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DESTROYS ALL ODORS FOR 366 DAYS ^{24 HOURS} A DAY

EVEN ELIMINATES THE ODOR OF A SKUNK.

- *Nothing to Push, Pull or Refill*
- *Leaves No Tell-Tale "Cover Up" Smell*
- *Hangs Like a Small Picture*
- *Self Activating*
- *Rest It On Shelf*
- *Mount On Any Clean, Dry Surface*

Kills odors in bathrooms, kitchens, office, pet areas, automobiles, basements, trucks anywhere!

Now . . . get a year's worth of fresh, odor-free air—for just about 1/2¢ a day! This amazing new cake air freshener that hangs anywhere, works miraculously to clear the air and destroy odors from smoking, rest-rooms, cooking, garbage, pets, spilled foods, chemicals, perspiration, crowds, staleness, mustiness, sinks—anything.

Dazie Disk, deodorizer cake is not a cover-up; it gives off no odor of its own! Its special formula works to kill ALL unpleasant odors and does it so completely and so swiftly that even if a skunk were to spray your room, the smell would be gone.

Works without the inconvenience and uncertainties of canned sprays, or the heavy "medicated" aroma of other deodorant disks. It actually makes stale air "come alive!"

Hurry, order now . . . Dazie Disk costs only \$1.99 . . . Put a Dazie Disk in every room in the house. Order them in sets of two for just \$3.50, 6 for \$9.00. (Please add 50¢ postage and handling with each individual order.)

**FOR ONLY
\$1.99**
(Just over 1/2¢ a day!)

JAY NORRIS CORP.

25 W. Merrick Rd., Dept. SEO-65, Freeport, N.Y. 11520
Serving Satisfied Customers
for over 25 Years

ORDER BY MAIL WITH CONFIDENCE 30-DAY MONEY-BACK GUARANTEE

Jay Norris Corp. 25 W. Merrick Rd.,
Dept. SEO-65, Freeport, N.Y. 11520

Please rush me _____ Dazie Disk(s)
@ \$1.99 plus 50¢ shipping and handling.

SAVE! Order TWO for only \$3.50 plus 60¢ shipping and handling.

SAVE MORE! Order SIX for only \$9.00 plus \$1.00 shipping and handling.

Enclosed is check or money order for \$_____.

(N.Y. residents add sales tax.)

PRINT NAME _____

ADDRESS _____

CITY _____

STATE _____ ZIP _____

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RURAL HIGHLIGHTS



Rural Electric Convenience Cooperative

AUBURN, ILL. TEL. 438-6813

Board of Directors: Stanley Otten, President; Leo Goleman, Vice President; Halden Funderburk, Secretary-Treasurer; Loren A. Rhea, Asst. Secretary-Treasurer; Harold W. Peper, Herbert Niemeyer, Harold Bruntjen, Russell White, Larry A. Fesser and Roy D. Goode, Manager.



Board President Stanley Otten, left, congratulates new Cooperator's president, Carl Bruntjen. Behind Bruntjen is the new vice president, Ronald Riffey and secretary, Mrs. Beverly Wilson. The new officers were elected at a meeting on December 3, 1973, and will serve a one-year term. The "Electric Cooperators" committee meets every three months or four times a year.



Board President Stanley Otten congratulates Brent Alan Ladage of Auburn, left, and Elizabeth Wallner of Waggoner, winners in Rural Electric Convenience Cooperative's 1973 "Youth to Washington" essay contest.

RULES FOR ESSAY CONTEST

Your cooperative is again taking part in the annual "Youth to Washington" tour. This year's tour will be June 8-15, 1974.

Any high school student who is a sophomore or junior is eligible to enter the essay contest for the all-expense paid trip. A contestant's home does not have to receive electric service from the cooperative. Two winners will be selected.

The entire week will be spent on a planned tour of Washington. Winners will visit many places of interest and will meet with national leaders and contest winners from other states.

The essay of a 1,000 words or less must be on the subject, "Electric Cooperatives In the Future, Where Do

They Go From Here?" It should be typewritten on 8½ x 11 inch paper and delivered in person or mailed to the office of Rural Electric Convenience Cooperative Co. Auburn, Illinois 62615, no later than April 15, 1974.

Judging will be by an impartial panel of judges. Preliminary judges will select six finalists based on originality, accuracy of facts, content and composition. The six finalists will appear before the final judges to make an oral presentation of their essays. Contestants' names should not appear on the essay paper because a number will be assigned to each entry to prevent the judges from knowing any of the entrants' essays.

Research material can be obtained from the cooperative's office.



Board President Otten, congratulates Linda and Donald Skinner who were selected by the committee as the "Couple of the Year" which allows them to attend the annual meeting of the National Rural Electric Cooperative Association (NRECA) to be held in San Francisco.

WASHINGTON, D.C. TRIP ESSAY CONTEST ENTRY

NAME _____

ADDRESS _____

I attend _____ I am a
_____ sophomore _____ junior

Parent's Consent _____

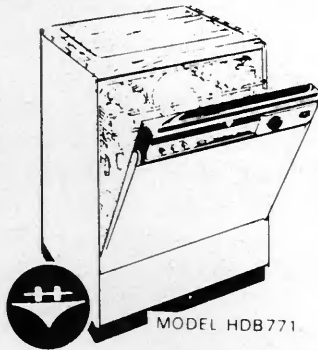
THIS IS AN ALL-EXPENSE PAID TOUR FOR TWO STUDENTS FURNISHED BY RURAL ELECTRIC CONVENIENCE COOP., AUBURN, ILLINOIS.



Hotpoint APPLIANCES

TAKE THE CHORE OUT OF HOUSEWORK!

CONVERTIBLE DISHWASHER



MODEL HDB771

\$223

- Rolls where needed now — easily built in later
- Solid Maple Grooved Cutting Board Top
- Aqua-Flo Unicoupler

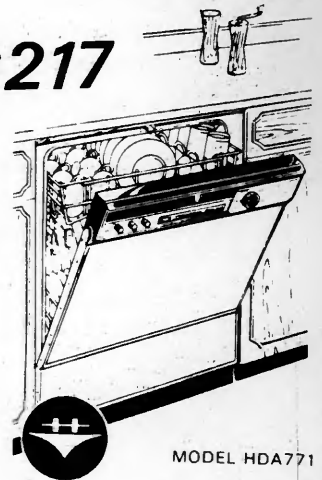
BOTH MODELS

FEATURE-PACKED

- 4-Cycle Selection Wash-Dry (Normal) Short Wash . . . Dry Rinse Only Plate Warmer —
- 3-Level Washing Action
- Self-Cleaning Action with Soft-Food Disposer
- Porcelain Enamel-Finish Interior
- Whisper Clean™ Sound Insulation
- Cushion-Coated Random Loading Racks
- Lift-A-Level™ Upper Rack
- Crystal Clear Rinse
- Dual Detergent Dispenser

BUILT-IN DISHWASHER

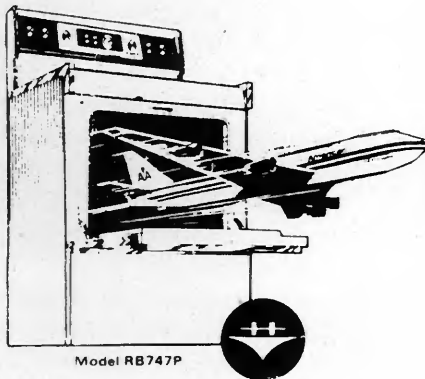
\$217



MODEL HDA771

- New reversible color panels for kitchen decor coordination

30" Electric Ranges



Model RB747P

\$331

Hotpoint's pyrolytic self-cleaning oven automatically cleans itself completely. Bake what you want, the oven does the cleaning.

- Window door
- Full-width fluorescent lamp Oven timing clock
- Plug-in Calrod® surface units

HOME LAUNDRY

18-POUND WASHER

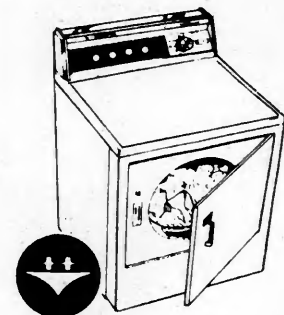


MODEL WLW 5900P

\$243

- New Rapid Wash settings provide a complete wash-rinse-spin cycle in a mere ten minutes!
- New Handwash® system — with special agitator and special cycle, speed and water-level settings — is ideal for all special loads — from slips to tennis shoes.
- Automatic Soak & Wash settings provide soak period of up to 10 hours; followed by whatever cycle is desired — automatically.

