

*“Service
is the
Co-ops’
Business”*

(See Page 3)



Illinois
REN.
RURAL ELECTRIC NEWS
May, 1963

National News Notes

Iowa's co-ops make gains in legislation

■ Newly enacted utility regulatory legislation in Iowa is regarded by that state's electric cooperative leaders as "a substantial gain" for protection of co-op service areas.

The original bill as written by commercial power utilities was amended more than 30 times. Consumer protection features include a provision against needless duplication of electric facilities plus increased protection for rural electric areas annexed by cities or towns.

It gives the Iowa State Commerce Commission authority to regulate rates and service of public utilities but exempts rural electrics, municipal utilities, cooperative, mutual and small telephone companies, from such regulation.

In its original form, the bill would have forced the rural electrics to sell electric lines in their service areas annexed by municipalities. This was changed by amendments, supported by the cooperatives. The revised legislation passed both houses by overwhelming majorities.

Figures on overcharges are accurate, says engineer

■ A study by the National Rural Electric Cooperative Association showing that a group of Texas commercial utilities overcharged consumers more than \$400 million in a five-year period is affirmed by a former Texas Power & Light Company engineer.

Lewis B. Walker asserted there is no question as to reliability of the NRECA study. "Anyone with a knowledge of fifth-grade arithmetic can verify these figures," he said.

He pointed out that NRECA obtained its figures from a Federal Power Commission publication that "companies sworn financial and operating reports made each year to the commission by the privately-owned electric utilities in the U. S. The figures in the report are those certified by the utility executives themselves as correct."

Senator Morse lauds work of cooperatives

■ The REA program and electric cooperatives were lauded in Congress recently by Sen. Wayne Morse of Oregon. He cited their solid contributions to the nation's developments and the benefits they have brought to the nation.

Men who know the cooperative program best realize that these benefits affect not only the rural areas but residents of all areas, town and country alike. Sen. Morse pointed out another fact recognized by informed leaders throughout the nation: that the need for the electric cooperative program is a continuing one, that the services of electric cooperatives are as important today as they ever were.

Senator Aiken gives views on tax credits

■ Sen. George D. Aiken of Vermont recently suggested during a legislative hearing that the three per cent tax credit given power companies by the last Congress is "at least 50 times more beneficial to the commercial utilities than the REA two per cent loan interest rate is to the rural electrics."

Sen. Aiken made this observation while REA Administrator Norman Clapp was testifying on the 1964 REA budget before the Senate Agriculture Appropriations Subcommittee.

The Vermont senator's questioning also brought out the rural electric cooperatives' record of loan and interest repayments to the U. S. Treasury and the fact that they are privately owned non-profit organizations. He observed that many of the REA telephone borrowers are non-cooperative private business firms who benefit from the same two per cent interest rate.

Sen. Aiken asked Mr. Clapp if it were not true that establishment of rural electric cooperatives has paved the way for new tax-paying businesses that contribute literally billions to the nation's economy. Mr. Clapp answered that this is the pattern everywhere.

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Co-ops, Our Servants

What is an electric cooperative—really?

It's a service organization, an organization of people, farmers and non-farmers, living in rural or suburban areas that were once rural, banded together to provide themselves with the best possible electric service at the lowest possible cost.

Some of its member-owners are enthusiastic pioneers who went up and down dusty roads a quarter-century ago persuading their friends that a dream could come true, that they themselves could create their own electric distribution system and provide for themselves the vital electricity largely denied them by commercial electric utilities.

TODAY MANY of the cooperative's members are younger men and women who may remember not at all those early days of struggle. Increasing numbers can't remember the day—or night—when they lacked electricity. Willie Wiredhand has become a part of their life, a faithful servant they take for granted—almost.

Almost, but not quite. These younger members of Illinois' 27 electric cooperatives, like their elders, have a sound idea of the value of their cooperatives. We've talked with them from one end of the state to the other, with young farmers, with operators of beauty shops and garages and recreation spots, and particularly with high school students, boys and girls, who have been competing recently for cooperative-sponsored week-long trips to our nation's capitol.

Such fine young people are well aware that they are part of Illinois' great cooperative system that serves a half-million individuals. They know they have an interest in the success or failure of their own cooperative. They know they have a cogent voice in the affairs of their own business.

SUCH YOUNG PEOPLE know also that they can trust their own cooperative. They turn to it with confidence. They know full well that no other supplier could possibly be as interested in their welfare as is their own cooperative.

Typical is 24-year-old Eldon Stoll of near Carthage. The other day he dropped in at the Western Illinois Electrical Coop. to talk with Lee Leonard, manager, and Lester Aeilts, power use adviser.

"I'm thinking—just thinking, now—of building a new home and I wanted straight, reliable information," he said later, "so I came to Western Illinois. I knew the people here would have the facts and the knowledge I needed. I knew I could depend on what I was told. After all, I'm a part of this cooperative. I have confidence in it and the people who operate it."

He got his information. He'll check further, do some more thinking, and return for further discussions.

TAKE 16-YEAR-OLD Vicki Lynn Giblin of Sadorus, r.r. 1. She recently won the Illini Electric Cooperative's essay contest and will go to Washington next month for the time of her life.

"Illini Electric," she said, "is our cooperative. It's owned by the members, not by the government or by stockholders scattered over the 50 states. It's ours."

And her mother, Mrs. Frank E. Giblin added: "No other organization could be so intensely interested in serving us as is our own Illini Electric Cooperative. I hope it will be able to continue doing that fine job forever."

So cooperatives are people, and service—self service—is their business. And while they serve themselves, they take a vast and vibrant interest in promoting the welfare and prosperity of their areas. As cooperatives prosper, their members prosper—and so do all the residents of their areas.

OUR COVER—Eldon Stoll consults Western Illinois Electrical Coop. Manager Lee Leonard, standing, and Power Use Adviser Lester Aeilts, concerning possibilities of an electrically heated home.



The pretty girls on Shelby Electric Cooperative's float are from left, Ellen Finch, Linda Anderson and Vicki Tallman. This float was one of 100 units in the recent downtown Shelbyville area parade. Some 25,000 persons later witnessed the groundbreaking at the \$30-million Shelbyville lake-dam site which will be a part of a \$60-million Kaskaskia River Valley flood control project.

Shelbyville recently was host to thousands of Illinois visitors gathered to salute a remarkable cooperative effort which by 1968 will result in creation of a 30 million dollar, 11,000-acre lake that will bring an estimated 15 million dollars into the area annually.

The occasion was the groundbreaking, via a simulated atomic explosion, for the 3,025-foot dam across the Kaskaskia River at the northern outskirts of Shelbyville.

Shelbyville Mayor William E. LeCrone, power use adviser and field representative of the Shelby Electric Cooperative, estimated the crowd at 25,000, "the largest in our community's history."

Cooperative Manager W. L. Walker termed creation of the lake a splendid example of teamwork between national, state and local government, dozens of organizations and countless individuals.

Like other cooperatives throughout the state, Shelby Electric missed no opportunity to work for the general improvement of the area it served, and this cooperative spirit will continue in the years ahead, Mr. Walker said.

Gov. Otto Kerner pointed out that the Shelbyville dam and reservoir, together with a related project near Carlyle, will be of inestimable value in increasing productivity and enrichment of the economy of the vast Kaskaskia River Valley.

Congressman George E. Shipley told the gathering that progress toward completion of this great project is yet another example of the true pioneer spirit of Illinois residents who combine their resources today for the common good.

Peter F. Mack, former congressman who worked for the project for at least ten years, said he was proud to have had a part in the vitally important development.

State Senator Edward C. Eberspacher of Shelbyville introduced guests and speakers at the bandstand in Shelbyville's beautiful park. Several came from St. Louis and Washington. A two-hour parade, largest in the city's history, preceded the ceremonies.

Gov. Kerner declared:

Shelbyville Lake Will Stimulate Area Recreation and Industrial Growth



William E. LeCrone, from left, mayor of Shelbyville, with George E. Shipley, Congressman, 23rd district; Sen. Edward C. Eberspacher, 40th district, and Gov. Otto Kerner at recent groundbreaking ceremonies for the Shelbyville lake dam.

"When this project is completed we will have one of the major bodies of water in the state. It will be used for flood control. It will store water for use by the many communities and industries in the area. It will provide a magnificent recreational area to which, I am sure, people will come from all parts of the state—and other states as well.

"The Kaskaskia Valley finally will have enough of the most precious of all our resources—water. With this, no future industrial development could take place. With it there is no limit to what can be accomplished." This development is under the supervision of the U.S. Army Engineers Corps of St. Louis, Mo.

The governor said possibilities for recreational development "stagger the imagination." The lake will have "a magnificent reservoir with 115 miles of attractive shoreline," he continued. It will be located in Shelby, Moultrie and Coles Counties.

Visiting reporters were impressed not only by the clean, attractive appearance of the Shelbyville area. They were delighted with the friendliness of the people. "Everyone went out of his way to see that every visitor had a good time and felt welcome," one newsman observed.

"We've a mighty nice community here," said Co-op Manager Walker. "And it's getting better all the time."

Co-op Members Question Survey

By John F. Temple

Here's your opportunity!

If you'd really like to "know" how YOU feel about a variety of subjects affecting your electric cooperative, read the impressive looking booklet paid for and distributed by the Central Illinois Public Service Company and the Illinois Power Company.

This "impartial survey" has the answers. Of sorts. It's been sent by the utilities to Illinois legislators, newspapers and radio stations.

The survey team, at considerable cost to the commercial utilities, interviewed 600 electric cooperative members in six state representative districts.

That's less than one-half of one per cent of the 140,000 Illinois cooperative members, but it was enough to serve the purpose of the commercial utilities.

And it was enough to "justify" the comment by the Central Illinois Public Service Company advertising and public relations manager, writing Illinois newspapers:

"It (the survey) shows rather conclusively that certain rural electric co-op leaders are misrepresenting the views of the majority of the rank and file co-op members."

THE REPORT is called "An Opinion Survey of Rural Electric Cooperative Members in Illinois." It was compiled by Central Surveys, Inc., of Shenandoah, Iowa, a firm said to do many surveys for commercial utilities throughout the land.

Cooperative members who have seen the booklet have given these reactions:

- "Biased propagandizing by vested interests, nothing more."

- "An example of the type of propaganda being utilized by the private power lobby that is as intangible, incomplete and unprovable as similar broadsides issued by these same commercial power companies."

- "The survey discusses Medicare, public aid, social security, federal income taxes, the Kerr-Mills bill, state revenue, an increased sales tax, last November's election, farm issues, government spending, reductions in state government costs, the wheat referendum, government regulation of farming, foreign policy, the Cuban crisis and almost count-

less other subjects. I am confused as to its purpose. Perhaps confusion was its purpose."

- "The questions regarding electric cooperatives were slanted and so is the interpretation of the answers."

- "I have never known a commercial utility to sponsor and publicize a survey that might prove detrimental to its cause."

ONE COOPERATIVE member raised the question of whether survey team members might not have carefully selected their subjects. Months before the survey was supposed to have been taken, a Morgan County electric cooperative director was asked the same questions. But Morgan county was not among those finally selected for the "test." "Was the 'impartial' survey team probing for the best answers to loaded questions?" he asked.

In its report the survey makes much of the statement that "The general impression among the 600 co-op members included in the survey is that their rural electric co-ops and the power companies get along together pretty well."

Illinois Rural Electric News believes this has been largely true in the past and we wish it could be true in the future.

But the survey is purported to have been made between last Feb. 24 and March 15. Conditions have been changing rapidly. Commercial utilities have stepped up their attacks upon electric cooperatives. And cooperatives have been reacting as might be expected to inflammatory charges.

In the April issue of REN an editorial pointed out:

"**TODAY**, in large measure because of their amazing success, electric cooperatives have come under the most violent of attacks by commercial utilities. By implication they've been called socialistic and undemocratic. Even their patriotism has been questioned."

As a result, the editorial said, electric cooperative members and leaders have begun to speak out more decisively, more bluntly, in defense of their position.

The editorial continued:

"Cooperatives are deeply concerned over mounting attacks against

them. They know such attacks could lead to deep-seated bitterness that could last for at least a generation.

"Once aroused by continuing unfair charges, cooperative members might well prove most effective opponents even for so strongly entrenched an antagonist as the profit-minded commercial utilities.

"Cooperative members wish to avoid such a conflict. But not at the cost of giving up their basic, democratic rights."

SO, THROUGHOUT the state, electric cooperative members are becoming increasingly fearful that more violent and unfair attacks against them will result in bitterness that should never exist.

That is one reason charges such as those made by spokesmen for the two commercial power companies are viewed with such concern.

The power company booklet said most cooperative members were indifferent to the electric cooperative issue in the last general election. We don't agree. And you can be certain that if commercial power companies succeed in passing crippling legislation, whatever apathy that might exist will be dissipated and the reaction will be positive.

Cooperative members — housewives, farmers, businessmen — this reporter has talked with don't want their cooperatives hamstrung.

The power company survey said many cooperative members don't even know their organizations aren't under control of the Illinois Commerce Commission. They may not be too interested, today. They're well satisfied with the way their cooperatives are operating. Change that to the detriment of the cooperative members and any existing indifference will vanish.

THE SURVEY refers to the interest rate cooperatives pay on money borrowed from the Rural Electrification Administration. Forty-eight per cent said they didn't know the rate.

Actually the rate is 2 per cent and economists who should know say that this, over the 35-year period of such loans, should more than cover the government's cost.

There is good reason to believe questions such as these were de-

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Electric Water Heaters Prove Merit



Eldon Weber waves from car in parade honoring him in Geneseo recently. Waving from rear seat is Mrs. Muriel Weber with their three daughters, Lynn, 7; Rene, 5, and Sue, 3. George Kutsunis, Geneseo, is the driver.

Rock Island Argus Photo

Farmers-Mutual Co-op Member Wins U.S. Young Farmer Award

Eldon C. Weber, 32, of Geneseo r.r. 1, was honored by some 3,000 persons at Geneseo recently in a civic celebration which acknowledged his award by the U.S. Chamber of Commerce as one of the four "Outstanding Young Farmers" in the nation.

This most recent award followed his earlier selection for statewide honors by the Illinois Junior Chamber of Commerce.

Mr. Weber was chosen for national honors in competition with 43 state winners.

The basis for his selection was accomplishments on the 348-acre

farm which he operates in partnership with his father, Claude, northeast of Geneseo.

The Webers increased the net worth of their farm approximately 20 times since 1956. Among the reasons for this gain were: feeding cattle production increased 11 times; hog production 2½ times; doubled corn production; increased Christmas tree production more than four times, and land put into production by installation of irrigation system.

"Electricity from our Farmers Mutual Electric Cooperative is very important to our success," Eldon Weber said. "It's very dependable too."

Federal Power Act gave the FPC jurisdiction over public utility financing to protect private investors and over public utility electric rates charged to the public.

In contrast, "electric cooperatives are self-regulating . . ." Rep. Cannon explained. "Their member-consumers set the rates. If the rates are higher than needed for non-profit operation, the overage comes back to them."

Rep. Cannon described the REA and rural electrification as a "gilt-edge investment — the best investment the government has ever made in a domestic program."

Out of \$4-billion borrowed, electric cooperatives have repaid \$1.1-billion on the principal and \$440-million in interest, he pointed out.

Ten of the 27 Illinois Electric Cooperatives have launched an attention grabbing water heater special that is causing many inquiries.

Top feature of the offer is the \$2.00 per month price tag which places a brand new, glass lined, quick recovery, 40 gallon water heater with a 10-year warranty in the member's home.

Electric water heaters have been improved in performance and economy through quick initial heating of water and recovery of water used.

ABSENCE of fumes and the need for vents such as gas-type heaters require, is another outstanding popularity feature of electric water heaters.

A recent survey by Southeastern Illinois Electric Cooperative at Eldorado, showed that more than 5,000 (almost half) of its members have electric water heaters. Such wide usage proves owner satisfaction beyond all doubts.

Electric cooperatives participating in the \$2.00 per month water heater special are:

Adams Electrical Co-operative, Camp Point; Clinton County Electric Cooperative, Breese; Coles-Moultrie Electric Cooperative, Mattoon; Egyptian Electric Cooperative Association, Steeleville; McDonough Power Cooperative, Macomb; Shelby Electric Cooperative, Shelbyville; Southern Illinois Electric Cooperative, Dongola; Southwestern Cooperative, Greenville; Tri-County Electric Cooperative, Mt. Vernon and Western Illinois Electrical Coop., Carthage.

