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# rural Lines

ICATION ADMINISTRATION • U. S. DEPARTMENT OF AGRICULTURE

JANUARY  
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1960

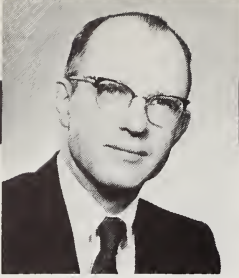


**DO YOUR MEMBERS  
KNOW THE STORY?**

(See page 3)

## *A Message from the*

# ADMINISTRATOR



**W**hen May 11 turns up on your wall calendar this spring, it will mark REA's 25th birthday. I hope you have already penciled a big circle around that date, because it is a made-to-order opportunity to tell the people of your community who you are and what you do.

For several years now I have watched borrowers' newsletters and newspaper stories about rural electrification come across my desk. Although I see evidence of a lot of good public relations work, a closer look shows that much of it comes, month-in and month-out, from the same places. I wonder what is happening in the service areas of co-ops and power districts that we don't hear about?

How about you? How long has it been since one of your local newspapers carried a story about your business? Do you have a newsletter or a page in a Statewide publication that goes to all your members on a regular basis? Do the people in your area know the story of rural electrification and the part played by your system?

For the 1960 Silver Anniversary of REA, we will send you a booklet and offer a movie that you can use as part of your member and public relations kit this year. We are going to supply you with some information and tools, but the rest of the job has to be up to you. You and your associates who make up the board and management team are the only ones in a position to tell people about your rural electric business. I hope you will make the most of this opportunity. And I hope that you will send us news clippings, newsletters, and annual meeting reports which will show how you are celebrating 25 years of rural electrification this year—especially if we haven't heard from you in a long while.

## *Rural Lines*

*David G. Hamel*  
Administrator.

John H. Howard, editor; editor of this issue, Donald H. Cooper.

**Cover Picture:** In every town there are people who never heard of your rural electric system. This anniversary year of 1960 is a good time to tell them your story of what 25 years of rural electrification means to people.

# Twenty-fifth Birthday Party

**REA and rural systems have  
a story to tell on May 11, 1960**

Everybody loves a birthday party, and there's a big one coming up this year. Give your members and your community a chance to join in the celebration of the 25th anniversary of the rural electrification program during 1960. This special event gives you a fine opportunity to build good will for the co-op and to stimulate interest and support for its program.

You have been giving good service for so long, and have done so well in bringing power to most of the rural people, that a lot of your members take their electric service for granted. There are young people on your lines who never knew what it was like to do chores by the light of a kerosene lantern. City people have moved into the countryside you serve, many of them still unaware of what REA is all about. Many of you serve vacation cottages for members who scarcely know where their power comes from. Many of the business men and community leaders in your area have forgotten how important your co-op is to their prosperity. This anniversary gives you an opportunity to remind all of them of the progress made in rural electrification and of the part your co-op now plays in their lives.

National publicity planned by REA



will be a big help to you, and will tie in with your local program. Included will be articles in farm magazines, trade periodicals, and city newspapers. Radio networks and TV stations can be expected to carry promotional material for the week of May 11.

REA is making a special effort to provide information and techniques that will help you provide the kind of local promotion you want.

There will be two special features. REA is publishing a 64-page book, *Rural Lines • USA*, to tell the story of the 25 years in rural electrification. This will be off the press this month, and a copy will be mailed to you. It is filled with information, pictures, and stories that you can use. Later this spring, a 27½ minute color movie, *The REA Story*, will be available. This will show the change in farming and rural living which has been brought about by electrification. Major scenes include a dairy farm in Kentucky, a poultry farm in Georgia, and a co-op in Montana.

To get the best results from the anniversary theme, you will want to use a well-rounded program designed to reach your whole community. Events should be spaced to maintain interest throughout the early part of the year, possibly reaching a peak at



Consumers on REA-financed lines across the Nation can be counted in on the electric program's 25th birthday if borrowers start making plans now for special observances that tell the story to local people.

your annual meeting. Board and manager will want to start right away to prepare promotional plans. Who do you need to reach? What events and techniques will you use? How big a program do you want? Who is to do what? Here are some of the specific ideas:

**Anniversary Symbol**—Use the 25th anniversary symbol to tie all the elements of your program together. It can be used in many ways: on your letterhead, on your envelopes, on your trucks, and on signs displayed at your headquarters. It would be especially appropriate as a decoration at special anniversary events.

**Newsletter**—Of course, you will want to use your newsletter to publicize each part of your anniversary program because this reaches into the home of every member. Why not run a regular series of articles on the anniversary theme, recalling the early days of the co-op and pointing

out its growth? These could include stories about early leaders who played an important part in the organization and growth of the co-op, interviews with some of the earliest members still on the lines, anecdotes about early construction problems. Don't forget the early employees and the contrast between the co-op's first facilities and its present system. In all of the stories, use plenty of pictures, especially of people.

**Annual Meeting**—This can be the peak event of the anniversary year, particularly if it happens to come close to May 11. It is your chief opportunity for personal contact with members and friends of the co-op, so make it a big, gala affair, using the theme of the 25th anniversary of rural electrification. Special features could include presenting a prize, certificate or other recognition to the earliest employees, directors, and members, or to members 25 years old, to members celebrating their 25th

wedding anniversary, etc. Special decorations using the 25th anniversary symbol would help emphasize the theme.

**Pamphlet, Annual Report**—Get out a special anniversary pamphlet for the annual meeting. Use the 25th anniversary symbol on the cover, and include historical information on the early days of the co-op and the people who helped get it on its feet. Include as many pictures as you can. You might include a reproduction of the co-op's first financial statement as contrast to the current statement which would be included.

