

New Insulation Material Undergoes Heat Cost Test

A revolutionary insulating material is being tested by rural electric cooperatives in an experimental program which may prove that electric heating is even more economical than now believed.

The material, Urethane foam, has been sprayed onto the walls and ceilings of a house to test its insulating capacity, believed to be twice as effective as conventional insulation.

An identical house equipped with conventional insulation will be compared with the Urethane foam house to determine the difference in electric heating costs.

THE PROJECT is being coordinated by Corn Belt Electric Cooperative, Inc., at Bloomington with several other electric cooperatives participating. The test houses are in Covell, near Bloomington.

Joe M. Crosno, power use adviser for Corn Belt Electric and director of the project, believes the new insulating material will make heating homes electrically even more attractive.

Urethane foam is considerably more expensive than standard in-

ulation, but the anticipated savings in heating bills would more than make up the difference within a few years, according to Mr. Crosno.

HEATING COST comparisons will be made of the test houses to determine how quickly the higher installation cost will be realized in lower heating bills.

There is another characteristic of Urethane foam which may result in even more economy. Mr. Crosno reports that the insulating foam becomes quite firm after it dries. By helping support the frame of a building, the hard foam may eliminate the need of some studs and bracing material and thereby reduce building costs.

This possible savings also will be explored in the project which must encompass a complete heating system before tentative cost estimates can be made.

Electric cooperatives participating with Corn Belt are Coles-Moultrie Electric Cooperative at Mattoon, Eastern Illinois Power Cooperative at Paxton, Illini Electric Cooperative at Champaign, M. J. M. Electric

Cooperative, Inc., at Carlinville, Menard Electric Cooperative at Petersburg, Tri-County Electric Cooperative, Inc., at Mt. Vernon, Wayne-White Counties Electric Cooperative at Fairfield and Western Illinois Electrical Coop. at Carthage.

New Early Tomato

An extremely early tomato, often ripening big red tomatoes by July 4th, has been developed at the Jung Farms in Wisconsin. You can obtain a trial packet of this tomato by sending 10c to the Jung Seed Co., Box 30, Randolph, Wis. They will not only send you this tomato seed but also a packet of the glorious Giant Hybrid Zinnias and a copy of their 58th catalog, America's most colorful 1965 seed catalog. (Adv.)

INCREASE YOUR MILK PROFITS

Clipped cows mean more money—less sediment—lower bacteria count—higher quality milk—cows stay cleaner



FREE CHART
"Where to Clip for Higher Quality Milk" (Write to Sunbeam Corp.)



ANNOUNCING

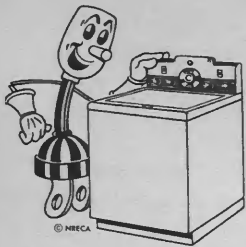
Major developments in sheep shearing equipment



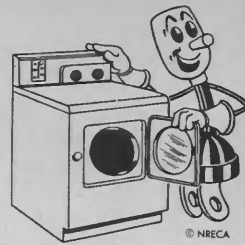
FREE COMPLETE CATALOG—WRITE:
SUNBEAM CORPORATION
5400 W. Roosevelt Road
Chicago 50, Ill., Dept. CB-REA

The new Urethane foam (as shown here) is being sprayed between the rafters of a house which will be compared with a house equipped with conventional insulation to determine the difference in electric heating costs.





Menard Electric News



MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois

Phone 632-2239

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

Win a Free Trip To Washington, D. C.



1964 essay winners and chaperones with U.S. Senator Paul H. Douglas (back row center) in Washington, D.C.

Menard Electric Cooperative again is sponsoring an all-expense paid trip to Washington, D.C., for two high school juniors from the area served by the cooperative.

During the summers of the past five years, a group of Illinois electric cooperatives has sponsored an essay contest for high school juniors with the winners getting an eight-day, all-expense paid trip to Washington, D.C., and other points of interest. The essays were judged on originality, accuracy of facts and composition. The winners from each cooperative go to Springfield where they get acquainted with one another and receive instructions from their chaperones. Then they board a chartered bus and are on their way to Washington, D.C.

Wouldn't you like to win this trip? Well, here is how to enter.

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1. Who may enter contest: Any high school student enrolled in his (or her) 11th year (junior) and attending a high school serving or substantially serving the same area as Menard Electric Cooperative.

2. How to enter: Write an essay not exceeding 1,000 words entitled "Menard Electric Cooperative's Contributions to This Area."

3. Form of entry: Essays should be typed on 8½ x 11 inch paper, double spaced, one side only.

4. Entry mailing: Entries should be mailed to Menard Electric Cooperative, Petersburg, Illinois, not later than March 31, 1965. Completed entry blank must accompany essay.

5. Judging: Final judging will be based on originality of essay—20 points; accuracy of fact—20 points; contents—20 points; and oral answers to judges' questions — 20 points. Judging to be completed by May 1 will be done by competent business and professional people within our cooperative area.

Entry blanks are available at your cooperative office in Petersburg. Also, sample programs of 1964 trip, NRECA "Fact Book" and Rural Lines USA are available. For additional information write Essay Contest, Menard Electric Cooperative, Petersburg, Illinois.

Highlights of the tour of the nation's capital include: tours of Capitol Building, White House, Washington's Monument, F.B.I. Building and Washington's Home at Mount Vernon, visits to the House of Representatives, U.S. Senate, Supreme Court and Pentagon and breakfast with Illinois Congressmen.

13 Receive Service Pins

At Menard Electric Cooperative's annual director-employee family Christmas dinner two directors were given pins for 25 years of service as members of the Board of Directors. Receiving the pins were Homer T. Brown, New Holland, president, and C. Nelson Worner, Manito, secretary.

Other awards given at the Christmas dinner were service pins to the following employees: Albert Hinrichs—25 years; Evalena Borchert—20 years; Glen Worth, Carl Atterberry, Harold Brunk, Charles Cowin and Cletus Wilkison — 15 years; Frances Dixon, James Beardon, Ed Rogers and Dorland W. Smith—5 years.

Northern FULLY AUTOMATIC ELECTRIC BLANKETS



Guaranteed by Good Housekeeping

- FULLY AUTOMATIC CONTROL—just set it—and forget it!
- EXCLUSIVE sanifresh BACTERIA RESISTANT BINDINGS resist germs . . . odors, too!
- NEW NYLON BLEND—WASHABLE—won't fade, mat or shrink . . . guaranteed non-allergenic.

1965 BEAUTY CONTEST

FEATURED AT MENARD ELECTRIC COOPERATIVE
ANNUAL MEETING

FEBRUARY 27, 1965

The naming of "Miss Menard Electric Cooperative 1965" will be one of the highlights of your co-op's annual meeting. The qualifications for the candidates are listed below. If you or someone from your community qualifies, send in the coupon below asking for an entry blank. Your cooperative needs the help and cooperation of you members to make the beauty contest the success it has been in the past.

RULES:

1. Unmarried girls between the ages of 16 and 23 (Must not have 23rd birthday before April 1, 1966) are eligible to compete.
2. Contestant must be a member of a family residing in a home served with electric service from Menard Electric Cooperative.
3. Previous first-place winners are not eligible to enter the contest.
4. Previous contestants in the Association of Illinois Electric Cooperatives' beauty contest are not eligible, regardless of placing or year entered.



Miss Janet Poffenbarger
"MISS MENARD ELECTRIC
COOPERATIVE 1964"

AWARDS:

First place: \$40.00, sash emblematic of title, and the opportunity to compete with contest winners of other cooperatives at the Association of Illinois Electric Cooperatives contest to be held in Springfield, Illinois, in September, 1965.

Second Place: \$30.00, second place ribbon, and the opportunity to serve as first alternate to the state contest.

Third Place: \$20.00, and third place ribbon and the opportunity to serve as second alternate to the state contest.

PROCEDURE:

Dress—Contestants will be judged on stage in bathing suits and evening dresses. A street dress should be worn for the noon meal with the judges. Medium or high heels also are recommended. (Menard Electric Cooperative will not pay clothing expenses.)

Instructions—Complete details as to order of appearance on stage, etc., will be given before contest time. For further information contact Beauty Contest Manager.

MAIL BEFORE FEBRUARY 6, 1965

MAIL TO:

Menard Electric Cooperative
P. O. Box 179
Petersburg, Illinois 62675

Attn.: Beauty Contest Committee

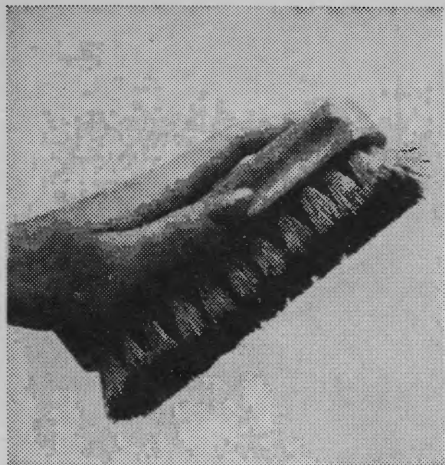
Please send Beauty Contest Entry Blank to:

NAME.....

ADDRESS.....

PARENTS' NAME.....

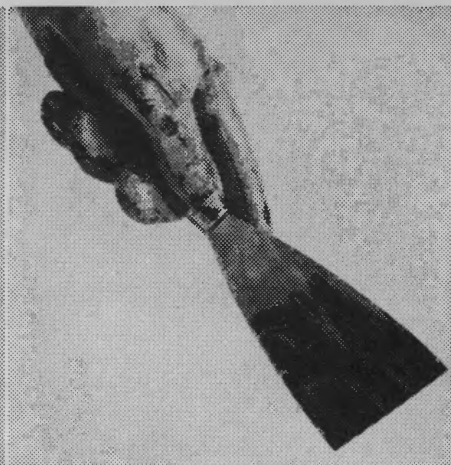
SENT IN BY.....



No scrub...



no spray...



no scraping away!



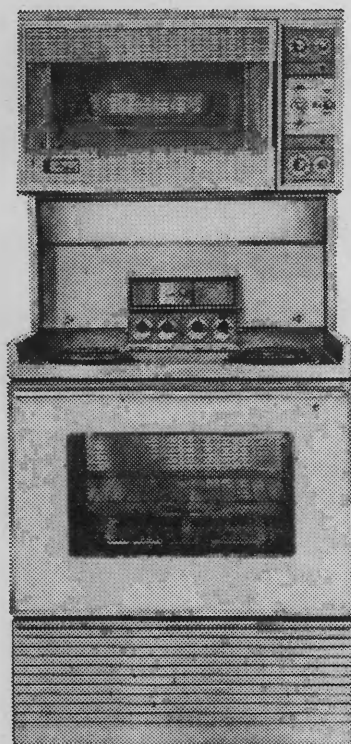
**Just throw out the foil
and your Kelvinator oven
is clean.**

**It's the only electric range built to use
aluminum linings safely, quickly, easily.**

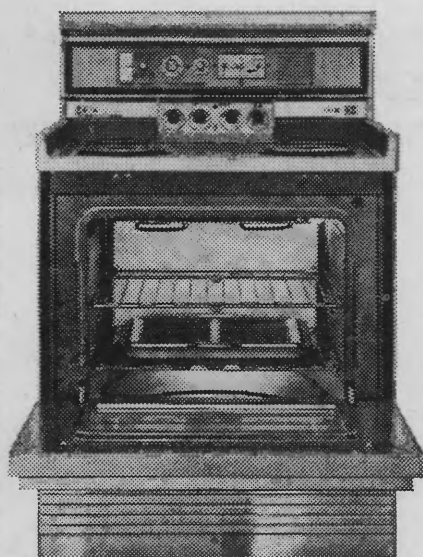
Special racks to hold aluminum foil linings come with every Kelvinator electric range, regardless of price. That means you simply throw away spatters and spill-overs, never have to go through the drudgery of oven cleaning again. What's more, only Kelvinator ovens are designed to give you perfect cooking results whenever you bake and broil with inexpensive aluminum foil linings.

See your nearest Kelvinator dealer.

Kelvinator, American Motors Corp., Detroit, Mich. Dedicated to Excellence in Rambler Automobiles and Kelvinator Appliances.



Two-oven Kelvinator Tri-Level range.



30" or 40" free-standing Kelvinator range.

NRECA Action Urges Reduced Electric Rates

The National Rural Electric Cooperative Association board of directors recently adopted a resolution urging that steps be taken to enable savings of at least \$11 billion for electric consumers by 1980.

The resolution notes that "in order to assure that a major share of these savings will be passed on to consumers through lower rates it will be necessary to retain the federal 'yardstick' wholesale power system as a competitive factor in an industry that will more than double its size by 1980."

By "yardstick", the directors said they mean federal and consumer owned systems that furnish competition by example to private power companies.

The resolution calls for increasing federal power generation to 15 per cent of all power generated in the nation so that a meaningful yardstick can be maintained. The federal systems now produce less than 13 per cent of all power generated.

NOT LESS than 79 million kilowatts of installed power capacity, more than double the present capacity, must be made available to federal power systems by 1980 to achieve the objective of retaining the federal wholesale power system as an effective yardstick, the resolution states.

The NRECA action calls for interconnecting all of the federal wholesale power systems by extra high voltage transmission lines.

The resolution also urges construction of federal steam plants outside the TVA area, the only place they are now permitted to exist.

This would help clear the way for construction of giant mine mouth steam generating plants over coal mines in the Appalachian area. Such facilities, the directors said, would produce low cost wholesale power that could be marketed almost anywhere east of the Mississippi River at prices lower than those of power now being produced in this vast region.

SPECIAL NOTICE

TO MEMBERS OF ILLINOIS ELECTRIC COOPERATIVES

EFFECTIVE IMMEDIATELY, A VOLUNTARY MEDICAL CARE INSURANCE PROGRAM, SERIES 2-153 IS AVAILABLE TO THE RESIDENTS OF THIS STATE. THIS PROGRAM CAN BE OBTAINED THROUGH THE GUARANTEE RESERVE LIFE INSURANCE COMPANY. COSTS ARE AS FOLLOWS:

| | |
|---------------------------------------|--------------|
| MEN 18-65 YEARS INCLUSIVE..... | \$3.30 MONTH |
| WOMEN 18-65 YEARS INCLUSIVE..... | \$4.20 MONTH |
| MEN AND WOMEN 65 YEARS AND OVER..... | \$5.35 MONTH |
| CHILDREN 1 DAY THROUGH 17 YEARS | \$1.40 MONTH |

ALL PERSONS, REGARDLESS OF AGE, WHO WISH TO BE ADVISED OF THE PROVISIONS SET FORTH IN THIS PROGRAM ARE REQUESTED TO COMPLETE AND RETURN THE FORM BELOW.

ATTENTION:

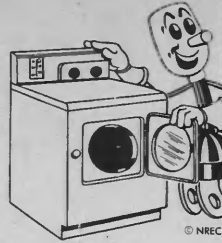
ALTHOUGH THE BENEFITS OF THIS PROGRAM ARE PAYABLE IN ADDITION TO WORKMEN'S COMPENSATION OR ANY OTHER INSURANCE, ITS PRIMARY PURPOSE IS TO SUPPLEMENT RATHER THAN REPLACE YOUR PRESENT HEALTH INSURANCE. REQUISITION FOR APPLICATION AND OUTLINE OF BENEFITS:

MAIL TO:
DEPARTMENT OF INQUIRY
620 RIDGLEY BLDG.,
(PHONE 523-0612) SPRINGFIELD, ILLINOIS

Name.....
Date of Birth.....
Address.....
City.....
Number of Dependents.....



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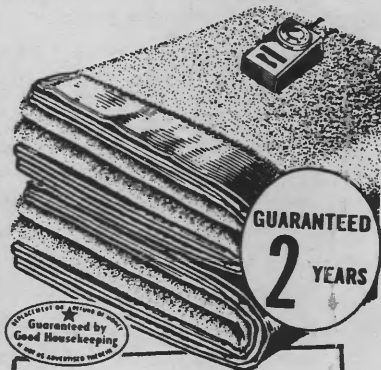
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- FULLY AUTOMATIC CONTROL—just set it—and forget it!
- EXCLUSIVE sanifresh BACTERIA RESISTANT BINDINGS resist germs . . . odors, tool
- NEW NYLON BLEND—WASHABLE—won't fade, mat or shrink . . . guaranteed non-allergenic.
- Guaranteed mothproof.
- Gift packaged.

We still have these blankets at the special prices quoted in the past issues of the R.E.N. Available are: Twin Bed (single control) \$10.45 plus 42¢ tax, Double Bed (single control) \$12.95 plus 52¢ tax and Double Bed (dual control) \$15.75 plus 63¢ tax. These blankets are all available in four popular colors: pink, blue, beige and green.

These blankets are fully guaranteed for two years. If you experience any trouble with one of these blankets or controls within two years of your purchase date we will repair it or replace it with a new blanket.

If you have any questions about these blankets, write or call the cooperative office. We will be glad to help you.

Annual Meeting Highlights

■ BUSINESS

At the business meeting the members will hear reports by the officers and manager of the cooperative. These reports will cover the work accomplished last year and also review future plans.

Three directors will be elected at the meeting to serve terms of three years. One director will be elected from each of the following districts: District No. 1, District No. 4 and District No. 6.

Other business will be to act on resolutions or any other items that may come before this meeting.

■ SPEAKER

Orion Samuelson, farm service director of WGN, Chicago, will be the guest speaker of the day.



Orion Samuelson

Mr. Samuelson has been in radio since 1952 and with WGN Radio and TV in Chicago since 1960. Here he directs a farm service department that has been nationally recognized for the scope and quality of its service to agriculture. Members of the farm service department travel more the 50,000 miles a year to cover all major farm events in the Midwest and nation, and to appear as speakers and toastmasters at various meetings.

Mr. Samuelson is also active in several organizations—serving on the agricultural Committee of the Illinois State Chamber of Commerce, the Illinois Farm-City Committee, agricultural council of the Chicago Association of Commerce & Industry, chairman of Farm-City Day at the Illinois State Fair and officer of his church. This year, he was elected president of the National Association of Farm Broadcasters.

Many of you may hear Mr. Samuelson on the Country Fair show during the noon hour over WGN, so don't miss this opportunity to hear him in person. He will speak on "Who Needs Farmers?"

