

# 19 IMPORTANT QUESTIONS ANSWERED ABOUT THE NEW DIRECT EXTRA CASH PLAN

## 1. What is the Direct Extra Cash Plan?

It is an entirely new, low-cost plan that pays **extra cash** direct to you when accident or illness hospitalizes you or any covered member of your family.

## 2. Why should I have the Direct Extra Cash Plan in addition to my regular insurance?

Because your present insurance probably won't cover **all** your hospital expenses, but even if it does, you can still use the extra cash to help with your household expenses when you're hospitalized...extra cash week after week **even for life**...extra cash you can use any way you wish!

## 3. Can I collect even if I carry other health insurance?

Yes. Direct Extra Cash pays you **in addition** to any other companies' health insurance you carry, individual, group or even Medicare—and even in addition to Workmen's Compensation and auto insurance! And all your benefits are tax-free!

## 4. Is there a lot of red tape to qualify?

None at all. During this special enrollment period, there are no qualifications. Simply complete and mail your Enrollment Form by the deadline date shown.

## 5. Which plan should I choose?

You can actually select the **exact** plan that suits **you** best!

If yours is a young, growing family, we recommend the *All-Family Plan*. If you are the only parent living with your children, we suggest the *One-Parent Family Plan*. If you have no children, or if your children are grown and no longer dependent on you, you will want the *Husband-Wife Plan*. Or, if you are living by yourself, choose the *Individual Plan*.

## 6. If I become hospitalized, when do my extra cash benefits begin? How long can I be paid?

On all plans, you collect from the **very first day** you enter the hospital, even for one day—for as long—and for as many times—as you are hospitalized—**even for life**.

## 7. How much can I be paid?

*All-Family Plan*—\$100.00 a week extra cash income for you; \$75.00 weekly for your wife; \$50.00 weekly for each eligible child.

*One-Parent Family Plan*—\$100.00 weekly for you; \$50.00 weekly for each eligible child.

*Husband-Wife Plan*—\$100.00 weekly for you; \$75.00 weekly for your wife.

*Individual Plan*—\$100.00 a week for you.

## 8. What if my wife and I are both hospitalized at the same time?

If you have the *All-Family* or *Husband-Wife Plan* and are hospitalized by sickness, you collect \$100 a week, your wife \$75 a week, a total of \$175 weekly. And if you are injured and hospitalized at the same time, your benefit **will be doubled**—\$200 for you, \$150 for your wife—a total of \$350 a week!

## 9. Are there any other "double" extra cash benefits?

Yes. On all plans you receive **double** cash benefits if you or any covered family member is hospitalized for cancer (including Leukemia and Hodgkin's Disease), or heart attack (acute myocardial infarction, coronary thrombosis, or coronary occlusion): \$200.00 a week for you, \$150.00 a week for your wife, \$100.00 a week for each eligible child.

## 10. Tell me about the "extended" extra cash death benefits.

In the event of death in the hospital of any covered family member from **any** condition covered by your policy, a **lump sum cash** benefit will be paid: \$200 on you, \$150 on your wife, \$100 on each child.

## 11. Does this plan pay in any hospital?

You will be covered in any hospital of your choice except nursing homes, convalescent or self-care units of hospitals, and Federal government hospitals.

## 12. When does my policy go into force?

It becomes effective the very same day we receive your Enrollment Form. Accidents are covered on that date. After your policy is 30 days old, you are covered for new sicknesses which begin thereafter. Under the **ALL-FAMILY PLAN**, childbirth, pregnancy and any consequences thereof are covered after your policy is in force for 10 months.

## 13. What if someone in my family has had a health problem that may occur again?

Pre-existing conditions are covered after the

policy has been in force for just one year.

## 14. What conditions aren't covered?

Only these minimum necessary exceptions: pregnancy or any consequence thereof (unless you have the *All-Family Plan*), war, military service, mental disorder, alcoholism, drug addiction, or attempted suicide.

## 15. Can I drop out any time? Can you drop me?

We will never refuse to renew your policy for health reasons—for as long as you live and pay your premiums. In fact, we guarantee we will never cancel or terminate your policy unless we decline renewal on all policies of this type in your entire state. You, of course, can drop your policy on any renewal date.

## 16. Will I get fast personal service? Will I receive my money promptly?

Yes. Thanks to the modern facilities and trained personnel of Executive Fund's National Service Center, you get swift, expert service. Your claims are handled promptly and your extra cash sent directly to you.

## 17. Why are the premiums so low?

With the Direct Extra Cash Plan, you actually get all these benefits—at such a low cost—because this is a mass enrollment plan—and no salesmen are used. Our volume is higher and our sales costs are lower.

## 18. How much does my first month cost?

Only \$1.00 regardless of your age, the size of your family or the plan you select. After the first month, if you are under 65, you pay only these low monthly rates: only \$7.95 a month for the *All-Family Plan*; only \$5.95 a month for the *One-Parent Family Plan*; only \$5.95 a month for the *Husband-Wife Plan*; only \$3.50 a month for the *Individual Plan*. (When you are over 65, premiums are adjusted. See modest increase in panel on previous page.)

## 19. Why should I enroll right now?

Because an unexpected sickness or injury could strike without warning—and you will not be covered until your policy is in force. Remember, if for any reason you change your mind, you may return your policy within 10 days and your \$1.00 will be refunded immediately.

## SPECIAL ENROLLMENT PERIOD EXPIRES MIDNIGHT, FEBRUARY 15, 1970

Mail Enrollment Form today with \$1.00 to Direct Extra Cash Plan, 3104 Farnam St., Omaha, Nebraska 68131

# DIRECT EXTRA CASH PLAN

SPECIAL ENROLLMENT FORM NO. 11258

INSURED'S NAME (please print)  Mr.  Mrs.  Miss First Middle Initial Last

ADDRESS \_\_\_\_\_

CITY \_\_\_\_\_ STATE \_\_\_\_\_ ZIP CODE \_\_\_\_\_

AGE \_\_\_\_\_ DATE OF BIRTH: Month \_\_\_\_\_ Day \_\_\_\_\_ Year \_\_\_\_\_

**To: Direct Extra Cash Plan, Executive Fund Life Insurance Company, Omaha, Nebraska.** I have enclosed my first monthly premium of \$1.00 for the plan selected above. Please issue my **DIRECT EXTRA CASH PLAN Hospital Confinement Policy (P300 Series)** immediately, as soon as this form is received. I understand that the policy becomes effective the same day it is issued, and that pre-existing conditions will be covered after the policy has been in force for twelve months. If I change my mind for any reason, I have the right to return my policy within 10 days for a complete refund.

Date \_\_\_\_\_ Signed  Insured's Signature—Please do not print

Form E310

SOCIAL SECURITY NUMBER (It becomes your policy number)

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Check here if you have no Soc. Sec. No.

SELECT PLAN DESIRED (check one only)

All-Family Plan\*  Husband-Wife Plan\*  
 One-Parent Family Plan  Individual Plan

\*NOTE: If All-Family or Husband-Wife Plan is selected, give following information about wife:

Wife's first name	Middle initial
Date of wife's birth:	Month Day Year

Please make check or money order payable to DIRECT EXTRA CASH PLAN



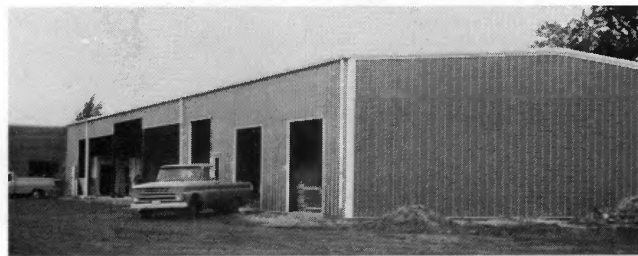
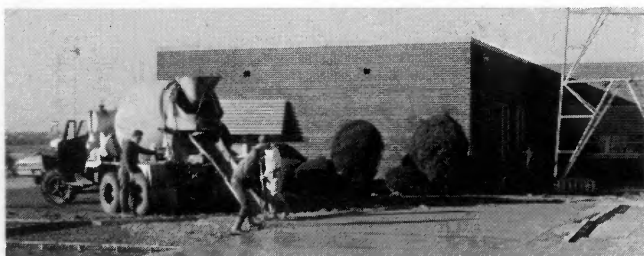
# RURAL HIGHLIGHTS



Rural Electric Convenience Cooperative

AUBURN, ILL. TEL. 438-6813

Board of Directors: Arthur R. Brackebusch, president; Stanley Otten, vice president; Walter H. Johnston, secretary-treasurer; Henry Giesecking, R. Halden Funderburk, Loren A. Rhea, George C. Simon, Russell White and Leo Goleman.



Concrete is poured to build a driveway for the addition to the cooperative's headquarters along Illinois Route 104 east of Auburn. The steel addition (in photo at right) joins the east side of the brick office (in photo at left).

## Last Jobs Push Office Addition Toward Completion

Following completion of the last important jobs, the addition to the headquarters of Rural Electric Convenience Cooperative Co. was expected to be put into service somewhere near the middle of January.

Roy D. Goode, cooperative manager, said the 156 by 50-foot addition provides badly needed warehouse and garage space.

"We've steadily been increasing our services to our members," Mr. Goode said, "and this added work load has caused us to need extra space.

"It's important to note that not only is our membership increasing, but they are using more electricity and are needing more services. One example is the assistance we're giving many members who are having electric heat put in their homes."

Work on the all-steel addition to the east side of the existing building was started last fall. The general contractor was Atkins and Marko Development Corp. of Carlinville.

Cooperative employes did some of the work, particularly in wiring and in installing the electric space heaters. The addition as well as the office and other warehouse space is served with electricity by the cooperative.

## Co-op Employes Collect Money For Yule Gift

Christmas is intended to last longer than a day; it is a spirit that should last all year long, many say. With that thought in mind, employes of Rural Electric Convenience Cooperative Co. again this year decided to make it a happier holiday.

