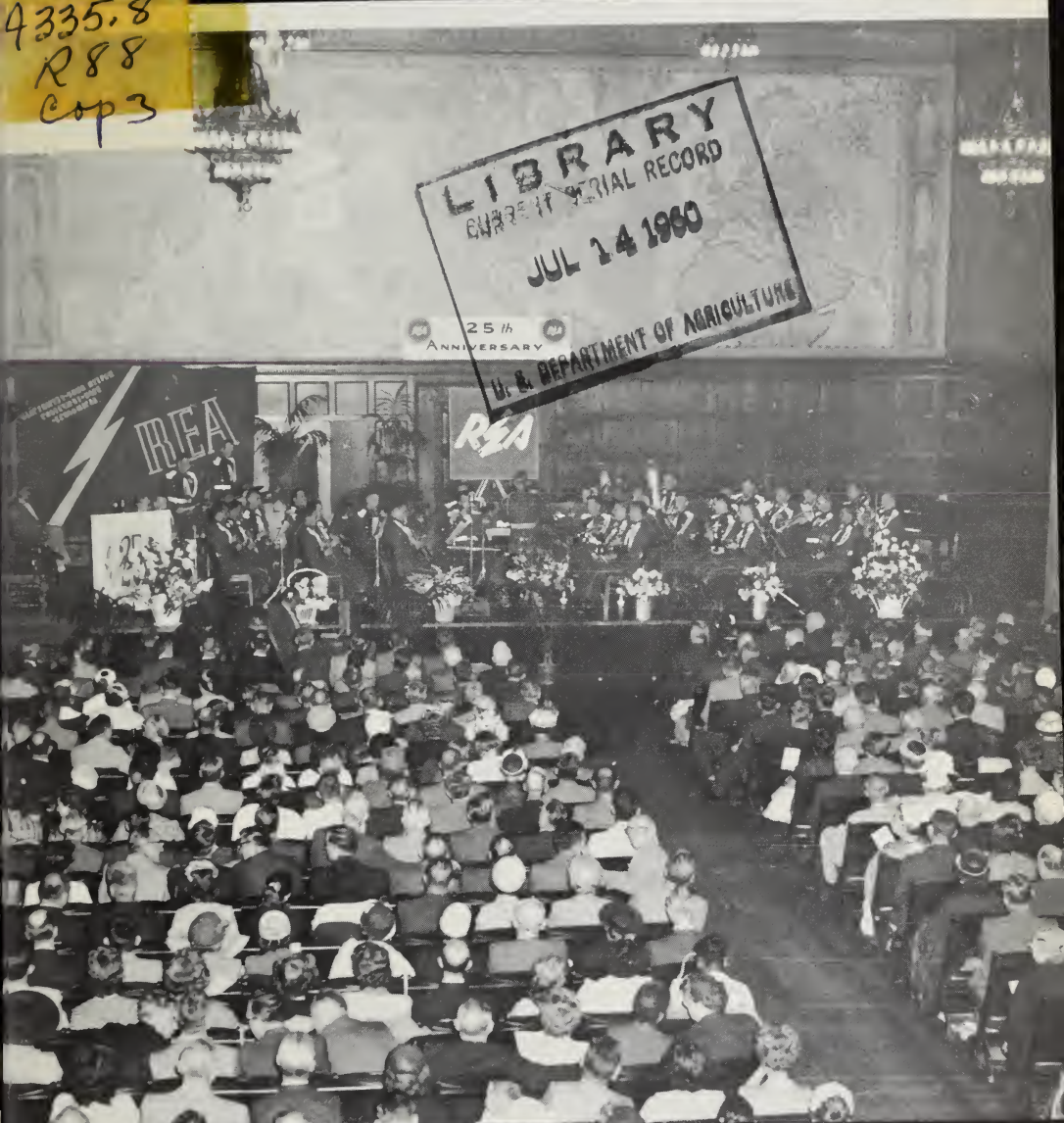


Rural Lines

RURAL ELECTRIFICATION ADMINISTRATION • U. S. DEPARTMENT OF AGRICULTURE

JULY
1960

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TWENTY-FIVE FOR REA

See Page 3.



A Message from the

ADMINISTRATOR

Directors of electric co-ops who have been to REA's Business Security meetings may recall that one of the five points on the "business security star" was labeled "Financial Planning."

Ever since those meetings were held, directors and managers have been asking us for more information about that particular point. How do you make a financial plan? What do you base it on? What good is it after you get it?

I believe we now have some answers. A few days ago, we sent two new bulletins to the headquarters of every rural electric system. One is "Financial Planning for Business Security" (REA Bulletin 105-4); the other, "Financial Forecasts—Electric Distribution Systems" (REA Bulletin 105-5).

Admittedly, these documents are not easy reading. While they pull together many ideas already familiar to directors, they also introduce a number of new concepts. When applied to your own organization, the forecast and plan will offer management a comprehensive view—expressed in dollars and cents—of your cooperative's present and future. They will show you where your co-op is heading, and, just as important, how you are going to get there.

In the months ahead, we are going to do our best to clarify some of the problems presented by financial planning. We also plan to share with you the planning experiences of other REA borrowers.

In the meantime, I hope you will take a look at the bulletins and talk them over with your co-directors and with your manager. A financial plan and forecast for an expanding electric system cannot be prepared in a day. I know that you will want to discuss the matter at several board meetings before you come to a decision for your own organization.

Rural Lines

David G. Hamel

Administrator.

