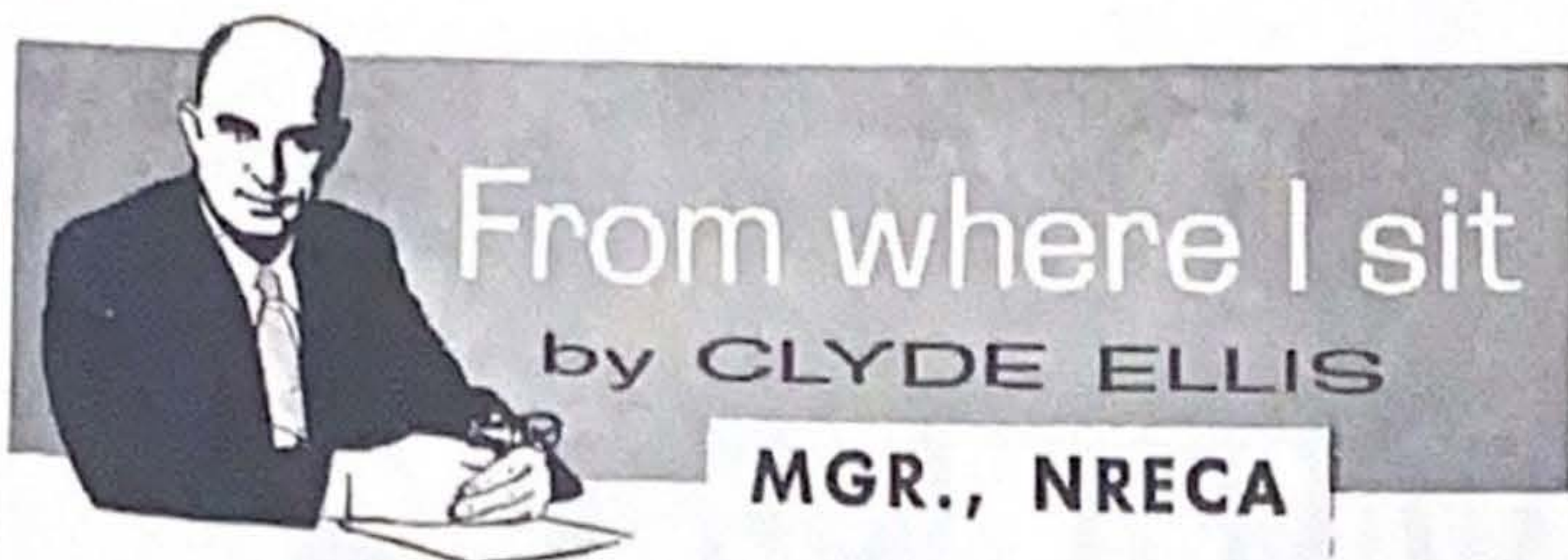


ADAMS OUTLET



February, 1961



Call for Leadership

10-46-37-2

If the interests of consumers and consumer-owned utilities are to receive any semblance of protection, the regulatory agencies must be reformed.

This includes both Federal and state agencies. There has been plenty of evidence lately that neither is doing an adequate job.

For the rural electrics, the breakdown of the regulatory process results in higher wholesale power rates and the loss of desirable loads within their territories. Many systems have already been hurt; many others will be hurt unless a genuine reform movement is launched quickly.

Two Kinds of Trouble

What has happened to these regulatory agencies which were designed to protect the consumer interest against the abuses of legal monopolies? The trouble falls roughly into two categories:

First, practically all commissions are under-staffed. Not enough funds are provided to hire the lawyers, engineers and rate experts so essential to the analysis of technical problems.

The personnel problem is often compounded by the appointment of commissioners on a purely political basis. Such commissioners, lacking expert staff help, are sitting ducks for the smooth lobbyists of the monopolies they are supposed to regulate.

Second, the moral tone of many commissions has dropped to near zero so far as the public is able to determine. Commissioners profess to see nothing wrong with spending two weeks on the yacht of a utility company president—this "friendship," they claim, does not influence them when the company has a case before the commission.

This is a strange philosophy—one which runs counter to the wise old saying that you don't get something for nothing.

Somebody always pays. In this case, it's the consumer.