**Rural Electric Day**—In many parts of the country, REA borrowers will ask cooperation of local officials in observing this anniversary. The mayors of towns in your service area will probably be willing to proclaim May 11 or your annual meeting date this year as "Rural Electrification Day." This is a first-rate opportunity for photographs and newspaper publicity.

**Birthday Dinner**—A variety of special events can be tied into the 25th birthday of REA. Your May meeting of the board of directors could be a dinner meeting to which public officials and heads of farm and civic organizations would be invited. A dinner party for the co-op's employees is another idea. How about a series of neighborhood meetings of members spaced throughout the year? A special feature of any such meetings or dinners could be the movie, *The REA Story*, which will be ready for you shortly.

**Essay Contests**—An old reliable that can be used again this year is the essay contest in each of your counties. The new REA book which

will be in your hands this month is a ready-made reference and source text for a variety of subjects on rural electrification. Presentation of copies of the book to schools in your area would be good publicity when getting a contest under way.

**Newspaper Publicity**—As soon as board and manager are in agreement about contents of the 25th anniversary celebration package, let all your local newspaper editors in on what you intend to do. Editors want news, and what you can offer is material for good human interest stories with local flavor. Newspapers depend on advertising for their existence, and this may be a good time to turn to some newspaper advertising in telling your story to the public.

These are only a few suggestions to help you get your planning on the table. Directors and managers and employees are going to come up with much that is new and valuable. Other co-ops and REA, too, are interested in what you intend to do.



**New members should be told the story of how the first rural lines were built.**



# *Rural Lines • USA* is the **REA** story

REA's special Silver Anniversary publication, *Rural Lines • USA*, rolls off the press this month.

This 64-page, illustrated story of REA's first 25 years is told in terms of people — the people who guided the agency, who created the rural electric systems, who built the lines and collected the easements, and who eventually found more than 400 uses for electricity on the farm.

The booklet was written to help rural electric systems to tell the story of rural electrification to their members, to give students a picture of the valuable systems which they will inherit, and to let the general public know the facts about REA and its borrowers. It also will provide foreign countries with information to aid them in extending electric service to their own rural residents.

When the booklet is published sometime in January, a free copy will be sent to the home of each officer and director of every REA electric borrower, and several copies will be mailed to every headquarters. Presidents and managers of REA-financed telephone systems also will receive free copies.

Highlights of *Rural Lines • USA* will include—

- More than 100 photographs, drawings, and charts depicting the progress of rural electrification, from the hand pump and washboard to the push-button farm and the all-electric home.

- Pre - REA history, including CREA and the Red Wing experiment and Pennsylvania's Giant Power Survey.

- The story of REA's first uncer-



New members should be told the story of how the first rural lines were built.

tain months, when Administrator Morris Cooke and others sought ways to make the rural electrification program work.

- The drive to organize rural electric cooperatives, and to the effort to collect 1 million easements by '41.

- Tales of early line construction, when mules hauled poles and even a flood failed to deter an enterprising contractor.

- The story of one of the most unforgettable evenings in the lives of millions of farm families—the night the lights came on.

- Reminiscences of the first weeks of electricity on the farm, when a few families weren't sure whether electric power was friend or foe.

- The growth of the cooperative spirit, which enabled rural people to surmount the most discouraging obstacles.

- The war years, when electricity proved its worth on the farm by helping to produce more food and fiber with less human labor.

- How electric energy is being harnessed to perform the most arduous chores connected with dairying, poultry, and livestock production.

- The story of the development of rural businesses and industry, which are helping to increase income in rural areas.

- A look at the future of rural electrification—and of the organizations which distribute the power.

- An appendix listing the name and date of first loan of every REA electric borrower, plus a chronology of important events in the history of rural electrification.

After receiving their free copies, the directors of REA-financed sys-



Illustrations like this will give youngsters a glimpse of farm life before REA began operations.

The book tells why the radio was the favorite appliance when power came.



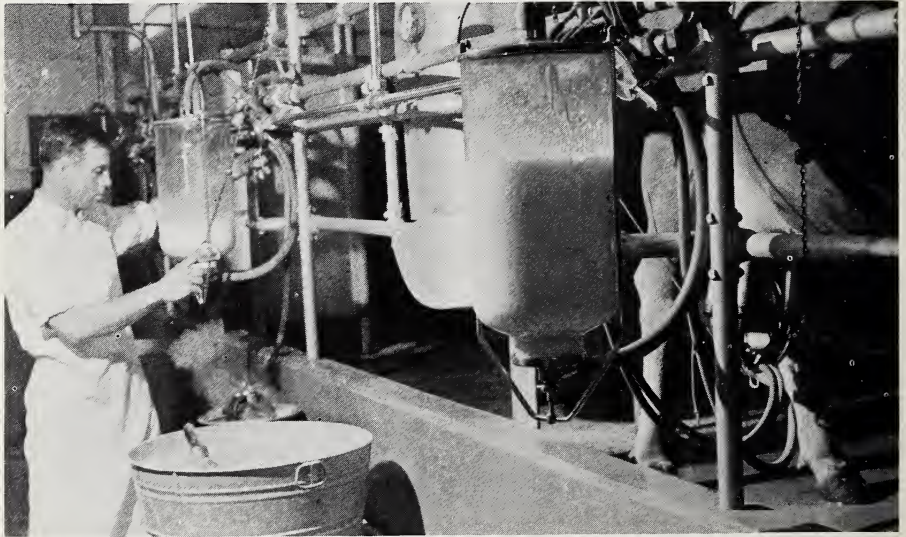


Like most popular books, *Rural Lines • USA* has a happy ending. It tells how electricity has meant better health, fewer backbreaking chores, and more leisure for millions of farm families.

tems may wish to present copies of *Rural Lines • USA* to consumers, either at the annual meeting or in connection with a special anniversary observance on May 11. Additional copies will be on sale at reasonable cost by the Superintendent of Documents, U. S. Government Printing Office, Washington 25, D. C.

