

Rural Lines

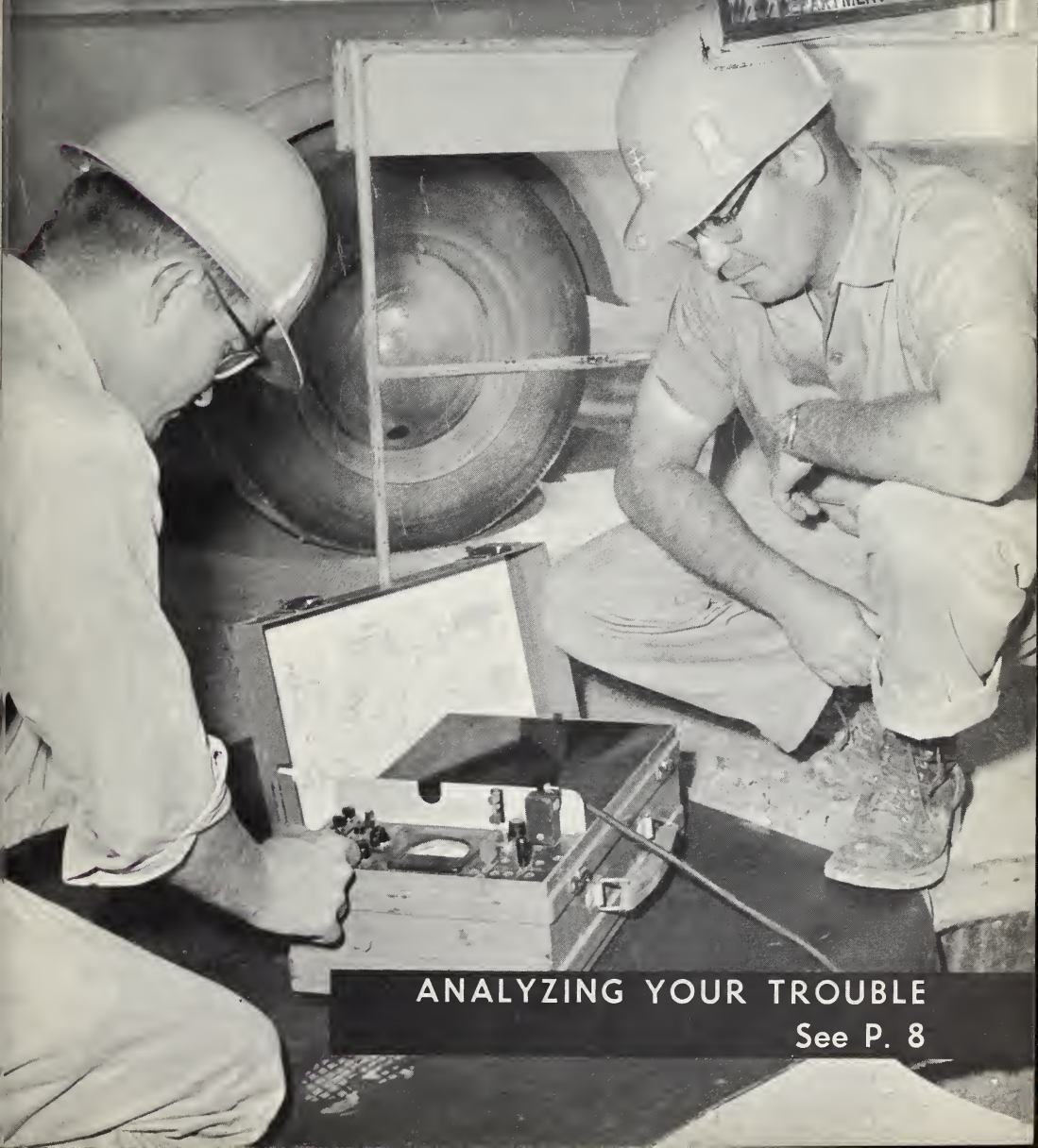
RURAL ELECTRIFICATION ADMINISTRATION • U. S. DEPARTMENT OF AGRICULTURE

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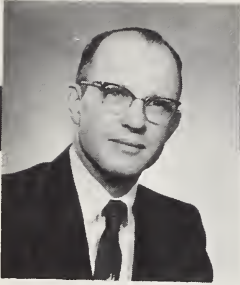


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U. S. DEPARTMENT OF AGRICULTURE



ANALYZING YOUR TROUBLE

See P. 8



A Message from the

ADMINISTRATOR

What is the proper thing to do with general funds not needed for current operations?