COVER PAGE—A thousand people heard the United States Marine Band at the 25th Anniversary.

John H. Howard, editor. Contributors to this issue: Robert M. Cox; Hubert W. Kelley, Jr.; Bernard Krug; Lousan Mamer.

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More than one thousand REA borrower representatives, Government officials, past and present REA employees, and suppliers of electrical equipment gathered in Washington on May 11 to observe the 25th anniversary of REA's creation.

President Dwight D. Eisenhower sent a message of congratulations "to all who have taken part in the program of the Rural Electrification Administration over the past twenty-five years."

The President wrote: "In particular, I wish to salute the citizens who have assisted in the founding and operation of the fine local rural service organizations financed by the REA across the land."

Two days earlier, Secretary of Agriculture Ezra Taft Benson officially began "REA Week" when he opened an exhibition of old and new electrical equipment, in the Agriculture Building Patio.

"After World War I," the Secretary said, "when it became technically possible to extend electric lines far into the country, farmers grew impatient for the benefits of electricity. After REA

TWENTY- FIVE

for

REA

REA week started with a program in the Department of Agriculture patio.





**Secretary Benson
reminisces at old
farm tool exhibit.**

was created in 1935, thousands of rural people formed their own co-operatives to build lines to their farms and homes. . . . You can see why we are so proud of the rural electrification program here in the Department of Agriculture. During the past 25 years, the co-operatives have grown from small, uncertain ventures into organizations which form an important segment of America's electric power industry."

Speaker of the House Sam Rayburn, of Texas, addressed an overflow crowd at the Department of Commerce Auditorium, where the official May 11 observance took place. Co-author of the Rural Electrification Act of 1936,

Speaker Rayburn called the REA program "one of the biggest lifts that farmers ever got."

"Farmers seemed to take new life, new hope from electricity," he said.

The Speaker observed that farmers on rural lines have bought more than \$25 billion in manufactured electrical products since REA started.

"That's \$25 billion in 25 years, he said. "REA has added that much to the economy of the country."

Noting that "it is now as convenient to live on 90 percent of the farms in this country as on a paved street in the city," Speaker Rayburn congratulated his audi-



The United States Army Choral Group helped entertain the Anniversary Guests.

ence for the "businesslike way in which this business has been conducted."

The other guest speaker, Senator George D. Aiken of Vermont, called the Executive Order setting up REA "one of the most momentous documents ever signed by a President of the United States. It predestined a new era of development for our country."

Senator Aiken also recalled the dark days of the mid-thirties, saying that "America had to have a miracle and REA was born to meet that need.

"The infant prodigy was a little wobbly on its feet at first," he said. "The \$75,000 which President Roosevelt appropriated to start the program would hardly buy a nursing bottle for the lusty \$3.5 billion baby which Dave Hamil is guardian of today."

He gave credit for REA's achievements to its six "conscientious, efficient, and crusading administrators," adding that they "have been supported by able staffs and loyal employees."

Senator Aiken emphasized that REA's work "is nowhere near done," explaining that both farm technology and new rural industries will require much more power in the future.

REA Administrator David A. Hamil said that co-op pioneers, the local people who organized the cooperatives, "deserve the greatest share of the credit for

the success of rural electrification."

"It may be too early to assign a place in history to the rural electrification program," Mr. Hamil said, "but I believe that it will be recorded as an undertaking as significant to the development of America as the transcontinental railroads or our road and highway network."

Highlights of REA's two-hour anniversary program included concerts by the U.S. Army Chorus and the U.S. Marine Band, which premiered "The REA Anniversary March," by Bernard Krug, an REA employee. There also was a premiere of "The REA Story," a new color motion picture produced by the agency. It depicts some of the ways in which rural power has changed life in the country.

Capping the week-long string of anniversary events was a birthday banquet and dance, May 13, in a Washington hotel. The affair, sponsored by the REA Athletic Association, drew a capacity crowd, including scores of former REA staff members.

Lana Wykle (Miss REA) helps Mrs. T. Coleman Farrell cut birthday cake as Administrator Hamil looks on.





