

Illinois

R.E.N.

RURAL ELECTRIC NEWS

AUGUST, 1963



National News Notes

Nelson says REA vital to economy

■ Senator Gaylord Nelson of Wisconsin believes rural electrification is one of the country's most valuable and effective national programs, a lasting accomplishment of an era in American history.

He also considers the REA program a vital part of a crucial effort to strengthen and expand the American economy and to preserve this country's place in the world.

Recalling the era in which REA was born, Senator Nelson in a recent speech said the really striking thing about this era is that the American people did not turn to socialism or communism . . . Instead, they chose something distinctly democratic and American.

"They created independent, home-owned cooperatives, with capital provided on a strict loan basis from the federal government. The program was in the finest traditions of a free democracy—and the results were spectacular."

FPC seeks jurisdiction over co-ops

■ The Federal Power Commission ordered three rural electric co-ops July 23 to explain why they shouldn't accept FPC jurisdiction.

The cooperatives are Dairyland Power Cooperative of LaCrosse, Wis., Minnesota Power Cooperative of Grand Forks, N. D., and South Central Rural Electric Cooperative of Lancaster, Ohio.

If FPC's order stands, the co-ops must persuade FPC to approve any loan from the Rural Electrification Administration or any other lender.

One member of the five-man commission dissented from FPC's order. Howard Morgan, who will leave FPC as soon as the Senate confirms his successor, said the order is "a wrongful attempt to arrogate to this commission jurisdiction and powers not conferred upon it by Congress."

'Local' power controlled by big investors

■ The nation's commercial power companies are controlled by a handful of interlocking financial houses in possible violation of the spirit of the 1935 Federal Power and Public Utility Holding Company Acts, according to the Electric Consumers Information Committee.

The non-profit consumer organization based in Washington suggests that Congress or the Justice Department take a "searching look to see if the 1935 legislation has been lived up to and if it is adequate enough to protect the public interest, consumers and investors."

Marvin Zeldin, executive director of ECIC, says reports show that the nation's "local" private power companies "are dominated by financial interests far removed, at least geographically, from the areas they serve."

G-T program benefits all power users

■ REA must continue to have authority to grant generation-transmission loans, according to Senator Edward V. Long of Missouri.

Speaking at a recent cooperative meeting in his home state, Senator Long said G-T loans are "vital to the bargaining process" between co-ops and the power companies "and are in the interest of low cost power for all users of electricity."

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AUGUST, 1963

Facts of Political Life?

One of the most unusual "political addresses" this writer has heard in years was delivered recently by U. S. Senator Paul H. Douglas, the long-time friend of electric cooperatives, at Camp Point and Winchester annual meetings.

It was not an address calculated to win votes for the veteran Illinois senator who has been a staunch friend of electric cooperatives since depression days.

Instead the senator, a nationally known economist, was saying things he obviously felt needed to be said to protect and promote the interests of cooperative members themselves.

He was saying things we have been hearing with increasing frequency and concern from knowledgeable cooperative members throughout the state as these shrewd individuals review cooperative experiences in the last legislative session and consider their prospects in other opposition that already is developing.

SENATOR DOUGLAS pointed out what we all know: that cooperatives need their legislative friends—every one they can get—of either political party.

He emphasized a simple political fact of life: that in order to retain such friends, cooperative members must support them. For support of cooperative legislation is certain to cost state and national lawmakers the support of well-financed, politically effective commercial power and other influential interests.

It is to the everlasting credit of so many legislators that they have voted in the interest of electric cooperative members in the past, without receiving fair support from the cooperatives. But we simply cannot expect this one-sided situation to continue.

Senator Douglas told the thousands of cooperative members attending Camp Point and Winchester annual meetings:

"Let me make it clear that so far as I am concerned, I am going to stick to the very end as the friend and supporter of REA. It has always cost me the bitter opposition of the private utilities, their stockholders and managerial employes. But I shall keep on in protecting REA even though I thereby win the opposition of its members!

"You therefore have nothing to fear from me. But just because of my concern for you, I suggest that you consider whether your practices are wise and prudent from the standpoint of your own self interest."

SENATOR DOUGLAS did not claim that a legislator's voting record on electric cooperative matters should be the sole issue by which legislators and parties should be judged.

But he did say that cooperative members, in their own interest, should give this matter careful consideration.

Could it be that in the past we have taken legislative support too much for granted? Times are changing. Commercial utilities are turning more and more to lawmakers in their efforts to hamstring and even destroy the cooperatives.

We in Illinois came off well in the last state legislative battle. And unless cooperative members give our friends their support, we will have fewer such friends when next the chips are down.

OUR COVER—Bill Kelley, security supervisor at the big and beautiful Lake of Egypt, takes visiting cooperative representatives on a tour of the recently created lake south of Marion. It's the second largest man-made lake in Illinois and is owned by the Southern Illinois Power Cooperative.

Are Co-ops Being Fair to Selves?

By John F. Temple

Paul H. Douglas, senior senator from Illinois and a long-time friend of electric cooperatives, has warned bluntly that cooperative members are accepting legislative support from legislative friends without giving support in return.

He cautioned that if this continues long enough cooperatives will be at the mercy of legislative bodies made up chiefly of lawmakers unwilling to risk the enmity of well-heeled commercial utilities when such friendship results only in indifference or even animosity on the part of many cooperative members.

Senator Douglas came to Illinois to discuss electric cooperative legislative problems before annual meetings of Adams Electrical Co-operative at Camp Point and Illinois Rural Electric Co. at Winchester.

The white-haired senator, a veteran of two wars, holds a doctor of philosophy degree from Columbia University, is a former professor of philosophy at Chicago University and is the author of many books, chiefly on economics.

IN HIS ADDRESSES he said precisely what increasing numbers of cooperative members have been thinking in recent months. And his talk was not the type a politician normally would make in seeking votes for himself.

But Senator Douglas, a Democrat, was not asking for support for himself or for members of any one party. He was asking support for legislative friends of electric cooperatives, state and national, of either party. He said these friends are desperately needed by the cooperatives.

The senator used his own experience as a case in point.

Quietly he pointed out that in 15 years in the Senate he has compiled an electric cooperative support record equalled by few other senators. He has, he added, been an REA supporter "before there was a single cooperative light bulb in the nation."

Senator Douglas then pointed out that "the other Illinois senator" has a record of only one favorable and 42 unfavorable votes on measures important to electric cooperatives.

"And now comes a very ironical fact," Senator Douglas continued. "A study of precinct voting in this and other REA districts shows that this other senator receives an appreciably higher percentage of the votes

of cooperative members and their families than I do.

"I make no complaints about this and I will not let it affect my activities. I believe in REA and I will continue to support it even if I lose every REA vote in the state."

BUT THE SENATOR warned that such steadfast support cannot be expected indefinitely from all present friends of electric cooperatives.

"The enemies of REA and the private power companies are active on every level," he said. "They want to keep your co-ops from growing. They do not want to be put on the spot by your cooperative decisions to lower your own rates.

"They want to get you under the control of the state utility commissions which they think they can control. They would like to take you over.

"And in Washington they are working continuously to cut the loan funds, raise the interest rate, deny new applications and at all costs to prevent the co-ops from building generating plants and laying transmission lines. They are powerful and well financed and have great political influence."

SENATOR DOUGLAS declared that "throughout the years you will find that the vast majority of Democrats have supported REA and the vast majority of Republicans, with such honorable exceptions as George Aiken, have opposed it."

"Here in Illinois the contrast is sharp and decisive," the senator continued. "There is not a single cooperative light bulb in Chicago but the Democrats in Congress from Cook County almost without exception vote for REA while the downstate Republicans with the rarest exceptions vote against REA.

"And then you REA members show your approval of the policies of your opponents by voting for them in overwhelming proportions.

"Indeed, your approval of the conduct of your opponents goes even further. It is the custom of many of our Illinois Republicans, after voting against REA, to come to such meetings as these and pose as your friends and supporters.

"Here they are commonly greeted not only with the courtesy which should be properly extended, but with a mutual exchange of hearty back slapping.

"In contrast with this is the sober fact that I have been virtually

turned out of REA meetings in other sections of Illinois than this and often treated with a chilliness that excelled that conveyed by any air conditioner."

"Make no mistake about it, my friends. Had it not been for Mayor Daley and the Chicago Democrats, you would have been put under the Illinois Commerce Commission by the recent legislature. And yet, even in recent days, I have heard unbecoming and untrue slurs from REA members about the very men who saved you."

SENATOR DOUGLAS said he was asking merely that cooperative members "recognize the facts and consider them."

The senator suggested that if this consideration "causes you to cease attacking your friends, that would certainly be a contribution to good manners and civic amenities. But that is up to you."

Senator Douglas continued:

"There is one point, however, that I think you should most seriously consider and that is whether it is prudent and wise for you to continue on your present course.

"The supporters of the private utilities, though in a minority, are indeed active in the Democratic party. They are telling the city Democrats, 'Why do you keep on helping the farmers and the REAs? They never vote for you and never will. On the contrary, they dislike you and make no bones about it.

"The city workers are not helped by the REA and the REA members, whom you help, later show their hostility to you by their votes and actions. Turn them adrift, therefore, and let them shift for themselves. And if you do, you will find that the private utilities will show real gratitude to you instead of the ingratitude with which the members of the REA cooperatives have always treated you."

"Now what do you think of an argument like that? Up to date the city Democrats have refused to make any such arrangements and great credit should go to Mayor Daley for refusing to permit it. But for how long can flesh and blood be expected to resist without some decided change on your part?"

"Let me make it clear that so far as I am concerned, I am going to stick to the very end as a friend and supporter of REA. It has always cost me the bitter opposition of the private utilities, their stock-



U.S. Senator Paul H. Douglas visited with cooperative members after addressing the recent Adams Electrical Co-operative annual meeting. From left are Robert R. Wagner, president, Association of Illinois Electric Cooperatives; Dean Searls, Adams manager; Sen. Douglas; John Sargent, Adams president, and Thomas H. Moore, AIEC general manager.

holders and managerial employees. But I shall keep on in protecting REA even though I thereby win the opposition of its members!

"You therefore have nothing to fear from me. But just because of my concern for you, I suggest that you consider whether your practices are wise and prudent from the standpoint of your own self interest."

EARLIER in his address Senator Douglas defended cooperatives against attacks that have been intensifying during recent years.

He told of the creation of the Rural Electrification Administration during the Roosevelt administration. He pointed out that President Roosevelt and his supporters rejected the idea of government-owned lines, which was the method being used in conservative Ontario. Roosevelt and his supporters developed the idea instead that the electricity was to be distributed by voluntary cooperatives formed by rural residents.

These cooperatives would be self-governing and independent of the government. The government, in turn, would be the banker and loan the cooperatives the necessary money at a relatively low interest rate.

"Since then," Senator Douglas continued, "under REA, distribution costs have been steadily reduced and the cost of power to the farmers progressively lowered. The system has been a financial and operating as well as a human success."

"But," said the senator, "private utilities and their spokesmen charge that all this is socialism and, indeed, un-American.

"There is nothing socialistic about the REA," Senator Douglas declared. "For cooperatives are a way by which individual members voluntarily band together to do things for themselves which they cannot do individually.

"The REA is a substitute for either being served by a private monopoly or by the government. The electrical cooperatives are in the best traditions of self-help and are parallel to the marketing cooperatives fostered by so many groups, including the Farm Bureau.

"So don't ever let the high powered propagandists make you ashamed of your electric cooperative. On the contrary, take pride and interest in it, help to run it well and stand up for it when it is attacked."

THE SENATOR wasted no sympathy on critics who complain that electric cooperatives are obtaining REA loans at 2 per cent.

"The financial magnates charge that this is a subsidy and hence a wicked waste of the taxpayers' money," he said. "Let me reply to this.

"First, for many years when the Roosevelt Administration was following a low interest rate policy, the average rate of all government indebtedness, including the short as well as long term obligations, was somewhat less than 2 per cent and hence, during this time, on this basis, there was no subsidy.

"Secondly, while there has been a slight subsidy in recent years, this has been given in return for the agreement of the cooperatives to service an entire area, including the relatively isolated farms, and not confine themselves to the more thickly settled districts which would be the case were private utilities to do the work.

"The average number of customers under REA is about three and one-third per mile of line as compared with ten times this average on the lines of the private utilities.

"We believe that the social and economic benefits of cheap power are so great as to justify this outlay by the government."

Senator Douglas pointed out that 70 years ago during the administration of Grover Cleveland this nation made a similar decision. Congress put Rural Free Delivery into effect.

Cleveland, Congress and the people knew it would cost more to collect and distribute mail to the thinly settled countryside than the government could collect in postage.

"But President Cleveland believed and Congress agreed that the economic and social advantage of bringing the relatively isolated farm families into communication with the business and social life of the nation justified the expense," Senator Douglas declared.

"This is still true today and it is equally true of rural electricity. For without REA, radio and television would still be shut off from the vast majority of rural families."

Senator Douglas told his audiences at Camp Point and Winchester that he has never noticed that business has objected to enormous sums paid out in subsidies to the shipbuilders and ship operators, or to the airlines, or to the zinc and lead miners.

He continued:

"Nor so far as I know, did the private utilities pass on to the customers the reduction in taxes they received from being granted a faster depreciation ratio and a credit on investment. No, it is only when the farmer, through his cooperatives, gets a little favor for a few years that these gentlemen get apoplectic with indignation."

Senator Douglas praised creation
(Continued on Page 23)

Ponies can bring fame to Bill Maier

Automobile manufacturers have nothing on pony breeders when it comes to changing models.

Bill Maier, for instance, at his trim farm near Crossville, observed recently:

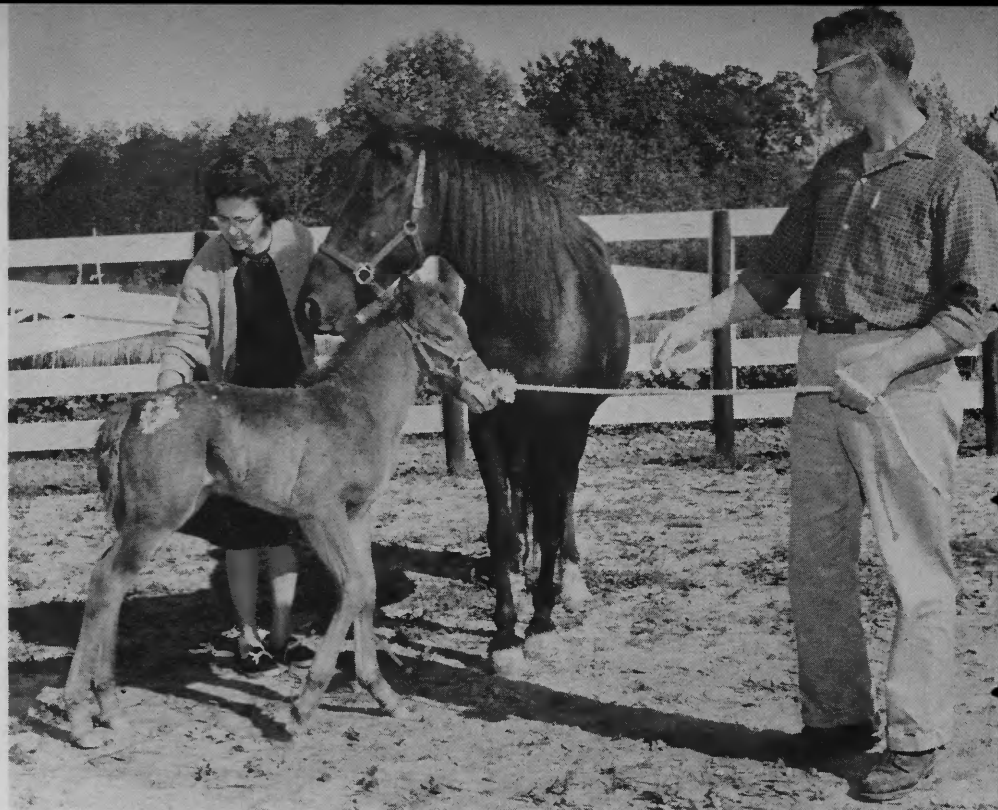
"I started raising Shetland ponies 14 years ago. The market was fine then but has gradually declined. Too many breeders. So we decided we'd better change models. Breeders developed a wonderful new pony, the Appaloosa pony, officially known as the Pony of the Americas, or POA."

Mr. Maier said the breed was begun in 1955 and can be a cross between Arabian, Quarter horse, Shetland and Appaloosa.

Ponies of the Americas stand between 48 and 52 inches high and are fast becoming a favorite with teenagers who are too big for Shetland ponies.

MR. MAIER showed some of his beauties recently to Roy L. Morris, power use adviser for the Wayne-White Counties Electric Cooperative, which serves his farm.

"Such ponies as these," he said, "are particularly affectionate and intelligent. They're strong and rugged. They're going to be popular all over the nation. They're not too



small for even an adult. I have one I could ride all day."

Would you like to know the history of the Appaloosan horse? Good! Mr. Maier will tell you.

"Its history dates far, far back, hundreds of years ago to Persia, to an animal called the Heavenly Horse. Somehow China got into war with Persia and took all Persia's prize horses. From China they migrated to Spain and from Spain to Mexico and to what now is the United States.

"The Nez Perce Indian tribe in the Palouse River country of the northwest developed the Indian horse to its highest peak. They weeded out the inferior animals and

ultimately no other tribe could keep up with them. By 1870 the Nez Perce Indians were outfighting ten times their number of U.S. cavalrymen, with much credit going to their horses.

"But you know what happened. The Indians were defeated and the Appaloosa horses almost became extinct. Since the 1940s, however, they've come back in popularity."

SO NOW you know — if you didn't before.

Mr. and Mrs. Maier have two children, Barbara, 16, who in 1957 won the electric cooperatives' state talent contest in Springfield, and Billy, 14.

The family lives in its attractive farm home which has an all-electric kitchen—and Mr. Maier says, "I wouldn't live anywhere else."

He recalled for Mr. Morris his move from Crossville, where he and his brother operate a grocery. "We have all the comforts of town plus the satisfaction of getting our own electricity from our own cooperative, Wayne-White. We're among the owners of this cooperative.

"In our store we are served by a commercial utility. I can compare rates. The costs from our electric cooperative are actually lower! You'd better not say the cooperative's job is finished!"

Mr. Morris wasn't about to.

Lucky Barbara and Billy Maier. There are plenty of fine ponies on their parent's farm.



WIPCO to Bring New Economies

Western Illinois Power Cooperative has gotten off to a flying start with the recent employment of Donald B. Bringman of Muscatine, Iowa, as its manager and establishment of offices in Room 8, Morrison Building, 303½ W. State st., Jacksonville.

A \$7,807,000 Rural Electrification Administration loan, recently approved in Washington, will finance construction of a 22,000-kilowatt steam generating plant on the Illinois River, plus distribution lines and other facilities.

Walter H. Johnston, Girard, president of the power cooperative's board of directors, said plant construction will start as soon as plans and specifications can be completed and contracts let.

"We hope the facilities will be in operation within two and one-half years—early in 1966," he added.

Stanley Engineering Co. of Muscatine, with which Mr. Bringman formerly was associated, has been retained as WIPCO's consulting engineers. It is already at work on plans.

The plant site probably will be acquired within two months.

WIPCO is the third power generation and transmission cooperative in Illinois. Illinois Rural Electric Co. of Winchester began serving its members in 1938. Southern Illinois Power Cooperative's new 99,000-kilowatt plant near Marion is to go into full production soon.

WIPCO was born in early 1960 when directors and managers of seven Central Western Illinois distribution cooperatives were forced to accept a new and unfair wholesale power contract from "investor owned" power companies.

Cooperative representatives pointed out that this contract contained restrictions as to use of the power by the cooperative. It also dictated amounts the cooperatives would have to charge their members for certain loads. In lieu of such a contract, cooperatives would have had to purchase wholesale power on an unrestricted basis at prohibitive rates.

WIPCO is designed to provide power for its members, not only at the lowest possible cost, but on an unrestricted basis, Dean L. Searls, Camp Point, who served as coordinator of the cooperative, has pointed out.

Power cooperative members are Illinois Rural Electric Co.; Adams



Donald B. Bringman, newly named manager of Western Illinois Power Cooperative.

Electrical Co-operative of Camp Point; Menard Electric Cooperative of Petersburg; Rural Electric Convenience Cooperative of Auburn; Spoon River Electric Cooperative of Canton; Western Illinois Electrical Coop. of Carthage and M.J.M. Electric Cooperative of Carlinville.

Officers in addition to Mr. Johnston as president are Homer T. Brown of New Holland, vice president, and F. J. Longmeyer of Greenfield, secretary-treasurer.

Through their new power cooperative, the seven participating distribution cooperatives expect to combine their power requirements and thus achieve advantages of volume production and the use of larger, more efficient generating units.

THE NEW PLANT will have nearly twice the capacity of the present Illinois Rural system whose ownership will be transferred to WIPCO on a debt assumption basis. WIPCO will then own and operate these facilities along with the new plant.

The present diesel generating units of Illinois Rural are to be used for peaking purposes and for backing up the steam plant during emergencies. The steam plant may be expanded as needed.

Three WIPCO members — Illinois Rural, Menard Electric and Rural Electric Convenience — already have deficiencies in available power. The new plant is designed to take care of these deficiencies for ten years, or until 1975.

The other four WIPCO members have wholesale power contracts expiring Jan. 1, 1970.

PRESENT PLANS call for development and construction of a transmission system that will tie all seven member-cooperatives together.

Then they will be in a position to purchase power at one or two delivery points from commercial power — or, if they are unable to obtain an acceptable wholesale contract, they may add additional generation facilities to take care of their own power requirements.

Mr. Johnston pointed out that the cooperatives have in recent years made repeated, fruitless efforts to obtain needed power from commercial companies at reasonable rates and without unreasonable restrictions.

But contracts offered by commercial companies were completely unsatisfactory to the cooperatives, Mr. Johnston said. This view ultimately was concurred in by REA officials in Washington at the urgent request of the Illinois cooperatives.

S. R. Faris, manager of Illinois Rural Electric Co., has pointed out:

"We negotiated over a long period with power companies in an unproductive effort to obtain needed power at a price equal to or lower than that at which it could reasonably be generated and under conditions that would not place unfair restrictions on member cooperatives.

"Creation of WIPCO and plans for the new generation plant are the result of this failure to achieve a reasonable contract that would be fair to our member-owners.

"Studies show that the self-generation plan made possible by the REA loan, which will be repaid with interest, is the most economical and practical method of meeting the power requirements of our members.

"Under this plan, a saving in excess of \$900,000 in power costs will be realized during the period 1966-75 as compared with the cost of purchasing power from other sources free from restrictive contract provisions."

MR. SEARLS also pointed out that WIPCO has negotiated an interchange power agreement with the City Water Light & Power division of Springfield. As a result, each of the systems will be able to take advantage of an exchange of economy power with substantial benefits accruing to their users.

Western Takes Action On By-Law Amendments

Western Illinois Electrical Coop. members, at their annual meeting in Carthage, approved an amendment modifying requirements for payment of capital credits and amendments regarding membership in the Association of Illinois Electric Cooperatives and the National Rural Electric Cooperative Association.

"Under original byLaws, these funds had to build up until they totaled more than 40 per cent of the assets of the cooperative," Secretary-Treasurer Harold S. Huey of Plymouth explained.

"Cash refunds of capital credits may be, at the discretion of the board of directors, made so long as, after the proposed retirement, capital of the cooperative shall equal at least 20 per cent of the total assets."

In other action, Donald Kerr, Sr., Warsaw, was elected to a three-year term as a director on the board, succeeding Grover Meeker, also of Warsaw, who did not seek re-election after 15 years as a board member.

Re-elected to the board was Mr. Huey, who is also serving his sixth year as a director of the National Rural Electric Cooperative Association.

Officers re-elected by the directors were: Robert Wagner, president; Wendell Thompson, Niota, vice-president, and Mr. Huey, secretary-treasurer.

Miss Diana Lynn Brown, 18, daughter of Mr. and Mrs. Harry Brown of Nauvoo, was named "Miss Western Illinois Electrical Coop." for 1963. Miss Denise Van Brooker, 16, daughter of Mr. and Mrs. Irving Van Brooker of near Plymouth, was first runner-up and Miss Diana Rowland, 16, daughter of Mr. and Mrs. Owen Rowland of Bowen, was second runner-up.

Top honors in the talent contest went to "The Ten Aces," a dixieland group that included Sheila and Larry Smith, Karen Brown, Margie Young, Janet Corzatt, Nancy Clifton, Lynn Rice, Lynn Sparrow, Donna Mohr and Bill Thomas.

Miss Vickie Baird placed second in the talent contest and third place honors went to Terri and Gloria Tobias.

A proposal to limit membership in the state and national associations to one year, subject to approval of the cooperative membership, was defeated.

Mr. Huey, opposing the limitation, pointed out the great service the two organizations have been to the local cooperative.