Officers, directors, and managers of REA-financed systems have been asking me this question ever since I became Administrator. At last I am able to offer a full and definitive answer.

REA is convinced that there is nothing better to do with such general funds than to plow them back into plant. This is the place that money can do your consumers the most good, and investment in plant has the further virtue of decreasing the reliance of borrowers on the Government. Many borrowers are investing substantial amounts of their own funds in plant right now, and we hope that more will follow suit in the years ahead.

A borrower with funds which are not needed in plant—and which will not be needed for system purposes in the foreseeable future—should make advance payments on its debt to the Government.

In addition, every borrower requires some liquid assets for future needs—for replacement, for expansion, for connecting new consumers, or as security against storm damage. New 2 percent Treasury Bonds—REA Series are now available in which these funds can be invested until needed. They may be purchased in multiples of \$1,000, and, while they mature in 12 years, they may be redeemed in whole or in part at any time upon 30-days notice to the Treasury. By purchasing these bonds, borrowers can allay the criticism that they are borrowing money at 2 percent and investing their general funds in higher-yield securities. I hope this helps to answer the question so many of you have asked.

Rural Lines

David G. Hamel

Administrator.

Cover: Two linemen use cable test set, with tone and exploring coil, to locate a high resistance fault on a cable pair. They are (l-r) Doit Bland, Vance Chancellor, C.T.&N. Telephone Company, Casey, Illinois.

John H. Howard, Editor. Contributors to this issue: Robert M Cox; Les Gaver; Hubert Kelley; Bernard Krug; and Louisan Mamer.

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THE people of Madison County, Ark., are helping themselves in an effort to build a richer life. The Ozark people, deeply religious, have always believed that the Lord helps those who help themselves. The help they give themselves nowadays is called rural development. Madison County is one of 200 Rural Development Program pilot counties in 30 states.

Madison County has a rocky soil that can't produce bumper crops of cotton and corn. The average farm has about 140 acres, of which only a small percent grows crops. The average farmer is lucky to get \$1,000 income from the livestock and poultry he grows. He can augment this income a little by cutting cedar posts or saw logs, but only a little. Small wonder that Madison County has been losing population steadily for a half century. There are less than 9,000 people in the county today, about 3,000 less than 10 years ago, 6,000 less than 20 years ago, and less than half the county's population in 1900.

Young Ozarkers looking for a better future than farming the stony land have had little choice but to head north to Kansas City or St. Louis. There hasn't been, until recently, much of anything else to do in Madison County. Practically no industry had developed there.

Play ball! RD sub-committee works with Chamber of Commerce, and Lions Club in backing 12 teams for boys age 6 to 15.

THOSE WHO HELP THEMSELVES





Clifford Kline demonstrates repeater crossbow, which shoots five arrows without reloading. Manufactured in Huntsville, weapon is used in Crossbow Tournament each October, attracts crossbow enthusiasts to Ozarks.

Today the garment factory is thriving. It turns out 150 dozen pairs of men's wash pants a day, with a work force of more than 150. It outgrew its space, so an auxiliary site was found. The plant is still growing.

Another kind of Huntsville manufacturing company makes living-room furniture. The 8-man staff produces 30 suites a week, and two salesmen are on the road selling the product. "We're just getting started," says Manager Ray Bolin. "But we're growing. Local people bought \$30,000 worth of our stock when we incorporated recently."

Other industrial enterprises are booming. A local lumber company has doubled its staff from 8 to 16, to fill furniture frame contracts the committee helped them get. A new sawmill has started up, and a local flooring mill reopened after years of idleness. Two new real estate companies have opened for business; the first full time veterinarian has opened a practice.

The Huntsville Memorial Hospital needed a doctor. When Dr. Ivan H. Box came to town to join Dr. Austin C. Smith, the county leased them the hospital in order

to get hospital service. The telephone company gave them free telephone service for a trial period, and installed a modern switchboard.

The committee helped a local resident named George Stevens form a corporation to manufacture a novel repeating bow Stevens had invented. Huntsville is a center of the unique crossbow hunting sport, which citizens feel may grow. Each year the committee joins the Chamber of Commerce in sponsoring the Annual Crossbow Tournament.

The rural development committee is active in promoting Rural Community Improvement Clubs, of which the county has eight. Two years ago the community of Combs won the state award for civic action given to such clubs by several agencies cooperating with the State Extension Service.