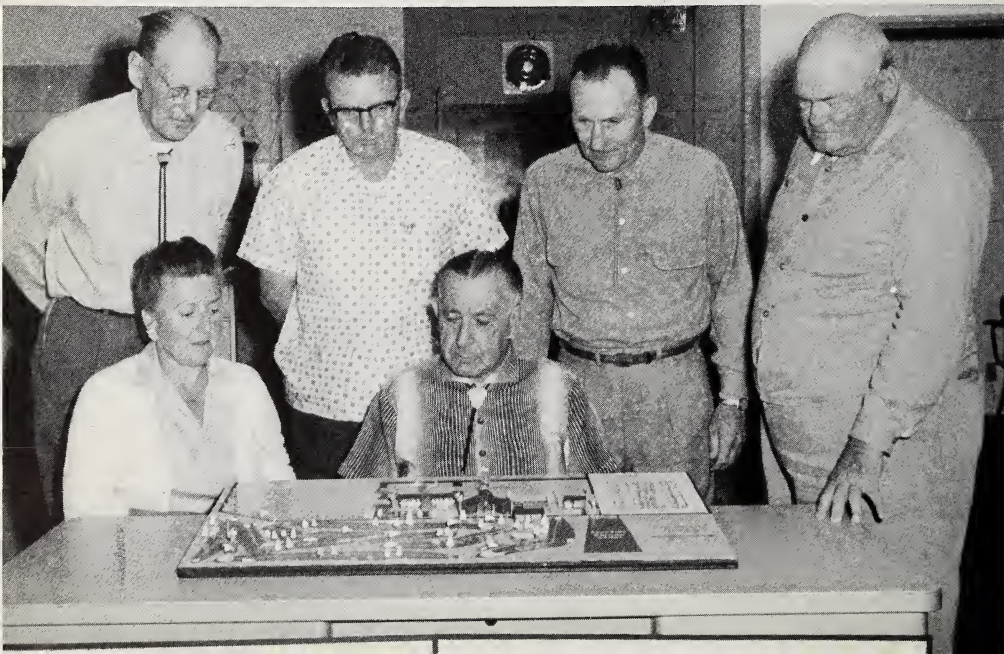
HIGH HOPES in the high desert

At Twentynine Palms, California, on a hot, dry plateau between the Sheephole and Pinto Mountains, the hopeful directors of a 5-year-old electric cooperative are watching their desert fill with settlers.

Unlike settlers of an earlier day, many of these 20th Century homesteaders are migrating from West to East—from Los Angeles, 125 miles away. Their belong-

ings are packed, not in mule trains, but in two-tone station wagons or pastel convertibles.

There are several reasons for the migration. For one thing, sprawling Los Angeles is continuing to grow, and giant San Bernardino County, which includes a big chunk of the Mohave Desert, offers some of the only remaining space for new homes within reasonable distance of the city.



Signs at desert crossroads show visitors where their friends have built cottages.

Also, thousands of five-acre tracts of Government-owned land in this 2,000-foot High Desert country have been sold to homesteaders in recent years.

But those aren't the only reasons. Lots of people, including

many who have retired, are fond of the country and climate around the oasis of Twentynine Palms. A number insist that sundry aches, pains, and afflictions have vanished like morning mist beneath the hot desert sun. Others simply like the scenery—the changing colors of the mountains, the profusion of desert flowers



Small temporary cottages are being built next to larger, year-round homes, as co-op lines move east from Twentynine Palms.

Desert Electric's non-farm Board of Directors takes a look at a model of projected airport and golf course, which their co-op will serve. Seated, left to right, are Mrs. Irene Fox, secretary; and Board President William R. Graham. Standing: Birger Nelson, retired Chief Metal Worker; Corey Cheney, treasurer, and operator of a laundry; Leland R. Rodda, retired electrical construction worker, and John Greenwood, former president of a stockyard. Not pictured is newly elected Vice President Walter D. Jenkins, a retired chemist.



that cover the ground in the spring, and the strange flora of Joshua Tree National Monument, which borders the area to the South.

Besides, there is a carefree, resort atmosphere to the place. Desert dwellers like it but find it difficult to describe.

One recent convert tried, saying that "it's like living at the beach, only without the ocean."

Another claims that she and her husband have recaptured the friendly small town life that they missed while living in the city.

As might be expected, not everyone who tries the desert is enthusiastic.



At 1960 annual meeting, co-op crews line up vehicles for inspection by members. All equipment except digger in foreground were purchased new last year.

One man, who is making a living transplanting cactus to "gardens" of desert cottages, confessed that he was saving his money "to head North before I burn to a crisp."

He had a point, since local temperatures can climb to 120 degrees in the daytime. On the other hand, nights are cool, and air conditioning, a universal requirement in desert homes, makes indoor life bearable at high noon.

The Desert Electric Co-op, which obtained its first REA loan in 1955, serves the country around Twentynine Palms, but not the town itself. Its first lines were energized in 1957, and for the past year, its president and acting manager has been William R. Graham, a retired engineer who is contributing his boundless energy to making a success of the co-op.

"There was lots of nothing up here when I moved from L. A. in

1955," said Bill Graham, as he careened down a desert road in his jeep. "Now there are 8,000 homes and cottages in our service area, and more being started every week. Most of them aren't electrified yet, but they will be in years to come."

Many homesteaders are building small cottages that meet minimum requirements, and they will expand them and electrify them when they retire to the desert. But co-op people are convincing many that they should take electricity now, so that they can use their cottages on week-ends.

"I don't like to call this a 'boom' area," explained Graham, "because it isn't developing overnight. The growth during the past few years has been regular and steady. That's good for the co-op, of course, and good for the development of the community in general."

As 1960 began, Desert Electric was serving about 1,900 consumers, of whom only 200 were living in their homes year-round. Others were coming up to the High Desert on week-ends and vacations, and more than 500 were not coming at all. But every consumer was paying a minimum bill of \$10 per month during the first year, and \$6.00 per month thereafter.

Because so many people were not living in their new cottages, average monthly kilowatt-hour consumption on co-op lines was only 52 last year. The average for the 206 full-time consumers, however, was a healthy 490 kwh per month.

After careful study, REA's Power Requirements Section has come up with the following forecasts for this unusual borrower. By 1965, REA says, Desert Electric probably will be serving 1,000 full-time residential consumers and 3,500 part-timers. The full-timers will be using an average of 660 kwh per month; the week-enders, 150 kwh per month.

By 1970, REA expects 1,700 full-time consumers using 800 kwh per month on the co-op's lines; some 5,500 part-timers will be consuming 250 kwh per month.

Small commercial users will total 40 in 1965, according to REA, and 11 large commercial users are expected to be hooked up within the next decade.

Industrial prospects at present include a helicopter manufacturer, a textile maker, and electronics and chemical plants. Other big users will include a planned country club, motel, State agricultural inspection station, a

radar installation, and a new airport.