ALTHOUGH not participating in the special water heater promotion, several of the cooperatives have water heater specials of their own.

Electric water heating is clean, silent and flameless and because no vent to the flue is required it can be placed near the point of most continual use of water or in an out-of-the-way closet or spot.

Call your electric cooperative office today. Better still go on in and get all the answers on the modern electric water heating method.

Jurisdiction of FPC over Co-ops Not Necessary

Congressman Clarence Cannon of Missouri, recently described as "outrageous" the latest attempt by the Federal Power Commission to "exercise jurisdiction over the rural electric cooperatives."

"There is nothing in the REA and FPC statutes, absolutely nothing, to warrant FPC's assumption of jurisdiction," Rep. Cannon asserted.

He described the plan as just another attempt to "cut back and cut down on rural electrification."

Rep. Cannon declared that the

Six Clay Electric Families Cooperate



Recalling "Good Old Days" in Southern Illinois are, from left, Elmo Cates, manager of Clay Electric Cooperative; Norven Weidner, Eugene Weidner, and Al Winka, Clay Electric lineman.

You remember, don't you, those old threshing crews? And those mighty steam engines with their billowing clouds of dark smoke, their lumbering, cleated iron wheels, their lazily hissing belts?

And those threshing meals! Hungry men making up the crew had to eat in three shifts and the pie and iced tea and beans and pie and potatoes and pie and gravy and meat and pie and pie and pie were truly wonderful and no one ever worried about such foolish things as diets.

Those days are gone, now, and so, for the most part, are the days when neighbors gathered round to help a friend butcher.

But down in Clay County on a cold winter day the Weidner families rally round and in three days they'll butcher, cut up, render and cure some 20 hogs. They have a ball, the six families and all the youngsters.

"What do you do with all that meat?" a REN reporter asked the other day as Eugene and his son, Norven, paused in their planting preparations.

"We eat 'er up," answered Eugene happily.

"Sure," said Norven. "There must be 35 of us." That sounded like a lot so he did some quick figuring. There were the Royal Weidners and the Burnell Phillips and the Adam Buersters and the J. V. Weidners—that six families?—yep, and all the youngsters and grandchildren. Comes to 28 and probably there's a few left over.

All the families live in the same neighborhood near Noble in Clay

County and all are served by the Clay Electric Cooperative, Inc., of which Elmo Cates is manager and William L. Stanford is board president.

"We used to take our equipment and go from farm to farm," Norven observed. "But that took more time. Now we gather at J. V.'s big garage and bring all the hogs there. Saves a lot of time."

"This is about the only 'get-together' event left in the area," said Eugene, "and we really have fun. We end up with our freezers full of meat."

Times really have changed since electricity came to the area just before Christmas in 1944. Now, for instance, the families have freezers ranging in size from 12 to 20 cubic feet — and some have two. They need them.

Eugene was one of the charter members of the cooperative. He went up and down the roads signing members.

"It wasn't hard, then," he said. "Everyone wanted electricity. We didn't have a chance of getting it from any commercial supplier. There wasn't enough profit in it. We had to do the job ourselves."

"And a fine job you did," said the REN reporter, "but of course it's over now. Surely you don't think your cooperative should continue serving members like you."

Mr. Weidner flashed a friendly grin, then turned serious:

"Really," he said, "it's no joking matter to us. We have every right to continue serving ourselves. No one can do it better—or as well.

There's no telling what would happen if we had to depend on a commercial company. They'd start out with what might be a fairly reasonable rate, and then keep raising it."

"But they're under control of the Illinois Commerce Commission," the reporter persisted. "They couldn't do that!"

Mr. Weidner didn't argue such a foolish assertion. "Yes, they could," he said firmly.

"But what's to keep the cooperative from raising its rates time after time?" the reporter asked. "After all, the cooperative, which isn't a public utility, isn't under commerce commission control."

"Right," said Mr. Weidner, "but the cooperative is under control of its members, its owners, people like me and my neighbors. Clay Electric is a non-profit, privately-owned business. There's no reason for raising rates above a point that will permit it to operate efficiently.

"If an electric cooperative makes a profit, it merely turns the money back to its members in the form of capital credits payments. We got a nice capital credits check not long ago, too. Came in handy.

"So you see there's no incentive for an electric cooperative to collect more from its members than is absolutely necessary."

"What kind of a job is Clay Electric doing?" the reporter asked. "Are you pleased with its operation?"

"The co-op's doing fine. It's a big business and it takes money to operate. The co-op has to maintain

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SENSATIONAL BLOOMING SHOW TREE!!!

A Flowering Shade Tree! That Grows Roof-High In Just One Single Year!

!!! From the garden world to you . . . comes one of the most incredible Flowering Shade Trees you have ever cast your eyes upon . . . the Fantastically Beautiful "Robinia" . . . a Super-Growing Flowering Shade tree that actually grows faster IN ONE SINGLE GROWING SEASON than a Fast Growing Norway Maple . . . Higher IN ONE SINGLE YEAR than even a Star Magnolia. Can you imagine! It actually soars higher than even a Japanese Red Maple . . . a Cherry Tree . . . Yes, even higher than a European Linden Tree . . . and in such a short period of time that you won't be able to believe your eyes.

Plant one in the middle of your lawn as a spectacular Show Tree . . . alongside your bedroom window as a restful shade tree . . . Plant a pair at the foot of your driveway and enhance the beauty of your property with a natural archway . . . or for a really superb effect, plant them side by side on your lawn and you'll actually be able to swing a hammock between them in less time than you dreamed possible. Yes, the unbelievable growth of the Robinia is so fast that you will be able to take a yardstick and measure its growth from day to day . . . month to month. In other words, instead of spending many dollars to beautify your lawn and waiting half your life for a Shade Tree to grow . . . Now you can have one of the most **FANTASTICALLY BEAUTIFUL SHADE TREES SEEN ON THE FACE OF THE EARTH** . . . One whose branches will surge upward and outward so that it will actually **TOUCH THE ROOF OF YOUR HOUSE IN JUST 12 SHORT MONTHS**. A superb Beauty that will bring distinction and dramatic effect to your garden all four seasons of the year.

GROWS FASTER IN ONE MONTH THAN MOST TREES GROW IN AN ENTIRE YEAR

Now, you can have the Shade Tree you've always wished for. A gift of nature that you will enjoy for many years to come . . . with its breathtaking beauty and splendid spurge of growth . . . not just an ordinary shade tree . . . but a masterpiece of skyscraping beauty that will turn your garden into a summer paradise . . . a super-growing masterpiece that will soar skyward in such a short amount of time that you will actually be able to take a yardstick and measure its growth from day to day . . . month to month.

ON DISPLAY IN STATE PARKS . . . LEADING BOTANICAL GARDENS

You don't have to take our word for the amazing growth and sensational beauty of the Robinia. Right at this very moment this spectacular super-growing, flowering shade tree is on display in leading Botanical Gardens . . . on State Parkways . . . used by professional landscapers on million-dollar estates. And this Tree can be yours, today, just by filling in the no-risk coupon below. Not just a dream but a well established fact that here is a tree that will not only enhance your garden with its fantastic beauty and Dramatic Effect **BUT WILL DO IT IN JUST 12 SHORT MONTHS FROM TODAY.**

GROWS IN PRACTICALLY ANY SOIL OR ANY CLIMATE

That's just another wonderful feature of the amazing Robinia . . . You don't have to nurse and baby it along. Just plant it in practically any garden soil and unbelievable as it may seem to you . . . in just one single year, you will have a masterpiece of beauty right in your own back yard.

INCREASE THE VALUE OF YOUR HOME IN JUST A FEW SHORT MONTHS

If you own your own home, you know how much you can increase the value of your property with the right kind of tree. You also know that the average tree takes many long years to grow to a decent size. Not the Robinia . . . You won't have to grow old waiting and playing nursemaid to a tree. In a single year, you'll have a roof-high shade tree that will take your breath away with its performance year in and year out. An ornamental tree known as the Robinia Pseudoacacia.

ENHANCES YOUR GARDEN WITH COLOR OR DRAMATIC BEAUTY . . . ALL 4 SEASONS OF THE YEAR

When you plant this Amazing, Super-Growing "Robinia", not only do you have a super-growing shade tree that soars to towering heights in record time, but you get a masterpiece of floral enchantment that drenches your garden with its dazzling arrays. It not only drapes its branches in velvety green foliage from Spring until after Labor Day, but in the years to come it will be studded with tantalizing bouquets of delicate flowers which emit a jasmmin-like fragrance in late spring and early summer . . . and then . . . instead of just calling it "quits" for the year like most other shade trees in your neighborhood . . . it first begins to transform itself into a **DRAMATIC SILHOUETTE EFFECT** against the sky all the way through the winter. In other words, starting in the spring you get thousands of dazzling blooms . . . restful cool shade throughout the summer . . . and a garden that takes on Dramatic Beauty throughout the Fall and Winter . . . and you grow this miracle shade tree in record time. You don't have to spend 10 years waiting to see it bloom.

OUR SUPPLIES ARE LIMITED . . . YOU MUST ACT NOW!

In order to take advantage of this no-risk trial offer, **YOU MUST ACT NOW.** It may take at least another year for our growers to cultivate enough trees to fill the tremendous demand . . . **SO DON'T DELAY.**

JUST MINUTES TO PLANT . . .

Watch it surge upward and outward into a roof-high tree of dramatic beauty in just 12 months. (On your right you see an actual photo of a magnificent young Robinia . . . its amazing size and spread has proven in leading botanical gardens.)



PLANT NOW . . . and you'll turn your garden into a shaded showplace of beauty more fantastic than the garden of your wildest dreams. Think of it! A masterpiece of floral enchantment so simple to grow that even a child can plant it. Imagine the beautiful Robinia you see here is really just a youngster in the tree world . . . and a tree just a few years old . . . and already it is high, spread fuller than some trees 10 or 15 years old.

Fill out the no-risk trial coupon below and try this amazing Robinia at our risk. All you spend is just the few minutes it will take you to plant this miracle of nature . . . and you're on your way to owning your own towering garden in the sky . . . right in your own back yard.

GUARANTEE

We are so sure that your miracle super-growing, flowering shade tree will grow roof-high in just 12 months . . . and up to 60 feet at maturity . . . that it will soar higher than a Norway Maple, wider than a Mountain Ash . . . that it will grow so fast you can actually measure the distance with a yardstick from week to week . . . that if when you receive the Robinia you are not completely satisfied with it for any reason whatever then simply return it for your money back, no questions asked . . . or, if you prefer, we will replace your Robinia **FREE**, within the next year. What more of a guarantee could anyone ask?

A SUPER GROWING SHOW TREE IN JUST 12 MONTHS!

Everyone knows that trees add to the value of your property. Plant a matching pair and form a natural archway at the foot of your driveway.



What a wonderful gift for your entire family. The majestic "Robinia" — a super-growing flowering masterpiece of beauty that you and your family will enjoy for years and years to come.

MAIL NO-RISK COUPON TODAY

Lynbrook Nurseries Sales Co., Inc., Dept. 480
Lynbrook, L. I., New York

Enclosed please find payment in full for the following number of trees. I understand that each Robinia tree I order is shipped with a complete Money-Back Guarantee. If I am not satisfied, you will refund my money at once, no questions asked.

- 1 Tree only \$3.98.
- 2 Trees only \$6.98 (A Savings of \$1.00)
- 4 Trees only \$10.00 (A Savings of \$4.00)
- 10 Trees only \$20.00 (A Savings of \$5.00)

Enclosed is payment in cash, check or money order. I will save approx. 70c in handling and C.O.D. fees.

Name

Address

City Zone State

Please send C.O.D. I will pay postman on delivery. Due to the very high postal and C.O.D. fees we do not advise C.O.D.



Robert T. Hull, right, talks with his son, Richard, about dairy farming problems.

Father and Son Operate Dairy Farm

Before the electric cooperative was formed, we went to the commercial power company to try to get electricity. We could get it all right, but on a ridiculous take it or leave it basis."

Thus Robert T. Hull, 49, of Auburn, r.r. 2, told of his struggle to get electricity to his farm.

"The commercial company wanted a large amount of money for building to our farm about a mile and a half from their supply point," Mr. Hull said. "On top of that they quoted a rate which would make it impossible for us to afford electricity."

Mr. Hull pointed out that rural people found the only sensible answer to the problem—the formation of electric cooperatives. Although a charter member of Rural Electric Convenience Cooperative, Auburn, he stressed that "we have had electricity since Aug. 4, 1937—only about 26 years.

"**JUST THINK** of that," he admonished the REN reporter. "We surely waited a long time to get lights. It turned out to be a job we had to do ourselves. But we did it. Our member-owned electric cooperative is a big success."

Mr. Hull pointed out that in his milking setup he would be among the first to complain "loud and long" if the co-op didn't give good service.

"As member-owners we are kept informed about our business," Mr. Hull explained. "We get newsletters and the office is open to us for help and information. The annual meetings give us more detailed reports and we get the chance to vote on election of board members and other matters affecting our business."

MR. HULL and his son, Richard,

24, of Loami, r.r. 1, milk 30 Holsteins with an electric powered milker-pipeline and tank cooling system.

"The thought of hand milking and can-lugging like I used to do seems like a nightmare now," Mr. Hull said, shaking his head. "Electricity surely changed all that. I shudder to think of how much time we wasted, and all the extra back-breaking we went through, waiting so long to get electricity."

What would happen to the cost of our electricity if the commercial utilities had a complete monopoly? As far as I'm concerned, the answer is fairly obvious and I, for one, don't want to take a chance."

Richard listened attentively as his father talked. "Of course I wasn't in on the struggle Dad and the neighbors went through," he joined in. "But I can appreciate the difficult time they had. I know the value of electricity and enjoy all its benefits.

"I've decided to stay on the farm," Richard continued. "There is opportunity here. It's not an easy life, but what job worth doing well is easy? Being your own boss is an advantage too."

IN A 4-H PROJECT in 1958 and 1959, Richard had high butterfat producing cow in Illinois; 1,048 pounds one year and 1,014 pounds the next, with 25,000 pounds of milk each year. "The success of that project convinced me I should stay on the farm," Richard said.

Richard and his wife, Jane, with Rebecca, 18 months, live about a mile up the road from his parents.

The Robert Hulls have two other sons; Robert, Jr., 25, of Rockford, and Thomas, 15, at home.

Co-op Members

(Continued from Page 5)

liberately designed to produce unfavorable answers.

IT IS PRECISELY to avoid friction and conflicts between the commercial utilities and the electric cooperatives that cooperative members have been preparing territorial integrity legislation for introduction during the current state legislative session.

Throughout the state, cooperative leaders and their attorneys have been at work on such legislation that will protect the interests of both the cooperatives and the commercial utilities.

If this legislation wins approval of Illinois law-makers it should result in a better understanding between the two groups, and far greater harmony.

It will provide the cooperatives with no advantages over the commercial utilities. It will actually avoid many points of friction—and provide sensible, economical, practical machinery for solving problems when they arise.

So Illinois Electric Cooperative members seek this "Fair Play" territorial legislation with the thought that it will help provide the best possible electric service at the lowest possible cost to all citizens of Illinois, wherever they may live.

Families Cooperate

(Continued from Page 7)

its equipment in first-rate condition if it's going to be efficient.

"And Clay Electric is doing a good job. Service is reliable and when there's storm damage men like Al Winka and other outside personnel are on the job at once."

"What about annual meetings?" asked the reporter. "Do you always go?"

Mr. Weidner grinned again. "No," he said just a bit sheepishly. "But I know I could go to every one and have my say and cast my vote. And of course I would if things weren't going so well. I guess that so long as the cooperative is doing such a good job for us, we take it too much for granted. But if it gets into trouble or its future is endangered, that's when you'll see how deeply interested we really are. It's our own cooperative, you know."

Food security is yours with every FRIGIDAIRE freezer

A smokehouse hung with meat and game. In the root cellar, barrels of apples, bins of potatoes, shelves lined with preserves put up in season. In the days of our ancestors, that was a wonderful feeling. That was "food security."

Today, a Frigidaire freezer is your smokehouse, springhouse and pantry all in one. When you have one, the harvest is always in, the meats plentiful, the larder full. Today, when you have a Frigidaire food freezer, you have true "food security"—because Frigidaire freezers have the famous Meter-Miser.