The Youth Opportunity Committee sponsors an annual Career Day for all high school students. Representatives of various industries and professions help them discuss their future livelihood.

The "Y.O." committee also helps sponsor Little League baseball teams and the Sidewalk

Swimming Hole on the War Eagle River.

REA's borrowers who operate in the county have been quite active in rural development work. Consequently, the Madison County Telephone Company hopes to keep subscribers on its system and to extend service to many more. The company's \$490,000 loan was for improved service for 423 subscribers and new service for 566 more.

Some of these, such as the Kingston community 15 miles east of Huntsville, will soon be cut over with their first service. In the words of Kingston Mayor Hugh Bunch: "When we need a doctor, we go down the road 3 or 4 miles to the Forest Ranger Station. The ranger radios to another ranger, who telephones the doctor."

Mrs. Ida Disney's White River Telephone Company will eventually benefit 830 subscribers in Madison and Washington counties. Some, such as E. V. Watson, who is putting rural development into practice by bringing more prosperity to 45 farm families with a stock-share chicken-raising program, wants to keep in touch with his growers by telephone.

This plaque in the White River headquarters shows the sentiment of Mrs. Disney and her two sons, Snowden and Herbert, telephone company officials.

"This building and telephone system are dedicated to the advancement and prosperity of all people whom it may serve and to the REA which made this improvement possible."

Rural electrification and telephone service help the people of Madison County.



Rural development gets big assist from Madison County Record and Editor Murray (above). Last year, weekly printed 150 RD stories.



"Income is inching up," says Clay McBroom, Huntsville banker (above). "We think our town is improving." Rural development program helped Dr. Ivan H. Box (below) come to Huntsville to help with local hospital.





Analysis Helps . . .

WHEN something goes wrong along the lines of the C.T.& N. Telephone Company, Casey, Illinois, a member of the crew is dispatched immediately to clear the trouble. But, even before he leaves the office, a preliminary description of the fault is written down and tabulated for future analysis.

Too much paperwork? The company thinks otherwise.

C.T.&N. was one of the first REA telephone borrowers to start keeping trouble records under Section 11238 of the Telephone Operations Manual—the “Trouble Reporting and Analysis Plan.” After more than 18 months of trouble reporting, the company knows that the plan has paid off.

“Before we started keeping these trouble records,” says Jules Ghyselinck, C.T.&N. engineer, “our ratio was six trouble calls per 100 stations per month. That includes all six exchanges, and all classes of trouble.

“That ratio is now down to 4.1 per 100, and still going down. We have found that analysis helps us to put the spotlight on trouble, and to clear it in a routine way,

PACK UP YOUR TROUBLES

before it gets to be too much of a problem.

“For example, say we get a report on bad cords. We put in a new cord; then we check the records to see where else that type of cord has been installed. That way, we are ready for the fault almost before it happens. We can check most of those cords *before* they go bad and replace them during routine maintenance.”

This REA telephone borrower serves approximately 5,000 subscribers in central eastern Illinois. It realizes that maintaining plant facilities on a rural telephone system is not a minor item, since it usually represents about 30 percent of total operating expenses.

General Manager Russell Logue, and his father, O. A. Logue, who established the com-

Bright and early, 13 crew members of C.T. & N. line up in front of garage-shop before starting out on their trouble calls and maintenance work.

pany a half century ago, were quick to realize the advantages they could derive from a sound method of trouble analysis.

“Even after the comparatively short time we have been keeping

these records,” Manager Logue says, “it’s not too early to count our benefits.”

“We get operational data on each type of plant, we can measure man-hour and vehicle needs, and we get a complete operational history on newly developed plant items. We get maintenance figures that we can use for compari-



Margaret Connelly, trouble desk clerk, tabulates Form 870 trouble tickets onto Form 870-B quarterly report. Calls come in on phone, lower left. Nights and holidays, calls are switched to special phone in toll room.

Matthew Galvin, 3, watches Charles Cook, station installer, replace broken dial in Galvin residence.



Frequent source of instrument noise is frayed cords. Here's Elwood Davis, C. T. & N. trouble-shooter, replacing worn-out cords.



son between exchanges, and we get performance histories of troublesome plant items.”

Those performance histories are important when the company asks the supplier for adjustment or replacement.

More important, however, is the advantage of better customer relations. By newspaper and newsletter stories and by word of mouth the company tells its subscribers of its continuing efforts to keep trouble down to an absolute minimum.