They collected funds from among themselves and, after selecting a community service organization, gave the "Christmas present" so that the group might better help people.

"It's not a big amount," explained Wayne Fuchs, a serviceman who acted as this year's chairman. "The employes hope the gift will help these very worthwhile projects. Perhaps the idea might catch on with other businesses. We think it's a wonderful way to make it a happier Christmas for those who might not be as fortunate."

Serving on the committee with Mr. Fuchs were Maxine Echerd, office secretary, and Robert D. (Bud) Wilson, the line superintendent.

## Vandals Destroy Lake Lou Yaeger Street Lights

Vandals again have caused considerable damage to street lights installed by Rural Electric Convenience Cooperative Co. for the convenience of persons living at Lake Lou Yaeger near Litchfield.

Four of the attractive street lights valued at approximately \$600 were destroyed recently. This marks the second time vandals have caused such expensive damage to cooperative property at Lake Lou Yaeger. Last June, 11 street lights were destroyed with that loss estimated at more than \$1,800.

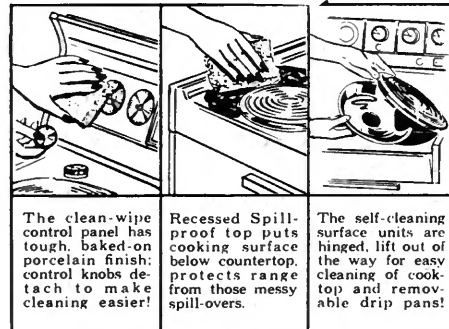
Arthur R. Brackebusch, president of the cooperative's board of directors, pointed out such destruction of cooperative property is of concern to all members.

He asked for their cooperation in this matter and should anyone see vandals causing damage, Mr. Brackebusch suggests that they not try to arrest the individual themselves, but he asks that they contact the nearest law enforcement office or telephone the cooperative's office in Auburn.

# More Cooking Pleasure With a New Electric Range



**Color Models  
At No Extra Cost**



The clean-wipe control panel has tough, baked-on porcelain finish: control knobs detach to make cleaning easier!

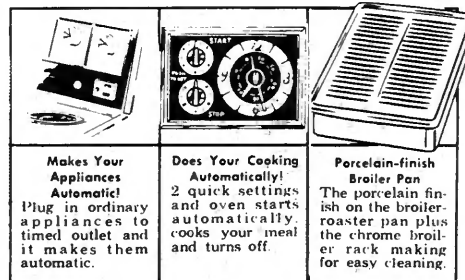
Recessed Spill-proof top puts cooking surface below countertop, protects range from those messy spill-overs.

The self-cleaning surface units are hinged, lift out of the way for easy cleaning of cook-top and removable drip pans!

## Removable oven wall panels, coated with DuPont Teflon<sup>®</sup>

Slide-out oven wall panels that sponge clean right at the range • Famous Calrod<sup>®</sup> Recipe-Heat units • Oven Timing Clock • Lift-up surface units with removable drip pans • Automatic oven temperature control Tilt-away bake and broil units • Rotary, five-position surface unit controls • Timed appliance outlet  
**Hotpoint... first with the features women want most**

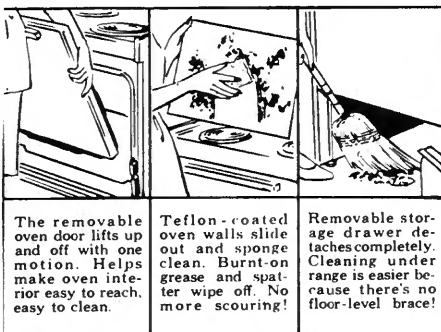
# Hotpoint



**Makes Your Appliances Automatic!**  
Plug in ordinary appliances to timed outlet and it makes them automatic.

**Does Your Cooking Automatically!**  
2 quick settings and oven starts automatically, cooks your meal and turns off.

**Porcelain-finish Broiler Pan**  
The porcelain finish on the broiler-roaster pan plus the chrome broiler rack making for easy cleaning.



The removable oven door lifts up and off with one motion. Helps make oven interior easy to reach, easy to clean.

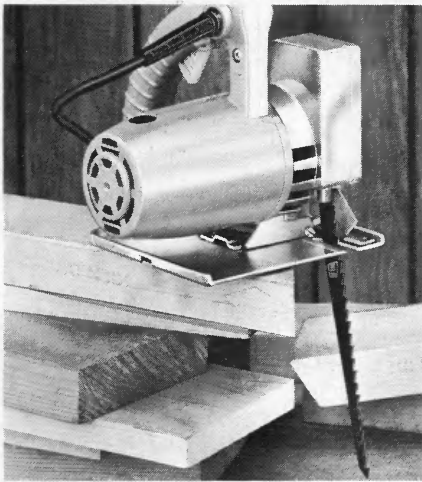
Teflon-coated oven walls slide out and sponge clean. Burnt-on grease and spatter wipe off. No more scouring!

Removable storage drawer detaches completely. Cleaning under range is easier because there's no floor-level brace!

**HERE'S THE RANGE YOU CAN USE AND ENJOY WITHOUT EVER AGAIN WORRYING ABOUT MESSY CLEANING! EVERY FEATURE IS DESIGNED WITH YOUR CONVENIENCE IN MIND . . . AND TO HELP MAKE YOUR COOKING PURE JOY!**

**For Members of  
Rural Electric Convenience Cooperative Co.**

# What's New?



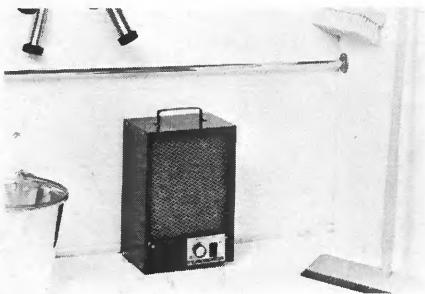
## • Double Insulation

A double insulated structure eliminates the need of a ground wire in this two-speed reciprocating saw, according to Wen Products, Inc., 5810 Northwest Highway, Chicago 60631. The tool has an additional and protective insulation from the normal functional insulation so that current-carrying components are insulated from any metal parts that are accessible to the user. Complete with 7 blades, a rip guide, circle cutter and 45-degree tilting base plate, the saw has a suggested list price of \$49.95.



## • 'Can-O-Matic'

The "Can-O-Matic" from Rival Mfg. Co. teams up an electric can opener with an automatic juicer. It also offers "click 'n clean" action. Just touch a button and the entire assembly (cutter, magnet and level) comes off for cleaning in the sink or dishwasher. The complete juicing assembly also lifts off for rinsing. All juicing parts are dishwasher safe. Available in avocado, harvest or white, the combination appliance has a suggested retail price of \$27.95.



## • Utility Heater

Arvin's milkhouse heater features heavy-duty heating design, yet operates on standard 110-volt AC. Delivering 4,505 or 5,613 BTU's, the unit has a "safe-guard" tip-over switch that instantly shuts off the current if it is overturned. Both exhaust and air intake are located on the front so that the unit can be safely placed flush with a wall. A heavy-duty handle permits overhead mounting. Measuring 10 inches wide, 16 inches high and 7 inches deep, the unit has a suggested retail price of \$21.95.



## • Radio-Intercom

A utility remote station designed for areas requiring only intercom functions such as a garage, workshop or utility room is part of the radio-intercom system from Emerson Electric Co., 8100 Florissant, St. Louis 63136. Quality AM/FM radio or phonograph/tape music reception is assured by all solid-state components that include a drift-free FM "Accutune" circuit. It provides "hands-free" answering, voice-actuated radio silencing, whole-house monitoring and front-door answering from any room in the house.

# What's Ahead For Nuclear Power Units?

What's the future of nuclear power plants? There has been a two-year decline in plant orders, but the Atomic Energy Commission remains confident about the long-range growth prospects for nuclear-generated energy.

The AEC in its annual report, "The Nuclear Industry," concedes that there has been a "rapid fall-off" in announcements of new nuclear plants. At the same time orders for coal and gas-fired plants are booming.

Two factors appear mainly responsible for utility company reassessment of nuclear plants.

One, in AEC's words, is "inability to obtain experienced labor and craftsmen during the construction phase."

Thus, of 13 nuclear plants expected to be in operation in either 1969 or 1970, only two are current with their construction schedules. The others are from two to 13 months behind schedule.

Another factor is increasing costs. These have also hit conventional plants. But for nuclear units, costs since the beginning of 1969 climbed 25 to 30 per cent.

The AEC also acknowledges that in 1969 "the public became increasingly concerned with environmental effects from both fossil and nuclear plants."

To counteract public opposition, the AEC has been much more active in 1969 in stressing that no accidents of any kind affecting anyone outside the plant have occurred at civilian nuclear installations and that radiation from such plants is well within "acceptable radiation exposures."

During the first nine months of 1969 orders for nuclear plants totaled only 4-million kilowatts. This compared with 14-million in the same period of 1968, the AEC said. Meanwhile, orders for conventional plants jumped to 26-million kw in 1969.

# A Critical Look Toward The Future, Its Problems

By Ted Shepherd  
Rural Electric News Service

Returning from an NRECA annual meeting entitled "Doorway to a Decade," delegates see signs that the door to the future may swing shut in Rural America's face.

In fiscal 1971, the Rural Electrification Administration, with an appropriation request of \$345-million to meet loan applications totaling \$934-million, will have roughly one dollar to lend for every three dollars rural electrics need.

The rural telephone program, underfunded again with a \$125-million allocation that echoes last year's insufficient appropriations, faces a major crisis—another Administration attempt to raise the 2-per cent interest rate.