Western Illinois beauties from left are: Miss Diana Lynn Brown, 1963 queen; Miss Denise Van Brooker, second place winner, and Miss Diana Rowland, third.

Egyptian Members Urged To Protect Their Rights

"You have a wonderful story to tell," member-owners attending the 25th annual meeting of the Egyptian Electric Cooperative Association were told by F. E. Fair, a former manager of the cooperative at Steeleville.

Mr. Fair, general manager of Eastern Iowa Light and Power Cooperative at Wilton Junction, Iowa, addressed the more than 3,500 members reminding them that they must be able to tell their story whenever possible.

"The truth is on your side and the truth will not hurt anyone," he said. Fair said that the cooperative has brought progress and prosperity, not only to the rural people, but to the businessman on Main Street in every town and city in the area in a chain reaction of progress.

R. S. Holt, manager, said "We must stand up and protect our rights. The opposition criticizes the fact that we borrow money at two per cent, bringing electricity to the rural areas, but overlooks the fact that they receive much more in deferred taxes, interest free capital."

"Grants are made by the government and these are made without any interest return while the cooperatives repay the loan, plus the interest," Mr. Holt continued.

President Edward C. Timpner told the members that the initial loan from the Rural Electrification Administration was received February 20, 1939. "From a total of 95 miles of line to serve 224 member-owners we now serve 5,307 and have 1,677 miles of line energized."

Mr. Timpner further pointed out that the cooperative paid a total of \$108,379 in taxes in 1962.

Re-elected to three-year terms as directors were Ernest Doiron, Frank Easdale, and George Pape. Other board members include R. M. Bahn, Frank Jacquot, William H. Schrader, Harry Sickmeyer, and Edward Stellhorn.

All officers were re-elected: Mr. Timpner, president; Mr. Doiron, vice-president, and Mr. Bahn, secretary-treasurer.

Miss Nancy Koeneman, daughter of Mr. and Mrs. Edward H. Koeneman, was named "Miss Egyptian of 1963." Second place winner was Miss Sue Patton, daughter of Mr. and Mrs. D. R. Patton. Miss Mary Ann Easdale, daughter of Mr. and Mrs. Frank Easdale, placed third.



Winners in Egyptian Electric's beauty contest are from left: Miss Mary Ann Easdale, third; Miss Nancy Koeneman, queen, and Miss Sue Patton, second.



President F. J. Longmeyer of Illinois Rural with 1963 beauty contest winners. Girls from left are: Miss Janet Lawson, third; Miss Janice Dunham, first, and Miss Linda Kay Hallock, runner-up.

Illinois Rural Expects \$50,000 Yearly Saving

Illinois Rural Electric Co. expects to save an average of \$50,000 per year for the next ten years by purchasing power through the Western Illinois Power Cooperative.

S. R. Faris, manager of Illinois Rural, outlined details of the WIPCO program to the more than 2,500 persons attending the 25th anniversary meeting of the cooperative at Winchester recently.

At the business session, ten directors were re-elected for one-year terms and William T. Gard of Barry was elected to succeed Robie Wallace of New Canton who did not seek re-election.

Later, directors re-elected F. J. Longmeyer, president; Walter Strubinger, vice-president; and Howard Hurrelbrink, treasurer. H. L. Vortman replaces Leonard Wood as secretary.

Featured speaker at the annual meeting was U. S. Senator Paul Douglas, who flew from Washington, D. C. to attend the meeting. Douglas urged cooperative members to support the legislators, both state and national, who support them.

Miss Janice Dunham, 17, of New Salem was named Miss Illinois Rural Electric Co. of 1963. Miss Linda Kay Hallock was runner-up, and Miss Janet Carol Lawson was named third place winner.

President Longmeyer told members that the cooperative has an outstanding record during its first 25 years, and now is able to provide the rural areas with electric service of the highest quality and dependability.

In his annual report, Manager Faris warned that the cooperative faces serious problems in the future.

"The so-called 'investor-owned' power companies are going all out in their campaign that seeks to eliminate rural electrification. For sheer coldbloodedness, this campaign has no parallel since the utility scandals of the pre-depression era.

"We must continue to fight to protect our territorial rights and to see that our future growth and development is not retarded."



Queen Nancy Sapp of Adams Electrical with other Adams beauties. From left: Miss Jeanne Ertel, 1962 queen; Miss Bonita Lee Dodd, second, and Miss Ernestine Seeland, third place winner.

WIPCO Means New Strength For Adams

John Sargeant, president of the Adams Electrical Co-operative, told members at the annual meeting recently that the \$7,807,000 REA loan to Western Illinois Power Cooperative, Inc., marks a historic step forward.

"Most of this loan, which will be repaid with interest over a 35-year period, will be used to build a 22,000-kilowatt steam generating plant on the Illinois River. This will bring new strength and independence to Adams and the other six cooperatives making up WIPCO."

More than 5,100 persons attended the annual meeting of the cooperative at Camp Point.

U. S. Senator Paul Douglas was the featured speaker. He praised members and leaders and urged support for legislative friends of the cooperatives.

During the business session, Kenneth Marlow of Huntsville was elected to a three-year term on the board of directors. He succeeds Glen Waner who did not seek re-election.

Directors re-elected are Wayne Laning and A. L. Bingaman.

Miss Nancy Sapp, 16, of LaPrairie, was crowned Miss Adams Electrical Co-operative. First runner-up was Miss Bonita Lee Dodd of rural Quincy, and second runner-up was Miss Ernestine Seeland of Quincy.

A total of \$251,000 in capital credits has been paid to members of the cooperative since the last annual meeting, according to Dean Searls, manager.

"We still have some \$19,000 remaining to be refunded to 1,241 members and are working as rapidly as possible to complete the payment of capital credits."

Horner S. Myers, secretary-treasurer of the cooperative, said in his annual report that the co-op paid \$279,182 for wholesale power last year. Its supplier is the Central Illinois Public Service Co.

Attorney Max L. Weinberg of Quincy told members that CIPS is over charging its customers by more than 30 per cent.

"This utility is receiving a higher return on its total capitalization than the courts have ruled to be reasonable," he explained.

Oswald Urges Greater Cooperation

Illinois cooperatives of many kinds have problems these days. Each cooperative needs a sound understanding of problems of others. And with this understanding will come a solution of many difficulties.

This was the view expressed recently by Harry L. Oswald, general manager of the Arkansas State Electric Cooperative, in an address before the fifth annual Co-op Workshop at Southern Illinois University.

Attending were representatives of various cooperatives from throughout the state, including many from electric cooperatives and cooperatives affiliated with the Illinois Agricultural Association.

Theme of the all-day gathering was "Getting to Know You" and speaker after speaker stressed the importance of this goal.

The workshop was sponsored by Southern Illinois University and by the cooperatives themselves who recognize the advantages of working together to solve individual and common problems.

MR. OSWALD was introduced by Thomas H. Moore, general manager of the Association of Illinois Electric Cooperatives and former director of member and public relations for the Arkansas association.

Arkansas is crisscrossed with strong electric cooperatives that bring dependable, low-cost electric power to more than 173,000 member-owners. Eight of its 32 distribution cooperatives have memberships in excess of 10,000 and six have memberships ranging from 13,000 to 22,000 consumers.

Mr. Oswald pointed out that Illinois and Arkansas have many of the same difficulties, although Arkansas' troubles started earlier and therefore Arkansas has a head start in solving them.

Much progress has been made, he said, and much more progress has yet to be made. It will be.

For many years, Mr. Oswald continued, cooperatives tended to justify their own existence—but not the existence and importance of other cooperatives. Each tended to be a "loner." Each was so wrapped up in solving its own difficulties and in rendering the finest possible service to its members that it failed, too frequently, to recognize the common interest of cooperatives in general.

But in 1955 a legislative battle got underway and electric cooperatives discovered they were fighting for their lives.

Farmers, members of electric cooperatives and other cooperatives too, began urging a closing of ranks, a more effective working together for the good of all.

Several ideas were proposed, including formation of a cooperative council, with farmers generally urging formation of a less formal cooperative committee.

THE EXACT pattern wasn't so important, however. The spirit of "cooperative cooperation" was what counted and that developed throughout the state as members and leaders alike came to realize that all cooperatives have common interests, and common needs.

One of the first results was creation of a series of workshops which resulted in annual meetings in Hot Springs, with top speakers being brought in from throughout the nation.

Who attends? Men, women, home economists, people connected with agriculture, people who recognize the vast contributions of cooperatives—and the importance of preserving the right of individuals to provide services for themselves through cooperative efforts, if they desire.

"Our problems just seem to disappear when cooperatives start understanding each others' problems," Mr. Oswald reported.

Arkansas' cooperatives today have succeeded in establishing three-week courses in cooperatives at the University of Arkansas. University credit is awarded and students include vocational agriculture instructors, county extension service agents and representatives of electric and many other cooperatives.

How were the courses established? Representatives of the statewide cooperative committee called on the president of the university. They explained the need for such instruction. Their reception was warm and the courses have proved both helpful and effective.

COOPERATIVE leaders throughout Illinois long have recognized the need for greater understanding of cooperative principles, needs and achievements, cooperative spokesmen have pointed out.

Arkansas cooperatives, working with Future Farmers of America,

vocational agriculture teachers and the extension service, now offer week-long cooperative conference camps for young people.

The cost per boy is \$15 and youngsters come from all over the state. Last year Governor Orval E. Faubus, a cooperative member and long a friend of electric cooperatives, addressed last year's group.

So goes the work. Cooperatives, working together for cooperative progress, find they can accomplish far more than would be possible if they worked alone. Sound familiar?

A MAJOR PART of one session at Carbondale was devoted to a report on the Illinois Agricultural Association and its affiliates. Five men, headed by W. B. Peterson, secretary of marketing, IAA, told of the work of this important farm group.

Herman H. Haag, professor of agricultural industries, Southern Illinois University, presided at this session. Mr. Moore spoke on "Cooperative Electric Services."

Wendell E. Keeper, dean of the University's School of Agriculture, later told Illinois Rural Electric News that he regards the recent workshop as probably the most successful thus far.

"The theme, getting to know one another, played a significant part in this high interest," he said, "and justly so. Getting together has been a helpful thing for all concerned."

"Out of such an interchange of ideas and meetings with one another is bound to come a mutuality of respect and understanding."

Dean Keeper pointed out that almost everything today is becoming more complicated and involved.

Not too many years ago when electric cooperatives were getting started their member-owners thought that if they could just get their programs going and operating on a sound financial basis their problems would be solved, such men as C. E. Ferguson of Colos-Moultrie Electric Cooperative pointed out.

Yet today they're beset with increasing attacks from critics who say their job is done—but who fail to realize that if electric cooperatives were suddenly to disappear, a very high percentage of Illinois residents would find themselves without electricity, or unable to pay its high cost when it was available.

Shuman Denies Assertion in Post-Dispatch

Charles B. Shuman, president of the American Farm Bureau Federation, has termed "very inaccurate and misleading" an article appearing in a recent issue of the St. Louis Post-Dispatch and reprinted in the June issue of Illinois Rural Electric News.

The article dealt with attacks being waged against government aid in electrifying rural America.

Only two paragraphs, the first and second, had reference to the Farm Bureau organization. These said:

"Leaders in an assault on the federally financed rural electrification program included the Republican Party's 'Mr. Conservative,' Senator Barry Goldwater, as well as private power companies, the United States Chamber of Commerce, and the American Farm Bureau Federation.

"In an undeclared alliance that is becoming increasingly important in a number of fields, they are getting strong help from right-wing extremists."

The rest of the two page article dealt with various attacks on electric cooperatives and what Norman M. Clapp, Rural Electrification Administration chief, and others, are doing about them.

Mr. Shuman wrote Illinois REN that "there is absolutely no truth in the accusations" contained in the Post-Dispatch article.

"I think it would be only fair," Mr. Shuman said, "that you carry the enclosed letter to the editor of the Post-Dispatch which was published on July 2."

Illinois REN is happy to do so. The letter:

"A recent interpretative article by Thomas W. Ottenad of your Washington Bureau completely misrepresented the position of the American Farm Bureau Federation on the question of rural electric cooperatives. Mr. Ottenad made a broad brush statement that Farm Bureau has joined an undeclared alliance to mount an assault on the rural electrification program. Mr. Ottenad's first reading of our policy resolution came at our request—and several days after his story had been published.

"Farm Bureau's position on rural



Murdoch



Feirich

electric cooperatives is clearly stated in a rather lengthy resolution which opens with this: 'We support rural electric and telephone cooperatives organized and operated in accordance with accepted cooperative principles and practices.'

"Further—'Local ownership by well-informed members is the best safeguard for true cooperative principles.'

"In that connection, Charles B. Shuman, president of the American Farm Bureau Federation and a pioneer member of a rural electric cooperative in his home State of Illinois, recently suggested that local cooperative members reorganize or amend their by-laws to provide for complete member ownership of the cooperatives, as a number of the cooperatives already have done. He suggested cooperative members should make sure they always will own and control that which they have built.

"The Farm Bureau resolution on rural electric and telephone cooperatives supports the use of Rural Electrification Administration funds to finance generation and transmission facilities needed by farmers if satisfactory agreements cannot be otherwise reached for farm energy requirements at competitive rates.

"Farm Bureau also feels that established rural electric and telephone cooperatives should, on future loans, pay the full cost of the interest on money borrowed from the federal treasury. That is exactly the editorial position of the Post-Dispatch.

"We value always the comments of the Post-Dispatch, critical or otherwise. Our hope is that our positions on important issues can be represented accurately.

"Signed: Leonard Warner, Press Relations Director, American Farm Bureau Federation, Washington."

Feirich, Murdoch Assuming Duties At State Office

Two new men have been added to the staff of the Association of Illinois Electric Cooperatives. One fills a new position, the other replaces Joseph Gaffigan who has taken a position as property manager for the Carl M. Freeman Management Enterprise, near Washington.

Charles Murdoch, formerly of St. Louis, has been named director of member and public relations for the state association. He has spent several years in the sports departments of the St. Louis Post-Dispatch and the Globe-Democrat. He also has done considerable work in the public relations field.

Succeeding Mr. Gaffigan as associate editor of Illinois Rural Electric News is Charles R. Feirich, a native of Metropolis and for the past two years editor of The Times Record of Aledo. Previously he was publisher of The Cobden Review of Cobden. He has worked on several other newspapers, studied journalism at Southern Illinois University, and is a member of the board of directors of the Northern Illinois Editorial Association.

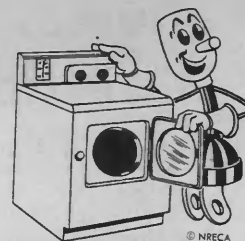
Both Mr. Murdoch and Mr. Feirich, with their families, have moved to Springfield. Each already has done work in several cooperatives throughout the state.



"... and now, westward hoe!"



Menard Electric News



MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois

Phone 632-2239

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

Gary Shawgo, Mason City, installing the plug on his pin-up lamp during the handicraft time at Western Illinois 4-H Camp.



Co-op Helps

At 4-H Camp

A new handicraft project was added this year to the activities at the Western Illinois 4-H Camp. This handicraft project is the electricity activity.

The 4-H camp board asked the rural electric cooperatives that serve in the area serving the camp to assist with this activity.

The handicraft project this year consisted of building a pin-up lamp suitable for a study desk or table. The 4-H'ers attending the camp and interested in working on this project were given assistance one day each week by a representative of one of the co-ops participating.

Building of the lamp consisted of the following. 1. Assembling the lamp base; 2. Installing the socket; 3. At-

taching the plug; 4. Building the shade.

During the eight weeks of camp this summer, approximately 200 boys and girls will build these pin-up lamps.

The cooperatives assisting with this project donated 40 sets of tools to the 4-H camp to be used for the electric handicraft activity. These tool sets included a screw driver, a pair of pliers, and a pocket knife.

Co-ops assisting with the camp this year were: Menard Electric at Petersburg; Spoon River at Canton; McDonough Power at Macomb; Western Illinois Electrical at Carthage; Adams Electrical at Camp Point; Illinois Rural Electric at Winchester; Rural Electric Convenience at Auburn; and M.J.M. at Carlinville.

Employee Gives Aid

The following is a letter Manager Howard Bell received from the Finney Pharmacy in regards to the quick thinking and actions of Garey Peterson, co-op tree crew foreman, on Sunday, July 21:

Sunday Afternoon
July 21, 1963

Dear Howard,

Right now while it is fresh in my mind, I want to tell you about one of your men's alertness and cool-headedness.

I don't know much about the medical aspects of the case, but I was involved as I received a call from the New Salem Lodge asking me to find one of the doctors.

It turned out that this man from St. Louis had severely injured his ring finger. Due to the rapid swelling the doctor said the wedding ring had to come off immediately. When I dashed into Shell Station for heavy pliers or cutters, your Garey Peterson happened to be there. After a couple of tangents due to my information, he quickly sized up the situation, went after bolt cutters, and helped the doctor get the job done on the ring.

We will either have to buy some bolt cutters or keep the Menard Electric Cooperative phone number handy!

I felt Garey should have due credit for a job well done. Please thank him once more for Dr. Purdy and me.

Sincerely,
Art Finney

Security Light Program

I am interested in your Security Lighting Program and would like to have a representative call on me.

NAME.....

ADDRESS.....

ACCT. NO.....

Cut Out and Mail to Menard Electric Cooperative, Petersburg, Ill.

CASH BONUS

For Buying and Installing
an Air Conditioner

EXPIRES

August 31, 1963

Menard Electric Cooperative— Its Contribution to this Area

by Duane Maaks

Rural electric co-ops are among the most dramatic demonstrations of the power of the cooperative concept that this country has ever seen. America's rural electric systems are a modern day "miracle." Before 1935, most



people in rural America couldn't get electricity, at least at a price they could afford. Serving farms with electricity was not considered practical or profitable. Then farm people, cooperating with their neighbors, organized into groups, borrowed money from the Rural Electrification Administration, and built their own electric lines.

Today, over 1,000 locally-owned and operating electric systems, mostly cooperatives, serve schools, churches, homes, farms, and businesses all over rural America. Each cooperative is a member-owned and member-controlled business organization, which borrows money from REA and repays it on regular schedules, with interest. They use the loans to build lines and other needed facilities. A portion of each consumer's bill is used to pay off the loans.

As the electric cooperatives have gone about their job of providing dependable electric power at a reasonable cost to their member-owners, they have become progressive, leading citizens of the business communities in which they serve. As local Illinois businesses, the electric cooperatives are of tremendous importance to the economic well-being and prosperity of their member-owners and the whole area in which they serve.

The electric cooperatives have not limited themselves to just providing electricity. Theirs is an overall job of helping to improve the general welfare of their members and all citizens of Illinois. The electric cooperatives, their members, their directors and their employees, are aware that good citizenship goes far beyond just doing one job. There is no phase of community life in which the electric cooperatives lack interest.

There is no phase of community life in which they are not willing to lend a hand. They have brought new vitality to every section of Illinois. But the job of the electric cooperatives is not done and will not be done as long as the individual citizen, and particularly our rural farm and our rural non-farm population, remains a dynamic force in the economy of our state and nation.

On September 9, 1936, Menard Electric was incorporated, officially marking its beginning. The original 116 miles of line that served 348 members has grown to about 2,084 miles of line serving 5,157 members as of December 31, 1961. The average cost for a mile of line is about \$1,830 at the present time. Although the cost of construction has increased 40 per cent, rates have not increased as much. The rates have only increased about 66 cents for 400 kilowatt-hours since 1937.

Today just about everything that is connected with farming is electrified. Homes are made brighter and cheerful through cheap, economical electricity. A few years ago most of the grain was unloaded and loaded by hand. Many farms now have elevators used both for grain and bales. Other types of elevators and augers feed the livestock by a push button.

Cleaning of the barn is made easier by an automatic barn cleaner. Barn cleaners, silo unloaders and other automatic equipment give the farmer more time to take care of the livestock properly. Temperatures in some farm buildings are held stable by thermostatic fans. In the farrowing house heat lamps are used to keep the baby pigs warm and dry.

There is a new improved yard light with a built-in photo-electric cell which automatically goes on when darkness approaches and shuts off as the first light of dawn appears. Private lights are not only a top value to those who have them but help to prevent a lot of vandalism.

Of the \$44,464 worth of taxes paid by Menard Electric Cooperative, a part of this money was used to improve roads and schools in my community. Not many people realize that Menard Electric Cooperative is helping our community in another way other than just providing electricity. And these benefits of electric cooperatives, which the membership does not contain, are spread out over the whole community, like the warming sunshine and the gentle rain, to help the people of the community in more ways than one.

Credit for the progress made in rural electrification during the past quarter century—certainly one of the great achievements of our time—cannot go to any one plan, one person, or one agency. Literally thousands of people have contributed time and hard work, frequently without pay, to the task of bringing electricity to rural America. Many were farmers, who took it for granted that it is part of the American way of life to help them-

selves and their neighbors.

The success of the REA program is due to the character, perseverance, and vision of these rural men and women. To enable my community to have good future leaders, Menard Electric contributes every year to F.F.A. and 4-H County Chapters. The 4-H uses this money to develop capable leaders for the future.

I am proud that Menard Electric Cooperative has helped the farm and rural business of my community to prosper and will continue to provide electricity to my community in the future.

To Enter State Beauty Contest



"Miss Menard Electric 1963"

Miss Denise Kelly will compete with other co-op winners in the State Beauty Contest to be held during the Annual Meeting of the Association of Illinois Electric Cooperatives in Springfield, September 10 and 11.

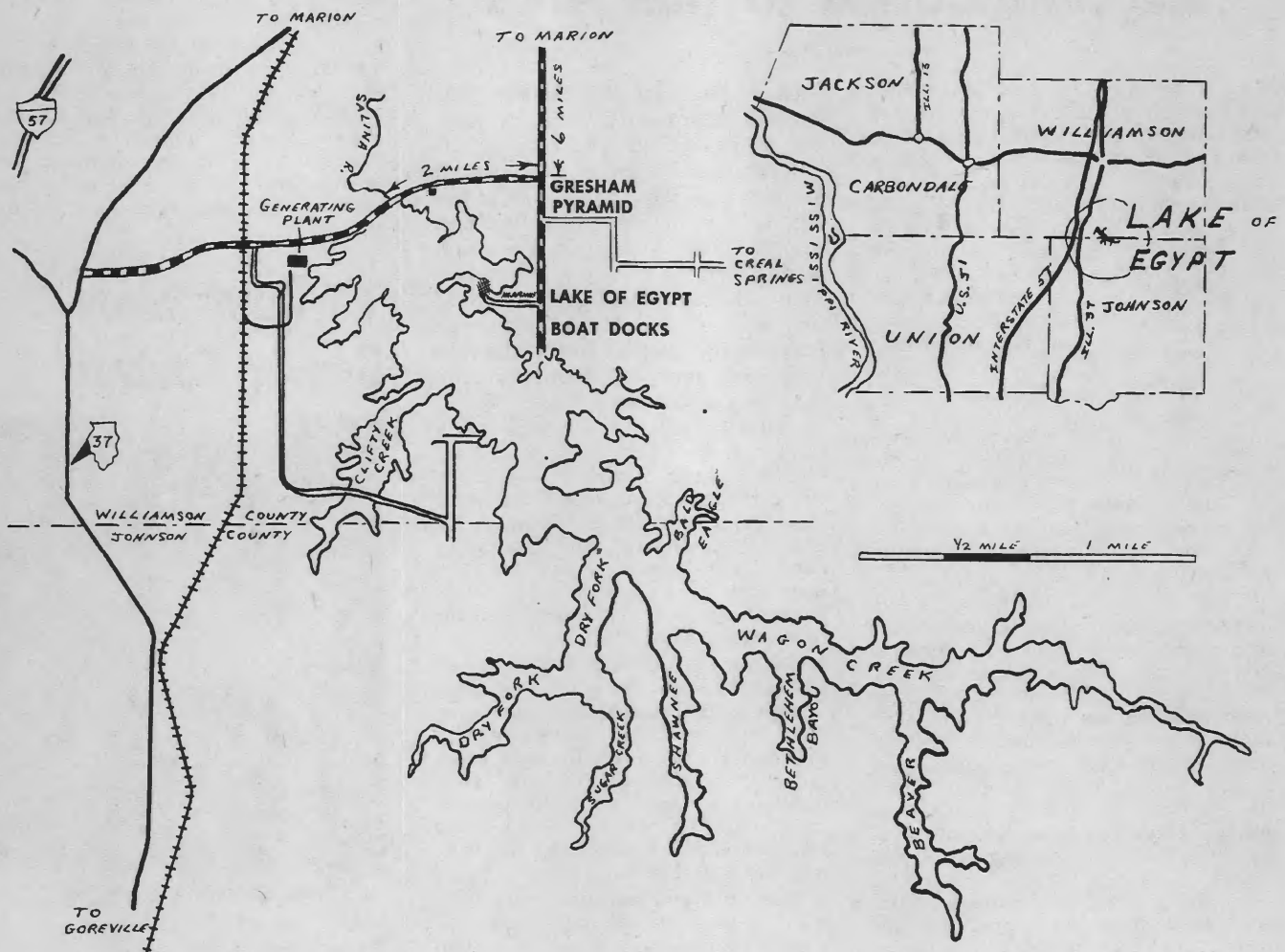
Miss Kelly was crowned "Miss Menard Electric of 1963" at the annual meeting last March. She will be representing Menard Electric Cooperative in this state contest.