■ EARLY BIRD AWARD

Again this year a portable TV set will be given away at 10:30 a.m. to some member who is present at the time and who is registered prior to 10:30 a.m.



■ FIVE MINUTE DRAWING

A name will be drawn from the entire active membership list every five minutes from 10:35 a.m. to 12:00 noon and from 1:00 p.m. to 3:00 p.m. the day of the meeting.

If the person whose name is drawn is present at the meeting, he will receive a double bed, dual control electric blanket.

If you are an active member, your name will be in the basket for this drawing whether you are present or not. However, if your name is drawn you must be present to claim your blanket.

■ ATTENDANCE AWARDS

Just prior to adjourning the meeting the attendance awards will be distributed. Many a co-op member will be glad they attended the meeting and stayed for the awards. Members must be present to receive the awards. Watch the co-op office window to see some of the awards that will be given away on the big day—February 27.



■ ENTERTAINMENT

Dolph Hewitt and the Sage Riders of the WGN Barn Dance will provide the musical entertainment for the afternoon.

Dolph, the "Boy from the hills of Old Pennsylvania," broke the family tradition of playing a fiddle when he took up the guitar. He started with the Barn Dance as a member of the Sage Riders, but he made such a hit with his singing that he became a soloist. Today he is a prime favorite of country and west-



Miss Janet Poffenbarger, "Miss Menard Electric Cooperative, 1964."

■ BEAUTY CONTEST

A highlight at your annual meeting for the past several years and certain to be again this year is the beauty contest to determine "Miss Menard Electric Cooperative of 1965." She will succeed Miss Janet Poffenbarger of Mt. Pulaski who has held the title this past year.

The beauty contestants will make two appearances before the audience, once in bathing suits and then in formals. The girls will have lunch with the judges and spend considerable time during the day with them so that the judges may have an opportunity to meet and talk to each girl.

The winner of the contest will represent Menard Electric Cooperative at the Association of Illinois Electric Cooperatives annual meeting in Springfield next September. In the state contest she will be trying for the title of "Miss Illinois Rural Electric Cooperative of 1965" and the honor of representing Illinois at the national convention.

ern music lovers.

The Sage Riders are: Lino Frigo, one of the best accordion players in the country; Tiny Murphy from Paducah, Ky., who plays steel guitar, rhythm guitar and bass fiddle; Toby Nix, lead singer of the group who plays fiddle, mandolin and bass fiddle; and Jimmy Hutchinson, an asset to any country and western show as he plays many instruments including the electric guitar, banjo, mandolin and bass.

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SURGICAL—Provides financial help to pay for the additional cost of surgery.

MAJOR MEDICAL—Provides major cash payments for your drug, hospital, nurse, doctor, medical and surgical expenses.

ACCIDENTAL DEATH AND DISMEMBERMENT—Affords your family this extra protection against the hazards of accidents.

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L. EARL CUTLER, East St. Louis
A. H. HARRIS, Springfield
WILLIAM C. HAYES, Rockford

S. B. STOTTRUP, Decatur
ROLAND THOMAS, Galesburg
C. M. ARNOLD, Cape Girardeau, Missouri



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WIPCO Making Excellent Progress, Officers Report

Excellent progress is being made in the formative years of Western Illinois Power Cooperative, Inc., retiring Board President Walter H. Johnston said at the cooperative's fifth annual meeting in Jacksonville recently.

Mr. Johnston of Girard said "It has been a real struggle to hold operational costs down, but this has been done through prudent management. Construction costs are somewhat above previous estimates, mostly because of the general upturn in the nation's economy."

DONALD B. BRINGMAN, WIPCO manager, also reported on the progress of WIPCO's new generating plant on the Illinois River near Pearl. Plans call for completion of the plant and start of operations there in mid-1966.

Mr. Bringman said the construction costs are being held down as well as possible through a "concentrated effort."

The 22,000-kilowatt plant is being built to combine the power requirements of seven member electric distribution cooperatives and to achieve advantages of volume production and use of larger, more efficient generating units.

WIPCO is a power producing cooperative serving seven distribution cooperatives. The seven are Adams Electrical Co-operative, Camp Point; Illinois Rural Electric Co., Winchester; M. J. M. Electric Cooperative, Inc., Carlinville; Menard Electric Cooperative, Petersburg; Rural Electric Convenience Cooperative Co., Auburn; Spoon River Electric Co-operative, Inc., Canton; and Western Illinois Electrical Coop., Carthage.

DEAN SEARLS of Camp Point was elected president of the generating cooperative to succeed Mr. Johnston who served two one-year terms.

Mr. Searls, manager of Adams Electrical, said "WIPCO has been in operation for some 18 months now and is making splendid progress toward its goal of helping its member cooperatives provide their individual member-consumers with electricity at the lowest possible cost. In this manner it is benefitting all its membership and, indeed, all the residents of its territory, town and country alike."

HAROLD S. HUEY of Plymouth was elected secretary-treasurer, succeeding F. J. Longmeyer of Green-

field. Re-elected were Homer T. Brown, New Holland, vice president; and S. R. Faris, Winchester, assistant secretary-treasurer.

All directors, two from each of the seven distribution cooperatives, were re-elected for one-year terms except E. R. Hild of Illiopolis who was not a candidate. He was succeeded by Dale Lepper of Ashland.

Re-elected were Mr. Searls, Mr. Johnston, Mr. Brown, Mr. Huey, Mr. Longmeyer, Mr. Faris, Carl Bloome, Carlinville, r.r. 2; Leo Arnett, Lewistown, r.r. 2; L. C. Groat, Canton; Lee Leonard, Carthage; John Sargent, Rushville, r.r. 1; Ralph V. White, Auburn; and Charles W. Witt, Carlinville.



WIPCO officers and manager talk things over. From left are Homer T. Brown, vice president; Donald B. Bringman, manager; S. R. Faris, assistant secretary-treasurer; Harold S. Huey, secretary-treasurer and Dean Searls, president.

INCREASE YOUR MILK PROFITS

Clipped cows mean more money—less sediment—lower bacteria count—higher quality milk—cows stay cleaner

Clip with the fastest, most powerful animal clipper made . . .

Sunbeam STEWART CLIPMASTER
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CHART

"Where to Clip for Higher Quality Milk" (Write to Sunbeam Corp.)



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Cat. No. 84AU
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ANNOUNCING

Major developments in sheep shearing equipment

Sunbeam STEWART SHEARMASTER
Professional/Home Sheep Shearing Machine
Cat. No. EW310



- New 2 1/2" Wide Head
- 300% More Power
- 50% More Speed
- Cool Running
- 3 wide shearing heads available for new Sunbeam motor

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Menard Electric News



MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois

Phone 632-2239

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

Annual Meeting Attracts Crowd

Menard Electric Cooperative, serving more than 5,500 member-owners in eight counties, today is in the strongest position in its history — but it faces challenging demands for even greater service in the future.

This was the view expressed recently by Homer T. Brown, New Holland, president of the cooperative, at the 28th annual meeting in Petersburg.

The meeting was well attended with approximately 400 members registered and around 1,000 people in total attendance. "This was a very good turn out considering the snow storm we had just two days before," said Mr. Brown.

Cooperative members re-elected three directors to three-year terms on the board of directors: Henry M. Whitehurst, Petersburg; Howard W. Montgomery, Petersburg; and C. Nelson Worner, Manito.

At the re-organizational meeting

after the members meeting, the directors elected C. Kenneth Smith, Easton, president; Dale Lepper, Ashland, vice president; Mr. Whitehurst, Petersburg, secretary; and re-elected Mr. Montgomery, Petersburg, treasurer.

OTHER BOARD members are Mr. Brown, New Holland; Audace Herzberger, Virginia; Ernst R. Hild, Illiopolis; Mr. Worner, Manito; and Robert F. Zook, Athens.

Mr. Brown announced employment of John Root, 42, for the last 12 years assistant manager of an electric cooperative at Millboro, Va., as new manager of Menard Electric. Mr. Root succeeds the late Howard O. Bell who was manager for the last 16 years.

"With Mr. Root's knowledge and experience of cooperative operations we feel our cooperative will continue to succeed as it has in the past," said Mr. Brown. "He expects to assume his duties on March 8th, and

will move his wife and two daughters to Petersburg at the end of the school year."

DURING THE business session, Mr. Herzberger, on behalf of Menard Electric Cooperative, presented gold watches to Mr. Brown and Mr. Worner for their 25 years of service on the cooperative board.

"For almost 30 years we members of Menard Electric Cooperative have enjoyed the benefits of rural electrification," Mr. Brown said in his annual report.

"Rural electrification has become an American institution, something to be guarded well, for in no place else has anything like it been accomplished.

"The principal danger to any electric cooperative lies in the human frailty of its members who, when they become so successful, are apt to forget the original purpose for which they were organized.

"A cooperative is designed to care for the needs of those who use it; to expand its usefulness to the people who own and operate it; and it is designed to keep any one man, or any small group of men, from controlling it. The cooperative way is for people to combine their resources under leadership of their own choosing and to serve their common need."

GLEN WORTH, assistant manager, pointed out in his report that the cooperative's services to its membership is growing steadily. Back in 1943 the average member used only 100 kilowatt hours of electricity a month and paid \$5.11. Twenty-one years later, in 1964, the average use was 539 kilowatt hours and the cost was \$13.77. Thus, consumption last year was more than five times what it was 21 years ago — and its cost to the member was less than three times the 1943 cost.

Mr. Montgomery in the annual treasurer's report pointed out that the cooperative's system has a net



Audace Herzberger (left) presents gold watches on behalf of Menard Electric Cooperative to C. Nelson Worner (center) and Homer T. Brown in honor of their 25 years service.

value today of \$2,392,065. It pours many thousands of dollars annually, through taxes, into accounts of schools, road districts and other taxing bodies serving the public.

Orion Samuelson, farm service director of WGN, Chicago, was principal speaker at the afternoon session at which the Sage Riders, a WGN musical group, entertained.

Mr. Samuelson said that despite their decreasing numbers farmers still are a vitally important segment of the nation's economy.

In 1959 alone, he continued, the farmers of Menard county were responsible for the flow of some \$13.5 million into that area. During that year they spent \$1.7 million on feed alone. And they maintained some 600 combines, 725 trucks, 1,700 tractors, 863 cars and 579 home freezers.

Farmers, the speaker asserted, indeed are important people, contributing mightily to the economy of their home areas, their states and their nation.

MISS SANDRA KELTNER, 16, daughter of Mr. and Mrs. Dale Keltner of Alexander, r.r. 1, was crowned "Miss Menard Electric Cooperative" during the annual beauty contest. She will represent Menard Electric in state competition next fall at Springfield.

Named as runners-up were Miss Kara Sue Barker, 17, daughter of Mr. and Mrs. Howard L. Barker of Kilbourne, and Miss Terry Bloomfield, 16, daughter of Mr. and Mrs. A. R. Bloomfield of Ashland, r.r. 1.

Miss Keltner and Miss Bloomfield attend Ashland High School and Miss Barker attends Balyki High School at Bath.

Top Photo:

New officers of Menard Electric Cooperative are (from left) Henry M. Whitehurst, secretary; C. Kenneth Smith, president; Dale Lepper, vice president; and Howard W. Montgomery, treasurer.

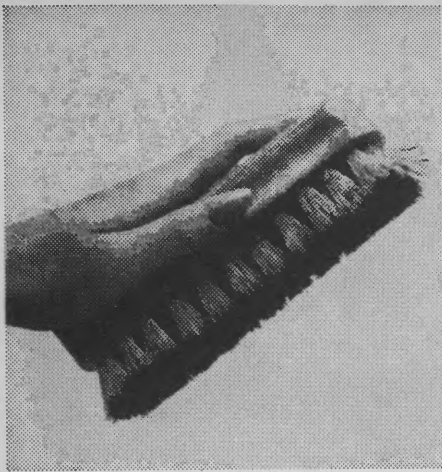
Middle Photo:

President Homer T. Brown presents a bouquet of roses to the new "Miss Menard Electric Cooperative," Miss Sandra Keltner. Watching (from left) are last year's queen, Miss Janet Poffenbarger, and runners-up Miss Terry Bloomfield and Miss Kara Sue Barker.

Bottom Photo:

Employees of Menard Electric Cooperative are introduced to the 1,000 persons attending the 28th annual meeting.

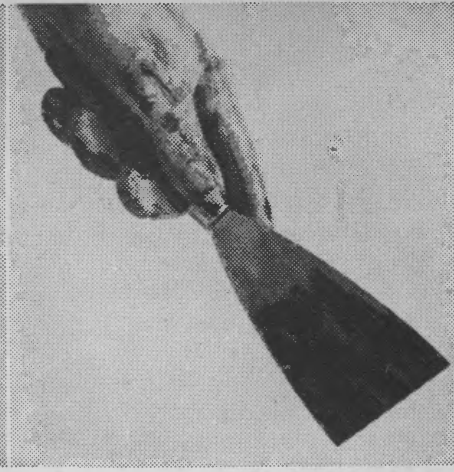




No scrub...



no spray...



no scraping away!



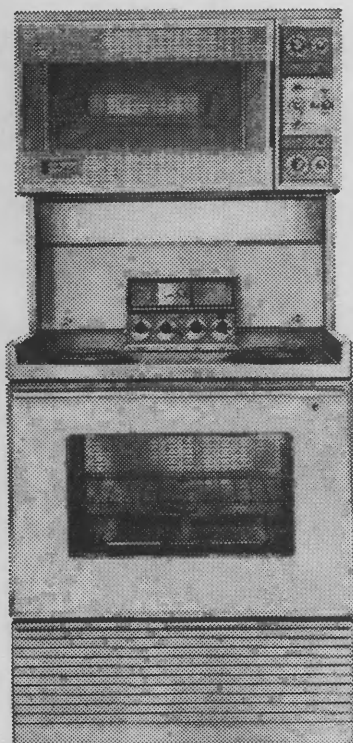
**Just throw out the foil
and your Kelvinator oven
is clean.**

**It's the only electric range built to use
aluminum linings safely, quickly, easily.**

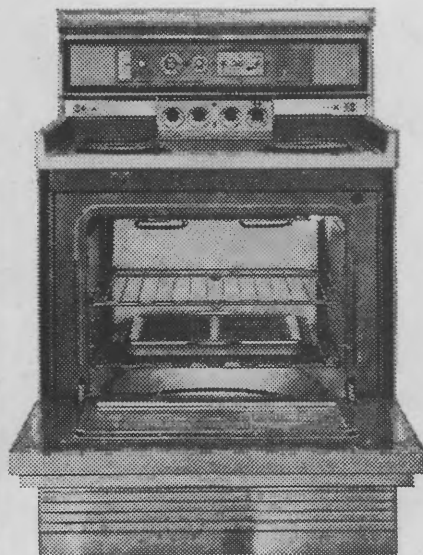
Special racks to hold aluminum foil linings come with every Kelvinator electric range, regardless of price. That means you simply throw away spatters and spill-overs, never have to go through the drudgery of oven cleaning again. What's more, only Kelvinator ovens are designed to give you perfect cooking results whenever you bake and broil with inexpensive aluminum foil linings.

See your nearest Kelvinator dealer.

Kelvinator, American Motors Corp., Detroit, Mich. Dedicated to Excellence in Rambler Automobiles and Kelvinator Appliances.



Two-oven Kelvinator Tri-Level range.



30" or 40" free-standing Kelvinator range.

Here's One Example of Urgent Territorial Protection Need

R. S. Holt, manager of Egyptian Electric Cooperative Association, Steeleville, recently cited one example of the urgent need for territorial protection legislation such as that now pending in the Illinois House of Representatives.

The case involves costly efforts of the Illinois Power Company to condemn land in Randolph county in order to extend its power lines to a micro-wave tower.

These efforts were vigorously opposed by Egyptian Electric which for years has maintained an electric line immediately adjacent to the micro-wave tower site.

CIRCUIT JUDGE Carl H. Becker at Chester, after extensive and expensive hearings, ruled in favor of the cooperative.



R. S. Holt

"If we had been able to obtain 'Fair Play' territorial protection legislation earlier," Mr. Holt said, "we could actually have settled this difference 'with a tape measure.'"

"Under terms of the proposed legislation the power supplier closest to this site would be entitled to provide the needed service. This is an entirely fair provision. It is fair to commercial suppliers and to electric cooperatives. It would apply to each impartially. And if we had had such legislation everyone involved would have been better off."

THE MICRO-WAVE tower was erected by American Telephone and Telegraph Co. 1½ miles south of Walsh. In order to bring its distant line to the site Illinois Power attempted to force sale of land needed for the line.

The tower was described by the Illinois Commerce Commission as "a

part of one of the main cross-country communication systems operated by A.T. & T."

Egyptian Electric and Mr. Holt maintained the cooperative was "ready and able" to provide the necessary electric service to the micro-wave tower.

But the Illinois Commerce Commission, in an order dated Dec. 19, 1963, held that "there is no other regulated electric service available at the site to be served."

The Commission "ordered and directed" Illinois Power Company to make the line extensions sought by the power company.

JUDGE BECKER, however, ruled that the Illinois Commerce Commission order was "null and void."

The court decided that "there was a clear abuse of the exercise of the power of eminent domain by the Illinois Power Company, its officers and agents, in instituting, presenting and procuring the aforesaid December 19, 1963 order of the Illinois Commerce Commission . . . by willfully withholding and a failure to present in an uncontested proceeding information and evidence then in its possession and files . . ."

The court asserted that this tended to "confuse and mislead an administrative agency, the Illinois Commerce Commission, in an uncontested proceeding concerning the authority of Illinois Power Company under a certificate issued more than 30 years ago."

Judge Becker also ruled "that petitioner, Illinois Power Company, has never had and does not now have the power or authority to institute this proceeding for condemnation and thereby enter upon, take or damage the said properties or interests therein of the aforesaid defendants. . . ."

MR. HOLT termed Judge Becker's ruling "a substantial victory for the public."

"This ruling demonstrates that a commercial power company has no indiscriminate authority to condemn property of individuals merely because such a company may claim the condemnation is in the public interest," he said.

"The people themselves have inalienable rights that are protected by courts. This is of vital importance to every citizen."