Borrowers wishing to reproduce any portion of the publication on their own are free to do so. Most of the photographs are from official USDA files, and can be identified by

a small number appearing under each illustration. Anyone desiring prints should write Photography Division, Office of Information, U. S. Department of Agriculture, Washington 25, D. C., indicating the photo number, the number and size of prints desired, and the finish (glossy for reproduction purposes). An 8 x 10 inch print costs \$1.00; a 5 x 7 costs 75 cents; a 4 x 5 costs 60 cents. Local newspapers may want prints to use in preparing special stories on REA's anniversary.



**Dairying, according to REA's anniversary book, is one of three major farming operations revolutionized by electric power.**



LOOK



## AT ALASKA

**One-tenth of Alaska's population receives electric service from REA borrowers.**

Alaska is big and different. Visitors and residents alike sense the rapid change and growth that marks everything about the 49th state. Rural electrification is no exception. Look at Alaska and you see kwh consumption figures that are unusual in rate of increase. Look again at Alaska and you see applications of electricity that are unusual in their variety. Take another look at Alaska and you see power needs that are unusual in their accelerated expansion.

Farm consumers on the lines of REA borrowers in Alaska averaged 599 kwh per month in 1958. This consumption ranks fifth highest

among the 50 states, and is exceeded only by Nevada, Washington, New Jersey, and Oregon. Ten years ago, Alaska was way down the list in kwh consumption with an average of only 119 kwh per farm consumer per month. Only 3 other states have shown a faster rate of growth in kwh usage in this period.

The unusual increase in kwh consumption is readily understood when one looks at how Alaskans use their electric power to increase production and make life more comfortable in the rural areas. When the Alaskan farmer gets electricity, he believes in putting it to work.

A large percentage of Alaska's



**These outlets for headbolt heaters at the University of Alaska are served by Golden Valley, of Fairbanks.**

farms have high-grade dairy herds. Feeding and milking is done under conditions as modern as any "state-side." There is a concentration of dairying in the Matanuska Valley, where power is supplied by the Matanuska Electric Association, of Palmer. Here, too, electric power is used for irrigation pumping. Surprisingly, a main reason for irrigating the land is to prevent the soil from being blown away by high winds that sweep across the farms. Electric hay drying is being introduced and offers a good potential for future power use in some areas.

Electric lighting continues to bulk large in rural use of power because of the northern State's long winter nights. The isolating and confining effects of the unusual winter conditions also encourage installation of good quality radios and high fidelity record players. In spite of a relatively high level of retail rates, many homes are going all-electric.

What can be done toward future uses of electricity in the home is dramatically demonstrated in the exceptionally high kwh consumption figures at the Metlakatla Indian Com-

munity on Annette Island. The Community provides comparatively high wages and low electric rates. A high proportion of the Indian families there have all-electric houses which include electric heating.

Almost unexpected in this far northern State is the number of summer cottages being built around the many lakes. A good share of these developments turn to REA-financed systems to get their electricity.

At Kotzebue, along the coast of the Bering Sea above the Arctic Circle, selling deep freeze units to the Eskimos is no longer an oddity. They use freezers and power from Kotzebue Electric Association to keep fish the year around.

REA borrowers furnish power for a wide variety of non-farm and non-home consumers. Among the commercial users are the salmon canneries, a beef processing plant, and packing plants for king crab, found only in Alaskan waters. Coal and gold mines use co-op power, and a number of private airfields depend on the rural systems for electricity to operate these vital communications links.

A hospital at Glennallen uses power from the Copper Valley Electric Association for refrigeration coils in the foundation which prevents the ground under the building from thawing. Electricity keeps the foundation from sinking and shifting.

The University of Alaska has some interesting uses for power from the Golden Valley Electric Association at Fairbanks. In its observatory it has a radar research installation that depends upon electricity from the Co-op to broadcast sounds that are bounced off the moon. This is one facet of the University's many-phased study of outer space. Co-op electricity is also involved in research on the aurora borealis or northern lights and on the characteristics of permafrost which keeps the subsoil frozen throughout much of northern Alaska. The University's parking lot provides electric outlets for headbolt heaters, so that the professors and instructors can start their cars easily in sub-zero temperatures.

Government installations rely heavily on services from REA borrowers in Alaska. The DEW line extends across the State as a protective fence. Together with "White Alice," the connecting communications system, it makes a constant demand on power supplied by REA borrowers. Military posts, Navy bases, Coast Guard stations, Air Force airfields and the Alaska Communications System are among the consumers on the rural co-op lines.

Of more recent interest is the tracking station, served by co-op power, which is used to record data on satellites, particularly those put into polar orbit.