The winner of the Association of Illinois Electric Cooperatives' contest will be named "Miss Illinois Rural Electric Co-op of 1963." She will represent Illinois at the National Contest to be held during the National Rural Electric Cooperative Association's Annual Meeting in Dallas, Texas, next March.

Miss Kelly is the daughter of Mr. and Mrs. John Kelly, Greenview.

The Association of Illinois Electric Cooperatives is the statewide organization of all the rural electric co-ops in Illinois. You, as a member of Menard Electric Cooperative, are also a member of the State Association. You are cordially invited to attend the beauty contest, which will be held in the evening, September 10, in the Ball Room of the St. Nicholas Hotel, in Springfield.

Lake of Egypt Developing Rapidly



Visitors are coming from miles around to enjoy the newly created Lake of Egypt, a 2,300-acre lake formed by the Southern Illinois Power Cooperative as part of its huge new steam generating facilities.

The plant, now undergoing final tests, ultimately will provide electricity for some 25,000 members of three distribution cooperatives: Egyptian Electric Cooperative Association, Steeleville; Southeastern Illinois Electric Cooperative Inc., Eldorado, and Southern Illinois Electric Cooperative, Dongola.

Although the lake was necessitated by the generating plant, an important by-product will be the recreational and living facilities it will provide.

"We expect to make this the most attractive recreational center in Southern Illinois, the heart of

one of the nation's finest vacation spots," R. S. Holt, president of the power cooperative's board of directors, said recently.

Ora M. Snider, power cooperative staff member who has been working closely with directors, Manager Thomas Clevenger, and others, in the development, has announced that lakeside sites for permanent homes and cottages will be available soon for leasing.

"The sites will be opened as the demand develops," he said. About 100 will be made available first. They'll be leased for 50 years, with an option to buy thereafter. Cost will be reasonable.

Persons interested in home or cottage sites are invited to contact Mr. Snider at the Southern Illinois Power Cooperative, Post Office Box 689, Marion.

Lots are expected to have about 100 feet of lake frontage and to be approximately one-quarter acre or more in size.

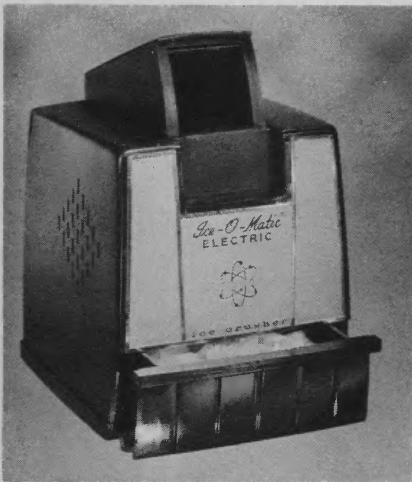
The building area is zoned and minimum building requirements are being set up for the protection of investors and to insure orderly development on a permanent basis.

Present plans call for a minimum of 600 square feet of floor space for cottages and 1,200 for residential homes.

Ultimately several thousand lots are to be made available.

The map above shows the lake as it exists today. It has been stocked with more than a half-million fish and sportsmen already are taking sizable catches. "But," says Bill Kelley, security supervisor, "that's nothing to what they'll land next year."

What's New?



● New Sunbeam Touch'n Go

A new vacuum cleaner has been added to the Sunbeam line of home appliances. The new "touch'n go" is a quick pick-up cleaner with a high-speed revolving brush. Light and easy to use, the vacuum weighs only 5 lbs. It features a disposable bag so that the user's hands never touch dirt. Offering the utmost in easy mobility, the Sunbeam vacuum has nylon rollers for use on carpets or bare floors. Built-in cord storage hooks are featured, along with an easy-to-see on-off switch on the handle. The "Touch'in Go" cleaner is available at a suggested retail price of slightly under \$19.95. At all Sunbeam dealers, or write Sunbeam Corporation, 5400 West Roosevelt Road, Chicago 50.



● Cordless Crusher

For patio, picnic or boat. Complete with built-in batteries, recharger, cord. Crushes 25 trays of ice before recharging. Cordless model priced at \$49.95. Conventional electric model, \$24.95. Rival Manufacturing Co., Kansas City, Mo.



● Lighted Dial Kitchen Clock

This new lighted dial kitchen clock will serve as a night light for added safety in the home. In the daytime, a new "wrap around" crystal cuts glare for easier reading from anywhere in the room. Large 8 inch diameter, available in chrome or copper. Suggested retail price, \$9.98. The Sessions Clock Company, Forestville, Conn. Free catalog of complete line available.

Hi-Ho come to the Fair

ILLINOIS STATE FAIR

AUGUST 9-18

STATE FAIRGROUNDS, SPRINGFIELD

10 BIG DAYS

- AGRICULTURE DAY 1st FRIDAY**
 - opening of new 4 H building
 - Big agriculture dinner, everyone invited, contact State Fair office for tickets (\$2.50) and information.
- FARM-A-RAMA**
 - new enlarged mile-long exposition including EVERY major manufacturer of farm machinery.
- SEE TOP PERSONALITIES**
 - Andy Griffith—Ronnie Howard—the Modernaires with Paula Kelly—Ralph Emery—Governor Otto Kerner—Ray Eberle—Debbie Drake—the Sutton Dancers—Paul Kohler—Skeeter Davis—the Glenn Miller Orchestra with Tex Beneke—plus hundreds more!
- MIDWEST QUARTER HORSE RACING CHAMPIONSHIP**
 - estimated \$16,000 purse

10 BIG DAYS

- Fri. Aug. 9—AGRICULTURE & CHILDREN'S DAY—games, contests, circus
- Sat. Aug. 10—LABOR'S DAY—Grand Ole Opry
- Sun. Aug. 11—VETERANS DAY—TWIN DAY
- Mon. Aug. 12—LADIES' DAY—Special Shows
- Tues. Aug. 13—CENTRAL ILLINOIS DAY and BLUE RIBBON FAMILY DAY
- Wed. Aug. 14—REPUBLICAN DAY
- Thurs. Aug. 15—GOVERNORS DAY—Governor Otto Kerner presents championship trophies
- Fri. Aug. 16—GOLDEN AGE DAY—Special Senior Citizen events
- Sat. Aug. 17—AUTO RACE DAY—Andy Griffith Show
- Sun. Aug. 18—MOTORCYCLE RACE DAY

(order all Grandstand tickets early)

20,000 Free Exhibits including industrial, educational and scientific displays

Exciting Auto and Motorcycle Races

Continuous entertainment & fireworks every nite

International 3-Ring Circus

Holiday on Ice Show

25,000 head of livestock

Nations Top Harness Racing

Giant Carnival

World's greatest Horse Show

FREE GATE AFTER 5 P. M.

Smile Awhile

ACT LIKE A LADY????

A dignified-looking, middle-aged gentleman decided to take advantage of a special sale and buy his wife a pair of nylons. After waiting about an hour on the fringe of a screaming, pushing mob of women, he plunged towards the counter with both arms flying. Suddenly a shrill voice hollered out, "Can't you act like a gentleman?"

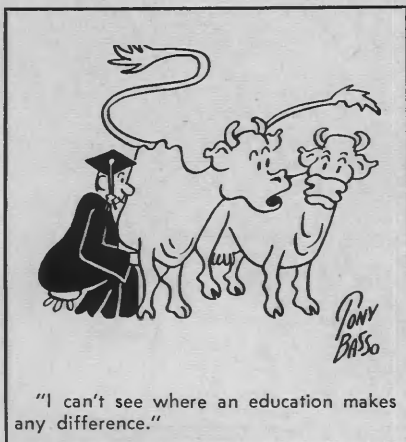
"I've been acting like a gentleman for over a hour and it got me nowhere," he replied, still plowing toward the counter. "Now I'm going to act like a lady!"

"FISHY STORY"

Toby's Diner has a customer who suddenly decided he wanted a fresh trout. "A nice fat one, very fresh," he told Tony. Tony brought out a live one so the diner could see it was really fresh. But when the trout looked up into the man's eyes it was too much for him, so he cancelled the order. Next day the man decided to eat at a different place and again ordered fresh trout. Imagine his surprise when the trout turned out to be the one he had refused at Tony's. His amazement was complete when the trout looked up at him and asked: "Ain't you eatin' at Tony's no more?"

MISTAKEN IDENTITY

A research assistant at one of England's largest psychiatric hospitals related this story: "We have 'open door' policy; the patients are free to go anywhere they please,



and some are often found wandering in the administrative wing.

"One of my colleagues returned from lunch one day to find a man sitting in the middle of the floor. 'You shouldn't be down there,' he said in the manner of one speaking

to a two-year-old. 'Here, take my arm. What would Sister say if she saw you there like that?'

"I'm sure I don't know," replied the man with dignity. 'But if you don't mind, I'll just remain where I am. I'm relaying the linoleum.'

A LAND BANK LOAN

is Best

TO FINANCE CONSTRUCTION OF BUILDINGS
... OR FOR ANY AGRICULTURAL
PURPOSE

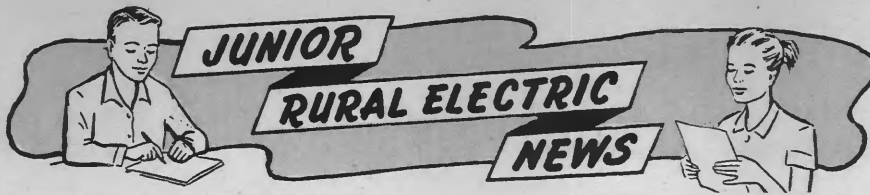


New farm buildings or remodeling can be paid for with a Long-Term, Low-Payment Land Bank loan. A Land Bank loan can always be paid in advance without penalty. Let the manager of your Federal Land Bank Association explain the many advantages.

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CARROLLTON	FREEMONT	MONMOUTH	SPRINGFIELD
CHAMPAIGN	GALESBURG	MORRISON	WATSEKA
CHARLESTON	HARRISBURG	MT. VERNON	WOODSTOCK
DANVILLE	HILLSBORO	OREGON	





PEN PALS

Hi Pen Pals,

Just three more weeks and you know what happens, don't you? The summer sure has gone by at a rapid pace, hasn't it? Seems only yesterday that vacation started and then all of a sudden "school days, school days" again. But just think! You will get to see all of your school pals again—and meet new ones—but don't forget your Pen Pals you have gained through the summer months. Be sure and keep in contact with them. Send any letters for publication to: Judy Parker, Jr. Rural Electric News, Box 1180, Springfield, Ill.

* * *

LIKES SINGING



I am 11 years of age. I am in the sixth grade at Arenzville Grade School. My eyes are blue and hair light brown. I weigh 83 pounds and I am four feet, ten inches tall. My hobbies are singing and dancing. My birthday is on Groundhog's Day,

February 2. I would like to hear from boys and girls ages ten to 13. Would like to have a picture, if possible. Will answer all letters.—Judy Logan, r.r. 2, Arenzville, Ill., c/o Donald Logan.

* * *

ENJOYS COOKING

I am nine years old and my birthday is November 5. I like to cook. I have brown hair and my eyes are brown. I have two dogs and some chickens. I would like to have girls and boys of all ages to write to me. I will try to answer all letters—Patricia Bullock, Post Office Box 131, Grantsburg, Ill.

* * *

COLLECTS ROCKS

I am nine years old, and in the fourth grade. My birthday is November 22. I have brown eyes and brown hair. My hobbies are collecting rocks, reading, and listening to records. I like cats. I would like to hear from boys and girls between the ages of nine and 11. I would like pictures, if possible. I will try to answer all letters.—Mary Ann Bima, Hennepin, Ill.

* * *

WANTS PEN PALS

I am 14 years old and in junior high. I will be a freshman next year. My birthday is January 21. I am five feet, five inches tall and have blue eyes. I love to listen to rock'n'roll music. I like to cook and baby sit. I want to hear from anyone. I will answer every letter.—Linda Voegel, r.r. 1, Gays, Ill.

ROLLER SKATES

Hello! I am 13 years old. My birthday is January 20. I have light brown hair and brown eyes. I go to Ste. Marie School. I am in the eighth grade. I enjoy roller skating, swimming and playing softball. I would like to hear from anyone. I would like to have a lot of Pen Pals.—Leann Michl, r.r. 1, West Liberty, Ill.

* * *

PAINTS PICTURES

I am 16 years old. I love to paint pictures. I go to the Pilgrim Holiness Church. I am five feet, one inch tall. I weigh 103 pounds. I have dark black hair and brown eyes. I will answer all letters. I would like to hear from boys and girls of all ages.—Linda Kay White, r.r. 2, Palestine, Ill.

* * *

BELONGS TO 4-H

I am 12 years of age. I would like to have some Pen Pals. I will answer all letters I receive. I live on a small farm out of town. Although my father doesn't farm for a living, we have a cow, three goats, and two horses. The three goats, two are babies, are the pets of the family. I am five feet, four and one-half inches tall and have brown hair and eyes. My birthday is July 22. I belong to a 4-H

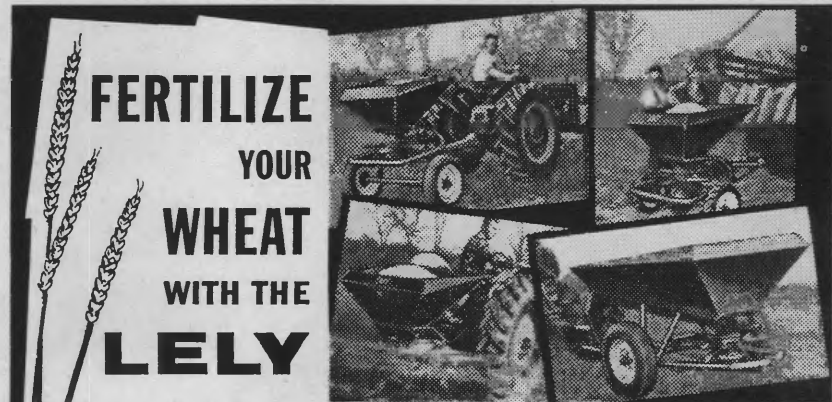
group, of which I am treasurer. Also I am in a G.A. Church group. For a hobby I collect stamps and read. I play the trombone in the school band and I take piano lessons. I write poems and plays which have been used in school and church. I have one brother, Allen, who is seven. I have one sister who is nearly ten years old. I would like to hear from both boys and girls.—Jeanne Winthrop, r.r. 2, Box 105, Elkhville, Ill.

FOREIGN JOBS

Foreign employment offers men and women choice of 19 countries—free transportation—special tax benefits—bonuses—liberal vacations—And a most unique way of life in government careers or with American companies, their subsidiaries. Over half a million Americans work and live exceptionally well outside the U.S.A. You can earn up to \$1,600 per month paid in U.S. currency. For complete information send \$2 to Foreign Projects, P.O. Box 1945, Beverly Hills, Calif.

CALIFORNIA JOBS

Thousands of new job openings now in Southern California in all fields. Permanent job security. Send \$2 for job information, names and addresses to California Jobs, P.O. Box 1944, Beverly Hills, Calif.



**FERTILIZE
YOUR
WHEAT
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By Judy Parker

a little something

● Flavorful vegetable relishes and colorful fruit preserves can do much to add zest and prevent monotony, especially in low-cost meals, even though they may not "rate" in nutritive value. The thrifty time to put up relishes and preserves at home is when local markets and home gardens offer generous supplies of fresh vegetables and fruits. To be worth the trouble and enjoyed by all, the products preserved at home should be of good quality. The best techniques in preparation, packing and processing are necessary. Then results are almost always successful.

TANGY TOMATO SAUCE

- 1½ teaspoons whole cloves
- 1½ teaspoons broken cinnamon stick
- 1 teaspoon celery seed
- 1 cup white vinegar
- 8 lbs. ripe tomatoes (25 medium)
- 1 tablespoon chopped onion
- ¼ teaspoon red pepper
- 1 cup sugar
- 4 teaspoons salt

Put spices and vinegar into small saucepan. Cover, heat to boiling, set aside. Mash tomatoes in large pan. Add onion and pepper, heat to boiling, cook 15 minutes, stirring occasionally. Put tomatoes through mill; add sugar to juice. Hold ruler upright on outside of pan, measure depth of mixture. Heat to boiling, reduce heat to simmer until mixture cooks down half (about 45-60 minutes). Strain spiced vinegar into juice mixture, add salt. Simmer about 30 minutes. Stir often. Pack in hot jars, seal.

SPANISH RELISH

- 8 medium green tomatoes
- 3 sweet red peppers
- 3 green peppers
- ½ small cabbage
- 3 large onions
- 2 teaspoons salt
- ¾ cup sugar
- ¾ cup vinegar
- 2 teaspoons mustard seed
- ¼ teaspoon tumeric

Grind tomatoes (you should have 1 quart when ground), the red and green peppers (seeds and ribs removed, of course), cabbage, onions through food chopper. Mix with salt, let stand overnight. Next morning drain well and mix with remaining ingredients. Bring to boil and cook over high heat for 20 minutes. Pour into 6 jars, seal.

BREAD and BUTTER PICKLES

- 12 large or 15 medium cucumbers
- 5 cups sliced onions
- 2 teaspoons salt
- 4 cups sugar
- 1 quart vinegar
- 2½ teaspoons turmeric
- 1 red pepper, chopped or
- ¼ teaspoon cayenne
- 4 sticks cinnamon

Slice cucumbers, add onions. Sprinkle with salt. Let stand one hour. Drain, place in deep kettle with remaining ingredients. Cook slowly over low heat until sugar is dissolved, then turn to higher heat and boil rapidly until slices begin to glisten (about 30 minutes). Pack in hot jars, fill to overflowing with hot syrup. Seal. Yield, 8 pints.

WATERMELON CHOW CHOW

- 6 medium cucumbers
- 6 medium green peppers
- 8 medium onions
- ¼ cup salt
- 1 quart water
- 2 quarts vinegar
- 5 pounds brown sugar
- 3 tablespoons mixed pickling spices
- 2 tablespoons dry mustard
- 2½ quarts finely diced watermelon rind

Peel, dice cucumbers, seed and chop peppers, peel, chop onions, add salt. Soak 2 hours. Drain. Cover with fresh water, soak overnight. Drain. Combine in large kettle vinegar, sugar, spices and mustard, boil 2-3 minutes. Add vegetables and watermelon rind. Cook over low heat 1 hour or until rind is transparent, stirring occasionally. Pour into clean hot jars and seal. Makes 10 pints.

GREEN TOMATO MINCEMEAT

- 4 quarts (24 to 28 medium) finely chopped green tomatoes
- 2 quarts (8 to 10) pared, finely chopped tart apples
- 1 pound raisins
- 4 tablespoons minced citron, lemon or

- orange peel
- 1 tablespoon ground cinnamon
- 2 teaspoons salt
- ¼ teaspoon ground allspice
- ¼ teaspoon ground cloves
- 2 cups finely packed brown sugar
- 3 cups granulated sugar
- ¾ cup vinegar
- ¼ to ½ cup lemon juice
- 2 cups water

Combine all ingredients and cook mixture slowly until tender and slightly thickened. Stir frequently to prevent sticking. Pour into hot, sterile jars, filling to top, seal. Store in cool, dry, dark place. Makes about 4 quarts.

GREEN TOMATO MINCEMEAT CAKE

Sift together 2½ cups all-purpose flour, 2 teaspoons baking powder, 1 teaspoon soda, 1 teaspoon salt. Mix 1½ cups sugar gradually with ½ cup shortening, creaming well. Then blend in 2 unbeaten eggs, beating well after each addition. Combine 1 cup milk and 1 teaspoon vanilla and add alternately with the dry ingredients to cream mixture. Blend well after each addition. Stir in ½ cup chopped pecans and 1½ cups green tomato mincemeat. Turn into three 9-inch round layer pans that have been well greased and lightly floured. Bake at 350 degrees for 30-35 minutes. Frost with creamy Lemon Frosting.

CREAMY LEMON FROSTING: Cream ¼ cup butter with ¼ teaspoon salt. Blend in 3 cups sifted confectioners' sugar alternately with 3 tablespoons hot cream. Add 1 tablespoon lemon rind and 1 teaspoon lemon juice. Beat until smooth and creamy. Thin with cream if necessary.

GINGER PEARS

- 8 lbs. pears
- 8 cups sugar
- 4 lemons, juice and grated rind
- 2 tablespoons preserved ginger, chopped
- 4 cups water

Wash, peel, core and cut pears in thin slices. Mix with other ingredients. Bring to boil over high heat, reduce to simmer speed and continue cooking until thick, about 2 hrs. Stir occasionally. Pack into hot jars, seal. Makes 6 pints.



extra . . .

SPICED CRAB APPLES

- 2 lbs. crab apples
- 4 cups sugar
- 1 pint vinegar
- 1 cup water
- 4 sticks cinnamon
- 8 whole cloves

Wash crab apples; remove blossom ends (leave stems on). Prick skins with fork to prevent bursting. Cook sugar, vinegar and remaining ingredients together until sugar is dissolved, stirring occasionally. Cook about 5 minutes; then add fruit, cook 10 minutes longer. Pack crab apples into 4 sterilized pint jars, fill jars with hot syrup, seal.

GRAPE BUTTER

- 4 lbs. grapes
- ½ cup water
- 4 cups sugar
- ¾ cup vinegar
- 1 teaspoon ground cloves
- 1 tablespoon cinnamon

Wash and stem grapes and simmer until soft. Press through sieve to remove seeds. Combine pulp with other ingredients. Cook over simmer heat until thick, about 2 hours, stirring frequently. Pour into clean hot jars and seal with paraffin. Makes 4 pints.

FIG JAM

- 12 cups figs
- 5 cups sugar
- Juice of 1 lemon
- 1 teaspoon each cloves, cinnamon and allspice

Remove outer layer of skin from figs and mash figs to pulp. Add other ingredients and mix. Cook over medium heat until thick, stirring constantly. Pack into hot jars, seal with paraffin.

PEACH-CANTALOUPE CONSERVE

- 2 cups diced peaches
- 2 cups diced cantaloupe
- 3 cups sugar
- 2 lemons, juice and grated rind
- 1 cup chopped nut meats

Add sugar and lemons to fruit. Cook over high heat until thick and clear, stirring frequently. Add nuts, cook 5 minutes. Pour into hot jars, seal.

APPLE BUTTER

- 1 peck (approx. 12 lbs.) apples
- 1 gallon sweet cider
- 6 cups sugar
- 1 tablespoon cinnamon
- 1 teaspoon cloves



Slice apples. Cook in cider until soft. Press through sieve or food mill. Boil until thick enough to heap in a spoon. Add sugar and spices. Boil until thick. Pour, hot into hot jars. Process pints and quarts 10 minutes in boiling-water bath. A less rich, and more quickly cooked butter can be made by using only enough cider or water to prevent sticking.

PEAR PRESERVES

- 1 pound prepared pears
- ¾ pound sugar
- ½ lemon, sliced

Allow fruit to reach firm-ripe stage before using. Wash, pare and cut fruit in uniform pieces. Combine sliced pears and sugar in layers, let stand 8-10 hours or overnight before cooking. Boil lemon for about 5 minutes in enough water to cover. Add all to pear and sugar mixture. Boil rapidly and stir constantly until fruit is clear and amber-color. Fill hot sterilized jars ¾ full of preserved fruit and fill with syrup to within ¼-inch of top. Seal.

1. Use fully ripe plums. About 4½ pounds of fruit will make about 11 six-ounce glasses of jelly. Wash and cut plums; do not peel or pit. Then crush fruit, add ½ cup of water, cover and bring to boil on high heat. Reduce heat and simmer 10 minutes. Place cooked fruit into damp jelly bag to extract juice. Then strain through double thickness of cheesecloth.

2. Add sugar to juice in large kettle (7½ cups sugar to 4 cups of juice). Place on high heat and, stirring constantly, bring quickly to a full rolling boil.

3. Pour ½ bottle of liquid pectin into kettle of boiling juice and bring again to a full rolling boil. Boil hard for 1 minute.

4. Remove from heat; skim off foam quickly. If the jelly starts to "set" in the kettle, the gel breaks when poured and will not gel properly.

5. Pour jelly immediately into hot glasses to ½-inch of top; cover with ⅛ inch layer of paraffin.

6. After cooling, cover with metal lid, and store in a cool dry place.

For traditional method, use 4 cups plum juice and 3 cups sugar, boil until sirup sheets from side of spoon, remove from heat, skim, pour in jars, seal.