“Back in 1912, when I started this outfit with fewer than 300 subscribers”, the elder Mr. Logue reminisces, “I decided that our primary responsibility was to provide our customers with the best kind of service possible. We like to think that we have done just that, in the past 48 years. Now, with this new REA trouble reporting system, we have still another method of fulfilling that responsibility to our subscribers.”

SYSTEM FOR REPORTS

C.T.&N. has systematized its trouble reporting techniques, in conformance with REA’s suggested procedures. Reports on faults usually fall into two categories: the ones that originate with subscribers, or “reported” troubles; and those that originate with employees, or “detected” troubles. All faults have individual plant code numbers, for easier record-keeping.

When a trouble call comes in, it goes directly to the trouble desk clerk. This job is manned 24 hours a day, seven days a week. The clerk checks off the problem on form 870, a small card that contains 20 possible

trouble causes, such as: bells don’t ring, no dial tone, can’t dial out, can’t hear, can’t be heard, line is noisy, dial sticks, won’t stop ringing, and so on. There is also a space for types of trouble that do not fit the usual categories.

On the back of the card is the “trouble cleared report”, which tells what item of plant was at fault, and what was done to clear the fault.

Every three months, the company transfers all the information from these cards to form 870-B, “Quarterly Summary of Exchange Troubles Cleared.” This is the form with the eight plant codes: pole line, cable plant, wire plant, carrier plant, dial c.o.e., station equipment, station connections and miscellaneous.

The borrower keeps more condensed records on form 870-C, “System Trouble Recapitulation”, on which it calculates its trouble index per month. This form also points up the comparison between this year and last year, as to total number of all types of troubles, and the monthly trouble index comparison.

This Illinois telephone borrower with six modern exchanges has seen the wisdom of regularly reviewing the major expense of maintaining plant facilities. By taking part in the trouble reporting and analysis plan, it is not only helping itself to keep maintenance costs to a minimum. It is also helping other REA telephone borrowers reap the benefits of high quality service combined with low plant expense per subscriber.

EYES and EARS

of the

OZARKS

DEEP in the Ozark country of central Missouri, there lives a man who recognizes the vital link between two types of modern communication: good telephone service and good newspapers.

He is Joe M. Roberts, telephone company president, and publisher of two Missouri weeklies.

Roberts is a man of candor and simplicity. "Journalism and telephone service depend on each other," he says, "and the people depend on both of them—all the time."

He comes from a family that has been in the telephone and newspaper businesses since the last century. He was born in Indian Territory in what is now Oklahoma, and his grandfather was sent there by a Chicago newspaper to do a series of stories on Indians. He liked the place so much that he decided

to settle there. In 1876, he established a small paper "The Indian Journal."

"In those days", Roberts continued, "the newspaper readers consisted mostly of seven tribes of Indians. My grandfather had to learn seven different languages and to set parts of the paper in seven languages to keep all the readers happy."

After his grandfather died, his father continued in the newspaper game until the shop was destroyed by fire. In 1897, he came to McAlester, Oklahoma, and started the first telephone company there. Later, the Roberts family operated the telephone company at Plattsburg, Mo., and in 1911, bought the DeKalb County Mutual Telephone Company when it was auctioned off.

The mutual grew into what is now the Inter-County Telephone Company at Gallatin, Mo., one of the two REA borrowers with which Roberts is associated. The other is the Bolivar Telephone Company, at Bolivar, Mo.

"Don't let anyone ever tell you that there's no such thing as printer's ink in the blood. I know different," says Roberts.

Subscribers pay bills without leaving car. Two-way audio system between clerk and subscriber, and theft-proof drawer add up to new convenience at bill-paying time.



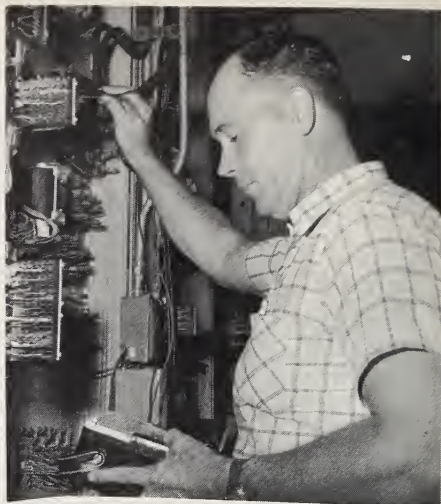
"I've been in both kinds of work for many years and I don't see how one can get along without the other."