How to meet the multiplying demands for electric power is an ever-present problem for electric co-ops



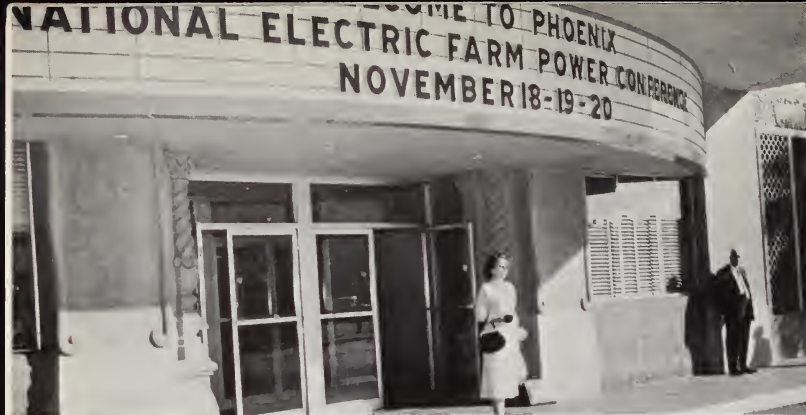
**Radar beamed at the stars provides research data to University of Alaska, and is powered by REA-financed service.**

in Alaska. Boards of directors spend a large part of their time planning additional power sources.

The Cooper Lake hydroelectric power project, under construction by the Chugach Electric Association, of Anchorage, should be ready for operation late this year or early 1961. This will make 15,000 kilowatts of power available to the Anchorage and Homer areas and to numerous other communities located on the Kenai peninsula.

The interchange of power for mutual benefit has been agreed upon by the City of Fairbanks and the Golden Valley Co-op. Modern electric service will soon be brought to 2 areas in the Bristol Bay region, where new borrowers have received REA loans recently. The Dillingham Public Utility District will serve Dillingham and surrounding rural areas, including the village of Aleknagik. The Naknek Electric Association will furnish electric power to its members in and around Kvichak Bay, which is the 49th State's principal red salmon producing section.

Almost daily, additional applicants call at a co-op office to request service. Sometimes they come in delegations, such as the one that met with REA Administrator David A. Hamil during his August 1958 visit.



The Phoenix meeting gave me ideas that will keep me extra busy this year. It provided a common ground for all elements of the electric utility industry to work together toward our common objective: "Farm Better Electrically—To Live Better Electrically."

## "I WENT TO PHOENIX"

by Lois Greathouse\*

More than 800 representatives and officials of the electric utility industry gathered in Phoenix, Ariz., at the end of November for the 6th annual National Electric Farm Power Conference. I was one of them, and this picture story tells about some of the new ideas and impressions I gleaned from the 3-day meeting.

The conference theme was "Farm Better Electrically—To Live Better Electrically." The audience, largest in the history of the Inter-Industry Council, heard 2 dozen speakers on such subjects as: electric space heating, appliance servicing, selling to get a greater return from the sales dollar, lighting, and automation.

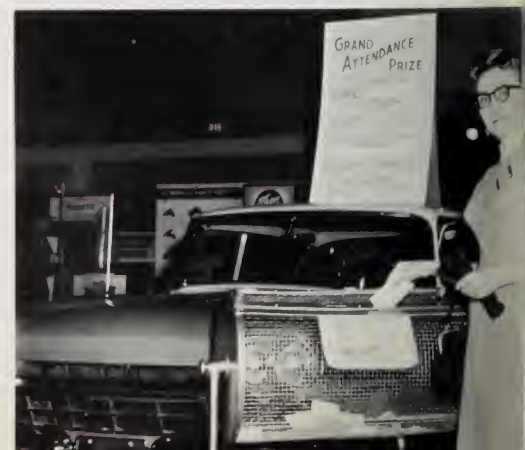
This year, I noticed more and more women at the conference. I think this is a good sign because, after all, it's the farm wife with her hand on the electric switch who makes most of the decisions that result in increased rural power loads.

\* In charge of member relations for Lyntegar Electric Cooperative, Tahoka, Texas.



Here I am, demonstrating a modern electricator David A. Hamil (left) and Deputy Administrator Mr. Hamil delivered the keynote address, and chairman of the Inter-Industry Council.

The Council awarded this beautiful 1960 car presented at the very end of the conference. I enjoyed the wishing.





Capacity audiences attended every session. Delegates were business-like and attentive. The questions they asked were both intelligent and informative.



...to REA Administrator  
Ralph J. Foreman.  
Foreman presided as



A score of leading manufacturers displayed the latest in electrical automation equipment and appliances. Electric heating was emphasized.

...grand prize. It was  
...win but I certainly

Willie Mae Rogers, head of Good Housekeeping Institute, and the only woman on the program, spoke on "Heaven Help the Farmer's Wife." She advised delegates to "buy appliances from authorized dealers with good reputations, and to read and follow instructions carefully."





The J. B. Friar family, near Beach Grove, Ark., were 1958 winners. The boys shouted, "Oh Boy! We don't have to pick cotton today."

## **BONUS BUCKS ARE WELL SPENT**

**B**onus Bucks II is the feature attraction of a repeat performance put on by Craighead Electric Co-operative Corporation, of Jonesboro, Arkansas, to promote purchase of electrical appliances by its members. This recently completed campaign was even more successful than the first one, summer before last.

This success story began in 1958 when the Co-op adopted the Bonus Bucks idea as a practical approach to its goal of bringing additional con-

veniences in electrical living to its 16,000 members. The first promotion, carried out between August 1 and September 15, brought what the Co-op considered to be unusually good results, with 149 major appliances going into members' homes during the 6-week period.

In announcing the promotion to dealers, Manager Earl Walden explained that most members wanted and needed additional appliances in their homes. The Co-op's plan provided a cash award as an incentive to members to buy. Invitations were sent to appliance dealers in the 5-county area of northeast Arkansas served by the Co-op, bringing 25 dealers into the first promotion.