Graham, who is a civilian pilot and president of the local Airport Board, has backing for the project from the local Rotary Club and a number of private aircraft owners. He leveled the site for a new air terminal himself, on his own bulldozer. Plans include an adjacent desert golf course and country club.

An important factor in development around Twentynine Palms is the presence of underground water. Much of it lies very deep; Graham had to sink his own well 285 feet before he struck water. This is expensive, and most people in the community still have their water delivered by tank truck. But community wells may prove the answer in time, with each one serving a number of cottages. This will mean a big pumping load for the co-op when it materializes. When you add electric space heating and air conditioning, as well as increasing security light sales, it isn't hard to see why REA expects high consumption levels for year-round residents.

Desert Electric's Board of Directors includes not a single farmer, for there is nary a farm in the service area. But that doesn't mean there is any lack of co-op spirit. Annual meetings are well attended, and there is competition for seats on the board.

"The people around here like their cooperative," said Graham. "We want it to be the most progressive force for community development in the area. In another ten years, I think we're going to see a city growing out here in the desert."

TRAIN YOUTH—

INSURE

THE

FUTURE

Junior Boards are insurance for the future.

The Southern Pine Electric Co-operative of Brewton, Ala., has insured its future with a Junior Board for the past 3 years. It had its beginnings when board members were attending a convention a few years back. A guest speaker made a challenging talk about the problem of training youth for the future.

The board members got to thinking. Most young people in the co-op's service area couldn't remember the days before electricity. They took electric power for granted and they took the co-op for granted. Some day the co-op would need new board members and these young people lacked the training and background that it takes to direct the destiny of a rural electric utility. The thing to do was to train them. They decided to do it with a Junior Board.

Southern Pine's six junior Board members all belong to the Future Farmers of America, and are chosen by a panel of judges from a list of promising vocational agricultural students. Farm Service Advisor Thomas C. Perry



Harold White
Flomaton, Alabama
"We have seen that
the board runs the
business for the most
good."

Phillip Brown
Owassa, Ala.
"We see how the
board of trustees
presents a problem,
and works it out,
coming to mutual
agreement."



works with the vo-ag instructors in the service area's nine high schools.

The service area is divided into three sections, with three high schools in each section. A panel of judges picks the winner and runner-up in each section; the six selected serve on the junior board for a one-year term.

Several criteria are used to pick candidates: use of electrical equipment on the farm; electrical work in vo-ag shop; electrical demonstrations by students; leadership in FFA, church and school activities; and the candidate's supervised farm program.

The three winners get a trip to a national convention, along with the top winner's vocational agriculture instructor. The remaining three board members are honored with wrist watches.

The junior board program is conducted in an adult atmosphere. The young men take great pride in serving on the board. They willingly and freely offer their opinions when invited to do so. The boys get a better perspective in the operation of a business, and learn more about how an electric co-op is run. They par-



Frank Pierce
Castleberry, Ala.
"I can see that we have an obligation to serve the community when we grow up."



Enoch Timothy
Andalusia, Ala.
"I expect to learn how an electric co-op serves the farmer."

Guy Johnson
Castleberry, Ala.
"A person just doesn't find anything better than this sort of experience."



Joe Lister
Flomaton, Ala.
"By serving on the Junior Board, I will get to see how this co-op is run."



participate in the give-and-take in the regular board meeting, and see for themselves that the board is acting in the best interests of the entire membership.

The co-op believes that the modest cost is far outweighed by the benefits it brings to these boys as individuals, to the co-op as a whole, and to the community. The cost varies a little from year to year, but runs from about \$600 to \$750 during a calendar year.

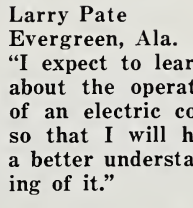
The co-op board and management believe that a number of the boys chosen will remain in the area when adults, and may eventually serve as directors.

Manager J. L. Arnold has this to say: "The electric co-op story just can't rest on past accomplishments. The junior board idea is an effective way of bringing the story to the generation coming up."

Alvin Mixon, board president, sums it up in these words: "We are proud of the contribution that the junior board program has made to these young men's own lives, to the co-op, and to the community. We want to do anything we can to help in making men out of boys."



Conrad Booker
Bellville, Ala.
"I am learning how very valuable electricity is on the farm."



Larry Pate
Evergreen, Ala.
"I expect to learn about the operation of an electric co-op so that I will have a better understanding of it."



Jimmy Pate
Evergreen, Ala.
"This is my first experience with a cooperative and so I expect to find out how business is transacted in one."

Micky Blanton
Frisco City, Ala.
"I am really looking forward to the coming year's experience."



Sho-Me kitchen includes sinks, server, electronic oven, appliance center, cooking units, refrigerator. Adviser Georgia Young shows appliance center on roll-out Sho-Me demonstration unit.