Roberts' two papers are the Gallatin North Missourian, and the Gallatin Democrat. Both of them are published from the same plant in Gallatin, Mo. Total circulation for both weeklies is about 5,000 copies.

Roberts is a firm believer in being up-to-date. His telephone headquarters at Bolivar, for example, is a model of modern design. Opened less than two years ago, it still attracts visits from representatives of other utilities in the area. They go through the building, remark on how spotless the equipment room is kept, and on the efficiency of space utilization.

Both companies go in for active merchandising of color phones and extensions. "You wouldn't live in a house with only one light bulb in it," Roberts reasons. "Then why settle for a house with only one telephone instrument?"

Roberts bought the Bolivar company in 1951 after a series of disastrous ice storms crippled it and nearly closed it down. But it has gone ahead to fulfill its five-year forecast in less than three years. Both the Bolivar and Gallatin companies have had a



Paul Drake, vice-president and manager, tests toll circuits in Bolivar equipment room.

total of \$2,644,000 in REA approved loans, to serve 6,091 subscribers on 1,399 miles of line.

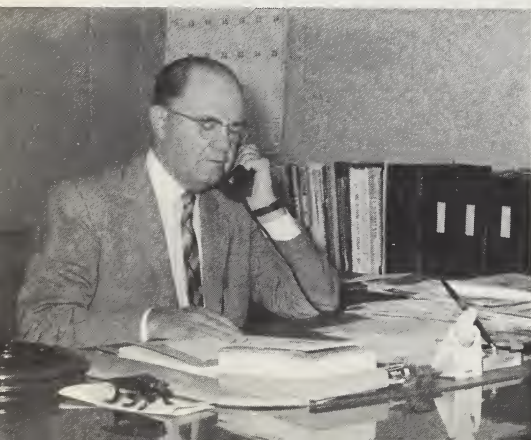
He has been a member of the Administrator's Telephone Advisory Committee for four years, on the board of directors of the State Telephone Association for 25 years, and has headed the Independent Telephone Pioneer Association for several terms.

"Our Companies are proud of having a part in providing good telephone service for rural Missouri. And we know that we couldn't have done it without REA," Roberts declared.

"We're proud of our newspaper service too. The two services go together; they are correlated.

"We like to think that, because of the two kinds of modern communication services we offer, the farmers in this area are better farmers and more productive farmers."

Joe Roberts thinks both forms of communication make better farmers.





MORE AND MORE REPAYMENT CHECKS IN THE MAILBOX

Deputy Administrator Ralph Foreman is pleased to see an advance payment check in the mailbox.

THE rural mailbox in REA's mailroom in the Department of Agriculture's South Building is a fitting symbol of the agency's link with rural life. It wasn't intended to be so. It was chosen simply because it happens to be a good depository for large checks. A check coming in the morning mail can be immediately deposited in the slot of the locked mailbox. After the mail is sorted the mailbox can be unlocked, and the checks carried to the Loans Receivable Section.

Almost one billion dollars—\$957,114,336—have gone through this country mailbox.

More and more of the checks from REA telephone borrowers which are put in the mailbox these days are advance payments on the borrower's principal. More than \$3 million in advance telephone payments have been in the box so far. They have been made by 162 of REA's 664 telephone borrowers.

Eighty-four of the 206 cooperative telephone systems have prepaid \$1.7 million in principal; 78 of the 458 commercial companies have advanced \$1.2 million.

The advance payment on principal is a credit on the books that may come in handy some day. It

allows a borrower to miss a principal repayment without becoming delinquent.

High on the list of advance payments from borrowers remitting in April 1960 was the Triangle Telephone Cooperative Association, Inc., of Havre, Mont. This Montana borrower paid \$30,000 in advance of schedule. The Heins Telephone Company of Sanford, N. C., made an advance payment of \$18,337, and the Northeast Missouri Rural Telephone Company of Green City, Mo., one of \$15,000. Advance payments of \$10,000 were made by the Chesterfield-Medora Telephone Company of Chesterfield, Ill.; the Randolph Telephone Membership Corporation of Ashboro, N. C.; and the Piedmont Rural Telephone Cooperative, Inc., of Laurens, S. C.

Others making substantial advance payments were the Southland Telephone Company, Atmore, Ala.; the Webster-Calhoun Cooperative Telephone Association, Gowrie, Iowa; the Glen Allan Telephone Company, Glen Allan, Miss.; the Valley Rural Telephone Cooperative Association, Glasgow, Mont.; the Lycoming Telephone Company, Pine Grove, Pa.; and the Northeast Texas Telephone Company, Inc., Bogata, Texas.