Before the closing date of the first promotion, many dealers who passed it up had contacted the Co-op to say they were sorry they had not joined in and asked that they definitely be included in the next one. When plans were made for Bonus Bucks II, it was easy to sign up 42 dealers in 18 towns of the service area.

Encouragement from its own members, as well as from the dealers, persuaded the Co-op to follow up with the second promotion. This favorable reaction also led to setting a longer period, from May 1 to August 31, for the 1959 campaign.

Well before the kickoff date, the promotion kit was delivered to each dealer by either the farm adviser or the home adviser of the Co-op. Besides information about the promotion, these kits contained banners and pictures for store window displays, and decals for windows and trucks. The dealers were also provided with copies of the Co-op's rate schedules and of test meter results on the actual kwh consumption of each type of appliance.

Each dealer publicized the campaign along in its regular newspaper advertising. Many used local radio stations in spreading the word. The promotion and a list of all participating dealers were featured in the statewide periodical. Every member of the Craighead Co-op regularly receives a copy of this publication.

Just prior to the opening day, 2 Bonus Buck certificates were mailed to each member, with a letter explaining the promotion plan. One certificate could be used as cash toward the purchase of an electrical appliance. The other was to be entered in a drawing for the winner's choice of a free major appliance with a retail value up to \$300. The free appliance certificate was designed as a "traffic" item to get members into the stores of participating dealers.

During a visit to one of the participating dealers, the member signed his certificate for the drawing and deposited it in a box at the store. All free certificates were collected at the end of the promotion, and the drawing was held several days later at the Co-op office. The cost of the item chosen by the winner was divided equally among all participating dealers.

Three appliances for the home were again featured in the 1959 promotion. Similar cash bonuses were offered for the purchase of these items. In both promotions, the "Bucks" were valued at \$21 on a home freezer, \$15 on a refrigerator, and \$18 on an air conditioner. The \$300 limit opened up many choices for the free appliance. The winner of the drawing in the 1958 promotion selected a home freezer, and the 1959 winner picked out an electric range.

The May 1 opening day enabled many members to take greater ad-

vantage of the strawberry season this year. The cash dividend encouraged them to go ahead with plans to buy home freezers for storing fresh strawberries, which are now being grown on a rather large scale in this section of Arkansas. Sales in the early stages were also boosted by the circulation of additional cash due to "cotton chopping" in the spring months. Cotton is one of the area's main crops.

Beginning in spring and continuing through the summer, the longer days and hotter weather brought an ever-increasing awareness to many members that they needed new and larger refrigerators. The heat and humidity so characteristic of this area contributed also to purchases of air conditioners. As members became familiar with the comfort and convenience of air conditioners, they began feeling that these are not luxury items.

The goal set for Bonus Bucks II this year was to place 67 refrigerators, 111 air conditioners, and 190 freezers in the homes of members during the 4-month period. The total placed was 488, exceeding the goal by 120 and 1958 sales by 339 appliances. The cash certificates redeemed for these 488 items were "spent" for purchases of 183 refrigerators, 58 air conditioners, and 247 home freezers. During the promotion 1,576 certificates for the drawing were collected. Comparison of the two figures indicate that about 30 percent of the members who visited dealers' stores used their cash certificates toward the purchase of appliances.

The Craighead Co-op estimates that kwh consumption on the system will increase by a monthly average of more than 35,000 kwh through the addition of these electric appliances.

# KENTUCKY USES

## dollars and ideas

In addition to supplying the power needs of its 16 member co-ops, East Kentucky Rural Electric Cooperative Corporation looks for ways of supporting them in helping consumers use electricity effectively. Its efforts at lending a helping hand have paid dividends all along the line.

Dollars in consumers' pockets form the underlying appeal of the promotion based on matching funds. This is aimed at encouraging the installation of complete water systems and house heating loads. It is designed to supplement power use programs already established.

To qualify, a member co-op agrees to keep its consumers fully informed of the promotion, to assign someone from its staff to push the campaign, to record and report actual expenses of the activities involved, and to submit an account of each installation with request for payment under terms of the promotion.

Under the matching dollar plan on water systems, a consumer is required to install a new electric pressure pump and a new electric water heater (neither can be a replacement), in order to be eligible for a cash award. For each complete water system, East Kentucky will make \$22.50 available to the matching dollar fund. An equal amount from the member co-op means \$45 in the pot for every installation. Of this, up to \$20 goes to pay the expenses of the promotion, and the lion's share, up to \$35, is awarded to the consumer as an incentive for in-

stalling hot and cold running water in his home for the first time.

This plan is modified in those cases where the water pump has already been installed. In opening the door for just water heaters, East Kentucky provides \$15 toward a \$30 maximum budget, the other half to be matched by the member co-op. Of this, up to \$15 is available for promotional costs, and up to \$20 becomes an inducement for a consumer to add a water heater. In neither case may the combined amounts exceed the budget maximum.

To promote electric heating, East Kentucky and the member co-op each put up \$10 for every kilowatt of electric heat installed in a consumer's home during the campaign period. From the overall sum of \$20, per kwh installed, up to \$10 will be set aside if necessary for promotional expenses, and up to \$15 may be paid to the member as an incentive for installing electric home heating. Further, the number of kilowatts installed will determine the individual consumer's award from these funds. Special arrangements are possible for incentives and other assistance in securing electric heat installations in schools and in motels and other businesses.

The experience in 1958 convinced East Kentucky to greatly expand its plans for this year's promotions. "The success of this dollar-for-dollar idea has been demonstrated," says Manager H. L. Spurlock. In the prior campaign, 376 water systems and 57 home heating installations were made.