SHO - ME

Kitchens

SHOW TRENDS

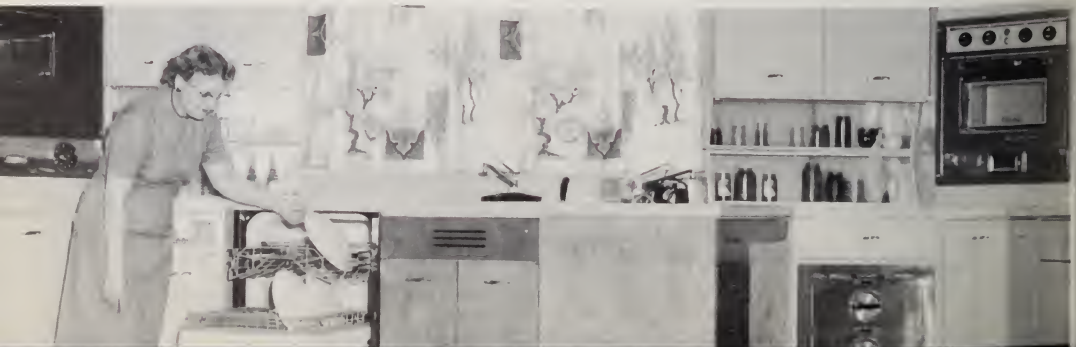


More than 15,000 visitors from Sho-Me area saw their G&T co-op's new demonstration kitchen during the first year it was open to the public. The kitchen serves as an ultra-modern demonstration center for the newest trends in electrical equipment. The nine distribution co-ops served by Sho-Me Power Corp. encourage their members to visit this kitchen in the Sho-Me Building.

Howell-Oregon Electric Co-

Advisor Young shows hot food center. Note sinks, electronic oven, appliance center, cooling units and refrigerator.

operative, a Sho-Me member co-op, helps members locally with home planning and equipment operation by using its new kitchen-laundry and lighting demonstration center in co-op headquarters at West Plains. The kitchen, first shown at an Open House in August 1959, features equipment and arrangements that consumers may readily adapt to their own homes. Those wanting to see ultra-modern kitchen installations can visit the Sho-Me Kitchen at Marshfield.





Mush cooks in 3 minutes in electronic oven. Note portable demonstration unit in place in kitchen.

Advisor Louise Cook shows lighting color effects in Howell-Oregon center.



Howell-Oregon kitchen has built-in oven and surface units with serving space nearby.

Automatic laundry and freezer occupy one end of Howell-Oregon demonstration kitchen.



Wiring **SCHOOLS** for **MEMBERS**

If you want members to know about adequate wiring, send them to school. That's what they do at the Habersham Electric Membership Corporation of Clarkesville, Ga. Members attend the co-op's wiring clinics.

The wiring clinics are sponsored by the North Habersham Vocational Agriculture Department, as well as the co-op, and the local power company. This is one of several courses put on by the vo-ag department. Instruction consists of three evening classes, followed by an actual demonstration at a "student's" farm home. The subject matter deals with planning an adequate wiring system for the farm and home, arriving at size of service entrance switch needed, types of entrances to use, the proper way to fuse, as well as appropriate wire sizes required for entrances and various circuits.

These clinics emphasize the need for adequate wiring, pointing out that the wiring should be thoroughly checked and that the premises should be completely overhauled if found inadequate. It also recommends that a meter pole be installed where several buildings are served. Consumers' loads have grown so fast in recent years that many wiring jobs need to be rechecked. Frequently, a complete rewiring is needed. Growth in consumption throughout the system has spiraled during the past 4 years. The overall system load has doubled.

With this load growth, the

problem of inadequate wiring has become much more troublesome. Members call the office about "trouble with the lights" and inability to "keep equipment running." Investigation, of course, reveals that in most cases the wiring is inadequate.

Naturally, Habersham joined the vo-ag wiring clinics heartily. Publicity on these classes is carried in the local papers and in the newsletter portion of the statewide paper. The word about the clinics is taken home by students in area schools.

The problem has also led the co-op to adopt a wiring allowance for members. If the consumer installs a 100 amp. entrance and the work is done according to Habersham's specifications, he may qualify for a \$40 allowance toward the purchase of the new switch box. Payments may be made to the dealer or to the member, according to the latter's option. Dealers are 100% behind this program. Publicity on the wiring allowance is carried in the newsletter and in local papers. In addition, any reports of trouble are used as an occasion to discuss adequate wiring and the \$40 allowance with the member having wiring problems.

A similar provision is an offer to set a meter pole at farms where more than one building is served. The pole remains co-op property, along with the ground rod driven by it. All the consumer does is have the entrance installed on the pole. The co-op will help with



Instructor checks out circuit on expanded panel as students watch.

stringing the overhead conductors to within 300 feet of the meter pole and charge the member only for the cost of material and labor. The consumer, of course, furnishes the material. For loads over 100 amps., the co-op will extend its lines, secondary conductor, up to 300 feet beyond the meter pole, retaining ownership of these lines. Then a current transformer type of metering is used. This method eliminates the necessity of the member's installing an expensive central switch. In these cases, the entrances and switch boxes are at the individual buildings. A member having very heavy equipment will have these entrances anyway, and the extended secondaries means that he does not have to make an additional investment in a central switch box.

The co-op is using the change in the National Electric Code to upgrade its own requirements. Effective June 1, 1960, specifications call for 100 amp. entrances for dwellings where 3-wire service is being installed. All houses adding a third wire and all new houses requesting service will not receive 3-wire service unless a 100 amp. entrance is installed.

Only minor exceptions will be permitted.

Habersham intends to place even greater emphasis on the wiring clinics. In addition to traveling instructors from the State vo-ag department, the co-op plans to have personnel working on the program and will have some of the staff attend the classes. The co-op will have a crew, as in the past, at the scene of the demonstration wiring at a member's home to help out and to complete the co-op's part of the job of installing the new entrance.

Habersham will continue its offer of a \$40 wiring allowance and installation of meter pole where more than one building on the farm is being served by a single service entrance. To date, there have been 207 meter pole installations, all since 1956. According to Manager Frank L. Hemphill the present programs will go a long way toward this objective and the goal of better service entrances and wiring.