ELECTRIC DRYER



MODEL DLB 2980P

- Huge 29" diameter drum
- Special Press Guard™ setting keeps drum rotating for up to an hour after cycle ends to prevent wrinkling
- Six drying selections
- Special Permanent Press and Poly-Knit settings

\$176

what's new?

Vinyl-Clad Freezer

Kelvinator offers a wood grain vinyl-clad food freezer. The 8.27 cubic-foot unit is especially suitable for use in apartments, mobile homes, family rooms or in other areas where space is at a premium. The freezer features Trimwall construction, a foam insulation that takes up less space. The unit has a capacity of 289 pounds of frozen foods, and is only 35 inches by 23 13/16 inches deep, including handles and hinges.



Dial-A-Matic

The Hoover Automatic Power Drive Vacuum Cleaner is self-propelled by an "action grip." A light touch on the handle moves the unit forward or to the rear. Standard features include a lockout button for manual control, wide angle headlight, a power dial to regulate suction, a signal that lights up when the bag is full and the automatic floating rug adjustment adapts to shag, low pile or anything in between. The suggested retail price is \$169.95.

Price Controls O Asked B

WASHINGTON, D.C. (CNS)—Three leaders of consumer groups asked in a press conference here for price controls on fuel supplies to prevent the poor from being left out and oil companies from getting excess profits.

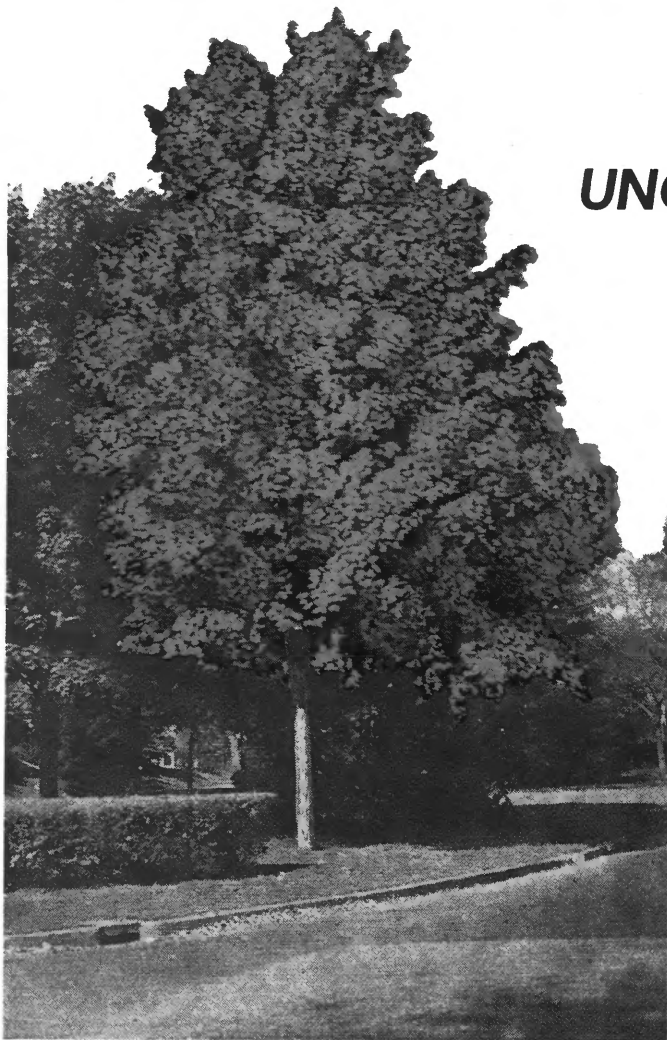
Speaking in behalf of the consumer were Ralph Nader, the nation's best known consumer advocate; Lee White, chairman of the Energy Policy Task Force of the Consumer Federation of America, and the Rev. Jesse Jackson, director of the Chicago-based PUSH (People United to Save Humanity).

Nader said that industry, which uses 70 percent of the fuel in the nation, could trim consumption by 30 to 40 percent simply by not being wasteful. He mentioned General Motors, International Telephone and Telegraph and Radio Corporation of America as examples of large industries which might save from 10 to 25 percent on fuel without spending a cent.

"They simply apply thrift factors—so as to not use unnecessary amounts of fuel," said Nader. He listed these as cutting down boilers when not needed, trimming electrical use and shutting off machinery when not in use, among other things.

All three charged that oil companies withhold large amounts of oil reserves from the market. They said oil companies could obtain vast amounts of oil through secondary and tertiary recovery methods. They charged that oil firms take only about one-third of the oil from a field because it's cheaper to do so. They then move on to other fields, including overseas, where the drilling costs are much lower than in the U.S. One estimate is that the drilling cost per barrel in the U.S. is \$2.40 compared to 6¢ a barrel in some Mideast nations.

Nader said he will ask the nation's top 100 firms what they are doing to save fuel and will ask teams of



Actual unretouched photograph of a five year scarlet maple.

UNQUESTIONABLY THE MOST BEAUTIFUL FAST GROWING SHADE TREE IN AMERICA TODAY

- This gorgeous tree is known as the scarlet maple, the red maple, or the EVER CHANGING MAPLE.
- Beautiful Red Scarlet leaves in the fall of the year, and beautiful deep dark green leaves in the spring of the year.
- Grows approximately 25-30 feet over a five year period, which makes it one of the fastest growing shade trees in America today.
- Many landscape architects, nursery men, and gardening experts refer to this tree as the "2 in 1" tree, because of its dual qualities of beauty and speed.
- Now is the ideal time to plant this tree.
- Shipped at 4 to 6 feet — all shipping cost paid.
- Due to the tremendous demand for this tree please allow two weeks for delivery.

Beauty — This beautiful shade tree blazes a brilliant red color in the fall and an olive green color in the springtime. Yes, recognized tree experts agree it is the one tree that delivers beauty throughout the year.

Height — This magnificent tree grows approximately 25 to 30 feet over a five year period (see photograph) and eventually soars to a height of eighty feet or more.

Hardiness — This tree is very hardy as the wood from maple trees is recognized as one of the hardiest.

Adaptability — "The scarlet maple has one of the widest ranges of our native trees, growing from eastern central Canada to Florida, and because of its ease of transplanting it adapts to any type of soil." (From All About Trees by E. Johnson). The one tree experts agree will grow anywhere in the U.S.A.

TO BEAUTIFY YOUR HOME NOW ORDER TODAY ON A TWO WAY GUARANTEE

Imagine! This beautiful tree shading your front yard and the looks of admiration and words of praise it will bring to your house and home. You'll agree it lends lovely contrasts to its surroundings. Now the retail price of this tree is \$4.98, but during this spring planting season our price is only \$4.49. Yes, just a mere \$4.49 for this beautiful shade tree. **ORDER TODAY—YOU WILL BE PLEASED.**

TWO WAY GUARANTEE

We are so sure that this is the most incredible shade tree that you've ever seen, here is our 2-way, ironclad guarantee: (1) If, upon arrival, you are not completely satisfied, then return for a full refund; (2) Free replacement, for any reason, up to one full year. When have you ever seen a stronger guarantee?

OUR CHALLENGE TO YOU

It's almost too good to be true, but we feel so sure that these native collected trees are some of nature's most prized possessions that we are making you an outstanding offer. Our knowledge and experience of many years and our own research about this tree gives us confidence in the following challenge. If you can find just one negative comment by an expert printed in any magazine, periodical, or gardening book, we will give you any item from our catalogue of over 400 varieties absolutely free of charge. We send a catalogue with every order. This offer is hard to beat! We are sure that anything you read anywhere about this beautiful scarlet maple will have nothing but praise and acclaim.

NURSERY BARN

P.O. Box 712-C

McMinnville, Tenn. 37110

Please send us these beautiful shade trees, on a two-way guarantee, the trees indicated below.