**There is a page like this made up for each electrified home.**

604 Square Feet COST OF OPERATION		
MONTH	ESTIMATE	ACTUAL
OCTOBER	\$ 5.51	\$ 4.89
NOVEMBER	19.30	18.34
DECEMBER	30.32	28.12
JANUARY	33.08	30.55
FEBRUARY	27.57	25.67
MARCH	16.54	14.67
APRIL	5.51	

Insulation: 6-4-2    Type Heaters: Baseboard

The promotion period covered only a 3-month period. During the entire year, 110 homes (including those in the promotion), 2 schools and 3 motels were electrically heated for the first time.

The electric heat installations in 1958 increased the load of East Kentucky's generating system by more than 980,000 kwh. The estimated increase in load due to the addition of water systems is in excess of 1,400,000 kwh. On both promotions—water systems and electric heating—participating co-ops realized an estimated annual increase of \$35,000 in revenues. And East Kentucky gained a revenue growth of \$19,000 from the 1958 promotions. The added returns mean that the investment in these campaigns should be recovered within a few years' time.

This year, as previously, East Kentucky made newspaper mats available to participating co-ops. Other aids were radio spot announcements; ads in the Statewide paper; a contest in that publication to supply each co-op with leads for home heating; slides on insulation, electric heat installa-

tions, and related items; water systems trailers; and methods clinics available to employees of co-ops and to personnel from extension, vocational education, and related agencies.

Heating load salesbooks, attractively bound, paid off richly in boosting electric heat installations. The results of the preceding year's promotion became the source of the material in these binders. Last May, the book had 57 pages, one for each electric home heating installation during the 1958 promotion. Each page shows a picture of the consumer's home, his name and address, a floor plan with room sizes, and the type of insulation. It notes the method of electric heat (baseboard, wall units, combinations of both, or heat pump), and the exact square footage of the structure. The page also has a table showing by months from October through the following April the down-to-the-penny figures for the estimated cost of operation right along side of those for the actual cost.

These books are sent to electrical contractors and distributors of heating equipment.

**WATER HEATER CONTROLS OFF**—Removal of water heater controls is working well on lines of Red River Valley Cooperative Power Association, Halsted, Minn., according to an item by Manager S. Osgood in October *Sparks*: "At the present time we are conducting the experiment at our Sabin substation. We have discontinued the use of all the controls and have found that the load is better balanced by not using the controls. This comes about when there are enough electric water heaters so that there is no longer a serious peak time or a low time during the day."

**FILMSTRIP ON HEATING**—Indiana Statewide Rural Electric Cooperative, Inc., Indianapolis, offers copies of a color filmstrip on electric house heating, prepared through cooperation of the Statewide, Indiana University, and the ICA group of students from all over the world. *Indiana Statewide Standard* described the film as follows: "This is a series of 20 colored pictures on a 35 mm. filmstrip that will fit any filmstrip projector. There is a recorded narration that tells the story and gives a beep signal for changing pictures. Should any REMC desire to have the narration in printed form rather than on a record, these are also available. Send orders to Indiana Statewide, along with a check for \$4.75 for each copy wanted."

**FOR RENT**—Coffeemaker and water pump rental plans received publicity in Lorain-Medina Rural

Electric Cooperative's insert in August's *Country Living*: "Due to demand for large-size coffeemakers for picnics, family reunions, and club socials, the Co-op now has a 72-cup percolator for rent. A \$5 deposit is required and the rental of \$1 per day is deducted from the deposit when the percolator is returned in good condition. Also available at the Co-op's headquarters in Wellington, Ohio, are water pumps rented for \$1 per day for pumping out wells and flooded basements."

**BOX LUNCH**—Serving time for lunch at co-op annual meetings is being cut to shorter periods. The *Nora-News* reports that the entire 1959 annual meeting crowd of 800 was served lunch in barely 15 minutes. Secret of NORA's success was a box lunch, described as follows: "The repast in 1959 included baked chicken, ham and deviled egg sandwiches, potato chips, pickles, cake, and a large choice of drinks. The packing of this lunch into boxes permitted the most rapid service ever." NORA is short for Northern Rio Arriba Electric Cooperative, Chama, N. Mex.

**DRIER AUCTION**—As a special attraction for its 1959 annual meeting, Leavenworth-Jefferson Electric Cooperative, McLouth, Kans., held a Dutch auction on a grain and hay drier used by the Co-op for the past 4 years. The posted price on the drier, a 36-inch fan and 5-hp motor mounted on a 2-wheel trailer, was reduced periodically until matched by the bid of a successful purchaser.



## over the ridges with *Microwave*

**I**n the mountains of northern California, two REA borrowers are turning to microwave to reach isolated communities on the far side of the ridges. They are the Siskiyou Telephone Company, with a new office building in Ft. Jones, and the Western Telephone Company in Weaverville. By western standards the two companies are neighbors, but

it still takes almost a full day of driving to get from the headquarters of one company to the headquarters of the other.

Siskiyou's service area includes the wide flat valley of Scott River in the high Cascade Mountains area west of Yreka and extends down along part of the Klamath River, where some of this country's best salmon fishing can still be found. Immediately to the south is a wild jumble of mountains and rivers known as the Trinity Alps. Here the Western company maintains service in an area of picturesque names like Burnt Ranch, Stringtown, Hay Fork, Mad River, and Hoopa. The latter is an Indian reservation.

