

FFA Leader Eyes Future

(Continued from page 5)

FUTURE FARMERS of America nationally has nearly a half-million members. In Illinois FFA has 425 chapters with 17,000 members.

Membership is not confined to on-farm young people, although all members must be enrolled in high school vocational agricultural programs.

Actually, there are many chapters in metropolitan areas. The largest is in Boston. Chicago has one chapter and more are to be organized.

Incidentally, Artie receives only basic expenses during his work-packed year as FFA president. But, he says, the experiences of meeting thousands of young people plus great numbers of adult leaders is priceless.

Among those adult leaders are state and national electric cooperative leaders as well as outstanding leaders and members of Illinois' 30 cooperatives.

"PROBABLY the greatest advance in agriculture came with the availability of reasonably-priced electric power made possible through the rural electrification program launched in the mid-1930's," Artie said recently.

"Despite this great progress, we have only scratched the surface in bringing total electric power to the farm and to rural areas.

"Automation is the answer to many farm problems, especially that of manpower. Without electricity today's farmers would never have been able to achieve the current miracle of production. And even greater progress, greater achievements, greater contributions to the good of our whole population, lie ahead."

So says 19-year-old Artie Tenhouse, a strong, self-reliant product of this "now" generation.

All's not right—yet—with the world. But by no means is all wrong. Youngsters make good headlines as well as bad.

And now, having read about just one of millions of today's young people . . . don't you feel better?

SPREAD THE BREAD

A woman called the police to ask for an officer to come over to remove a skunk from her basement.

The policeman said: "You can do that yourself. Just spread some bread crumbs from your basement to your yard and the skunk will follow the crumbs outside."

Half-hour later, she phoned again and said: "I followed your instructions and I've now got two skunks in my basement!"

* * *

BIG GAME HUNTER

A big game hunter was on the way back to camp one evening when an enormous tiger appeared out of the jungle, not 20 feet away. As the tiger was about to spring, the hunter fired his last cartridge and missed. The tiger sprang too far and landed 15 feet beyond the hunter, who then ran for camp and got there safely.

The next day the hunter went behind the camp to practice a little shooting at close range. He heard a strange noise in the brush and went to investigate. It was the tiger—practicing short leaps.

THE ONLY WAY!

A five-year-old girl visiting a neighbor, when asked how many children in her family, answered "Eight." The neighbor observed that so many children must cost a lot. "Oh, no," she answered. "We don't buy 'em,—we raise 'em."—Van Burtarian.

* * *

Money no longer talks—it goes without saying.

HARD OF HEARING?
NOW HEAR THIS!!
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MANY TIMES LOUDER!

Yes, place this tiny unit in your ear and Listen! You'll hear an exciting world of meaningful sound with the New SS-100. This realistic new hearing device amplifies voices and sounds many times louder . . . It's engineered to let you tune in sounds as low as whispers, that you may have been missing . . . and can be an aid to your hearing problems.

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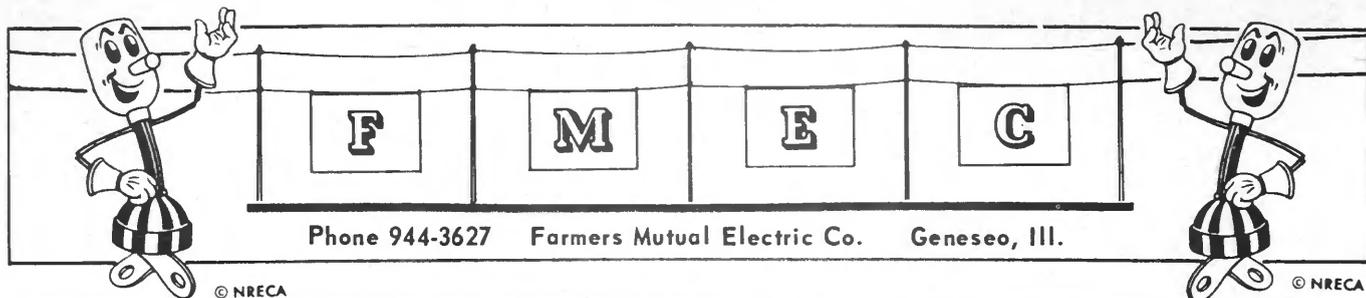

Federal LAND BANK Association

Think Success

...it may be your own!