- | | |
|---|---|
| <input type="checkbox"/> 1 Shade Tree\$ 4.49 | <input type="checkbox"/> 4 Shade Trees (Save \$6).....\$11.98 |
| <input type="checkbox"/> 2 Shade Trees (Save \$2).....\$ 6.98 | <input type="checkbox"/> 8 Shade Trees (Save \$12).....\$21.98 |
| | <input type="checkbox"/> 16 Shade Trees (Save \$16).....\$39.98 |

I enclose \$ _____ in cash check money order

Name _____

Address _____

City _____ State _____ Zip _____



RURAL HIGHLIGHTS



Rural Electric Convenience Cooperative

AUBURN, ILL. TEL. 438-6813

Board of Directors: Stanley Otten, President; Leo Goleman, Vice President; Halden Funderburk, Secretary-Treasurer; Loren A. Rhea, Asst. Secretary-Treasurer; Harold W. Peper, Herbert Niemeyer, Harold Bruntjen, Russell White, Larry A. Fesser and Roy D. Goode, Manager.

NEW METER READING DATES

Before it is time to read your meter in March, you will receive a year's supply of meter reading slips and envelopes along with a new rate chart. If you have any slips left from last year's mailing, please destroy them and the rate chart that was mailed with the other materials.

When you examine the materials you will note there has been one change. We are asking that all members read their meters on the 16th day of the month, beginning with the March reading. This is necessary because of a decision that was made several months ago to convert the Consumer Accounting records to Electronic Data Processing (EDP). The board and management believe the cooperative will realize many benefits from this change in procedure. We all realize some of you may have a little difficulty remembering the change in dates, since they have been in effect for so many years, but we ask your cooperation and we promise to be understanding if you tend to forget at first.

The period for paying the net bill is still the 10 days following the reading date, or until the 26th. We do ask that you send us the reading within five days, or no later than the 21st day of the month. Otherwise, it will be necessary to estimate the charge. Those of you who have received estimated bills in the past know this can cause confusion.

Please remember to:

1. Read the meter on the 16th day of each month.
2. Send the reading to the cooperative office no later than the 21st. If you wish to delay your payment for a few days, mail the reading anyway. This is necessary if you are to avoid receiving an estimated bill.

3. To avoid being assessed a "late charge" pay the net amount due as shown on the rate chart by the 26th of the month. Any bill still unpaid five days after this date is subject to collection and possible disconnection.

Use only one card each month for each meter you have. There will be 14 cards in the packet, or two extras in case you happen to spoil one. This will be an adequate supply until the 1975 mailing a year from now.

FUEL ADJUSTMENT

Your new rate charts will reflect the additional costs of fuel that your cooperative must pay when the power bill is paid.

We are all aware what has happened to the costs of fuel during the past months. Your electric cooperative purchases power from Western Illinois Power Cooperative (WIPCO). WIPCO generates some electric power and purchases power from existing electric companies such as Illinois Power Company and Central Illinois Public Service Company. In these power bills, a fuel adjustment clause has been, and is, in effect. As the cost of coal, oil and gas increases, these costs are passed on to your cooperative.

The assessment schedule is not designed to absorb these extra fuel expenses. These costs, too, are on a flat kilowatt hour basis. They do not reduce with the number of kilowatt hours used. Your regular rate does decrease with an increase of usage. The fuel adjustment is a flat rate and, beginning with the March billing, will be 2½ mills per kilowatt hour.

Your cooperative regrets very much the necessity of passing on these

additional costs. Inflation, shortages and energy crunch have contributed to making this decision necessary for the continued sound financial condition of your cooperative.

INCENTIVE PROGRAM DISCONTINUED

The Board of Directors of your electric cooperative decided to discontinue the on-going incentive programs that have been offered in the past.

All-electric homes and new water heater users are affected by this decision.

The \$100.00 cash incentive for your old furnace when converting to electric heat is discontinued, as is the bonus to contractors installing electric heating.

Your cooperative has been wiring electric water heaters free of charge to members who purchase and install water heaters from the cooperative. This free installation has been discontinued. Your cooperative will continue to install water heaters and at a very reasonable cost.

These programs have been very well accepted by you, the cooperative members. There may be a time in the future or special promotional periods when special incentives will be provided.

NEGATIVE NEGATIVE



Downed wires spell danger
...stay away!

Hotpoint

ROOM AIR CONDITIONER

PRE-SEASON SALE!

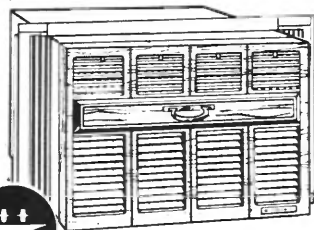
WHY
PAY MORE
LATER?

Hotpoint

HERITAGE AIR CONDITIONER

MODEL AHLQ714AA

- X-L Power Saver model . . . uses electricity efficiently — E.E.R. (BTU/watt) 10.2
- 14,000 BTU/HR. cooling
- BIG CAPACITY cooling ON ONLY 115 VOLT, 12 Amp. operation
- Quick-Mount side panels help do-it-yourself installation
- Four-sided galvanized steel case . . . perfect for thru-the-wall installation
- Three speed operation, automatic thermostat, ventilation control
- Beautiful simulated walnut roomside face complements any room decor



MODEL AHLQ714AA

Hotpoint

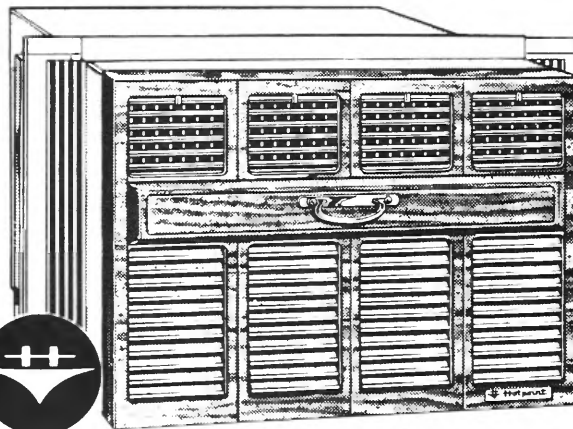
HERITAGE AIR CONDITIONER

MODEL AHLQ714AA

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- Four-sided galvanized steel case . . . perfect for either window or thru-the-wall installation
- Three speed operation, automatic thermostat, ventilation control
- Beautiful simulated walnut roomside face complements any room decor

Hotpoint

ROOM AIR CONDITIONERS



MODEL AHLQ714AA



*** Over \$17,000.00
total protection
for less than \$15.00/month**

In an insurance plan, Dad needs the most protection. But Mom should be protected, too, especially while the children are young. And the kids need some insurance to start with . . . protection they can always be sure of having, regardless of later health problems.

All of these are combined in Congressional's Life Plan -- an excellent, low-cost, starting plan for any family, and an equally good supplement for the family who needs added protection.

The total amount of coverage and the monthly premium will depend, of course, on Dad and Mom's age and the number of children in your family. Just send us the information on the form below and we'll tell you exactly how much protection your family would have and what it would cost.

Remember, you're not buying a thing. . . just getting the facts to make a decision. So clip the form below and mail now, while it's handy. Then, when you get the details, talk it over with your wife (or husband) and let us know if you're both interested. Fair enough?

**The above plan is based on family group of husband, age 30; wife, age 28; and four children. Similar coverage available at comparable rates for ages 21 to 55.*

Husband's Name _____ Age _____

Address _____

City _____ State _____ Zip _____

Wife's Age _____ No. of dependent children _____

GR/C **Congressional Life Insurance Company**
GOLDEN RULE BUILDING • LAWRENCEVILLE, ILLINOIS 62439



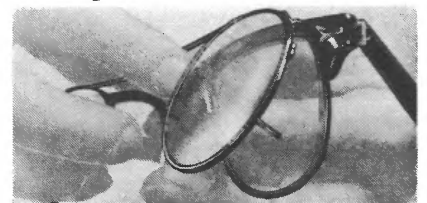
"You can't use it for a few minutes -- it's busy mixin' up a batch of biscuits."

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An "eye-opening" revelation in sensible 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., 13805 DEPT. 9P

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Get rid of all ROACHES
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SURE KILL

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Roaches eat Sure Kill greedily and return to their nests which they contaminate, starting a chain reaction that wipes out all other roaches and eggs.