New Admiral Rural Electric Custom Range

- **Easy to use!**
- **Easy to clean!**
- **Easy to own!**

A completely new, easy-to-clean, easy-to-use electric range from Admiral . . . designed especially for modern rural living.

Easy to clean. Porcelain recessed range top and control panel . . . lift-off oven door with chrome liner . . . and smooth oven interior with rounded corners are all designed for easy clean-ability.

Exclusive offer! With your new Admiral Rural Electric Custom Range, you receive a supply of 3M Scotch Oven Liner. This amazing new spray-on oven wall protector lets you wipe off spills and spatters with a soapy cloth.

Easy to use. Attractive control panel is angled for better visibility. Signal lights show when a surface unit or oven is on. Timed outlet starts coffemaker or other appliance at pre-set time. Oven timer cooks automatically, freeing you for other activities. Flex-O-Heat controls let you select perfect surface heat for every type of cooking.

See the new Admiral Rural Electric Custom Range at your Admiral dealer's now. *There's nothing finer at any price!*

Admiral
MARK OF QUALITY THROUGHOUT THE WORLD

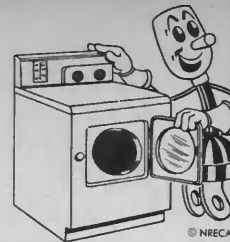


Menard Electric News

MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois

Phone 632-2239



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

Future Farmers Visit Co-op



Presenting the recognition certificate to John Root, manager, are (from left) Gary Schnapp, Harry Schirding, Charles Morgan, Mr. Root, Larry Evers, president, Petersburg F.F.A.; and Larry Magee. (Picture Courtesy Petersburg Observer.)

The officers and a adviser of the Petersburg chapter of the Future Farmers of America recently visited Menard Electric Cooperative to present to the cooperative a certificate of recognition for 14 years of participation as one of the sponsors of the Illinois Future Farmers Foundation. This certificate was accepted by John E. Root, manager, on behalf of the cooperative.

The Illinois F.F.A. Foundation was formed in 1947 by a small group of individuals intensely interested in the farm boys of Illinois, and it has grown to almost 1,300 business, professional and farm people in 1964 who sponsor and contribute financially to support the program. The purpose of the foundation is to provide an awards program to give added incentive for

farm boys to apply the additional effort required to increase their farming and leadership accomplishments.

Participation in the foundation awards program has grown from about 25 boys annually in the early years to over 3,000 boys receiving awards in 1964 in over 17 different areas of the program.

The award areas are: state star farmer, farm mechanics, farm and home beautification, farm and home electrification, soil and water management, farm safety, 11 fields in livestock and crop production and public speaking.

Awards given for outstanding achievements in the above fields are chapter medals and plaques for sectional, district and state winners. Also given are scholarships for the University of Illinois short course and aid for leadership training.

TURTLE CLUB

Roy I. McDaniel, lineman from the Mason City area, was given recognition for his good safety practices at the 21st annual Illinois Job Training and Safety Conference in Springfield recently.

Mr. McDaniel received a "Turtle Club award" which is given to persons who were saved from possible death or serious injury by wearing a safety helmet. He escaped serious



Harry Simpson (left) and Roy McDaniel.

injury last summer when a wire grip fell 25 feet, striking his helmet.

Harry Simpson, job training and safety instructor, presented Mr. McDaniel with a membership certificate in the "Turtle Club" and a new safety helmet with the club's insignia.

Mr. McDaniel was one of five men from over the state who were recognized this year in a program jointly sponsored by the Association of Illinois Electric Cooperatives and the Illinois Board of Vocational Education. This year's presentation makes a total of 25 persons in Illinois who have received the Turtle Club awards since the program was started in 1956.



10 Reasons Why You Can't Beat Electric Heat

1. **CLEAN:** Electric heating is sunshine clean. There is no smoke, smudge, dust or films to soil your home or the furnishings.

2. **SAFE:** Electric heating is as safe as the light bulb you read by. There is no combustible fuel stored in or near your home to cause explosions or fires. It eliminates home heating hazards since there are no fumes, flames, overheated chimneys or fuel leakage to worry about.

3. **COMFORT:** Electric heating provides perfect room by room comfort. It furnishes draft-free heat instantly, right where you want it.

4. **DEPENDABLE:** The entire operation of an electric heat system is automatic and dependable. Practically all heating systems today depend upon electricity, so electric heat is as reliable as others in that respect. Also, an electric heated home is insulated so well that it will stay warm longer than other homes even if the electricity is off for awhile.

5. **EFFICIENT:** Electric heat is most efficient. All energy goes into heating the home and none is wasted up a flue or is lost in air moving through ducts from the furnace to the different rooms. The individual room control eliminates the waste of over-heating one room to raise the temperature in another.

6. **PRACTICAL:** Electric heat is very practical and smart. It can mean lower building costs because flues, fuel storage and equipment space is eliminated. You also save on maintenance, cleaning and service expense.

7. **FLEXIBLE:** Electric heating is flexible. It can be installed at the baseboard, in the walls or in the ceiling. Since there isn't any need for flues or ducts, electric heat can be installed any place in the room.

8. **HEALTHFUL:** Electric heating supplies uniform, draft-free warmth in every room. The absence of chilly spots, fumes and unpleasant dryness are most conducive to a healthful atmosphere.

9. **CONVENIENT:** Electric heat offers the "last word" in convenience. It is completely automatic and is ready to heat one room or a whole house at a moment's notice.

10. **MODERN:** Electric heat is as modern as tomorrow. It is the ultimate in care-free comfort and will add value and prestige to your home.



**NOW
YOU
CAN**

**HAVE A
MERCURY VAPOR
"Security Light"**

for only \$3.00 per month

This lighting fixture is equipped with a photo electric control to operate the light automatically. It turns on at dusk and off at dawn.

You don't have to buy this modern automatic light. We will install it, furnish the electricity it uses, and maintain it for only \$3.00 monthly.

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I am interested in the "Security Lighting" program. Please send a representative of the cooperative to call on me.

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ADDRESS.....
ACCT. NO.....

Hotpoint 60TH ANNIVERSARY SALE!

Greatest Values in
HOTPOINT'S 60-year history!



Hotpoint 30" range with removable Teflon[®]-coated oven walls!

Model RB340

Just slide out the oven walls, and sponge them clean at the range or wash them in the sink. They're coated with Teflon[®], Du Pont's miracle, non-stick finish. Even baked-on grease washes off easily with soap and water—no scouring. Many other deluxe features, such as automatic timer, and wide, family-size oven with glass door. Now's the time to get this wonderful range while it's sale-priced below many hard-to-clean ranges. (40" Model RC440, also sale-priced.)

Under **\$240***



Model LW550

Hotpoint 15 lb. washer does two loads of wash at once!

New 2-cycle washer does in one load what your old machine does in two. Gets 15-pound loads really clean—it has a bigger tub, more horsepower. Yet it washes 2-lb. loads without extra attachments. No-rust porcelain finish at no extra cost.

Under **\$200***

*See your local dealer for his prices.

Deluxe no-frost refrigerator-freezer rolls out on wheels for easy cleaning!

Large capacity • temperature-controlled butter bin • covered porcelain meat keeper • large porcelain swing-out vegetable crisper • new step-shelf for flexible storage • separate cheese keeper • no-frost convenience for less than a penny a day.

Now Under **\$330***



Model CTF814F

Hotpoint

first with the features women want most

A Division of General Electric Company • Chicago, Illinois 60644

Hotpoint appliances are backed by a written 90-day replacement guarantee of satisfaction, in addition to the standard product warranty against defects.

'Fair Play' Bill Making Progress At Springfield

(Continued from page 6)

use power for the mutual benefit of all instead of for individual profits."

A GREAT MANY electric cooperative member-owners from throughout the state, deeply concerned over the need for territorial protection this year, had wanted to attend the May 4 committee meeting.

But most stayed away, feeling there was no need for hundreds to descend on the capitol for this hearing. A relatively small delegation, however, sat quietly in the hearing room, thoughtfully listening to every word.

Quite obviously they felt the legislators as a whole had a sound understanding of their problem.

A FEW WEEKS earlier 556 cooperative members and legislators had joined in a "get acquainted" dinner in Springfield. Speech making was held to a minimum.

Thomas H. Moore, general manager of AIEC, spoke briefly. Miss Patti Tieken, "Miss Illinois Rural Electrification," and second runner up in the national beauty contest, told of what rural electrification had meant in her own farm home.

But mostly the legislators and the cooperative members visited at the dinner table and came to know and understand each other better.

A Chicago legislator who may never have been in deep Southern Illinois sat with a member-owner of Egyptian Electric Cooperative. They talked earnestly. They exchanged views and experiences. And when the evening was over each had an even greater respect for the other.

"I've never seen such an impressive dinner meeting in Springfield," said one veteran Springfield observer at the end of the evening.

"By golly," said a friend of the cooperatives, "I really do believe legislators want to vote for what's right. And I can see that they sometimes have trouble learning the whole truth."

ATTENTION BREEDERS:

If your beef herd
hasn't been
achieving the
kind of results
you've expected...
start bullying
them!

Sounds a bit cruel, but what we really mean is that when you breed your beef herd to Southern Illinois Breeding Association's gain and performance-tested bulls, you are employing the surest and most practical way of guaranteeing a superior beef herd and a quicker genetic buildup.

Even though your beef herd may be reaping an adequate income, the SIBA program can boost your results even higher. Tests have proven that SIBA-sired beef gain as high as 4 pounds per day over a 6-month period. And of course, extra pounds mean extra income.

Assure maximum production from your beef herd by taking advantage of the SIBA-bullying program today. The sooner you start, the sooner you profit.

Send to:
SIBA
RR 1
Breese
Illinois

I am interested in learning how the Southern Illinois Breeding Association program can improve the genetic buildup of my herd. Please send information concerning:

Beef Herds Dairy Herds

Indicate number of cows in each herd.

NAME.....

ADDRESS.....

CITY.....STATE.....





Menard Electric News



MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois

Phone 632-2239

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

4-H Electricity Classes Held



A typical 4-H class making a test light.

Again this year, your cooperative assisted the extension service in Morgan, Mason, Cass and Menard counties with 4-H electricity projects.

In each of these counties there were four evening meetings held for instruction, with one night being family and demonstration night. On the family night all of the parents were invited and the 4-H members enrolled in the project presented demonstrations about things they had learned during the school. After the demonstrations all enjoyed refreshments furnished by the instructors.

In each county the school is divided into these instruction groups—beginners, or those enrolled in the project for the 1st year, 2nd year and advanced for those enrolled for three years or more.

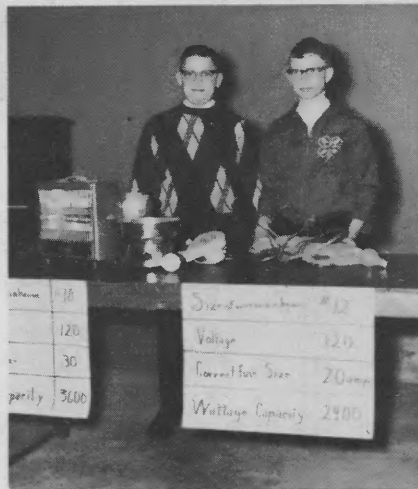
In general, the classes covered the following subjects: First night—General outline of project work, discussion and demonstration of electricity and how it is produced, and safety procedures to follow when doing wiring or repairing equipment.

Second night — Each member made a test light or test panel and demonstrated how to use it. Third night — This class was spent entirely on electric motors, the use

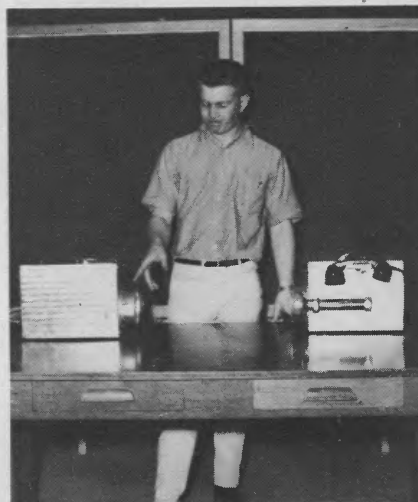
of different types, how to reverse them and how to maintain them. Fourth night — Discussion and demonstrations of electricity for heating and lighting.

The advanced members also spent time in wiring principles and electric controls. Also, each class night the members saw a movie pertaining to the electrical subject they were studying.

Some of the demonstrations given



Mark McCollough and Dale Rogers demonstrate proper wiring size and what appliances can be used.



Harry Schirding with a "Poor Mans Laser" used to transmit sound by light waves.

on the family night include the following: How to make an extension cord; How to make a table lamp; How to clean an electric motor; How to reverse an electric motor; The effect of improper wiring on the operation of appliances; The results of improper fusing; and Transmitting sound via light waves.

After these classes each member, to complete the 4-H electric project, must build something in the electrical equipment line and enter it in the local county 4-H show this summer. This equipment may be of their own choosing and generally is something they can use at home. Some of the common projects are table lamps, outdoor lights, trouble lights and ventilating fans.

There were about 75 boys completing the classes in the four counties. Also helping with these classes were representatives of other power suppliers in the counties and electrical contractors.

Those 4-H boys interested in joining future 4-H electrical classes should contact their local farm adviser or the cooperative office for further information.

Co-op Comments

During the month of April, Menard Electric Cooperative began receiving service from two new substations.

One is in the New Berlin area to serve the cooperative's territory around New Berlin, Alexander, south of Pleasant Plains and Ashland. The other is in the Lanessville area replacing an older existing station which serves the southeastern part of the cooperative's territory around Buffalo and Illiopolis.

Both of these substations are being served by the Western Illinois Power Cooperative.

This is another improvement in the cooperative's system to give you, the member, better service at the lowest possible cost.

Here's How to Get

1,000 TOP VALUE STAMPS

FREE

Redeem in
Valuable Gifts

We have 1,000 TOP VALUE STAMPS FOR YOU if you request and have installed a Mercury Vapor Security Light during June, 1965.

Here's What to Do:

1. REQUEST THE INSTALLATION OF A SECURITY LIGHT AND SIGN AGREEMENT FOR ONE YEAR.
2. OFFER EXPIRES JUNE 30, 1965. AGREEMENT MUST BE SIGNED AND RECEIVED IN OUR OFFICE ON OR BEFORE THAT DATE.

YOU DON'T HAVE TO BUY THIS MODERN LIGHTING FIXTURE. WE WILL INSTALL IT AND FURNISH THE ELECTRICITY IT USES AND MAINTAIN IT FOR ONLY \$3.00 PER MONTH.

Willie Wiredhand® says:

Mail this coupon today for complete details on the Cooperative's "Security Lighting" Program and Top Value Stamp offer.

No obligation, of course.



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Mail to:

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PETERSBURG, ILLINOIS 62675

I am interested in the "Security Lighting" program and the Top Value Stamp offer. Please send me complete details.

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ADDRESS.....

ACCOUNT NO.....

New Hotpoint range with Teflon-coated oven walls

Now
under
\$240

slide 'em out
and sponge 'em
clean



Model RB340



Now — during Hotpoint's big 60th Anniversary Sale — you can actually get this marvelous new range for less than most hard-to-clean ranges!

Just slide out the oven walls and wipe them clean at the range, or wash them in the sink. They're coated with non-stick Du Pont Teflon®, so even baked-on grease washes off, without scouring.

Get this patented Hotpoint feature, plus automatic timer, wide, family-size oven with glass door, and other features—all for under \$240 right now. It's the greatest range value in Hotpoint history! Also sale-priced, the forty-inch model (RC440) which has similar exciting features. See your dealer today for his sale prices.

Hotpoint

first with the features women want most

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Hotpoint appliances are backed by a written 90-day replacement guarantee of satisfaction, in addition to the standard product warranty against defects.

Lawmakers . . .

(Continued from Page 9)

cooperatives "have benefited 156,919 rural people in my state through central stations of electric service," he declared.

And he concluded:

The example of electric cooperatives with REA support providing widespread electric service at lowest possible costs in Illinois and elsewhere "has caused the commercial power industry to become more active in serving the needs of the nation."

Gray, Shipley Sponsor Co-op Aid Legislation

Two Illinois congressmen have introduced into the House of Representatives similar bills that would specifically exempt electric cooperatives from Federal Power Commission jurisdiction.

They are Representatives Kenneth J. Gray of West Frankfort and George E. Shipley of Olney. Other bills of a like nature also have been introduced in both the House and Senate.

Sponsors of such legislation have said that FPC regulation of non-profit cooperatives not only is completely uncalled for but also is unnecessary as a protection for the investors and consumers. In the case of the electric cooperatives, the original investor is the United States whose interests are well protected by Rural Electric Administration regulations.

Also in the case of the cooperatives, supporters of this legislation point out, the consumers are actually owners of the cooperatives and these owner-consumers control the cooperative's operations including its rates and service conditions.

Consumer-owners would have no motive to overcharge themselves, supporters emphasize, and if the rates they set produced more than the cost of the service, the consumers ultimately recover these margins in the form of capital credit payments.

REA Administrator Norman M. Clapp in Washington testimony recently pointed out that Congress in-

tended through the Federal Power Act to regulate only those companies which operated for a profit. "The cooperatives should not be required to carry the burdens of

superfluous commission regulation in addition to the substantial handicaps they face in carrying on the important job of rural electrification," he testified.

A MODERN NEW RAPIDAYTON WATER SYSTEM MAKES THE DIFFERENCE



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upstairs, downstairs, all around the house

ALL THE WATER YOU NEED EVERYWHERE YOU NEED IT

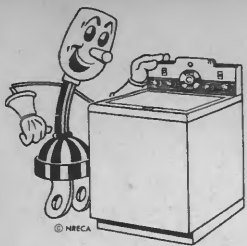
You haven't lived until you have full water power for an extra bath or shower, a modern kitchen, a complete laundry, and enough left over for lawn sprinkling and car washing. Use several outlets or appliances at the same time—and still have all the water you need at full pressure. That's what you get from a modern new Rapidayton water system. There's a Rapidayton for every need. Write for details.

Rapidayton



Rapidayton division, The Tait Manufacturing Co., Dayton, Ohio 45401
Send full details and give name of nearest Rapidayton pump dealer.