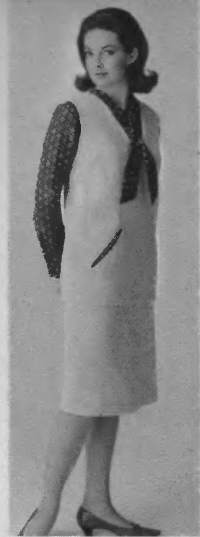




Ice blue brocade dress with tie-belted front jacket collared in fur by Nat Kaplan: At right, Davidow jacket and coat detailed alike in contrasting weave red Linton tweed.



The ski look in hooded parka of cotton tapestry. Slim pants in cotton suede—White Stag. Under-bosom banding on overblouse dress in port color wool and satin by Harvey Berin



Open jacket, in black and white Anglo tweed, jerkin in black broadtail—Herbert Sondheim. The jerkin, a fashion must, in V-necked style and cotton corduroy—Sir James of California

Fall fashion trends

■ Without reservations this season has more fashions to fit more figures than we've seen in many years. Ease is the great American way to look. Suits express it with nonchalant set, a combination of fabrics, such things as corduroy vests and gold buttons. Some suits have three-cornered scarves worn as babuskas. V-shaped cardigan necklines often show knit turn-down shirt collars. Many leather trimmings show on wools, furs, even silk. Dressier suits make posture natural, look feminine. Fabrics help. Dressy shoes are usually T-straps. Shadowy lines of dress follow the figure without touching it, far removed from the chemise yet you can trace the ancestry. Cross-seams at the bosom, welt lines, scarfed necklines have a look of their own. There's new treatments of the overblouse. There are low sashes, high bosom ties, belts that let the back hang free. Hats are borrowed from the man . . . fedoras, slouch hats, caps, high derbys. Coat dresses are in every fabric. Costumes give you that wrapped-up look with jackets over sleeveless dresses, capes. There are doublets, panels in front and back. For daytime clothes, look for raglan sleeves. Most sleeves are full length and narrow, some bell-shaped and short. All varieties of the animal kingdom have been sought out this season. There's a great return to fur trim, even overblouses or whole coats. It's a good cape year. "At home" clothes have swept the market. Evening clothes are beaded, have high-waisted look and some are slit to the knee—most are slim and ankle-length or go to the floor. Costumes have unexpected touches of jewels and fabrics have never been so elegant. Biggest velvet season ever. And colors are electric! Red in all shades is the season's most predominant theme. All the wine colors are seen. Greens and blues come next with mallard, a rich greened-blue shade, being tops. Brown is great—more so teamed with black, bronze and yellow. Pastels in satins and matelasses is a surprise. Mushroom colors abound. Camel, gold are seen and grey is wonderful. The "little black dress" is non-existent but there's a great feeling for black and white together. Corduroy is as popular as ever. You won't find all the fashions pictured in your local shops but you'll find similar ones. These were chosen to give you the trend of the season. Photographs courtesy New York Couture Group and National Cotton Council.



Cardigan suit of red basketweave wool colored over by matching silk blouse—Oleg Cassini. Velveteen at home or going out in short or long paisley skirt, shell top



Scarlet wool dress with suit look, monk's top, A-line skirt — Monte-Sano & Pruzan. Sleeved evening dress, brown bodice, beige skirt, bowed in blue satin—Jo Copeland



A long-low-waisted-looking jacket for Oleg Cassini's town and country pink tweed suit. The trench coat costume by Brandell. Both overblouse dress and coat in wool ottoman



Dream rooms for little girls

■ A woman's flair for decorating often shows in the way she treats windows. Today, the homemaker can take a tip from interior decorators and build imaginative window treatments around a shade of difference. The shades of difference on this page were created with handsome cotton fabrics and coordinated trimmings—a happy combination that adds charm and warmth to any room. By varying fabrics and trimmings, it's easy to set the appropriate mood for each room whether it be "sugar and spice" or "snails and puppy dog tails". Often, shades are dramatic enough to act as the sole window treatment but whether used alone or with curtains, they contribute a new look to the entire room's decor.

Thanks to a new process now available through shade dealers, it's possible to have the fabric of your choice permanently bonded or laminated to shade cloth. This makes it easy to achieve over-all unity in your color scheme by matching shades to draperies, slip covers or even wall covering. Or, if you're handy along "do-it-yourself" lines, you'll enjoy making your own fabric-trimmed shades. Use one of the special fabric adhesives now on the market. As for fabric, you'll find a variety of striking colors, interesting prints and textures to suit and fit any budget.

An increasingly popular decorating scheme is to coordinate fabric wall-coverings with fabric at the windows. With this in mind, cover one wall and window shades with matching fabric. Have white or neutral-colored pullback draperies to break up pattern. In addition to covering the entire window shade with fabric, there are a number of eye-catching ways to trim plain cloth shades. One method is to applique a design from your draperies or other fabrics in the room to the shades (see lower photo).

Whether you use a floral or scenic design, first outline the area you're planning to cut out with clear nail polish, applied on the back of the fabric. This prevents edges from fraying. Then locate the cut-out on the shade, preferably near the bottom so the design won't disappear when the shade is rolled up. Start out by putting adhesive on the shade near the center of the design and work out from the center with your fingers. When the main part of the cut-out is anchored, apply adhesive on the back of the cut-out around the edges. Then smooth it all down with a clean, soft cloth. Another way to give unusual treatment to a plain shade is to use ball fringe, braid, scalloped edging and tassels. You'll find a wealth of them readily available. And, for a change of pace, these can be attached to both straight-hem and scalloped shades. New installation techniques also give shades strong dramatic impact. Among interesting treatments for a window wall is a group of shades hung alternately from the top and bottom-up. Shades installed at the floor or sill level have cords which operate easily at the sides. For additional decorative effect, colors of each shade can be varied. These are just a few examples of the versatility in shades. Apply your own imagination and see how easy it is to create your own shade of difference to transform not only windows but your entire home.

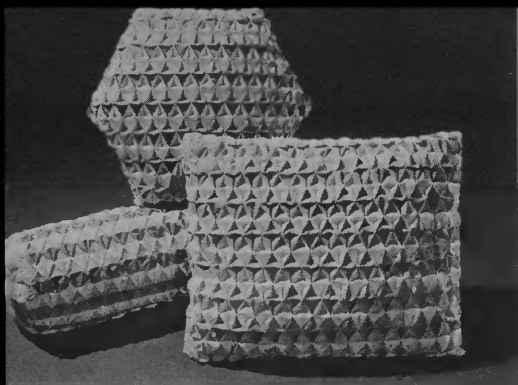
with a shade of difference



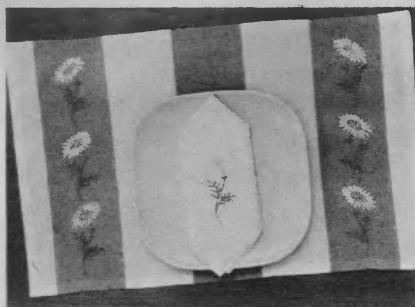
Double check—Cotton fabric and matching wallpaper in sprightly blue and white checks are the pace-setters in this delightful child's room. Checked wallpaper creates a canopied effect overhead, while matching fabric repeats the point in window shades, miniature cafe curtains and dust ruffle. Fringe edges wall border and window shades

An ordinary-looking white cloth shade takes on extra charm with the addition of gay butterflies cut from the cotton print used for the curtain sway and dust ruffle and appliqued on. Ball fringe outlines dust ruffle, swag and shade, and creates loop for shade pull rod





1. Smocked Gingham Pillows



2. Daisy Band Place Mat



3. Basket Weave Cardigan



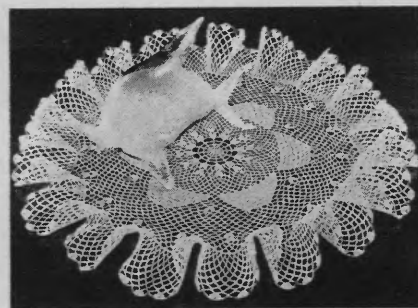
4. Chanel Sweater



5. Gloves



6. Accessories



7. Ruffled Doily

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ILLINOIS RURAL ELECTRIC NEWS

Judy Parker
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Please send me without charge the pattern leaflets which I have checked below. I am enclosing a STAMPED, SELF-ADDRESSED envelope for every THREE patterns requested. (If possible, the envelope which MUST accompany all pattern orders, should be of the larger size):

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- 2.....Place Mats
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- 4.....Sweater
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- 6.....Accessories
- 7.....Doily
- 8.....Aprons

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FREE PATTERNS

1. Just smock a yard of gingham with 1 inch checks, assemble the pieces, stuff, sew up opening. These are not slip covers that must be finished and zippered. With no-iron cotton, plus dacron stuffing you can toss in washer —For Mrs. Daisy Mullenix and Mrs. Marcellus Hartman

2. This mat was made by green and white wide-striped chambray embroidered with white daisies on the green stripe. Use white fringed napkins. Embroidery pattern for Mrs. Don Beck, Warren, and Mrs. Shirley Leneave, Mt. Vernon

3. Even in summer a sweater is a must. This cotton knit cardigan is made in intricate looking basket weave pattern and is the result of simple eight row pattern

4. The chanel look inspired this sweater. It's knitted in cotton knit-cro-sheen in basic stockinette stitch, and the metallic border provides a dazzling touch of glamour

5. We hope Mrs. Clem Maloney of Ridgway will have fun crocheting these in contrasting space and shell stitch

6. For the young fashion perfectionist we've designed this headband and handbag ensemble. Both pieces are single crocheted and decorated with delicate motifs

7. An ashtray or bowl of flowers looks prettier when viewed against a striking backdrop. An arresting combination of solid and loop designs forms the body of this doily

8. Embroider an apron with a new type of embroidery called Teneriffe. Instructions are included for three pretty gingham aprons, one with a dainty smocked waistband especially for Mrs. Blanche Bonham of Norris City



8. Aprons

ILLINOIS RURAL ELECTRIC NEWS

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Are Co-ops Being Fair To Selves?

(Continued from Page 5)

of the Western Illinois Power Cooperative. He said it certainly will benefit all residents, town and country alike, of the broad area served by its seven participating distribution cooperatives.

When WIPCO was struggling against bitter opposition for a \$7,807,000 REA loan for a generating plant, Senator Douglas strongly recommended that the loan be made.

The loan initially will supply power for cooperatives at Winchester, Menard and Auburn, now badly in need of extra electricity, and unable to obtain it at fair wholesale rates and under fair conditions.

"I am happy to have recommended this loan," Douglas said, "for I felt it to be a necessity and I predict that it will be a great success.

"Furthermore, if other cooperatives should decide that in the future they want to be independent and have WIPCO generate their own power, I pledge that I will support them in this effort."

The four other cooperatives making up WIPCO have wholesale power contracts with commercial power companies expiring in 1970. They fear they will be unable to obtain power then at a fair price, free from unjust restrictions imposed by the commercial companies.

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Fill in your name and address below, attach correct amount for ad and mail to **RURAL EXCHANGE**, Illinois Rural Electric News, Box 1180, Springfield, Ill. Your ad will appear in the earliest issue possible.

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If the total electric revenue from electric power in Illinois were represented by the space of this entire ad, the small square would be all that went to the Electric Cooperatives of Illinois—**3 per cent!!**

Yet, by providing a "yardstick" by which to measure what electric power **should** cost a consumer, the continued existence of the electric cooperatives is important to **ALL** citizens of Illinois.



Electric Cooperatives of Illinois

Good For All Illinois



Shuman Denies Assertion in Post-Dispatch

Charles B. Shuman, president of the American Farm Bureau Federation, has termed "very inaccurate and misleading" an article appearing in a recent issue of the St. Louis Post-Dispatch and reprinted in the June issue of Illinois Rural Electric News.

The article dealt with attacks being waged against government aid in electrifying rural America.

Only two paragraphs, the first and second, had reference to the Farm Bureau organization. These said:

"Leaders in an assault on the federally financed rural electrification program included the Republican Party's 'Mr. Conservative,' Senator Barry Goldwater, as well as private power companies, the United States Chamber of Commerce, and the American Farm Bureau Federation.

"In an undeclared alliance that is becoming increasingly important in a number of fields, they are getting strong help from right-wing extremists."

The rest of the two page article dealt with various attacks on electric cooperatives and what Norman M. Clapp, Rural Electrification Administration chief, and others, are doing about them.

Mr. Shuman wrote Illinois REN that "there is absolutely no truth in the accusations" contained in the Post-Dispatch article.

"I think it would be only fair," Mr. Shuman said, "that you carry the enclosed letter to the editor of the Post-Dispatch which was published on July 2."

Illinois REN is happy to do so. The letter:

"A recent interpretative article by Thomas W. Ottenad of your Washington Bureau completely misrepresented the position of the American Farm Bureau Federation on the question of rural electric cooperatives. Mr. Ottenad made a broad brush statement that Farm Bureau has joined an undeclared alliance to mount an assault on the rural electrification program. Mr. Ottenad's first reading of our policy resolution came at our request—and several days after his story had been published.

"Farm Bureau's position on rural



Murdoch



Feirich

electric cooperatives is clearly stated in a rather lengthy resolution which opens with this: 'We support rural electric and telephone cooperatives organized and operated in accordance with accepted cooperative principles and practices.'

"Further—'Local ownership by well-informed members is the best safeguard for true cooperative principles.'

"In that connection, Charles B. Shuman, president of the American Farm Bureau Federation and a pioneer member of a rural electric cooperative in his home State of Illinois, recently suggested that local cooperative members reorganize or amend their by-laws to provide for complete member ownership of the cooperatives, as a number of the cooperatives already have done. He suggested cooperative members should make sure they always will own and control that which they have built.

"The Farm Bureau resolution on rural electric and telephone cooperatives supports the use of Rural Electrification Administration funds to finance generation and transmission facilities needed by farmers if satisfactory agreements cannot be otherwise reached for farm energy requirements at competitive rates.

"Farm Bureau also feels that established rural electric and telephone cooperatives should, on future loans, pay the full cost of the interest on money borrowed from the federal treasury. That is exactly the editorial position of the Post-Dispatch.

"We value always the comments of the Post-Dispatch, critical or otherwise. Our hope is that our positions on important issues can be represented accurately.

"Signed: Leonard Warner, Press Relations Director, American Farm Bureau Federation, Washington."

Feirich, Murdoch Assuming Duties At State Office

Two new men have been added to the staff of the Association of Illinois Electric Cooperatives. One fills a new position, the other replaces Joseph Gaffigan who has taken a position as property manager for the Carl M. Freeman Management Enterprise, near Washington.

Charles Murdoch, formerly of St. Louis, has been named director of member and public relations for the state association. He has spent several years in the sports departments of the St. Louis Post-Dispatch and the Globe-Democrat. He also has done considerable work in the public relations field.

Succeeding Mr. Gaffigan as associate editor of Illinois Rural Electric News is Charles R. Feirich, a native of Metropolis and for the past two years editor of The Times Record of Aledo. Previously he was publisher of The Cobden Review of Cobden. He has worked on several other newspapers, studied journalism at Southern Illinois University, and is a member of the board of directors of the Northern Illinois Editorial Association.

Both Mr. Murdoch and Mr. Feirich, with their families, have moved to Springfield. Each already has done work in several cooperatives throughout the state.



"... and now, westward hoe!"

Corn Belt

BLOOMINGTON, ILLINOIS

We are proud of the service continuity we have been able to give our members. When we have figured it over a period we find that service is on 99.97 per cent of the time or something like that.

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T. H. Hafer
Manager

If your service is off more than 15 or 20 minutes, you or your neighbors should notify the co-op because we have no other way of knowing if some unexpected cause disrupted it. We will then have a lineman make the necessary repairs as quickly as possible. Members should keep a copy of the half of the meter card which they do not send back in the telephone book because this gives the telephone numbers to call and member location number which is your street address to us.

When we find a pole which is hazardous due to rot or some other weakness in the line, and have to cut the power off for a 15 or 20 minute period, we feel it is better to do this, even though we can't notify you in advance, than to let the hazard exist. If we know far enough in advance, and the outage will be more than the 15 or 20 minute period, we will always try to mail you a card notice.

EQUIPMENT SURVEY

We again thank 67.6 per cent of our members for returning the equipment survey cards last May. We have totaled all of these checked and filed the cards and our power use men are calling on those members who asked a question or asked for information. There are a large number of these and so if your question has not been answered yet we'll get to it as soon as we can; but, if it is very urgent please call or drop us a card and we will put it on top of the list for you.

Electric home appliances are very popular, of course—about 65 per cent of our members use water heaters, 52 per cent electric ranges, 73 per cent have freezers, 38 per cent have clothes dryers. Almost 10 per cent have air conditioners and 30 per cent sleep under an electric blanket or sheet.

The reports showed 16 per cent with gas water heaters and 28 per cent with gas ranges although compared to 1959 there are some more water heaters and less ranges using gas. We can understand why people who have natural gas available for house heating might also want to use it for their range and water heater.

However, we believe that any members who are considering changing from electric to bottled gas should consider further because with a new quick recovery electric water heater they can have plenty of hot water on our special water heater rate with economy and more safety. Let us know if you have any questions concerning these new electric water heaters.

On farm items we know that electric chicken brooders are almost extinct because we do not have a flock of poultry

on every farm as we used to. However, pig and lamb brooders are used a lot more so the records showed 22 per cent of our members using brooders. Other farm equipment used by members is feed grinders 2.6 per cent, crop dryers 5.2 per cent, welders 20 per cent, silo unloaders 2.5 per cent, barn ventilators 2.5 per cent, stock water warmers 26.7 per cent, and grain elevators 29.7 per cent. Dairy equipment is used by less farms than previously. The small dairy farmer has quit milking, but the 7 per cent who do use it are large operators.

Convenience

AUBURN, ILLINOIS

By the time you read this, each of you will have received your packet of meter cards which is a one year's supply.

The book of cards should be self-explanatory, but if any of you have any questions about the new procedure, please be sure to let your cooperative employes hear from you so that any misunderstanding or conflict may be corrected.



Ralph White
Manager

Your meter reading dates are the same, but you will not receive a monthly reminder. You will have to remind yourself that on either the 12th or the 20th of each month, you will read your meter, compute your amount due, and return to the office.

This procedure is not new for electric cooperatives. It has proven to be effective in other cooperatives, so with your help it can work here to the advantage of the members and cooperative. **HELP YOUR CO-OP HELP YOU — READ YOUR METER.**

ELECTRIC HEAT CAN'T BE BEAT

More and more members are switching to "all electric living" including electric home heating.

Now is the time to evaluate your heating system. If your heating system is obsolete, worn out, too small, or if you want the ultimate in winter comfort, contact your cooperative now and find out how inexpensive you can enjoy the most modern, versatile heating system.

Free estimates on installation and operating costs are available from your electric cooperative.

Check Now — Before Cold Weather Finds You With an Inadequately Heated Home.

ADEQUATE POWER

Now is the time to check your wiring installation—is it heavy enough to take care of the 1964 demands that will be placed on it. Do you have plenty of outlets where you need them for convenience? Enough circuits to give full power to your appliances will give you more

Current Lines From You

efficient service and will make your life easier.

Your cooperative will be happy to make recommendations for your electric housepower.

CLOTHES DRYER

An electric clothes dryer will make washday a breeze. You can pick your own washday—not wait for a sunshiny day to dry the clothes. Every housewife can have more time for the family if she uses a clothes dryer. No lugging clothes to the line—hanging out—and lugging clothes back. Check with your cooperative for a new automatic clothes dryer.

McDonough

MACOMB, ILLINOIS

This month's article will be short and cover only one item. Refer to the title of the article. This article is also an example of how to prevent friendly continuing relationship which this utility has always stated in the past that, "they are our friends."

UTILITY BUILDS ELECTRIC LINES WITHOUT NEED

We have had called to our attention by the cooperative members in the Monmouth and Galesburg area that the Illinois Power Co. is building lines to within a short distance of where the cooperative lines have been for many years. We can find no purpose for these lines. There are no prospective users for the lines built by the utilities. Apparently it is simply a method they are using to stop any expansion of the cooperative in the areas that we have served.

Wouldn't it be appropriate if stockholders of the Illinois Power Co. would ask their officers why they misuse funds by building lines for which there are no need? Could the answer be the utilities were unsuccessful in the State Legislature move to bring the cooperatives under the Commerce Commission? Is this taking the measures into their own hands and stopping the cooperative from extending a line a few hundred feet to a prospective member who is interested in cooperative service?

At this writing we have another case where Illinois Power Co. has extended their line along a black top road north from Cameron to within 40 feet of the cooperative line, so close, in fact, that their guy as so installed, is in conflict with the cooperative guy.

We urge all of our members to report cases of construction of this nature to the cooperative immediately. Should the utility ask you for a right-of-way along your property, be sure and find out if it is for a useful purpose or only to stop any future building of lines adjacent to the



Arthur H. Peyton
Manager

our Co-op Managers!

cooperative lines. You be the judge if they are fair in their request.

* * *
Remember our Annual Meeting, September 25, 1963—Edison Junior High School. Rev. Charles Willey will again be our speaker. A free bill each minute to a lucky member.

Norris

NEWTON, ILLINOIS

Office hours: 8 a.m. to 5 p.m., Monday through Friday. Closed on Saturday. Telephone 404—Newton.

To report an outage after Office Hours call Mrs. Wilma Bever, Newton; Joe Ware, John Tabb, or Gene French, at Newton; Francis Smith at Claremont, or Cloyce Johnson at Lawrenceville.

There are some things we all know but can't prove. Some of them are: home-made ice cream is colder and better than boughten ice cream; my Doctor is a better Doctor than yours; I got the hardest shooting shotgun in the world; my wife is generally a better cook than anybody else's; my electric meter runs a dern sight faster than anyone else's; my garden raises the biggest cucumbers (if it rains) than anybody else's and my cabbage has more dern green worms than anybody else's and the birds don't help a dang bit regardless of what Rachael Carson says. Like I say, I can't prove any of the above but think you will agree they will apply to you also.



Damon Williams
Manager

Enough of the above. They are space fillers, but I think we are all in agreement that they, along with a lot more facts, are true when they apply to us. Undoubtedly this summer is beginning to go into the last phase and soon it will be autumn. And that points out one other evident fact that I am sure that all of you will agree on and that is that the older we get the faster time seems to fly and like the learned Mr. Shaw once wrote "It's a dirty shame that youth is wasted on the very young." A lot of us guys that have begun to get a little age on us could sure stand a big charge of it couldn't we?

Our spray program will soon come to a close and I most certainly want to thank you for the fine cooperation shown by so many members who helped our spray crews control the brush that grows under our lines. There is one fact for sure, if we don't spray, we don't have good service. It's as simple as that and no other one item can be of more importance.

* * *
Thanks to the many people who commented on my selection of deer calibers last month. I never cease to be amazed at the amount of people interested in hunting big game. To the inquiries about

elk hunting, all I can say is unless you have a lot of that folding stuff or have a good friend or relative who owns a big ranch out in good old Wyoming, like I am lucky enough to have, you better leave it to the people with lots of dough because elk hunting as a rule is an expensive pastime. But in case you have thought about it and want to know about the caliber of gun, we will take that up at a later date.

Shelby

SHELBYVILLE, ILLINOIS

Summer is slipping away much faster than many of us like, while many of us will be glad the extreme hot days are past. Those with some method of air-conditioning in their home were most fortunate during those many days of 90° temperature.



W. L. Walker
Manager

With the splendid condition of most corn and beans, we should be bursting at the seams for storage this fall. Should we have a wet fall many will be going to various methods of grain drying. If you are planning to make improvements in your electrical wiring for drying equipment, remember that Len W. Seaman, your power use adviser, is available to you for free planning on wiring problems.

HOME IMPROVEMENTS

It is surprising the large number of new homes being constructed within the cooperative area. Of these new homes, 90 per cent are going all-electric and of Gold Medallion quality.

Not to be forgotten are the large number of older homes which are converting from the old furnace, the space heater which uses coal, oil or L.P. gas, to the all electric. Electric heat in the home is one of the nicest, most comfortable types of home heating. Imagine, a thermostat in each room, which gives you complete control. Safety and cleanliness are outstanding features of electric home heating. Remember there is an incentive of six dollars per KW of electric heat installed. Call or write the office and let us help you with your home planning and heating problems.

WATER HEATERS

The electric water heaters are still available at the cooperative office or your local store at a greatly reduced price of \$59.95 plus tax.

THE CULINARY LIFE

Take one modern kitchen—mix with the newest worksaving appliances—stir with plenty of space—add adequate lighting—RESULTS: A Homemaker's Delight.

FOR SALE

To the members of this cooperative, there is a large supply of used No. 6

weather proof copper wire. This is all very usable wire at a fair price. Also, we have three spool racks and house knobs. All this material is available at the cooperative office. Ask for Hal Jarnagin, the stock clerk.

Utilities Seek Nuclear Fuel Ownership

Commercial electric utilities want to own the nuclear fuels they'll use to generate power, provided the government continues to support the prices of fissionable by-products so they can't lose money on the deal.