TELESAFETY



- - a community service

W. B. "Babe" Howard, president of the Millington Telephone Company, Millington, Tenn., has been deadly serious about safety ever since he saw a young man die after an accident because no one present knew anything about first aid.

Howard contacted the Memphis and Shelby County Safety Council, and arranged to have them give the First Aid Instructors course to all the telephone company's employees.

The employees were enthusiastic about the course. So were other people in the Millington area. So, while the program was

originally intended to be limited to telephone company personnel, it quickly became a community service of the company. Howard calls it *telesafety*, and claims that it has built much good will for rural telephony.

Millington Telephone Company people have given First Aid instruction to several groups in the area. The first standard course of instruction was given to a class of 22 adults sponsored by the Brunswick, Tennessee, Parent-Teachers Association. The class met for five 2-hour sessions held at night in an elementary school. Howard, his wife Ann,

George Boulware and Bob Stewart try out the company's resuscitator.

and Mrs. Majorie Sanders, telephone company clerk, all acted as instructors.

The next group of students were 18 Girl Scout leaders. Classes were sponsored by the Millington Lion's Club. Seven telephone company employees rotated as instructors: Mrs. Venita Calliouett, Mrs. Sanders, Mrs. Bessie Carter, clerks; J. C. Carter, Jr., plant engineer; Franklin Smith, installer; and the Howards. Mrs. Howard later gave six members of this class an Advanced First Aid course.

Mrs. Calliouett and Mrs. Sanders proved the Millington company's reputation for first aid prowess when the Memphis Naval Air Station requested them to teach a class of 25 sailors, Marines, and civilians. Classes were held at the Naval Base, near Millington.

Almost 300 people have been trained in First Aid so far by Millington telephone people.

Last year the Millington Telephone Company bought a resuscitator and trained several of their people to use it. The resuscitator is stored in an old ambu-

lance owned by the local Lion's Club, and kept at the City Hall. All trained personnel can be called immediately by the police or fire departments, so that no time will be lost in giving aid. The telephone company found how useful telephony is to medicine. On one occasion, when the first aid squad was on the scene and the doctor was unable to get there in time, the squad reported a heart patient's symptoms to the doctor over the wire, then followed his instructions. The resuscitator has been used three times in emergencies, and twice death would have resulted had it not been used. One was a heart patient who had been considered past recovery by the time help arrived. The other was a drowning victim at Munford, 9 miles from Millington.

Howard mails brochures published by the National Safety Council with his monthly bills. These cover a variety of subjects: heat exhaustion, sunstroke, artificial respiration, poisoning, and other common injuries. He also features first aid and safety in his advertising in local newspapers.

Telesafety is good public relations, he says. And it saves lives.

Glen Gaze, Memphis-Shelby County Safety Director, instructs telephone company girls in bandaging.





END OF AN ERA

SAMUEL B. SHEPARD used to say, "I made money because of the people in Maine, and when I go I want the people of Maine to have it."

When he died recently, at the age of 102, he left his estate to various public institutions around Bar Mills, and the resi-

due to Colby College, to educate the youth of Maine.

Sam Shepard founded the Saco River Telephone and Telegraph Company at Bar Mills in 1889. He had anticipated, in those early days, that individuals would use telegraphy. Few, of course, ever managed to learn Morse code; telephony became the Saco River company's business.

At the age of 97, Shepard applied for and received an REA loan to convert his system to dial. His company was one of the first commercial rural utilities to receive an REA loan.

The Saco River system will continue under the same management; its new owner is Harold Carroll, who for many years was attorney for Mr. Shepard and manager of his enterprises.

YOU CAN TELEPHONE IN TELEPHONE



FOR the past several years it has been a standing gag in Northeast Texas that there are no telephones in Telephone. It is no longer true.

Back in 1949-50, an ice storm leveled all the lines of the Tele-

phone, Tex., exchange. Until this year, they weren't rebuilt. The Win-Tel Telephone Company, of Windom, Tex., owned and operated by James Whitworth, rebuilt the exchange with modern dial service. Buried cable will prevent the exchange being wiped out by another ice storm.

Homer Sledge, school principal, is one of the Telephone citizens who worked hard to get telephone service back again. Now he is noticing the high peak which occurs just as soon as school is out.

"The kids rush home," he says, "and start calling their friends and just talk and talk."