Sure Kill never wears out, is absolutely odorless and safe to use. It contains no D.D.T. A single can cleans out six rooms and keeps them free of roaches and waterbugs for years. Money back guarantee. Send just \$3.98 for one can, two for \$6.98 postpaid.

FOX ENTERPRISES

Box 211

MARION, KY. 42064

Mgr. and Distr.

ILLINOIS RURAL ELECTRIC NEWS



friends

A farm sale is a little bit of Americana reminiscent of quilting bees and roof-raising parties a century ago. It is a time for people getting together in rural areas, which is perhaps more important than the actual sale of goods.

A farm and household goods sale is a sad time also. Another man who tilled the soil and raised beef for others is leaving for the city or retiring to enjoy his later years. For the people at the sale who know him, it's almost a way of saying goodbye; we are glad to have known you.

Few farmers go through life without collecting a lot of household goods, antiques and assorted memorabilia, in addition to farm machinery and equipment. James Monti and his wife of rural Carlinville were no exceptions.

Monti, a member of M.J.M. Electric Cooperative, Inc., Carlinville, held a sale recently to divest himself of articles he no longer needed and to accumulate some cash for his retirement.

You could see the site of the sale a couple of miles away. Cars and trucks lined the county road several hundred yards in either direction. Easily 200 people walked the grounds looking over the items for sale, deciding how much they would bid for a choice article and wondering if their bid would take home the prize.

Inside one of the sheds, area ladies started brewing the coffee, making the sandwiches and slicing the pie. Farm sales are all-day affairs and bidding tends to make one hungry.

Roy Weller, an auctioneer from Carlinville, started the sale with small household items such as clothes,

kitchenware and lamps. The bids didn't range too high, but they weren't expected to. The larger, more expensive items would come later. An antique wall telephone brought over \$50—a set of pictures only \$1.

Bidding itself is an art. For the uninitiated it often looks like no bid has been made, yet the auctioneer goes higher in his asking. A raised finger, a muffled voice from deep in the crowd and another item has been sold.

A sale moves quickly. The auctioneer seems never to cease his chatter. A pair of wine presses, wooden barrels, two antique stoves, a rifle and other items move quickly. Later in the day, the farm machinery—tractors, truck, plows and a combine—all go up for sale.

Underneath the exterior of the sale is a current of rural friendliness, where everyone is a neighbor and everyone wants to have a good time. People form in little groups around the yard, talking about the crops, the weather or maybe just about the people they've seen at the sale.

A farm sale isn't limited to farmers, nor to men or those over 40. Half the people are women, some coming to help with the food, others to bid. People you would automatically label "city" blend in and are made to feel welcome. Ages of the people range from babies in their mother's arms through teenagers to older people.

Late in the afternoon the last item goes up for bid and is sold. The auctioneer lays down his microphone, the ladies pick up their baked goods, the crowd trickles slowly home and the line of vehicles disappears.

For Jim Monti the sale was a successful venture. For his neighbors, it was a good way of saying goodbye.



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Across the manager's desk

by Roy D. Goode

Economy, energy and scarcity are the items of most interest today to the people of this country. This is particularly true of your Board of Directors and the management of your rural electric system.

Inflation has certainly hit at your cooperative. Poles, crossarms and wire have skyrocketed in price in recent months. Certainly we are endeavoring to hold costs down as much as possible. Prices of material that your cooperative has to purchase have reached costs that even the greatest imaginations could not have foreseen only one year ago. Materials must be obtained if your cooperative is to continue to provide you with the services to which you are entitled.

Scarcity of material has been, and is, a contributing factor. We are almost without exception told materials will be shipped "when available and at the price in effect on date of shipment." It is virtually impossible to obtain a firm quotation on delivery dates or prices.

ACSR, the aluminum conductor that your cooperative uses for construction, is unavailable on today's market. Orders must be placed now for 1975 delivery and, hopefully, it will be available then if ordered now. When, and if, this situation eases is purely conjecture.

The energy crises or problem, whichever you choose to call it, will be with us for sometime, perhaps until new energy sources are researched and developed commercially.

Electric systems have always been developed on the basis that the

economy of scale will keep prices down. The more used, the less the cost per unit. As fuel costs mount, along with other costs, we find that at least the fuel adjustments are the same for each kilowatt hour.

These remarks may sound as if all is gloomy, but this is not the case for your cooperative. Most construction has been done at relatively low costs, and usage per member has

substantially increased over the years. Electric energy will continue to be the most efficient and economical form of power available to the members.

There is little doubt that present trends will continue and that the cost of electric energy will also increase. In recent years, the only added costs to the members have been in fuel adjustments; hopefully, this will continue to be the only increase.

FULL ELECTRIC SERVICES COOPERATIVE

Your cooperative is a full electric service cooperative. You buy your electric energy requirements from your cooperative.

Also available to member users is a complete line of major electric appliances for the home. Service on these appliances is also available to members from your cooperative. You can use your cooperative for these services.

Complete electric heat service is available from your cooperative. Free

estimates will be provided to members. If you desire, a complete heating system will be installed in your home, including necessary wiring and insulation.

Wiring service is available to members of the cooperative. Your own qualified employees will provide this service upon request.

If you need appliances, a heating system or wiring service, contact your cooperative office for complete details.



**cooperatives-
people with purpose**

Hotpoint MOTHER'S DAY SPECIALS



**CUSTOMER CARE
... EVERYWHERE**
Fast, Dependable Service

Hotpoint

4,000 BTU/HR. COOLING PERSONAL PORTA-COOL™
ROOM-TO-ROOM AIR CONDITIONER

- Only 43 pounds ... carry anywhere
- Only 7 Amps., plugs into any adequately wired 115 volt grounded circuit
- Quick-Mount side panels
- 8-position thermostat
- Durable outdoor (weather side) case molded of LEXAN® resin CAN'T RUST and carries a TEN YEAR parts and service labor replacement warranty against failure due to a manufacturing defect



Model AHTQ304FB

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\$92.50



Model RE747
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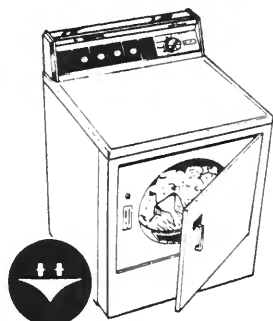
Hotpoint SUPER 747

WITH THE NEW
VERSATRONIC®
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America's only system that lets you -

- 1 Cook jet fast with Microwave energy
- 2 Cook conventionally
- 3 Cook both ways at once - Microwaves for speed, conventionally for browning.

And has oven cleaning system that cleans itself automatically, electrically for about a dime.



MODEL DLB 2980P

JUMBO-DRUM ELECTRIC DRYER WITH PRESS-GUARD™ CYCLE

MODEL DLB 2980P

\$176

- Huge 29" diameter drum with 18-pound capacity
- Special Press Guard™ setting keeps drum rotating for up to an hour after cycle ends to prevent wrinkling

- Porcelain-enamel drum for no-sag drying of the new Poly-Knits
- Permanent up-front lint filter
- Separate start control
- Audible, adjustable end-of-cycle signal
- Automatic and timed cycles
- Six drying selections
- Special Permanent Press and Poly-Knit settings
- Two Permanent Press temperature settings
- Lighted drum interior

what's new?



(continued from page 5)

sulphur made at the meeting.

"This fixation with sulphur," Bagge claimed, "is impeding the coal industry's expansion and hurting the nation's chances of ever attaining energy self-sufficiency."

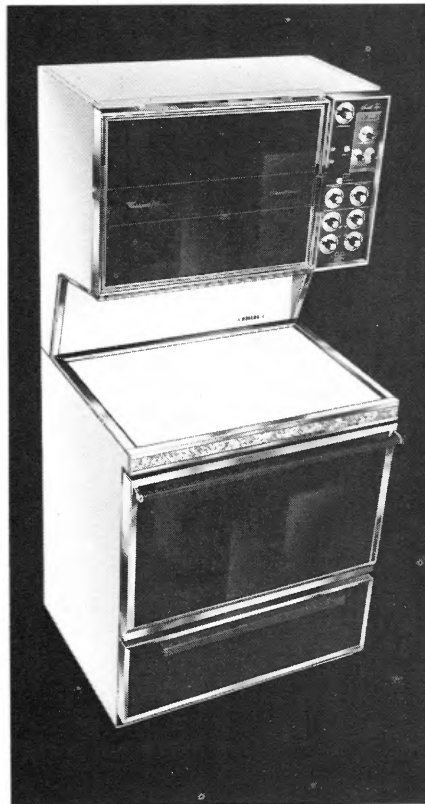
Bagge also warned against putting too much faith in the development of synthetic fuels from coal.