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Menard Electric News



MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois

Phone 632-2239

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



Linda K. Wright



R. Wayne Bloomfield

Win Trip to Washington

Linda K. Wright, 16, Greenview, and R. Wayne Bloomfield, 17, Ashland, were winners of the 1965 "Youth to Washington" essay contest sponsored by Menard Electric Cooperative.

Linda is the daughter of Mr. and Mrs. Gerald O. Wright and is a junior at Greenview High School.

Wayne is the son of Mr. and Mrs. L. Richard Bloomfield and is a junior at Ashland High School.

Linda and Wayne joined about 50 other students from throughout Illinois who were sponsored by other cooperatives for the annual tour

to Washington. The group left Springfield on June 5 aboard air-conditioned, chartered buses and returned to Springfield on June 13.

This was the sixth year that Illinois electric cooperatives sponsored the essay contest and all-expense paid trips to Washington.

While in Washington, this year's

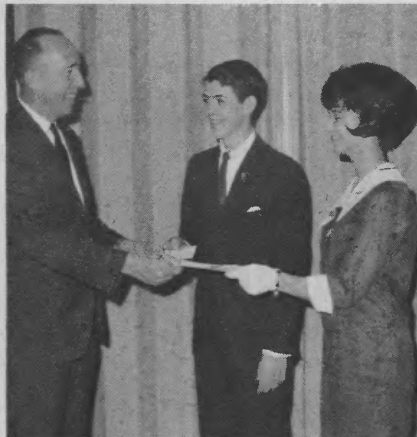
winners stayed at the famous Marriott Motor Hotel. Tour highlights included Gettysburg, the Capitol Building, the White House, Library of Congress, Smithsonian Institute, Arlington National Cemetery and Mt. Vernon.

They met Senators Everett M. Dirksen and Paul H. Douglas and several congressmen from Illinois.

The 50 Illinois youths were joined by about 700 other youths from 17 other states in "Rural Electric Youth Week" activities in Washington. Among these activities was a boat cruise down the Potomac River.

THE ESSAY CONTEST conducted by Menard Electric Cooperative was for all high school juniors in the area served by the cooperative. The students who entered wrote 1,000-word essays on "Menard Electric Cooperative's Contribution to This Area." The winning essays of Linda and Wayne will be printed on these two pages during the next several issues of REN.

After returning from Washington, Linda and Wayne are available and willing to present programs to civic organizations, business clubs, etc. If you need a program, why not call on them to tell about their trip?



John E. Root, the cooperative's manager, presents certificates for all-expense paid trips to Washington to Linda Wright and Wayne Bloomfield.



Essays of 10 students were selected for final judging. Finalists were (seated, from left) Linda Wright, Greenview; Mary Crabtree, Judy Johnson, Barbara Blesse, all Jacksonville; and Jean Meeker, Mason City. Standing (from left) are Stanley Stock, Arenzville; Terry Steinhour, New Holland; Tom Lower, Easton; Richard Maaks, New Holland; and Wayne Bloomfield, Ashland.

Menard Electric Cooperative's Contributions to This Area

By R. Wayne Bloomfield

I can't remember what it was like before there was electrical power on the farm. All I can do is imagine what it would be like if the switch were pulled and the flow ended. The modern farm would become desolate. The absence of electricity would virtually render the farmers helpless and lower the social and economic conditions of rural areas to the extent that they couldn't possibly provide the products needed by urban and metropolitan areas.

TO BE DEPRIVED of electrical power would mean the loss of the cheapest and easiest to handle source of light energy, heat energy, magnetic energy and all other easily converted electrical energy.

When the first electrical lines were built, the rural areas were avoided because companies considered them an unsound investment risk. If one had a map of the first electrified areas, he would see wide, unelectrified areas between the densely settled regions. While the veins of electrical energy pumped life into the industrial regions, the areas between were left to stumble in darkness and ignorance. Finally, the time came when the rural areas could help themselves. The answer came with REA.

THEREFORE, IN 1936, the people in the present Menard Electric Cooperative area met to take advantage of the government offer to help rural areas obtain electrical power. Through the tireless work of many people, the simple dark age tools—the wheel, the lever and the block and tackle—were replaced by electrical power with all its advantages.

Electricity acts as an equalizer between rural and metropolitan areas. The more than 2,000 miles of wires in the Menard Cooperative act like a spring that pulls farm and city dweller closer together. Production can increase even though more and more farm youths are finding their life's work in the cities.

After the first taste of electricity, rural areas have developed a tremendous lust for more knowledge. The only limit to what can be done with electrical energy is the imagination of men. Electricity is like a

shot of glucose to the weakened! Electricity is the greatest boom of the age!

In rural areas today, electricity performs over 400 chores—chores that once had to be done by physical, back-breaking labor. In the rural home there are all the conveniences, or rather necessities, that can be found in town. The clothes are washed in electric washing machines and then dried in electric dryers. The hot water comes from the electric water heater while the water is pumped from the well by an electric pump. (With running water, it was soon said that to get electricity was to trade "a path for a pole.")

DIETS ARE BETTER because of the improved storage facilities provided by electricity. With refrigerators and freezers, food can be stored much longer than in the old root cellar. It's easier to cook the food, too, with the modern electric ranges.

And with clean electric heating no one has to stoke the furnace. When dirt does enter the home, it can be easily removed with the electric vacuum cleaner.

Besides these important jobs, one can even carve the roast and brush his teeth electrically. It's like Sen. Paul H. Douglas said: "One of the great advantages of the rural electric program is that it has restored the roses to the cheeks of the women of America."

OUTSIDE, DAD has taken advantage of the brute strength offered by electricity. He's not going to let anyone tell him that electricity doesn't have a role on the farm. Look in his shop. He has an electric welder, electric drills, electric saws, an air compressor and electric grinder.

Electricity pumps water for all of his livestock and that electric fence surely holds the cows in the stalk pasture. The environment-control feeding program really boosts production, and I'm more than glad that the cows don't have to be milked by hand.

Besides these, look at the all-night mercury vapor light that steadily lights the farmstead the whole night through. The electric lighting in the rural areas as a whole is useful, decorative and protective. Lighting allows people to

remain out of doors later in the evening to finish a job or to enjoy some recreation. Lighting eliminates the fears of the shadows and tends to ward off prowlers.

Besides all of the obvious contributions to the community, cooperatives provide a very basic link in our capitalistic system of government. As we all know, whenever one person or one company controls one product entirely, a monopoly is formed. When this happens, the owner can raise the price as high as the traffic will bear without competition. This is what the non-customer-owned companies would like in the electricity field.

PEOPLE REALLY don't have a choice where they obtain their electrical power; therefore the consumers of electric cooperatives have to support and maintain the equilibrium between privately-owned electric companies and the local cooperatively-owned ones.

There are those who would say that we have gone as far as we can with electrical energy. Some one probably said the same thing about the wheel too. As I dream about the future I can only guess about the new uses for electric power.

With the constant growth of our nation, electricity will be used more and more to provide agricultural products for the world. Just as the environment is controlled today in the care of and production of livestock, I believe that the climate for crop production will be practically controlled through inventions to stabilize soil temperature and produce and control artificial daylight.

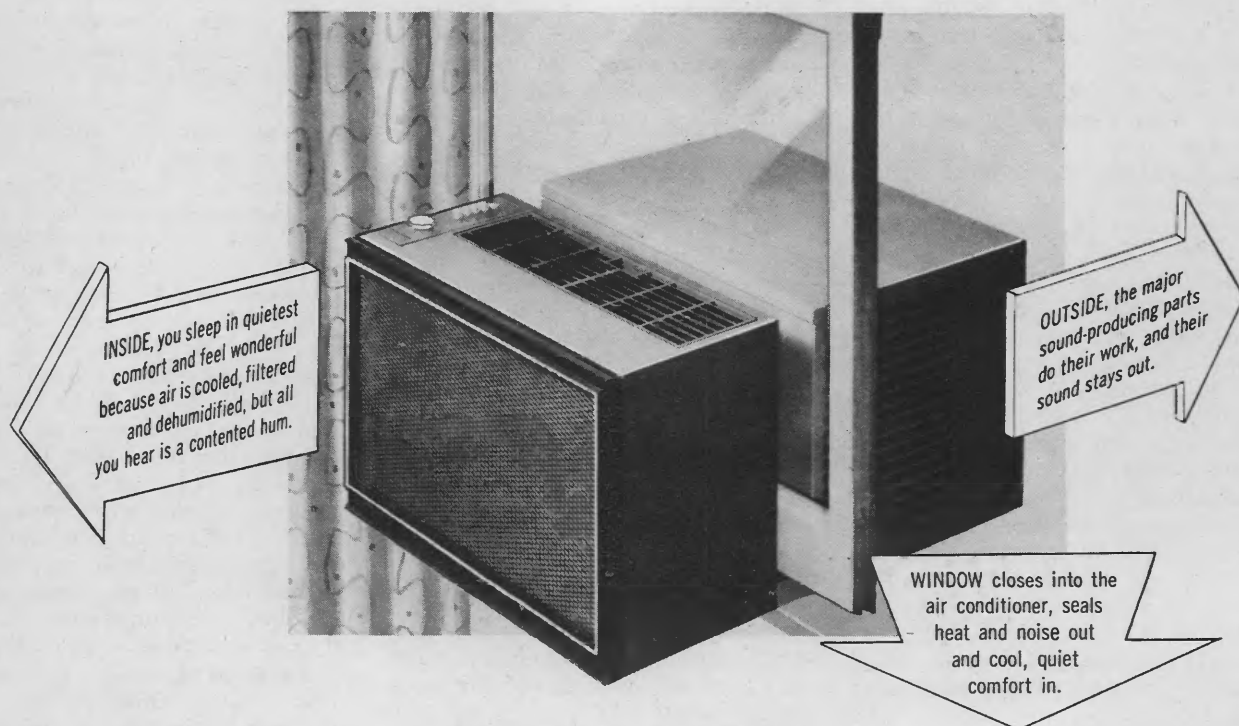
THE MAGIC of electricity is here to stay. One can only thank the cooperatives for bringing rural America this most beneficial power. President Kennedy summed up the role of the cooperative when he said:

"The role of the REA is not finished, as some would believe. To be sure, most farms now have electric lights. Most REA cooperatives and power districts are well established. But we are rapidly approaching the time when this nation will boast a 300 million population, a two trillion dollar national income and a grave responsibility as the bread basket and food producer for a world whose population will have doubled. That is the prospect for the end of this century—and the key to this century is power—on the farm as well as in the factory—power in the country as well as in the city."

We had better believe it!

New Super-Quiet Air Conditioner!

Unique design places major sound-producing parts outside;
Window seals heat and noise out, quiet coolness in;



INSIDE, you sleep in quietest comfort and feel wonderful because air is cooled, filtered and dehumidified, but all you hear is a contented hum.

OUTSIDE, the major sound-producing parts do their work, and their sound stays out.

WINDOW closes into the air conditioner, seals heat and noise out and cool, quiet comfort in.

New Hotpoint Super-Quiet bedroom air conditioner produces the quietest coolness ever! Revolutionary design places major sound-producing parts outside, and uses window to lock noise and heat out and cool, clean, dry comfort in.

What's more, you can install it yourself as easily as a window fan! Simply set it on window sill, level, close window, insert seals and plug in.

The room remains as bright as ever since the Super-Quiet is so compact and is surrounded by window on sides as well as top. No wiring problems either, because the 5,500-BTU Super-Quiet plugs into any 115-volt circuit and draws 7½ amps.

Take it home today, be cool tonight! See it at your Hotpoint dealer's now. He also has other models to fit every need, from 5,000 to 26,000 BTUs.

HOTPOINT 90-DAY REPLACEMENT GUARANTEE OF SATISFACTION

If you are not completely satisfied with your new Hotpoint appliance, and notify your dealer within 90 days from date of purchase, it will be replaced with a comparable Hotpoint model at no cost to you.

Hotpoint

first with the features women want most

A Division of General Electric Company • Chicago, Illinois 60644

Problem: How To Use All That Leisure

(Continued from Page 9)

DR. RIDINGER swung quickly back to the subject of free time.

"Today one man with machinery and technological equipment and education produces five times as much as a man did in 1850 on a similar job—and in half the time," he said.

"This factor helps explain our prosperity, our great wealth of goods and why we have become a nation of consumers since there is so much to consume. And it begins to show why there is no need to work 10, 12 or 16 hours a day.

"Early in 1900 we were working 60 hours a week—farmers, office and industrial workers. Now this has shrunk by law to 40 hours a week and for many it is 35. Steel workers have been granted, at least those with five years' work records, a 12-week vacation every five years. They have a month's vacation every year.

"Also we're observing more holidays. For almost everyone the total is from seven to 13 holidays.

"Specialists who study these facts have come to realize that today we Americans have ten billion hours more free time than we had as recently as 1940 and it is predicted that by 1980—only 15 years away—we will have not ten billion hours more but a hundred billion hours more.

"The average working American, not an executive, has 121 free days per year—one in every three. No wonder the need for recreational facilities is skyrocketing!"

SOUTHERN ILLINOIS University at Carbondale long has played a leading role in helping develop the natural resources of Southern Illinois and elsewhere, Dr. Ridinger said. That is one reason the institution has taken the lead in development of recreational leadership.

The educator asserted that Southern Illinois particularly is moving into the recreational field, developing its resources and offering fresh, practical inducements for vacation business.

The recreational revolution is in

full swing and because of it, Dr. Ridinger said, far greater prosperity lies ahead not only for Southern Illinois, served by such electric cooperatives as Southern Illinois Electric Cooperative at Dongola, South-

eastern Illinois Electric Cooperative at Eldorado and Egyptian Electric Cooperative Association at Steelville, but also for all of the state. A total of 27 distribution cooperatives serves this great territory.

A MODERN NEW RAPIDAYTON WATER SYSTEM MAKES THE DIFFERENCE



©1965 TAIT MFG. CO.

PROTECT YOURSELF AGAINST SUDDEN PUMP FAILURE

Sudden pump failure can be critical: loss of crops, livestock, fire protection. Don't take that risk. Install a modern, new Rapidayton water system and be assured of all the water you need, 24 hours a day. Over 3,000,000 Rapidayton pumps installed since 1908. Buy now, as Tait cooperates with your local power supplier to provide you with better living through full pump power. Mail coupon.

Rapidayton



water^{up}



Rapidayton division, The Tait Manufacturing Co., Dayton, Ohio 45401
Send full details and give name of nearest Rapidayton pump dealer.

NAME _____

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STATE _____



Menard Electric News



MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois

Phone 632-2239

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



The three area youths as they boarded a bus leaving for Washington, D.C., (from left) are Cindy Knuppel, Linda Wright, Dorland W. Smith, cooperative power use adviser, and Wayne Bloomfield.

Trip Winners Return

The essay contest winners — Linda K. Wright, Greenview, and R. Wayne Bloomfield, Ashland — returned home from the all-expense paid trip to Washington, D.C., on June 13.

Also on the trip with the 42 essay contest winners from Illinois were seven students from families of Illinois electric cooperatives' employes and directors. Cindy Knuppel, daughter of Mr. and Mrs. John L. Knuppel, Petersburg, was the only employe student attending from Menard Electric Cooperative.

These 49 students from Illinois were among over 700 boys and girls who visited our nation's capital during the second week in June as guests of rural electric cooperatives from 20 states.

To mention here all the activities of the students during their week's stay in Washington would not be possible and to pick out one or two highlights of the trip would be equally difficult.

We do suggest, however, that you ask one of these students to tell you of their experiences. Each student will be furnished a set of colored slides and will be happy to present a program.

If you are in charge of a program or know of someone who is looking for a program, here is an excellent answer. You may either contact the student directly or call Menard Electric Cooperative and we will be happy to help make arrangements for you.

Six Million Water Pumps Are Obsolete

Better than half of the pumps which power individual water supplies from wells are obsolete, according to the Water Systems Council, whose members produce the bulk of pumps sold in the United States.

This does not mean the pumps are worn out — at least, not in all cases. Rather, it is a reflection on the tremendous increase in water usage by the average family, usage which has outgrown the ability of older pumps to maintain capacity and pressure.

WHAT IS behind this increase in the use of water? For one thing, the size of the average family is once again on the upswing. But more than that is the tremendous increase in the number of water using appliances and devices. Automatic washers, dishwashers, garbage disposers, extra baths and showers, swimming pools — these are just a few of the many new demands on the family water supply.

In the case of the farm family, the need is even more pronounced. The profit potential of the farm is closely tied to the availability and use of water. This means a vital dependence on pumps to deliver water. With all types of cleaning devices, stock watering devices, on-the-farm dairy operations, liquid fertilizer mixing and many other water requirements, the average farm today is far more in need of water than in the past.

THE INCREASED demand upon the average private well has accounted for a "water strangulation" situation in some six million rural homes and farms. Pumps and water systems which were adequate when installed can no longer keep up with water demands.

The only real answer is a new water system designed with sufficient capacity and pressure to handle peak loads and maximum requirements. (In fact, a little spare

Menard Electric Cooperative's Contributions to This Area

By Linda Wright

I think of June 13, 1936, as the "bright day" and the beginning of the "golden era" for this area served by the Menard Electric Cooperative. For it was on this day that a group of citizens met at the Menard County Farm Bureau to unofficially organize the Menard Electric Cooperative.

On Sept. 9, 1936, the state of Illinois issued a certificate of incorporation to Menard Electric Cooperative. A loan of \$135,000 was granted to the cooperative by the R.E.A., and the process of bringing light, power and freedom from drudgery to this area began.

"WORKING TO SERVE the Consumer" was the goal of Menard Electric Cooperative then, as now; for the first section of line was completed and energized Sept. 30, 1937. This section served 348 members located in Menard, Sangamon, Logan and Cass counties. By 1942 over 1,143 miles of line servicing 2,250 members was in operation and now extends into Tazewell, Morgan, Macon and Mason counties. In 1950, 700 more miles of line was completed. At the end of Dec. 31, 1964, 2,116 miles of line had been energized, and 5,507 consumers were being served.