Simon Arenas, lineman on horseback, checks ground on transmission line pole. Below, Manager Fred Holland giving instruction to Simon.

LINEMAN ON HORSEBACK

SOME commuters travel many miles to and from work in the Los Angeles area these days. They like to get to the crystal clear air in the mountains high above the city smog. One hundred miles east of downtown Los Angeles they see rural electric lines silhouetted against the evening sky.

These are the lines of the Anza Electric Cooperative, of Anza, Calif. Anza is located on a high plateau. The rolling virgin grassland surrounding the town





Two mission Indians, Matt Gonzales and Simon Arenas, wiring a hot line clamp.

stretches to the horizon, gives the impression that the region is as primitive and empty as when the first wagon trains rolled into California.

It is somewhat misleading. The 400-member Anza cooperative was organized in 1955. It had a struggling start, but its future is bright. City people are moving to Anza. About 50 members a year are being added to the co-op's lines.

New members are sometimes startled when they first see the Anza co-op's linemen, Indians on

horseback, who look as if they were taken from a page out of the Western past.

The two linemen come from the Cahuilla mission reservation a few miles south of Anza. Manager Fred Holland hired and trained them. He has a great respect for their ability to learn and their devotion to the job. Sturdy Simon Arenas, pictured on these pages, finds a horse is just the way to check trouble spots along distribution lines in mountainous country. On the job, he is fully as picturesque as his fore-

bears of a century ago. He wears a safety hat instead of a feathered headdress. A climbing belt is at his side instead of a rope. He wears no spurs to prod his pony, but carries climbers to go up an electric pole.

Simon says, "Electricity will do much for my people." They used to roam the area Simon now covers, hunting for game. Life

was rough for them when civilization came west and the wild life was killed off. Today the mission tribes live on the reservation. The reservation now has electric service from the Anza co-operative. Electric service is helping them to bridge the gap in earning their livelihood. The co-op's educational program will help them reap the full benefits.



Manager Fred Holland greeting Teresa Pena as she rides to co-op office to pay electric bill. Below, Mr. Holland shows Mr. and Mrs. Pena and daughter Teresa the new demonstration kitchen at the co-op office.



running water--

Rural America's

LIQUID

ASSET



EVERY farm family needs running water, and plenty of it.

Thanks to the efforts of REA electric borrowers during the past 10 years, the 1960 Census will show marked improvement over the 1950 figure of 37.5 percent of farms with running water, and the 1954 figure of 58.8 percent. But a big program lies ahead.

Success in completing the job rests on planning of training and action programs by state groups and G&T and local co-ops, and hard work in spring and fall drives by individual borrowers.

TRAINING—Water Use Workshops that gave 3 days of training were held in 10 states in 1959 with water system industries, power suppliers, and agencies cooperating. During 1960, workshops will be held in 5 more states.

CONTINUITY — Widespread grass-roots action results from continuity in program. Virginia Farm and Home Electrification Council kicked off its 5-year water program with a slogan contest in 1955. Since then it has conducted a coordinated emphasis program

that provides training, literature, publicity, consumer education, and a climax of promotion emphasis in August-September yearly . . . Plumberamas have run in North Dakota for 4 years, with 12 to 15 each year, drawing 2,000 people to see the installing of a water system in process on a farm.

LEAFLETS—Take-home leaflets and mailers reinforce programs. In North Dakota, 70,000 *ern Water System* were distributed at meetings and in co-op newsletters. Oklahoma Farm Electric Council's *Farm Water Systems* has gone to 40,000 families.

PLANNING—Co-op electrification advisers and extension agents offer personal help to co-op members in planning water systems. This help, publicized in newsletters and at meetings, gets action from those with an immediate interest in running water.

WATER TESTS—Health as a reason for installing a modern water system got emphasis in Alabama and other states in

1959 . . . Mississippi's *Rural News* published photos of winners in the Safe Water Systems contests sponsored among home demonstration clubs in counties served by East Mississippi Electric Power Association, Meridian. Club awards of \$50, \$35, and \$15 helped gain participation . . . *Rural Sparks*, newsletter of Coweta-Fayette EMC, Newnan, Ga., stressed the co-op's Water Purification Program to get "good, clean, bacteria-free water." The co-op helped county health sanitarians collect water samples and encouraged members to make corrections.

FINANCING — Kentucky co-ops overcame cost objections by publicity urging members to use the statewide co-op loan plan . . . Central EMC, Sanford, N. C.,

publicized its plumbing financing plan with a survey card sent to members. A drawing for 3 skillets brought a good return of cards and several requests for loans . . . Many co-ops publicize their loan terms.