Every Frigidaire Freezer has the Meter-Miser, the reliable source of constant cold



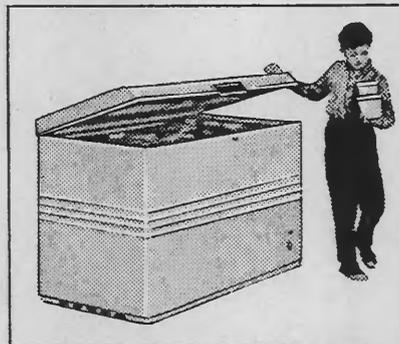
The Meter-Miser is a miracle of design—one of the simplest refrigeration mechanisms ever built. Only 3 moving parts—yet really efficient, really economical. It gives you the steady zero-zone cold that protects the quality and flavor of frozen foods. It gives you "food security" for the meats, the vegetables, all the good things you store in your Frigidaire freezer. Frigidaire regards the Meter-Miser as so important, it is completely sealed in steel and oiled for life.

Frigidaire quality costs no more

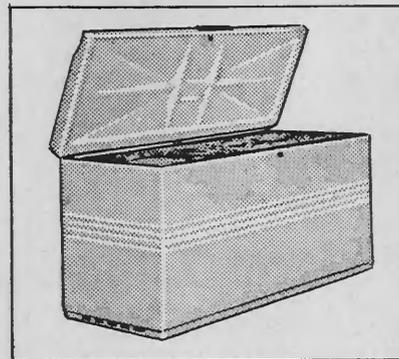
Large, small, chest, or upright, every Frigidaire freezer has the Meter-Miser, the reliable source of constant zero-zone cold—plus rugged steel construction, finest cold-holding insulation. Now, when all this Frigidaire quality and dependability costs no more, wouldn't you say a Frigidaire food freezer is the only sensible one to buy? The great name in refrigeration at no extra cost. Frigidaire freezers. Products of General Motors.



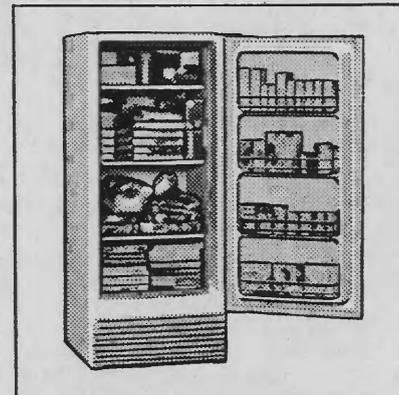
UFPI-17-63/Fashion-fresh 1963 styling! Frost-Proof system means no defrosting ever! Space galore! 590 lbs. worth! Sliding basket-drawer puts items at your fingertips.



CFB-14/Feature-filled Chest! Ideal where floor space is no problem. A budget-buy; holds 473 lbs. = For greater capacity with same exterior dimensions: CFB-17 (577 lbs.).



CFB-20/Mammoth of the Chests! Stores 684 lbs.! Counter-balanced lid for easy lifting. Two slide-aside storage baskets. Quick-freeze shelf (all chest freezer models).



UFD-10-63/Thrifty and 336 lbs. big! Shelves galore—3 of them refrigerated for fast freezing; 4 door shelves, all extra roomy. Plus magnetic door seals (all models). = Also available: Compact model UFD-12-63 (404 lbs.).



UFD-14-63/Plenty of room to shop around in this popular 481-lb. freezer! Three shelves refrigerated for fast, fast freezing. And the extra-deep door shelves have removable fronts for easy cleaning (all models). Built-in lock.



UFPD-12-63/Thriftiest Frost-Proof freezer! No defrosting. 412 lbs. Bulky-bin bottom shelf for large packages. All shelves are full-width, full-depth, fully usable (all models).



UFD-21F/Mammoth Upright! Big 718 lb. capacity! Twin sliding basket-drawers lift out for easy cleaning. All 5 full-width, full-depth shelves have square corners. Means more space! Adjustable Cold Control (all models).



FRIGIDAIRE
FACTORY-TRAINED SERVICEMEN EVERYWHERE

Use of Security Lights Increases Greatly

By Joseph P. Gaffigan

There has been a "sudden and sometimes overwhelming" increase in the popularity of private or off-street lighting. John E. Tewart of Cleveland said recently in Springfield.

Mr. Tewart, negotiation supervisor of Westinghouse Electric Corp., outdoor lighting section, addressed the seventh annual Conference on Rural Electrification.

"Electric supplier load building, night time lighting help for work, and safety factor," are the reasons for this mushrooming growth in the use of mercury vapor photocell controlled lights, he said.

Coupled with these reasons are full acceptance of mercury vapor as an efficient source of illumination, attractive and effective fixture design for area lighting and use of automatic photo cells to turn the light on and off, Mr. Tewart pointed out.

"Manufacturers view the lights as a major new area for application of street lighting equipment," he added.

A CHECK with some of the electric cooperative representatives at the sessions underlined the fact that electric cooperatives have been pioneers in the promotion of the use of these automatic outdoor lights.

How many security or night lights have been installed by Illinois Electric Cooperatives? Some in the group were: Southwestern 300; Illinois Rural 125; Corn Belt 150; Menard 225; Clinton County 175; Eastern 400; and Tri-County 122. And these are just a few of the cooperatives. Many more are busy demonstrating to their members the advantages of automatic



John E. Tewart, from left, and R. P. Lindsay, speakers at the recent Conference on Rural Electrification in Springfield, with J. M. Crosno of Corn Belt Electric; Robert Vander Pluym, Clinton County Electric; Dorland W. Smith, Menard Electric; Karl Longenbaugh, Illinois Rural Electric; John W. Dooley, Coles-Moultrie Electric; Henry M. Fenton, Tri-County Electric; Vic Ketten, Southwestern Electric, and Cyril M. Anderson, Eastern Illinois Power.

dusk-to-dawn lighting for safety and security uses.

R. P. Lindsay, Line Material Industries of Milwaukee, listed potential customers for such lighting including: farms, churches, schools, recreation areas, shopping centers, trailer courts, motels, stores, filling stations, restaurants, community centers, roadside markets, feed mills, boat docks, industrial plants and many more.

"Most of these installations require more than a single fixture," Mr. Lindsay said. He gave an example of a motel requiring as many as 18 lights.

Mercury vapor lights of the type Mr. Lindsay spoke of are mounted on existing poles or buildings or are offered complete with poles at an additional cost.

"PEOPLE HAVE become aware of good outdoor lighting," he said. "It has gone beyond their backyards. People want and are demanding better street lighting. They have a greater awareness of lighting and the benefits which come directly from it."

What are some of the uses of these lights on the farm?

Safety and security near the house and barn-lot area, maintenance and repair of equipment and lighting of feed lots for 24-hour feeding are some important uses.

Some other actual uses in electric cooperative areas?

Southwestern and other cooperatives have these types of lights at small business places: Illinois Rural has seven lights at the River Queen river boat area on the Mississippi River east of Hannibal, Mo.; Corn Belt has 23 at a tire industries plant, and some at a truck terminal; Menard has them at sub-

stations and subdivisions, and Clinton County at a lumber yard and motel.

Cyril M. Anderson, Paxton, power use adviser at Eastern Illinois Power Cooperative, told of a large cattle feeding operation in their service area. The owner told a cooperative representative that the use of lights for night feeding has saved him the cost of building additional feed bunkers because he now feeds 24 hours.

"Very few dissatisfied users have been encountered in these lighting programs," Mr. Lindsay reported.

IN ILLINOIS lights can be leased or purchased outright depending on the policy of the individual electric cooperative.

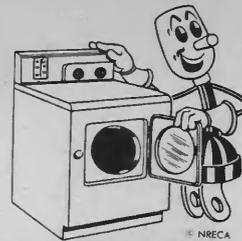
Mr. C. C. Ambrosius of the Illinois Power Co., Decatur, served as general program chairman of the Springfield conference while G. M. DeKraker, Sangamo Electric Co., Springfield, was conference chairman.

The Rural Electrification Subcommittee of the Domestic and Commercial Applications Committee sponsored the three day conference. The Central Illinois Section of the Institute of Electrical and Electronics Engineers served as host. Many representatives of Illinois electric cooperatives attended as did engineers and others from several states.

In addition to the outdoor lighting discussions, topics of general interest were: "Who Profits from Electric Heating and Cooling"; "Comfort Heat For Rural Applications"; "Load Demand Problems Associated with Farm Motor Applications", and various technical discussions of electrical problems.



Menard Electric News



MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois

Phone 632-2239

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

Freezin's Fun—Rightly Done



Practically all foods can be satisfactorily frozen. The quality of food frozen and stored will be the same months later providing it is prepared and frozen properly.

Besides the usual meat and vegetables you may also use your freezer for green peppers, onions, parsley, celery and all breads including pancakes and waffles. Freeze these items in individual packages to save work when they are needed for cooking.

Always select prime quality food for freezing. Gather fruits and vegetables just before freezing and be sure to package them properly.

Poorly packaged foods dry out in the freezer. Use either specially made freezer containers or wrap food in moisture-vapor-proof inner wrappings with an outer wrapping of heavy butcher paper or cheesecloth. Since unfrozen foods placed against frozen foods tend to start a thawing process, you may want to use part of your freezer exclusively for storage and the other for freezing.

Here's a helpful quick-reference idea. Label each package for content and date the packages with the time it should be removed from the freezer instead of the time it is put in. This kind of labeling does away with looking at storage time chart.

Here's a chart idea that you will find helpful and cuts searchin'-time way down. Divide your freezer into sections, top and bottom. Make a chart to correspond and indicate on your chart where you have stored each kind of food.

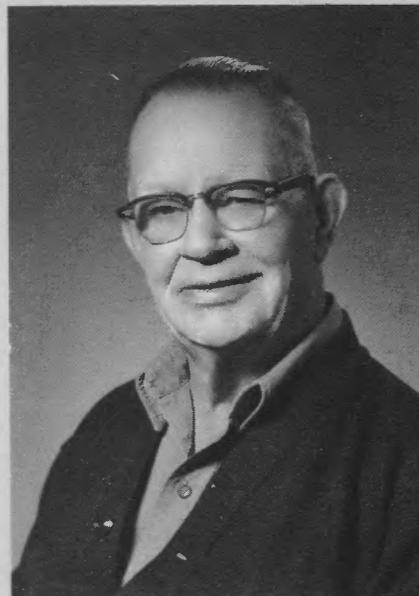
IF YOUR FREEZER FAILS

When your home freezer stops, there's bound to be trouble, but how much depends upon how much you know about handling the situation, according to USDA's Extension Service.

There are several steps you can take:

Keep your freezer closed—food usually stays frozen about two days after

RETIREES



George L. Davis retired from the employment of Menard Electric Cooperative on March 31, 1963, after exactly 22 years of service. He started with the cooperative as wiring inspector on April 1, 1941. Later he worked as a lineman and before his retirement he was working as meter man and stores clerk along with being wiring inspector.

George's immediate plans include a vacation trip to Arizona, with the thought of taking up permanent residence there. At present he resides at home in Tallula.

Everyone who has been associated with George during the many years he was with the cooperative wish him the best of luck.

the electricity goes off;

Move the food to a locker plant—wrap food in newspapers and blankets or pack in insulated boxes, then make the move as quickly as possible;

Add dry ice—50 pounds will keep the temperature at 15 degrees F. for about two days in an average size freezer—cover freezer with blankets for added protection;

Can the food if necessary—fruits can be refrozen—they may not be tasty due to fermentation, but they are safe. Be careful with meats and poultry. Vegetables, shellfish and cooked foods should be disposed of if they have completely thawed.

\$15.00 CASH BONUS

IF YOU PURCHASE AND INSTALL AN AIR CONDITIONER BETWEEN JUNE 1, 1963, AND AUGUST 31, 1963. SEE COMPLETE RULES FOR QUALIFICATION BELOW—



HERE'S HOW YOU CAN QUALIFY . . .

1. Purchase an air conditioner (See Rule 2 for minimum size) sometime between June 1, 1963 and August 31, 1963. Replacement purchases DO NOT qualify.
2. The Air conditioner must have a certified NEMA Rating of 8,000 BTU/hr. cooling capacity or over.
3. Install it on Menard Electric Cooperative lines. It must be installed no later than September 10, 1963 to be eligible.
4. Bring or send sales slip and coupon below to the cooperative office no later than September 10, 1963. Sales slip should contain seller's name, address, date of sale, and make, model and size of air conditioner purchased.
5. The installation will be inspected by a representative of the cooperative. Upon certification by him, payment will be forwarded to the eligible member.

THIS OFFER IS LIMITED TO MEMBERS OF MENARD ELECTRIC COOPERATIVE, PETERSBURG, ILLINOIS

CLIP AND MAIL WITH SALES SLIP

**AIR CONDITIONER BONUS
MENARD ELECTRIC COOPERATIVE
BOX 179
PETERSBURG, ILLINOIS**

Date.....

.....I certify that I have purchased the air conditioner as
(Member's Name)
stated on the sales slip and have installed it on Menard Electric Co-op lines.

.....
(Member's Signature)

.....
(Address and Account No.)

I certify that I have inspected the above installation and the above member is entitled to the air conditioner BONUS.

.....
Date

.....
(Co-op Representative's Signature)



Why scrub a greasy,
grimy oven . . .

when new Kelvinator Electric Ranges
end this drudgery with disposable linings!

You don't have to scour, scrape and scrub a messy, greasy oven ever again.

Throw-away aluminum foil oven linings in the new Kelvinator ranges end this drudgery forever. (Note we said, *end it*, not just "make it easier.")

These foil linings cover the top, bottom, sides, and back of the Kelvinator oven and catch the spatters and spillovers. When they become soiled, you just whisk them out and put in shiny new ones of standard aluminum foil.

Even the oven door lifts off for quick, easy lining

replacement. You have a clean oven in just seconds!

And these work-saving linings and removable oven door are found on every Kelvinator range—regardless of price—as well as such other high-priced conveniences as an automatic oven light, one-position broiling, infinite heat switches, and a new recessed top for easier stirring, mixing and blending.

Real improvements like these are possible because of the Kelvinator Constant Basic Improvement program. It concentrates on useful advances to bring you better appliances and better values.

See your **Kelvinator** dealer now!

Division of AMERICAN MOTORS CORPORATION, Detroit 32, Michigan

Dedicated to Excellence in Rambler Automobiles and Kelvinator Appliances

See your
Kelvinator
Dealer

CAMP POINT, ILLINOIS
Adams Electrical Co-op

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B. F. Goodrich Co.
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W. D. "Bud" Kreitzer

HOOPESTON, ILLINOIS
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JACKSONVILLE, ILLINOIS
B. F. Goodrich Co.

JERSEYVILLE, ILLINOIS
Sponsler's North End Appliance

LEWISTOWN, ILLINOIS
Lewistown Locker and Appliance

LINCOLN, ILLINOIS
Clapper's Lincoln Tire & Appliance

MINIER, ILLINOIS
Kirchner Appliance

MINONK, ILLINOIS
Ford's Electric Shop

MONTICELLO, ILLINOIS
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MOUNT STERLING, ILLINOIS
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OLNEY, ILLINOIS
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Del's Appliance, Inc.
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PONTIAC, ILLINOIS
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B. F. Goodrich Co.
Stroot Hardware

RANTOUL, ILLINOIS
Econ-O-Mart

SIDNEY, ILLINOIS
Floyd F. Erb

SPRINGFIELD, ILLINOIS
A. Dirksen and Sons
B. F. Goodrich Co.

TAYLORVILLE, ILLINOIS
Lambert's

TUSCOLA, ILLINOIS
Ellis Appliance Service

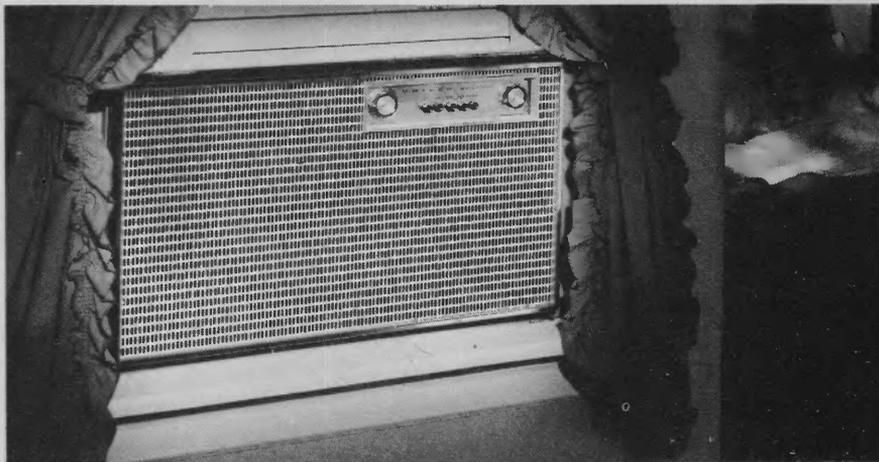
URBANA, ILLINOIS
Twin City Refrigeration

VANDALIA, ILLINOIS
B. F. Goodrich Co.