"WORKING TO SAVE" was, and still is, the aim of the Menard Electric Cooperative. Formed, operated and owned by local people, the cooperative has made electricity available to people in rural areas at reasonable rates. Before Menard Electric Cooperative's birth many rural areas were by-passed by commercial companies as unprofitable, and those rural areas that were served were forced to pay exorbitant rates.

Every consumer of electricity in the areas in which Menard Electric Cooperative operates is benefited in that by its fair rates it has brought to a halt excessive rates charged by commercial companies. It is gratifying in this day of increased cost of living to know that Menard Electric Cooperative's rates have increased very little. For example, 400 K.W.H. per month cost only 66 cents per month more today than in 1937 even though construction cost has increased 40 per cent.

As we, the youth of this area, go about our modern way of rural liv-

ing, we should take time to contemplate the past before the existence of Menard Electric Cooperative. In this contemplation we would visualize ourselves as rising in the early morning's darkness to help with the farm chores that are now so efficiently and quickly done by electricity.

WE WOULD study by the kerosene lamp, and our knowledge of world affairs would be limited by lack of radio and television. We would see our laboring mothers cooking over a hot coal fire and heating flat irons to iron our clothes that had been washed on a washboard or by a hand operated or gasoline powered machine. Our food would be refrigerated by ice cut from ponds, and all our farm work would be done by back-breaking toil.

Actually, electricity performs 600 different tasks on the farm. The conveniences which we take so much for granted, such as running water and even the electric light bulb, would be something that we might only see in the city or in those few country homes that could have paid the exorbitant rates before Menard Electric Cooperative's existence.

WE LOOK about our rural area at night, and the darkness is penetrated by light. The lights are those of an area on a movement that is forward; for rural electrification has established new business and industry in this area. Those lights come not only from farms and homes but churches, community clubs, elevators, service stations, a communications testing station, coal mines, lumber mills, telephone relay stations, schools and resort areas.

Menard Electric Cooperative has six substations, and power is purchased at these substations from a power supplier.

The personnel at Menard Electric Cooperative consists of 30 people. These people are working to serve the consumer of electricity and are also taking an active part in the community in which they live. Two linemen live in each service area.

IN OUR DAILY lives we take electricity for granted, but when disaster strikes and we have power failure, we find that Menard Electric Cooperative's trained personnel will work around the clock to re-

store power to their customers. "Cooperation" describes the personnel of Menard Electric Cooperative.

This area has benefited from sales, property, excise and vehicle tax from the cooperative. Business houses have benefited by large sales of electric appliances. It has helped both businessmen and farmer to make a profit.

MENARD ELECTRIC Cooperative has made an antique out of the old kerosene lamp; it has erased the word "hick" and substituted "prosperous farmers" or "country gentleman" in our vocabulary. It has made country living a wonderful experience. Menard Electric Cooperative has given to the consumer of electricity a steady maid and a steady hired-hand. For such efficient and valuable help, only a small wage is required.

The dark shade that was drawn from the window of this area by Menard Electric Cooperative has indeed been instrumental in contributing to raised farm production and efficiency, increased city business and a better life for all.

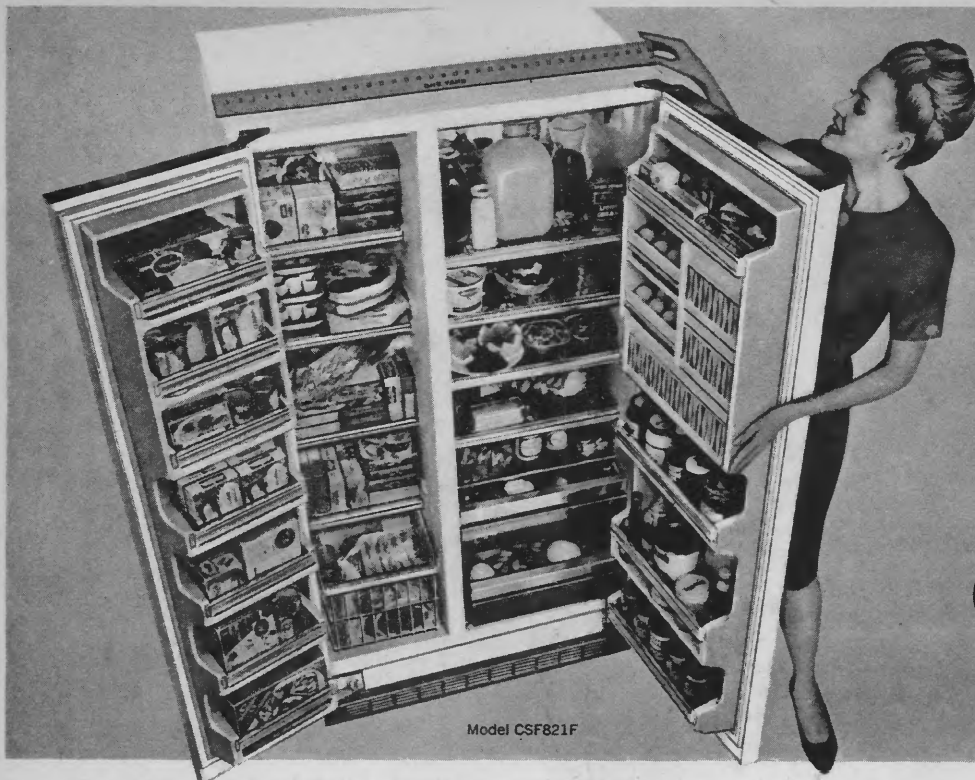
Pumps

capacity for future needs is a good idea.) While there is an initial investment, the savings in operating costs for a properly sized pump are considerable. It runs for shorter periods, cuts down on wear and still provides continuous, full water pressure for all home or farm requirements.

The Water Systems Council hopes that many families will become aware of the advantages of upgrading their water supply and way of living with a new, more powerful pump.

Men who have taken this step in the past have pointed out that, until their new pump was installed, they hadn't realized how much it was needed.

If you have a private well, it's a good idea to check your pump capacity periodically. If pressure drops when water is used at two or more points, if your pump is more than 10 years old or if it runs more than two hours total each day, chances are a new water system would save you money and make living more enjoyable!



Hotpoint

60TH ANNIVERSARY

TRADE-IN JUBILEE

Outstanding trade-in allowances,
low sale prices—
buy Hotpoint now and save!

New Hotpoint 20.8 cu. ft. freezer-refrigerator, less than a yard wide!

Only 35 $\frac{3}{4}$ " wide, 65 $\frac{1}{2}$ " high and 25" deep—fits in the space of your old refrigerator. The big No-Frost freezer section on the left has 6 freezer shelves, plus 7 more in the door—makes frozen foods easy to get at. The big No-Frost refrigerator features 2 butter compartments, cheese keeper, 2 removable egg trays, plus an exclusive sliding adjustable shelf. And the whole unit rolls out on wheels so you can clean behind it. Don't tear up your kitchen to get more freezer-refrigerator space. Check this new Hotpoint "21"—and the terrific trade-in allowance on your old refrigerator—at your dealer's today.



Hotpoint 13.7 cu. ft. no-frost refrigerator-freezer rolls out on wheels

Deluxe 2-door model has porcelain enamel swing-out vegetable crisper, porcelain enamel meat keeper, separate cheese keeper, new step-shelf for flexible storage, and UNDER more. Great trade-in allowance, too. **\$349**



Hotpoint 15-lb. washer does two loads of wash at once

This 2-speed washer does in one load what your old machine takes two to do! A bigger tub, more horsepower and stronger parts get 15-lb. loads really clean. Yet it washes 2-lb. loads without extra attachments. All porcelain finish, outside and in, at no extra cost. Trade now, save! **UNDER \$220*** Matching dryer model LB570, under \$150*

Hotpoint range with removable Teflon[®]- coated oven walls

Has Hotpoint's patented no-scour oven, yet it's priced lower than most hard-to-clean ranges. Just slide out the oven walls, wipe them clean at the sink or at the range. This range also features automatic oven timer, rotisserie and glass door. 40" model RC450 **UNDER** also sale priced. **\$250*** Trade now, save!



Hotpoint appliances are backed by a written 90-day replacement guarantee of satisfaction, in addition to the standard product warranty against defects.

*See your participating Hotpoint dealer for his prices and trade-in allowances. Prices higher in Hawaii.



Hotpoint

first with the features women want most

A Division of General Electric Company • Chicago, Illinois 6

Lake of Egypt Is Attracting Keen Interest

What's happening at one of Illinois' largest and newest man-made lakes?

President R. S. Holt, Steeleville, president of Southern Illinois Power Cooperative of Marion has a one-word answer: "Plenty."

Lake of Egypt is a sparkling 2,300-acre lake built by the power cooperative to provide cooling water for the 99-megawatt steam generating plant eight miles south of Marion.

THE PLANT is to be dedicated at 1:30 p.m. Sunday, Aug. 29, with Governor Otto Kerner delivering the dedicatory address.

The lake is essential to operation of the plant that will provide power for some 24,000 homes, churches, schools and businesses in the 22 southernmost Illinois counties.

But it is doing more than that. It is providing unexcelled recreational facilities for visitors from several states.

Southern Illinois Power Cooperative, with the enthusiastic support of its 12-member board of directors and L. Thomas Clevenger, its manager, is encouraging recreational use of the lake facilities.

Its clear blue water is highly suitable for fishing, skiing and other sports.

And more than 500 lake front building lots for year-round and seasonal homes already have been sold by private developers to private owners. At least 65 cottages and eight permanent homes have been built and the development program is just getting well under way.

THE BEAUTIFUL lake is located in Williamson and Johnson counties. It has 93 miles of shoreline.

"Cooperative and other area leaders have high hopes for the orderly development of recreational facilities made possible through creation of Lake Egypt," Ora M. Snider, information director and lake development manager for the power cooperative, said in a recent interview.

Members of the power company

board of directors, in addition to Mr. Holt, are K. R. Douglas, Karnak, vice president; Ray Webb, Tunnel Hill, secretary treasurer; R. M. Bahn, Carbondale r.r. 2; W. L. Bradley, Omaha; W. E. Hunt,

Broughton r.r. 2; Roger C. Lentz, Eldorado r.r. 2; Homer D. Miller, McClure; George Pape, Jacob; R. T. Reeves, Dongola; Harry Sickmeyer, Campbell Hill r.r. 1, and Claude Stuart, Olive Branch.

A MODERN NEW RAPIDAYTON WATER SYSTEM MAKES THE DIFFERENCE



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PROTECT YOURSELF AGAINST SUDDEN PUMP FAILURE

Sudden pump failure can be critical: loss of crops, livestock, fire protection. Don't take that risk. Install a modern, new Rapidayton water system and be assured of all the water you need, 24 hours a day. Over 3,000,000 Rapidayton pumps installed since 1908. Buy now, as Tait cooperates with your local power supplier to provide you with better living through full pump power. Mail coupon.

Rapidayton



waterup



Rapidayton division, The Tait Manufacturing Co., Dayton, Ohio 45401
Send full details and give name of nearest Rapidayton pump dealer.

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Menard Electric News



MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois

Phone 632-2239

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



Miss Menard Electric 1965

To Enter State Beauty Contest

Miss Sandra Keltner will compete with other co-op beauty winners in the state beauty contest to be held during the annual meeting of the Association of Illinois Electric Cooperatives in Springfield, Sept. 1, 2, and 3.

Miss Keltner was crowned "Miss Menard Electric Cooperative of 1965" at the annual meeting last February. She will be representing Menard Electric Cooperative in the state contest. The winner of the AIEC contest will be named "Miss Illinois Rural Electric Cooperative of 1965."

In addition to the prize awards she will represent Illinois in the national contest to be held during the National Rural Electric Cooperative Association's annual meeting in Las Vegas, Nev., next Feb. 13-17.

Miss Keltner is the 16-year-old daughter of Mr. and Mrs. Dale Keltner, Alexander.

The Association of Illinois Electric Cooperatives is a statewide organization of all the rural electric cooperatives in Illinois. You, as a member of Menard Electric, are also a member of the state association. You are cordially invited to attend the beauty contest which will be held at 7:00 p.m. Sept. 2 in the Ball Room of the St. Nicholas Hotel in Springfield.

You Can Afford Good Lighting

Good lighting is neither a luxury nor an exclusive feature of expensive homes.

Anyone can afford to have his home properly lighted according to the basic requirements of "Light for Living Standards" developed by the American Home Lighting Institute. No one can afford not to.

There are four major requirements of proper lighting, and they are designed for both safety and decoration.

ADEQUATE LIGHT should:

- Provide balanced general lighting to eliminate glare, and to bring life to the colors, designs and textures of furnishings;
- Provide low, medium and high levels of lighting to complement different moods;
- Give lighting for specific seeing tasks such as reading, sewing, meal preparation, housekeeping work, shaving, make-up and recreation; and
- Supply decorative accent lighting to add sparkle and to enhance the colors and designs of the decorating plan.

FIXTURES SHOULD be placed to provide both general lighting throughout the interior and local lighting at eye-work centers.

The kitchen should have at least one fixture, 12-inches or more in diameter to accommodate 150 watts of incandescent lighting or a minimum of 80 watts fluorescent, for general lighting purposes. This fixture should be supplemented by local lighting over the sink, range and work counters. A light bracket for every four feet of counter space is recommended by home economists as well as lighting experts.

Bathrooms and lavatories, which rank as "worst lighted rooms," require one fixture at each side of the grooming area and one on the ceiling or wall above the grooming area. Each should hold one 20-watt fluorescent or two 40-watt incandescent or one 60-watt incandescent. Wall-to-wall mirrors should have a

row of shielded fluorescent tubes extending the full length of the mirror.

At least one ceiling or wall fixture of the type recommended for the kitchen is called for over each principal work area in the laundry, utility room, workshop or basement.

ONE CEILING fixture, wall bracket or recessed fixture accommodating a 60-watt bulb should be provided for every 10-feet of hall or passage-way.

A fixture should be provided in every full-door closet and at the top and bottom of each stair flight.

Homeowners should have at least one fixture or receptacle using one 100-watt bulb at both sides of each parking area in the garage or carport.

LIVING AREAS which include the living room, dining room, recreating room, den, bedroom, study, library, enclosed porch or sunroom require at least one wall or ceiling fixture.

The standards recommend that a minimum of one permanent lighting unit per room must be on switch control at room entrance or entrances when they are 10 feet or more apart. Portable lamps or equivalent fixtures should supplement the installed fixtures.

Visit a model medallion home in your area and see the difference in lighting — good lighting will make that difference in your home. Ask at your cooperative office for a copy of "Light for Living Standards."



Menard Electric Cooperative, headquarters Petersburg, Ill., filed with the federal government a compliance assurance in which it assures the Rural Electrification Administration that it will comply fully with all requirements of Title VI of the Civil Rights Act of 1964 and the rules and regulations of the Department of Agriculture issued thereunder, to the end that no person in the United States shall, on the ground of race, color or national origin, be excluded from participation in, be denied the benefits of, or be otherwise subjected to discrimination in the conduct of its program and the operation of its facilities. Under this assurance, this organization is committed not to discriminate against any person on the grounds of race, color or national origin in its policies and practices relating to application for service or any other policies and practices relating to treatment of beneficiaries and participants including rates, conditions and extensions of service, use of any of its facilities, attendance at and participation in any meeting of beneficiaries and participants or the exercise of any rights of such beneficiaries and participants in the conduct of the operations of this organization.

"Any person who believes himself, or any specific class of individuals, to be subjected by this organization to discrimination prohibited by Title VI of the Act and the rules and regulations issued thereunder, may by himself or a representative, file with the Secretary of Agriculture, the REA or this organization, or all, a written complaint. Identity of complainants will be confidential except to the extent necessary to carry out the purpose of the rules and regulations."



Light

For Pennies A Night!

That's right, for just a few cents a night you can have this beautiful Line Material Suburbanaire installed on your property. You don't have to buy it. We will install and maintain this light for an amazingly low monthly charge.

The Suburbanaire is equipped with a built-in photo control to operate the light automatically. It turns on at dusk and off at dawn. The light is designed and built by Line Material Industries, one of the nation's leading manufacturers of street and airport lighting.

Consider how this low-cost illumination can transform your present surroundings:

- Add beauty and prestige to your property.
- Eliminate the darkness that invites prowlers and "Peeping Toms."
- Add more light hours to your work and play.

- YARDS
- DRIVEWAYS
- GARDENS
- PATIOS
- WATER TROUGHS
- BARN
- FEEDERS
- STORES
- PARKING LOTS
- DRIVE-INS
- MOTELS
- CLUBS
- STREETS
- BUS STOPS
- ALLEYS
- WHARFS
- DEPOTS
- TERMINALS
- PICNIC GROUNDS
- PARKS
- POOLS
- PLAYGROUNDS

Contact Us for Complete Information

I am interested in the Cooperative's Lighting Program. Please have a representative call on me and explain its benefits.

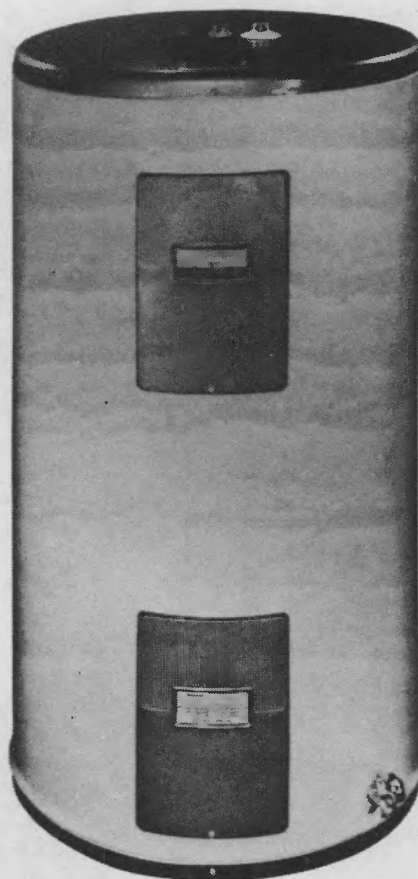
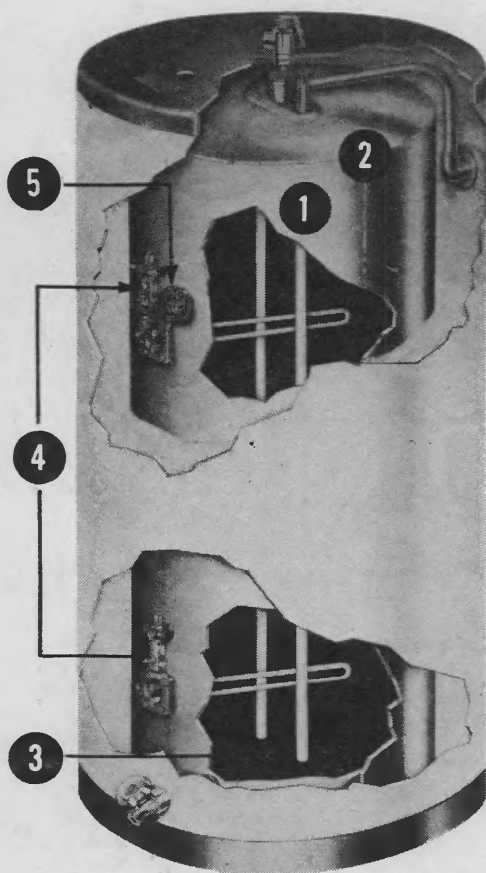
I am not obligated by signing this coupon.

