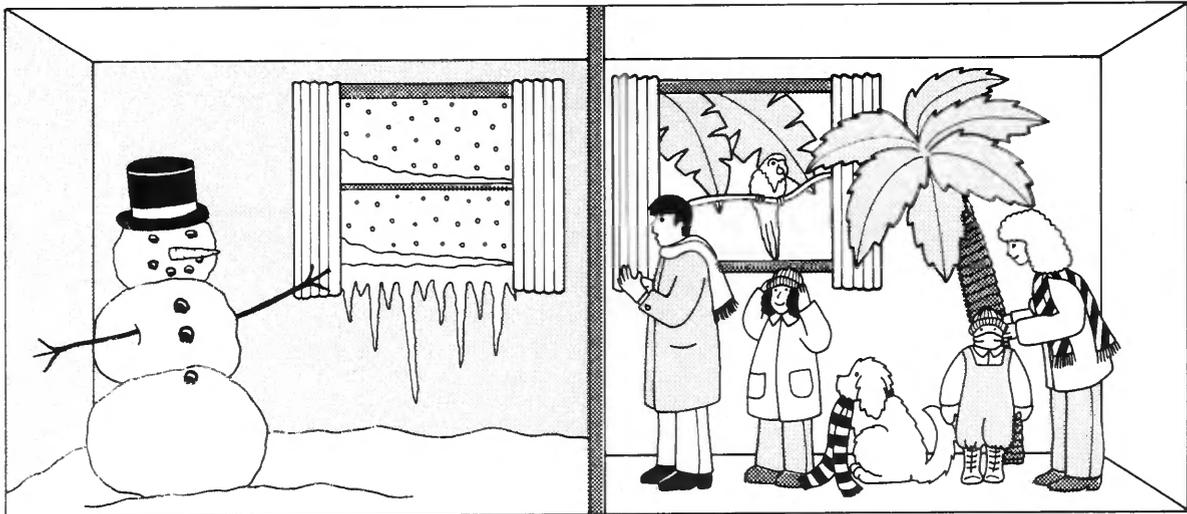


### **Vertical closed loop**

There are three major advantages of the vertical loop installation:

- *Less total area needed for installation.*
- *Less plastic pipe required because of warmer ground temperatures.*
- *Less disturbance of yard during installation.*

# Remember the Cold Zone?



*"Bundle up, kids. We're going into the living room, now!"*

The dog days of August seem like the time to ponder cold drinks, not cold feet. But now is the time to think back to how your house stood the past winter. If a trip through your home was like crossing from the Bahamas to the polar regions, an investment in weatherization may be a wise step.

When Old Man Winter comes roaring back in a few months, he'll be eager to drive icy blasts around loose-fitting doors and windows, driving your heating costs higher.

Replacing storm doors and windows, sealing areas with caulk and laying on another blanket of insulation in the attic is like pulling up the bed covers on a wintry night.

Now — while the heat is on the outside — get started on those costly energy leaks before the heat is needed inside. Some helpful people at your consumer-owned electric cooperative can tell you how.



## *Electric Cooperatives of Illinois*

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# Rural TV signs major programmers

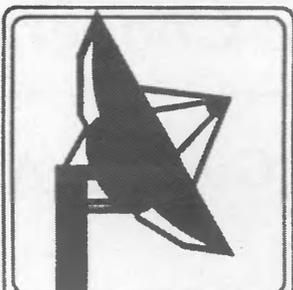
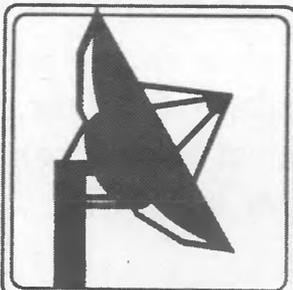
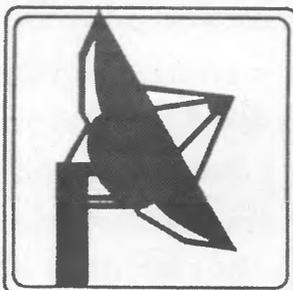
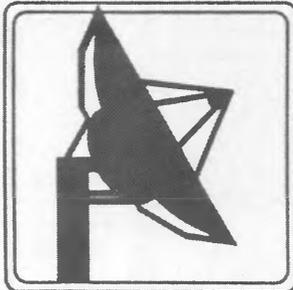
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A long congressional battle and two years of bickering have come to an end. Six major programmers of satellite television shows agreed to let the National Rural Telecommunications Cooperative (NRTC) distribute their shows to rural utility consumers.