Private Car to Las Vegas

Recently, members and staff of the Missouri Public Service Commission went to Las Vegas, Nev., to attend the convention of the National Association of Railroad and Utility Commissioners.

How did they travel? On two special railroad cars, along with about 20 officials of various Missouri utility companies and their wives. Several of the utilities have rate cases pending before the Commission, according to the St. Louis *Globe-Democrat*.

Commission Chairman Tyre W. Burton saw nothing wrong with this. "Business never enters into trips like these," he said. "We've been taking them for years."

He also said he "picked up the bill at meals whenever I thought it was my turn."

We don't know how many other state commissions traveled to Las Vegas on special railroad cars with utility officials, but in view of Mr. Burton's curious interpretation of ethics, it's interesting to see what went on at the convention.

Electrical World had a full-page report. A photograph of the proceedings showed at least half the seats empty. The story quoted from the speeches of the incoming president and vice president.

Both stressed that protecting the interests of the monopolies they are charged with regulating is just as important as protecting the consumer interest. President Peter F. Mitchell of California said:

"I have said many times in public that a company that is starved financially is a public utility, rather than a public utility."

The vice president, David Brackman of Massachusetts, said the commissions' responsibilities in protecting the financial integrity of the companies are as great as those in guarding the public against excessive rates, according to *Electrical World*.

He said further that 50% of every rate hike goes to the Federal government in taxes, and that *the commissioners have responsibility to bring this fact before the public in their insistence that increasing rates only reflect rising taxes and costs*.

While they're explaining the utility case to the public, the commissioners might as well give some statistics quoted last summer by the Wall Street investment firm of Francis I. duPont & Company. "Out of 578 rate increase applications filed from 1946 to the end of 1959, 517 were granted in full or in part, 26 were pending at the end of the period, 13 were withdrawn and only 22 denied."

We Must Lead the Reform Movement

We're evidently going to get some reform in the Federal agencies. President-elect Kennedy, immediately after the election, appointed a real regulatory expert—James Landis—to prepare a frank report on the Federal Power Commission and the others.

His report is out now. It is a brilliant and biting piece of work. Mr. Landis calls the FPC "the most dismal failure in our time of the administrative process." He calls for a clean-up and overhaul of the agencies, including the appointment of better men, establishment of a higher moral tone, and a re-dedication to the public interest.

We can hope his report will produce results. Some of the things he advocates can be put into effect by administrative action. Others require the approval of Congress.

NRECA must, and will, be in the forefront of the FPC battle. But the reform movement must cut much deeper than that. It must be taken up in the states. Governors must show the same sense of outrage and courage displayed by the President-elect. They must be supported to the hilt by consumer interest groups, including the rural electric systems.

Someone must take the lead. The statewides are the logical groups, for the rural electrics must get a better break with the commissions in the future than they have in the past.

Time is at Hand

We must go to work now, at all levels. The Landis report has had a terrific impact on the country. A tide is running, and our boats must be ready to sail with it. Our opportunity may never be as good again.

We can't sit idly by and watch the state commissions give approval to raids by monopoly companies on our service areas.

We can't allow the commissions to rubber-stamp the rash of wholesale power rate increases that are hitting us around the country. We can't sit on our hands and let the commissions agree to, or even encourage, restrictions in the power contracts

FROM WHERE I SIT . . . CONTINUED

on the kinds of loads we can serve with the power we buy.

Things have come to the point where the power company monopolies actually lobby for the establishment of regulatory commissions in the dwindling number of states which do not have them.

They know they can get away with more with a commission than without one. When a commission approves the power company piracy of a rural electric load, it's far better than just taking it without official sanction.

A Policy for Piracy

The Southwestern Electric Power Company showed no fear of a commission when it issued its company policy on piracy last spring.

Southwestern President J. Robert Welsh openly declared that henceforth it would be company policy to raid co-op territory, take co-op customers, and try to destroy their good-will with the public.

His company operates primarily in Arkansas, Louisiana and Texas. It is a part of the vast Central & Southwestern Corporation, a Delaware holding company which also controls three other utilities.

"If we grow out to the cooperative lines and quit," Welsh said, "we are all through growing. We are going to take positive steps to prevent such a dismal future."

He then pointed out what these "positive steps" would be:

"I want to state clearly—now we are going after business in the areas around our towns. This means all kinds of business: rural—commercial—industrial."