"If coal is to contribute to meeting short to mid-term energy needs, its largest contribution will have to come from coal burned as coal," Bagge said. "Illinois coal can be burned in many locations in this state without damage to public health, property or state air standards."

Charles Schulze, senior fellow with the Brookings Institution in Washington, said the public should not be locked into paying "artificially high" prices for energy. He said the idea that higher energy prices should be welcomed is "just nonsense."

"The American consumer is paying \$19 or \$20-million more for his energy and getting less," Schulze said. "Forty percent of that went abroad and 50 percent goes into the domestic profits of the oil companies."

Attending the two-day conference from the Illinois electric cooperatives were: John Adkisson, Norris Electric Cooperative, Newton; Roy E. Horton and M. M. Jontz, Illinois Valley Electric Cooperative, Princeton; Maurice Johnson, Edgar Electric Co-operative, Paris; Wayne Lanning, Adams Electric Co-Operative, Camp Point; Stanley Otten, Rural Electric Convenience Cooperative, Auburn; Arthur Peyton, McDonough Power Cooperative, Macomb; Dale Smith and James Holloway, Egyptian Electric Cooperative, Steepleville; Charles Witt, M. J. M. Electric Co-operative, Carlinville, and William Dean, Joe Spivey and Jim Pottorf, Association of Illinois Electric Cooperatives, Springfield.



Electric Range

A new 30 inch eye-level Connoisseur electric range is now available from the Whirlpool Corporation. The smooth-top is designed to provide heat distribution through the ceramic glass top. It features continuous cleaning ovens, controls under glass fluorescent light illuminate work areas and a digital clock controls the automatic oven and appliance outlet.



Energy Saver Decals

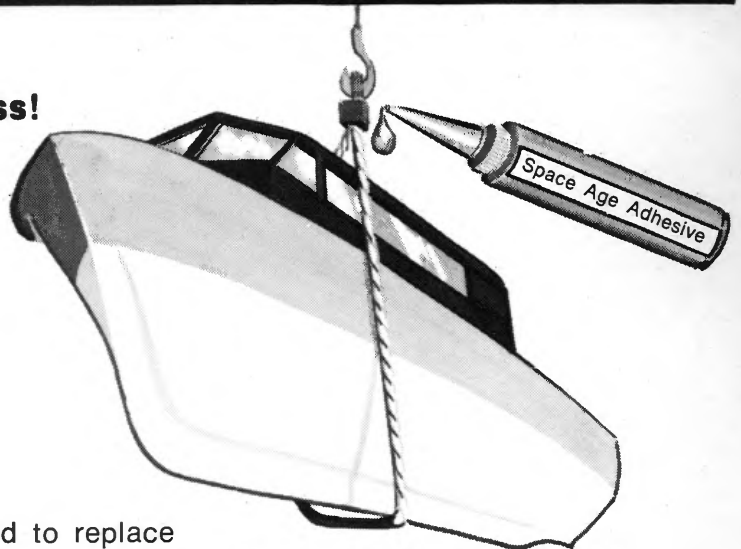
Whirlpool Corporation is offering free energy saver decals with consumer tips for conserving energy on major home appliances. Included in the set are energy stickers for ranges, dishwashers, washers, dryers, refrigerators and room air conditioners. Interested homemakers can get a set of the six energy saver stickers by writing: Whirlpool Corporation, Energy, Benton Harbor, Mich., 49022.

A PERMANENT ADHESIVE SO STRONG

SPACE AGE ADHESIVE

ONE DROP HOLDS 2 TONS!

- Set In Seconds!
- No Mixing. No Clamping, No Mess!
- Bonds rubber, plastic, metal, ceramic, glass, porcelain!
- Replaces nails, screws, bolts!
- 132 Bonds to the Tube!
- One Square Inch Will Stand 5,000 lbs. pull!



New Space Age Adhesive was developed to replace nuts and bolts in American industry. It is used everyday to hold parts of planes, cars, tractors, derricks *together!* Now *you* can use it to hold almost everything and anything!

Imagine just one drop of Space Age Adhesive holds with up to 2 tons of tensile strength holding power. Not an ordinary epoxy, it can be used instantly without compounding—NO WAITING . . . NO CLAMPING or TIEING . . . NO MESSY MIXING! Dries to an invisible bond in seconds.

Proven In Industry—Use It 1,000 Ways In Your Home

Your Space Age Adhesive applicator tube dispenses clear, colorless formula drop by drop. Use it everywhere. It's non-toxic. Resists chemicals, weather, moisture . . . indefinitely. The repair will be many times stronger than the original piece.

Now In Handy Drop-by-Drop Applicator For Home Use!

Now for the first time Space Age Adhesive is available for home use in a Single-Drop Tube Dispenser. (132 bonds) for only \$2.50. It is ideal for use in your home or shop. You'll find it useful in 1,000 ways. It must bond *anything* stronger, tighter, neater instantly or your money refunded immediately.

LOOK WHAT YOU CAN REPAIR INSTANTLY:

- Repair a bike.
- Permanently seal garden hose.
- Join cracked floor tiles.
- Repair broken dentures.
- Fix pots, pans, mixers, appliances.
- Make broken china and porcelain new again.
- Mend furniture.
- Watertight cracked rubber boots.
- Repair broken panes of glass.
- Splice film, audio tapes.
- Bond a broken golf club, baseball bat.

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Please rush me _____ dispenser(s)
Space Age Adhesive @ \$2.50 each plus 50c
shipping and handling.

SAVE! Order TWO for only \$4.50 plus 50c
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SAVE MORE! Order 6 for \$11.50 plus \$1.00
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SAVE MORE! Order 12 for \$20.00 plus
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Enclosed is check or money order for
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RURAL HIGHLIGHTS



Rural Electric Convenience Cooperative

AUBURN, ILL. TEL. 438-6813

Board of Directors: Stanley Otten, President; Leo Goleman, Vice President; Halden Funderburk, Secretary-Treasurer; Loren A. Rhea, Asst. Secretary-Treasurer; Harold W. Peper, Herbert Niemeier, Harold Bruntjen, Russell White, Larry A. Fesser and Roy D. Goode, Manager.

Across the manager's desk

by Roy D. Goode

My congratulations to Susan Turpin, Waverly, and David Wallner, Waggoner, for winning Rural Electric Convenience Cooperative Co.'s "1974 Youth to Washington" Essay Contest.

They will join about 50 other high school students from 18 other cooperatives throughout Illinois in Springfield on Saturday, June 8. From there, they will travel aboard air-conditioned buses for the all-expense paid trip to Washington, D.C. They will be accompanied by chaperones and will return to Springfield on June 15, 1974.



Roy D. Goode
Manager

FARMERS' assets on January 1, 1966, were \$253-billion. That's more than the combined value of such industries as transportation, petroleum, electric power, steel, iron and chemicals. It's three-fourths as much as the value of all manufacturing corporations.

JUST A REMINDER

Today's farming requires machinery that is very large both in width and height. We ask that you be very careful with this machinery when traveling down the roads, pulling into your fields, when turning at the ends of your fields and anywhere you might be close to power lines.

With this large, powerful machinery it would be very easy to bump a pole causing an outage and letting the wire fall into your field. Formerly, there were fences around most fields and these were a protection to you and to the lines. This is not true today—so be extra careful with your machinery.

We are most concerned about you and your safety, so be cautious when operating your machinery.

NEW MEMBERS

During the past two years, many new members have been added to the lines of this cooperative. We welcome these new members and hope there will be many more in the years to come.