MAY, 1963

What's New?

● Philco "Space-Saver" Room Air Conditioners



Fifteen flush-mounted air conditioner models from 6,300 to 28,000 BTUs. Six "noiseless" models. Picture frame styling. Front air discharge for "instant comfort" cooling. Adjustable rotary grilles for air flow direction. Automatic ther-

mostat gives degree of coolness desired. Five-year warranty on sealed refrigeration system. Comes in 115 or 230 volts. File drawer construction for easy installation and service. Philco Corp., or at dealers.



● Tensor Princess Lamp

Decorator styled desk and table lamp especially designed for home or office use. Reflector swivels through 180 degrees. Fold-a-way extension arm. Many uses. Available in beige, pink, blue, aqua and white. Tensor Electric Development Co., Inc., 1873 Eastern Parkway, Brooklyn 33, N.Y. Retail \$12.95.



● Westinghouse "Long-Life" Non-stick Griddle

New exclusive Westinghouse long-life non-stick process permanently locks non-stick substance deep into metal. Keeps non-stick property even when used with metal spatulas or cleaned with scouring

pads. Clean with damp cloth or remove control and immerse griddle. No need for fats and oils. Buffet styling, table cooking or serving. Westinghouse Corp., or retail stores. Under \$35.00.

Smile Awhile

PART PAYMENT

Norma: "Mom, how much am I worth to you?"

Mom: "You're worth a million dollars."

Norma: "Then could you advance me a quarter?"

TOUGH SERGEANT

A drill sergeant in the Marines was noted for never coddling his recruits, and one day as a member of Congress was inspecting the base, the Congressman noted the evident lack of warmth between the sergeant and his men.

"Why is it," asked the Congressman, "that your Marines don't love you the way I've always been told they do their other officers?"

The tough Sergeant regarded the Congressman speculatively, and then said: "Congressman, I've been too busy teaching them to fight to do much courting."

TWISTED TATTOOS!!

A well-tattooed sailor, while home on leave, had a chiropractic treatment. Seeing his old friend, the chiropractor, the next day, the sailor threatened with faked anger, "I'm going to sue you for damages."

"Good grief," exclaimed the

spine presser, "what'd I ever do to you?"

"Plenty," stormed the sailor. "Why, you twisted half my tattoos out of focus."

STAY PUT

A woebegone-looking adventurer reached the riverside, and approached the old boatman who operated the ferry across the stream. "Dad," he whined, "I'm broke and have to get across the river. Will you trust me for it?"

"Fare's only a quarter," said the ferryman.

"I know it, but I haven't got a nickel," explained the traveler.

The old boatman took a puff at his pipe. "Well, mister," he said, "if you ain't got a nickel you won't be no better off on the other side than you are here."

WOMEN DRIVERS

A tipsy motorist started his motor with the car in gear, and went crashing into the window of a ladies' dress shop.

Looking around him at the fe-

male figures in the window, the tipsy one yelled, "I knew it—women drivers!"

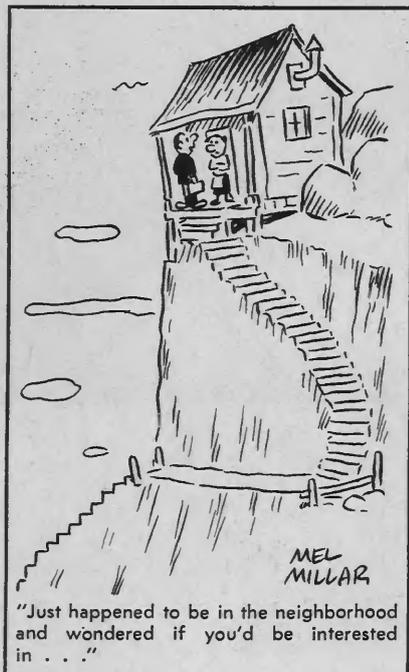
WHEN THE LIGHTS GO OFF

It was late one winter afternoon in a small town in northern Minnesota that a visitor to a women's bridge party noticed that suddenly the lights went off for a moment. Then some of the women playing bridge called out:

"Better go on home, Marge."

From a table in the corner, a woman rose, put on her hat and coat and stalked out, grumbling. Then one of the other women explained to the visitor.

"Marge and her husband own the power plant up the river," she said, "and when he figures she's been playing bridge long enough and he wants his supper, he just turns off the power for a second as a signal. We other women always see to it that she leaves right away, because the next time the lights go off, they don't come back on!"



MEL MILLAR
"Just happened to be in the neighborhood and wondered if you'd be interested in . . ."

A LAND BANK LOAN *is Best*

TO BUY A FARM...TO PAY DEBTS
...TO CONSTRUCT BUILDINGS...AND
OTHER FARM IMPROVEMENTS

Come in and let us explain the many advantages of a
LAND BANK LOAN
for any agricultural purpose or other requirements of
the farm owner.

SEE OR WRITE YOUR NEAREST FEDERAL LAND BANK ASSOCIATION

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| AMBOY | DECATUR | JOLIET | OTTAWA |
| BELLEVILLE | DEKALB | KEWANEE | PITTSFIELD |
| BLOOMINGTON | EFFINGHAM | LINCOLN | PRINCETON |
| CARLINVILLE | EUREKA | MACOMB | QUINCY |
| CARROLLTON | FREEMONT | MONMOUTH | SPRINGFIELD |
| CHAMPAIGN | GALESBURG | MORRISON | WATSEKA |
| HARRLESTON | HARRISBURG | MT. VERNON | WOODSTOCK |
| DANVILLE | HILLSBORO | OREGON | |



PEN PALS

Hi Pen Pals,

The fellows have gained a little in the letter writing this month as we received seven letters. Nice return, fellows, and let's keep the good work up. And you girls, don't you stop sending in letters. We appreciate receiving letters for publication from both girls and boys. Send any letters for publication to: Judy Parker, Junior Rural Electric News, Box 1180, Springfield, Ill.

* * *

DOES FLOWER ARRANGING

I am 13 years old. My birthday is April 2. I have brown hair and brown eyes. I am five feet, eight inches tall. I am in the eighth grade at the Sparta Community Consolidated School. My hobbies are reading, writing letters, baking, sewing, and flower arranging. I love animals. I would like to hear from boys and girls between the ages of 12 and 15. I would like pictures, if possible.—Mary Carolyn Gerlach, 434 East Main, Sparta, Ill.

* * *

LIKES ALL SPORTS



My birthday is January 15. I go to Wallace School. I am 11 years old. My hobbies are collecting postcards and all kinds of sports. I weigh 81 pounds and have hazel eyes. I would like to hear from boys and girls from nine to 11 years of age. Send pictures if possible.—Randy Tuftie, r.r.1, Ottawa, Ill.

* * *

WANTS PEN PALS

I am 16 years old and a junior in high school. I go to Oblong Township High School. My birthday is October 19. I am five feet, seven inches tall. I have black hair and brown eyes. I love to listen to Rock'n'Roll music. My hobbies are drawing cartoon characters, cooking and collecting stamps. I would like to hear from anyone. I promise to answer all letters.—Judy Terry, r.r.1, Oblong, Ill.

REJUVENATES SEPTIC TANKS

Septisan with scavenger bacteria, cleans, deodorizes, unclogs, rejuvenates septic tanks, cess pools, outside toilets, grease traps. Shrinks mass fast. Kills stench in 36 to 48 hours. NOT A (one shot) LYE. Continuous action! Reduces digging, pumping, moving. Economical. Amazing results. Money back guarantee. Send for details.

SEPTISAN, INC., Farmer City, 4, Ill.

LIKES BASEBALL AND TRACK

I am 11 years old and in the sixth grade. I go to Troy Jr. High. I am five feet tall and weigh 95 pounds. My hair is brown and eyes are bluish-green. My hobbies are baseball and track. I will answer all letters. Also I would like boys and girls from the ages of ten to 13 to write. Please send pictures.—Michael Conner, r.r.1, Box 114, Collinsville, Ill.

* * *

ROLLER SKATES



I am ten years old and my birthday is August 23. I have dark brown hair and blue eyes. I am four feet, six and one-half inches tall. I play the piano. My hobbies are roller skating and swimming. I want letters from boys and girls between the ages of nine and 13.—Bethany Nebergall, r.r.5, Canton, Ill.

* * *

CHUBBY CHECKER FAN

I would like Pen Pals very much. I am 11 years old and five feet, eight inches tall. My birthday is December 20. I have one brother, Richard Lee, and one sister, Karen Lynn. My hobby is records. I like Richard Chamberlain, Chubby Checker, Paul Anka and Bobby Vinton. I would especially like letters from girls who like Richard Chamberlain. Fill my mailbox! —Susan McMillen, West Star Route, McLeansboro, Ill.

* * *

COLLECTS MODEL CARS

I am 11 years old. My birthday is September 16. I have brown hair and blue eyes. I am five feet, and one-half inch tall. My hobby is collecting model cars. If possible, I would like pictures. I would like to hear from boys or girls from ages of 11 to 13.—Kenneth May, Box 4C, Foosland, Ill.

* * *

LIKES TO CLEAN HOUSE

I am 12 years old and my birthday is January 2. I have ash blonde hair and brown eyes. I am five feet, three inches tall and in the sixth grade at the Mt. Erie Grade School. I have two brothers and two sisters. Do I have a twin? I have no special hobby. I just love to get a room all by myself to clean up so I can dig deep. I also love to cook. I don't like to cook candy too well but I love to fix other things. I hate to sew. I take piano lessons and just love to read. I also like to write letters, especially friendly ones. I like to listen to the radio and like ball games especially basketball. I love farm animals, although I don't have a pet of my own. I would like to hear from boys and girls of all ages. Please send pictures, if possible. If not, go ahead and write. I'll do my best to answer all letters.—Carolyn Kay Fetch, r.r. 1, Mt. Erie, Ill.

LIKES MUSIC



I am nine years old and my birthday is April 26. My hobby is collecting shiny things. I like music. I have black hair and blue eyes. For pets I have a dog and a cat. I would like to have boys and girls of all ages to write to me. I will try to answer all letters I receive. So fill my mailbox!—Onita Workman, Box 112, r.r.2, Vienna, Ill.

* * *

WATCHES TV

I am 11 years old and in the fourth grade. I go to Grantsburg Dist. School. I have brown hair and green eyes. My birthday is October 22. I am five feet, one inch tall. I like to listen to the radio and watch TV. My hobby is collecting movie stars' pictures. I would like to hear from boys and girls of all ages.—Linda Dunn, r.r.1, Box 57, Grantsburg, Ill.

* * *

PLAYS BASKETBALL

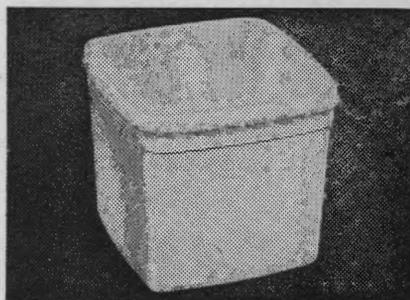


I am ten years old and my birthday is September 6. I go to Alexander Grade School and I am in the fifth grade. My hobbies are fishing, playing baseball, raising hogs, playing football and basketball. I have blue eyes and brown hair. I am five feet, two inches tall. I would like to hear from boys and girls between the ages of nine and 12. I'll try to answer all letters I receive, if possible.—J. R. Harris, r.r.1, Alexander, Ill.

* * *

LIKES TO SWIM

I am nine years old and in the third grade. My birthday is January 18. I would like to hear from boys and girls between the ages of nine and 14. I will try to answer all letters I receive.—Joe Peace, r.r. 1, Box 34, Dorsey, Ill.



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Now Home freezer owners can purchase plastic freezer containers at even lower prices by buying direct through the mails. Reusable containers are soft and pliable. New space-saving square shape. Flexible, non-leak lids included. Pints are priced at \$9.50; quarts at \$14.50 per hundred, postpaid. Safe delivery guaranteed. Perfect item for resale to neighbors. Sample pint 25c. Write:

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By Judy Parker



Cheesecake-Berry Pie, a man's dessert treat

Knowing how to buy and care for strawberries pays off in both money saving and flavor enjoyment. Size has little to do with flavor or lasting quality, but you can remove caps from big ones faster than from little ones. To avoid having berries decay rapidly, look for clean, bright, fresh ones with dry, glossy surfaces. This is more important than an all-over red color, because mature berries will continue to ripen after picking. Berries free from trash with caps attached to each berry show that they have been picked and handled with care.

When you buy good berries you've won half the battle of getting all the flavor delight of this highly perishable fruit. The other half depends on the care you give them. Buy no more berries than you can use within a day or two and see that they aren't spilled or mashed in your grocery bag. When you get the berries home, pour them carefully into shallow pans or trays. Remove any that are spoiled. If they have reached the desired state of ripeness, store them unwashed in the refrigerator, tightly covered. If some need further ripening, spread them out at room temperature until they are red all over.

Just before using, wash berries gently and quickly in a bowl of cold water. Let the sand and soil sink to the bottom of the bowl; then lift the berries from the water, using your fingers as strainers. If you let berries stand in water, they lose color and flavor. After



Sunday Sundae—strawberries nestling on Wheaties and ice cream to match. You'll be surprised

the berries are clean and fairly dry, remove the caps. Return berries to the refrigerator until serving time.

STRAWBERRY PRALINE SHORTCAKE

- 1½ cups flour
- 3 teaspoons baking powder
- ½ teaspoon salt
- ¼ teaspoon soda
- ½ cup brown sugar (packed)
- ½ cup shortening
- ½ cup coarsely chopped pecans
- 1 egg
- ¾ cup milk

Sift first four ingredients together. Cut in brown sugar and shortening. Add pecans. Combine egg and milk, stir into flour mixture only until blended. Spread in greased round cake pan, 8x1½". Bake 20-25 minutes at 375 degrees or until toothpick comes out clean. Cut layer crosswise making 2 layers. Fill and top with sweetened strawberries. Garnish with whipped cream. If desired, use sour commercial cream (1 cup) and ½ cup brown sugar (packed) mixed, for garnish instead of whipped cream.

STRAWBERRY TURNOVER

- FILLING:
- ¼ cup sugar
 - 1½ tablespoons cornstarch
 - 2 cups fresh strawberries

- PASTRY:
- 1¼ cups flour
 - ¼ cup cornmeal
 - ¾ teaspoon salt
 - ½ cup shortening plus 2 tablespoons
 - 3 tablespoons water

Mix sugar and cornstarch, add strawberries. Cook over medium heat until thickened, stirring. Cool. Mix flour, cornmeal and salt. Cut in shortening, sprinkle with water, mix until moistened. Gather dough together into ball. On floured board roll into 14" circle. Place dough on 16x8" piece foil and put on baking sheet. Place filling on half the pastry circle. Bring other half over filling, seal edges well. Make slashes in top. Turn up foil edge (filling should not be thickened too stiff). Bake at 425 degrees about 35 minutes. Frost with confectioners sugar icing (1 cup sugar to 1-2 tablespoons water). Serve warm.

STRAWBERRY O' CREAM PIE

- 1 crumb crust (9-inch)
- 1 (8 oz.) pkg. cream cheese
- 1 (15 oz.) can sweetened condensed milk (not evaporated milk)
- ½ cup lemon juice
- 1 teaspoon vanilla

Soften cream cheese to room temperature, whip till fluffy. Gradually add condensed milk while continuing to beat until well blended. Add lemon juice and vanilla. Blend well. Pour into crust, chill 2-3 hours. Cover pie with 1 cup whole, fresh strawberries. Combine ½ cup sugar, 2 tablespoons cornstarch, ½ cup water, with 1 cup crushed strawberries, cook over low heat until thick and clear. Add few drops red food coloring to intensify red color. Pour over whole berries in pie. Chill till serving time.