DESPITE the massive self-help effort apparent in 766 of the nation's nearly 1,000 rural electric systems applying for membership in CFC, their supplemental financing organization, REA Administration Hamil is apparently encouraging cooperatives to seek still other outside sources for badly needed capital.

While the Administration continues to pledge help to nonurban sectors, Agriculture Secretary Hardin has eliminated his department's Rural Community Development Service, an agency conceived to aid economic development in the countryside.

In a period when the ability to borrow is becoming critical to the stability of rural enterprise—electrical and otherwise—the Federal Reserve Board steadfastly refuses to lower the impossibly high prime interest rates and hints continue to leak from the Administration that these rates may go even higher.

The Atomic Energy Commission's central station nuclear power development program—an endeavor considered critical to finding an answer to the future's enormous power demands—has had its 1970 appropriation of \$221-million pared to \$150-million for the coming fiscal year.

LOCAL PROGRAMS, confronted with a cost spiral that mounts daily, receive from the Administration words of encouragement—and the same inadequate level of funding, or budget cuts:

The Tennessee Valley Authority,

funded at \$50,600,000 in 1970, and \$50,800,000 in 1971; the Southwestern Power Administration, whose 1970 appropriation totaled \$3.1-million, will be given \$2.2-million in 1971, unless Congress raises the amount.

IN THE FACE of demonstrated rural need and proven financial inability to meet that need (surveys showing an average per capita income of \$2,141 for persons living in counties served by rural electrics as against an income of \$3,159 for the national average), the Administration has:

—Discontinued USDA Technical Action Panels that sought to coordinate federal, state and local development efforts.

—Phased out USDA's rural community recreation loan program and the Department of Housing and Urban Development's program of advances for public works planning.

—Reduced and eliminated, despite Congressional directive to increase attacks on rural poverty, applicable programs set up by the Office of Economic Opportunity.

—Abolished the Office of Rural Affairs.

There are bright spots in this gloomy picture (FHA for instance will have funds to nearly double last year's housing efforts), but in general recent events auger dark times ahead for rural America.

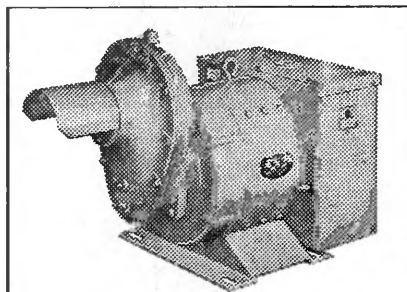
Rural Americans are tightening their belts and renewing their efforts to push forward the rural electrification program and thus ensure the future that its success can promise.

At present, however, the Doorway to the Decade is not wide open.

# If Ruptured Try This Out

Modern Protection Provides Great Comfort and Holding Security

An "eye-opening" revelation in sensitive and comfortable reducible rupture protection may be yours for the asking, without cost or obligation. Full details of the new and different Rice Support will be sent you Free. Here's a Support that has brought joy and comfort to thousands—by releasing them from Trusses that bind and cut. Designed to securely hold a rupture up and in where it belongs and yet give freedom of body and genuine comfort. For full information—write today! WILLIAM S. RICE, Inc., ADAMS, N. Y., 13605 DEPT. 9R



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100 GLADS \$1.00       200 for \$1.94       500 for \$4.50

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 Send C.O.D. plus postage.  
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FOR SPRING PLANTING



# RURAL HIGHLIGHTS



Rural Electric Convenience Cooperative

AUBURN, ILL. TEL. 438-6813

Board of Directors: Arthur R. Brackebusch, president; Stanley Otten, vice president; Walter H. Johnston, secretary-treasurer; Henry Gieseking, R. Halden Funderburk, Laren A. Rhea, George C. Simon, Russell White and Leo Goleman.



The "Changing of the Guard" at the Tomb of the Unknown Soldier is one of the interesting things to be seen by this year's Youth to Washington contest winners.

## Co-ops Display All-Electric Mobile Home

An all-electric mobile home is now on display for the convenience of those Cooperative members considering that type home.

Those interested in inspecting the mobile home are asked to contact the office of Rural Electric Convenience Cooperative Co., so that staff members can arrange to take you to Springfield where the 12 by 60-foot unit is on display.

"We're not in the business of selling mobile homes," explains Roy D. Goode, cooperative manager. "We're participating in this program so that our members choosing that type home are familiar with features such as electric heat.

"Electric heat and central air conditioning are being used more and more in conventional homes and these features help make mobile home living even more comfortable than it already is."

## Washington Trips Offered

Rural Electric Convenience Cooperative Co. again this year is sponsoring an essay contest which offers all-expense paid trips to Washington, D.C., as first-place prizes to two high school students.

Sophomores and juniors attending any high school in the area served by Rural Electric Convenience are eligible to enter the contest. Contestants are to write essays of 1,000 words or less on "The Role of Electric Cooperatives in Modern America." The typewritten essays must be received at the cooperative's office near Auburn no later than April 15.

Complete contest rules and other information has been made available to all high schools in the cooperative's service area, according to Roy D. Goode, manager of the cooperative.

Students seeking additional information are encouraged to contact the cooperative's office where research material may be obtained, Mr. Goode said.

The two local winners will join approximately 50 other youngsters from throughout Illinois for the week's trip to the nation's capital.

The group leaves Springfield Saturday, June 13 and returns home June 20.

While in Washington, the youngsters will be on a planned tour of the many historical national monuments and places of interest.



The mobile home's all-electric kitchen has modern electric appliances and lots of attractive cabinets.

# CHANGE YOUR RANGE,



GOOD COOKS  
COOK BETTER  
ELECTRICALLY!

FOR  
MEMBERS ONLY

Beginning February 1, 1970  
and  
Ending April 30, 1970

## cook electric



### Hotpoint

"Why settle for less" sale  
of SELF-CLEAN-OVEN RANGES

**5000**

TV STAMPS

GIVEN TO MEMBER

WITH A NEW RANGE

INSTALLED ON

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Self-Clean Oven  
Ends worries about  
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hand scrubbing or  
using harsh or messy  
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Range sets you FREE!



MODEL RB740

HOTPOINT 30-INCH ELECTRIC RANGE

MODEL RB740

Rural Electric Convenience Cooperative Co.

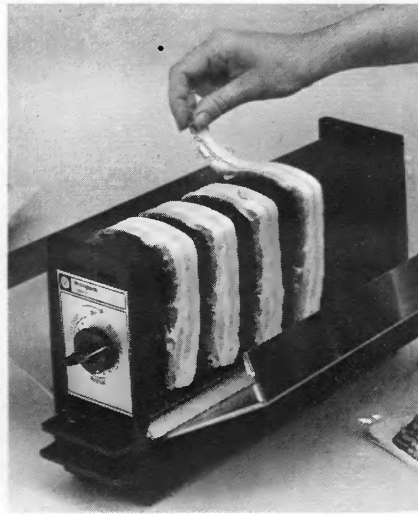
Auburn, Illinois

# What's New?



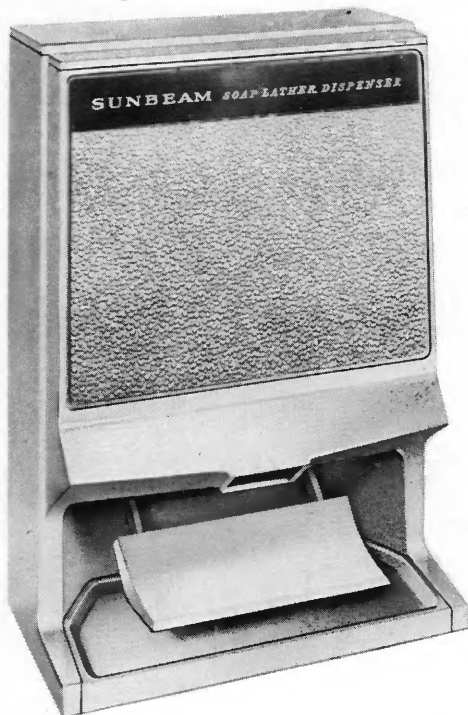
## • Continuous-Clean

Continuous-clean ovens are a highlight of Whirlpool's 1970 line of electric ranges. In addition to being continuous-clean and self-clean, the above model has infinite heat controls, plug-in surface units, automatic meal timer clock, removable oven door, balanced heat oven and oven light. Available colors include white, edged copper, edged avocado and harvest gold.



## • 'Baconer'

The "Baconer" from Westinghouse is a fully automatic appliance that cooks bacon and thin meats, preventing messy splatters. Grease drips down into a tray equipped with a convenient pouring lip. With infinite control settings, it has a Teflon cooking surface and removable side panels. Sized and shaped like a toaster, the "Baconer" has a suggested retail price of \$21.95.



## • Lather Dispenser

Sunbeam has introduced a heated lather dispenser which combines any type of soap and tap water to produce a warm lather for shaving, washing or beauty care. The dispenser can be adjusted for the degree of lather thickness desired.



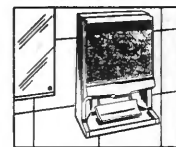
Turns your favorite bar soap into rich, warm lather — automatically.



Just touch a lever — out comes warm soap lather, even in hard water areas.



Neat, sanitary — eliminates dirty, soggy soap.



Stands on counter, mounts on wall, plugs in anywhere — a great family gift!

# Last Call For Capital Trip Essays

There's still time for most would-be participants in the 1970 electric cooperative Youth to Washington essay contest to submit entries—but time is running short. Deadlines vary.

(Most, but not all, Illinois cooperatives are participating in this annual event. Some have other and conflicting programs that preclude their participation.)

But if you're an eligible high school student we suggest you contact your cooperative at once to learn whether you still can enter. Some 50 Illinois high school essay contestants will win expense-paid, week-long trips to the nation's capital—and you might be among them.

WRITING your contest essay shouldn't take too long. Your cooperative can supply considerable helpful information. Each participating cooperative selects its own winner or winners, so no one is competing on a statewide basis. Thus your chances are better.