THE MAN WHO THINKS and plans ahead is usually the man who's successful. Here at the Land Bank, we like people who think success—because success is the crop we cultivate. If you see an opportunity to expand or mechanize your operation, talk it over with the manager of your local Federal Land Bank Association. He will listen . . . and he may be able to help!

Serving America's Farmers: Providers of Plenty



Farmers Mutual Plans Even Greater Service

What is an electric cooperative? That's a good question. And you can get a good answer by studying Farmers Mutual Electric Company of Geneseo, particularly at one of its annual membership meetings.

The last one, the 34th, occurred recently in the Masonic Temple at Geneseo. About 175 people nearly filled the meeting room. It was probably the largest attendance in the cooperative's history.

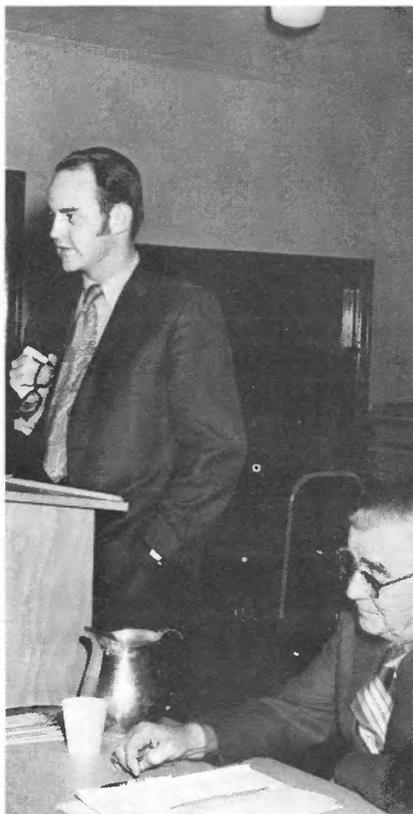
But what IS an electric cooperative? Well, for one thing, it's people. Farmers Mutual was started back in 1935 by a little group of farmers who couldn't get electricity from commercial sources. They didn't know anything about running a utility. They didn't want to do it then. But they were determined to obtain electric power at a reasonable cost, even though they were scattered over a broad, thin area.

That's history. Even veteran cooperative members, who helped get the organization started, don't talk much about those days. They're interested in the present—and the future.

TODAY MANY of Farmers Mutual's 800 members are still farmers, but an increasing number live in the cooperative area and work at town or city jobs. They're part owners of Farmers Mutual, too. They have a vote in its operation. And they have a stake in its future.

If they want the cooperative to work in the very best interest of all the area it serves, this will happen. It is indeed happening.

Cooperative directors are convinced that's the wish of the membership. Some say simply, the cooperative aims to be a "good citizen," a responsible citizen, in every possible way.



Representative James D. Nowlan of Toulon discusses legislative problems at cooperative meeting at Geneseo.

SO FARMERS MUTUAL is owned by its members who direct its operation through election of a nine-member board of directors. And through its action, this board traditionally has demonstrated again and again that the cooperative is deeply, intensely, interested in the welfare of its members.

As Morris Deul, the cooperative manager, has said, it is true that this member-owned organization cares more about its members.

At the latest annual meeting President Simon Vandersnick of Atkinson praised members for their support during the past year.

He said that the cooperative now must borrow capital funds from the Rural Electrification Administration (REA) because there's no place else available. This probably will continue for some years.

BUT CHANGE is in the air. Electric cooperatives are made up of people, fine people, and they like to be as independent as possible.

That's one reason they and some 20-million other cooperative members throughout the nation have set about the task of creating their own National Rural Utilities Cooperative Finance Corporation (CFC), a non-profit organization set up to loan capital funds to member cooperatives.

It exists today. Its first loans may be made in 1971 and could reach \$40-million that year. That's not much but it's a great start.

Where will CFC loan funds come from? Some will come from loans to the finance corporation by individual electric cooperatives who are more fortunate, financially than others.

This "seed capital" will help enable the corporation to borrow additional money on the open market. Some day, it is hoped, the need for REA loans can be eliminated.