He made it clear that co-op service areas meant nothing to him. "We are going to serve industrial loads regardless of where they are."

Not all of the giant monopolies are as blatant as the one headed by Welsh, but most of them follow the same practices. Their ultimate aim is to take over what they want of the rural electric systems.

The state commissions show no disposition to stop them. Some, in fact, seem determined to help them. Witness the actions of the Indiana Commission over recent years.

We can change this situation, if we have the courage and stamina to tackle a big and rough job. Nobody will fight this battle for us, though many may help us.

This is a call for leadership—leadership in the tried and tested tradition of rural electrification.

**The average Co-op member
can cook
with electricity for \$2.00
per month.**



Easy Cooking, Easy Cleaning Built Into New Electric Ranges



Soil-resistant and easy to clean, today's electric ranges are equipped with such features as lift-up tops, removable doors, storage drawers, and lift-out reflector pans to cut after-cooking clean-up time.

Lampblacking the old coal stove was a cinch compared to trying to clean some of the so-called "modern" ranges that came along in the 'twenties and 'thirties. Cracks and crevices, gratings and grillwork caught and held spillovers, ovens were inaccessible, and the whole stove had to be moved to get at dust underneath.

Electrical appliance manufacturers today have listened to the cries of busy housewives and now make ranges that not only help her cook well and efficiently, but are designed for convenience of cleaning, inside and out.

Among the features that make the new electric ranges easy to clean are hinged lift-up tops, ovens that pull all the way out, removable oven doors, throw-away oven liners, storage drawers that come out for cleaning under the range, recessed cooking tops that prevent spillovers, and removable reflector pans under the elements.

For cooking convenience, new electric ranges may be equipped with double ovens, automatic removable rotisseries, extra-fast cooking elements, thermostati-



New electric wall ovens like this one with its slide-out interior have done away with back-breaking, blind scrubbing in the depths of an old-fashioned range.

cally controlled top elements, meat thermometers, automatic oven timers, broilers that heat instantly, and heat controls for selecting a variety of uniform heats.

Cooking and cleaning convenience, added to the cleanliness and safety of cooking with electricity, make today's electric ranges and wall ovens among the most prized possessions in the modern home.

**Co-op Electricity—
You Own It: Use It
Accept No
Substitutes.**

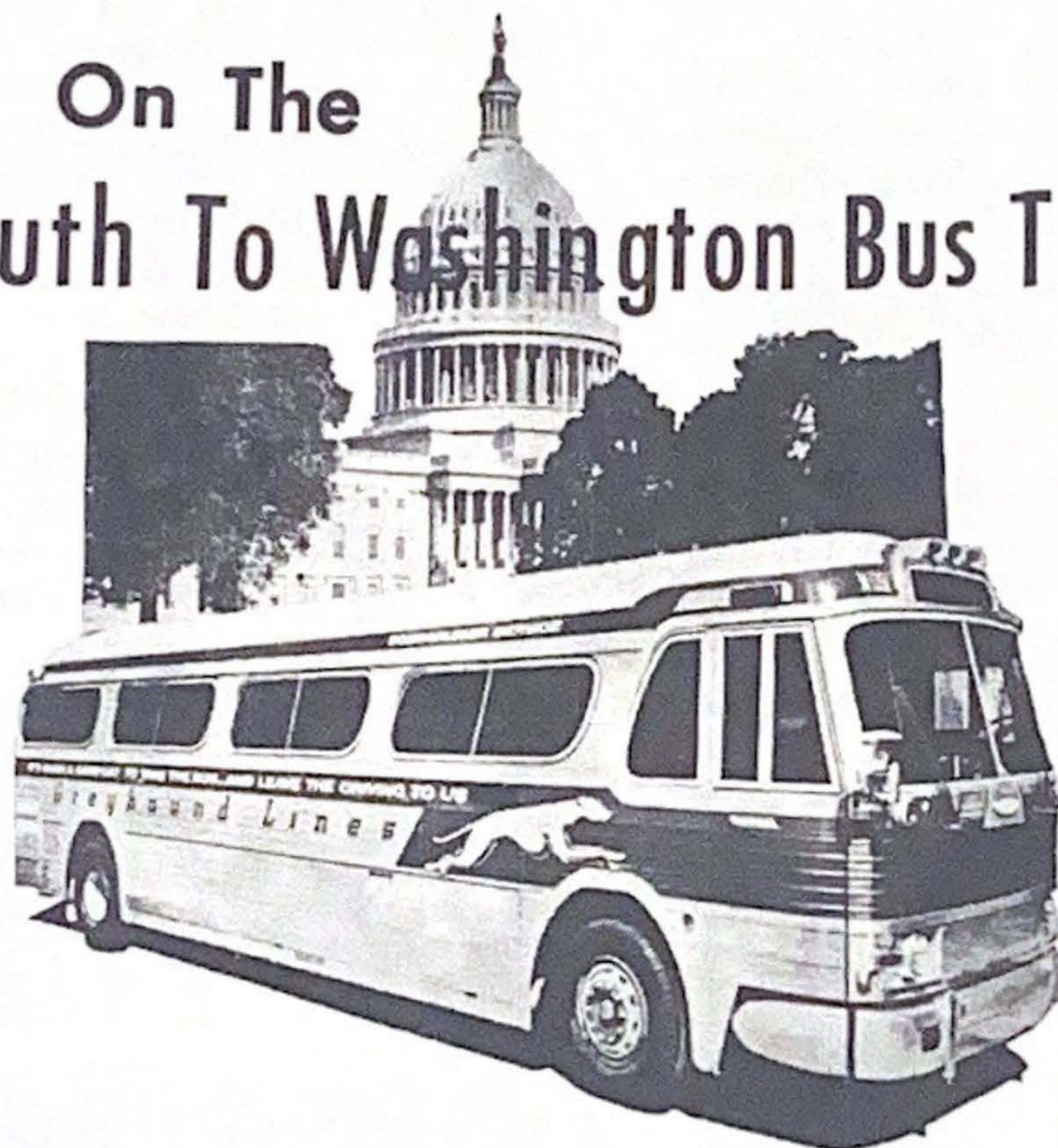
HIGH SCHOOL JUNIORS!
**WIN A FREE TRIP TO
WASHINGTON, D.C.**