NAME.....

ADDRESS.....ACCT. #.....

“Hidden Quality...”

that's what makes Hotpoint water heaters so reliable



COME IN—WE'LL SHOW YOU WHY THIS IS TRUE

All water heaters look pretty much alike on the outside — it's the *inside* that makes the difference. Let us show you Hotpoint's "Hidden Quality"—all the things Hotpoint does to build high quality, reliability, and long life into these superb water heaters.

HOTPOINT TANKS ARE EXTRA STRONG

Made of special grades of steel **1** to withstand pressures far beyond normal. Arc welding along top, bottom and sides **2** creates a seam as strong as the tank itself. To protect against weak spots caused by the corrosive action of water, the interior of the tank is specially lined, and the metal dip tube **3** used for the cold water inlet is glass-coated and is so designed to provide anti-siphon protection.

HOTPOINT SAFETY CONTROLS PROTECT AGAINST EXCESSIVE HEAT AND PRESSURE

Sensitive thermostats **4** react quickly to water temperature changes. Thermostats and wiring are ruggedly made to carry the electrical load without fusing and deteriorating at the contact points. Over-temperature switch **5** cuts off power to heating units if water temperature exceeds safe limit.

Hotpoint water heaters are available in table-top, round and stow-away models. *See them at your Hotpoint dealer today.*

Hotpoint

first with the features women want most

A Division of General Electric Company • Chicago, Illinois 60644

New Offices Occupied by State Group

Nearly 300 persons visited new headquarters of the Association of Illinois Electric Cooperatives six miles south of Springfield during a recent open house.

The one-story limestone building contains 4,556 square feet of office and meeting room space on the first floor plus an equal amount in the basement. The later houses chiefly the printing and mailing departments which include the most modern of offset printing facilities and darkroom.

LYLE E. DUNHAM, director, the state associations member service department, described the new headquarters in this way in an article published by Contractors' Electrical Equipment magazine:

"The installation is not spectacular. It is not designed to dazzle. Instead it is intended to be intensely practical, economical and efficient, reliable and satisfactory over a long period of years."

The structure includes the latest ideas in electric heating installed by E. P. Allison Company of Chicago and manufactured by Radiant Electric Heat Company of Centerville, Iowa. Mr. Dunham worked with Radiant Electric in designing the system.

"We regard this installation as highly practical for office buildings of all kinds, plus hotels, motels, senior citizens' homes and similar structures," a company spokesman said.

"This will stand the test of time and the wisdom of the electric heating plan will become increasingly apparent as the trouble-free years pass."

RAYMOND W. RUSTEBERG, Valmeyer, president of the state organization, said of the new building:

"We believe it will prove of considerable interest to builders and others concerned with planning and construction of similar structures.

Our estimates indicate heating costs will be less than \$600 annually."

Mr. Rusteburg said cost of the building and three-acre site was around \$140,000.

Members of the building commit-

tee are Walter Johnston, chairman; Owen Chaney, Paul Deisher, L. C. Groat, Loyd Pickard and W. L. Walker.

Ralph N. Morrisett, Springfield, was the architect.

A MODERN NEW RAPIDAYTON WATER SYSTEM MAKES THE DIFFERENCE



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EXPANDING FARM OPERATIONS REQUIRE MORE PUMP POWER

Farms are getting larger—requiring more water. More water for increased livestock production, irrigation, waste removal, spraying, and the utilization of ponds. Modern "big power" farming must have FULL PUMP POWER and dependable 24-hour-a-day service. Get it with a Rapidayton water system—engineered to meet the exact needs of your own farming operation. Mail coupon today for valuable, helpful information.

Rapidayton



water^{up}



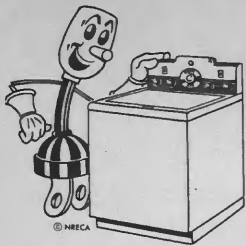
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Send full details and give name of nearest Rapidayton pump dealer.

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Menard Electric News



MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois

Phone 632-2239

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

New Electric Ranges Used at State Fair



Professor Harold Beatty, IFEC executive secretary, and Arlene Wolfram, extension specialist on the state 4-H staff, inspect one of the new ranges and some of the fresh baked goods.

This year and in the coming years, girls in the 4-H foods demonstration at the Illinois State Fair will have new Frigidaire electric ranges on which to prepare their foods. These ranges are being furnished by the power suppliers in Illinois through the Illinois Farm Electrification Council.

In 1957, the IFEC purchased two electric ranges for the foods demon-



Two 4-H girls display their fresh baked goods.

strations to replace two old non-electric models.

These electric ranges have served well these past years and were still giving good service. However, the 4-H staff and the IFEC representative thought the girls should be cooking on the newest and latest models.

Through the co-operation of Frigidaire and Zempel Hardware, one of the dealers, IFEC purchased two ranges and worked out a replacement plan whereby each year the ranges will be replaced with the newest models at no extra cost.



A girl removes a fresh baked pie from one of the new electric ranges.

Co-op Comments

Recent legislation passed by the 74th Illinois General Assembly imposed an increase in the rate of tax under "The Public Utility Revenue Act" from three per cent to four per cent effective Aug. 1. As a result, member energy bills after Sept. 1 will reflect this increase.

The basic rate schedule will remain the same. However, the amount billed will be increased by approximately one per cent. All future member energy bills until further notice will include this additional tax.

Electric Heat Here to Stay

Electricity for heating the home has proven the outstanding method over the entire country. A recent survey revealed that there were over 14,000 homes and apartments in Illinois being heated electrically by the end of 1964.

True, we used to think this type of comfort was only for the warmer climate. This has been proven entirely wrong. Electric heat is for the entire country and is being installed every day in all areas of the United States.

The electric cooperatives in North Dakota are serving many electrically heated homes. The only difference is that in the colder areas a greater amount of insulation is needed in the ceiling and under the floor.

What type of homes have electric heat? All new homes can be heated economically with electricity. Most all homes can be insulated satisfactorily and have each room thermostatically controlled. What type of electric heat should you have installed in your new home? The type is entirely up to the individual. Many new homes are using ceiling cable under one-half inch of sand plaster. Electric baseboard can be built in almost any room and produce the same effect as conventional hot water baseboard.

Heating manufacturers have many varieties of electric heating equipment. There is electric hot water baseboard, electric hot air furnaces, glass radiant panels and individual unit heaters.

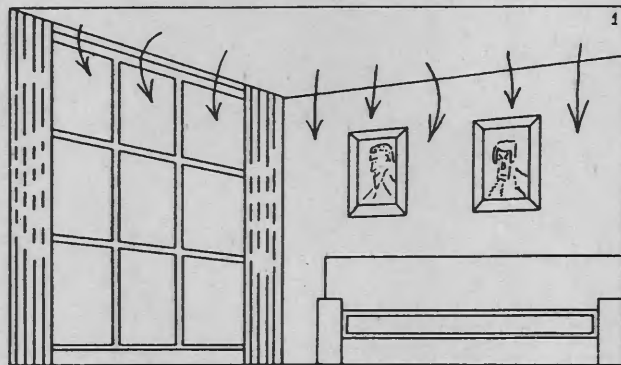
If you are unhappy with your present type of home heating, your cooperative has qualified employees to assist you in designing an electric heating system for your home.

Call or write your cooperative for a free heating estimate. There is no obligation.

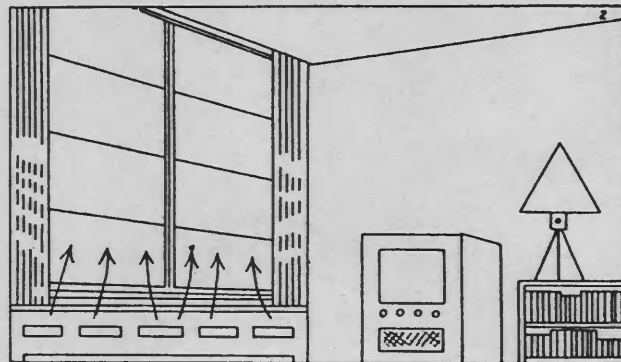
Electric blanket winner at the Menard County Fair was C. J. Hubbard, Mason City.

Building a new home . . . or remodeling an older one . . . then consider **ELECTRIC HEAT**

You'll be glad you did.
Its comfort is unequalled,
and its cost is very economical.



Radiant Ceiling Cable



Electric Baseboard Radiation

Only electric heat can give you . . .

Individual Room Temperature Control — Bedrooms can be kept cooler than the living areas.

No Maintenance Problems — There are no moving parts to wear out.

More Living Space — Expensive ducts and pipes are eliminated, and there's no wasted space for a furnace.

Besides, electric heat is safe and noiseless. Also, your home will be much cleaner and you'll save both time and money usually spent in redecorating homes which have other type heating systems.

Contact your Menard Electric Cooperative for wiring plans, estimated operating costs, and other assistance for an electric heating system designed specifically for your own home. Your cooperative does this with no cost to you, and you're under no obligation.

Outstanding Values on Hotpoint appliances!

New Hotpoint washer handles 2 to 16 lb. loads!

New Hotpoint dryer has 5-year parts replacement warranty!

Just out—no other like it. Washes tiny 2-lb. loads without special attachments ...up to 16-lb. loads without straining (it has a big ½ h.p. motor and commercial size transmission). No-rust porcelain finish, outside and in, at no extra cost. Dial the cycle to fit the load. Buy now and save.

\$189*
low priced at about



Model LW650

Model LB670

Proof of quality—Hotpoint gives you a written 5-year warranty on the motor and other critical hard-working dryer parts. Here's more: The dryer shuts off—automatically—when clothes are dried just right. De-wrinkling cycle cools clothes...prevents wrinkle-setting. Safety start protects the kids.

†Blower, blower clamp, thermostat, drum motor, centrifugal switch, dryer drum and electrical heat coil.

\$149
low priced at about

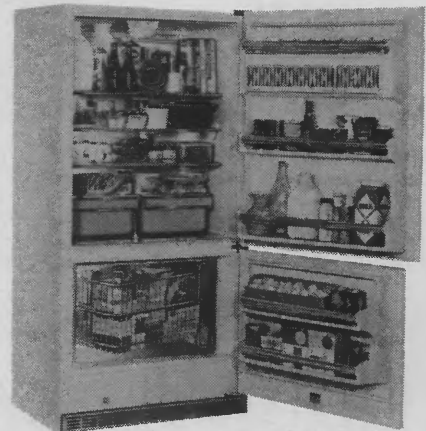
Hotpoint range with removable Teflon®-coated oven walls

New low price for this range with Hotpoint's patented no-scour oven—far less than for most hard-to-clean ranges! Just slide out the oven walls, wipe them clean at the sink like dishes. Other deluxe features include automatic oven timer and glass oven door. 40" model RC440 also sale-priced.

\$219*
low priced at about



Model RB340



Model CBF515

Hotpoint No-Frost refrigerator-freezer rolls out on wheels

Deluxe 14.8 cu. ft., 2-door model has adjustable sliding shelf, 2 porcelain enamel slide-out crispers, separate cheese keeper...swing-basket in big freezer below. And no defrosting, ever. Loads of storage, lots of other extras. Just roll it out for easy cleaning, sweeping, waxing. Buy now and save.

\$329
low priced at about

HOTPOINT 90-DAY REPLACEMENT GUARANTEE OF SATISFACTION
If you are not completely satisfied with your new Hotpoint appliance, and notify your dealer within 90 days from date of purchase, it will be replaced with a comparable Hotpoint model at no cost to you.
*See your participating Hotpoint dealer for his prices and trade-in allowances. Subject to Fair Trade where applicable. Prices higher in Hawaii.

Hotpoint

first with the features women want most
A Division of General Electric Company • Chicago, Illinois 606

New Hotpoint Dryer has 5-year Parts Warranty†!

NEW HOTPOINT WASHER HANDLES 2 TO 16 LB. LOADS!



waltz
through washday
with a new automatic
washer and dryer

Model LW650

Model LB670

Just out—no other like it.

New Hotpoint washer handles tiny 2-lb. loads without special attachments . . . up to big 16-lb. loads without straining (has big $\frac{1}{2}$ h.p. motor, commercial size transmission). No-rust porcelain finish, outside and in, at no extra cost. Dial the cycle to fit load.

low priced at about **\$189***

Proof of quality—Hotpoint gives you a 5-year parts warranty on the motor and other critical hard-working dryer parts.† Here's more: You needn't juggle wet clothes to open the door. A foot pedal does it. And you get an up-front lint filter that's easy to get at.

low priced at about **\$149***

† Hotpoint will make available a replacement part in the event of any defect in blower, blower clamp, thermostat, drive motor, centrifugal switch, dryer drum and electrical heat coil (labor not included).

* See your participating Hotpoint dealer for his prices. Subject to Fair Trade where applicable.

Hotpoint

A DIVISION OF GENERAL ELECTRIC COMPANY

first with the features women want most

A Division of General Electric Company • Chicago, Illinois 60644



Menard Electric News

MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois

Phone 632-2239



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



A certificate expressing appreciation to Menard Electric Cooperative for its support of 4-H activities has been presented to the cooperative. At the presentation were (from left) Charles Luker, Menard County farm adviser; Ben Rapp, chairman of Menard County Extension Council; C. Kenneth Smith, president of the cooperative's board of directors; and John E. Root, manager of Menard Electric.

Certificate Presented Menard Electric

In the above picture, Charles Luker, farm adviser, and Ben Rapp, Extension Council, present Menard Electric Cooperative at a recent board of directors meeting a certificate in recognition of the cooperative's support to the Illinois 4-H Foundation.

The Illinois 4-H Foundation provides the necessary funds to carry

on 4-H club activities on a statewide level for which no other funds are available. These activities include the International Farm Youth Exchange (IFYE) program, sending delegates to the National 4-H Club Congress, sending 4-H members to the National Citizenship Course in Washington, D.C., and other national conventions and conferences.

Co-op Comments

It is extremely important that electric motors be properly installed both mechanically and electrically with the increase of crop drying and other equipment using large motors. A review of the requirements for wiring motors is given below. The following is a condensation of Articles 1300 to 1314 of Menard Electric Cooperative's "1965 Wiring Specifications and Recommendations."

A. Before installing motors of three horsepower or larger you shall consult with Menard Electric Cooperative for recommendations and assistance.

B. Conductors supplying an individual motor shall have a minimum carrying capacity of 125 per cent of the motor full load current (taken from nameplate). If two or more motors are supplied by same conductor they shall have a minimum capacity of 125 per cent of the largest plus the sum of the full load current of all other motors supplied by conductor.

C. All motors shall be provided with running overcurrent protective devices.

D. A motor and its driven machinery shall be within sight (50 feet maximum) of the point from which it is controlled unless its disconnecting means can be locked in the open position.

E. For motors rated two horsepower or less, a general use switch having an ampere rating twice the full load current rating of the motor may be used as a controller. For larger motors; controllers shall be rated in horsepower.

F. Automatic restarting running protection for motors shall not be used if it might cause personal injury or if not approved for use on motor it protects.

G. Wiring for fixed motors and motor device equipment shall be permanent to motor and equipment.

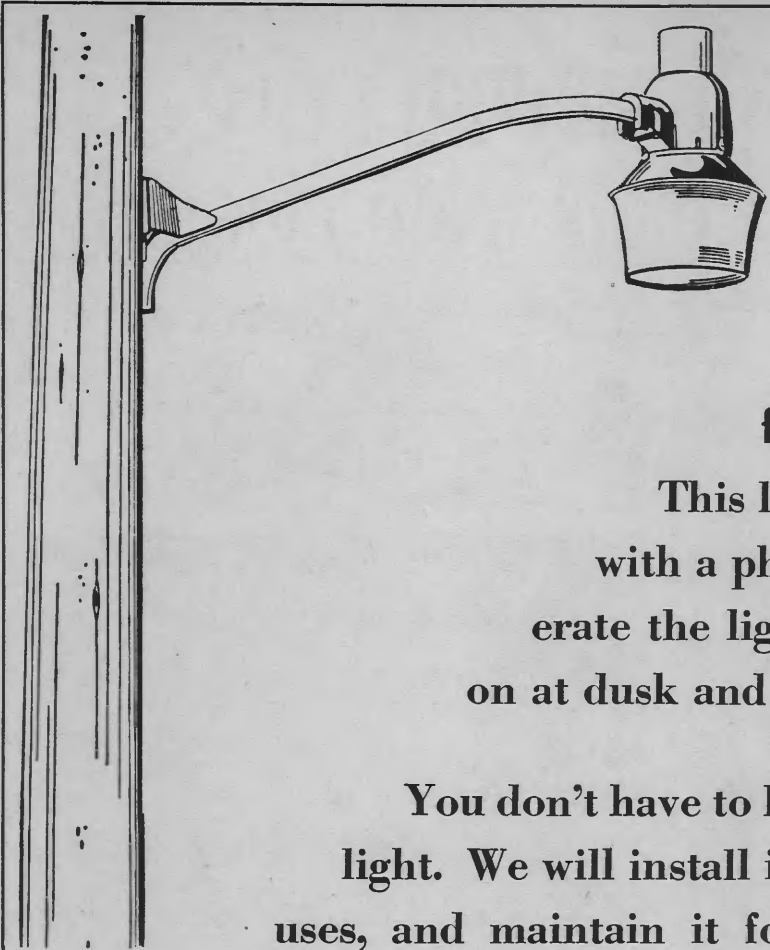
H. Wiring to other than portable motors shall terminate in substantial enclosures. Wiring of the type to provide proper flexibility, durability and grounding shall be used.