And what fun you're sure to have in Washington! You'll meet in Springfield the morning of Saturday, June 13 and, with fellow winners, board two air-conditioned buses—and away you'll go!

AT WASHINGTON you'll stay at a beautiful motel, one of the largest in the world, near the banks of the Potomac River and just a short distance from downtown Washington. You'll join nearly 1,000 other contest winners from virtually all over the United States. You'll make new and lasting friends.

YOU'LL GO on a moonlight cruise on the Potomac, you'll visit the White House, Washington's home, the FBI, both houses of Congress, the headquarters of the National Rural Electric Cooperative Association and the Rural Electrification Administration.

You'll meet and talk with some of the top lawmakers of the country. You'll be able to ask them questions—and you'll get thoughtful, informative answers.

You will, in fact, have a ball. So take our advice. Find out at once whether your cooperative is participating in the program. And if it is, ask whether there's still time for you to enter. If there is, the best of luck!

# 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 Butarian.

\* \* \*

Money no longer talks—it goes without saying.

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**Serving America's Farmers: Providers of Plenty**



# RURAL HIGHLIGHTS



Rural Electric Convenience Cooperative AUBURN, ILL. TEL. 438-6813

Board of Directors: Arthur R. Brackebusch, president; Stanley Otten, vice president; Walter H. Johnston, secretary-treasurer; Henry Giesecking, Earl Bradford, Loren A. Rhea, George C. Simon, Russell White and Leo Goleman.



Ernest Hartman (left) and James E. Ketchum

## Two Employees in New Jobs

Two Rural Electric Convenience Cooperative Co. employes now are working in new job capacities following their reassignments as announced recently by Manager Roy D. Goode.

ERNEST HARTMAN, a cooperative employe for 12 years, now is the line department's superintendent of building and materials. He previously had been the cooperative's work order clerk.

James E. Ketchum has assumed responsibilities as the work order clerk and purchasing agent in the line department. Mr. Ketchum, another veteran cooperative employe, will have completed 17 years of service with Rural Electric Convenience in July this year. Before taking over his new job, he had been a journeyman-lineman.

Manager Goode said both job assignments were effective April 1.

Of his new job, Mr. Hartman said: "This assignment will provide me with the opportunity to do a variety of things, but mainly it will allow me to work with the actual items that I had been working with on paper only previously. I am very

happy to have been selected to fill this integral part of the line department."

Mr. Hartman and his wife, Renelva, live in Divernon where they attend the Sacred Heart Catholic Church. They have three children who are Edwin, 19, a student at Southern Illinois University; Pauline, 16, and Michele, 10.

A volunteer fireman for 10 years, he enjoys woodworking and other handiwork around the house.

MR. KETCHUM said this about his new position: "I am very optimistic about my new job. It will be different to what I have been accustomed, but I am sure I will be well satisfied with the new assignment."

He and his wife, Wanda, and their four children live in Auburn. The children are Rebecca, 9; Deidra, 6, and 2-year-old twin daughters, Kelly and Kris. They are members of the First Baptist Church in Auburn.

Mr. Ketchum, a member of Masonic Lodge 354 in Auburn, enjoys trap shooting and is active at the Edgewood Shooting Park south of Auburn.

## Rural Electric Employe Retires

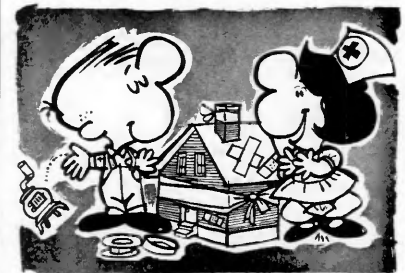
Erle Dossett, plant superintendent for Rural Electric Convenience Cooperative Co. the past 10 years and a lineman for the cooperative another 22 years, retired recently following his loyal and dedicated service.

Mr. Dossett, one of the first linemen hired by the cooperative, began work with Rural Electric Convenience in 1938. Previously, he had wired homes and also did some electrical repair work.

He and his wife, Genevieve or "Jenny" as she is popularly known by their many friends, live in Divernon. They have one daughter, Marjorie "Midge" Warrington, and two granddaughters, Susan and Jane, the pride and joy of the grandparents.

Mr. Dossett's fellow employes join his many other good friends in wishing him well in his retirement. It's not known for sure what he plans to do with his spare time, but his wife presented him with a fishing rod as a retirement gift.

Whether you Build or Remodel, Treat Them to Electric Heat



And when you do make this switch to "flameless electric heat" be sure to let your cooperative help in the planning. Our services are available to you free of charge, and you're under no obligation.



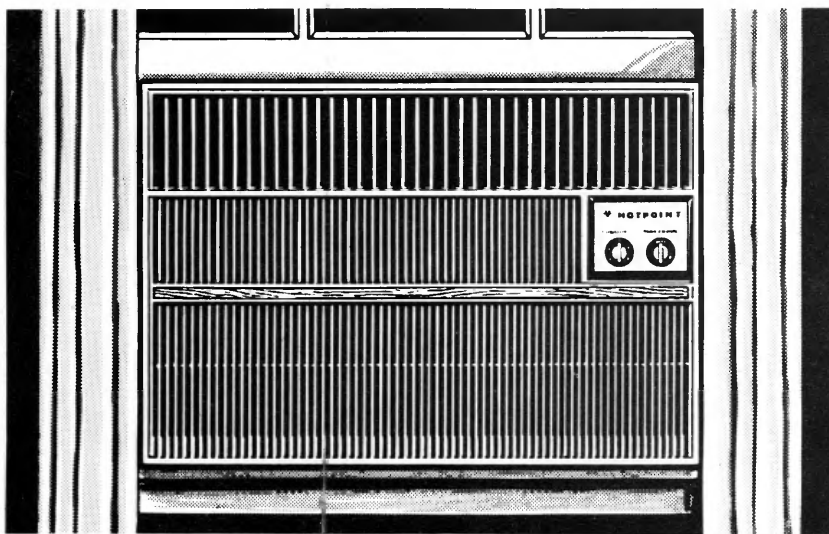
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to cool your living room, dining room or den

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**BUY NOW AND SAVE!**

**15,000 BTU/HR**

MODEL AHMR115D

**BUY NOW AND SAVE!**

**22,000 BTU/HR**

MODEL AHLR122B

**BUY NOW AND SAVE!**

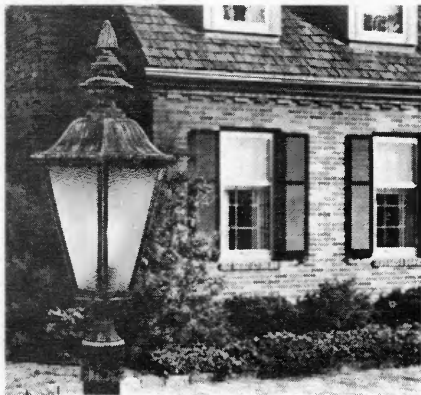
**28,000 BTU/HR**

MODEL ACG283

**FOR MEMBERS OF**

**RURAL ELECTRIC CONVENIENCE CO-OP**

# What's New?



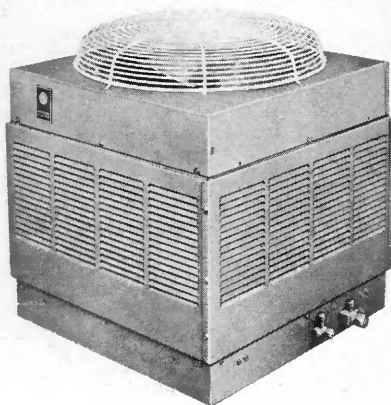
## • Post Lantern

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.



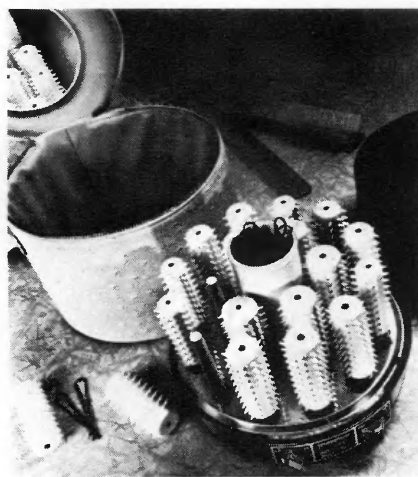
## • 'Hi/Low' Range

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."



Among those who attended the recognition dinner are (from left) Patti Ticken, Richard W. Morefield of the General Electric Co., Dean Searls, manager of Adams Electrical Co-operative, Gilberta McNeff, Mrs. Thomas H. Moore of Springfield and John Sargent, president of Adams Electrical.

## Rural Youth

(Continued from page 7)

summarized this way by Principal Bert L. Ringquist:

"Patti is a tremendously enthusiastic teacher who is doing an excellent job in every respect. She's well liked and respected by both the students and her fellow staff members in this the state's largest junior high school where last year's enrollment totaled 2,200. In her first year of teaching here, she assumed a leadership role and so we've assigned her the direction of our cheerleaders and Pep Club next year."

This further indicates how queen contestants benefit from their training to make significant contributions, says Roger Mohrman, manager of Adams Electrical's member service department who helps coordinate the cooperative's beauty contests.

"WE'RE PROUD of our queen contestants, and we're proud too of the many other youngsters that participate in other of our youth programs," Mr. Mohrman said. "Adams, like other electric cooperatives, works with youngsters in many areas such as 4-H FFA, FHA and the Youth to Washington essay contests which also help many of our young adults."

"These youngsters are tomorrow's leaders. We've seen this happen in the past. Just like Patti and Gilberta, they're getting the training they need as they prepare for the important roles they'll be playing in their communities."

The mothers of the two queens

agree. Mrs. James Ticken of Mendon and Mrs. Gilbert McNeff of Timewell say their daughters have learned a great deal as well as having lots of fun and making many new friends.