**An Essay On "THE RURAL ELECTRIC
COOPERATIVE'S CONTRIBUTION TO
MY COMMUNITY" May Win You An
All-Expense Paid Place - -**

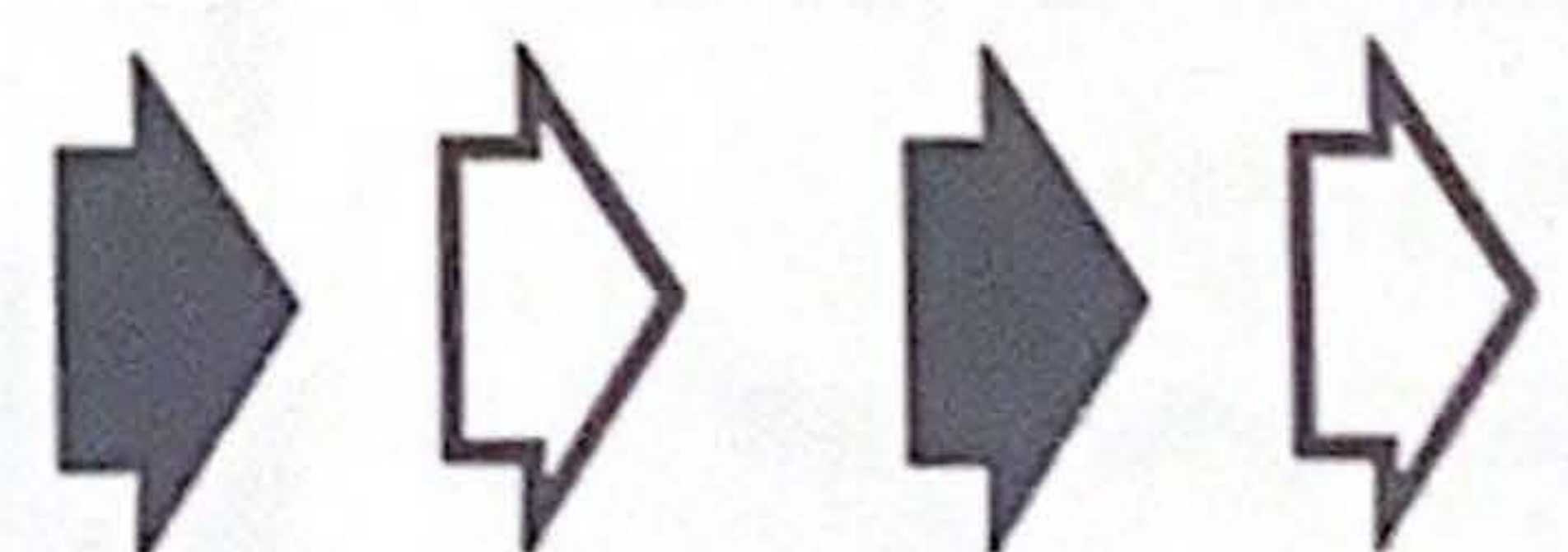
**On The
Youth To Washington Bus Trip**



© NRECA



SEE NEXT PAGE FOR FURTHER DETAILS



Youth Bus Trip To Washington D.C.

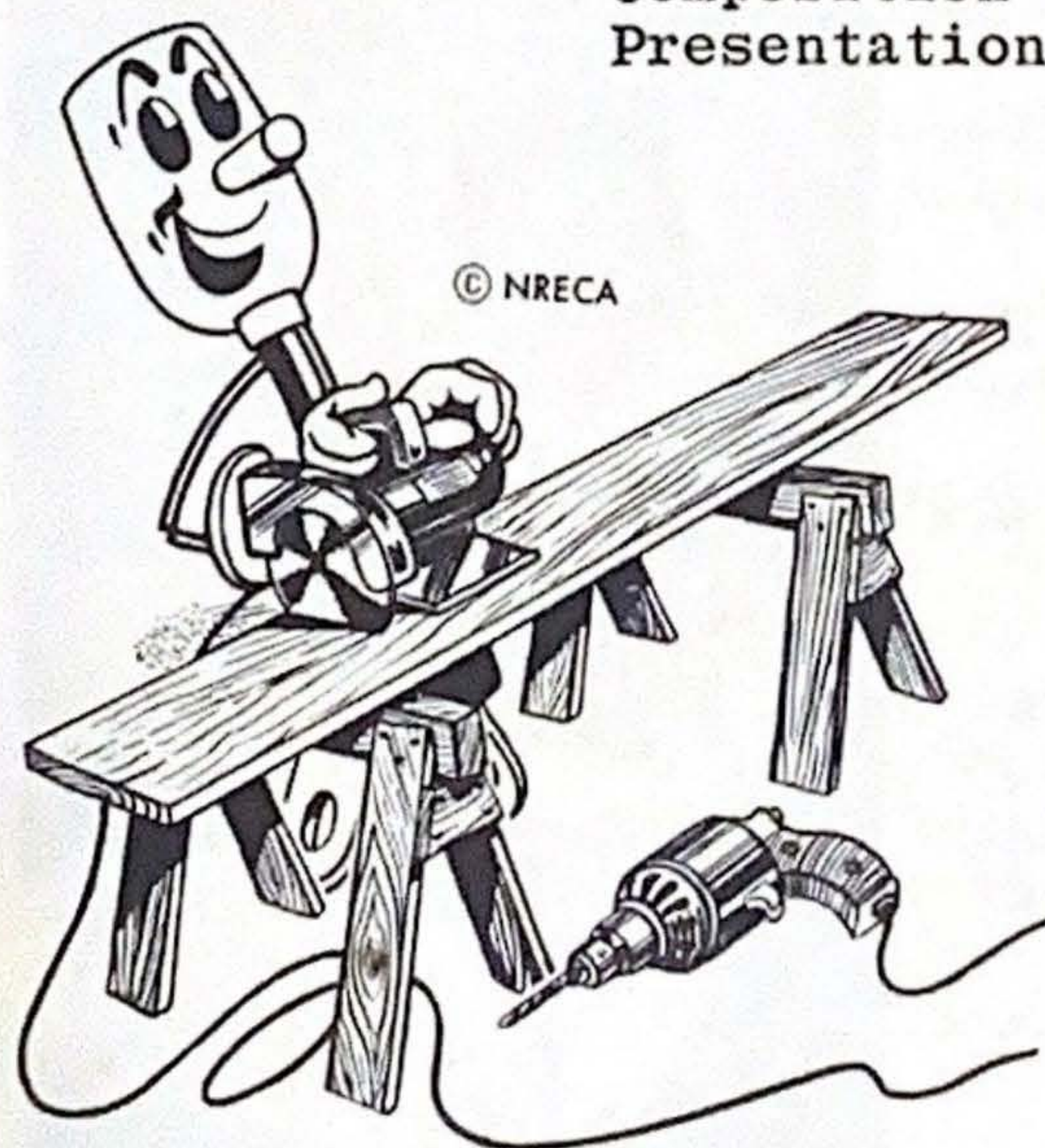
Adams Electrical Co-operative will sponsor two high school Sophomores or Juniors on a free trip to Washington, D.C., June 17-24, 1961. An essay contest will determine the winners of the Washington trip. The contest is open to all students enrolled in their 10th or 11th year in schools in our service area. Members of the immediate family of any board member or employee are not eligible.