HBO and its sister channel Cinemax, The Disney Channel, Nickelodeon, Netlink USA and The Nashville Channel have joined 14 smaller channels on NRTC's menu of low-cost satellite television programs that is offered to rural consumers through electric and telephone cooperatives. The large programmers, who regularly distribute their programs via cable companies, had resisted efforts by NRTC and other non-cable groups to win permission to distribute the popular shows. That reluctance led to a lengthy congressional battle that ended June 30 when a House subcommittee approved a bill that would force programmers who sell their signals to cable companies for distribution to also sell them to non-cable groups like NRTC. That same evening, the six new programmers signed on with NRTC.

"Certainly this is a positive event in the evolution of the home dish market," said Bob Phillips, chief executive at the Washington, D.C.-based NRTC. "It's one that will change the way home dish owners are served and we believe it will give the entire industry a boost."

NRTC emerged about two years ago when officials from the National Rural Electric Cooperative Association



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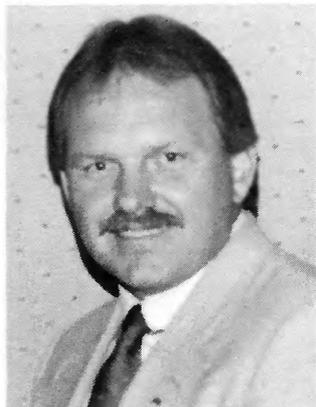
(NRECA) and the National Rural Utilities Cooperative Finance Corp. (CFC), two Washington, D.C. groups representing the nation's 1,000 consumer-owned rural electric systems, decided that rural consumers should be able to get the same cable programs as city dwellers. The new co-op was formed to bring affordable television to consumers of rural utility co-ops.

But when negotiations began with programmers of "scrambled" television shows, NRTC officials complained that the cable industry had a monopoly on distribution of those shows, and they took their case to Congress. Sen. Albert Gore (D-Tenn.) and Rep. Billy Tauzin (D-La.) introduced legislation that would force HBO and others to do business with groups like NRTC.

Rural electric and telephone systems across the country offer NRTC's package of descrambled television shows to consumers who either buy or rent backyard satellite television dishes and pay a monthly subscription fee.

NRTC's other offerings include: Cable News Network and CNN Headline News; ESPN; CBN Cable Network, WWOR (New York); WSBK (Boston); KTLA (Los Angeles); The Nostalgia Channel; USA Network, Superstation TBS; WGN (Chicago); WPIX (New York); KTVT 9 (Dallas); SelecTV (a pay-per-view movie channel); Home Sports Entertainment, The Learning Channel, The Country Music Channel and The Travel Channel.

# Wayne-White Electric selects Bennett



Bennett

Chris L. Bennett has been named to succeed retiring Bill Endicott as manager of Wayne-White Counties Electric Cooperative, Fairfield. Bennett, a Fairfield native, will become manager this fall when Endicott's retirement becomes effective.

Bennett, 34, was employed by Adams Electrical Co-Operative, Camp Point, as office manager at the time of his selection. He joined Adams as an accountant in May 1975 and was promoted to office manager in May 1979. He has joined the Wayne-White staff in advance of becoming manager October 1.

He attended Fairfield schools and holds a bachelor's degree in business ad-

ministration from the University of Evansville, Evansville, Indiana.

Bennett and his wife, Barbara, have three children: Gayla, 11; Katie, 6, and Andy 4.

Endicott has served as Wayne-White's manager since July 1977. He first joined Wayne-White Counties Electric in 1949 as accountant and served many years as office manager. He is a native of McLeansboro, a veteran of World War II and is active in local church and community affairs. Bill and his wife, the former Wilma Duke of Cisne, live in Fairfield.

Wayne-White Counties Electric Cooperative provides electricity and services to more than 13,000 consumer-members in Wayne, White, Edwards, Wabash, Hamilton, Jefferson, Gallatin, Richland, Clay, Franklin and Marion counties. The cooperative maintains more than 3,224 miles of power lines.

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# Seasonal favorites

## PEACH CRISP

- 2 cups sliced fresh peaches
- 3/4 cup flour
- 3/4 cup brown sugar
- Salt to taste
- 1/4 teaspoon nutmeg
- 1/2 teaspoon cinnamon
- 1/3 cup margarine

Mix flour, sugar, salt and spices. Cut in butter and mix well. Prepare peaches and place in shallow 8" baking dish. Sprinkle crumbs on top. Bake at 340 degrees for 40 to 45 minutes. Serves 8.