HEATING—Joint promotions of heating, water heating, and plumbing became common in 1959. An open house for a new water system and electric heating in a remodelled home started Sioux Valley Empire Electric Association's 1960 water system program. The open house in October 1959 followed an August-September promotion that added nearly 100 pumps and more than 50 water heaters on farms served by SVEEA, Colman, S. Dak. . . . Egyptian Electric Cooperative Association, Steeleville, Ill., sells

Junior Radford family welcomes water system won in North Carolina contest.





Advisors attend Workshop starting Oklahoma drive that sold 1341 water systems.



Co-op arranges use of trencher for septic tank hole and disposal field.

members electric heating cable and wrap-on insulation to protect pipes in winter . . . Halifax EMC, Enfield, N. C., sells thermostats for heat lamps or other devices that prevent pump freeze-ups.

WATER SUPPLY—Water supply as a problem was tackled by several co-ops in 1959 activities. Eastern Iowa Light and Power Cooperative, Wilton Junction, billed a 1959 annual meeting attraction as “coming under the heading of new and different: Drilling a well, installing a submersible pump, and hooking up a pressure system on the annual meeting grounds.” The 20,000 people attending also had their attention called to a related problem when a complete home heating system was drawn as grand prize . . . A pond water system with a purification unit was the main feature of the PKM Plumberama in October 1959 on a farm served by PKM Electric Cooperative, Warren, Minn.

FORMS, DIGGERS—*The PKM News* recently reported that more than 400 members have used the co-op’s septic tank forms

since 1951. Three forms are available, one in each county served. Several northern co-ops rent trenchers with operators to help install water lines, septic tanks, and sewage disposal fields.

TESTIMONIALS—Local testimonials and photo stories surpass the best ad writer’s dream copy in getting buying action. Such material on water systems and water-using appliances appears frequently in many co-op newsletters and state papers, e.g., in “Favorite Appliance” contest write-ups in *Montana Rural Electric News*.

CONTESTS—Co-ops increased interest in running water by widespread use of contests in 1958 and 1959. Readers of *Rural Minnesota News* got a chance on a pump in a “Water Gives Life” contest requiring a dealer’s name on an entry blank in a guessing contest . . . *Nebraska Electric Farmer* in separate contests for youths and adults asked entrants to “just finish this sentence in 50 words or less: If I had a water system, I’d enjoy rural living more because . . .” Entry re-



This essay contest prize helped North Carolina family of 10.



Rosebud Electric News uses photos to explain septic tank installation.

quired a pump dealer's signature and a check on buying intent for water-using equipment.

Results in Oklahoma's 3-month contest promotion in 1959 were spectacular: 1,341 complete water systems, 447 automatic washers, 145 water heaters, 54 dishwashers. Contest winners chose awards from the 4 items promoted by 15 participating co-ops in a 50-word write-up on "My family needs plenty of clean, pure, running water because . . ." Entry blank asked if entrant would like a free water purity test, and obtained a survey of water-using equipment.

TENANCY—*South Dakota High-Liner* tackled tenancy as a problem in getting water in 1958 and 1959 contests. Billed as a Water System Jubilee, 1959 contest with entry cards obtained from dealers, offered water purity and hardness tests. All cards were used in a drawing for a bathroom set, and tenants were also eligible for \$100-50-25 awards by writing: "How I as a tenant would like to work out an agreement with the owner for installing a pressure water system on our farm."

EXHIBITS—"A trailer that will demonstrate the latest equipment and techniques in farm water systems is planned by Missouri State Rural Electrification Association," *Rural Electric Missourian* announced in December 1959 . . . Many co-ops feature water exhibits at local and state fairs and other shows.

PUMP DAYS—Pump Days helped promote running water on several Ohio co-ops last year. Submersible pumps were attention-getters, and other drawing cards were: free pumps, free prizes, free lunch. A program and exhibits made meetings worthwhile.

INCENTIVES—Cash bonus offers led all other forms of buying incentives in 1959 water promotions, but some co-ops used free electricity, free installation, or appliance bonuses. East Kentucky RECC, Winchester, helped member co-ops promote electric heat, water heaters, and water systems in 1959 by matching promotional expenses. Bonus was \$30 or \$40 for pump and water heater, with half or less for pump alone. Newsletters carried a check form on "The Water Bank."

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