Essays of 1000 words or less on "The Rural Electric Co-operative's Contribution to My Community" should be submitted to the co-op's office not later than April 1, 1961. The essay must be typed on 8½" x 11" paper, double-spaced, one side only. Submitted essay must not contain the name of the contestant. Contestant's name will be retained by the co-operative and a number or other identification given essay so that the preliminary judging will be based entirely on the essay.

A panel of impartial judges, such as business and professional men, educators, newsmen, radio and TV personalities, will select the winning essays at a banquet honoring the finalists. The final scoring will be based on the following points:

Originality	20 points
Content	20 points
Accuracy	20 points
Composition	20 points
Presentation	20 points

15-5-32-7



Beats the old hand saw!

It's as simple as that. Any Junior or Sophomore can enter and it could be you who wins! Former winners of the contest were Betty Lefringhouse, Liberty; Arlene Phillips, Quincy; Beverly Buzzard, Payson, and Marilyn Herrington of Quincy. Their prize winning essays entitled them to see many of the historical points in and around Washington, D.C. -- expenses paid.

Within the next few weeks co-op representatives will call on the high schools in our service area. The simple rules and entry blanks will be left with school officials. Students interested in the contest should see their school principal or contact our co-op office.



ELLINGTON CHURCH, CAMDEN METHODIST CHURCH, AND FEY SCHOOL SCENES OF

New Member Meetings



Within the past few weeks, three meetings were held in our service area to acquaint new members with our co-operative organization. Attendance at the first meeting, held in the Ellington Church near Quincy numbered about fifty people. The group is pictured here as they were finishing a delicious soup supper served by some of the ladies of the church.

The meeting was conducted along the same lines as our informative meetings held last November, with co-op employees and several of the directors present to explain the operations of the co-operative and to answer any questions. Special emphasis was placed on the early history of our organization, so that those present could learn why our electric co-operative came into being; our progress through the years and our present organization structure.

Each family registering at the meetings received a free gift. In addition, at the conclusion of each meeting, a drawing was held to determine the winner of a free electric blanket. The winner at the Ellington Church meeting was Mrs. Joe Williams of Camp Point pictured on this page. Winner at the Camden meeting was David Phelps of Plymouth and at the Fey School meeting Vernard Surratt, Versailles, was the lucky winner.

We want to express our appreciation to these folks who displayed their interest in our co-operative. We enjoyed the opportunity to get acquainted and exchange ideas with our new members.



BILLING BOO-BOO'S

Going into the second month of total self-billing we find that the most common error is members not reading the last number on their meter down to zero. After twenty years of using the exact meter readings, it's hard for some to get accustomed to this new method of reading. Of course, if you have a multiply by 10 meter you automatically record the last number as zero.

We find also that some members are still using the old rate schedule instead of using page 1 of the new self-billing booklet. A few members are sending in money without enclosing the cashier's stub (the one with the holes around the edge). Always include the cashier's stub, properly filled out, with your payment.

To review, please watch the following:

1. Use zero reading on fourth or last number.
2. Use new rate schedule on page 1 of booklet.
3. Include cashier's stub with payment.

Brooklyn 15



© NRECA

"Changing Times"

The Kiplinger Magazine, has this to say about Electric Heat:

"For the present, you probably would be justified in giving electrical heating serious thought only if these two conditions are met:

Your home is adequately insulated now or could be brought up to standard at a reasonable cost.

Your electric utility offers a heating rate somewhere around 1.5 cents per kw hr.