## CHILI

- 2 lbs. ground meat
- 1 medium chopped onion
- 2 cloves garlic
- 2 cups beans
- 2 cups tomato juice
- 2 tablespoons chili seasoning
- 1 teaspoon salt
- Dash black pepper

Cook onions, garlic in tablespoon oil until done. Add meat and salt, cook until turns color. Add spices and tomato juice and simmer for 30 minutes or longer. Add beans and cook a few more minutes. Skim off fat and remove garlic. Serves 8.

## PORK CHOP CASSEROLE IN CROCK POT

- 4 to 6 pork chops
- 3 cups water
- 1 cup rice
- 1 can cream of mushroom soup
- 1 teaspoon salt
- 1 teaspoon parsley
- Black pepper to taste

Saute pork chops until brown. Place in crock pot and top with remaining ingredients. Cook on low for 6 to 8 hours or high 3 to 4 hours. Serve by placing on rice and sauce left in pot.

## CANDIED YAMS

- 1 cup brown sugar
  - 1 stick butter
  - Yams
  - Cinnamon
- Melt butter and sugar together. Boil yams with peeling on, remove skin and slice thick. Place in greased casserole and pour sugar and butter mixture over yams. Sprinkle top with cinnamon. Bake at 350 degrees for 30 minutes.

## GREEN RICE DISH

- 2 1/2 cups cooked rice
  - 2 eggs (well beaten)
  - 1 can cream of mushroom soup
  - 1/4 soup can of milk
  - 1/2 cup grated sharp cheese
  - 1 small onion minced
  - 1 garlic clove or salt
  - 1/4 cup minced parsley or 1 tablespoon dry parsley soaked in water
  - 1/4 teaspoon salt
- Combine all ingredients and mix well. Pour into 2 quart casserole and bake at 350 degrees for 45 minutes. Serves 8.

## CHEESE CAKE

- 1 pkg. lemon gelatin
  - 1 cup boiling water
  - 1 8 oz. pkg. cream cheese
  - 1 cup sugar
  - 1 teaspoon vanilla
  - 1 can Milnot, whipped stiff
  - 2 cups graham cracker crumbs
  - 1 stick butter
- Dissolve jello in boiling water, let cool, (chill). Cream together cheese, sugar, vanilla. Add gelatin and blend well. Fold in whipped Milnot. Mix crackers and melted butter together. Pack 2/3 of mixture on bottom of 9"x13" pan. Add filling and sprinkle remaining crumbs over. Chill overnight.

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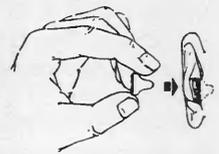
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### EASY CHICKEN ROLLS

- 1 (3 oz.) pkg. cream cheese, softened
- 1 (2 oz.) jar mushrooms, chopped
- 1 teaspoon chives
- 1 cup chopped cooked chicken
- 1 (8 count) can crescent rolls
- 1/4 cup melted oleo
- 1 cup bread crumbs or seasoned croutons
- 1/2 cup chopped pecans, optional

Cream cheese in mixer; add mushrooms, chives and chicken and blend to form a paste. Spread on crescent rolls which have been separated and rolled out flat. Roll up as usual, dip in melted butter or oleo, then roll in bread crumbs and pecans. Place on baking sheet and bake at 350 degrees for about 25 minutes. Yield: 4 to 6 main dish servings.

### BROCCOLI QUICHE

- 1 (10-inch) pastry shell
- 1 bunch fresh broccoli or 1 (10 oz.) pkg. frozen broccoli
- 3/4 to 1 cup parmesan cheese

#### Custard:

- 4 eggs, beaten
- 1 pint whipping cream
- 1/2 cup buttermilk

Bake pastry shell at 350 degrees for 10 minutes. Chop and cook fresh broccoli until tender. If you are using frozen broccoli, cook according to package directions. Drain broccoli and place in shell, sprinkle with cheese. Cover with custard. Bake at 350 degrees for 45 minutes. Let stand 5 minutes before serving. Custard: Beat eggs, stir in cream and buttermilk.

### CREAM OF BROCCOLI SOUP

- 2 or 3 medium size Irish potatoes, peeled and cut up
- 1 cup onion
- 1 cup chopped celery
- 1 (7 or 8 oz.) pkg. frozen chopped broccoli
- 1 cup evaporated milk (undiluted)
- 1 tablespoon flour
- 2 tablespoons milk
- Salt and pepper to taste

Cook chopped potatoes, onions, celery and chopped broccoli until soft and tender, barely covering vegetables with water. Put into blender and blend. Pour into a heavy saucepan, add milk and make a paste of 1 tablespoon flour and 2 tablespoons milk. Heat slowly, but do not boil. Yield: 4 servings.