One utility spokesman told the House-Senate atomic energy committee July 31 that the companies "want the government to keep buying plutonium right up until we can sell it as it comes from the reactor."

Congressman Chet Holifield (D-Calif.) was concerned not only with this heads-we-win-tails-you-lose bargain but with security aspects of the proposal. How could the nation be sure, he asked,

—that a private monopoly might not charge the government exorbitant prices for nuclear materials;

—that fissionable material isn't diverted into illicit weapons production;

—that private firms wouldn't use their ownership of uranium 235 to freeze out co-ops and public utilities that want to build nuclear power plants.

Robert Wilson, whom President Eisenhower named to the Atomic Energy Commission three years ago, is chief spokesman for the proposal. He is a former head of Standard Oil of Indiana.

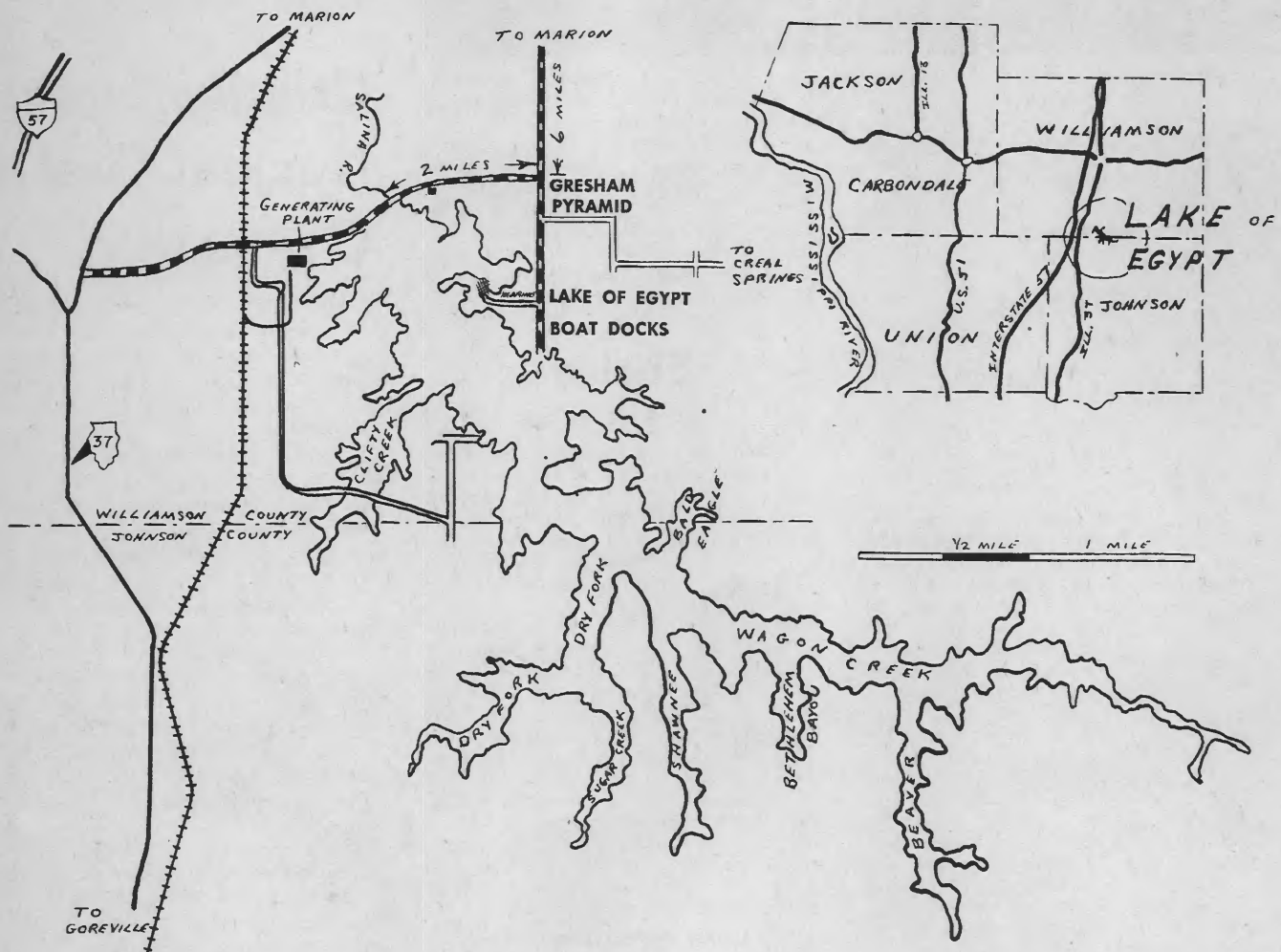
The government now owns all fissionable materials and leases them to private firms.

Holifield, who is vice-chairman of the committee and is conducting the hearings, said the proposed changes "represent the most sweeping amendment to the atomic energy act since 1954."

One utility spokesman told the lawmakers that nuclear fuel costs average 1.8 mills per kilowatt hour and that one-sixth of this is rent on AEC fuels. They would like to shave their fuel costs by owning the nuclear material and having the government continue to maintain an artificial price for plutonium and other by-products.

At present, the government buys uranium ores at a fixed price. It buys only enough foreign-produced ore to meet its needs. Congressman Craig Hosmer (R-Calif.) suggested that U. S. mine owners should have complete tariff protection from Canadian, Congolese, and other ore producers if Congress transfers nuclear materials to private ownership.

Lake of Egypt Developing Rapidly



Visitors are coming from miles around to enjoy the newly created Lake of Egypt, a 2,300-acre lake formed by the Southern Illinois Power Cooperative as part of its huge new steam generating facilities.

The plant, now undergoing final tests, ultimately will provide electricity for some 25,000 members of three distribution cooperatives: Egyptian Electric Cooperative Association, Steeleville; Southeastern Illinois Electric Cooperative Inc., Eldorado, and Southern Illinois Electric Cooperative, Dongola.

Although the lake was necessitated by the generating plant, an important by-product will be the recreational and living facilities it will provide.

"We expect to make this the most attractive recreational center in Southern Illinois, the heart of

one of the nation's finest vacation spots," R. S. Holt, president of the power cooperative's board of directors, said recently.

Ora M. Snider, power cooperative staff member who has been working closely with directors, Manager Thomas Clevenger, and others, in the development, has announced that lakeside sites for permanent homes and cottages will be available soon for leasing.

"The sites will be opened as the demand develops," he said. About 100 will be made available first. They'll be leased for 50 years, with an option to buy thereafter. Cost will be reasonable.

Persons interested in home or cottage sites are invited to contact Mr. Snider at the Southern Illinois Power Cooperative, Post Office Box 689, Marion.

Lots are expected to have about 100 feet of lake frontage and to be approximately one-quarter acre or more in size.

The building area is zoned and minimum building requirements are being set up for the protection of investors and to insure orderly development on a permanent basis.

Present plans call for a minimum of 600 square feet of floor space for cottages and 1,200 for residential homes.

Ultimately several thousand lots are to be made available.

The map above shows the lake as it exists today. It has been stocked with more than a half-million fish and sportsmen already are taking sizable catches. "But," says Bill Kelley, security supervisor, "that's nothing to what they'll land next year."

Shuman Denies Assertion in Post-Dispatch

Charles B. Shuman, president of the American Farm Bureau Federation, has termed "very inaccurate and misleading" an article appearing in a recent issue of the St. Louis Post-Dispatch and reprinted in the June issue of Illinois Rural Electric News.

The article dealt with attacks being waged against government aid in electrifying rural America.

Only two paragraphs, the first and second, had reference to the Farm Bureau organization. These said:

"Leaders in an assault on the federally financed rural electrification program included the Republican Party's 'Mr. Conservative,' Senator Barry Goldwater, as well as private power companies, the United States Chamber of Commerce, and the American Farm Bureau Federation.

"In an undeclared alliance that is becoming increasingly important in a number of fields, they are getting strong help from right-wing extremists."

The rest of the two page article dealt with various attacks on electric cooperatives and what Norman M. Clapp, Rural Electrification Administration chief, and others, are doing about them.

Mr. Shuman wrote Illinois REN that "there is absolutely no truth in the accusations" contained in the Post-Dispatch article.

"I think it would be only fair," Mr. Shuman said, "that you carry the enclosed letter to the editor of the Post-Dispatch which was published on July 2."

Illinois REN is happy to do so. The letter:

"A recent interpretative article by Thomas W. Ottenad of your Washington Bureau completely misrepresented the position of the American Farm Bureau Federation on the question of rural electric cooperatives. Mr. Ottenad made a broad brush statement that Farm Bureau has joined an undeclared alliance to mount an assault on the rural electrification program. Mr. Ottenad's first reading of our policy resolution came at our request—and several days after his story had been published.

"Farm Bureau's position on rural



Murdoch



Feirich

electric cooperatives is clearly stated in a rather lengthy resolution which opens with this: 'We support rural electric and telephone cooperatives organized and operated in accordance with accepted cooperative principles and practices.'

"Further—'Local ownership by well-informed members is the best safeguard for true cooperative principles.'

"In that connection, Charles B. Shuman, president of the American Farm Bureau Federation and a pioneer member of a rural electric cooperative in his home State of Illinois, recently suggested that local cooperative members reorganize or amend their by-laws to provide for complete member ownership of the cooperatives, as a number of the cooperatives already have done. He suggested cooperative members should make sure they always will own and control that which they have built.

"The Farm Bureau resolution on rural electric and telephone cooperatives supports the use of Rural Electrification Administration funds to finance generation and transmission facilities needed by farmers if satisfactory agreements cannot be otherwise reached for farm energy requirements at competitive rates.

"Farm Bureau also feels that established rural electric and telephone cooperatives should, on future loans, pay the full cost of the interest on money borrowed from the federal treasury. That is exactly the editorial position of the Post-Dispatch.

"We value always the comments of the Post-Dispatch, critical or otherwise. Our hope is that our positions on important issues can be represented accurately.

"Signed: Leonard Warner, Press Relations Director, American Farm Bureau Federation, Washington."

Feirich, Murdoch Assuming Duties At State Office

Two new men have been added to the staff of the Association of Illinois Electric Cooperatives. One fills a new position, the other replaces Joseph Gaffigan who has taken a position as property manager for the Carl M. Freeman Management Enterprise, near Washington.

Charles Murdoch, formerly of St. Louis, has been named director of member and public relations for the state association. He has spent several years in the sports departments of the St. Louis Post-Dispatch and the Globe-Democrat. He also has done considerable work in the public relations field.

Succeeding Mr. Gaffigan as associate editor of Illinois Rural Electric News is Charles R. Feirich, a native of Metropolis and for the past two years editor of The Times Record of Aledo. Previously he was publisher of The Cobden Review of Cobden. He has worked on several other newspapers, studied journalism at Southern Illinois University, and is a member of the board of directors of the Northern Illinois Editorial Association.

Both Mr. Murdoch and Mr. Feirich, with their families, have moved to Springfield. Each already has done work in several cooperatives throughout the state.



"... and now, westward hoe!"

E.I.P.C. NEWS

Eastern Illinois Power Cooperative

Paxton, Ill.

Board of Directors: President, G. N. Hodge; Vice-President, Howard Taylor; Secretary-Treasurer, R. L. Stanford; William F. Ringler; Holly J. Ludwig; Clement Ikins; Elbert Weston; John C. Anderson; John Poppe, Jr.; Durl A. Speckman; George Ficklin.

ELECTRIC HEAT Can't Be Beat!!

This catchy slogan is being proved by scores of homeowners (and even a few renters) in EIPC-land. At the end of the 1962-63 heating season (assumed to be at the end of May), we did some checking of records and found a total of 66 homes on our lines using complete electric heating systems. Several more members have electric heating units in one or more rooms of their homes. And the trend is continuing toward electric heat with at least 10 more new homes started or in various stages of completion, which will utilize modern, clean efficient electric heat.

If you are planning to build a new home, or to remodel or add to your present home, be sure to investigate electric heating. And by "investigating" we mean get the real facts from someone who knows. Talk to several

of the many satisfied users of electric heating and consult an electrical contractor who is interested in this modern way of comfort heating. We, at your co-op office, will be pleased to show you figures on electric heating and will assist in planning a system for your home. An estimated annual heating cost will be calculated for you, if you will bring in the plans of your home.

And best of all, members who install complete electric heating in their homes can qualify for a cash bonus of \$75.00. Remember: "Electric heat can't be beat."

The following summary of electric heating costs verifies that last winter was more severe than the two previous. Nearly every heating account used more kilowatt-hours during the 1962-63 season.

Across the manager's desk

by D. L. Tachick

Power company leaders are doing their level best to convince the U.S. Congress — and the public — that the Rural Electrification Administration's loan program is a threat to their existence. Their guns are zeroed on the generation and transmission loan program — the authority of REA to lend money for construction of electric power generating plants and transmission lines.



D. L. Tachick

How much of a threat is the G&T program to commercial power companies? The question deserves our attention. None of us believe that any government program should threaten the existence of commercial enterprise in this country.

We must remind ourselves that commercial power companies are natural monopolies, granted and sustained by local or state governments. At one time, the power companies could have
(Continued on following page)

ELECTRIC HOME HEATING

— September 1962 through May 1963 —

Size (Sq. Ft.)	Type Heating	Basement or Crawl Space	KWH Used	Cost @ 1½c	Previous Years Costs	
					1961-62	1960-61
(1) 1824	Ceiling Cable	Basement	17,586	= 263.79	\$249.33	\$228.66
(2) 2000	Ceiling & B.B.	Basement	25,261	= 378.92	372.83	303.92
(3) 1920	Ceiling Cable	Basement	18,990	= 284.85	258.75	244.20
(4) 1436	Heat Pump	Basement	13,890	= 208.35	200.40	177.45
(5) 2000	Ceiling Cable	Basement	26,052	= 390.78	349.23	350.31

(These homes have test meters on heating circuits to meter actual heating use)

(6) 1080	Ceiling	Crawl Space	11,850	= 177.75	None	None
(7) 1404	Ceiling	Basement	15,980	= 239.70	None	None
(8) 1280	Ceiling	Basement	13,420	= 201.30	None	None
(9) 1482	Ceiling	Crawl Space	18,420	= 276.30	249.75	None
(10) 1800	Ceiling	Basement	22,810	= 342.15	365.85	395.28
(11) 1160	Ceiling	Crawl Space	16,340	= 245.10	None	None
(12) 1260	Ceiling	Crawl Space	15,850	= 237.75	None	None
(13) 1488	Baseboard	Crawl Space	15,380	= 230.70	None	None
(14) 1675	Baseboard	Basement	20,760	= 311.40	314.70	327.00

(Homes #6-14 do not have special test meters. Heating costs estimated by deducting average KWH consumption for "other use" during non-heating months.)

Gold Medallion Homes

Your own E.I.P.C. has been certified to award Gold Medallion certificates and emblems to members whose homes qualify under Gold Medallion standards.

Our first award was presented to Mr. and Mrs. Wm. Schaumbreg, who became members of our co-op in July, when they moved into their new all electric home at Crest View Development. This sub-division of all electric homes, four miles north of Watseka, was started last year with five homes, all featuring electric heat. Three more are now completed or nearly so, also with electric heat.

Crest View Development is the project of Harvey Hartman and Co., Watseka contractors. Hartman is con-

vinced that all electric homes are the homes of today—and of the future.

"We build quality homes with adequate insulation properly installed. That is about the most important part of building homes with electric heating systems. We know that electrically-heated homes in rural areas can be heated for the same as—and frequently less than—other less modern heating systems. But don't take my word alone, talk to some of those who live with electric heat—and enjoy it," Hartman added.

Co-op members are invited to investigate Gold Medallion requirements. Several homes already built will probably qualify as Gold Medallion homes. The standards are listed below.

Gold Medallion Home Standards

A. ELECTRIC APPLIANCES: All appliances used in home shall be electric, and shall include:

1. Range—either built-in (counter-top and oven) or freestanding.

2. Water Heater—approved 40 gal. or larger, 2 elements, dual control.

3. At least three other major electric appliances from this list: Washer, Dryer, **Washer-Dryer, *Refrigerator, *Freezer, Dishwasher, Air Conditioner, Garbage Disposer, Dehumidifier.

*Combination refrigerator-freezer counts as one unit.

**Combination washer-dryer counts as two units.

B. HEATING: Electricity shall be the sole source of heating for the entire home. May be baseboard, wall or ceiling panels, radiant ceiling cable, or heat pump; properly sized and installed with adequate insulation.

C. LIGHTING: Some form of fixed electric lighting (fixture, cove, valance, cornice, recessed or luminous ceiling) is required in these locations: *Living Room, *Activity Room, *Den, *Bed Room, Kitchen, General, Kitchen, Over Sink, Laundry, Utility Room, Entry or Foyer, Stairways, Basement, Walk-in Closets, Bathroom, Dining Room, Outside Entrance, Hallways, Garage, Car Port.

It is recommended that lighting be installed in compliance with the recommendations of the Illuminating Engineering Society, or with the Light for Living recommendations of the American Home Lighting Institute.

*If in lieu of fixed lighting, general illumination is provided from portable lamps, two convenience outlets, or one plug position in two or more split receptacle convenience outlets shall be wall switch controlled.

D. WIRING REQUIREMENTS:

1. Minimum service entrance rating shall not be less than 100 amperes.

2. Special purpose branch circuits adequate for the purpose, are to be provided for all appliances indicated in the mandatory list and for those 240-volt and (or permanently installed) appliances to be installed from the optional list.

3. There shall be one 15-ampere circuit for lighting and general purpose for every 375 square feet, or one 20-ampere circuit for every 500 square feet of floor area.

4. There shall be at least two 20-ampere circuits, or at least one 3-wire 120/240 volt split 20-ampere circuit in the kitchen and breakfast area. This circuit may also extend to the utility or laundry area to serve any conveni-

ence outlet not otherwise required to be served by individual equipment circuits.

5. Convenience outlets shall be installed so that no point along the floor line in any usable wall space is more than six feet from an outlet in that space. There shall be at least:

One outdoor weather proof convenience outlet;

One convenience outlet in garage;

One convenience outlet in any hall over 10 feet long;

One convenience outlet in kitchen for each four linear feet of frontage, or major fraction thereof of kitchen work surface.

6. Wall switches are required to control all fixed lights in major rooms or spaces except in attics, closets and basements. Multiple switch control is required in any room which has two or more commonly used entrances which are 15 feet or more apart; and for stairways connecting finished rooms.

7. It is recommended that wiring be installed in compliance with the latest edition of the American Standard Requirements for Residential Wiring (#C91-1-1958); National Electric Code; and all local codes in our service area.

* * *

Across the Manager's Desk

(Continued from preceding page)

obtained franchises to serve everyone in a rural area. But they didn't do it. They didn't want to accept the responsibility. Sparsely settled rural areas didn't pay well enough. So the rural people themselves, through their cooperative organizations, borrowed money from REA to build rural electric systems to provide service for themselves.

In the beginning, most rural electric cooperatives purchased electric power at wholesale from the power companies. Monopolies, however, are hard to deal with. And in order to trim the cost of wholesale power so that unprofitable rural areas could be served at reasonable rates, many cooperatives found it necessary to borrow money from REA and construct their own generating plants.

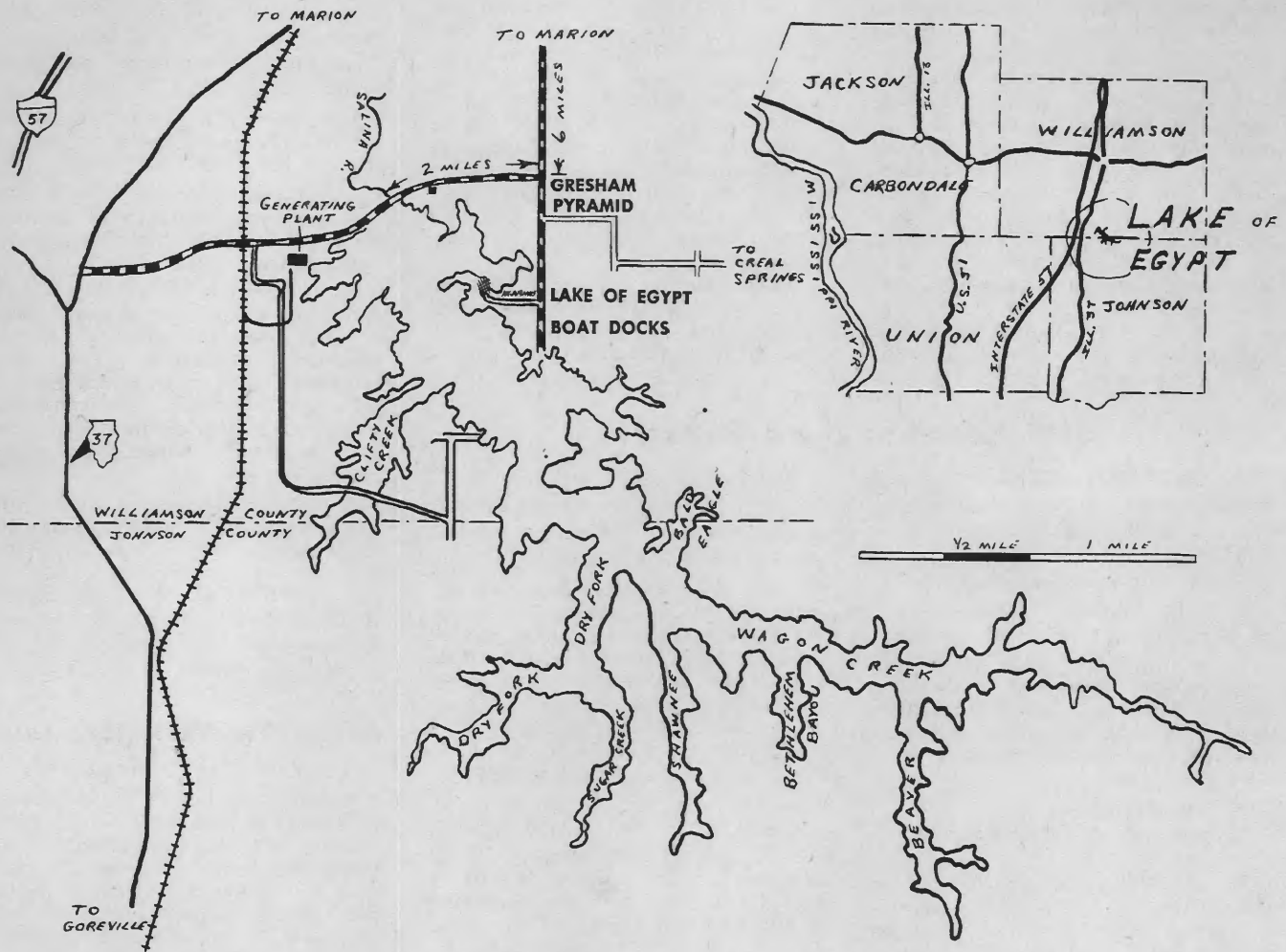
Across the nation, REA-financed G&T co-ops produce less than one per cent of our country's total electric output. Is such a minute percentage a threat to commercial power companies which produce 80 per cent of the nation's power?

Sales revenue of the nation's commercial power companies is increasing steadily. Money lenders still regard commercial utility stocks as one of the more desirable investments. The return is good. The security is excellent. Seems to us that the hue-and-cry about the REA G&T program threatening to put the commercial power companies out of business is a sham indeed.



Mr. and Mrs. William Schaumbreg, r.r. 4, Watseka, new co-op members, are mighty proud of their new Gold Medallion Home.