I. All single-phase motors of three horsepower and larger when started across-the-line shall be equipped with magnetic starter switches sized in accordance with the amperage rating of the motor.

WIRING SPECIFICATIONS

This cooperative has available for members copies of "1965 Wiring Specifications and Recommendations." This booklet contains not only the requirements and recommendations for home and farmstead wiring, but also contains numerous charts, tables and typical wiring illustrations. This booklet is available at no charge to cooperative members. Simply ask for Menard Electric Cooperative's "1965 Wiring Specifications and Recommendations."





**NOW YOU CAN
HAVE A
MERCURY VAPOR
"SECURITY LIGHT"**

for only \$3.00 per month

**This lighting fixture is equipped
with a photo electric control to op-
erate the light automatically. It turns
on at dusk and off at dawn.**

**You don't have to buy this modern automatic
light. We will install it, furnish the electricity it
uses, and maintain it for only \$3.00 monthly.**

Willie Wiredhand® says:

**MAIL this coupon today for complete details on
the Cooperative's "Security Lighting" program.
No obligation of course.**



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MENARD ELECTRIC COOPERATIVE
P.O. BOX 179
PETERSBURG, ILLINOIS**

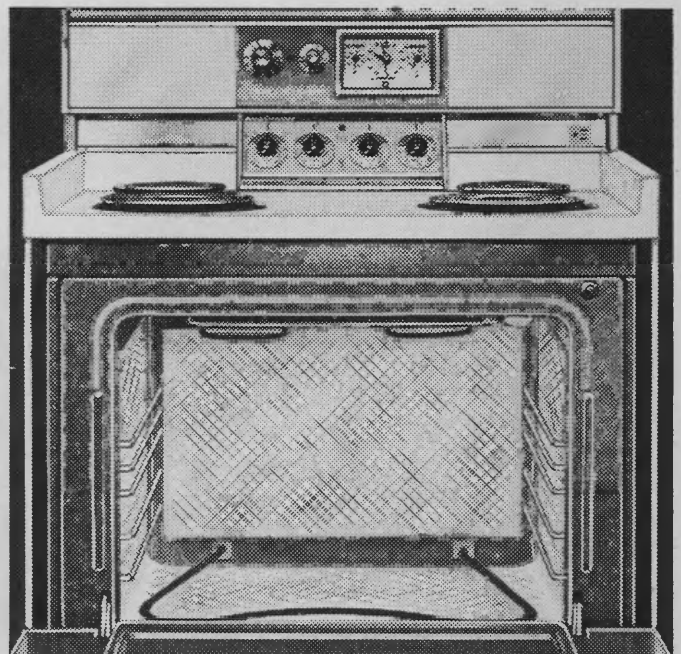
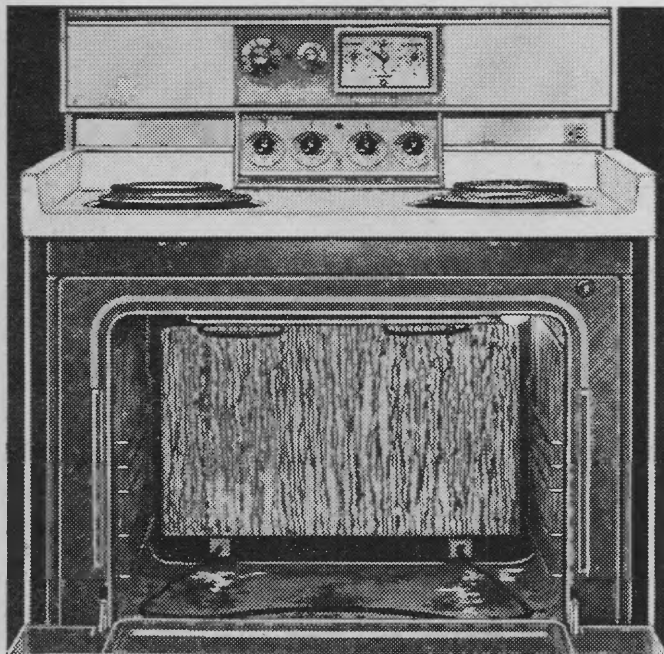
I am interested in the "Security Lighting" program. Please send a representative of the cooperative to call on me.

NAME.....

ADDRESS.....

ACCT. NO.....

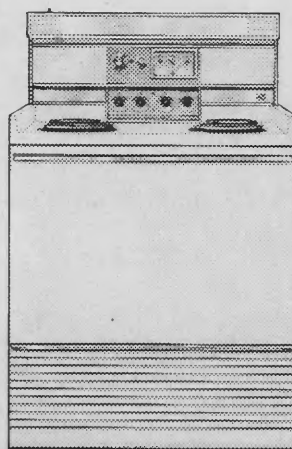
Why pay a premium price for a range that ends oven cleaning?



Any Kelvinator range
at regular price ends
oven cleaning drudgery...

with aluminum foil
linings you replace
in just minutes!

You don't have to pay over \$300 for a range that ends oven cleaning. You can buy a feature-packed Kelvinator Electric Range that eliminates oven cleaning drudgery for far less. That's because every Kelvinator range, regardless of price, has aluminum foil oven linings. They're the only electric ranges that have them, and the only ones designed



to broil and bake with them. Every Kelvinator range also includes lift-off oven door, recessed cooking top, multi-heat broiling, and other deluxe features. Of course, if you want to pay more than \$300 for a range, you can get our deluxe Tri-Level model. It has two ovens—*both* of which eliminate oven cleaning drudgery!

SEE YOUR ***Kelvinator*** DEALER NOW!

News Team Tells of 'Other Side'



Barbara



Sid

A couple of big city reporters, who decided they'd like the life of small town newspaper publishing better, today, after years of experience, agree that they do. There's nothing quite like it.

Some of the experiences, views and observations of Sid and Barbara Landfield aboard the prize-winning Democrat-Messenger of Mt. Sterling (population 2,262, circulation 3,050) are contained in their just-published book, "The Other Side of the Sheet".

Mr. Landfield, who formerly worked on the Chicago Sun and later the Chicago Sun-Times, is co-publisher with George Davis.

Mrs. Landfield formerly worked for the exacting City News Bureau in Chicago and is the author of hundreds of encyclopedia articles. Her newscolumn appears in the weekly newspaper her husband and Mr. Davis publish.

The new book is a collection of essays, articles and critical commentary on the life and the time, much of it written in a humorous vein.

"The Other Side of the Sheet" may be obtained by writing Mr. Landfield, Mt. Sterling, Ill., 62353, or by ordering from any bookstore or from the publisher, Exposition Press, Inc., 386 Park Ave. South, N. Y., N. Y. 10016. The price is \$4.

★ ★ ★ BULLETIN ★ ★ ★

A SPECIAL ENROLLMENT FOR HEALTH INSURANCE PROGRAM 7-434 IS NOW AVAILABLE TO RESIDENTS OF THIS STATE.

GUARANTEED RENEWABLE FOR LIFE!*

*AT RATES IN EFFECT ON RENEWAL DATES

MONTHLY RATES

Plan 7-434

| AGE AT ISSUE | 18-29 | 30-39 | 40-49 | 50-59 | 60-64 | 65-69 | 70-74 | 75-79 |
|-------------------|-------|-------|-------|-------|-------|-------|-------|-------|
| Male | 1.77 | 2.09 | 2.33 | 2.51 | 2.64 | 2.75 | 2.86 | 3.01 |
| Female | 2.68 | 2.68 | 2.68 | 2.68 | 2.96 | 3.18 | 3.41 | 3.70 |
| Children under 18 | .94 | | | | | | | |

Rates shown apply when policy is written on two or more members of a family. For an individual, add 50 cents.

You Can Also Apply for Plan 7-452 Even If You have
Had Heart Trouble, Cancer or Other Serious Illness

Hospital — Surgical — In Hospital — Doctor Bills — Nursing Home

NOW! . . .

You can apply even if you have had Heart Trouble, Cancer, Diabetes, or other serious illness.

EXCLUSIVE FEATURES

Pre-Existing Conditions, Injuries or Sickness if declared in Policy Application, will be covered after Six Months from Date of Policy.

★ NO AGE LIMIT

★ NO WAIVERS

★ LIFETIME RENEWAL GUARANTEE

BENEFITS ARE PAYABLE IN ADDITION TO

MEDICARE

DUE TO THE OVERWHELMING REQUESTS FOR THIS PROGRAM, THE SPECIAL ENROLLMENT WILL BE AVAILABLE FOR A LIMITED TIME ONLY.

ALL PERSONS, REGARDLESS OF AGE OR HEALTH, WHO WISH TO RECEIVE INFORMATION EXPLAINING THIS PROGRAM ARE REQUESTED TO COMPLETE THIS FORM AND MAIL TO:

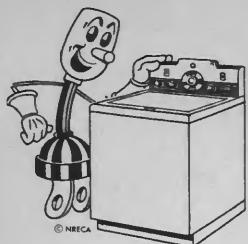
DEPARTMENT OF INQUIRY
GUARANTEE RESERVE LIFE INSURANCE COMPANY
1114 RIDGELY BUILDING
SPRINGFIELD, ILLINOIS 62710

Name _____

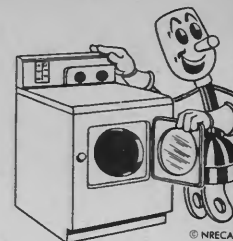
Date of Birth _____

Address _____ RFD _____

City _____ State _____



Menard Electric News



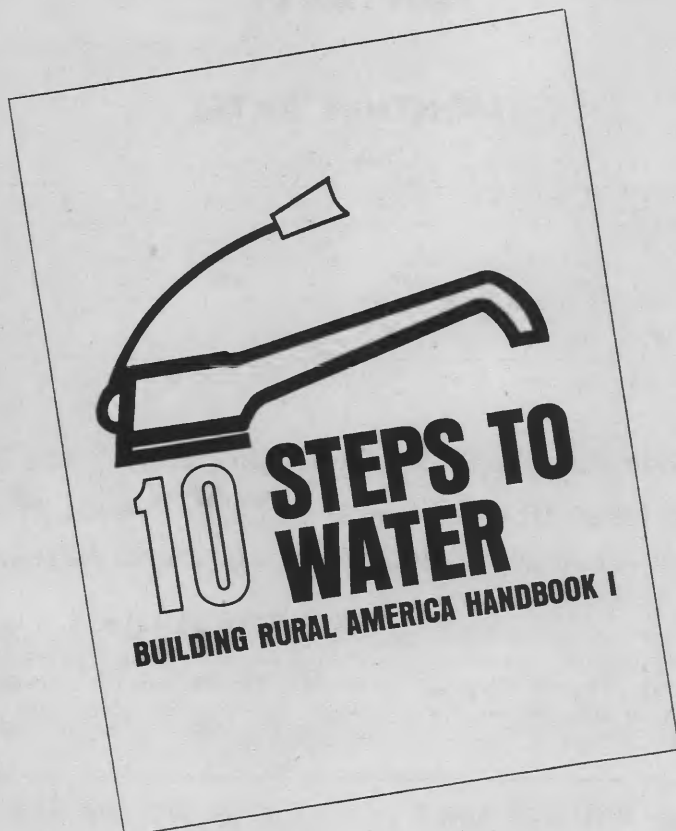
MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois

Phone 632-2239

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

A Water System for Your Community



A central water system is within reach of your rural community. This goal has become easier to achieve with passage of the Aiken-Poage Rural Water Systems and Sanitation Bill, S1766, which was signed into law on Oct. 7 by President Lyndon B. Johnson.

This legislation increases the lending authority of the Farm and Home Administration. Communities of up to 5,500 population are considered to be rural areas eligible under this program.

AN ADEQUATE supply of safe, dependable water is essential to the economical development and the health of the residents of any rural community. Until this need is met a community can not develop and make its contribution to the economical and social growth of the nation.

Rural communities are pleased at the transformation and benefits which result from the installation of a central water system. The communities acquired a new look and a new outlook.

Thirty years ago there was a need for electricity on farms and in rural areas. People talked about it endlessly. You have heard the same talk about the need for a central water system in your community. If the need exists and you want to start the ball rolling, where do you go from here?

COMMUNITY LEADERS who are interested in developing your rural community may obtain additional information on rural water systems from Menard Electric Cooperative. We have available handbooks outlining "The Ten Steps to Water."

Electric Heat Now Possible In Any House

Owners of new homes aren't the only ones who can enjoy the modern convenience of whole-house electric heating. Today, families who live in houses of virtually any age or architectural style can convert to electric heat.

One reason for this is that it's now possible to install in older houses insulation that is needed for the efficient and economical use of electric heat.

THANKS to new materials, techniques and equipment, a protective barrier of mineral wool insulation can be installed easily in spaces between floor and ceiling joists and wall studs of existing homes. Air pressure is used to force heat-saving "blowing wool" through a special hose into these key areas. Installed this way, mineral wool insulation helps keep heating costs down, family comfort high.

Another reason converting to electric heat fits into the remodeling plans of so many home owners is that it's less expensive to buy and install than other heating systems. With electric heat, there are no dripping pipes, unsightly radiators or bulky fuel tanks to pay for and maintain. With the elimination of these space stealing items, there's the bonus of more room for storage and other uses.

IN ADDITION, a variety of electrical heating systems is available to meet all kinds of remodeling problems that might be found in older homes. Baseboard units, wall panels, ceiling coils and electric furnaces are the most popular types of electric heating systems today.

MAGNETIC STARTERS REQUIRED

All single-phase motors of three horsepower and larger shall be equipped with magnetic starter switches sized in accordance with the amperage of the motor.

How's Your Report Card

Parents today are all too well aware that poor nutrition, insufficient sleep and emotional problems can be the unknown quality in unsatisfactory student response.

To shed some really obvious light on the subject, though, have you looked at the lighting arrangement in your child's study area lately? Enough stress has been placed on whether the light should come from the left or the right shoulder. This is important, of course. Yet, in itself, the lamp's position means very little if other lighting factors are ignored.

FOR EXAMPLE, very dark or bright surrounding colors are a distracting contrast to reading and writing materials. The study area must also be supplemented by uniformly soft general lighting throughout the room.

A bright study area in an otherwise dark room defeats its purpose. In good study lighting, your main aim should be to see that there's no shadow on the page, that the child can read without facing a glare, either directly or from the light's reflection on the paper or book.

Two wall lamps over the desk are ideal for a child's study center. Lighting experts recommend 100-watt bulbs in each lamp, with glass or plastic bowl or flat diffuser below the bulb.

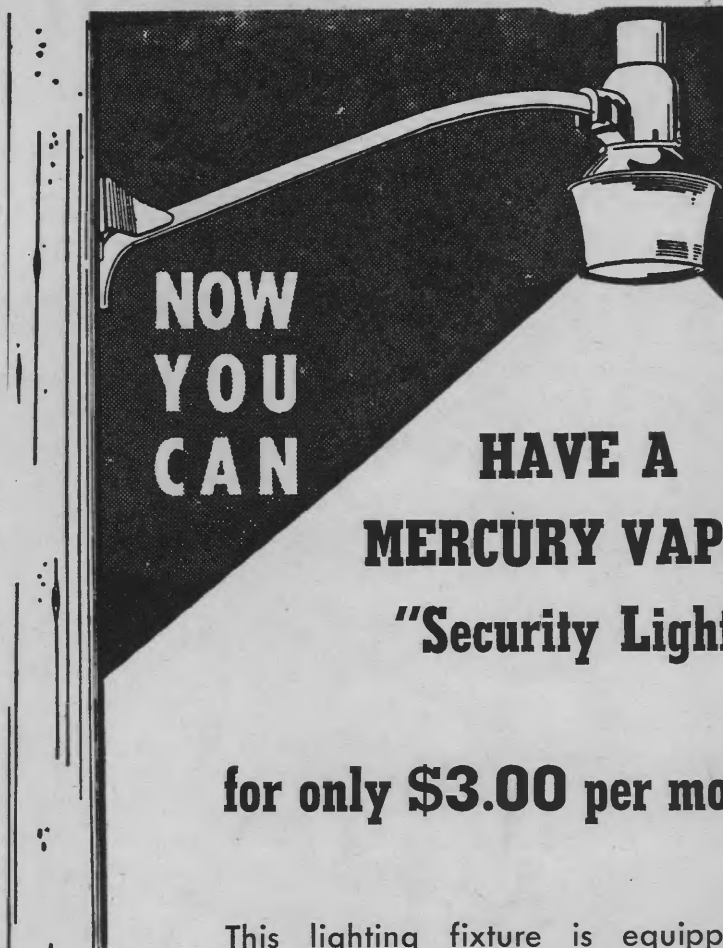
Center the shades 30 inches apart; no more than 17 inches back from the front edge of the desk. Mount the bottom edge 15 inches above the desk.

There are five good rules for lighting desks to conserve precious eyesight. You'll get best results if:

- The entire room is well lighted.
- Desk lamps are properly placed.
- Desk tops are light in color (add a large, light-colored blotter if necessary).
- Adjacent walls are light too.
- Lamp shades are fairly dense or opaque in a light but not strong color.

MENARD ELECTRIC Cooperative will be more than glad to help you with your light for living needs. Write for booklets, "See Your Home in a New Light," "Portable Lamps" and "Minimum Light for Living Standards."

With some basic guidance on color schemes and furniture arrangement, you'll soon discover how lighting can change the way your family lives, looks and feels.



for only \$3.00 per month

This lighting fixture is equipped with a photo electric control to operate the light automatically. It turns on at dusk and off at dawn.

You don't have to buy this modern automatic light. We will install it, furnish the electricity it uses, and maintain it for only \$3.00 monthly.