*Math Teacher: "What is one-fifth of three-sixteenths?"*

*Freddy: "I don't know, but it isn't enough to worry about."*

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## Think Success

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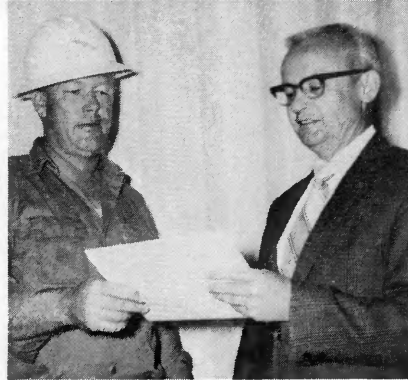
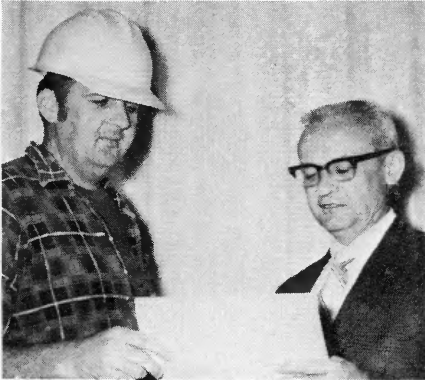
# RURAL HIGHLIGHTS



Rural Electric Convenience Cooperative

AUBURN, ILL. TEL. 438-6813

Board of Directors: Arthur R. Brackebusch, president; Stanley Otten, vice president; Walter H. Johnston, secretary-treasurer; Henry Giesecking, R. Halden Funderburk, Loren A. Rhea, George C. Simon, Russell White and Leo Goleman.



Cooperative Manager Roy D. Goode presents certificates to Journeyman Linemen James A. Smith (photo at left) and George F. Kirby after they completed a course in hotline and aerial basket training at the Vocational Technical Institute in Carbondale.

## Two Linemen Receive Certificates

As part of a continuing program that keeps employees trained in the latest job skills, two linemen for Rural Electric Convenience Cooperative Co. recently received certificates after completing an intensive training program.

George F. Kirby and James A. Smith, both are journeyman linemen, completed a week's course in hotline and aerial basket training at the Vocational Technical Institute on the Southern Illinois University campus in Carbondale.

The course involved extensive practical work in the use of hotline equipment from an aerial basket. Mr. Kirby and Mr. Smith joined linemen from other Illinois electric cooperatives and from some of the state's municipal electric systems for the training course.

Other Rural Electric Convenience linemen also have completed the course. Manager Roy D. Goode said this training is particularly valuable because working on high voltage lines requires a great deal of knowledge and skill if jobs are to be done quickly and safely so that electric service can be maintained or restored in the best interests of the members.

Commenting on the training, Mr. Kirby and Mr. Smith had this to say:

"Hotline work requires a lot of care. You are dealing with high voltage lines carrying 7,200 volts up to 69,000 volts. The aerial basket is a tremendous safety factor when working with voltage of this magnitude. It isolates you from a grounding situation. Proper tools are a must.

"All this was made quite clear at the school where we were given excellent training. We're sure this will help us do our work better."

## Girls Invited To Enter Queen Contest

A special feature of Rural Electric Convenience Cooperative Company's annual meeting in September will be a beauty pageant, and eligible girls are encouraged to enter the contest.

"It's not difficult and besides the girls have a good time as well as picking up some pointers," says Harold E. Edge, the cooperative's director of member services who helps coordinate the beauty contest. "Also, the local winner goes on to a state contest with the state winner advancing to national competition."

Mr. Edge said any girl living in a home receiving electric service from the cooperative is eligible to enter the contest. Queen candidates must be between the ages of 16 and 20.

Interested girls are invited to talk with contestants in past years to learn more of the pageant and to check with cooperative officials for additional information.



Last year's queen and runners-up as they received congratulations from Cooperative President Arthur R. Brackebusch are (from left) Christine Cain of Virden r.r. 2, first runner-up; Gloria Alvies of Pawnee r.r. 1, the queen, and Susan Niehaus of Raymond, second runner-up.

**SLEEP COOL THIS SUMMER!**

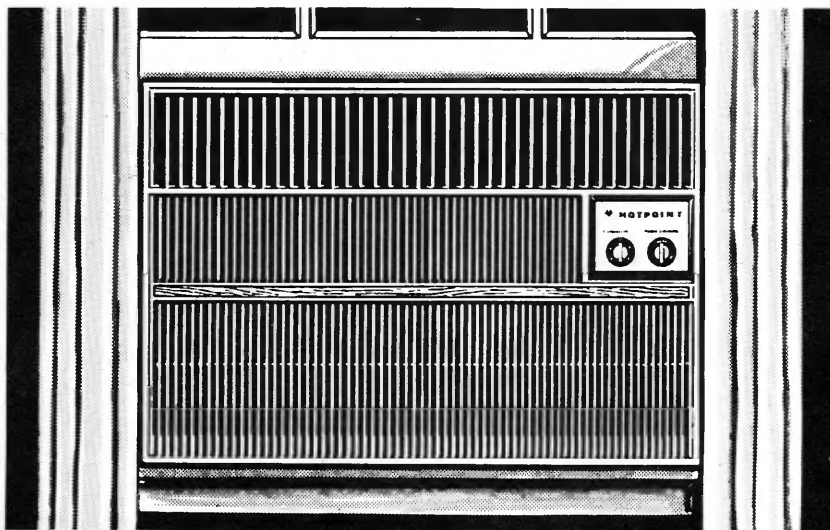


# Hotpoint

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**BIG-PERFORMANCE HOTPOINT AIR CONDITIONER**  
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*Purchase a new window air conditioner from your cooperative between May 15 and Aug. 15 and you'll be eligible for a \$15 allowance toward normal installation costs.*

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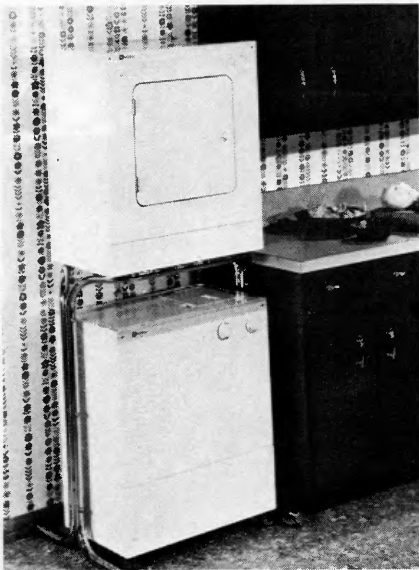
MODEL ACG283

FOR MEMBERS OF

**RURAL ELECTRIC CONVENIENCE CO-OP**

# What's New?

## Co-ops Help Build Better Rural America



### • Porta-Pair

The Maytag Co. says its Porta-Pair can be used particularly well in mobile homes, summer cottages and such places where space doesn't permit larger appliances. The Porta-Washer hooks up to any sink while the matching Porta-Dryer operates from an adequately wired 115-volt outlet and doesn't require venting. They are available in avocado, copper and white.



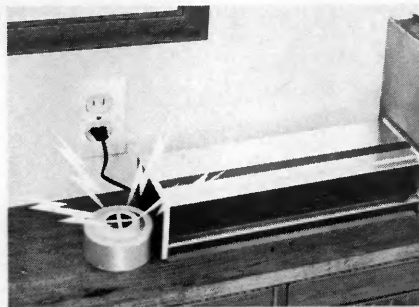
### • Microwave Cooking

Tappan has introduced an electronic cooking center that not only features the fast, space-age microwave cooking method but has a conventional, self-cleaning electric oven as well. Both can be operated simultaneously or individually. The range has a timed electrical convenience outlet, lighted backguard, lift-off oven door and oven work lights. It is available in white, coppertone, avocado and harvest gold.



### • Porta-Cool

Whisper-quiet operation and distinctive contemporary styling are combined in Hotpoint's new Porta-Cool room air conditioner series. These models offer a range of 5,000 to 8,000 BTUs for use on 115-volt current. The top air discharge feature provides a canopy of no-draft cooling comfort. Controls are concealed behind a hinged baffle front.



### • Alert-Alarm

Alert-Alarm from the Artolier Lighting and Sound Division of Emerson Electric Co., 141 Lanza Avenue, Garfield, N. J., 07026, guards an entire area with silent ultrasonic sound waves. The self-contained, ready-to-operate system plugs into any standard 120-volt outlet. Sensitivity can be adjusted for a range of a few inches to an effective maximum of approximately 30 feet.

Electric cooperatives and telephone systems financed in part through the Rural Electrification Administration (REA) helped create more than 60,000 new jobs in rural America during 1969, the U. S. Department of Agriculture has announced.

The job figure is based on reports from 51 per cent of 1,830 systems surveyed on community development activities. The REA borrowers reported that the jobs resulted from 787 commercial, industrial and community facilities projects they helped launch during the year, working with other federal agencies and local organizations, public and private.

DAVID A. HAMIL, REA administrator, praised the systems for their leadership in programs to improve the economy and upgrade the quality of life in their service areas.

He called for their continued assistance in rural development. He said that "meaningful community development must begin at the local level, with local direction and local leadership. Each locality is best aware of its needs, problems and resources."

MR. HAMIL cited the rural electric and telephone systems as pioneers in the economic development of rural areas.

He said, "We feel that all REA borrowers contribute in one way or another to rural development. In our opinion, the extension of a line to provide electric or telephone service is, in itself, rural development.

"It is a fact of life in our business that where electric and telephone lines go, progress and development follow."

More than 25-million people in the rural portions of 2,600 of the nation's 3,100 counties receive electric and telephone service from systems financed in part by REA.

### HOW'S THAT AGAIN?

Motorcycle policeman alongside speeding driver: "I'm only doing 75—how much are you only doing?"—The Railway Clerk.