He sums it up in these words: "Without the combined power use programs, the tremendous load growth experienced in the past few years just would not have been possible."



In scenic country along Lake Huron, hardy men and women of a Michigan northwoods county have been dreaming big dreams of better living for themselves and their children. Now like modern Paul Bunyans, they are taking giant strides to turn their dreams into realities. And Presque Isle Electric Cooperative at Onaway is helping them.

With nearly 20 percent of the Nation's population within 500 miles of Presque Isle County, local leaders feel they can attract outlanders into their area for fun and profit and improve living for themselves through their own efforts.

First giant stride toward making their dreams come true was to make people want action, and then, organize to get it. An energetic county agent, John Trocke, gained leaders' interest with a quiz that revealed how little they knew about Presque Isle County.

Area Study

After organizing, the second giant stride was to make an area study. Taking their resources one by one in 16 committees, local people assessed the situation, outlined the problems, needs, and

opportunities, and made recommendations on a course of action.

Third giant stride was assembling, evaluating, and publishing the study in an attractive 28-page brochure, *Program for Progress in Presque Isle County*. The Board of Supervisors of Presque Isle County bore the printing cost for 5,000 copies, one for each property owner and extras for associations, agencies, and industries interested in the area.

Fourth step was to get a tangible project underway: a potato flake plant near Rogers City. Power to serve the new processing plant comes from the REA borrower at Onaway. The plant of 57,000 square feet will employ about 180 people. Local farmers who have contracted their potatoes will receive approximately \$210,000 annually.

Fifth giant stride was taken in March 1960, when the steering committee chose the next four major projects: 1) Parks—state parks in the county turned away about 1,500 people in 1959, so park and private accommodations will be expanded; 2) naming roads and numbering property; 3) establishing a convalescent home in the county; 4) extending agricultural education.

Garment industry in Onaway employs women, but area has idle man-power.



Pulpwood and timber are mainstays of the county, along with salt and scenery.



Limestone plant provides one of Presque Isle County's payrolls.



Lumber has been an important product since the days of Paul Bunyan.





New potato plant, opened May 3, provides employment, and market for big potato crop.

Steps ahead are the hard day-to-day work of carrying out these projects and other recommendations to make Presque Isle County live up to its potential.

Co-op Helps

In the development of the area, Presque Isle Co-op leaves little to chance. Nine of its officials are active in Presque Isle County Development Corp., Rogers City, set up late in 1958. Manager William Reutter is President of the corporation and also serves on its Industry Natural Resources Committee.

Co-op officials are working with more than 100 local leaders serving on 16 committees in five main areas of interest: agriculture, family living, government, industry, and tourist-resort. The steer-

ing committee with 14 members headed by Reutter, evaluated committee reports and assembled them for *Program for Progress*, allowing a page or two for each report.

Program for Progress provides guidelines for improvements, and facts for individuals wanting vacation spots or home sites for summer or retirement use.

"The rapidity and amount of progress achieved within this county," Reutter says in the introduction of the brochure, "is directly dependent upon your willingness to assist the activating of the recommendations." With guidelines for action, the modern Paul Bunyans of the north woods know which way to stride and where they should be going.

REA Receives Portrait of Senator Norris



A portrait of the late Senator George W. Norris of Nebraska was presented to REA Administrator David A. Hamil on May 11, the 25th anniversary of REA's creation.

It was a gift of the Norris Rural Public Power District, of Beatrice, Nebraska. Senator Norris was co-author of the Rural Electrification Act.

Mr. Hamil accepted the portrait on behalf of the REA staff.

OKLAHOMA

SILVER



More than 5,000 silver dollars are still rolling through Latimer county in Oklahoma, and the Kiamichi Electric Cooperative is responsible.

To celebrate REA's silver anniversary, Manager Otha E. Beard arranged to cart hundreds of pounds of silver dollars from the local bank in Wilburton so the co-op could meet its April 29 payroll in cartwheels. All local merchants were informed in advance of the co-op's plans, and were requested to give silver dollars in change rather than return them to the bank. In case a cus-

tomer was curious as to where the dollars came from (and most of them were), the merchant explained about REA's silver anniversary.

Almost overnight, the unusual money was the talk of the town. Other REA borrowers have tried this stunt, and with equally good results. It has a double-barreled effect. It is a dramatic method of observing the silver anniversary of REA, and it is an effective way of reminding the community that the co-op makes an important monetary contribution to the local business economy.

POWER

use exchange



HEATING STUDY—As part of its heating promotion, Capital Electric Cooperative, Bismarck, N. Dak., has published a 24-page pamphlet, titled "Electric House Heating Study." The pamphlet gives information based on tests performed on eight electrically heated homes operated through the winter of 1958-59 in the Bismarck area. It answers questions commonly asked on electric heating. It also gives recommended ideal insulation thicknesses, and summarizes installation and operating costs and comfort results experienced by owners.

75 PERCENT SATURATION—McLeod Cooperative Power Association, Glencoe, Minn., reports 75 percent saturation of electric water heaters. Manager R. A. Fischer publicizes purchasers' names and repeats information on the co-op's off-peak water heating rate of 1.25 cents per kwh.

NEARLY 500 FREEZERS—Equipment bonuses and statewide publicity helped 15 co-ops add 494 units in Illinois' freezer and refrigerator-freezer campaign last summer. Purchasers chose these bonuses: 189 four-piece aluminum cookware sets, 156 electric fry-pans, and 149 drill kits.