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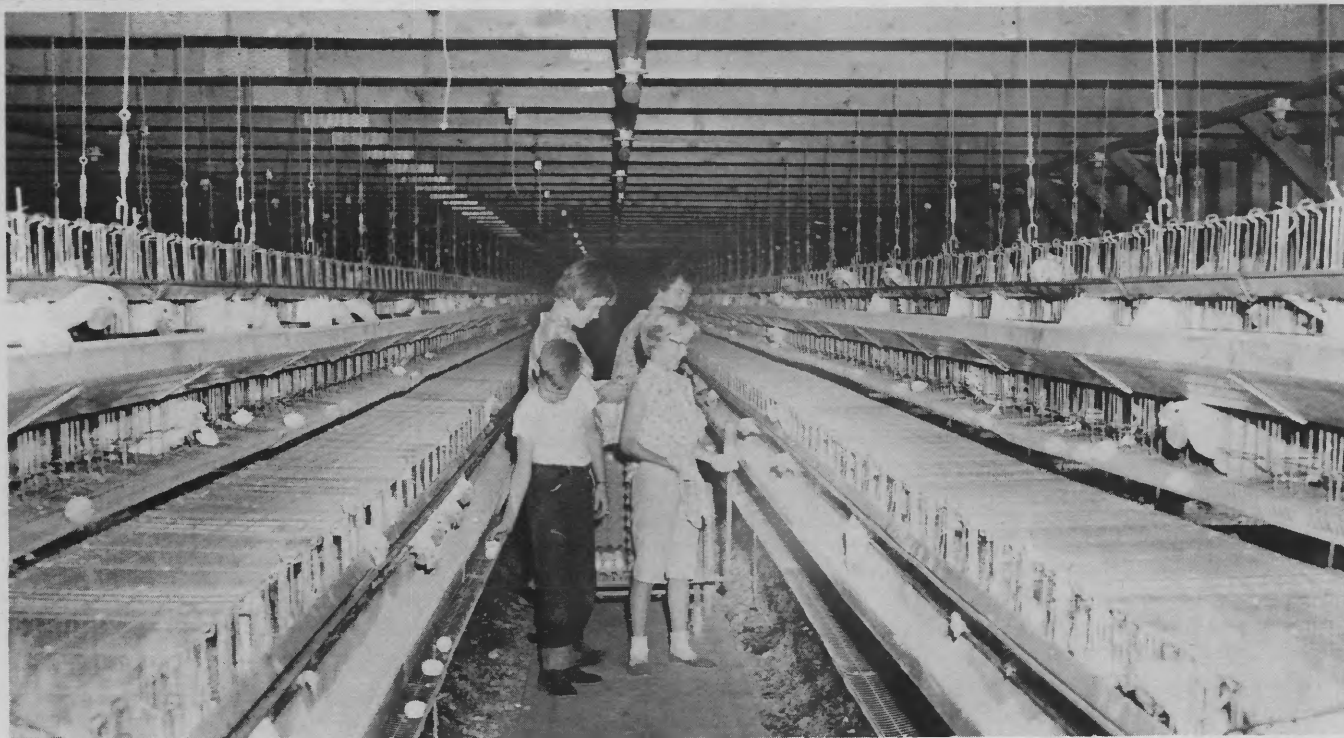
"... and now, westward hoe!"

I.V.E.C. COMMENTS

Illinois Valley Electric Cooperative

Princeton, Ill.

Children of Mr. and Mrs. Thomas Lane help gather eggs in family venture. Rear from left, Susan, 13; Paula, 14. Also helping are Mark, 8, and Loretta, 10.



Egg Business Becomes Family Project

The entire family gets into the picture and has a vital role in the "caged-layer" production of eggs on the farm of Mr. and Mrs. Thomas Lane, r.r. 2, Earlville.

Served by the Illinois Valley Electric Cooperative, Mr. Lane went into the venture in March with the construction of a 380 by 32-foot structure.

"The children help in many ways and a major part is the gathering of eggs," Mr. Lane related. "It also helps bring the family closer together with everyone taking part in the work."

Approximately 8,700 eggs are handled every day and all the help from the six children is welcome.

When production reaches full capacity, there will be more than 11,000 layers housed in the building.

Special carts are used in gathering the eggs as well as in feeding the cross-breed birds. It takes one ton of feed every day. A seven-ton storage bin is located just outside the building, and the feed is

brought inside by an electric auger as needed.

Fresh water is supplied continuously and spraying precautions are taken for prevention of flies.

The birds are obtained when they are 17 weeks old and are used for production only one year. Two birds are in each section of the cage and a close watch is kept as to production thus assuring top quality eggs at all times.

In an average week more than 170 cases of eggs are shipped. A 16 by 12-foot storage cooler is maintained at the entrance of the building to keep the eggs fresh. This cooler room remains between 40 and 45 degrees at all times.

There is only a two-week period when production stops each year. After the layers complete one year they are sold and 10,000 new layers will replace them.

During this two-week period the building is thoroughly cleaned and checked for any improvements or

advancements in the operations that are put into effect.

Yes, life on the 148-acre farm has changed for the Lane family since all are partners in this egg business venture.

Illinois Valley

Mailing Address—RFD No. 5, Princeton, Illinois. Telephone 3-1331. Your headquarters building is located at the west edge of Princeton on U.S. Highway 6-34, one mile west of Princeton Post Office on the South Side of highway.

Office Hours—8:00 A.M.-5:00 P.M. Monday through Friday. Closed all day Saturday and Holidays.

Reporting Interruptions in Service
Princeton Area—Monday through Friday 8:00 A.M.-5:00 P.M. Phone 3-1331. After hours, Frank Lewis, General Foreman, 3-6157; Ralph Martin, Maintenance Foreman, 3-8973; William Greenback, 2-6134; Harry Dall, 2-2252; Floyd Christiansen, 3-6522.

Galva Area—Stanley Ballard, Webster 2-3432; and Robert Lewis, Webster 2-3693. Call local members before calling Princeton.

Ottawa Area—Jack Lewis, Hemstead 3-2987; and Farrel Brooks, Hemstead 3-0402.

CALL LOCAL NUMBERS
BEFORE CALLING PRINCETON.

Wigwam Melodies Attract Visitors



The Wigwam offers tourists and residents a drive-in restaurant and trading post with a popular attraction, the player piano, that fills the area with old time favorites. A Tuesday feature is the Lone Teepee Dancers program.

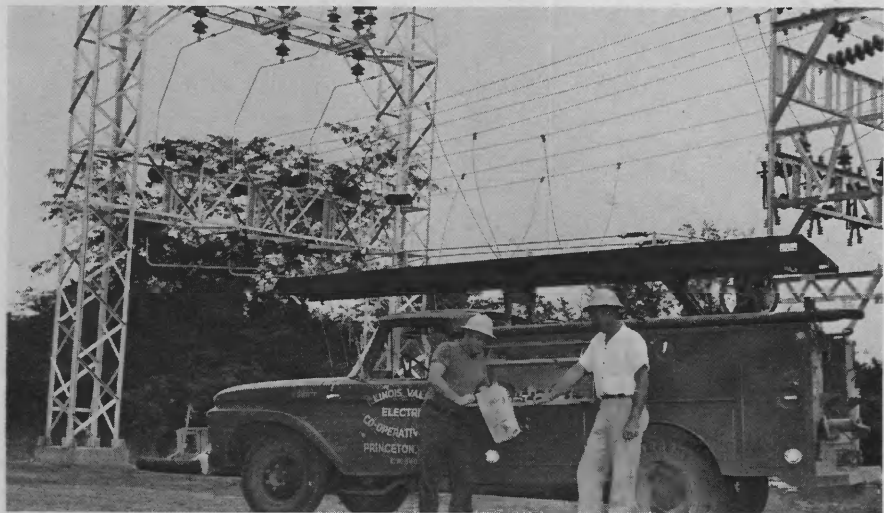
The melody of an old song from a player piano makes the Wigwam a favorite Drive-In Restaurant served by the Illinois Valley Electric Cooperative, Inc.

Located three and one-half miles west of Ottawa, on scenic highway 71, the Wigwam has been the meeting place of young and old alike for seven years.

Guests are encouraged to use the player piano at all times and when visiting the Wigwam Trading Post another added feature is a piano that dates back more than 100 years.

Every Tuesday night an outstanding attraction is the "Lone Teepee Dancers" performance starting at 6 o'clock.

Doris and Dave Dyke, who own and operate the Wigwam, secure students from the various colleges and university to serve throughout the summer. No fewer than 14 colleges and universities have been represented.



Jack Lewis, (on left), Ottawa Division foreman and Lineman Farrell Brooks prepare to make final adjustments at the new Illinois Valley Electric Cooperative, Inc., substation.

Aluminum Substation Nears Service Operation

One of the first aluminum constructed substations to be completed in the state of Illinois will be put into service about Sept. 1, by the Illinois Valley Electric Cooperative, Inc.

Replacing the Utica metering point, the new substation will be known as Deer Park. When operating it will serve over 260 member-owners near the Starved Rock State Park area.

Construction work is being done by the F.M. Olds Co. of Davenport, Iowa, and the feeder lines are now under construction.

There has been little interruption of service in the area while the construction work is being done as specially erected poles have been used in the project.

The aluminum structure is the first purchased by a cooperative in the state but other cooperatives are following this pattern.

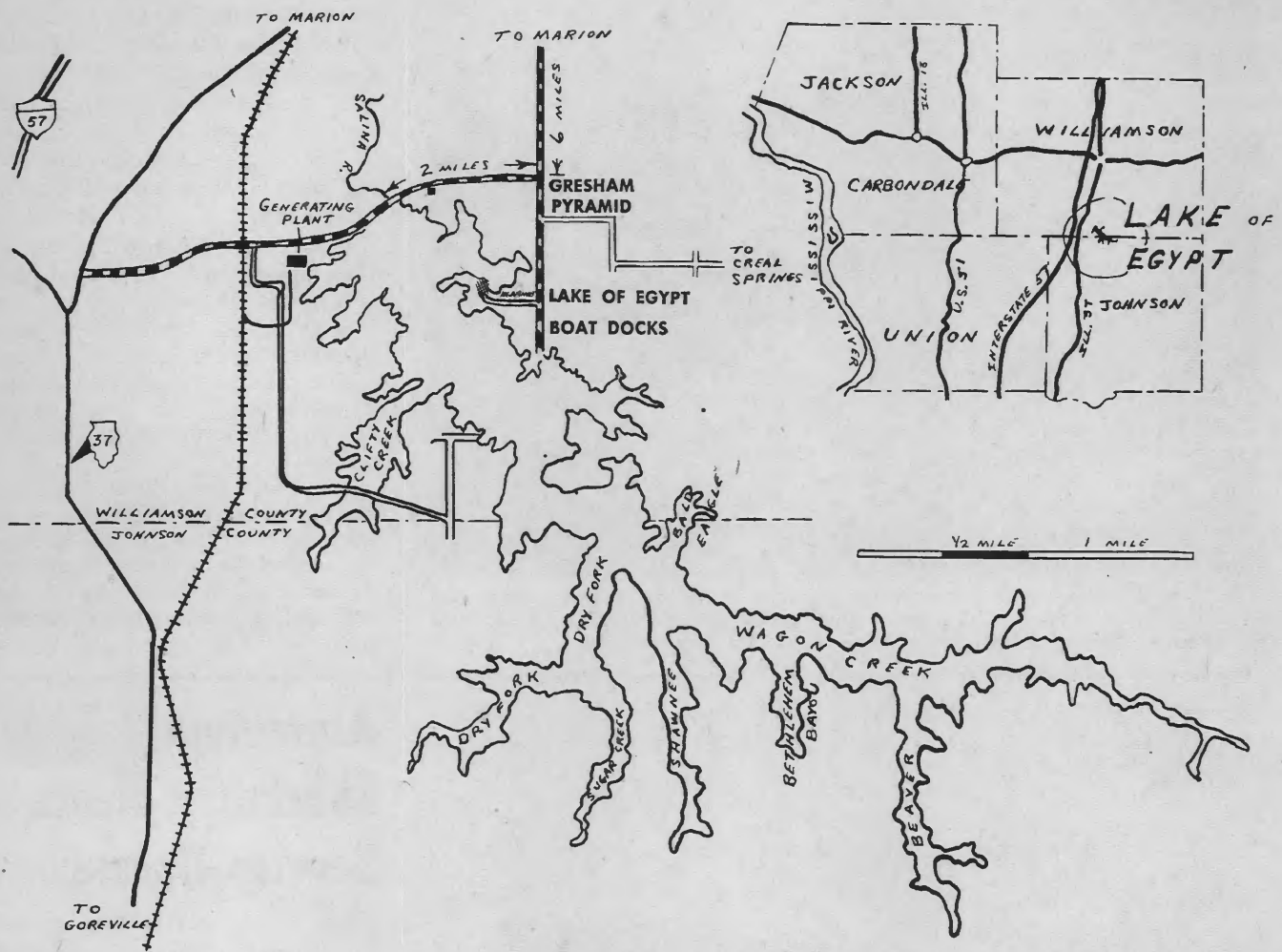
IVEC Annual Meeting Coming Up!

The Annual Members' meeting of the Illinois Valley Electric Cooperative, Inc., will be held Tuesday, Sept. 24, at Princeton.

Registration for the event will begin at 11:30 a.m. and John Knuppel, General Counsel of the Association of Illinois Electric Cooperatives, will be the principal speaker.

Numerous electrical gifts will be presented at the meeting.

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"We expect to make this the most attractive recreational center in Southern Illinois, the heart of

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Ora M. Snider, power cooperative staff member who has been working closely with directors, Manager Thomas Clevenger, and others, in the development, has announced that lakeside sites for permanent homes and cottages will be available soon for leasing.

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"... and now, westward hoe!"

Monroe County Electric News

Monroe County Electric Cooperative

Waterloo, Illinois

Miss Gertrude Wolf, accountant for the cooperative, figuring the capital credits due to each of the members served in the year 1947, which was done on a percentage basis. The higher the consumption, the larger the bill, the more capital credits.



Co-op Returns

Capital Credits to Members

Checks totaling \$82,333.01 have been mailed to 1,609 members of the Monroe County Electric Cooperative as the first capital credits payment in the history of the cooperative, according to C. M. Douglas, manager.

The checks, mailed July 10, represent capital credits assigned to member accounts for the year 1947.

In a letter enclosed with each of the checks, Douglas told members "you can be especially proud of your accomplishment when you realize that your cooperative has done what the existing power suppliers in the 1930's and 1940's said 'couldn't be done'. The commercial power companies wouldn't provide electricity in rural areas be-

cause they said 'farmers don't need electricity. Even if they had it they couldn't pay for it.' But you have done it."

Douglas explained that as good cooperative business management dictates, assessments for electricity have been slightly more than the cost of providing electric service.

"As a result monthly power bills



Mrs. Patricia Hoffmann, cashier, writing the capital credit checks. Mrs. Hoffmann is in the foreground, and in the back is Mrs. C. M. Douglas putting the checks and letters in envelopes.



Mrs. Margarette Prange, office secretary, preparing the letter which was enclosed with the checks.

paid by members of the cooperative have totaled slightly more than the actual cost to operate the electric system. This difference has been retained by the cooperative and credited to each individual member's account receiving electric service during a particular year, based on the amount of money paid by each member for electric service.

"Most of the money has been used to establish required cash reserves and to make advanced payments on the long term debt of the cooperative to REA, consistent with policies established by the board of directors of the cooperative. These reserves and advance payments are important in view of the fact that all money borrowed from the REA to build your electric system must be repaid with interest from your monthly power bills.

"Each year it is the responsibility of your board of directors and management to review the present and future financial condition and needs of your cooperative. If in future years our situation is as favorable as it appears at this time, patronage credit for the future years will be paid as soon as possible."

In reviewing the history of the Monroe County Electric Cooperative, Douglas said it was organized in June of 1938, and the first lines were energized in October of 1939. At present the cooperative serves 2,556 members located in Monroe, St. Clair and Randolph counties.

Raymond W. Rusteberg of Valmeyer is president of the cooperative, which has its headquarters at Waterloo.



Mr. William Ruff, Waterloo, just came from the mail box and has his check, which he is examining. Mr. Ruff was the first member of the cooperative to officially receive electric service in 1939.



To the right, Russell McGuire, in charge of work orders and materials, delivering the checks to the postmaster, Otis Lutz, at Waterloo.



Miss Gertrude M. Wolf delivering a check to Mr. David F. Kurz. Mr. Kurz was a member of the board of directors for 25 years, and asked to be released of his duties at the last annual meeting in April, 1963.

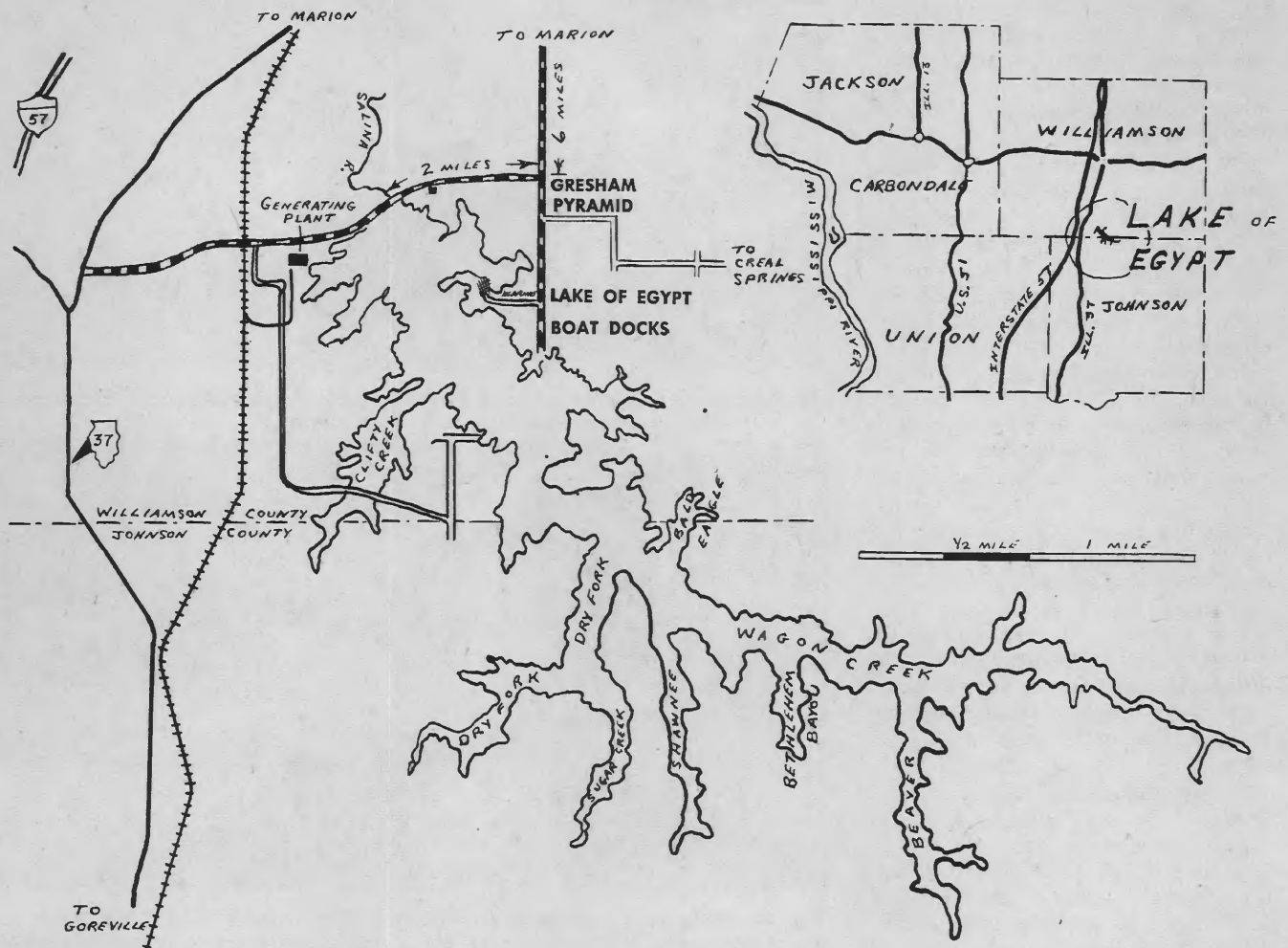
'Youth-to-Washington' Winners



This does not apply to the capital credits, but is a picture of the two young ladies who represented the cooperative on the recent "Youth-to-

Washington" trip. They are shown as they got off the bus in Springfield. The young lady on the left is Miss Pat Dougherty, and on the right is Miss Diana Margaret Warren.

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Rural Electric Equalizers

By Norman M. Clapp
Administrator, Rural Electrification

People are asking "Why a rural electrification program, 28 years later, when central station electric service has been made available to nearly 98% of the nation's farms?" Rural people have a big stake in seeing that the public knows the answer.

If rural people had been willing to disregard price and quality of service, most could have had electric service in 1935. I can recall in my home state of Wisconsin a farmer could get electric service if he was willing to pay around \$2,000 a mile for the construction of the line to serve his place, and willing to dig into his pocket each month to pay a similar premium for the service itself.

Under such conditions rural electrification was available to farmers in 1935. The problem was that for nine out of ten rural people the price was more than they were willing and able to pay.

This was not rural electrification. The need which President Franklin Roosevelt, and Senator George Norris and Representative Sam Rayburn tackled as sponsors of the Rural Electrification Act, was to make it possible for people in rural areas to have electric service at rates and on terms comparable to those prevailing in urban areas.

ELECTRIC SERVICE is an indispensable key to greater convenience, comfort and better living. Simple fairness would say that it should be as abundantly and reasonably available to rural people as it is to city people. Electric power is also a key to economic opportunity and development—new jobs, better living standards, better community services. Thus areas need to achieve a practical parity with urban areas in electric power supply and service if they are to participate in national growth and realize their full economic potential.

Numerical progress in rural electrification has obscured the fact that rural areas still have a long way to go before parity is achieved. The fact that the consumer on the lines of an REA borrower system still has to pay about 20% more for 250 kilowatt-hours used in a month than

the average city consumer is just one measure of the rural disadvantage.

The truth is it costs more to provide quality electric service in rural areas. Even today the rural systems financed by REA have on the average only 3.3 consumers to each mile of line. The Class A and B commercial utilities, and this includes all but the very small companies, have on the average 33 consumers to each mile of their line. The comparison from the standpoint of revenue is even more dramatic. The REA-financed systems in 1960 averaged \$414 in annual revenue per mile of line, compared to \$6,580 for the commercial companies.

This low density of consumers—particularly in an industry of high capital requirements—is one of the major handicaps of rural service. It is the product not only of the relative population density—or lack of it in rural areas—as compared with urban areas but also of the historic development of the industry through which the commercial utilities skimmed off the cream of the rural areas themselves, leaving the REA-financed systems the task of picking up what was left. This resulted in the development of many small rural electric systems, relatively isolated from one another. This isolation itself has become another factor in the high cost handicaps of rural service.

WHEN THE investment must be high, as in modern electric practice, the only practical way to achieve low rates is by maximum utilization of costly facilities. Development of high load factor, the interconnection and pooling of plant facilities, large-scale generation, and the integration of hydro and steam capacity are principal means of bringing power costs down.

Unfortunately, the rural systems have had little opportunity to use these "economizers" because of the very conditions under which they operate—low density, lack of diversity, absence of protection against pirating of customers or territory, and isolation from one another.

Under such conditions, borrowers

had to use the available "equalizers," such as long-term, 2% REA loans, in their struggle for electrical parity.

The necessity of 2% loans is apparent from the fact—surprising to many REA critics—that rural consumers served by REA borrowers pay more for interest per dollar in their power bills than the city consumers served by commercial power companies. In 1961, 7.4% of gross revenues of REA-financed systems was required to pay interest charges. Whatever the rate the commercial utilities pay on their bonds, only 6.2% of their revenues were required, on an average, for interest charges.

Another equalizer has been supplied by the rural people themselves in the non-profit operation of the cooperative systems they have built. By organizing into cooperatives they have voluntarily waived the normal claim to profit from their investment, except in terms of lower cost service. The capital they contribute to their growing financial equity in their systems does not draw interest at 6%, nor even at 2%, but zero per cent.

THE FINAL major equalizer designed to help overcome the present high cost of rural service is the REA-financed generation and transmission program. The wholesale cost of power accounts for 43% of the average cost of providing service through the REA-financed rural electric distribution systems.

The wholesale rates for which power is available are tremendously significant in determining the ability of the distribution cooperative to deliver electricity to its members at retail rates comparable to urban rates. A reduction of a single mill in the average wholesale cost of power for the REA-financed systems across the country would produce an annual saving of over \$36-million for their consumer-members.

From one source or another, the rural electric systems must obtain 100-million kilowatt-hours every day—worth about two-thirds of a million dollars at wholesale. This is substantial business, and it is a growing market, for power com-

panies as well as generation and transmission cooperatives.

Recently a rural power system, in paying its wholesale power bill, turned over to a commercial power company the billionth dollar which power companies have received for supplying power to rural electric systems. This is the part of rural electrification they like!

BUT MANY of their spokesmen are among the long-time critics of rural electrification who are saying again that it is time to consider the job of rural electrification finished. They argue that rural electric systems financed by REA are simply stopgap devices to serve areas and loads the commercial companies did not choose to serve at one time.

Their solution is to dismantle the rural electric systems, section by section as they become attractive to the power companies, leaving the fragmented rural electric systems weak, small and plagued with high costs.

If the rural systems serve only the left-over loads and territories at the sufferance of the commercial utilities then there will never be an end to the need for equalizers, such as 2% loans. In fact, it is more likely they will need even greater equalizers in the future to serve their remaining areas of high cost if this is the course we pursue.

THE OTHER WAY to approach the job of rural electrification is to undertake a vigorous and determined program to strengthen the systems that have undertaken to serve the rural areas, to make them strong enough to stand on their own feet without any special assistance.

This kind of program must include territorial protection. The rural systems must be able to retain the portions of their service territories that experience population growth and provide the benefits of consumer density. They must be able to serve all loads in their territory, developing greater load diversity through large power sales as well as the smaller ones. They must develop greater access to larger scale generation and wider pooling of plant facilities, both public and private, with maximum utilization of power sources.

With the kind of climate where rural systems can do these things, the need for equalizers such as REA's 2% financing and technical assistance will diminish and, I am confident, ultimately disappear. This is the course we are pursuing in REA. This is the right course.