### GOLDEN TRIFLE

- 1 4 1/2-oz. pkg. vanilla pudding and pie filling
- 3 1/2 cups milk
- 4 teaspoons sherry
- 1/8 teaspoon almond extract
- 1 7 1/2-oz. pkg. dessert rolls, cut in 12 slices
- Orange slices, cut in half, drained
- Maraschino cherries, chopped, drained

Prepare mix as directed for pudding except use 3 1/2 cups milk. Cool. Stir in sherry and almond extract. Arrange dessert roll slices on bottom and sides of 1 1/2-quart glass bowl. Pour pudding over slices; chill. Arrange fruit on top before serving. 8 servings.

### APPLE BREAD PUDDING

- 2 cups milk
  - 3 eggs, slightly beaten
  - 1/2 cup light corn syrup
  - 1 teaspoon vanilla
  - 1/2 teaspoon cinnamon
  - 1/4 teaspoon salt
  - 6 day-old white bread slices, cut in 1-inch pieces
  - 1/4 cup butter, melted
  - 2 cups peeled sliced apples
- Scald milk; cool 3 to 5 minutes. Combine milk, eggs, syrup, vanilla, cinnamon and salt. Toss bread with butter; place in buttered 1-quart shallow baking dish. Pour milk mixture over bread. Arrange apples on top. Place baking dish in larger shallow pan on oven rack. Pour hot water into pan to 1-inch depth. Bake at 350 degrees, 55 to 60 minutes or until knife inserted near center comes out clean. Serve with preserves, if desired. 6 to 8 servings.

### INDIVIDUAL BAKED CUSTARD

- 4 cups milk
  - 6 eggs, slightly beaten
  - 1/2 cup sugar
  - 1/2 teaspoon salt
  - 2 teaspoons vanilla
  - 1/4 cup coconut, toasted
- Scald milk; cool 3 to 5 minutes. Combine milk, eggs, sugar, salt and vanilla. Pour milk mixture into eight to ten 6-ounce custard cups; set in large shallow pan on oven rack. Pour hot water into pan to 1-inch depth. Bake at 325 degrees, 40 to 45 minutes or until knife inserted near center comes out clean. Cool. Refrigerate. Top with coconut before serving. 8 to 10 servings. VARIATION: Pour milk mixture into 1 1/2-quart shallow baking dish instead of 6-ounce custard cups. Bake about 60 minutes.

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BLACK FEMALE HAIR: Black



MARTHA JEAN LAMBERT

LAST SEEN: 11/28/85 EYES: Blue  
FROM: St. Augustine, FL HEIGHT: 4'0"  
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### -Safety Tip of the Month-

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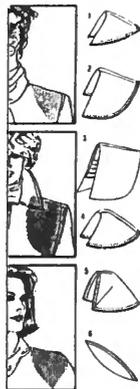
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**4189:** Simply classic. Easy sew dress has elastic waist and two sleeve lengths. Directions for optional crochet collar included. Misses Sizes 12 to 22.



**6049:** Spice up your wardrobe with these dainty crochet collars. Use bedspread cotton for flower edged and Chelsea collars. One size fits all.



**5003:** Ultra-feminine bows coordinate or contrast with all outfits. Ten versions are included in this up to the minute pattern — perfect gifts for everyone.

OFFER GOOD THROUGH DEC. 31, 1988



**4037:** Just what you need ... a crisp, classic shirtwaist. No wardrobe is complete without one. Dress can be worn belted or unbelted and comes in two sleeve lengths. Misses Sizes 12 to 20.



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**QUICK 'N' EASY QUILT**



**660:** Unique Attic Window quilt is the easiest & fastest method we know. Each square is complete — no filling or backing needed. Includes directions for Single, Double, & Queen/King Sizes.

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**SWIRL OF A SHAWL**



**444:** Delicate openwork lace "spins" into a sweep of a shawl. Crochet the solid yoke and graceful scalloped panels quickly, using worsted yarn, for a light cover-up.

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**4118:** Comfortable everyday dressing. Fabulous float that stays at home or steps out in style. Dress can be worn belted or not. Half-Sizes 12½ to 26½.



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**PRETTY PINEAPPLES**



**7182:** The most popular pineapple blouse ever — now available in Women's Sizes. Crochet this versatile top quickly using worsted weight cotton. Pattern Sizes 42-48.