DEALERS SELL—An organized dealer campaign sold 800 electric saucepans last winter to members of Concordia Electric Cooperative, Ferriday, La. Manager Eugene E. Taylor reports that the cooperative furnished mailing

lists and financing for the dealers.

OVER 500 FREEZERS—Participating co-ops added 506 freezers to their lines in the July-August Indiana freezer promotion contest last year. Tipmont REMC, Linden, added 71 freezers, winning the first award. Forrest Brandon is electrification advisor for Tipmont. Second award went to Southeastern Indiana REMC, Osgood, where Earl Littell directed a promotion that added 49 freezers. White County REMC, Monticello, with Fred Hintzman as electrification advisor, won third prize by adding 46 freezers during the promotion.

200-AMP PANEL FREE—In a general promotion for 1960, Oregon electric cooperatives will furnish a 200-ampere service panel as an incentive to members. The co-ops will provide the panel free to any member wiring his home for a new electric range, water heater, washer and dryer, or electric heat, and also for re-wiring the home, provided it has a minimum of 600 square feet of floor space.

VO-AG CLASSES—Vo-Ag classes in Winnebago County took a 9-lesson farm electrification course, presented by Winnebago Rural Electric Cooperative Association, Thompson, Iowa, working in cooperation with schools in the area. The November issue of *Electrik*, Winnebago's monthly news bulletin, reported that a trip to the Co-op office was the first in

the series of 9 sessions for each of the Vo-Ag classes taking the course.

FIRST OF 89—"You can see the first of 89 electrically heated homes planned for this community (Brandon)," *Sioux Valley Electric* announced early in the fall. Members of Sioux Valley Empire Electric Association, Colman, S. Dak., were invited to view the heating during the afternoon or evening of a 2-day open house, held in Brandon community, 9 miles east of Sioux Falls. Another electrically heated home, near Brookings, was opened to the public for one afternoon, and lunch was served by the co-op.

WIN \$10—"Boys and Girls—Win \$10. Simply send us a list of the uses you are making of electricity on your farm. The boy or girl who sends in the largest list of uses will receive \$10 in cash from Nolin Rural Electric Cooperative." This announcement in the latest issue of *Nolin RECC News*, published by Nolin RECC, Elizabethtown, Ky., will give the co-op a partial appliance survey and stimulate young people's interest in power use on the farm.

BARGAIN STARTS KITCHEN

A co-op's offer of a quick-recovery water heater, valued at \$124.94 for only \$17.50 with the purchase of another major appliance inspired the complete remodeling of a kitchen in the home of the A. G. Cowan family in Stark community, Butts County, Ga. Early last year, Central Georgia EMC, at Jackson, featured the water heater bargain in its newsletter. By fall, the results for this family were: a door closed off and a pantry removed to make a modern U-kitchen complete with built-in oven and surface units, a

double-bowl stainless steel sink, a refrigerator-freezer, an automatic washer and dryer, new locally made wooden kitchen cabinets and counter tops, new linoleum flooring, and all new wiring, plumbing, and fluorescent lighting. The discarded pull-down kitchen lighting fixture was installed over the kitchen dining area. Oh yes, and incidentally, the Cowans got a new quick-recovery water heater, the bargain that inspired them to action. The kitchen was planned with the help of Mrs. Elizabeth Hood Watkins, the co-op's educational director.

TO TALK AT AIC MEET—

"Telling the Co-op Story—House Party Style" is the title chosen for a talk to be given by Mrs. Olga Pickens, home economist, Yellowstone Valley Electric Cooperative, Huntley, Mont., when she appears on August 7 as a speaker at the Annual Summer Conference of the American Institute of Cooperation. AIC will hold this conference August 7-10, 1960 at the University of California, Berkeley. The sectional meeting on Women's Activities, at which Mrs. Pickens will talk, is a special feature of the Conference.

NEW BULLETINS

- 60-9 Economical Design of Primary Lines for Rural Distribution Systems.
- 105-4 Financial Planning for Business Security.
- 105-5 Financial Forecasts—Electric Distribution Systems.
- 345-12 R E A Specifications for Buried Distribution Wire.

MAN

with two



HATS

When Ross K. Vernon was discharged from the Army Signal Corps after World War II, he went back to his old job as manager of the Mutual Telephone Company at Sioux Center, Iowa.

Some might say that an up-and-coming young veteran like Vernon could have done better than that. Vernon was a top-flight telephone man in anybody's book. He had had a rather distinguished career as a communications officer in the European Theater of Operations, and had made many valuable contacts. His wartime life had been exciting, which Sioux Center (pop. 1,860) was not.

But Sioux Center has a few advantages that big cities do not. The loess soil on the rolling prairies of northwest Iowa is among the world's richest; crop



failures are almost unknown. The Dutch farmers who till the land are canny operators; Sioux Center is a prosperous town even in bad years.

"It isn't just a stable region economically," says Vernon. "It's a good place to live."

President P. E. Vermeer and the Mutual Telephone Company's board were pleased that Vernon chose to stay in Sioux Center. It was good to have a first rate manager like Ross Vernon for their mutual company, since they wanted it to be a well-run and profitable enterprise. Since their primary desire was for good telephone service for themselves, rather than to develop a big-time telephone business, they expected that an ambitious young man like Vernon would soon leave them and acquire a rural telephone business of his own.

The Mutual Telephone Company was one of the first in the United States to apply for a loan in order to convert to dial. As far back as 1940, the mutual had begun to modernize by metalicizing its 200 miles of line. An REA loan allowed the company to modernize completely. When the lines were cut over on June 3, 1952, every subscriber had dial service.