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For as long as you live and pay your premiums, we will never refuse to renew your policy because of your health — in fact, we guarantee that we will never cancel or terminate your policy unless we decline renewal of all policies of this type in your entire state. Moreover, no change can ever be made in your rate unless we make a general change for all persons of the same classification. You, of course, can drop your policy at any renewal date.

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- Male on any plan ..... \$1.00

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Cutting or repair of	
Single	25.00
Additional, each (maximum of 10 additional);	5.00
Fascia, cutting or transplant	35.00
Tendon Sheath, cutting into	
Single	25.00
Multiple	40.00
Transplant	
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Additional, each	50.00
<b>Urinary Tract</b>	
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Loss of both hands or both arms	\$5,000.00
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Loss of one foot or one leg	2,000.00
Loss of finger or toe, each	25.00
<b>Eye</b>	
Loss of sight of both eyes	\$5,000.00
Loss of sight of one eye	1,250.00
<b>Teeth</b>	
Loss or repair of permanent, natural and sound teeth:	
Single	25.00
Additional, each	10.00

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Complete form and cut along dotted lines. Place quarter in space indicated. Fold edges over onto quarter as shown. Then fold pocket over onto form to enclose coin in Safety-Fold. Then fold over again for extra safety, enclose in envelope and mail.

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## EXTRA BENEFIT PLAN

INSURED'S NAME (please print)  Mr.  Mrs.  Miss

First Middle Initial Last

ADDRESS Street City State Zip Code

AGE

DATE OF BIRTH  
Month Day Year

SOCIAL SECURITY NUMBER  
(It becomes your policy number)

IMPORTANT: Check the plan you wish.

All-Family Plan\*  One-Parent Family Plan  
 Husband-Wife Plan\*  Individual Plan

\*If you select Husband-Wife Plan or All-Family Plan give us the following information about your wife:

Wife's First Name	Middle Initial	
Date of wife's birth:	Month	Day Year

To the best of your knowledge and belief are you and all dependents to be insured in good health and free of any physical defects?  Yes  No (If "No", give full details).

To the best of your knowledge and belief have you or any of your dependents to be insured received any medical advice or treatment during the last five years?  Yes  No (If "Yes," give full details).

Do you carry other insurance in this Company?  Yes  No

I have enclosed my first month's premium of \$.25 for the plan selected above and hereby apply to Executive Fund Life Insurance Company, Omaha, Nebraska for the Extra Benefit Plan (Specified Benefit Policy, Form P401 Series). I understand the policy becomes effective the same day it is issued and that pre-existing conditions will be covered after the policy has been in force for twelve months. I also understand that benefits are payable only for the conditions specified and that the Accidental Death Benefit will go into effect after the first month, and the second month's premium has been paid. If I change my mind for any reason, I have the right to return my policy within ten days for a complete refund.

Date Signed X

Insured's Signature — PLEASE DO NOT PRINT



# RURAL HIGHLIGHTS



Rural Electric Convenience Cooperative

AUBURN, ILL. TEL. 438-6813

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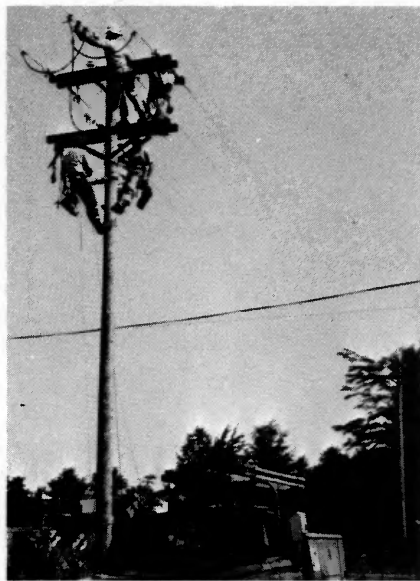
## Summer Brought Busy Work Load

A variety of jobs including relocating service lines for road widening projects caused a busy construction and maintenance season for Rural Electric Convenience Cooperative Co. crews this past summer.

One such project involved moving a three-phase line because of road widening work in Christian County. Approximately 1 1/4 miles of line north of the McDonald Elevator west of Taylorville had to be moved. In addition to the elevator, the Taylorville Municipal Airport, homes west of Taylorville and other members in that area are served by this particular line.

Roy D. Goode, cooperative manager, explained that a new line was constructed so that anticipated future needs of that area will be well served.

Mr. Goode also said much of the work was done at hours when the necessary service interruptions would cause as little inconvenience as pos-



Cooperative linemen make final connections before energizing a three-phase line which was relocated because of a road widening project near Taylorville.

sible to the affected members. He thanked Taylorville radio station WTIM for broadcasting planned outage times so that cooperative members could make any necessary preparations for the time they were without electric service.

## Electric Heat



Another electrically heated home is being added to the growing list served by Rural Electric Convenience Cooperative Co. This is the new home of Harry McGinnis, Jr., of rural Raymond. Contractor Robert Johnson (left) of Raymond is directing construction of the 2,000-square-foot home with assistance from Harry McGinnis, Sr. (center) and the proud new homeowner.

## Outage Reporters

Following is a complete list of outage reporters for the convenience of members of Rural Electric Convenience Cooperative Co. You may want to keep it handy for future reference.

Please note that this list names three new outage reporters. They are Wayne Fuchs of Farmersville, J. F. Bandy of Litchfield and Gerald Fahl of Palmer.

Rural Electric Convenience Cooperative Co., Auburn 438-6813

Richard Treat, Chatham... 483-2098

Mrs. Joe Dowson, Divernon ..... 628-3606

Eugene Beckey, Edinburg ... 623-5782

George Simon, Farmersville 227-3218

Wayne Fuchs, Farmersville 227-3251

Melvin Bolton, Girard ..... 627-2294

Clarence Whitler, Girard ... 627-2007

Helen J. Pope, Harvel ..... 229-3190

J. F. Bandy, Litchfield ..... 324-2497

Elmer Queen, Loami ..... 624-2627

Stanley Otten, Modesto ..... 439-3561

Gerald Fahl, Palmer ..... 526-3961

Harold King, New Berlin ... 488-7061

Leslie Johnson, Nokomis... 563-8608

Wayne Overbey, Palmyra ... 436-2108

Wheeler Sloman, Pawnee ... 625-3122

John Uhrig, Raymond ..... 229-4268

Grant Traugher, Rochester ..... 637-7644

Ralph Gessell, (Kincaid) Taylorville ..... 237-4406

Richard Downing, Taylorville ..... 824-2980

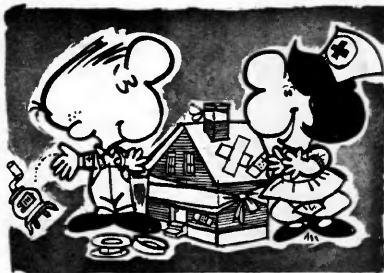
Wilbert Seifert, Virden ..... 965-4109

Dale Kime, Virden ..... 965-3990

Carl Stewart, Waggoner ..... 228-2878

Loren Rhea, Waverly ..... 435-5129

Whether you Build or Remodel, Treat Them to Electric Heat



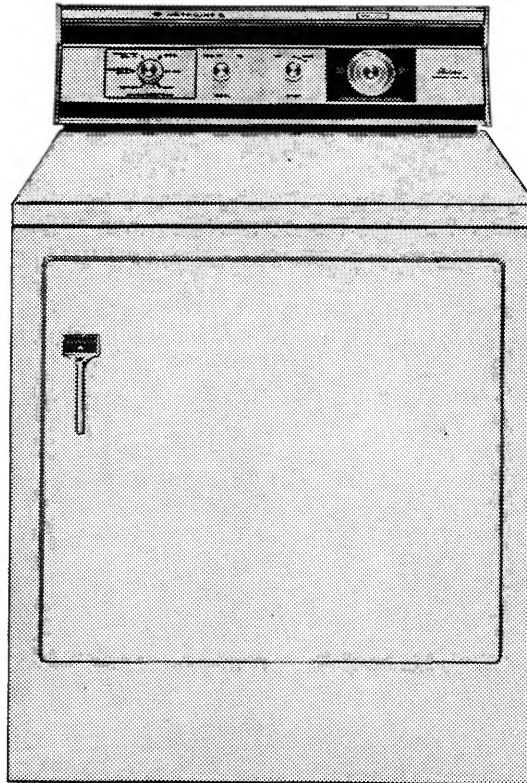
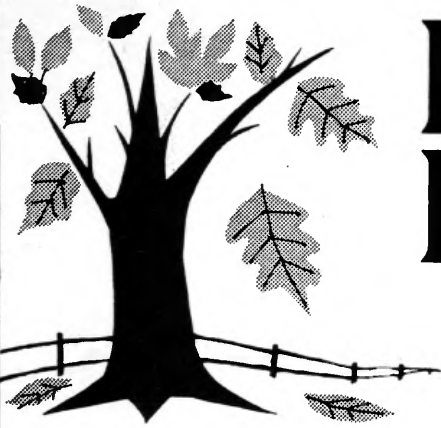
And when you do make this switch to "flameless electric heat" be sure to let your cooperative help in the planning. Our services are available to you free of charge, and you're under no obligation.



# FALL APPLIANCE FESTIVAL

## Hotpoint

### QUALITY APPLIANCES



**HOTPOINT  
GIVES YOU  
MORE  
THAN YOU  
PAY FOR**

**Variety  
Of Models  
Available  
at the  
Co-op Office**

## THIS DELUXE NEW HOTPOINT DRYER HAS 50% MORE CAPACITY THAN ORDINARY ONES

- Biggest capacity dryer ever! Clothes dry faster, more wrinkle-free. Great for permanent press.
- Electronic Sensi-Dry control shuts dryer off when pre-selected dryness is reached. End-of-cycle signal reminder.
- Six temperature selections: Normal, low, heavy, fluff-dry, and two for permanent press.
- Porcelain enamel top and drum for long lasting protection against rust, stains, bleaches.
- Convenient up-front extra-capacity lint filter.
- Long-life nickel/chrome heating elements.
- Permanent press cool down cycle prevents wrinkle setting in permanent press clothes.
- Heavy-duty drive and suspension, 1/3 H. P. motor.