MAIL TO:

MENARD ELECTRIC COOPERATIVE

P. O. BOX 179

PETERSBURG, ILLINOIS 62675

I am interested in the "Security Lighting" program. Please send a representative of the cooperative to call on me.

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ACCT. NO.....

NEW FROM HOTPOINT!

Deluxe 13.7 cu. ft. No-Frost 2-Door Combination
Refrigerator-Freezer

AT A DOWN TO WORTH PRICE!

NO-FROST
102-LB.
FREEZER

NO-FROST
REFRIGERATOR

ROLLS OUT
ON WHEELS
FOR EASY
CLEANING,
SWEEPING
AND WAXING



No-Frost Model No. CTF614

Treat your family to these quality features

- NO-FROST 102-LB. FREEZER
- NO-FROST REFRIGERATOR
- 22 SQ. FT. OF SHELF AREA
 - STEP SHELF
- PORCELAIN-ON-STEEL MEAT KEEPER
 - SLIDE-OUT SHELVES
 - TWIN CRISPERS
- INDIVIDUAL DAIRY STORAGE
- BUTTER SPREAD CONTROL
- CONSTANT COLD CONTROL
 - SPLIT SHELF
- DELUXE CALGLOSS CABINET

**VALUE
PRICED**
at your local
Hotpoint Dealer
NOW!

Hotpoint

first with the features women want most

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Rural School Is Solving Its Problems

(Continued from Page 4)

ages extra curricular activities. Future Famers, Future Homemakers, annual staff and other groups meet regularly at night. There isn't enough time during the busy days.

"Such activity is important," the principal said. "Participating young people learn valuable skills, including how to work with others. It's a fine part of their training."

Not enough time? That's one reason 120 students, one-fourth of the entire student body, attended summer classes last year at the school.

"Your right about this being a busy school," smiled Mr. Buchanan. "It's busy day and night, summer and winter. Our youngsters are eager to learn as much as possible and our faculty is eager to teach. Last year 80 per cent of the senior class had taken more courses than the minimum required."

MR. BUCHANAN is a modest man. He speaks with some restraint. But sometimes he just has to say what's on his mind:

"We're all proud of this school, of the dedicated faculty, the parents, and of the fine school board headed by Wayne Cowger, and our superintendent, Harold Garner, who was principal of the high school until this year.

"We're particularly proud of our students. You hear criticisms of today's young people and how they cause trouble and fail to appreciate their opportunities.

"I don't think that's true in general and it certainly isn't true of our young people here."

MR. BUCHANAN also gave great credit to Norris Electric Cooperative for the job it has done over the years in bringing electricity to the broad area it serves. This has helped—and is helping—make vast improvements possible.

"Of course we're not satisfied with our progress at Cumberland High and we should never be," Mr. Buchanan said. "We're not yet doing as good a job as we should. We'll continue to better our program, to do a constantly improving, more effective job. We must. We will."

SPECIAL NOTICE FOR ASSOCIATION OR GROUP MEMBERS AND THEIR DEPENDENTS

HOSPITAL AND SURGICAL INSURANCE

Guarantee Reserve Life Insurance Company, licensed in 28 states, guarantees that this policy can never be canceled by the Company because of the number of times or the amount of benefits you may collect! The only time your policy may ever have the premiums increased is if such action is taken on all policies of this Form 7-482 in your association or group. You will receive all the benefits you are entitled to under this policy from the Guarantee Reserve Life Insurance Company regardless of any Benefits you might receive from another Company, except Workmen's Compensation.

HOSPITAL EXPENSE—choice of \$10.00 up to \$25.00 per day.

MISCELLANEOUS EXPENSES—pays first \$100.00 and then 80 percent of extra expenses up to \$1,000.

SURGICAL EXPENSES—pays \$10.00 up to \$300.00 for Surgical Operations.

1. COVERS SICKNESS which originates and results in hospitalization thirty days after the policy date.
2. SURGERY BENEFITS from sickness are payable after six months.
3. FEW EXCEPTIONS—Pre-existing illness and accident which you referred to in your application will be covered after two years. Policy does not cover confinement in a clinic, rest home or health resort; services provided or paid for by the United States Government or any state or county tuberculosis or mental institution; loss caused by war, alcoholism or drug addiction, for any injury or sickness covered under Workmen's Compensation or similar law. (SELF-EMPLOYED INDIVIDUALS are covered on or off the job.)
4. MATERNITY BENEFITS—Pays up to 10 times the Daily Room Benefit, when husband and wife are both insured under the same family plan for more than 10 months and during the full term of pregnancy.

MONTHLY RATES

PLAN 1

| | |
|---|--------|
| \$10.00 Daily Room Benefit Member Only | |
| Ages 18-49 | \$4.28 |
| Ages 50-59 | \$5.19 |
| Ages 60-67 | \$6.19 |

PLAN 1A

| | |
|---|---------|
| \$10.00 Daily Room Benefit Member and Family | |
| Ages 18-49 | \$12.51 |
| Ages 50-59 | \$14.01 |
| Ages 60-67 | \$15.46 |

PLAN 2

| | |
|---|--------|
| \$20.00 Daily Room Benefit Member Only | |
| Ages 18-49 | \$6.04 |
| Ages 50-59 | \$7.61 |
| Ages 60-67 | \$8.27 |

PLAN 2A

| | |
|---|---------|
| \$20.00 Daily Room Benefit Member and Family | |
| Ages 18-49 | \$16.58 |
| Ages 50-59 | \$19.18 |
| Ages 60-67 | \$21.62 |

PLAN 3

| | |
|--|---------|
| \$25 Daily Room Benefit Member Only | |
| Ages 18-49 | \$ 6.92 |
| Ages 50-59 | \$ 8.82 |
| Ages 60-67 | \$10.81 |

PLAN 3A

| | |
|--|---------|
| \$25 Daily Room Benefit Member and Family | |
| Ages 18-49 | \$18.62 |
| Ages 50-59 | \$21.77 |
| Ages 60-67 | \$24.70 |

Loss of Time Coverage may also be obtained under this program.

Dependents are Spouse and Dependent Children 1 month through 17 years.

MAIL TO: DEPARTMENT OF INQUIRY, Guarantee Reserve Life Insurance Co.
1114 Ridgley Bldg., Springfield, Illinois 62701

Name Date of Birth

Address City

Number of Dependents



Menard Electric News



MENARD ELECTRIC COOPERATIVE

Petersburg, Illinois

Phone 632-2239

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

Electric Heat Can't Be Beat

By now we presume that every member has had an opportunity to learn first hand the merits of electric heat.

This is particularly true for residences where human comfort, convenience, safety, cleanliness and sheer heating luxury are at a cost often less than that of competitive fuels.

We have expounded at great length on the merits of electric home heating. Over 50 members are now enjoying the benefits of this concept of winter comfort.

Electric heat has many more uses for farm and home. We are sure that nearly each member has a particular problem that plagues him when the winter temperatures get down to the frigid zone.

There is an application for electric heat for all these problems.

FROZEN WATER PIPES

If your problem is frozen water pipes, a thermostatically-controlled heating cable is available. The only time any electricity is used is when the temperature of the surrounding air gets down in the freezing area. Wrap the pipe and forget about this problem. Let Willie Wiredhand automatically keep your water flowing. To save electricity,

wrap the pipe with insulation to hold the heat in.

LIVESTOCK DRINKING

It takes water to put gains on livestock. If you chop ice and depend on a smoky burner that must be refueled, cleaned and cared for, why not consider an automatic electric de-icer or drinking fountain. Drinking bowls assure a supply of good fresh water, not ice, and they're economical too. If you have a tank, an immersion heater can keep drinking water available. Thermostats make them automatic, so they use power only when they are working for you.

BROODING

Baby animals get a head start if they are born in cold weather, if we give them heat—underfloor heating cable and heat lamps may help pigs, chickens, calves and other newborn animals. Pets, too, deserve the comfort of electric heat if they must be kept out.

SHOP OR MILKHOUSE

For your comfort, too, if you have a farm shop, electric heat may be the answer. Some jobs cannot be done with gloves on. Also, they can't be done with numb hands. Install infra-red heaters over your work bench or over your cleaning area in the milkhouse.

Co-op Comments

CHRISTMAS GIFTS

Christmas Day is almost upon us and those of you who put off your shopping until the last minute (don't we all) may be looking for some ideas. Here are several suggestions that may help you with a gift for that person who is so hard to buy for each year.

1. A year's service of a mercury vapor security light (Menard Electric Cooperative will do its best to get it installed by Christmas or a few days after).
2. A portable infra-red heater for the shop or garage.
3. Electric engine heater for cars, trucks and tractors (makes cold weather starting a pleasure).
4. Heat tapes for those pipes that freeze up in the winter (these can also be installed in roof gutters to eliminate damaging ice build up).
5. Personal appliances, such as electric razor, electric toothbrush, hair dryers or manicuring sets.
6. Kitchen and utility appliances, such as clothesdryers, automatic washers, ranges and dishwashers.
7. For the children—electric toys too numerous to mention.

Whatever you choose, we at Menard Electric Cooperative hope you have a very Merry Christmas.

ANNUAL MEETING

Your board of directors has announced that the 29th annual meeting of Menard Electric Cooperative will be held on Saturday, March 5, 1966, at the high school gymnasium in Petersburg.

Watch for your next issue of the REN for more about the annual meeting program.

**Menard Electric Cooperative's
Board of Directors,
Manager
and
Employees**

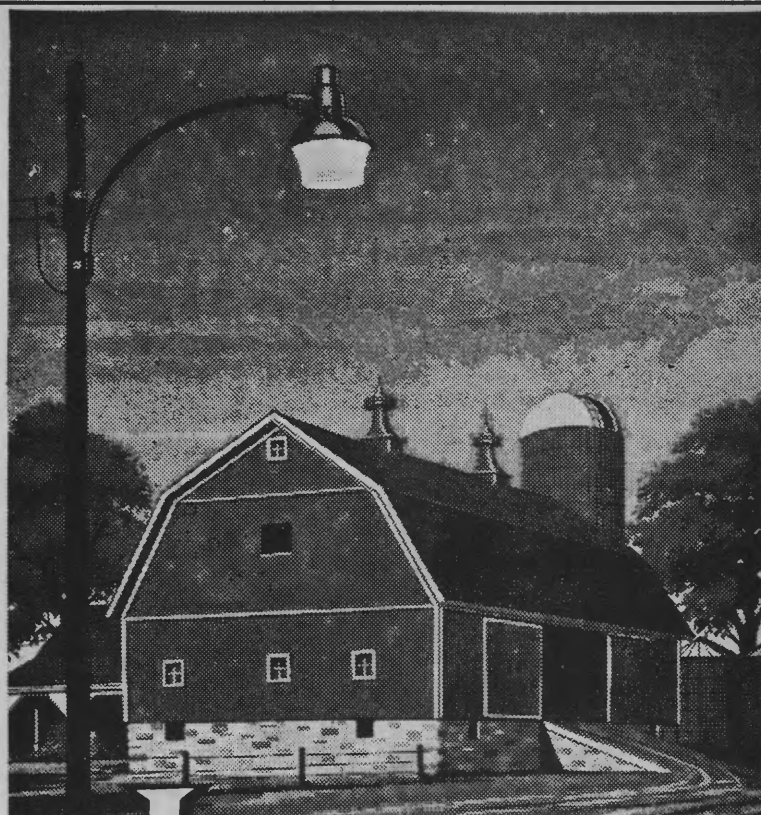
Want to express their sincere wishes
for each and every one of you members
for a

**Merry Christmas
and a
Happy New Year**



The Trouble Shooter's Night Before Christmas

'Tis the night before Christmas,
I'm on trouble again.
It's the third in a row, I just can't
win.
For this one Christmas, I'd like to
get some sleep,
Because the snow outside is over
knee deep.
And I'm missing the party—fun and
all,
'Cause I have to stay home and
wait for a call.
With all this ice the phones are
probably dead,
So to heck with outages, I'm going
to bed.
Then from the phone there arose
such a clatter
I sprang from my bed to see what
was the matter.
The guy on the phone said he was
out of lights.
I muttered a sigh—tonight of all
nights.
With snow knee deep, and deeper
in the draw,
He said "Hurry quick or my deep
freeze will thaw."
I started to cuss and go back to
bed, But the loss of my job I
started to dread.
So I slowly got into my icy clothes,
The fire was blazing but I still al-
most froze.
The truck barely started, the heater
wouldn't heat,
Then it stopped snowing and start-
ed to sleet.
The roads were slick, and I could
hardly see
As we went to the outage, my side-
kick and me.
The lines were out of sag from the
sleet and snow
And the weight on the poles made
them start to bow.
It took us three hours to get twenty
miles
And the look on our faces sure
wasn't smiles.
When we got to the house of the
guy who had called
I got stuck in the snow and my
motor stalled.
And I stopped in my tracks by the
story he told.
"All that was wrong was a burned
out light,
So Merry Christmas to you and to
you a good night".



Light

For Pennies A Night!

That's right, for just a few cents a night you can have this beautiful Line Material Suburbanaire installed on your property. You don't have to buy it. We will install and maintain this light for an amazingly low monthly charge.

The Suburbanaire is equipped with a built-in photo control to operate the light automatically. It turns on at dusk and off at dawn. The light is designed and built by Line Material Industries, one of the nation's leading manufacturers of street and airport lighting.

Consider how this low-cost illumination can transform your present surroundings:

- Add beauty and prestige to your property.
- Eliminate the darkness that invites prowlers and "Peeping Toms."
- Add more light hours to your work and play.

- YARDS
- DRIVEWAYS
- GARDENS
- PATIOS
- WATER TROUGHS
- BARNs
- FEEDERS
- STORES
- PARKING LOTS
- DRIVE-INS
- MOTELS
- CLUBS
- STREETS
- BUS STOPS
- ALLEYS
- WHARFS
- DEPOTS
- TERMINALS
- PICNIC GROUNDS
- PARKS
- POOLS
- PLAYGROUNDS

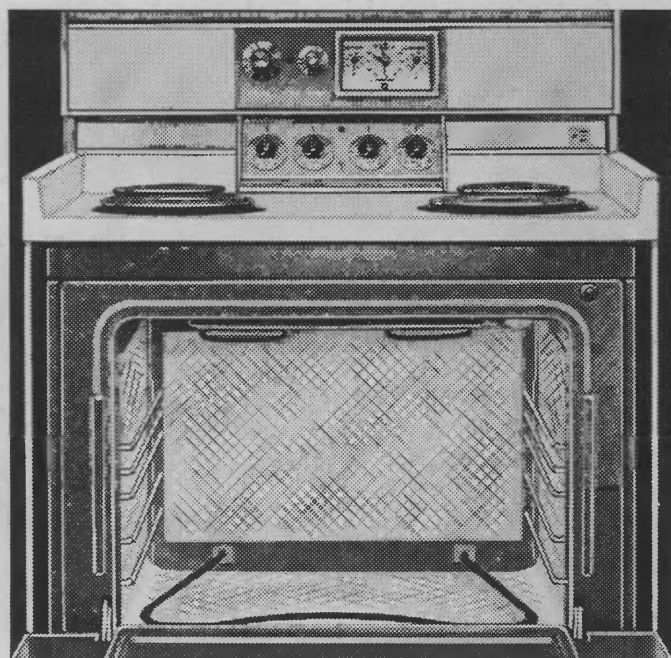
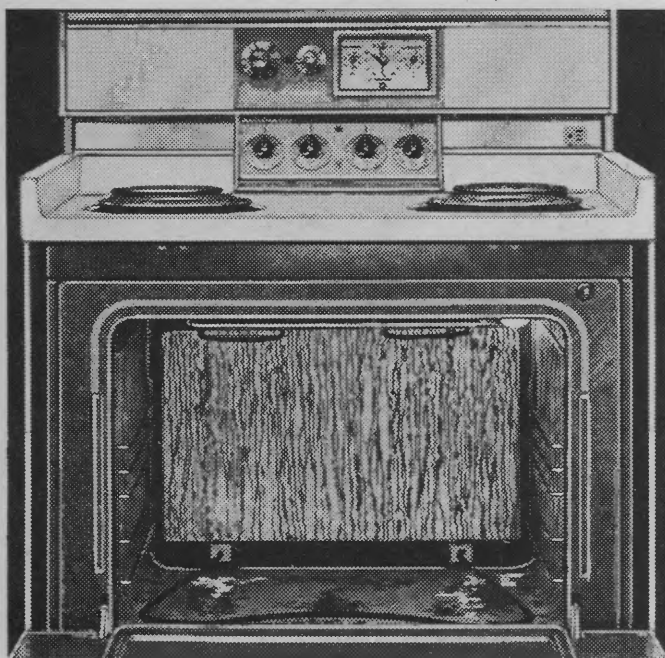
Contact Us for Complete Information

I am interested in the Cooperative's Lighting Program. Please have a representative call on me and explain its benefits.
I am not obligated by signing this coupon.

NAME.....

ADDRESS.....ACCT. #.....

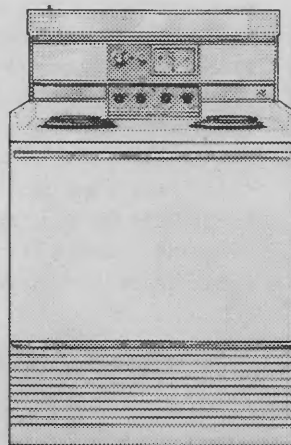
Why pay a premium price for a range that ends oven cleaning?



Any Kelvinator range
at regular price ends
oven cleaning drudgery...

with aluminum foil
linings you replace
in just minutes!

You don't have to pay over \$300 for a range that ends oven cleaning. You can buy a feature-packed Kelvinator Electric Range that eliminates oven cleaning drudgery for far less. That's because every Kelvinator range, regardless of price, has aluminum foil oven linings. They're the only electric ranges that have them, and the only ones designed



to broil and bake with them. Every Kelvinator range also includes lift-off oven door, recessed cooking top, multi-heat broiling, and other deluxe features. Of course, if you want to pay more than \$300 for a range, you can get our deluxe Tri-Level model. It has two ovens—*both* of which eliminate oven cleaning drudgery!

SEE YOUR **Kelvinator** DEALER NOW!