WHILE IT is possible to ap-

Freeman Urges RAD Support Before Committee Hearing

The Rural Areas Development program enacted into law by Congress last year "can bring new life and opportunity to rural America," Secretary of Agriculture Orville Freeman told a Congressional Committee on July 11.

Testifying before the House Subcommittee of Family Farms, he declared that family farms are still the backbone of American agriculture and actually are growing stronger.

To insure their continued

proach this job of rural electrification in either of these two fashions, it can't be done both ways at the same time. We cannot expect the rural systems to stand on their own feet while they are denied access to the maximum technological benefits of the industry and left to be cannibalized by the commercial power companies.

Where these systems are given the opportunity to develop, their impact in contributing to the total national economy will increase. In opening new markets for sale of electric power, they create a growing market for the sale of new appliances and equipment.

For a number of years now, the National Rural Electric Cooperative Association has published surveys indicating that such purchases by members of these rural systems have developed into a billion-dollar annual market. During the present year, NRECA reports an expectation that these sales will reach a record \$1,250,000,000!

Tens of thousands of new jobs have been created both in the city factories producing this equipment, on Main Street of our small towns and in the operation of the power systems. Electricity has had a big hand in the growing efficiency on American farms.

Most of all, as use of electricity grows in rural areas, the areas themselves can offer new opportunity for people living in them.

These are the basic issues facing rural electrification in the United States today. If rural electrification is going to move forward toward parity with urban service, toward lower power rates and high standards of service, there must be public understanding of the job that lies ahead.

strength, however, programs like RAD are essential, he warned.

RAD provides for "realistic, long-range programs to channel excess agriculture productive capacity into uses which have greater public demand," he explained.

"It begins the long task of eliminating rural slums and the conditions that breed them; it encourages multiple use of all land, both public and private; it encourages the development of recreational resources, both to provide new incomes in rural communities and to meet a growing demand from people in urban areas for outdoor recreation.

The overall benefit, he said is that it provides "for an explosion of opportunity in rural America rather than an explosion of people away from rural America."

Farm families who are unable to gain adequate incomes from farming alone, are thus able to take advantage of non-farm employment opportunities, through RAD, he pointed out.

"Land and water resources are converted to non-crop uses which serve new and expanding public appetites; and community facilities, such as water and public buildings need to attract commerce and industry in today's world, are developed.

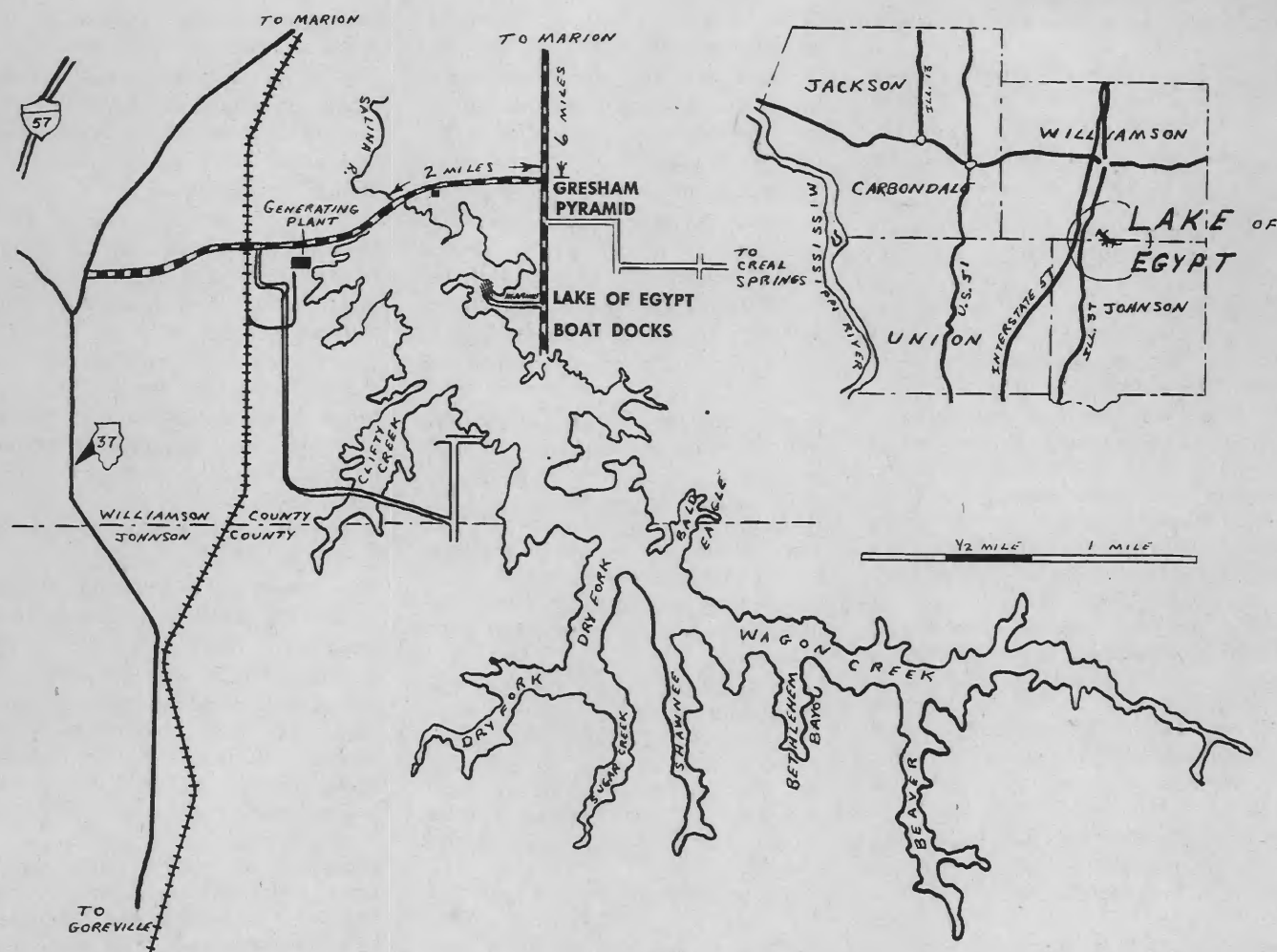
"Training and retraining opportunities are provided to enable those in rural areas to take jobs in new rural community enterprises, or, if they desire, to seek employment elsewhere."

But until this nation has full employment, "the city is not a good place to push rural people in search of jobs," Freeman noted. "And until our national growth rate increases significantly, the volume of new jobs created as industry locates in rural America will fall short of the need."

The Food and Agriculture Act of 1962 authorizes new and expanded programs of "real promise", Freeman said, in the development of industrial, commercial and service activities in rural areas.

"It will require substantial capital investment to activate these new programs, but the prize of a revitalized and recapitalized rural America is well worth the price."

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"... and now, westward hoe!"



Southern Illinois Power Co-op, Marion
Egyptian Electric Co-op, Steelville

Southeastern Ill. Elec. Co-op, Eldorado
Southern Ill. Elec. Co-op, Dongola

Southern Illinois Power Co-op Outlines Lake of Egypt Rules

Whereas, Lake of Egypt is a private lake owned by Southern Illinois Power Cooperative, and whereas its primary purpose being to furnish water for generation of electricity, the use of the lake as a recreational facility must be subordinate to, and limited by, this primary purpose.

Now be it therefore resolved that the waters and shoreline of Lake of Egypt may be used for recreational purposes subject to the following Rules and Regulations:

1—The cost of the supervision of recreational activities will be borne by individuals who use the lake for recreational purposes. This supervision will be furnished by the Lake Owner and shall consist of Security Patrol, safety inspections, weather warnings, fish and wildlife management, land erosion control, and enforcement of rules and regulations for the protection of life and property.

2—Fees to bear the cost of recreational supervision will be charged on a per boat basis. Each boat using the waters of Lake of Egypt must display an official certificate or permit as evidence of payment of fees. Fees are as follow: \$18 per year for boats trailered in and out. (not moored to private boat dock.) June 1, 1963 to Dec. 31, 1963: \$9. \$5 for two weeks. \$1 for one day. These

certificates are issued by commercial dock operators.

3—Special certificates of \$25 per year for boat of private boat dock owner and moored to private boat dock. These certificates are issued at S.I.P.C. office.

4—Boat fees will be lowered when the fees collected exceed cost of recreation supervision.

5—Boat permits must be securely fastened to outside of boat and cannot be transferred from one boat to another except in cases a boat is traded. If boat owner trades boats he will be issued a new certificate at no charge upon presentation of that part of certificate containing number.

6—Boats left along lake shoreline must be moored to boat dock.

7—Motors are limited to 10 horsepower per boat.

8—Water skiing, skin diving, and landing of sea planes are prohibited on the lake.

9—Neither fishing nor boating will be permitted in the areas around the dam and power plant, west of buoys, and in other posted areas.

10—Bank fishing is permissible at the Marinas or at Boak Docks and other designated areas. Bank fishing on the lake front of private lot owners is permissible when necessary permit is signed by lot owner. In the vicinity of Wagon Creek, an area on the Goreville side and an area on the Creal Springs side have been designated and signs posted as bank fishing areas.

11—Swimming is prohibited except when an approved life guard is present or at beaches to be constructed later.

12—Private boat docks must be adequately maintained and meet



Rapidly taking shape south of Marion is the Lake of Egypt boat dock. Its extensive facilities are adding to recreational attractions of the area.



Pyramid Acres Marina on beautiful Lake of Egypt which was created by the Southern Illinois Power Cooperative and now is attracting increasing numbers of fishermen, boaters, campers and sightseers. Mrs. Giles Gresham (above) directs operations of Gresham's Pyramid Acres.

minimum specifications. (Available at Boat Docks, S.I.P.C. office or from Security Patrol officers).

13—Lot owners or lessees must sign shoreline agreement before making use of shoreline for recreational purposes.

14—Failure to abide by these rules and regulations or any statutory requirements regulating boats on waters in the State will result in forfeiture of boat permit and denial of further use of the lake.

15—These rules and regulations may be changed by the S.I.P.C. Board of Directors from time to time as necessary.

16—Any shoreline or boat permit holder, upon acceptance of a permit under these rules and regulations, agrees to release the Southern Illinois Power Cooperative from any and all liability for personal injury or property damage suffered by the permit holder upon the lake or property of S.I.P.C.

17—Hunting is not permitted on the lake or any property owned by S.I.P.C.

Approved this 11th day of July, 1963, by the Board of Directors, Southern Illinois Power Cooperative.

R. S. Holt, President,
Ray Webb, Secretary

Lake of Egypt Already Attracting Fishing and Boating Enthusiasts

Things are shaping up at the Lake of Egypt, that sparkling jewel of a lake created by the Southern Illinois Power Cooperative as a vital part of its 99,000-kilowatt steam generating plant south of Marion. R. S. Holt, president of the board of directors, says the 2,300-acre lake and environs will become one of the major recreational attractions in Southern Illinois.

And people like Mr. and Mrs. Giles Gresham and Mr. and Mrs. Julius Swayne agree.

They should know. They operate Gresham's Pyramid Acres Marina and the Lake of Egypt boat dock on this rapidly developing Lake.

"We have one of the most beautiful sites in all of Southern Illinois, an area noted far and wide for its recreation attractions," Mrs. Gresham said in a recent interview.

"We're increasing our facilities as quickly as possible but already people are coming from St. Louis, Springfield, Peoria and many other areas. They find the fishing, boating and camping excellent."

In addition to camping sites with beautiful views, Mr. and Mrs. Gresham have finished living quarters available with all the comforts of home.

The Lake of Egypt boat dock, like the Gresham establishment, is growing and expanding almost before your eyes. Julius Swayne is a biology and physics instructor during the winter. He's had wide experience with operation of lake facilities.

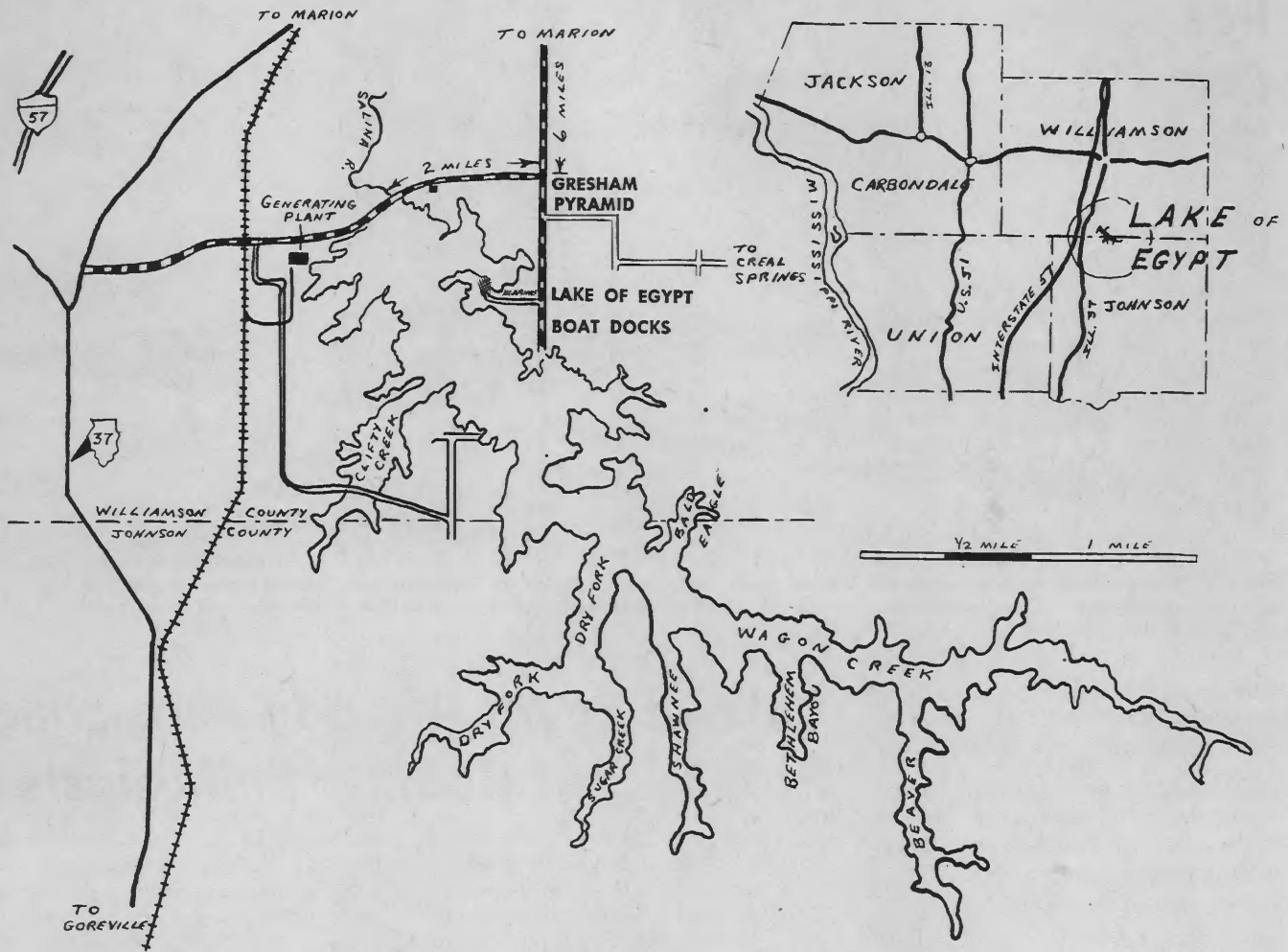
"You won't know this place within just a few years," he predicted recently as he worked away at new boating facilities.

"Demand for recreation of this type is growing by leaps and bounds. You know, we're close to the center of the population and now we're beginning to provide comfortable, attractive and reasonably priced facilities. It's a tremendous thing."

The Lake of Egypt boat dock, like Pyramid Acres, offers excellent camping sites plus boats and motors for rent. Later there'll be automatic laundry facilities and other improvements.

"The Southern Illinois Power Cooperative is to be congratulated on the careful plans it's making for the orderly development of this great recreational area," Mr. Swayne said. "The area is becoming a tremendous asset to every resident of this Southern Illinois territory."

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"... and now, westward hoe!"

Across the manager's desk

by H. G. Downey

Starting September 3, your cooperative will again hold Member Meetings, being the fourth year of this activity—to explain to the membership who attends, the operation of the cooperative and to answer any questions that may be in the minds of the consumers.



This is an exceptional opportunity to improve your cooperative education as board members and employees will be present to answer your inquiries. Where else, other than in a cooperative organization, is the management willing to place their head on

the "chopping block" and defend the way they operate the members' electric system?

Your employes and directors, each year, approach these meetings with great interest and regard them as an opportunity to develop a stronger group of cooperatively-minded people. (14-29R1)

It is hoped you will avail yourself of this opportunity to participate in this educational exercise. Bring your questions along so you can answer the many critics of this successful program.

CENTRALIA

Behren, Chas. A., Box 464
Carpenter, Chas.
Cotton, E. D., Rt. 1
Deaton & Bears Oil,
242 N. James
Erickson, S. H., Rt. 1
Farmer, Earl, Rt. 6
Howell, J. J., Box 4
Lambert, Aaron, Rt. 6
Lawhorn, K. B., Rt. 5
McConaghie, A. M., Rt. 6
Nelms, Lawrence, Rt. 6
Pemberton, Ottis, Rt. 6
Phelps, A. B., Rt. 6
Tucker, K. E., Rt. 6
Turner, B. K., Rt. 6
Voyles, Orval, 801 Elm
Zinke, Henry, Beech St.

DIX

Almond, G. R.
Czernonka, Walter
Free, D. G.
Free, E. R.
Hilton, Rollie
Hurst, Wm. G., Rt. 1
Jones, Buddie, Rt. 1
Parrott, Dale, Rt. 1
Provine, H. P.
Robinson, J. C.
Snarr, Paul
Tate, Lovie



© NRECA

Unclaimed Refunds

How much money would you have if you were refunded . . . say, 10 per cent, of all the money you spend? On rent, groceries, car payments, recreational expenses, etc. As members of your cooperative you receive about this part of your electric bill in the form of Patronage Refunds. It is true that we used the money for awhile, but we are now refunding.

We need help in locating about 400 people who have moved out of this area since they earned their refunds. They have money coming as a refund on their electric bills and the cooperative is anxious that they or their heirs be paid.

We still have checks for these people: (38-4C)

NAME AND LAST KNOWN ADDRESS

ASHLEY
Cunningham, C. R.
Manning, Clarence C., Rt. 2

BEAUCOUP
Stricklin, Joe

BENTON
Rice, Fred

BONNIE
Eaton, Orval
Farris, J. A.
Freeman, L. G.
Gardner, Earl, Rt. 1
Kroyer, Grace
Lairsey, John
Truran, Wm., Rt. 1
Wands, Thomas, Rt. 1
Wiggins, Ray

CARLYLE
Mayfair Oil, c/o Frank Jones

INA
Hester, O. D., Rt. 2
Jones, Rolla, Rt. 2

KELL
Jones, Clarence, Box 114
Reed, Eli
Sears, Grace E.

KINMUNDY
Hodges, Mrs. Omer

MCLEANSBORO
Gier, M. D., 204 Marshall
Warren, Harry, Gen. Del.

MT. VERNON
Barnhardt, Frank, Rt. 1
Beall, I. E., Rt. 2
Clawson, Bob, Rt. 3
Dare, E. A., Rt. 3
Grant, Chas. Wm., Rt. 7
Hall, Clyde, Rt. 4
Hodge, Dewey, Rt. 2
Holloway, Fred
Jones, Howard, Rt. 3
Kries, M. M., Rt. 1
Lambert, W. L., Rt. 1
Lear, Jack, Rt. 3
McCoy, Wm. H., Rt. 4
Murrell, A. L., Rt. 5
Powell, Earl, Gen. Del.
Reeves, Vernice, Rt. 3
Roberts, Irene, 1116 Perkins
Sterne, Harold, Rt. 1
Stull, Harley N., Rt. 1
Sullivan, G.
Szczepanski, Leo, Rt. 5

Taylor, Oliver, Rt. 4
Thompson, H. L., Rt. 3
Williams, Walter, Rt. 6

NASHVILLE
Baughn, R. L., Box 182
Brock, H. E., Rt. 3
Murphy, Margaret, Box 143
Stonecipher, H. E., Rt. 3

OAKDALE
Dyers, Sam H.
Griffin, Ralph

ODIN
Blain, Sam, Rt. 1
Bounds, M. A., Rt. 1
Brewer, Carl, Rt. 1
Bryant, Phillip, Rt. 1
Clark, Earl, Gen. Del.
Davis, Howard E., Rt. 1
Deadmond, Genola B., Rt. 1
Door, Jessie
Gentry, Truman
Glascock, W. W., Rt. 1
Green, A. M., Rt. 1
Hale, E. M.
Hamilton, Ora
Harriss, O. H., Rt. 1
Hatfield, Bob, Rt. 1
Knight, James, Rt. 1
Marriott, G. G., Rt. 1
McKee, James G.
Miser, A. M.
Neeley, Ernest, Rt. 1
Quick, Chas., Rt. 1
Rich, T. A., Gen. Del.
Sarrett, Bennie E.
Shirley, C. V., Rt. 1
Stanberry, Leonard
Wallace, E. M., Rt. 1

OPDYKE
Massey, E. C.
Morgan, Bob
Stone, Hales

PATOKA
Pope Sisters, Rt. 2
Smith, O. Z., Rt. 1

SALEM
Abl, Sam, Rt. 3
Adams, B. E., Rt. 2
Anderson, C. C., Box 116
Applery, A. D., Gen. Del.
Auglin, Ben
Basey, G. L., Rt. 3
Baldwin Oil Co., Box 344
Ballard, Roy E., Rt. 4

Bartlett, B. C.,
c/o Magnolia Pet.

Barton, L. W.
Bassett, C. P.
Benz, Elmer
Berry, Bert, Box 326
Billingsby, Fred,
212 Rex Bldg.
Blackstock Oil Co., Rt. 2
Bly, Glenn, Gen. Del.
Boyd, Russell, Rt. 2
Braziel, Mack, Rt. 2
Brewer, B. R., Rt. 2
Brown, S. Pete, Box 143
Brown, Thomas F., Gen. Del.
Buckley, Dennis, Rt. 2
Buckley, George, Rt. 2
Buie, Raymond, Rt. 2
Burkhalter, A. E., Rt. 1
Burnett, Jerry, Rt. 2
Burris, Dewey, Box 86
Burro, Richard,
c/o Southern Gar.
Campbell, Virgil, Rt. 2
Carder, A. L.
Caskey, Glenn, Gen. Del.
Chambers, J. R., Rt. 2
Chase, E. G., Rt. 2
Clifford, Wm., Rt. 2
Coleman, Frank, Rt. 2
Conaway, G. C., Rt. 2
Cook, A. F., Gen. Del.
Cook, Kelly, Rt. 2
Copelin, Edward, Gen. Del.
Crabill, G. D., Rt. 2
Croup, Carl D., Rt. 2
Crowse, Mrs. Clarence, Rt. 1
D & E Grocery, Rt. 2
Davidson, Ross,
c/o Warren Pet. Co.
Davis, R. F.
Davis, Roscoe, Gen. Del.
DeFare, Wilbur, Rt. 2
Delmar, C. W., Rt. 2
Dempsey, John C.,
c/o Haynes Thomas Co.,
123 S. Bdwy.
Dennis, S. M.
Dilbeck, C. W., Gen. Del.
Dobbs, Earl, Rt. 2
Dollohan, H. K.
Dorman, E. H., Box 252
Dorne, K. R., Rt. 2
Dorrell, R. L., Rt. 2
Doty, S. L., Gen. Del.
Duncan, N. F., Rt. 2

Tri-County Electric Cooperative

Raymond Pitchford, Pres.
E. C. Champ
C. Glenn Jones

BOARD OF

Reuben Yo
O. E. Garr
Wm. Groen

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Fowler
Fox, E
Geiger
Gibson
Gideo,
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Hump
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Jones,
Jones,
Jorda
Kadwe
Kelley
Kemm
Kimbe
King,
Kiowa
Laird,
Box
Lane,
Lane,
LaRoc
Lawre
LeFav

Hi-Lites

244-1451

Mt. Vernon, Ill.