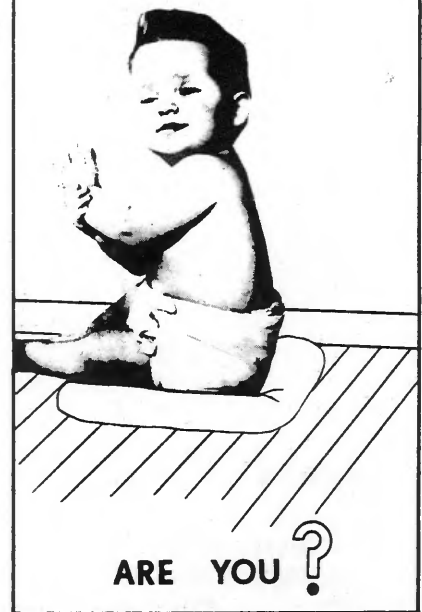
Many of these new members are not familiar with member-owned cooperatives and how they are operated and the services they offer. If you desire more information about your cooperative, please contact your headquarters and one of our

representatives will be glad to talk to you.

I would at this time like to invite all new members to your Cooperative's Annual Meeting which will be held at the Auburn Grade School Gymnasium on September 26, 1974 starting with registration at 6:00 p.m. I hope you will be able to attend so your board members and I can meet you personally.

Our house has plenty of good insulation.

I'M COMFORTABLE!



ARE YOU ?

IF YOU HAVE INSTALLED A COMPLETE ELECTRIC HEATING SYSTEM

IN YOUR HOME WITHIN THE LAST YEAR AND HAVE NOT

NOTIFIED YOUR CO-OP., PLEASE ADVISE US WITH YOUR NEXT BILLING.

Hotpoint

ELECTRIC DRYER WITH AUTOMATIC SENSI-DRY

MODEL DLB2980



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GIVE YOU MORE

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MODEL DLB2980

- Press Guard keeps permanent press loads wrinkle-free for up to an hour after drying cycle ends
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- End-of-cycle signal
- Automatic Speed-Flow drying
- Cool-down cycle
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- Separate start control

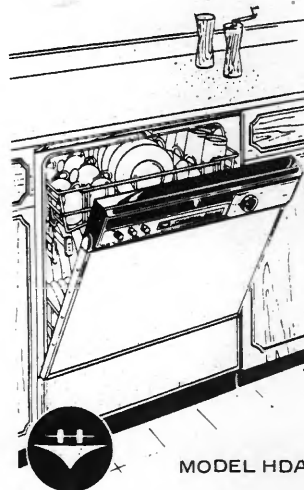
- Two Automatic Sensi-Dry cycles—one for permanent press and one for regular fabrics
- Four fabric-tested drying selections for proper drying of every washable fabric
- Permanent-Press settings on control panel

Hotpoint

FEATURE-PACKED BUILT-IN DISHWASHER

MODEL HDA772

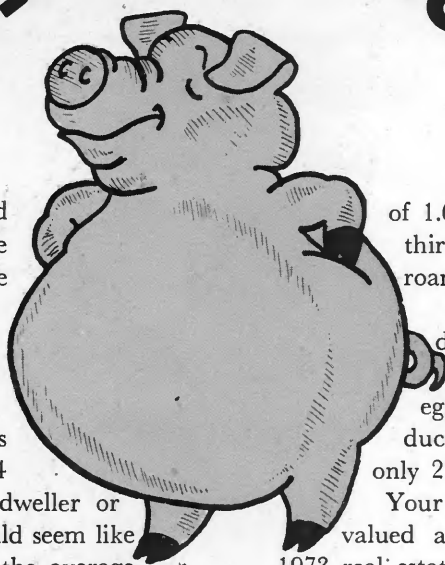
- 4-Cycle Selection
Wash-Dry (Normal) — for thorough washing of everyday loads
Rinse Only — to precondition dishes for later washing
Short Wash . . . Dry — for lightly soiled or small loads
Plate Warmer — warms dishes to just the right serving temperature
- New reversible color panels for kitchen decor coordination
- 3-Level Washing Action



MODEL HDA772

- Self-Cleaning Action with Soft-Food Disposer
- Porcelain Enamel-Finish Interior
- Whisper Clean™ Sound Insulation
- Cushion-Coated Random Loading Racks
- Lift-A-Level™ Upper Rack
- Crystal Clear Rinse
- Dual Detergent Dispenser

everybody's farm



If all the land used for farming in the United States were divided equally among U.S. families, what would be your family's share?

The answer is slightly less than 24 acres. To the city dweller or suburbanite this would seem like room to roam. But the average farmer, accustomed to 385 acres, might feel a bit cramped.

About 20 of your 24 acres would be actually in your farm. Nearly 7.5 acres of your farm would be cropland; 9.5 would be grassland or range. You also would have about three acres of woodland which you use for grazing, and less than an acre in farmstead, roads and non-farm uses.

In addition to land in your farm, you would run livestock on about four acres of land rented or leased from the Government. About half would be grassland, pasture and range, and the rest would be woodlands—mostly lands administered by the Forest Service.

Although your farm contains nearly 7.5 acres of cropland, you planted less than five acres to crops in 1973. The rest of it was in fallow used for pasture, held out of production under Government programs, or idled for one reason or another. You had over an acre in corn and in hay, and soybean and wheat fields of nine-tenths of an acre. Most other crops were on garden-sized plots.

Your herds and flocks present some puzzling biological problems. You had only one-fifth of a dairy cow, but she managed to produce 2,150 pounds or 250 gallons of milk in the year. The beef cattle herd of 2.0 head dropped nine-tenths of a calf, while your lone hog had a litter

of 1.6 pigs. Only one-third of a sheep roamed your pasture.

You had 5.6 hens during 1973. They laid 103 dozen eggs. You also produced 56 broilers, but only 2.5 turkeys.

Your family farm was valued at \$4,814 on the 1973 real estate market. As the year began, you had \$638 worth of livestock and poultry on hand and \$262 worth of crops. Investment in machinery and motor vehicles amounted to \$726.

If you are a city man, this farm may give you more elbow room than you are accustomed to, and perhaps something of the spirit of agrarian living. But, as every farmer knows, it won't make you rich.

Your 24 acres grossed \$1,684 in

1973. Production expenses took \$1,198 of that, leaving you a net income of only \$486.

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New 72" Line Posts, Heavier & Larger

- Strong, Durable, Attractive
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Get literature on line fence posts and 48" electric posts

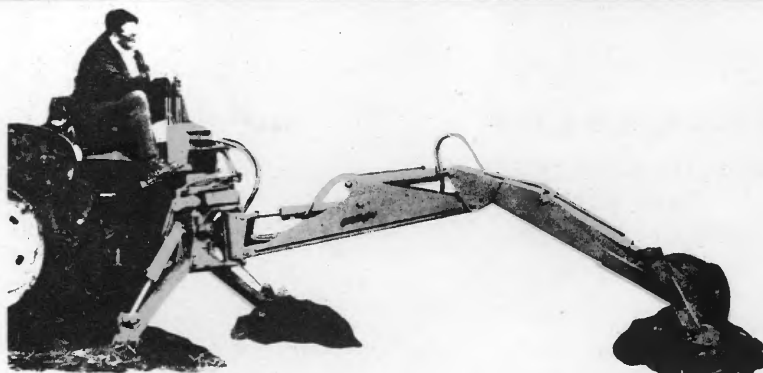
See your dealer or contact us
Write or Call 405 424-2222
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GRIZZLY

QUICK HITCH BACKHOE

A TRULY RUGGED AND DEPENDABLE
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A NEW INNOVATION IN DIGGING WHICH UTILIZES YOUR PRESENT TRACTOR

The powerful GRIZZLY BACKHOE simply and quickly field mounts to three point hitch farm and industrial tractors and other prime movers, such as skid loaders. A built in compensating valve allows successful operation from either an open or closed center hydraulic system. An optional hydraulic pump kit is available for prime movers without center hydraulics.

Whatever your field of endeavor, be it contracting, farming, ranching, trenching, landscaping, irrigation work, cemetery openings, etc., the GRIZZLY BACKHOE allows FULL use of your tractor for hook up of a rear mounted or mid mounted tool after your digging and ditching chores are finished. Get the most from your investment with this detachable excavator.

For more information see your Grizzly (Impl.) dealer or contact the Ill. rep., Bob Dickey — P. O. Box 826 — Chatham, Ill. 62629, Ph. 217-483-3324.

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Cut off your earning power and your life can be drastically affected for years.

Like electricity, good health is something we often take for granted. But just as lightning can suddenly cut off the electrical power, disability can just as quickly cut off your earnings. At a time when medical bills are added to the cost of everyday living, the loss of your income can be especially serious.