CHEESECAKE-BERRY PIE

- CRUST:
- 1 cup biscuit mix
 - ¼ cup soft butter
 - 3 tablespoons boiling water

Add boiling water to butter and mix in 9-inch pie pan. Stir vigorously with fork until dough forms ball. With fingers pat dough evenly into pie pan, bringing up dough to edge of pan. Flute edges. Bake 8-10 minutes at 450 degrees.

- FILLING:
- 12-oz. carton cream-style cottage cheese
 - ¾ cup sugar
 - ½ teaspoon salt
 - 1 teaspoon vanilla
 - 1 cup whipping cream
 - 9-oz. can crushed pineapple, drained

Whip together cheese, sugar, salt, vanilla and cream in mixer until stiff. Fold in pineapple. Pour into freezing tray, freeze 2 hours, spoon into baked crust; or spoon mixture into baked crust and freeze for 2 hours. Spoon frozen strawberries over each piece when ready to serve.

WAFFLE SHORTCAKE

- 2 cups pancake mix
- 2 cups milk
- ½ cup melted butter
- 2 eggs

To make waffles, place all ingredients in bowl, beat until batter is fairly smooth. Pour into hot waffle iron. Serve with ½ pint whipping cream, whipped and sweetened into which 1 pint fresh or 1 package frozen drained strawberries have been folded.

STRAWBERRIES



Strawberry Praline Shortcake, its different



Waffle Shortcake for a shower of compliments



Angel Cake turns fancy with Strawberry Glaze

STRAWBERRY GLAZE

To glaze an Angel Food Cake add 2-3 cups confectioners' sugar, dash of salt and 2 teaspoons lemon juice to $\frac{1}{4}$ cup crushed fresh strawberries, mixing well.

STRAWBERRY-RHUBARB PUFF

- 3 cups cut-up rhubarb
- 1 pint strawberries, cut up
- $1\frac{1}{2}$ cups sugar
- $\frac{1}{2}$ cup water
- 2 cups flour
- 3 teaspoons baking powder
- 1 teaspoon salt
- 2 tablespoons sugar
- $\frac{1}{4}$ cup cooking oil
- $\frac{1}{2}$ cup milk

Mix rhubarb, strawberries, sugar, water in 9-inch square pan. Cook 5 minutes. Mix flour, baking powder, salt and 2 tablespoons sugar, stir in oil and milk until dry ingredients are barely moistened. Drop by spoonfuls on to hot fruit, making 9 squares. Make hole in each square, put little butter, sugar and cinnamon in each. Bake 20-25 minutes at 420 degrees. Serve warm with ice cream or whipped cream. To make this "out-of-season," follow recipe except use 1 pkg. (1 lb.) frozen rhubarb, thawed, and 1 pkg. (10 oz.) frozen strawberries, thawed, in place of fresh fruit. Use only $\frac{1}{2}$ cup sugar with fruit. Omit $\frac{1}{2}$ cup water.

STRAWBERRY CONSERVE

- 1 qt. ripe strawberries
- $\frac{1}{2}$ lb. raisins
- 1 qt. sugar
- $\frac{1}{4}$ lb. chopped nuts
- 1 lemon
- 1 orange

Put washed and drained strawberries in pan with sugar, raisins, lemon and oranges which have been put through food grinder. Cook slowly 30 minutes, then add chopped nuts and cook 10 minutes longer. Put in glasses when cold. Cover with paraffin. Delicious to serve on ice cream.

STRAWBERRY ICE

- 1 pkg. (3 oz.) strawberry gelatin
- $\frac{1}{2}$ cup sugar
- $1\frac{1}{2}$ cups boiling water
- 1 pkg. (16 oz.) frozen sliced strawberries
- $\frac{1}{4}$ cup orange juice
- $\frac{1}{4}$ cup lemon juice

Mix gelatin and sugar. Add water, stir until gelatin is dissolved. Add berries and stir until broken up. Add juices.

Divide into 2 freezer trays, freeze until set (somewhat mushy), about 1 hour. Spoon into bowl and beat with rotary beater until smooth. Return to freezer trays, freeze until firm, about 1 hour. Serve with brownies or cookies.

STRAWBERRY BLINTZES

- Pancakes
- 1 cup cottage cheese (small curd)
- 1 pkg. (3 oz.) cream cheese
- $1\frac{1}{2}$ tablespoons lemon rind
- 3 tablespoons lemon juice
- $\frac{3}{4}$ cup sugar
- 1 pkg. (10 oz.) frozen strawberries, thawed
- 1 tablespoon lemon juice
- $\frac{1}{4}$ teaspoon almond extract

Make pancakes using 1 cup pancake mix, 1 cup milk and 1 egg, or the equivalent amount by your own recipe. Bake six 5" pancakes. Keep warm between towels until ready. Combine cheeses, rind, 3 tablespoons lemon juice and sugar; whip until creamy. Place $\frac{1}{4}$ cup filling on each pancake, roll up. Place rolled-side-down in 11x7" baking dish. Heat in 400 degree oven 10 minutes just before serving. Heat the strawberries, 1 tablespoon lemon juice and almond. Spoon over pancakes. Serve immediately.

STRAWBERRY CROWN

- $\frac{1}{2}$ cup butter or margarine
- $\frac{1}{4}$ cup brown sugar (packed)
- 1 cup flour
- $\frac{1}{2}$ cup chopped nuts
- 1 envelope unflavored gelatin
- $\frac{1}{2}$ cup cold water
- 2 pints strawberries (halved)
- 1 teaspoon lemon juice
- $\frac{3}{4}$ cup sugar
- red food coloring
- 1 cup whipping cream, whipped

Mix butter, brown sugar, flour and nuts with hands. Spread in oblong pan. Bake 15 minutes. Stir baked crumbs with spoon. Cool. Soften gelatin in cold water. Mash 1 cup strawberries in saucepan. Add lemon juice and sugar. Bring to a boil, stirring occasionally. Remove from heat, stir in gelatin until dissolved; add few drops red food coloring. Take a small amount of this mixture and make a thin layer on bottom of $1\frac{1}{2}$ qt. mold. Put mold in refrigerator until set. (This design may be omitted but adds a lot to dessert.) Arrange a few of the uncooked halves of berries on bottom to form attractive design. Chill rest of mixture un-

til partially set. Fold in remaining berries and whipped cream. Fill mold in layers by alternating the berry mixture and crumb mixture, starting with berry mixture and ending with crumbs. (Make about 4 layers of each.) Chill. Unmold by running a knife around bottom edge of mold, then dip in hot water for a second. Garnish with strawberries. May be made a day ahead of serving. If desired, cream may be colored pink, too.

TWENTY-FOUR-HOUR DESSERT

- 2 cups fresh strawberries, sliced
- 1 tablespoon sugar
- $\frac{1}{4}$ pound large marshmallows
- 1 cup dairy sour cream, whipped
- Dash salt
- 6 strawberries with caps

Sprinkle strawberries with sugar and let stand 10 minutes. Cut marshmallows in sixths and fold with strawberries into whipped sour cream. Add dash of salt. Chill overnight. Serve in sherbet glasses. Top each with strawberry with cap.

STRAWBERRY TARTS

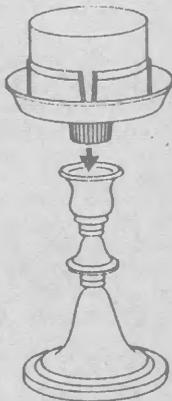
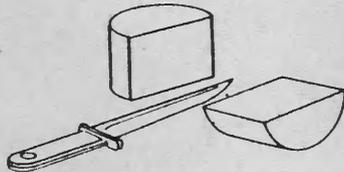
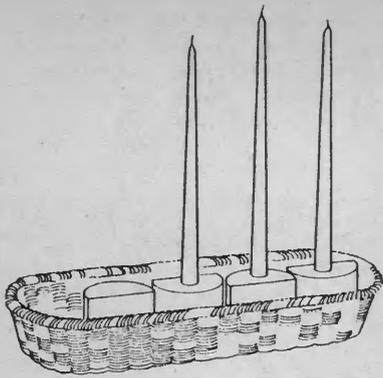
- 6 Tart Shells
- $\frac{3}{4}$ cup whipping cream, whipped
- $\frac{1}{4}$ cup sugar
- $\frac{1}{2}$ teaspoon vanilla
- $\frac{1}{2}$ cup fresh grated coconut or canned moist shredded
- 2 cups sweetened strawberries

Combine cream, sugar, vanilla and $\frac{1}{2}$ cup coconut. Fill tart shells in one of two ways: 1. divide cream mixture between tart shells. Put berries on top. Sprinkle with remaining coconut or 2. put a thin layer of cream mixture on bottom of tart shells. Divide berries between shells; top with remaining cream mixture. Sprinkle with coconut and top with a pretty red berry.

TART SHELLS

- 1 cup flour
- $\frac{1}{2}$ teaspoon salt
- 2 teaspoons grated lemon rind or
- 1 teaspoon almond extract
- $\frac{1}{2}$ cup shortening
- 2 tablespoons water

Sift flour and salt into bowl. Stir in rind or extract. Cut in shortening. Sprinkle with water. Mix with fork. Round into ball. Divide into 6 parts. Roll each part to fit into a 3" tart pan. Flute and prick. Bake 8-10 minutes at 475 degrees. Cool before adding filling.



O'DAPTER



Spring bouquets—

Flowers in the Springtime gives you a new lease on life. Sleeping beauties suddenly come to life to add color to the entire countryside. Capture that beauty for your home—with flowering treats that you can make yourself. Flowers brighten any room and can be a dramatic accent for your decorating scheme. Are you an amateur with flowers—the type who hurriedly sticks a bunch of flowers into a tall vase to fall where they may? Anyone can be a flower arranging artist with a few basic ideas and the right materials. Foam flower holders, used by florists for years are now available for home flower arranging, hold stems at any desired angle. You can make containers out of items not intended to hold flowers or water. There's no limit to the unusual effects you can achieve with flowers. Here are two suggestions but do show off a little and try some of your own ideas.

SPRING FLOWER BASKET: Bread baskets of all types can be transformed into delightful containers with the aid of foam flower holders. The saturated foam can be placed in foil or a tuna fish can. The long, narrow basket shown can be used for dining table or a number of other places in the home. First, line basket with foil. Soak two foam flower holders until saturated—then cut each in half with knife. Place these four pieces at intervals the length of basket. To insert candles, make impression marks in the foam with candles. Cut holes part way in foam, slightly smaller than candles—then insert candles gently until secure. Add short-stemmed daffodils along length of basket—inserting into foam. Add irises to balance color and weight and fill with acacia to soften lines. Flowers need plenty of water—so be sure to add water when arrangement is finished and daily. Don't be concerned about using the flowers mentioned here. Any number of different kinds can be used to achieve similar effects. Baskets make charming containers for all year 'round. Use them for dining table, decorator accents throughout the house, and on picnic tables this summer.

CANDLESTICK FLOWER GIFT: A candlestick holding a flower arrangement? Now, you can make flower containers out of candleholders, bottles, jugs and other small-necked items with an O'Dapter (a green, hard plastic container that has a plug at the bottom that fits into the neck—such as a candle would fit into a candlestick). It holds Oasis foam and offers an ample area for watering. Place an O'Dapter in a candlestick, twisting slightly as you press down. Then place saturated foam flower holder in the container, make a slight impression in center of foam with candle, cut hole a little smaller, then press candle until secure. Arrange carnations and spiral eucalyptus in an oval design. Group the carnations, then insert greens so that some of the spirals nod toward the table. Place two buds to extend beyond the other flowers, on the right, giving the design a graceful line. You won't have any trouble taking this in the car because the foam holds water—and it's like having your arrangement in unspillable water. Although carnations are used, here, this arrangement is as lovely with others, too.



Two rooms in one

Most families with growing children are, sooner or later, baffled by space problems. A room divider built around colorful cotton window shades and bookshelves paid handsome dividends in the case of two sisters—ages 14 and 10—who shared the same bedroom. Dull from a decorating standpoint and inadequate in terms of privacy and storage, the room was transformed into delightful quarters assuring each girl of her own personal domain as well as ample place for her belongings.

The divider, which you might want to adapt to your own space problems, is simple to construct and inexpensive. (Materials cost under \$30.) Consisting of three frames set atop roomy base cabinets, the divider is ceiling-high and requires only a minimum of floor space.

One frame, set against the wall, holds shallow bookshelves which open on each side. Underneath are sliding door cabinets which also open from both sides. Two of the frames house washable blue-and-white striped cotton shades which can be raised or lowered, according to whim or activity. Since there was no budget for new furniture to individualize each girl's section, a skillful color scheme was worked out to establish the room's split personality without detracting from the total harmony.

Each girl was given the satisfaction of her own color scheme. New curtains, bedspreads and accent rugs—in blues for the younger girl and more sophisticated violet for the teenager—injected fresh charm and vitality. Over-all unity was achieved through identical trims and accents. Crisp blue-and-white striped cotton—matching the divider shades—topped dressing tables, bordered the curtains, and made a dust ruffle. A warm apple green accent was carried throughout in repainted chairs, new cushions, and upholstery on other seating surfaces.

All existing furniture was retained, but was rearranged in keeping with the age and interests of each girl. The older girl, for example, created the effect of a sofa-bed complete with tailored violet cover and bolsters by borrowing a footboard from her sister. Retaining the original headboard, the younger girl had it painted a gleaming white and teamed it with a bright blue throw and perky striped dust ruffle. With the addition of pegboard, the spare headboard became a unique bulletin board for the teen-age sister.

An old night stand, treated to a slab top and new five-and-dime hardware, supplied a desk for the younger girl. Still other good do-it-yourself ideas are seen in a teen-age dressing table made by skirting a wall shelf; a vintage piano stool retrieved from the attic, painted, and upholstered in apple green cotton to make a vanity chair; and a versatile "storage square" constructed of five squares of hardwood plus a hinged top and casters. Topped with an apple green cushion, it leads a double life as a toy chest and extra seat.

CONSTRUCTION DETAILS ON ROOM DIVIDER: Materials: $\frac{1}{8}$ in. hardwood—one 4 ft. x 8 ft. sheet; 1 x 3 in. stripping—ten 8 ft. lengths; Window shades, 28 in. wide x 7 ft. long each, plus brackets; and Aluminum sliding track for sliding doors, plus six knobs.

Divider as pictured was constructed ceiling height, 8 ft. 7 in., with three equal framed openings, 28 in. wide. Two frames hold shades installed with simple inside brackets. The third contains shallow bookshelves, 12 in. high, 8 in. deep, a set on each side of divider. Base cabinets were made 18 in. high, 20 in. wide, with three sets sliding doors in each side, set in simple aluminum slides, top and bottom, and finished with brass knobs.

Variations: The divider can be made in any dimensions to suit the room. The bookcase section might be placed in the center or omitted entirely, and the base could be made desk height with open space for the knees.



For children who share the same bedroom, a room divider built around cotton window shades and bookcases gives privacy and extra storage space. The shades have a vinyl finish which sheds dust



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Judy Parker
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May Owe Life To Auto Seat Belt

This is the story of one seat belt and one man—Karl Longenbaugh, power use adviser for Illinois Rural Electric Co., Winchester.

Mr. Longenbaugh was driving along a narrow country road not too long ago. He was happy in thoughts of his mission involving the student essay contest of the cooperative.

Up ahead was a small hill—narrow and with a blind approach from each direction. Countless spots like this combined with sharp curves and bad corners to make many of our rural roads winding paths of death and needless painful injury. Mr. Longenbaugh pointed out. "Something should be done about them," he said.

"I was only going about 20 miles per hour. The fellow in the truck coming the other way must have been going about the same speed," Mr. Longenbaugh said. "It all happened fast. Neither of us saw the other coming up each side of the hill. We hit. They took me to a doctor and later to the hospital at Pittsfield. Several stitches were needed over my left eye. I was in the hospital two days. The other man was not hurt.

"I would have been hurt much worse or possibly killed if I hadn't been using my seat belt," Mr. Longenbaugh said.

His advice? Get seat belts for your auto. Use them.

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Figure out the proposition you want to make, whether it is something you want to buy, sell or swap.