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**SWEET SOFT CLOWN**



**950:** Everyone wants to hug this clown. Endearing doll, about 20" tall, is easy to make and irresistible. Directions, tissue pattern & details for clown & costume.

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# PATTERNS

TO: PATTERNS  
Illinois Rural Electric News  
P.O. Box 3787  
Springfield, Ill. 62708

I have enclosed \$\_\_\_\_\_ (\$3.25 per pattern — cash, check or money order accepted) for the following patterns (please allow four weeks for delivery):

Pattern No.	Size	Pattern No.	Size
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____

Print Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_  
State \_\_\_\_\_ Zip \_\_\_\_\_

Tom Johnson of rural Pleasant Plains will go a long way to promote soybeans. In fact, he already has. The Menard Electric Cooperative member who farms northwest of Springfield has been to Brazil, Argentina, Japan, Korea, England and Portugal to look for new markets and new uses for the beans he produces on his farm and those of other producers, too.

His wife, Maralee, has done a fair amount of traveling to promote the oil-and-protein-rich legume, too.

Johnson, who's a firm believer in the American Soybean Association's (ASA) promotion, market research and market

development programs, got involved in the 26,000-member national organization when he was elected to the board of directors of the Illinois Soybean Checkoff Program eight years ago.

"I liked the ASA's program because it's very pro-active," Tom says, "and it's farmer-led. It's the largest, most influential and most entrepreneurial of the organizations representing soybean farmers.

"It deals with issues that are currently affecting farmers," he continues, "and is involved in Washington, D.C., and in the individual state capitals, lobbying for needed legislation. And, of course,

# Bean boosters



Tom uses his computer often in his soybean business and in the promotion of the legumes, too. He has traveled extensively to seek out new markets and to keep old ones.

they're particularly well-known for developing and maintaining our good international markets for soybeans."

Maralee got involved at about the same time, and for a good, practical reason. "I'm a soybean farmer's wife," she says with hard-headed logic, "and it's money in my pocket if they can help us market more of our beans."

Maralee is spokesperson in the ASA Volunteer Soy Oil Spokespersons Program, and has given any number of talks on the benefits of soy oil in particular and other soy products in general. In fact, if you find a place where a lot of people are likely to get together and where food is a topic of discussion, it's likely that she will be there, passing out samples of textured vegetable protein (TVP), tofu ice cream, foods fried in soybean oil and scads of recipes.

And she'll explain the benefits of such foods, too. "They taste good," she says, "they're high in protein, low in calories and polyunsaturates and are cholesterol-free, and that's important in these health-conscious days."

She notes that soy flour can be partially substituted for wheat flour in recipes, to add protein. "Soy flour can't be used in place of wheat flour," she notes, "because it doesn't contain gluten, which helps the dough stick together. But you can take out three tablespoons for each cup of wheat flour and replace them with soy flour, and it'll add protein without any noticeable changes."

While the association is working to improve the marketing picture, both at home and abroad, it's also striving to find other, newer uses for soy products. "Americans are going more and more for fish and shrimp," Maralee says, "and soybean meal is being used by fish farmers as rations. Soybean oil-based printing inks are gaining in use, too. A year ago, there were five newspapers that used soy-based printing ink, and now there are 500."

The Johnsons note that the average American consumes about five gallons of soybean oil a year, much of it in cooking oil, margarine, mayonnaise and salad dressings, and that they're working to increase that usage. "It's good for both us and the consumer," Maralee says, "and you can't beat that."



**Maralee cuts a "Goopy Almond Cake," a delicious offering that features soy flour to add protein. She hands out food samples at every opportunity, and touts the advantages of soya-derived products, too.**

# Illinois Marketplace

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## Illinois Marketplace

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5. Please type or print your ad neatly. Include your name, address and telephone number even if they are not part of the advertising copy you plan to run in the Illinois Marketplace.
6. The publisher reserves the right to reject any advertisement not deemed to be suitable for the publication's readership.

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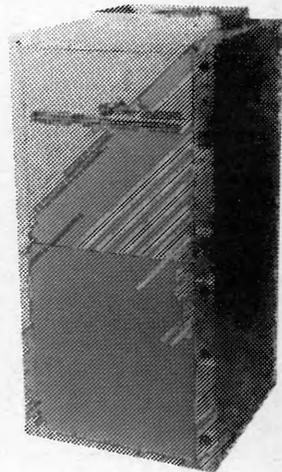
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