The modernization was accomplished with a \$150,000 loan, and substantial advance payments have been made along with prin-

◀ Left to right, James Vermeer; P. E. Vermeer; Ross Vernon.



Howard Beernink and Bruce Vernon get in shape for basketball by working on the Mutual outside plant. ▶

incipal repayments. The company now has more than 1,300 subscribers, 70 more than they anticipated when applying for the loan. Some of their rural plant is buried, which was something of an innovation back in 1952.

It wasn't long until two other rural exchanges in the Sioux Center area, both needing modernization badly, were up for sale. The Mutual Telephone Company didn't want to expand. However, they didn't discourage Ross Vernon from acquiring them.

The exchange at Maurice had 225 subscribers, and the Granville company had 300 patrons. Sixty percent of each were farmers. Vernon applied for and got a \$220,000 loan to modernize the lines. Both exchanges were cut over in 1959. Long distance calls from Maurice clear through Sioux City; tolls from the Granville office clear through Sioux City; tolls from the Granville office clear through Sheldon. Tolls more than doubled within 60 days after cutover.

The Granville exchange is separated from Sioux Center by another service area. Subscribers on Vernon's Maurice exchange, however, and subscribers on the Mutual Lines, are both happy about the improved service between their systems.

Mrs. Vernon helps Donna Vander Wilt with the billing part

time. Miss Vander Wilt has been with the Mutual Company 5 years. Vernon and the Mutual Telephone Company board believe that good service depends on getting good help and keeping them.

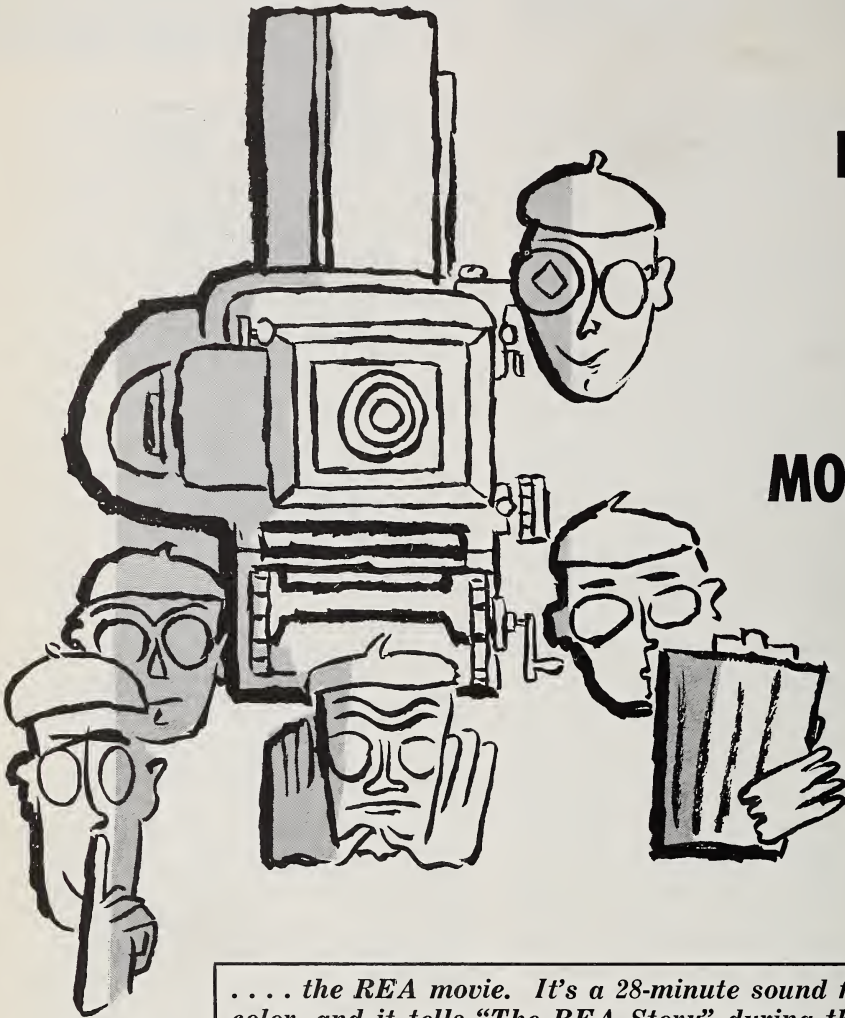
When Thurlow Beimers, installation man, had his turn at military duty 4 years ago, Vernon helped him get transferred from a desk job to the Signal Corps. This made a happier and more efficient soldier for the Army and a well-trained technician for the Mutual Telephone Company on discharge. Bill Schutt, inside technician, was hired when recovering from a polio attack. At the time he had no experience, but Vernon believed, rightly, that he had the ability to be trained from scratch into a top notch man.

Another Vernon works for the Mutual system in summer vacations. Bruce H. Vernon, Ross' son, works on the outside plant with his former high school basketball team-mate, Howard Beernink. Beernink was an all-star forward on Sioux Center's Class A State Championship team. Both young Vernon and Beernink attend Northwestern University, where they are studying mathematics and engineering, and Ross Vernon will be happy if both use the training later in telephony.

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Or you can buy a print, for \$113.00, to keep for future showings, or to loan to local civic and educational groups. Five or more prints cost only \$102.55 each. Checks should be made payable to the U. S. Department of Agriculture—Office of Information.