Write the words in the spaces above. If you fill all the spaces that will be 18 words. Price for 18 words (or less) is \$4.50 for each time you want your ad run.

If your message takes more than 18 words, add 25 cents for each additional word. Remember, each initial or group of figures count as one word. (Don't forget to count your name and address in the ad.)

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.

YOUR NAME

YOUR ADDRESS

Tear Off and Mail Promptly

Don't Be Fooled!



As the hands of the manipulator of the old 'shell game' fooled you into believing you saw something you did not, so are some commercial power companies manipulating facts — to suit their own vested interests!

They have attacked the Territorial Integrity legislation sought by the electric cooperatives. They have twisted facts, misrepresented the purpose of the legislation, and have injected complete falsehoods into explanations of such needed legislation.

THE TRUTH IS

The Electric Cooperatives of Illinois are locally-operated, local investor-owned, tax-paying organizations dedicated to the progress and welfare of people in the areas in which they serve.

The Electric Cooperatives believe in Fair Play, in the American system of free enterprise, and that no citizens of our state should be forced into the role of second class citizens.

The Electric Cooperatives of Illinois are regulated by their members, who own and control these local electric businesses. They believe they should be allowed to serve the areas they were organized to serve—when no existing utilities wanted to serve these areas at a reasonable cost.

The Electric Cooperatives seek only to be protected against invasion, to be able to continue to serve the areas in which their member-owners—all local Illinois citizens—have invested their time, resources and efforts to serve. This is no request for a monopoly!

This is in sharp contrast to the commercial power companies of Illinois, with a state-granted monopoly and a guaranteed profit from their investment. Jointly, they control a monopoly that accounts for **OVER 95 PER CENT OF ALL ELECTRIC POWER REVENUE IN THE ENTIRE STATE!!**

*Don't be fooled! The Electric Cooperatives seek only Fair Play
—for all power suppliers and for ALL Illinois citizens!*



Electric Cooperatives of Illinois

Good For All Illinois



Use of Security Lights Increases Greatly

By Joseph P. Gaffigan

There has been a "sudden and sometimes overwhelming" increase in the popularity of private or off-street lighting John E. Tewart of Cleveland said recently in Springfield.

Mr. Tewart, negotiation supervisor of Westinghouse Electric Corp., outdoor lighting section, addressed the seventh annual Conference on Rural Electrification.

"Electric supplier load building, night time lighting help for work, and safety factor," are the reasons for this mushrooming growth in the use of mercury vapor photocell controlled lights, he said.

Coupled with these reasons are full acceptance of mercury vapor as an efficient source of illumination, attractive and effective fixture design for area lighting and use of automatic photo cells to turn the light on and off, Mr. Tewart pointed out.

"Manufacturers view the lights as a major new area for application of street lighting equipment," he added.

A CHECK with some of the electric cooperative representatives at the sessions underlined the fact that electric cooperatives have been pioneers in the promotion of the use of these automatic outdoor lights.

How many security or night lights have been installed by Illinois Electric Cooperatives? Some in the group were: Southwestern 300; Illinois Rural 125; Corn Belt 150; Menard 225; Clinton County 175; Eastern 400; and Tri-County 122. And these are just a few of the cooperatives. Many more are busy demonstrating to their members the advantages of automatic



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dusk-to-dawn lighting for safety and security uses.

R. P. Lindsay, Line Material Industries of Milwaukee, listed potential customers for such lighting including: farms, churches, schools, recreation areas, shopping centers, trailer courts, motels, stores, filling stations, restaurants, community centers, roadside markets, feed mills, boat docks, industrial plants and many more.

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Mercury vapor lights of the type Mr. Lindsay spoke of are mounted on existing poles or buildings or are offered complete with poles at an additional cost.

"PEOPLE HAVE become aware of good outdoor lighting," he said. "It has gone beyond their backyards. People want and are demanding better street lighting. They have a greater awareness of lighting and the benefits which come directly from it."

What are some of the uses of these lights on the farm?

Safety and security near the house and barn-lot area, maintenance and repair of equipment and lighting of feed lots for 24-hour feeding are some important uses.

Some other actual uses in electric cooperative areas?

Southwestern and other cooperatives have these types of lights at small business places: Illinois Rural has seven lights at the River Queen river boat area on the Mississippi River east of Hannibal, Mo.; Corn Belt has 23 at a tire industries plant, and some at a truck terminal; Menard has them at sub-

stations and subdivisions, and Clinton County at a lumber yard and motel.

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The Rural Electrification Subcommittee of the Domestic and Commercial Applications Committee sponsored the three day conference. The Central Illinois Section of the Institute of Electrical and Electronics Engineers served as host. Many representatives of Illinois electric cooperatives attended as did engineers and others from several states.

In addition to the outdoor lighting discussions, topics of general interest were: "Who Profits from Electric Heating and Cooling"; "Comfort Heat For Rural Applications"; "Load Demand Problems Associated with Farm Motor Applications", and various technical discussions of electrical problems.

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.

Director Grosenbach Retires



The greatest thing that has happened to rural America" is Clarence Grosenbach's plain but effective statement about the rural electric cooperatives of our country.

"I've always been interested in electricity, even before the days of co-ops like our own Eastern Illinois Power Cooperative," he went on to explain. "When we built this home in 1935 we wired it for electricity but had to wait till June of 1941, before the co-op lines could be built and energized. But we had our own plant in the intervening years, such as it was."

When we asked Mrs. Grosenbach which electric appliance she appreciated the most she replied, "I like them all. I wouldn't want to do without a single one. Probably our TV is used more than any other nowadays, but it would make life much less pleasant to have to give up any of our appliances."

The picture of Mr. and Mrs. Clarence Grosenbach on this page was taken at Piper City while they

were being honored at your cooperative's annual meeting last March 16. Because he had decided to retire from his duties as a director of your co-op this year, this was his last official meeting with the board of E.I.P.C.—unless history repeats itself. It so happens that in 1942 Grosenbach was elected in place of George Ficklin of Piper City. Now in 1963, Ficklin was elected again to the same position he gave up 21 years ago.

The Grosenbachs have two married daughters, Mrs. Roy (Florence) Stamm, and Mrs. LaVerne (Leona) Seegmiller. Also two grandchildren, Nancy Stamm, and Terry Siegmiller.

Before moving to this 160-acre Ford county farm in 1934, the Grosenbachs lived south of Chatsworth, in Livingston county. They retired from actual farming about 15 years ago but decided to maintain their home out on their farm near their daughters and their families. While still actively engaged in farming, they took great

Across the manager's desk

by D. L. Tachick

Success is a many splendored thing. It often brings hurts and tears—envy, criticism and fears. We can think of no better example than the success of our member-owned rural electric cooperatives.

Nearly everybody wished them good luck when the co-ops were



Dennis L. Tachick
Manager

struggling against great odds to serve folks nobody else would serve. Succeed they did, mile by mile, pole by pole. Today, the 27 privately-owned electric co-ops in Illinois serve 140,000 rural families, farms and businesses on 46,000 miles of modern lines with competitive rates. They did things and went places to serve isolated communities and back-forty folks nobody else had dreamed of in the electric utility business.

As a result of this idealistic total area coverage approach, a revolu-

pride in their registered Hereford cattle, and always kept some saddle horses too.

Besides serving as a director of E.I.P.C. Grosenbach served on his school board about 25 years, and he was a member of the Livingston County Service Co. board several years when he lived in that county. Also he was a director of Farmer's Grain Co. at Piper City more than 15 years, and for about 10 years was a director of the Brenton-Pella Mutual Insurance Co.

Both Mr. and Mrs. Grosenbach are members of the M.E. Church in Piper City. They are both active and enjoy "reasonably good health," as he put it.

"I always enjoyed my work as a director of our electric cooperative. Our other directors, our manager and the entire staff are the best. But at 71 years of age, I feel it is time to step aside and allow a younger man to take over," concluded retired Director Grosenbach.

We know all members join us in a sincere "Thank you, Mr. Grosenbach for your 21 years of service as a director of Eastern Illinois Power Cooperative."

tion in better living came to rural Illinois. It was, and is, truly one of the great success stories of our times.

Is everybody happy?

Today, electric cooperatives are on the defensive—fighting for their very lives. From the “sound and the fury” of the attacks upon electric cooperatives by those who chose not to provide rural service, it would now appear that the cooperatives never did anything right and they were never necessary in the first place. They simply ought to fade away and die—forever!

If a co-op provides low power rates because of sound management and visionary investments in rural areas, it is charged that its members enjoy an “undeserved” taxpayer subsidy . . . privileges denied to city and urban consumers.

If a co-op stands up and fights for its rights, it is somehow insisting on “special” favors and “unfair” advantages. If a co-op resists duplication of its rural lines and invasions of its territory, the co-op is said to be seeking an “unregulated monopoly” against legitimate private monopoly in their own service areas.

Well, our rural leaders on the governing boards of directors do not intend to roll over and play dead to suit anybody's convenience or selfish ambitions. They know that electric cooperatives have done a splendid job and have made our Illinois a better place in which to live, a better place to do business, to work and play.

For that, we need apologize to nobody!

Service Calls

To obtain quickest response on service calls, please telephone Paxton 185 during office hours. At all other times (when our radio station is **NOT** on the air) you are requested to call your nearest serviceman. Their names are listed below for your convenience.

Where To Call

A. P. Barbieur Paxton 595
 Arthur J. King Paxton 271-J
 Donald Sharp Paxton 740
 H. Workman Paxton 713-L
 D. J. Barr Paxton 1048
 I. M. Eichelberger Paxton 704-J
 Jesse Fiets Gilman CO 5-4159
 E. Peterson Gilman CO 5-7235
 E. G. Goldsby Gilman CO 5-7687
 Don Allison Hoopston 462
 Dennis Rhodes Hoopston 1244
 G. Popejoy Cropsey 377-2581
 L. Tieman Cropsey 377-2291
 H. Gustafson Watseka ID 2-4614
 G. Twigg Watseka ID 2-4346

\$25 Bonus Offer To Members

Do you need a new water heater? If you do, it is quite possible you can be eligible for a \$25.00 cash bonus by installing a new electric heater now.

You know an adequate hot water system need not be elaborate. No special location is required for an electric water heater. It can be placed behind doors, in a closet, basement, kitchen, or ridiculous as it may sound, even in a bedroom. There's no noise to disturb you.

Now is the best time to provide yourself with all the advantages of electric hot water—cleanliness, ease of installation, no vent needed, no maintenance, no mechanical parts to adjust, no pilot light to check and maintain. And best of all the new “quick-recovery” electric heaters provide all the hot water a family needs—for all the 157 uses for hot water in today's rural home.

Members of this cooperative may also be eligible for bonus payments for other appliances. Read this:

Your Board of Directors approved a Bonus Plan at their meeting held August 16, 1960. Effective immediately and until further notice or action is taken by the board, your cooperative will make a cash payment to any bona fide member who purchases and installs any of the following electrical appliances or equipment on the cooperative's lines:

| | |
|---|---------|
| Range—4 KW or over..... | \$10.00 |
| Air Conditioner—3/4 ton or over..... | \$15.00 |
| Freezer—4 Cu. Ft. or over..... | \$10.00 |
| Water Heater—40 Gal. or larger, 2 elements, dual control..... | \$25.00 |
| Clothes Dryer—240 volt..... | \$10.00 |
| House Heating Installation, for complete electric house heating..... | \$75.00 |

To receive your bonus payment, present a sales slip from your dealer, stating his name and address, date of sale, and the make and size of appliances or equipment purchased. We will furnish a form for you to sign certifying that such equipment has been connected to the cooperative's lines.

The installation will be inspected by a representative of the cooperative and, upon certification by him, payment will be forwarded to the eligible member.

Revised By-Laws

Your cooperative now has a supply of newly printed by-laws which include all amendments that have been approved to date at the annual membership meetings.

All members who are interested in obtaining a copy of the revised by-laws should write or call the cooperative's office in Paxton, and a copy will be mailed promptly. New members who began taking electric service in August, 1962, or thereafter automatically will receive a copy of the by-laws as amended when their membership certificates are mailed to them.

If you are a member of E.I.P.C., write for your copy today. By doing so, you will be expressing interest in the cooperative and showing your desire to become more familiar with its organization. We hope that we will be flooded with requests.



Why scrub a greasy,
grimy oven . . .

when new Kelvinator Electric Ranges
end this drudgery with disposable linings!

You don't have to scour, scrape and scrub a messy, greasy oven ever again.

Throw-away aluminum foil oven linings in the new Kelvinator ranges end this drudgery forever. (Note we said, *end it*, not just "make it easier.")

These foil linings cover the top, bottom, sides, and back of the Kelvinator oven and catch the spatters and spillovers. When they become soiled, you just whisk them out and put in shiny new ones of standard aluminum foil.

Even the oven door lifts off for quick, easy lining

replacement. You have a clean oven in just seconds!

And these work-saving linings and removable oven door are found on every Kelvinator range—regardless of price—as well as such other high-priced conveniences as an automatic oven light, one-position broiling, infinite heat switches, and a new recessed top for easier stirring, mixing and blending.

Real improvements like these are possible because of the Kelvinator Constant Basic Improvement program. It concentrates on useful advances to bring you better appliances and better values.

See your **Kelvinator** dealer now!

Division of AMERICAN MOTORS CORPORATION, Detroit 32, Michigan

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Illini Electric News



Illini Electric Cooperative

Phone: 352-5241

Champaign, Ill.

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Right of Survival

Why the vicious "smear" campaign by the commercial utility companies against the electric cooperatives? This question has puzzled cooperative leaders for many months. Reasons for these utility-company-sponsored advertising programs, designed to degrade and discredit electric cooperatives, are extremely difficult, in fact, impossible to understand.

Electric cooperatives were formed in the mid-1930's because the commercial utility companies were not at all interested in extending electric facilities into sparsely settled rural areas to serve farmers who were pleading for electricity which they needed so desperately. The problem was evaded by the commercial utilities in two ways. Either they would attempt to charge unreasonable extension prices to build the service to the farmers, or they would flatly refuse to build, saying that the amount of energy to be used could not justify building the facilities.

After all doors to electricity had been closed to the farmers, the only solution to the problem was in the formation of rural electric cooperatives. It was risky—they knew that! Still, they were willing to take the giant step and electric cooperatives came into being. Groups of farmers joined together and formed cooperatives. These cooperatives were incorporated, borrowed the funds necessary to construct the electric distribution facilities, obtained a source of wholesale power and began operations.

For the farm families of the early 1930's, the road to electricity was a rough one. After many pitfalls and disappointments, their efforts were rewarded. They had electricity! And, they had proven that it *could* be done at lower costs than had been quoted to them by the commercial utility companies. They had done the "impossible"!

NOW, AFTER more than a quarter-century, the commercial utility officials have opened their eyes and can see what they had missed out on... those very farmers who practically begged them for electricity, are presently using electric power in almost every phase of their farming operations. The power loads are tremendous. The grass on the "cooperative side of the fence" looks disturbingly green to the commercial utility companies now.

After the years of struggle the farm families experienced to obtain their electric power, the commercial utility companies are currently striving to "take over" and obliterate the electric cooperatives who supply it. These same utility companies who were the disinterested "bystanders" in the thirties are now the extremely interested "invaders" of the sixties. They want to reap the rewards which those far-sighted farmers devoted so much of their time and energy in cultivating. They had their chance and refused to take it. Why take out their wrath on the farmers who won the battle themselves with the only weapon available, the formation of electric cooperatives—cooperatives owned and operated by the people who benefit from them.

THE COMMERCIAL UTILITY companies are going to great lengths to make it more and more difficult for cooperatives to continue to operate. They write unfair restrictions into the wholesale power contracts between themselves and the individual electric cooperatives. Many cooperatives are not allowed to serve any industry, or the like, who will require more than 275 KW of electric power, even though the industry is located within the cooperative's service area.

Thereby, the commercial utilities are in a position to take their

choice of these larger services and leave the smaller loads to the cooperatives. If they could continue this practice, without arguments arising upon renewal of the power contracts, they would be happy to let the cooperatives exist as best they could. It is simply that the commercial utility companies want ALL of the cream and NONE of the skimmed milk.

The electric cooperatives are accused by the commercial utility companies of being taxpayer subsidized corporations. This accusation has no basis what-so-ever!