**FOR MEMBERS OF**

# **RURAL ELECTRIC CONVENIENCE CO-OP**

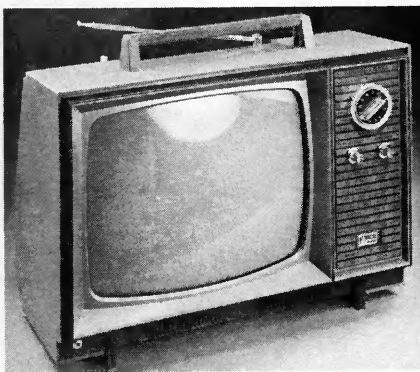
# What's New?

## Albright Takes Position with Mortgage Firm



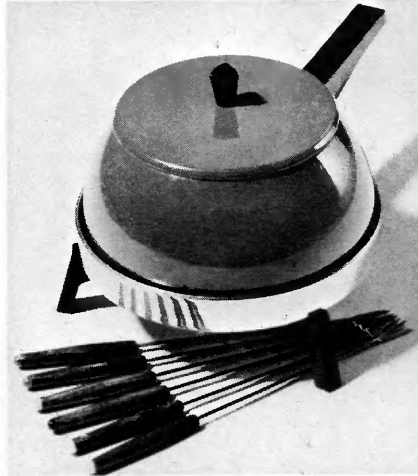
### ● Ice Dispenser

A refrigerator with a built-in ice dispenser complete with an ice crusher is now available from General Electric. The handy on-the-floor dispenser automatically delivers either crushed ice or cubes at a touch. The user makes his choice, pre-sets a lever and presses a glass, pitcher or ice bucket against a rubber-cushioned cradle.



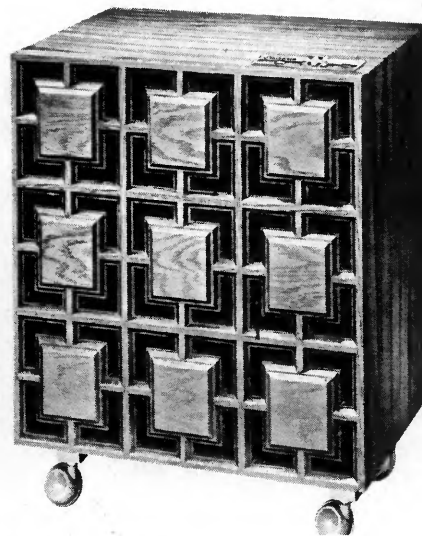
### ● Lightweight

Lightweight (21 pounds) portability with heavyweight performance, claims Arvin Industries of its all-channel, UHF-VHF black and white TV. It features a rectangular, 75-square-inch screen, aluminized picture tube with safety shield, three-inch front-mounted speaker and UHF one-knob, two-speed transistorized tuner. Retail price is \$92.95.



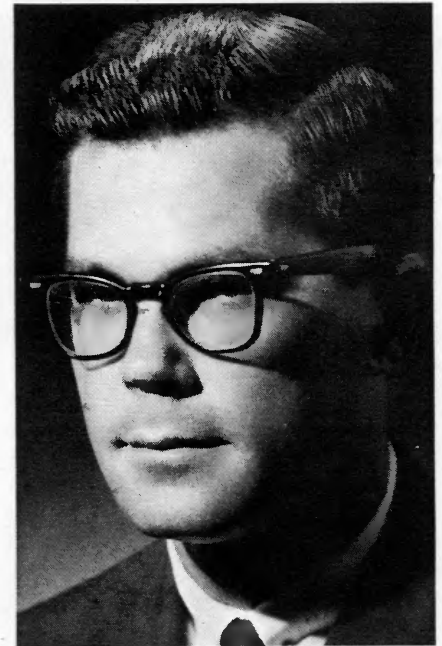
### ● Electric Fondue

This electric fondue from the Hoover Co. is made of heavy formed aluminum with a Teflon lining. An automatic temperature control provides accurate, even heat from warm to 425 degrees. It comes in a snappy Tahitian red and has six stainless steel forks with Rosewood handles and different colored end buttons for easy identification.



### ● Air Cleaner

Dust, smoke, pollen and other irritating particles are removed from the air by Sunbeam's new electronic air cleaner. An activated charcoal filter absorbs odors. Tests show it removes 99 per cent of the pollen and 80 per cent of dust particles that pass through the unit. Priced at \$199.95, it has Mediterranean styling with ball-type casters for portability.



Charles E. Albright

Charles E. Albright, associate editor of Illinois Rural Electric News since August 3, 1964, has resigned to take a position with M. E. Hoffman Co., a Springfield mortgage banking firm.

The resignation becomes effective about mid-September.

Mr. Albright is replacing a retiring vice president and will be in charge of the mortgage company's home loan department.

"The decision to accept this offer and leave the Association of Illinois Electric Cooperatives was one of the most difficult I have ever made," he said. "I have enjoyed my work here tremendously and I will always value the countless friends I have made."

Mr. Albright and his family will continue living at 2417 Haverford Road in Springfield. Before coming to AIEC, he served as state editor of the Decatur Herald and Review newspapers. He is a journalism graduate of the University of Illinois.

"We'll all miss 'Chuck' Albright very much," said John Temple, Illinois REN editor. "He has done a splendid job during the all-too-brief period he has been so intimately connected with the electric cooperative program."

No replacement has yet been named.



CHICAGO

# y Speakers

the rights of consumers are to grow in strength "we must bring to them the best minds and the most innovative thinking we can summon.

"The challenge we face at the hands of the forces of monopoly is a sobering one, but it is a challenge we can overcome if we put our minds and our hearts to the task," he asserted.

RALPH NADER, the consumer advocate, spoke for 90 minutes in a packed auditorium at the closing session. He challenged his listeners, many of them University of Chicago students, to work diligently in the interest of all consumers. He said tremendous progress is possible—and essential.

Illinois Federation of Consumers directors re-elected Mrs. Galanter president. They named Robert G. Gibson of Chicago vice president and Thomas H. Moore of Springfield second vice president. James S. Erickson of Springfield was named treasurer and Stanley Rosen, of Chicago, secretary.

Mr. Moore, a former president of IFC, agreed to become second vice president to help the organization on a temporary basis. He is general manager of the Association of Illinois Electric Cooperatives. All votes were unanimous.

## HABAND *man-made polymeric* NEW PRICE SHOES



Basic Loafer

Wing Tip

Oxford

TAKE YOUR CHOICE OF FIVE STYLES

**2**  
PAIR FOR  
**15.95**  
WE PAY POSTAGE

CASH IN NOW on these Extraordinary Savings! The day of the high priced shoe is over. Folks are paying many dollars less than ever before, thanks to the miracle new "polymeric" shoe materials. This is no "cheap imitation" shoe. It's the real thing: the New Price Shoe that looks and feels and wears as well as any shoe you have ever worn and yet costs a fraction of the price.

SAY "the END" to \$15 to \$30 SHOES!

**YOU'LL BE SHOCKED WHEN YOU SEE OUR SHOES**  
After what you've paid for shoes, you'll wonder how any such price as ours can be. Well, you get top quality uppers, good lifetime laces, life-of the shoe PVC sole and heels, flexible support shank in the arch, gentle foam heel cushions, superior gentlemen's detailing. The works! Even the new luxury linings.

### IS YOUR SIZE ON THIS CHART?

	5 1/2	6	6 1/2	7	7 1/2	8	8 1/2	9	9 1/2	10	10 1/2	11	12	13
A														
B														
C														
D														
E														
EEE														

WE CARRY ALL THESE SIZES!



Strap Loafer

Monk Strap

SOONER OR LATER YOU WILL BE WEARING THE NEW PRICE SHOES

Today's new man-made shoe materials beat the price out of leather, scuff at scuffs, keep better shape, and *Never Need a Shine*. Why spend even one dollar more for shoes? Here's something NEW. Here's something PROVEN.

## HABAND NEW PRICE SHOES

Over 1,000,000 pairs now walking around.

The Haband Company Paterson, New Jersey

## TWO PAIRS FOR \$15.95

HABAND COMPANY Dept. IR 265 North 9th Street PATERSON, N.J. 07508 O.K. Gentlemen, send me the two pairs of Shoes specified at right. My remittance of \$ is enclosed.

Color & Style	How Many	What Size	What Width
Black Oxford			
Brown Oxford			
Black Loafer			
Black Wing Tip			
Cordovan Wing Tip			
Black Monk Strap			
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Special: 3 pr. 22.95 4 pr. 29.90

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# RURAL HIGHLIGHTS



Rural Electric Convenience Cooperative

AUBURN, ILL. TEL. 438-6813

Board of Directors: Stanley Otten, president; A. Leo Goleman, vice president; Walter H. Johnston, secretary-treasurer; Arthur R. Brackebusch, Henry Giesecking, R. Halden Funderburk, Loren A. Rhea, George C. Simon and Russell White.

## Highlights of Our 1970 Annual Meeting



The Queen: Miss Maggie Aherin

### Reports, Action

Approximately 1,000 member-owners of Rural Electric Convenience Cooperative Co. of Auburn attended the annual meeting at Girard High School September 11.

Miss Maggie Aherin, 18, daughter of Mr. and Mrs. John Aherin of r.r. 1, Farmersville was crowned "Miss RECC of 1970." First runnerup was Miss Mary Jane Murphy, 17, daughter of Mr. and Mrs. Harold Murphy of Farmersville. Second runnerup was Patti Goby, 17, daughter of Mr. and Mrs. Gerald Goby of Raymond.