Farmers Mutual

To report a service interruption:

During Office Hours—8 a.m. to 5 p.m. on Monday through Friday, telephone 944-3627.

Other Times—Saturday, Sunday, Holidays and after office hours, telephone Richard Kincaid, 944-2747; Frank Shambaugh, 944-3832; Michael DeBrook, 944-6086. If no answer, call 944-3627.



ROBERT HANNON of Geneseo r.r. 4 is cooperative secretary-treasurer. He reported to members at their annual meeting that the cooperative is in sound condition despite rising costs. When it started it had virtually no assets. Today these exceed \$650,000. But expenses are high. Electric power, purchased at wholesale from the Illinois Power Company, costs \$66,405 last year. Taxes amounted to \$12,770.

Despite these and many other expenses, the cooperative some time ago probably could have been out of debt except for one thing: the power needs of its members long have been swiftly increasing. This means that the cooperative constantly must invest more capital in system improvements.

This isn't bad of course. The same thing happens to commercial utilities. And Farmers Mutual leaders are convinced their member-owned organization is doing an outstanding job of meeting member needs.

MORRIS DEUL in his annual report told in some detail the various ways in which the cooperative constantly is improving its system, steadily is looking ahead to growing power demands—and is arranging to meet them as they occur.

Your electric bill, of course, has been going up, Mr. Deul's figures show. That's because members are using more electricity. But the actual cost per kilowatt has long been going down. For instance, that cost

in 1969 was 2.72 cents per kilowatt hour, based on a monthly average consumption of 750 kwh. Back in 1940 the kwh cost was 5.35, based on an average use of 97 kwhs.

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AT THEIR BUSINESS session cooperative members re-elected these directors to three-year terms: Arlyn Anderson, Erie r.r. 2; Darwin Knudtson, Geneseo r.r. 2, and Donald R. Plumley, Geneseo r.r. 1.

In addition, they elected Wayne Colter of Hazelwood r.r. 2, to fill the unexpired term of Thomas Goodney who no longer resides in the area.

Mr. Colter is employed by International Harvester Company, East Moline Works, as an industrial photographer in the product engineering department. He has been a member of the cooperative for 20 years. He grew up on a farm in northcentral Missouri.

It was an interesting election. James E. Thornton, chairman of the nominating committee, read brief background material on three nominees who included Ray Rogers, a physics teacher, and Hugh Morrill, a factory personnel director, in addition to Mr. Colter.

Then he said pleasantly: "Your nominating committee believes any ones of these three would make the cooperative a fine director. Take

your choice . . . or nominate someone from the floor."

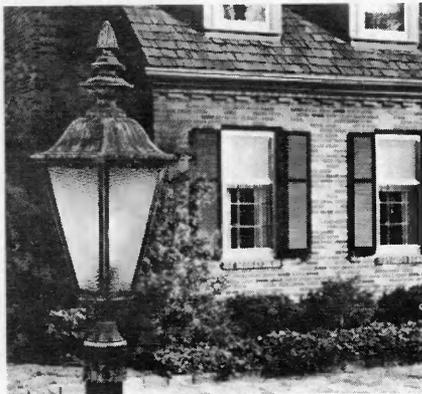
STATE REPRESENTATIVE James D. Nowlan of Toulon, concluding the annual meeting, discussed legislative problems at Springfield. He is a political scientist, having been graduated from the University of Illinois with honors in liberal arts and high distinction in political science. He is a journalist, a public affairs analyst, a college instructor and a captain in the U. S. Army Reserve.

"The state legislature," he said, "is not yet geared to do the job which the people expect of it—nor which the legislators oftentimes claim they are doing. A lack of information, a lack of staffing and poor use of precious time too frequently render the legislature subservient to agency officials."

The state representative, however, was optimistic about the future. He is working to help solve some of the most pressing problems that handicap the legislature.

In welcoming remarks, Clyde Walters, president of the Geneseo Chamber of Commerce, said Geneseo residents and businesses have a high regard for the cooperative membership and for the good the organization has and is accomplishing for the territory it serves.

What's New?