Cooperatives simply borrow funds from the Federal Government, through the Rural Electrification Administration, and repay every cent plus interest. The 2 per cent interest rate applicable to these funds, is a thorn in the sides of the utility companies. There has been much adverse discussion among utility company officials on this topic. In all their criticisms, however, they neglect to mention that these funds with the 2 per cent interest rate are available to them, also, if only they would be willing to meet with the Federal requirements necessary to obtain them.

ONE IMPORTANT requirement is, that in order to become eligible for this 2 per cent money, the borrower must agree to extend facilities to serve *anyone* who requests service, no matter what the potential power load or distance from existing facilities might be. This is commonly referred to by REA as "area coverage". This requirement explains why cooperatives average slightly over three consumers per mile of line. Reports indicate the commercial utility companies average over 30 consumers per mile of line.

Commercial utility companies insist that electric cooperatives are invading their service areas. Actually, the truth is just the opposite!

When cooperative facilities, built and being used by members for many years, are located in certain rural areas, and as the population increases and these areas become incorporated into towns or cities, the commercial utility companies feel that the cooperatives should remove these existing facilities and allow the commercial companies to install facilities and serve these areas.

This procedure would not only add to the expenses of the non-profit-making cooperatives, but would also cut their revenues considerably. Then, with cooperative revenues decreasing, power rates in their wholesale power contracts with the utility companies, would be increased. Because incoming revenues would not cover operating expenses, distribution rates would have to be increased. Farmers would be paying, indirectly, for these actions of the commercial utility companies.

COMMERCIAL UTILITY companies, currently are constructing electric facilities into cooperative-served rural areas. These electric lines are extended, not to immediately serve a consumer or consumers, but to "cut off" or "box in" cooperative facilities and prevent them from serving any additional consumers in the particular area. The wholesale power contracts offer no protection to the cooperatives from these territory invasions.

Yet these same contracts contain conditions which do protect the commercial companies in actions such as this, and prevent cooperatives from retaliating. In each case the commercial utility companies have had an "O.K." from the Commerce Commission to proceed in these "invasion" extensions. Cooperatives have no way of stopping them.

All these "tactics" of the commercial utility companies leave cooperatives with just one alternative—generating their own power. Here is another thorn! The commercial companies are fighting the cooperative generation and transmission programs "tooth and nail", but yet refuse to revise their wholesale power contracts and offer reasonable terms.

Of course, the commercial utility companies would lose considerable revenue themselves when cooperatives begin building power plants and generating their own power. But again, it is a matter of the cooperatives being forced to look for alternate sources of power

when high wholesale rates and unreasonable restrictions were being written into their power contracts. For many years, the commercial utility companies represented the only source of electric power available to the cooperatives.

In having no alternate power source, cooperatives had no choice but to accept the power contracts on the commercial companies' terms. This arrangement was all well and good as far as the commercial utility companies were concerned. But, since power generation has been proven economically feasible for cooperatives and they were no longer "over the barrel," the situation was reversed. That's when the brewing storm broke in all its fury.

Cooperatives have bargaining power, never before available, and can no longer be forced into accepting the terms of these contracts. The shoe is on the other foot now, and the commercial utility companies are finding that the shoe pinches considerably.

HAD THE UTILITY companies cooperated with the farmers originally, and extended the facilities to serve them, electric cooperatives would not have been needed and therefore, would not exist today. But, for one reason or another, the utility companies' view over the horizon into electrified farming was limited. Hence, the farmers had to take the matter into their own hands and investigate obtaining electric power on their own.

Those farmers, with an eye on the future, had the foresight to see how much the economy of the Nation would be improved by building electric facilities into rural America. They wanted and needed the comforts and conveniences electricity could provide for themselves and their families. They "took the bull by the horns" and won the tussle. Rather than admit a management error had been made years ago in refusing to electrify rural areas, the commercial utility companies are now using every means in their endeavors to eliminate the farmer-owned electric cooperatives. They want to "take over" what could have been theirs in the first place.

Electric cooperatives have become an essential, necessary part of farming and rural living. They are here to stay despite the unwarranted attacks of the commercial utility companies in their efforts to destroy cooperatives. In

their destructive attempts, the commercial utility companies will succeed only in destroying themselves, their reputations, and the image they have built with their past years of hard work and fair play.

Electric cooperatives, throughout the country, are dedicated to serving their members with the highest quality electric service at the lowest possible cost. They will *continue* to do so in the years to come!

Essay Winner



From left: Rita Moore, runner-up in essay contest and Vicki Lynn Giblin, winner.

On Friday evening, April 26, the final judging of our 1963 Essay Contest was conducted. The five students competing in the finals were:

Janice Kay Adams, Pesotum;
Vicki Lynn Giblin, Sadorus;
Gene Mathews, Tolono;
Rita Moore, Ludlow;
Dorothy Ochs, Pesotum;

Vicki Lynn Giblin, 16-year-old daughter of Mr. and Mrs. Frank E. Giblin, was declared winner of the contest.

Vicki is an eleventh grade student at Unity High School at Tolono.

She will receive a one-week, expense-paid tour of Washington, D. C., June 8-16, 1963, for her efforts.

Rita Moore, 17-year-old daughter of Mr. and Mrs. Kenneth Moore, Ludlow, was selected runner-up and was awarded a clock-radio. Rita will take the tour should Vicki be unable to participate.

Vicki Giblin's winning essay will appear in a later edition of *REN* as well as an account of her trip to Washington.



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Monroe County Electric News

Cooperatives Must Protect Own Businesses, Leaders Say

Members of Monroe County Electric Cooperative recently voted a change in the cooperative bylaws which will result in payment of \$82,133 in capital credits.

Checks representing capital credits as of the year 1947 are to be mailed member owners who received service during that year, C. M. Douglas, manager of Monroe County Electric said.

The action of the members at their 25th annual meeting at Waterloo Grade School, coupled with a capital credits payment resolution passed by the cooperative board of directors, means checks can be mailed in late June or early July.

"Checks will range from less than a dollar to several hundred dollars," Manager Douglas said.



Manager C. M. Douglas, right, receives special award plaque from Raymond W. Rusteberg, cooperative president, at the recent 25th annual members' meeting of Monroe County Electric Cooperative.

Mr. Douglas pointed out that payment of the more than \$82,000 will result in considerable stimulation of all types of business in the cooperative's territory.

The board of directors will consider future annual payments of capital credits if the financial condition of the cooperative permits it.

RAYMOND W. RUSTEBERG, Valmeyer, cooperative president, reminded members that electric cooperatives were organized because "You and others like you recognized the need for light and low cost power."

Taking part in the joint effort were "farmers, rural school teachers, Farm Bureau leaders, extension service personnel and others living in rural areas and interested in the welfare of the people who lived there," Mr. Rusteberg pointed out.

"The job of your cooperative is not done," he continued, "and it will not be done as long as rural people need electric power at a reasonable cost."

The success of the cooperative has brought a determined effort on the part of the commercial power suppliers to "kill our legislative efforts, and seek their legislation to severely cripple or destroy your cooperative," Mr. Rusteberg warned.

He told the members that continued prosperity and even the existence of the cooperative and others like it depends upon their ability to resist vehement and unreasonable attacks upon them by commercial power interests.

THE MEMBERS re-elected Gilbert Fischer of Freeburg and William H. Niebruegge of Valmeyer to three-year terms on the board of directors. Victor E. Schrader of Waterloo r.r.l, was named to succeed David Kurz of Waterloo who did not seek another term.

Special honors were accorded directors Kurz, Niebruegge and Herman H. Rosenberg of Red Bud for service on the board since it was organized 25 years ago. C. B. Morrison, Waterloo, the cooperative's attorney, shared the same honors.

Manager Douglas was presented



Officers and directors of Monroe County Electric Cooperative seated from left: Herman H. Rosenberg, Preston A. Mosbacher, secretary-treasurer; Raymond W. Rusteberg, president; Peter F. Zoeller, vice president, and William H.

Niebruegge. Standing from left: C. M. Douglas, manager; Gilbert Fischer, Victor E. Schrader, Erwin Arras, Laurence Kaiser and C. B. Morrison, attorney.

with a large plaque in recognition of "his 25 years of dedicated service and outstanding management."

THOMAS H. MOORE, general manager of the Association of Illinois Electric Cooperatives in Springfield, told the group that the need for legislation protecting their territory from encroachment by commercial utilities is growing rapidly.

"Your cooperative," he said, "now serves an area that was once denied electricity by the commercial utilities—territory that was deemed undesirable and unwanted by them.

"As population has shifted, some of the territory served by the electric cooperatives has become more thickly settled and the commercial utilities have invaded this territory wherever possible by promises of hidden advantages or by insidious

attacks against the character of the electric cooperatives, their directors and employes and the members who own and control them."

Moore declared that "nothing will satisfy the commercial utilities except a complete monopoly of the power in our state. Why else would they try to destroy the electric cooperatives?"

He pointed out that in 1961, commercial utilities took in about 90 per cent of the revenue from electric sales in Illinois. "What more would they want?" he asked.

Both Mr. Rusteberg and Mr. Moore said that any legislation sought by the cooperatives would be designed to protect the territory not only of the electric cooperatives but also of the commercial utilities. They called this "fair play" legislation.

PRESTON MOSBACHER, Prai-

rie du Rocher, secretary-treasurer of the cooperative, in his annual report said the organization paid \$21,690 in taxes during 1962, an increase of \$1,534 over the previous year.

He said that through efficient management and the cooperation of loyal members, the cooperative today is in sound financial condition.

Mrs. Douglas introduced Miss Linda Valine, daughter of Mr. and Mrs. Delmar Valine, and Earl Doerr, son of Mr. and Mrs. Erwin Doerr, all of East Carondelet.

The two reported on their week-long trip last year to Washington, D. C. as winners of the cooperative's essay contest. Another contest this year will select two winners for the June 8-16 Washington trip. Mrs. Douglas is in charge of the contest.



Why scrub a greasy,
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RURAL HIGHLIGHTS



Rural Electric Convenience Cooperative AUBURN, ILL. TEL. 3205

Board of Directors: Walter Johnston, Pres. Geo. Simon, Vice-Pres. Stanley Otten, Sec.-Treas. Earl Bradford Arthur Brackebusch Joe Dowson Henry Gieseking Ollie Skaggs Loren Rhea

Co-op Holds District Meetings



Group of interested members at the District Members Meeting held in the co-op office at Auburn.

Your cooperative has concluded a series of nine meetings scheduled throughout the service area. The purpose of these meetings was to give members information relative to the operation, services and future plans of your electrical cooperative.

Members learned of new billing procedures that are soon to be adopted, which are discussed in another article on this page.

Proposed legislation pertaining to cooperative territorial protection was discussed by your cooperative Secretary-Treasurer, Stanley Otten.

A generating plant that your cooperative is planning with other cooperatives was also discussed by your Cooperative's Board President, Walter Johnston.

Member service, electric heating, appliance sales and service were explained to members present.

Electric blankets were given as first prizes at the meetings. These were awarded to:

- Auburn _____ Mrs. J. Ray Nuchols, Auburn
- Waverly _____ Charles Gentry, Waverly
- Raymond _____ Gerald Goby, Raymond
- New City _____ Mrs. Gladys Mottar, Rochester
- Modesto _____ Russell Lomelino, Modesto
- Glenarm _____ Ted Dowson, Auburn
- Girard _____ Mrs. Dale Kime, Virden
- Morrisonville _____ Albert Boekèr, Morrisonville
- Waggoner _____ John Bedinghaus, Farmersville

New Outage Reporter

Mr. and Mrs. Carl Stewart will be the new Waggoner Outage Reporters. Their number is Waggoner 2878. Those of you who have a Waggoner telephone should report electric service outages to Mr. and Mrs. Stewart at this number. They will then report to Auburn 3205 and the trouble will be taken care of. Other emergency conditions such as lines that are down and hazardous should be reported to the outage reporter also.

They should not be given reports such as meter readings, complaints, planned moves or security lights that are inoperative. These items should be reported directly to the office and only outages and emergency conditions should be reported to the Outage Reporter.

Your cooperative wishes to thank Mrs. Ray Buchanan for the many years of service she has given as the Waggoner outage reporter. She has been of great benefit to the cooperative members. All outage reporters do a great job in reporting outages to the cooperative.

Outage Reporters

- Auburn—Co-op Office—3205
- Chatham—Richard Treat—2503
- Edinburg—William Beckey—3957
- Divernon—Joe Dowson—49F16
- Farmersville—George Simon—7-2338
- Girard—Clarence Whitler—5112
- Melvin Bolton—3008
- Harvel—Charles R. Pope—2684
- Litchfield—C. M. Fogelman—322-4755
- Loami—Elmer Queen—NA 4-2524
- Morrisonville—Heie Janssen—2844
- Modesto—Stanley Otten—439-3651
- New Berlin—E. C. Coulter—8-3952
- Witt-Nokomis—Walter DeWerff—Witt 4311
- Palmyra—Wayne Overbey—3606
- Pawnee—Wheeler Sloman—3422
- Taylorville—Ralph Gessell—Kincaid 5477
- Lawrence Young—VanDyke 4-2980
- Virden—Wilbert Seifert—3446
- Arthur Bickel—4505
- Dale Kime—5902
- Waggoner—Carl Stewart—2878
- Waverly—Loren Rhea—5129
- Raymond—John Uhrig—7225

New Billing Procedure

Sometime in the near future your cooperative will adopt a new billing procedure. There will be no change in the reading dates that you now have, there will be no change in the discount date, and no change in the method of the monthly assessment.

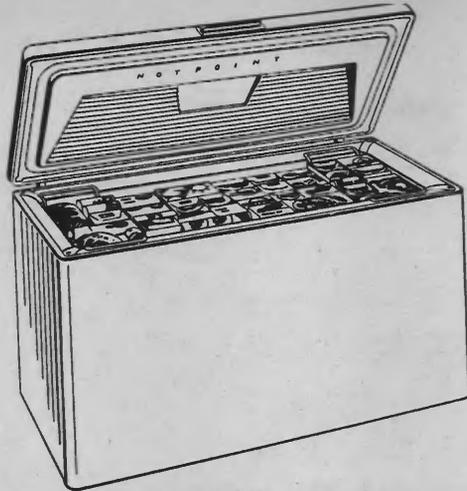
The change will be that you will not receive a card each month on which to place your meter reading. You will receive an entire one year's supply of meter reading cards. You will then need to remind yourself of the meter reading date. You will also need to keep a record of your previous

reading. This procedure will be explained to you when you receive the cards.

This is not an experiment, this billing procedure is working efficiently with other cooperatives and your Board of Directors believe this will work here.

This move has been necessitated by the continued increase in postal rates and this is another step your Board is taking to help keep your cooperative costs down and to continue to give you the best possible service at the lowest possible cost.

**FAST
FREEZING
ACTION!**



**STANDOUT
DOLLAR
VALUE!**

- ☆ TWO SLIDING BASKETS
- ☆ BUILT-IN LID LOCK
- ☆ SAFETY LATCH
- ☆ INTERIOR LIGHT

Also available in 14 cu. ft.-476 lb. capacity at a special price of \$192.95

**BACKED BY THE HOTPOINT
GUARANTEE OF SATISFACTION**
If you are not completely satisfied with the performance of your new Hotpoint appliance and notify us within 90 days of the date of purchase, we will replace it with a comparable model at no cost to you.

19.6 cu. ft.
every inch usable

only

\$234⁹⁵

686 lb.
capacity

Look for that Hotpoint "SILVER LINING"

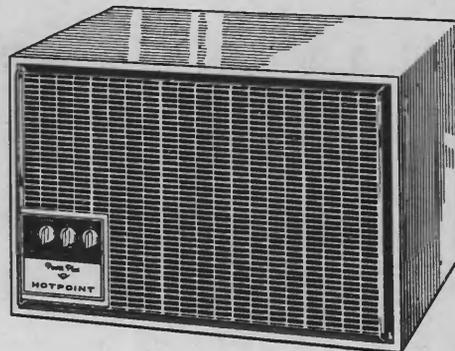
ROOM AIR CONDITIONER

**PREPARE NOW FOR THE
SUMMER HEAT AHEAD!**

Why swelter all summer! Sleep mountain-cool tonight—awake refreshed tomorrow with a new Hotpoint air conditioner.