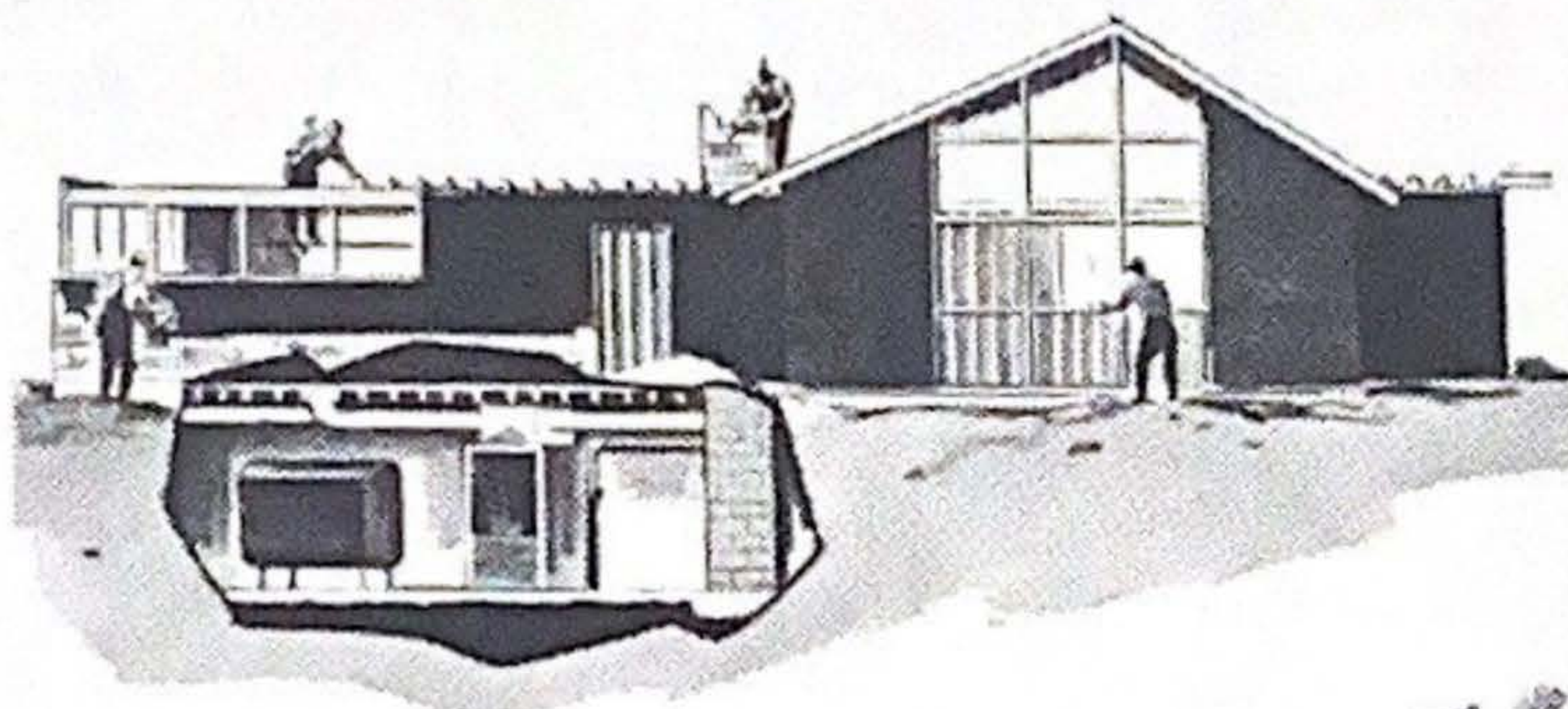
If those two circumstances are favorable, you could proceed to solitic heating cost estimates from both the electric utility and its competitors. Insist on calculated estimates based on actual inspection of your home, not rule-of-thumb estimates based on broad averages. It's your home, your money. Your choice of heat should be based on an analysis of the conditions you will live with."