DIRECTORS

ing, V-Pres. David Hanes, Sec.-Treas.
ett C. E. Beadle
hert Philip Heggemeier



Drop that number

Please delete the Mt. Vernon telephone number 242-1836 from your numbers to call on outages or trouble calls. This number was Max McCarty, Tri-County employe, now deceased. Thank you. (12-29L)

Thanks

... to the considerate members

Alvin, Rt. 1
Bill, Rt. 1
ds, Lonnie, Rt. 1
e, Hugh E., Rt. 2
T. R., Box 326
lin, G. W., Rt. 2
P. E.
Frank, Rt. 1
Raymond, Gen. Del.
A. J., Rt. 2
Edward, Rt. 2
Lawrence, Rt. 2
Ronald F., Rt. 2
G. V., Rt. 1
Groc. & Mkt.,
Mrs. Scott Williams,
Embry, Rt. 2
ck, O. R., Gen. Del.
in, Helene, Rt. 2
n, Floyd
e, Perry, Rt. 2
rn, Thomas A., Rt. 2
k, Arthur, Gen. Del.
s, Herman, Gen. Del.
Loren C., Rt. 2
ay, Louis M.
in, Gerald, Rt. 1
ond, H. L.,
s, Marion
s, O. W., Rt. 2
Homer, Rt. 2
ns, V. A., Rt. 2
Bill Trucking Co.
Geo. O., Rt. 2
y, B. R., Rt. 1
n, J. H., Rt. 2
Robert, Rt. 2
n, Eddie, Rt. 1
J. R., Rt. 2
rd, Loyd, Rt. 2
rd, Lloyd, Rt. 2
J. F. H., Gen. Del.
Kile, Rt. 2
n, O. E., Box 302
rey, R. H., Rt. 2
ds, H. D., Rt. 2
Edgar
Walter
i, C. L., Rt. 2
T. R., Rt. 2
P. T., Rt. 2
ack W., Rt. 2
Ruby, Rt. 2
l, A. D.
Tom, Rt. 1
rer, Nona
lin, C. L., Gen. Del.
yle, Rt. 1
Orlg. Co., Box 68
E. E. Welding Serv.,
3
ustin, Rt. 2
vin
s, Esmond, Rt. 1
ce, H. R., Rt. 2
ce, H., Rt. 2
ur, V. L., Box 321
Leonard, A. E.
Lestillo, Terry
Lewis, J. N., Gen. Del.
Lewis, Murna, Rt. 1
Loret, Clifford, Rt. 1
Losey, O. I., Rt. 2
Lovelace, Marvin, Rt. 2
Lwudwick, L. W., Rt. 2
Mahan, J. W.,
c/o Southern Gar., Rt. 1
Martin, Edna
Martin, Geo., Rt. 2
Massad, R. D., Rt. 2
McCaskell, W. G., Rt. 2
McClanshaw, V. A., Rt. 2
McClung, R. W., R.R.
McCollum, S. D. & Anna
McDonald, J. E., Rt. 2
McDuffie, L. E., Gen. Del.
McKee, Claude,
411 N. College
McNabb, W. L., Rt. 2
McNary, Gladden
Merrill, Geo., Gen. Del.
Millican, Harold, Rt. 4
Mitchelmore, T. D., Rt. 2
Moody, Jim M., Gen. Del.
Moore, Floyd
Monroe, O. H., Rt. 1
Morgan, John T., Gen. Del.
Morris, Fred, Rt. 2
Moses, J. D., Gen. Del.
Mosley, W. A., Rt. 2
Mossey, Harley, Gen. Del.
Murphy, Nelson, Rt. 1
Musgraves, Perry, Gen. Del.
Myers, V. D., Rt. 1
Newcomb, Homer A.,
Gen. Del.
Newell, Joseph S., Rt. 2
Nolin, M. H., Rt. 2
Noon, Pat, Rt. 2
Oakley, Murel, Rt. 2
Oden, John T., Rt. 2
Overton, Dewey, Rt. 2
Pace, Richard, Rt. 2
Pace, W. H., Rt. 2
Paddock, F. C., Rt. 2
Panick, Earl, Rt. 2
Park & Loret Cafe, Rt. 2
Patterson, Truman
Peavler, H. C., Rt. 2
Pendleton, W. O., Rt. 2
Phillips, E. R., Rt. 2
Plunkitt, Frank
Pollard, Dennis F., Rt. 2
Price, C. E.
Price, G. G., Box 314
Ray, Harry L., Rt. 1
Reagan, L. C., Rt. 2
Reed, A. L., Rt. 2
Reed, Forrest E., Rt. 2
Reynolds, Marvin D.,
Trkg. Co., Rt. 2
Rhoden, L. E., Box 184
Rhodes, R. R., 500 N. Illinois
Rich, E., Rt. 2
Richards, W., Rt. 2

Rinehart, Buell, Rt. 2
Roberts, A. J., Rt. 2
Robertson, T. M., Gen. Del.
Roby Drlg. Co., Box 113
Rogers, M. L., Rt. 2
Rollman, Leo, Box 453
Rowley, H. L., Box 387
Rush, J. B.
Rush, Margaret
Russell, Archie
Sarrett, Bennie, Rt. 2
Satterthwaite, Joe, Rt. 2
Schneider & Glenn Drlg.,
Box 145
Scott, Cecil R.
Scott, Lether, Rt. 2
Seeley, A. J., Gen. Del.
Selz, Dick, Rt. 2
Shebester, Ralph W., Rt. 2
Shelton, G. G., Rt. 1
Shoopman, F. C., Gen. Del.
Skinner Coffee Shop
Skinner, F. H., Rt. 2
Smith, D. P., Rt. 2
Smith, E. L., Rt. 2
Smith, E. R., Gen. Del.
Smith, Edgar, Rt. 4
Smith, Vernon, Rt. 2
Smith, Willis D., Box 87
Snyder, Roy, Rt. 4
Solidy, Paul, Rt. 2
Southerland, S. W., Rt. 2
Stacey, Howard, Rt. 2
Steckler, Joe
Steder, Howard, Rt. 3
Stevenson, Frank, Box 87
Stinson, O. E., Rt. 2
Sullivan, E. W.
Tannehill, Chas.

Taylor, Gerald, Gen. Del.
Taylor, Lee, Rt. 2
Taylor, Lee, Rt. 1
Taylor, Willard, Gen. Del.
Tettleton, Beecher B., Rt. 2
Texas Cafe,
c/o J. W. Thompson,
Gen. Del.
Thomas, Mrs. Gus, Rt. 2
Thompson, J. W., Box 73
Thompson, W. J.
Thompson, Roy, Rt. 2
Thompson, S. H., Rt. 2
Tibbits, J. E., Rt. 2
Turner, Frank D.,
c/o Hanes Cafe
Updike, Fred, Rt. 2
Vaughn, Ralph, Box 262
Ververs, Paul, Rt. 2
Vincent, Louis R., Rt. 2
Vursell Tavern,
c/o Earl Hanser,
Rt. 50 East
Wall, R. A., Rt. 2
Walls, H. V., Box 321
Walters, George, Gen. Del.
Warren, Ben
Watts, R. A., Rt. 2
Weaver, Clarence, Rt. 2
Weber, Wm., Rt. 2
Whitacre, Dale, Rt. 2
Wilson, Joe C.,
315 S. Lincoln
Wood, C. H., Box 3
Wright, Joe, Rt. 2
SANDOVAL
Anderson, Alex, Rt. 2
Burk, Elmer W., Rt. 1
Carey, T. B., Box 193

Carnahan, J. W., Rt. 1
Carnahan, John, Rt. 2
Fitzgerald, Robert
Foltz, Guy
Graham & Meyers, Box 367
Guymon, Fred
Hill, J. E., Rt. 1
Hunter, J. D.
SCHELLER
Hoferhamp, Emmet
Johnson, Robt. L.
TEXICO
Townsend, A. C.
Utterback, H.
WALNUT HILL
Elliott, Fred
Kirk, W. L.
People, J. L.
WOODLAWN
L. T. Berkheimer Trkg.
Bond, Parker, Rt. 2
Brink, J. E.
Campbell, Joe
Dillman, E. J.
Fred, George L.
Johnson, Fred
Kinchloe, Olms
LaFollette, Eldon
Manning, Clarence, Rt. 2
Modgling, T. L.
Nelson, A. L.
Taylor, Lawrence, Rt. 2
Waggoner, Clifford, Rt. 2
Wiese, Chris
Wood, Sam

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This is a \$107.95 value for only \$64.58!!!

- 40 Gallon
- Fast Recovery (4500 Watt elements upper and lower)
- Glass lined
- 10-Year Guarantee on tank
- A \$10.00 (CASH) installation allowance

Heaters may be purchased at the Tri-County offices in Mt. Vernon and Salem or from the dealers listed below:

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Dreas & Son
Miller's Plbg. & Htg.
Weeke Electric
MT. VERNON
Krekel Edmison Plbg. & Elec.

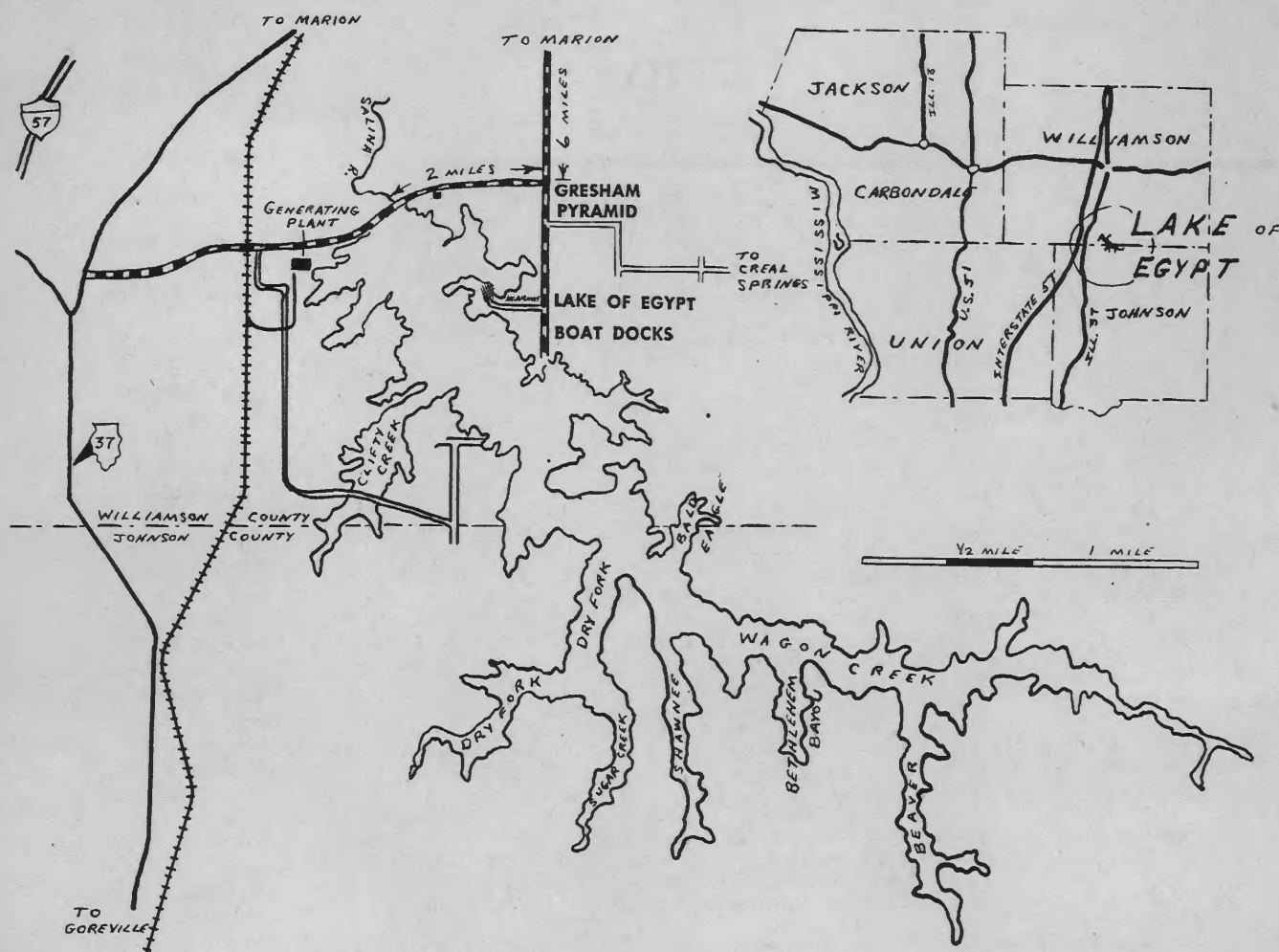
Featherstun's Appl.
Goodyear Service Stores
Russell Huston Plbg.
E. F. Wielt Co.

SALEM
Koelling Electric Service
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ST. PETER
Maske & Ehrat
WALTONVILLE
Frye Hardware

**HEATERS MUST BE INSTALLED ON
TRI-COUNTY LINES!!!!**

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Ora M. Snider, power cooperative staff member who has been working closely with directors, Manager Thomas Clevenger, and others, in the development, has announced that lakeside sites for permanent homes and cottages will be available soon for leasing.

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Shuman Denies Assertion in Post-Dispatch

Charles B. Shuman, president of the American Farm Bureau Federation, has termed "very inaccurate and misleading" an article appearing in a recent issue of the St. Louis Post-Dispatch and reprinted in the June issue of Illinois Rural Electric News.

The article dealt with attacks being waged against government aid in electrifying rural America.

Only two paragraphs, the first and second, had reference to the Farm Bureau organization. These said:

"Leaders in an assault on the federally financed rural electrification program included the Republican Party's 'Mr. Conservative,' Senator Barry Goldwater, as well as private power companies, the United States Chamber of Commerce, and the American Farm Bureau Federation.

"In an undeclared alliance that is becoming increasingly important in a number of fields, they are getting strong help from right-wing extremists."

The rest of the two page article dealt with various attacks on electric cooperatives and what Norman M. Clapp, Rural Electrification Administration chief, and others, are doing about them.

Mr. Shuman wrote Illinois REN that "there is absolutely no truth in the accusations" contained in the Post-Dispatch article.

"I think it would be only fair," Mr. Shuman said, "that you carry the enclosed letter to the editor of the Post-Dispatch which was published on July 2."

Illinois REN is happy to do so. The letter:

"A recent interpretative article by Thomas W. Ottenad of your Washington Bureau completely misrepresented the position of the American Farm Bureau Federation on the question of rural electric cooperatives. Mr. Ottenad made a broad brush statement that Farm Bureau has joined an undeclared alliance to mount an assault on the rural electrification program. Mr. Ottenad's first reading of our policy resolution came at our request—and several days after his story had been published.

"Farm Bureau's position on rural



Murdoch



Feirich

electric cooperatives is clearly stated in a rather lengthy resolution which opens with this: 'We support rural electric and telephone cooperatives organized and operated in accordance with accepted cooperative principles and practices.'

"Further—'Local ownership by well-informed members is the best safeguard for true cooperative principles.'

"In that connection, Charles B. Shuman, president of the American Farm Bureau Federation and a pioneer member of a rural electric cooperative in his home State of Illinois, recently suggested that local cooperative members reorganize or amend their by-laws to provide for complete member ownership of the cooperatives, as a number of the cooperatives already have done. He suggested cooperative members should make sure they always will own and control that which they have built.

"The Farm Bureau resolution on rural electric and telephone cooperatives supports the use of Rural Electrification Administration funds to finance generation and transmission facilities needed by farmers if satisfactory agreements cannot be otherwise reached for farm energy requirements at competitive rates.

"Farm Bureau also feels that established rural electric and telephone cooperatives should, on future loans, pay the full cost of the interest on money borrowed from the federal treasury. That is exactly the editorial position of the Post-Dispatch.

"We value always the comments of the Post-Dispatch, critical or otherwise. Our hope is that our positions on important issues can be represented accurately.

"Signed: Leonard Warner, Press Relations Director, American Farm Bureau Federation, Washington."

Feirich, Murdoch Assuming Duties At State Office

Two new men have been added to the staff of the Association of Illinois Electric Cooperatives. One fills a new position, the other replaces Joseph Gaffigan who has taken a position as property manager for the Carl M. Freeman Management Enterprise, near Washington.

Charles Murdoch, formerly of St. Louis, has been named director of member and public relations for the state association. He has spent several years in the sports departments of the St. Louis Post-Dispatch and the Globe-Democrat. He also has done considerable work in the public relations field.

Succeeding Mr. Gaffigan as associate editor of Illinois Rural Electric News is Charles R. Feirich, a native of Metropolis and for the past two years editor of The Times Record of Aledo. Previously he was publisher of The Cobden Review of Cobden. He has worked on several other newspapers, studied journalism at Southern Illinois University, and is a member of the board of directors of the Northern Illinois Editorial Association.

Both Mr. Murdoch and Mr. Feirich, with their families, have moved to Springfield. Each already has done work in several cooperatives throughout the state.



"... and now, westward hoel!"

W. I. E. C. NEWS

Western Illinois Electrical Coop.

Carthage, Ill.

Don Kerr, Sr., elected to Board at WIEC Meeting

Donald Kerr, Sr., of near Warsaw, was elected to a three-year term as a director of Western Illinois Electrical Coop. at the cooperative's annual meeting in Carthage, July 30.

He succeeds Grover Meeker, also of near Warsaw, who has been a board member for 15 years, and who did not seek re-election.

"It has been a privilege to serve on the board of the cooperative which has done so much for this area," Meeker said. "The cooperative is a splendid thing, not only for its member-owners but for everyone in the community."

Re-elected to another term was Harold S. Huey, Plymouth. He now is serving his sixth year as a director of the National Rural Electric Cooperative Association. Neither man had opposition.

More than 1700 persons were served barbecued pork dinners in less than 30 minutes at noon.

At business sessions, members heard reports of the cooperative president, treasurer and manager.

Miss Diana Lynn Brown, 18, daughter of Mr. and Mrs. Harry Brown of Nauvoo, was named "Miss

Western Illinois Electrical Coop." for 1963. She will represent the cooperative in state competition in September at Springfield.

First runner-up was Miss Denise Van Brooker, 16, daughter of Mr. and Mrs. Irving Van Brooker of near Plymouth. Second runner-up was Diana Rowland, 16, daughter of Mr. and Mrs. Owen Rowland of Bowen. Miss Mary Freeman, 19, of near Carthage, the 1962 beauty pageant winner, crowned the new queen.

Top honors in the talent contest went to "The Ten Aces," a dixieland band from the Dallas City area. Members include Sheila and Larry Smith, Karen Brown, Margie Young, Janet Corzatt, Nancy Clifton, Lynn Rice, Lynn Sparrow, Donna Mohr and Bill Thomas.

Other winners were Miss Vickie Baird, 14, daughter of Mr. and Mrs. Robert Baird of near Carthage, who placed second with a piano solo, and Terri and Gloria Tobias, who placed third with a ukulele and vocal duet.

Terri is the daughter of Mr. and Mrs. Harlan Tobias of near Basco. Gloria is the daughter of Mr. and



Don Kerr, Sr.

Mrs. John Tobias of West Point.

The prizes for the talent contest were \$15, \$10 and \$5 dollars respectively.

At an organizational meeting, board members re-elected these officers: Robert Wagner of Burnside, president; Wendell Thompson of Niota, vice-president and Huey, secretary-treasurer.

Cooperative members at their business session approved membership in both the Association of Illinois Electric Cooperatives and the National Rural Electric Cooperative Association.

The AIEC is a voluntary state-wide service organization with headquarters in Springfield. All 27 of the Illinois electric distribution cooperatives are members. The NRECA is a similar organization serving the nation's 1,000 electric cooperatives from headquarters in Washington, D.C.

A proposal to limit membership



The judges had difficulty selecting a winner among these lovely young ladies who vied for "Miss Western Illinois Electrical Coop."



"Miss Western Illinois Electrical Coop. of 1963."

in these organizations to one year, subject to annual approval of the cooperative membership, was defeated.

Huey opposed the limitation proposal, pointing out that the associations have been of great service to the local cooperative.

Western Illinois Electrical Coop. has played a major role in state and national affairs. Wagner now is serving his fourth year as AIEC president. Huey, in his sixth year as national director, is regarded by electric cooperative members, state and national, as one of their outstanding leaders. He now is chairman of the NRECA operations committee.

Lee Leonard, WIEC manager, in his annual report told of numerous steps taken by the cooperative during the past year to improve service and increase efficiency.

Cooperative records show that in 1940 the average Western Illinois



From left, second runner-up Miss Dina Rowland; Miss Diana Brown; and first runner-up Miss Denise Van Brooker.

Electrical Coop. member used 47 kilowatt-hours of electricity per month at a cost of 8.1 cents per kwh. For 1962 the average was 506 kwh—and the average cost to members had dropped to 2.8 cents per kwh.

Western Illinois Electrical Coop., Wagner pointed out, is owned by its members, not by the government. Back on January 10, 1940, when its lines were first energized, it served only 716 members. Today it serves more than 2800 and has assets totaling \$2,133,548.

Despite this growth, Wagner continued, the cooperative serves a thinly populated area and the fact that it is able to bring low-cost, dependable electricity to its membership is a tremendous achievement.

Most electrical cooperatives have an average of slightly more than three members per mile of line. Western Illinois' average is 2.6. That of the typical commercial utility in Illinois is estimated at 30 to 40 per mile.

**40 Gal.
Glass-Lined
WATER
HEATERS**
\$2.00 per month
10-year Tank Warranty

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Gordon Appliance

LaHARPE, ILLINOIS
Brown Lynch Scott

NAUVOO, ILLINOIS
Nauvoo Electronics

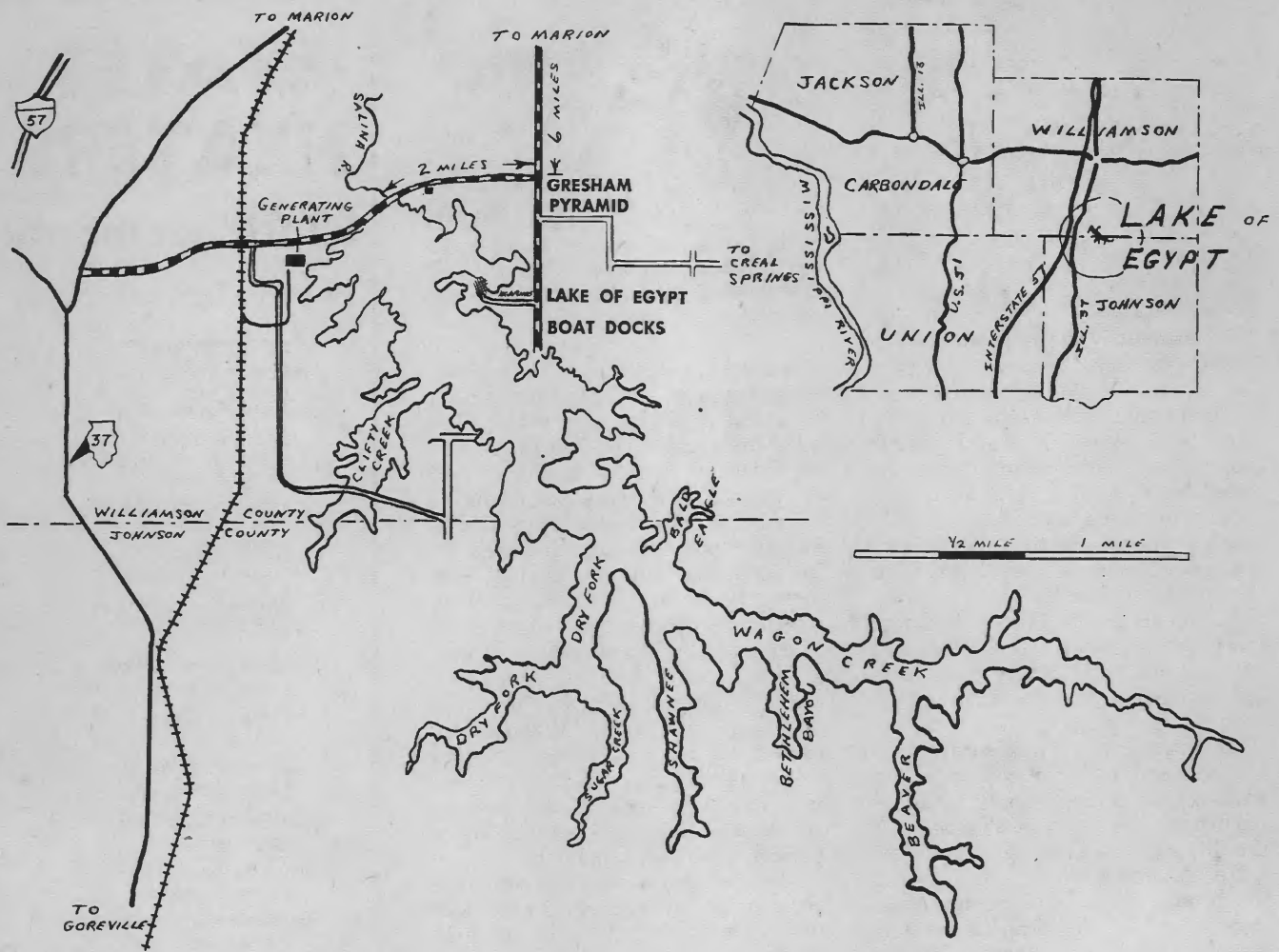
PLYMOUTH, ILLINOIS
J & H Electric

WARSAW, ILLINOIS
Harold Sparrow
Warsaw Radio



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