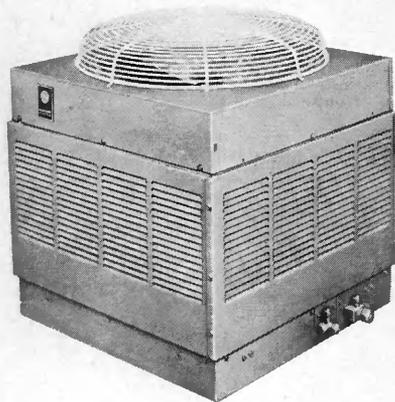
• Post Lantern

This verde green post lantern is a six-sided cast aluminum fixture offered by the Builder Products Division, Emerson Electric Co., 8100 Florissant, St. Louis, Mo. 63136. The lantern is mounted on a matte black post. Panels are of pebbled acrylic and the chimney is three-quarters frosted. The company says it has a wide range of post lanterns crafted in cast aluminum, brass or solid brass in its "Montage by Imperial" collection.



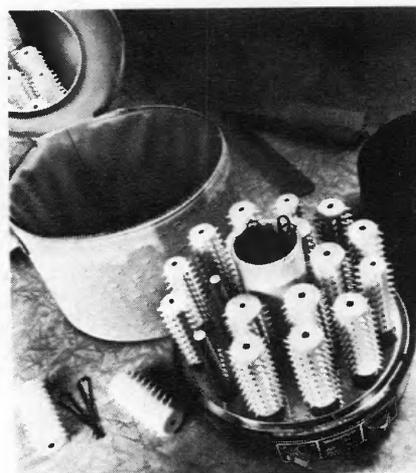
• 'Hi/Low' Range

This stylish "hi/lo" electric range with a pyrolytic self-cleaning master oven is featured in Hotpoint's 1970 appliance line. The full-width opaque black glass window in the upper oven becomes a "see-through" when the oven light is turned on. Convenient features include two high-speed surface units, timed and standard appliance outlets and a two-level, built-in exhaust system which removes vapor and cooking odors from the kitchen.



• Easy Installation

A central air conditioner specifically designed for smaller homes and apartments is offered by General Electric. A 12,000 BTU outdoor condensing unit operates in tandem with a new indoor air handler unit. A prime feature of the new unit is its ease of installation made possible through a new tubing connector that can be brazed or used as a compression fitting. The compressor's top-air discharge directs air upward, safeguarding surrounding plants.



• Hair Styler

Hurry-up hairdos — weather or not — are possible with Westinghouse's new portable deluxe, quick-set hair styler. An adjustable heat control changes roller temperature from Lo to Hi to make looser or tighter curls or to suit individual hair conditions. The deluxe units come with 18 rollers in three sizes, each on its own heater spindle. Pins and pads are stored in a center well and convenient cord storage is provided in the base. Suggested retail price is \$27.99.

Directors Study

(Continued from page 4)

The group then heard how it can make contributions on a global basis.

"Through your national association, you decided to help in the cause of world peace when NRECA signed an agreement with the State Department's Agency for International Development," said Thomas Venables, coordinator of NRECA's international programs division.

Continuing, he told the Illinois group: "With your help in providing men such as Dean Searls (manager, Adams Electrical Co-Operative, Camp Point) and Art Peyton (manager, McDonough Power Cooperative, Macomb) we've given assistance to 28 different countries which have asked for our help.

"WE'RE ASSISTING cooperatives already established or we're helping establish new ones. Power must go to a productive use and be of economical value. The system must pay its own way.

"This is proving to be one of the most important civilian programs during the war years in Vietnam. Actually, it's been a rather singular success."

On another subject, Harry L. Oswald encouraged active participation in and strong support of statewide electric cooperative associations. "They'll perform two prime functions for you," he said.

Mr. Oswald, general manager, Arkansas Electric Cooperatives, Inc., said, "Service functions such as publications, power use and rural area development as provided by a statewide association are essential to the continued welfare of the cooperative program.

"THE OTHER AREA of functions is in the savings category. You'll save money by pooling resources in the many forms of vertical integration such as group purchasing. It's extremely important to utilize the savings possible through a statewide organization."

One of the instructors, in summary, encouraged the directors to keep in mind, while determining policy, the cooperative's relationship to (1) its community, (2) its statewide association, (3) its national association, (4) the federal government and (5) the entire world.

"You have a relationship to all five," Mr. Weaver continued, "and good service to your members ultimately demands attention be given each of them."