President of Siskiyou is H. A. Dannenbrink, who likes the country, its people, and the countless daily tribulations of maintaining telephone service under difficult conditions. "We have 900 subscribers along lines strung out in an area nearly as big as the state of Connecticut," he says. "This is about the roughest terrain you can imagine. These mountain ridges run up around 7,000 feet, and the winter snows pack to 15 or 20 feet on the slopes where some of our pole lines are located. There have been times when our maintenance crew had to dig down under the snow to find the pole tops. When the spring thaws come, we are plagued with slides that damage the pole lines.

"Then later in the spring, the rains bring floods in the valleys. Pole lines are expensive to build and costly to maintain in this mountain country."

With REA financing Siskiyou will convert all toll operations to microwave. Five microwave terminals and 5 repeater installations will bring the outside world to the farming areas around Etna and Ft. Jones, to the lumbering center of Happy Camp,



**Open wires on rocky, forested mountain slopes are expensive.**

and to the tourist headquarters of Hamburg.

About two-thirds of the company's gross revenue comes from toll calls, and as all toll facilities will be under Siskiyou's ownership, the company's officials are especially anxious to take advantage of all possible construction and operating economies relating to toll facilities. A new highway, approved by the State legislature as part of California's 10-year highway construction program, will bring more tourists and more business to the Scott Valley. Telephone facilities being built with REA loan funds anticipated the jump in toll traffic which will come with motels, service stations, and vacation resorts.

To the South, at the Weaverville office, the system map of the Western Telephone Co., looks like an octopus, with arms snaking up the canyons.

E. E. Bagley, who has been general manager of the company since 1946, says microwave is the answer to high costs of pole line construction and maintenance in his company's service area. "We have open wire

and cable running along the mountain slopes from 2,000 feet up to 4,200 feet all through the Trinity Alps," he explains.

"Sometimes I wonder how we ever built some of that pole line. We have places where construction costs run 3 to 5 times the national average. In some of the canyons where we have had to run lines, the slopes are too steep for a man to walk.

"In the winter and spring, wet snow is our maintenance hazard. In late summer we face the danger of forest fires—3 already this season."

When the Western company came to REA with a loan application, about 400 of the 2,000 existing subscribers were on toll. It was proposed that all subscribers be put on exchange service. This looked impossible at first, but after painstaking engineering studies and numerous conferences, it was determined that microwave could jump the ridges and supplement pole line in the worst places to make area coverage and exchange service feasible. Microwave installations went in at the resort community of Trinity Center and at the Trinity Dam construction camp in May 1958. Far to the west, the Hoopa Indian Reservation and the town of Willow Creek were tied in by microwave last summer.

Before cutover, a portion of the subscribers were getting magneto service on a toll basis, 12 to 14 on a party line with ring-down. Now they will have local exchange service, 8-party dial, with selective ringing.

Gil Snyder, company president, expects the new service to bring in more subscribers. The company's 5-year estimate is 3,560 stations. Sustained yield lumbering is the big industry of the area and its operations depend on good telephone service.

# SCHOOL BUS KEEPS IN TOUCH—

## BY TELEPHONE

A telephone on the school bus that collects children in the rural area around Parshall, North Dakota, keeps the driver in touch with parents and the school. E. R. Hilde, superintendent of schools at Parshall, points out to visitors that this appears to be one of the first installations anywhere of mobile dial telephone equipment on a school bus. It is probably a forerunner of many other such installations, because the idea has such obvious merits.

Why hook up a school bus with a telephone system? Superintendent Hilde knows at least two sound reasons: economy and safety.

The telephone link permits tighter scheduling and can summon service and repair fast in an emergency, so that the school district can operate with one less bus than would normally be needed.

Of more vital concern to parents in the community is the margin of safety which the telephone network assures for children during the bleak winter months when wind and snow whip the North Dakota prairies. Bus driver Robert E. Nelson, who lives in nearby Raub, already has had occasion to use the telephone on his bus to locate children who were not waiting at the bus stop when he made his morning pickup. In severe weather, if a child does not show up at the road, Nelson can call the family and ask whether or not the child has left the house. Should some boy or girl fall or get lost on the way to the bus stop, the mobile telephone may literally be a lifesaver.

If a child is sick, the parents call the school. Someone there, in turn, telephones the bus and tells Nelson not to worry about picking up that child.

Two-way radios had been considered at first for Parshall's school buses. When Fred Ahlgren, manager of Reservation Mutual Aid Telephone Corporation, heard of this, he proposed the advantages of the cooperative's new mobile telephone service.

He pointed out:

"The telephone is a little more versatile because it can be used to call any family direct from the bus, and it does not require a radio operator at the school. Also, it is in operation 24 hours a day."

The mobile unit was placed in operation toward the latter part of the spring term. This will be the first winter for its use.

Driver Nelson finds that the phone works very much like the one in his own home, except that it has buttons instead of a dial. To place a call, he just presses the buttons, numbered and lettered like the holes in the dial, and the equipment does the rest. The signal is picked up by a radio tower. From there it goes by wire into the regular telephone exchange. A few clicks at one end, a ring at the other, and the party called comes on the telephone.

Reservation Mutual, with headquarters at Parshall, has 2300 subscribers and 13 exchanges, plus 2 transmitters in its mobile telephone facilities. About 60 other subscribers use mobile equipment.



## A Telephone Exhibit for County's 100th FAIR

Corydon, first state capital of Indiana, was recently the scene of the Harrison County fair for the 100th consecutive time. In looking for ways to support this special local event, the Eureka Telephone Company hit upon 2 interesting ideas for taking a prominent part in the celebration. It entered a decorated float in the centennial parade, and provided a booth at the fair.