(Editor's Note)

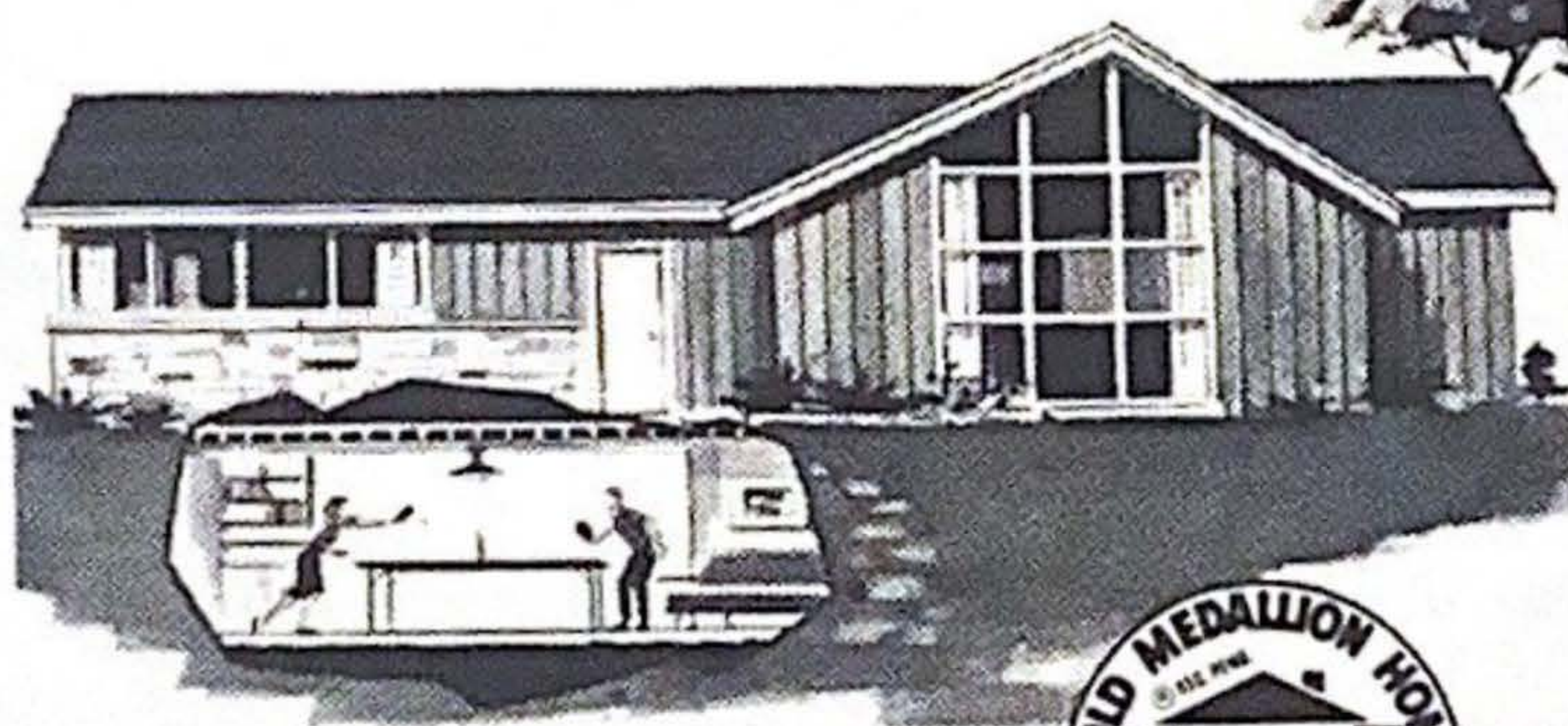
Since both of these conditions prevail in our Co-op area, with respect to most of our homes, it seems only reasonable to consider Electric Heat for all of our future heating needs.

BULK RATE
U. S. POSTAGE
PAID
Permit No. 3
Camp Point, Ill.

OUTDATED—even before it's built...



MODERN—even after the mortgage is paid...



the difference— Electric Home Heating



Flameless . . . fumeless electric home heating is as clean and warm as summer sunshine! No soot or smoke to make dirt . . . no chimney, ducts or furnace! No moving parts to replace or wear out. And electric heat is as safe as an electric light. You enjoy individual room temperature control with a thermostat in each room. No on-off blasts of hot air . . . or radiators to take up living space.

For
More
Details
Contact
Your
Co-op
Office

ADAMS ELECTRICAL CO-OPERATIVE
CAMP POINT, ILLINOIS
TELEPHONE LY 3-7701