Miss Aherin will represent the cooperative in statewide competition next fall in Springfield.

Members heard detailed reports of officers, transacted business, listened to eight political candidates running for office, listened to the essay contest winners and watched the crowning of the queen.

Walter H. Johnston reported the cooperative had operating expenses of \$696,047, last year paid taxes of \$63,697 and has paid back to REA all but \$921,685 it has borrowed, with interest.

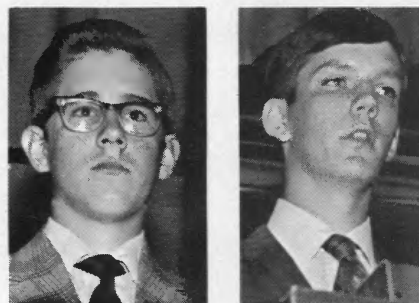
Stanley Otten reported the cooperative had been under rising pressure due to steadily mounting costs. Therefore the directors have decided to increase the price of electricity to members. The increase of about 15 per cent will be effective with the January, 1971 billing.



Directors of Rural Electric Convenience Cooperative Co., with the cooperative manager and attorney are, seated, from left, first row, Walter H. Johnston, Arthur R. Brackebusch, Stanley Otten, George C. Simon and Roy D. Goode, manager. Standing, from left, are Russell White, R. Halden Funderburk, Loren A. Rhea, A. Leo Goleman, Henry Giesecking and Edward G. Pree, attorney.



1970 OFFICERS—Left to right: Leo Goleman, vice-president; Stanley Otten, president and Walter H. Johnston, secretary-treasurer.



ESSAY WINNERS—David Ladage, left and Mike Metcalf related their experiences at the annual meeting on their Washington, D. C. trip which they took as winners of the RECC-sponsored essay contest. This contest is open to all sophomores and juniors in the cooperative service area. This was an all-expense paid trip for David and Mike.

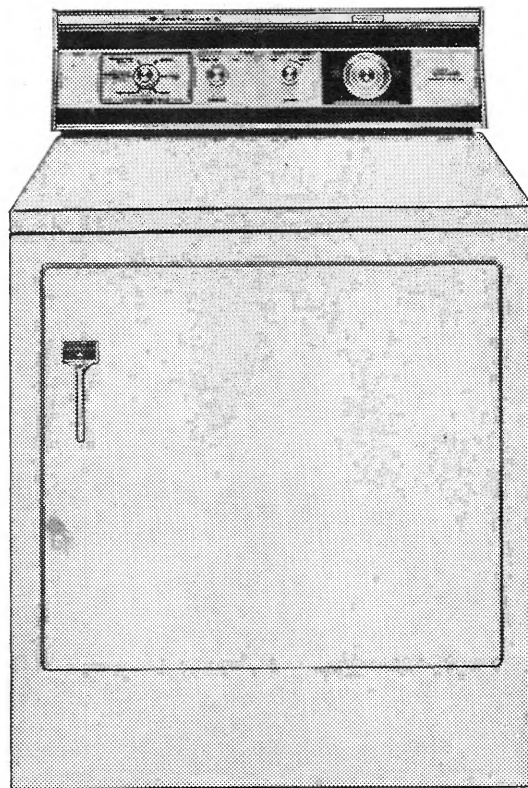
**Purchase A New Hotpoint Electric Dryer Oct. 1 thru Dec. 30, 1970**

**And We'll Give You**

**5000 TV STAMPS**



**HOTPOINT  
GIVES YOU  
MORE  
THAN YOU  
PAY FOR**



**THE RULES ARE EASY . . .** Just purchase an electric dryer from Rural Electric Convenience, or any dealer between Oct. 1 through Dec. 30, 1970. Present sales slip for verification of purchase to Rural Electric Convenience Cooperative Co., Auburn, Ill. We will send a Cooperative representative to check the appliance and present to you 5,000 Top Value Stamps FREE. To receive your free gift the electric dryer must be installed on Cooperative lines.

**Variety  
Of Models  
Available  
at the  
Co-op Office**

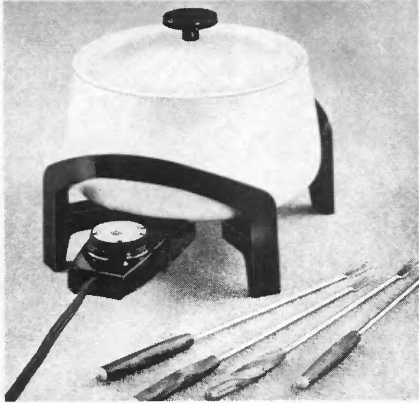
**THIS DELUXE NEW HOTPOINT DRYER HAS  
50% MORE CAPACITY THAN ORDINARY ONES**

- Biggest capacity dryer ever! Clothes dry faster, more wrinkle-free. Great for permanent press.
- Electronic Sensi-Dry control shuts dryer off when pre-selected dryness is reached. End-of-cycle signal reminder.
- Six temperature selections: Normal, low, heavy, fluff-dry, and two for permanent press.
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- Convenient up-front extra-capacity lint filter.
- Long-life nickel/chrome heating elements.
- Permanent press cool down cycle prevents wrinkle setting in permanent press clothes.
- Heavy-duty drive and suspension, 1/3 H. P. motor.

**FOR MEMBERS OF**

**RURAL ELECTRIC CONVENIENCE CO-OP**

# What's New?



## • Fondue for Tonight

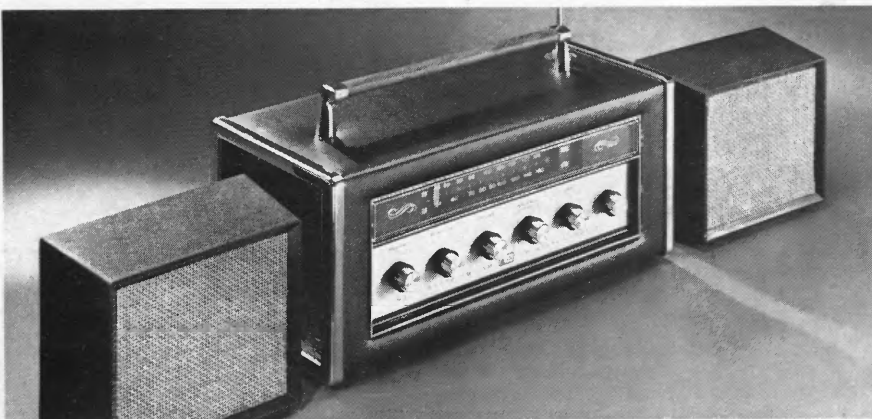
On a cool fall evening, what's better than delicious fondue prepared in a new electric fondue pot such as this product of the West Bend Company. Made of extra-thick aluminum, the two-quart container is colorfully clad with genuine porcelain exteriors in pimento red and cheddar yellow. Interiors are lined with no-stick, no-scour Teflon II in contrasting black. Sells for under \$28. Comes with four fondue forks and special recipe book.

Good cooks say fondue-ing is popular because it's fun—and automatic features of this new model makes fondue cooking easier and more fun than ever. A completely sealed, removable heat control has accurate, selected settings for all types of fondues. It automatically controls heat; this eliminates the possibility of smoking or scorching. The unit, of course, is UL-approved.



## • Wrinkles: Scat!

Here's a quick, easy way to steam out wrinkles and restore freshness to any fabric, says the West Bend Company of its new "wrinkles-away" hand steamer. For the man who travels, the student at school or the busy homemaker, West Bend says this new grooming aid steams away the most stubborn wrinkles from sheer or heavy fabrics—wools, cottons, silks, synthetics or blends, in minutes. No moving parts to wear out. It won't stick, scorch or shine any fabric, the maker reports. It sells for under \$20 and is available in gift packaging.



## • Beautiful Music for Your Home or Travels

Here's a new portable FM/AM/ stereo radio with detachable speakers, all produced by Arvin Industries, Inc. Enjoy it in your home or as you travel. Operates with eight "D" cell batteries and on AC with a built-in line cord. Twin five-inch "velvet voice" speakers. Auxiliary input and phonograph input jacks. Suggested retail price: \$99.95. Dimensions: 21 inches wide, 7 $\frac{3}{4}$  high and 7 $\frac{1}{4}$  deep.

## Proposed New Constitution Wins Support

(Continued from page 7)

Three members of the House of Representatives would be elected from each senatorial district. Voters on December 15 would decide whether the three members would be elected at large from each senatorial district or whether each senatorial district would be divided into three representative districts. If the latter is done, one representative would be elected from each such district.

**5. LOCAL GOVERNMENT.** The proposed constitution provides for a maximum amount of "home rule." Township government would remain intact.

Counties may elect a sheriff, county treasurer or county clerk. Also they may elect or appoint a county chief executive officer, a coroner, assessor and any other county officer.

One great improvement over the present constitution, said Mr. Cross, a recognized authority on local government, is that local governments would have authority to cooperate and work with other units of government and individuals, associations and corporations, thereby giving citizens more control over their local government.

**6. REVENUE.** The new constitution would provide that real estate and all counties with a population of less than 200,000 would be in one class. This means that all real estate must be assessed at the same percentage of value. In counties over 200,000, real estate used for farming purposes could not be assessed at a level higher than that of single family residents. This would insure that farmers would receive a fair real estate and tax assessment, Mr. Cross said.

The personal property tax must be abolished by January 1, 1979, under the proposed new constitution.

The revenue lost by its abolishment must be replaced by a state-wide tax. It cannot be replaced by a tax on real estate.

If there is a tax on income, it must be non-graduated (flat). If such tax is imposed on corporations, the rate on corporations shall not exceed the rate imposed on individuals by more than a ratio of eight to five.