Your Disability Income Protection Plan can help see to it that you will have money to live on when you are unable to work because of a covered illness or injury. Underwritten by Mutual of Omaha, this plan can pay you from \$100 to \$800 a month depending upon the plan you choose and qualify for. These are tax-free benefits to help replace your paycheck. You use it on your family's needs as you see fit.

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Please rush me the complete facts on the Disability Income Protection Plan that can pay me up to \$800 a month in tax-free benefits.

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RURAL HIGHLIGHTS



Rural Electric Convenience Cooperative

AUBURN, ILL. TEL. 438-6813

Board of Directors: Stanley Otten, President; Leo Goleman, Vice President; Halden Funderburk, Secretary-Treasurer; Loren A. Rhea, Asst. Secretary-Treasurer; Harold W. Peper, Herbert Niemeyer, Harold Bruntjen, Russell White, Larry A. Fesser and Roy D. Goode, Manager.

Across the manager's desk

by Roy D. Goode

ANNUAL MEETING TIME AGAIN

Thursday night, September 26, at the Auburn Grade School gymnasium is the place. The meeting will start at 7:00 p. m. Registration will begin at 6:00 p. m. Be there early and you may win the Early Bird Award—a portable television set.

One of the most important parts of your meeting is the business of the cooperative. You will hear the President's and Manager's reports, along with the financial report. There will be an important by-law change presented to the members for their approval. This will allow the cooperative to indemnify the Board of Directors and officers against legal proceedings brought against them because of their position on the Board of Directors. We feel you would want your fellow member protected against liabilities he may incur as a result of serving you and your cooperative. We urge you to vote favorably for this by-law amendment.



Roy D. Goode
Manager

There will be an election held to elect three members to your Board of Directors. Three members have been nominated by the nominating committee. These men are: Herb Niemeyer, Auburn; Larry Fesser, Farmersville; Keith Fray, Pawnee. Additional nominations may be made

by the petition of any 15 members living within a district for which a director is to be elected or may be made from the floor at the annual meeting of any member residing within a district for which a director is to be elected.

A contest to name "Miss Rural Electric Convenience Cooperative of 1974" will be held. One girl will be selected to represent your cooperative at the Association of Illinois Electric Cooperatives' contest in 1975. Many valuable awards will be given.

The Electric Cooperators will have a craft fair at the annual meeting this year. The committee is hard at work preparing for this display which is always interesting and draws a lot of attention.

Each member who registers will receive a free gift. In addition to this, a drawing will be held for other valuable prizes. Many gifts have been contributed by suppliers and your cooperative.

Someone will win a freezer full of food. Hotpoint, State Bank of Auburn and your cooperative will make this possible. The freezer full of food will be the GRAND PRIZE. Hotpoint and your cooperative will donate the freezer and the State Bank of Auburn will provide the frozen food for the grand prize.

Entertainment will be provided by the Auburn High School Music Department under the leadership of Mr. Norman Stauffer. You will enjoy this fine entertainment.

Energy Costs Rising

Your cooperative purchases its power requirements from Western Illinois Power Cooperative (WIPCO). WIPCO generates about 30 percent of

the power requirements for its seven-member cooperative systems. The remainder of the power requirements are purchased from Illinois Power Company (IP) and Central Illinois Public Service Company (CIPS).

The Illinois cooperatives have been negotiating for many months to develop a new contract for the purchase of power from CIPS. A proposal has been offered by CIPS that would mean more than a 40 percent increase in the CIPS cost to WIPCO.

More than half of your cooperative's revenue is used for the purchase of power. You can very easily see what affect this will have on the electric rates of your cooperative.

There are many other factors that are now and will in the future affect your electric rates. We are undergoing challenging times with inflating costs of materials and rising fuel costs. We are expecting increased costs of fuel and we can expect additional costs in meeting environmental and ecological requirements. Increased cost of capital will reflect higher costs. Higher interest rates coupled with the higher costs of construction will have a compounding effect.

Many of your cooperative's lines were built with lower cost materials, labor and interest rates. As more of the increased costs are blended in with lower cost construction and interest rates, the costs of distribution will necessarily be higher. We feel that the member should be aware of some of the problems that are ahead for your cooperative.

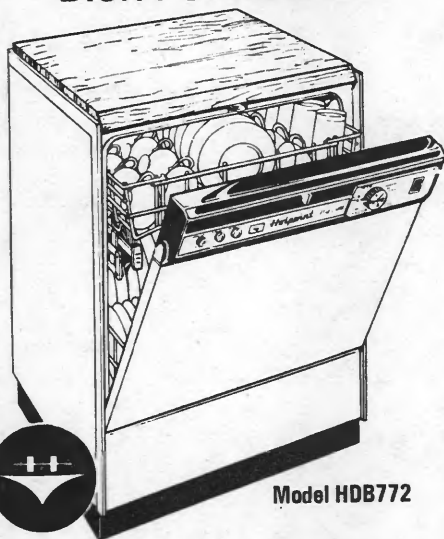
Capital costs, material costs, equipment costs, environmental and ecological costs, and fuel costs all directly affect the cost of operation of your cooperative. It is important that members are aware of the things that your Board of Directors must face in keeping your cooperative sound financially and operable.

EXCITING CONVERTIBLE DISHWASHERS

Hotpoint

Hotpoint

Feature-Packed
CONVERTIBLE
DISH-POTWASHER



Model HDB772

- 5 Cycle Selections — featuring Dish & Pot Washer Cycle
- Lift-A-Level™ Upper Rack
- Rolls where needed now... easily built-in later
- Dual Detergent Dispenser

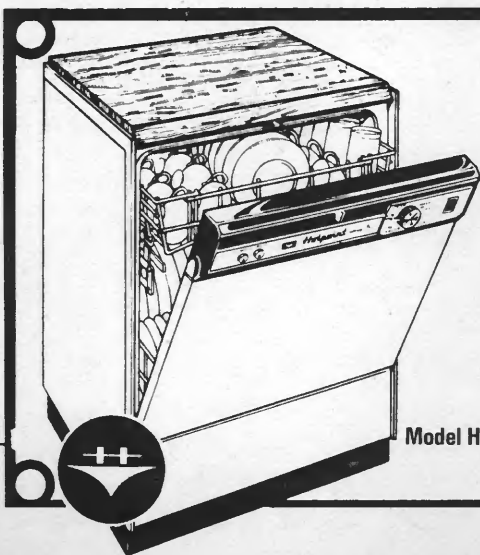
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Our Finest
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Model HDB872

- 10 Cycle Selections — featuring Dish & Pot Washer and Sani-Cycle
- Sani-Cycle — when Sani-Cycle dial is "ON", main wash and final rinse water is heated to 150°F. for good washability
- Lift-A-Level™ Upper Rack



Model HDB672

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Quality Performing
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- 3 Cycle selections... featuring Rinse & Hold Cycle
- Self-Cleaning Action with Soft-Food Disposer
- Whisper Clean® Dishwasher Sound Insulation
- Cushion-Coated Random Loading Racks
- Maple Wood Work Top

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Turn cast offs into chairs, sofas worth \$100's. No experience needed. We show you how... supply all tools and furniture kits to get started! Fascinating, creative... ideal for spare or full time business.

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60 cycles. 3000 watts. Wt. 27 pounds. 5"x10". Fanbelt driven from car or pick-up. Operates T.V. all power tools. Over 13,000 in service. This is our 24th year. Guaranteed 6 months. \$115.50 Postpaid while supply lasts.

Our X1200-watt generator needs no battery. Special price: \$95.00 Postpaid. Tool Power® 500 watts D.C. Installs 15 minutes on any car with alternator. Operates all power tools, charges batteries fast. No belts. \$25.00 Postpaid.

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SEND \$3 PER JAR
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Quantities limited. Offer good for new customers only.
Offer expires Oct. 15, 1974.**

Send \$1 to Aldens, Box 6167
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5829



Aldens new 786-pg. Fall/Winter Catalog plus a \$5 Merchandise Discount Certificate

Clip coupon and see what's new in fashion for 1974. Great new money-saving ideas in furnishings, appliances, outdoor needs too. To get you started shopping you'll also get a \$5 Merchandise Discount Certificate (good with your first order of \$15 or more).