Model ACL 93
NEMA Rating 9,100 BTU

- Fingertip Control of Temperature, Circulation and Humidity
- Special Germicide-Treated Filter Removes Dust, Dirt and Pollen
- Alumifin Cooling Coil Provides More Efficient Cooling and Moisture Removal
- 2-Speed Fan with Switch for Extra-Quiet Operation on Cooler Days and Nights
- Permanently Lubricated Compressor



NOW ONLY \$179⁹⁵

(Plus Tax)

On Display At Your Co-op Office.

Buy Now - Beat the Heat

Terms Available On All Purchases



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Shelby Electric News



Shelby Electric Cooperative

Phone 1540

Shelbyville, Ill.

Look What You Can Do With Air Conditioners

Throughout the hot and humid summer months, a room air conditioner automatically maintains temperature and humidity at the comfort level in living, sleeping, or working areas. In addition, it filters, cleans, and circulates the air. It is easy to install and operate and requires a minimum of servicing. Some models are year-round conditioners; they cool and dry the air in summer and heat it during cold weather.

Dozens of companies sell hundreds of different models with cooling capacity ratings ranging from 4,000 to more than 30,000 British thermal units per hour.

Some models are for use with 115-volt, some with 230-volt electrical supply. There are models for installation in double-hung windows, casement windows, or through-the-wall. There are differences in placement of controls and air discharge grilles, and each model has an individual and distinctive styling.

What is a room air conditioner? This can be answered best by describ-

ing its four basic functions. It cools, dehumidifies, cleans, and circulates conditioned air in an enclosed space, room, or zone.

A room air conditioner is not merely a "cooler." Depending upon its capacity, it literally wrings out of the air from 1½ to more than nine pints of water per hour. As a combination cooler and dehumidifier, it balances the elements of cool and dry air.

High humidity makes you extremely uncomfortable. You'd be especially aware of its effect on a hot day after a sudden rainfall. Even though the rain might have pulled the temperature down 15 to 20 degrees, the relative humidity would be high and you'd still feel hot and "clammy." This is because moisture-saturated air slows down the body's own evaporative-cooling action.

Cooling Capacity in BTU's

Cooling capacity is a term defining the amount of heat a room air conditioner is capable of removing from the air.

In 1959, the Room Air Conditioner

Section of the National Electrical Manufacturers Association recommended expression of cooling capacity in British thermal units per hour (BTU/hr) and established uniform testing procedures to determine the BTU capacity.

A conditioner with a cooling capacity of, for example, 6,000 BTU/hr would be capable of removing 6,000 BTU's of heat every hour. A 10,000 BTU/hr unit would remove 10,000 BTU's per hour and obviously would have greater cooling capacity. Remember that the higher the BTU/hr, the greater the cooling capacity.

Proper Capacity—It's Important

It is extremely important to choose a room air conditioner of proper cooling capacity. If it's too large it will be inefficient and expensive to operate. If it's too small it won't do the job that's expected of it.

Let your power use department help you determine the proper air conditioner for your home. We have the certified list of all approved air conditioners and their BTU ratings.

4-H Electrical Classes Held

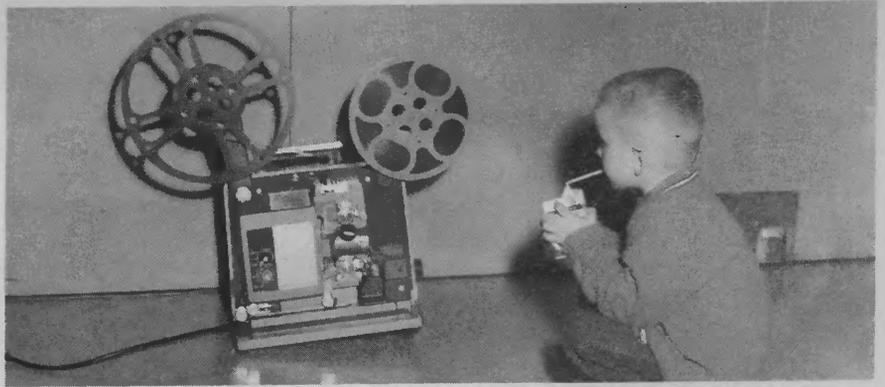
At the right is a group of 4-H boys of Christian County which met at the Farm Bureau building in Taylorville on April 3, for their first electrical class.

These classes are sponsored by the Illinois Farm Electrification Council, of which your cooperative is a member. They are held every week for a four-week period. During these classes, the boys are taught the basic fundamentals of electricity, wiring and the care and uses of electric motors.

Projects will be completed and ready to be displayed and judged in July.



*"I attended
my Area
Meeting
Did You?"*



Steven Carter, son of Mr. and Mrs. George Carter, Findlay, watches rewinding of film, "Good For All Illinois," at the Shelbyville Area Meeting.

Co-op Members Winning Prizes At Area Meetings



Betty Pollock, left, Kenneth Page and Mr. and Mrs. Don Switzer at Shelbyville Area Meeting, which was held at Moulton Jr. High School.



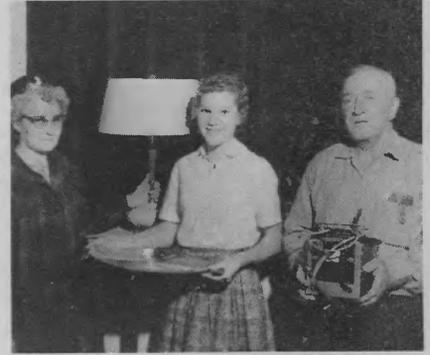
Mrs. James E. Davis, left, Mrs. Gordon Bieber holding battery charger which her husband won and Mrs. Kenneth Dickey and daughter, Judy, at Lakewood Area Meeting, which was held at Lakewood Community School.



Mrs. William Kessler, left, William F. Haverstock and Mrs. Reverida Storm at Stewardson-Strasburg Area Meeting held at the Stewardson-Strasburg Community High School.



Joe Borgic, left, Mrs. Hilda Wemple and Paul Osborne at Assumption Area Meeting, which was held at Assumption Grade School.



Mrs. H. D. Barnett, left, Beverly Pistorious and Richard Nordholm at Blue Mound Area Meeting, which was held at Blue Mound High School.



Reno Menin, left, Laura Mae Reulecke and Mrs. Edward Tuetken at Nokomis Area Meeting, which was held at Nokomis Jr. High School North.



Mr. and Mrs. Wallace R. Larimore and son, David, r.r.l, Shelbyville, are pleased with their electric hot water heater won at the drawing at Stewardson-Strasburg Area Meeting. This was the grand prize in which all who had attended area meetings were eligible.



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Use of Security Lights Increases Greatly

By Joseph P. Gaffigan

There has been a "sudden and sometimes overwhelming" increase in the popularity of private or off-street lighting. John E. Tewart of Cleveland said recently in Springfield.

Mr. Tewart, negotiation supervisor of Westinghouse Electric Corp., outdoor lighting section, addressed the seventh annual Conference on Rural Electrification.

"Electric supplier load building, night time lighting help for work, and safety factor," are the reasons for this mushrooming growth in the use of mercury vapor photo-cell controlled lights, he said.

Coupled with these reasons are full acceptance of mercury vapor as an efficient source of illumination, attractive and effective fixture design for area lighting and use of automatic photo cells to turn the light on and off, Mr. Tewart pointed out.

"Manufacturers view the lights as a major new area for application of street lighting equipment," he added.

A CHECK with some of the electric cooperative representatives at the sessions underlined the fact that electric cooperatives have been pioneers in the promotion of the use of these automatic outdoor lights.

How many security or night lights have been installed by Illinois Electric Cooperatives? Some in the group were: Southwestern 300; Illinois Rural 125; Corn Belt 150; Menard 225; Clinton County 175; Eastern 400; and Tri-County 122. And these are just a few of the cooperatives. Many more are busy demonstrating to their members the advantages of automatic



John E. Tewart, from left, and R. P. Lindsay, speakers at the recent Conference on Rural Electrification in Springfield, with J. M. Crosno of Corn Belt Electric; Robert Vander Pluym, Clinton County Electric; Dorland W. Smith, Menard Electric; Karl Longenbaugh, Illinois Rural Electric; John W. Dooley, Coles-Moultrie Electric; Henry M. Fenton, Tri-County Electric; Vic Ketten, Southwestern Electric, and Cyril M. Anderson, Eastern Illinois Power.

dusk-to-dawn lighting for safety and security uses.

R. P. Lindsay, Line Material Industries of Milwaukee, listed potential customers for such lighting including: farms, churches, schools, recreation areas, shopping centers, trailer courts, motels, stores, filling stations, restaurants, community centers, roadside markets, feed mills, boat docks, industrial plants and many more.

"Most of these installations require more than a single fixture," Mr. Lindsay said. He gave an example of a motel requiring as many as 18 lights.

Mercury vapor lights of the type Mr. Lindsay spoke of are mounted on existing poles or buildings or are offered complete with poles at an additional cost.

"PEOPLE HAVE become aware of good outdoor lighting," he said. "It has gone beyond their backyards. People want and are demanding better street lighting. They have a greater awareness of lighting and the benefits which come directly from it."

What are some of the uses of these lights on the farm?

Safety and security near the house and barn-lot area, maintenance and repair of equipment and lighting of feed lots for 24-hour feeding are some important uses.

Some other actual uses in electric cooperative areas?

Southwestern and other cooperatives have these types of lights at small business places: Illinois Rural has seven lights at the River Queen river boat area on the Mississippi River east of Hannibal, Mo.; Corn Belt has 23 at a tire industries plant, and some at a truck terminal; Menard has them at sub-

stations and subdivisions, and Clinton County at a lumber yard and motel.

Cyril M. Anderson, Paxton, power use adviser at Eastern Illinois Power Cooperative, told of a large cattle feeding operation in their service area. The owner told a cooperative representative that the use of lights for night feeding has saved him the cost of building additional feed bunkers because he now feeds 24 hours.

"Very few dissatisfied users have been encountered in these lighting programs," Mr. Lindsay reported.

IN ILLINOIS lights can be leased or purchased outright depending on the policy of the individual electric cooperative.

Mr C. C. Ambrosius of the Illinois Power Co., Decatur, served as general program chairman of the Springfield conference while G. M. DeKraker, Sangamo Electric Co., Springfield, was conference chairman.

The Rural Electrification Subcommittee of the Domestic and Commercial Applications Committee sponsored the three day conference. The Central Illinois Section of the Institute of Electrical and Electronics Engineers served as host. Many representatives of Illinois electric cooperatives attended as did engineers and others from several states.

In addition to the outdoor lighting discussions, topics of general interest were: "Who Profits from Electric Heating and Cooling"; "Comfort Heat For Rural Applications"; "Load Demand Problems Associated with Farm Motor Applications", and various technical discussions of electrical problems.

W. I. E. C. NEWS

Western Illinois Electrical Coop.

Carthage, Ill.

Cooperative Business Run By All The Member-Owners

"We have a cushion of credit with our banker equal to two years maximum debt payments," Manager Lee Leonard told those attending last year's district members' meetings.

This good financial standing was made possible largely by the members and their support of their own electric cooperative, he said. It has resulted from interest payments being made on schedule and payments on the loan principal being paid in advance.



Lee Leonard
Manager

"The Rural Electrification Administration is actually only our banker," Mr. Leonard explained. "It does not hire the manager of the local system, it does not set our rates or dictate policy. REA is interested only in making loans and collecting payment for them."

MANAGER LEONARD reported that as of January, 1963, Western Illinois Electrical Coop. had been allocated \$2,668,000 from REA and had repaid \$610,251 in principal and \$407,999 in interest.

The ability to make advance repayments on the loan principal has resulted in savings on the amount of interest paid he explained.

"YOUR DIRECTORS and I feel that this is good business," Mr. Leonard said. "It is comforting also to know that advance payments have been made in case of severe ice storms, wind storms or other emergency needs."

"We want to keep sight of the fact that the primary reason for Western Illinois Electrical Coop. being in business is to serve you," Manager Leonard told the members.

"We are a service organization and only when we know your needs and desires, are we better able to serve you," he said.

He praised the members for their attendance at the district information meetings and annual meetings of the cooperative. At these meetings the members are able to get acquainted with each other and employes of the cooperative, and are able to learn more about their own cooperative business, Manager Leonard stressed.

"OF GREATEST IMPORTANCE," he said, "is the fact that you member-owners control your own business through your annual meetings. You listen to reports, you vote on changes in your by-laws and you elect the members of your board of directors."

Manager Leonard further reminded the members that "the operating policies are determined by the board of directors you elect."

ALL MEMBERS—old and new—should be reminded of the aim of the cooperative as stated in the first paragraph of the by-laws he said:

"The aim of Western Illinois Electrical Coop. (hereinafter called the "Cooperative") is to make electric energy available to its members at the lowest cost consistent with sound economy and good management, and the Cooperative shall not be operated for pecuniary profit either to itself or to its members."

Speaking of the many duties of the members of the board of directors, Manager Leonard pointed out, "These men serve your cooperative in many ways. They attend the monthly board of directors meetings and nearly all of them attend the district meetings.

"There are other special meetings for the directors to attend, visits to other cooperatives' annual meetings, field trips and work shops which keep these men busy while becoming better informed on the business of the electric cooperative."

Mr. Leonard stressed the fact that the directors do give their time away from their own businesses, indicates a sincere desire and keen interest in seeing that "the Western Illinois Electrical Coop. renders the best possible service to its members."

REVIEWING the history of the cooperative, Manager Leonard said, "Our beginning resulted from a survey conducted by the Hancock County Farm Bureau to determine how many people were interested in securing central station electric service."

At the time only one-tenth of the farms were electrified, the survey showed. "Farmers no longer wanted to do things they had been forced to do without electricity," Mr. Leonard said. "Farm leaders and others felt that farm and rural folks should have

electric power just like their city cousins."

THE ELECTRIC COOPERATIVE loan provisions of the REA act gave them encouragement to get electricity for themselves.

The first county-wide meeting on rural electrification was held April 27, 1938, with 62 present. All were members of the Hancock County Farm Bureau Committee on REA. L. L. Norton, Farm Adviser of Hancock County at that time served as chairman. The hard work of a complete county canvass for prospective members followed in the next few weeks.

"On July 28, at a progress meeting in the Methodist Church at Carthage, those present selected a representative from each township," Manager Leonard said. These representatives then selected the incorporators who later became the first directors.

They were: Lloyd Dickson, Dallas City; Mrs. Grover Hurst, Plymouth; Lee Murphy, Carthage; Arthur Kraushaar, Warsaw; Mrs. Edward Stevenson, Hamilton, and the late Guy McBride of Niota and David Baxter of Hamilton.

The board was organized at its first meeting August 1, 1938, and Mrs. Stevenson was elected president, Mr. Kraushaar, vice president and Mr. Murphy secretary-treasurer.

The cooperative received its State Charter as a not-for-profit electric cooperative on August 3, 1938. By-laws were adopted August 10, 1938.

Line construction started August 1, 1939, following REA loan approval on December 30, 1938, of \$403,000.

Western Illinois Electrical Coop. energized its first lines on January 10, 1940.



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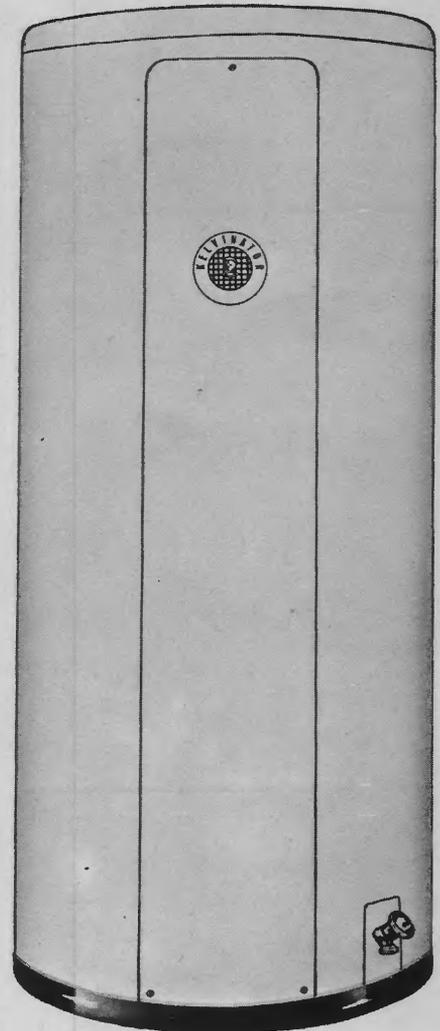
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