Most of the county, including the county seat of Corydon, is served by Eureka's telephones. The company has a big stake in the area and participation in community events fit right into its own advertising program. Believing strongly in the need for getting its story across, Eureka found the fair a means of telling its subscribers about the added services it has to offer, and of selling its services to prospective subscribers.

The telephone theme was effectively followed in both the exhibit booth and the float. As a parade entry, the float depicted 57 years of telephone progress. The use of local talent heightened interest in the float.

All equipment on display in the booth at the fair was connected for live demonstration purposes, except for the proposed mobile telephone.

Among the items shown were the electronic secretary, the electronic sentry, hard-of-hearing telephone, hands-free telephone, plugs and jacks, multiple-line telephone, and experimental models. An oscilloscope was used to show what the fair visitor's voice "looked like."

A completely dismantled telephone was displayed on a rotating panel, and the visitors were asked to register and guess the number of parts on this wheel. The two visitors coming closest to the correct number were each awarded a colored extension telephone installed in their home for a period of 1 year free of charge.

A list of the various types of equipment on display was printed on each registration slip. Every guest at the booth was requested to check the items in which he was interested. A drawing from the deposited slips was held daily for 2 free telephone calls to anywhere in the U.S. All registration forms were reviewed and followed up the next month by personal calls to promote use of additional telephone services.

Manager W. A. Parker says, "We feel that whether a few or many items of extra equipment are sold as a result of our display, the public relations value of talking to the 3,000 registrants more than offset the cost."

# LOCAL PAPERS

## WANT YOUR

# *Stories*

Getting a newsworthy item into a local paper should be a simple matter. After all, that is what reporters and editors are looking for. Nevertheless the Taylor Telephone Cooperative, of Merkel, Texas, finds that it pays to help the matter along by doing its own reporting.

The Co-op did such a good job with a recent story, that it appeared in several newspapers located within its service area. Perhaps some pointers can be picked up from the way Manager John P. Hardesty handled the item.

First, the Co-op singled out a topic that was of interest not only to its subscribers but generally to all readers in the nearby communities. Then it gathered all the facts and related them in a simple, informal style. As put together, the story had a personal touch, directed at a question pretty obviously in the minds of most readers. This is shown in the story's lead, as follows:

"Have you ever wondered what is inside the little white telephone exchange building in your community?"

The article went on to explain that these little white houses were really dial central offices, with equipment composed of hundreds of electro-mechanical relays. It pointed out the importance of precise measuring equipment in setting these relays correctly for the proper flow of communications. This and other technical

information was presented in easy-to-read fashion, and answered queries readers usually have in mind about how a telephone works.

Photographs were provided along with the story material for possible use in illustrating it. The pictures were glossy prints with good black and white contrast. They showed both the exterior and the interior of the little white houses headlined in the article. One photo was of the truck carrying test equipment. Personal interest was heightened by including key personnel in some photos.

The news release was full of facts and human interest to catch the eye of the reader, and at the same time carefully avoided personal opinion and extravagant adjectives which are frequently pitfalls for the amateur in public relations.

Under a subheading, a few common telephone terms were defined. For instance, the reader found that a howler is not an unhappy child, but is a device used to get receivers back on the hook. Again, a test shoe is not experimental footwear—it is a device used to find trouble on telephone lines.

Taylor Co-op's experience illustrates the value of getting in touch with local editors. More than that, it points up what can be gained by having the story all ready when contacting the newspapers.



"The Little White House"

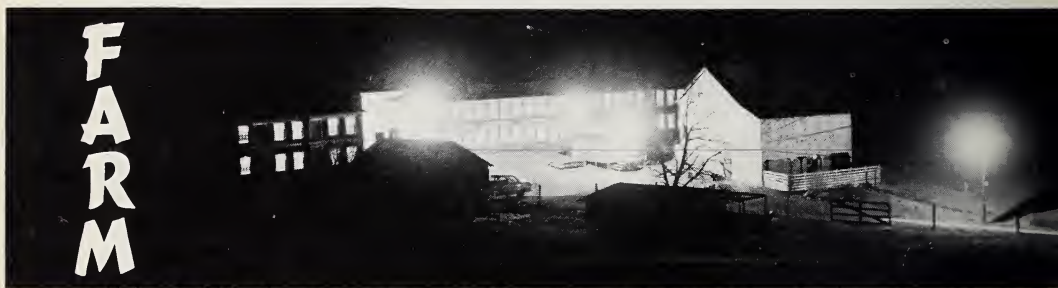


	J	F	M	A	M	J	J	A	S	O	N	D
National Electrical Week		7-13										
All Electric Living		●	●									
All Electric Kitchen					●	●						
All Electric Laundry			●	●					●	●		
All Electric Gifts					●	●					●	●
Electric House Heating		●	●	●	●				●	●		
Air Conditioning						●	●					
Lighting									●	●		
Food Freezers					●	●	●					
Electric Water Heaters		●	●							●	●	

**ALL ELECTRIC IN '60**

electric industry

POWER USE Calendar



	J	F	M	A	M	J	J	A	S	O	N	D
Farm (Home) Water Systems			■	■	☆				■	■		
Electric Braiding (Chicks-Lams-Pigs)	■	■								■		
Electric Crap Conditioning			■	■				■	■			
Sprinkler Irrigation			■	■								
Farm Chare Equipment				■					■	■		
Ventilation of Farm Buildings					■	■				■	■	
Electric Heat Applications									■	■		
Farm Shop Equipment											■	■
Wiring and Lighting												■