Take this \$4.50 bottle of Spray Perfume for only 25¢

Magic Moments Spray Perfume

Discover how easy it is to earn \$25, \$50, even more a week in your spare time as a Blair Lady. No experience needed . . . you don't invest a penny. Just send us 25¢ in coin and we'll send you your spray perfume plus Blair's money-making kit. Six complete product lines give you something for everyone so profits pile up fast. Save money, too, by buying your own beauty aids and home products at special dealers' prices. Mail coupon today.

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I enclose 25¢ in coin for shipping and handling. Please send my spray perfume and Blair money-making kit—containing four other Blair products—on approval for 30 days. If I decide this opportunity is not for me, I will return the kit and keep my Spray Perfume plus one other product from the kit . . . absolutely FREE. Or when I send in my first order within 30 days, I keep the entire kit FREE. There's no further obligation, of course.

Print Name _____ Age _____
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City _____ State _____ Zip _____

140-31-1275



Festival

Thousands recently stepped back into yesteryear for a few hours and enjoyed the sights and sounds of their forefathers.

The scene was the Land of Lincoln Crafts Festival, held annually each fall at the New Salem Carriage Museum, one-half mile south of New Salem State Park. Because of the central location, the festival has become popular with visitors from all corners of Illinois and neighboring states.

More than 160 local people, many of them electric cooperative members, demonstrated 60 crafts which our ancestors took for granted in

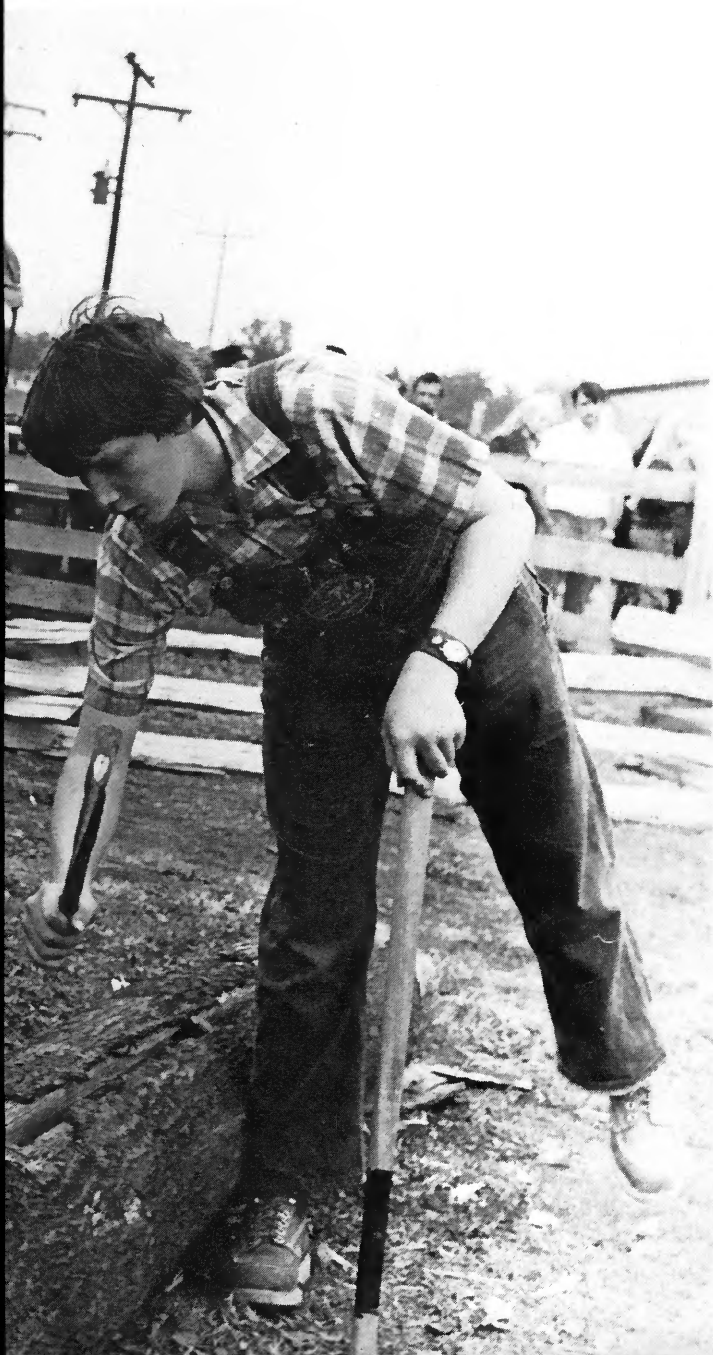
their everyday lives, but today have been forgotten by most people.

The annual event was sponsored by Petersburg Town and County Women's Club. Electric power for the site was provided by Menard Electric Cooperative, Petersburg.

Much of the festival was a gourmet's delight with fresh smoked ham, sassafras tea, bittersweet, paw-paws, pumpkin bread, cottage cheese, kraut, hominy, sorghum and sweet cider.

There was something for all ages. And although it only lasted a weekend, it brought back many fond memories of days gone by.

BELOW: Chester Pettit of Springfield (left) and Homer Lounsberry of Oakford, a member of Menard Electric Cooperative, set their team to work. BOTTOM: Dell Price of Petersburg, also a cooperative member, slowly stirs a fresh batch of sorghum. CENTER: The fine art of rail splitting was handled by several hearty young men. FAR LEFT, BELOW: Mary Hurie of Petersburg demonstrated chair caning. FAR LEFT, ABOVE: According to Mrs. Ernest Ayers of Pawnee, a member of Rural Electric Convenience Cooperative Co., Auburn, goose plucking really doesn't hurt the pluckee.





RURAL HIGHLIGHTS



Rural Electric Convenience Cooperative

AUBURN, ILL. TEL. 438-6813

Board of Directors: Stanley Otten, President; Leo Goleman, Vice President; Halden Funderburk, Secretary-Treasurer; Loren A. Rhea, Asst. Secretary-Treasurer; Harold W. Peper, Herbert Niemeyer, Harold Bruntjen, Russell White, Larry A. Fesser and Roy D. Goode, Manager.

More than 500 persons filled the Auburn Grade School Gymnasium in Auburn on September 26 to attend the cooperative's annual members' meeting.

Cooperative officials spoke on a variety of subjects—not least, what the future looks like for the cooperative system and Rural Electric Convenience in particular.

Shortages, inflation and rising costs for labor, materials and wholesale power have hit the cooperative hard, as hard or harder than it has hit almost every person living in the cooperative's area. And there looks to be no end in sight.

The economic conditions may soon force the cooperative to raise its rates—something no one likes to do and something done only as the last possible avenue to keep the cooperative in sound financial condition. Unless a "minor economic miracle" happens, a general rate adjustment is coming.

But there is a bright side, too.

Manager Roy Goode reported that the cooperative had experienced a good, steady growth over the past year and that the cooperative was facing the economic upheaval with a sound financial base at present. These are good signs in any business. Cooperative leaders also promised to continue to provide the best possible service at the least possible cost.

We also welcomed a new man to our board of directors. Keith W. Fry of Pawnee replaced Russell White of Pawnee, who did not seek re-election. White, a member of the board since 1965 was presented with a gift as a token of the board's appreciation.

Rural Electric also has a new queen in 18-year-old Jeanette Bettis of Girard, who was crowned "Miss Rural Electric Convenience of 1974" during the meeting.

Here is a cross section of pictures from the meeting:

COOPERATIVE OFFICIALS PREDICT HIGHER ELECTRIC RATES

Rural Electric's Annual





OPPOSITE: More than 500 persons attended the cooperative's annual meeting to hear reports, elect directors and crown a new queen. LEFT: A Craft Fair, sponsored by the Electric Cooperators, was held before the annual meeting. BELOW: The Queen and her Court. President Stanley Otten stands with, from left: "Miss Rural Electric Convenience of 1974," Jeanette Bettis; first runner-up, Carol Crouch and second runner-up Ruth Ann Woods. BOTTOM: A tough choice for any judge. Eight young ladies from the cooperative's service area competed for the title of "Miss Rural Electric Convenience of 1974." Part of the competition was in formal attire.



l Meeting



Illinois Coal '2

the challenge

Mines to Market:

