

ADAMS OUTLET

APRIL, 1961

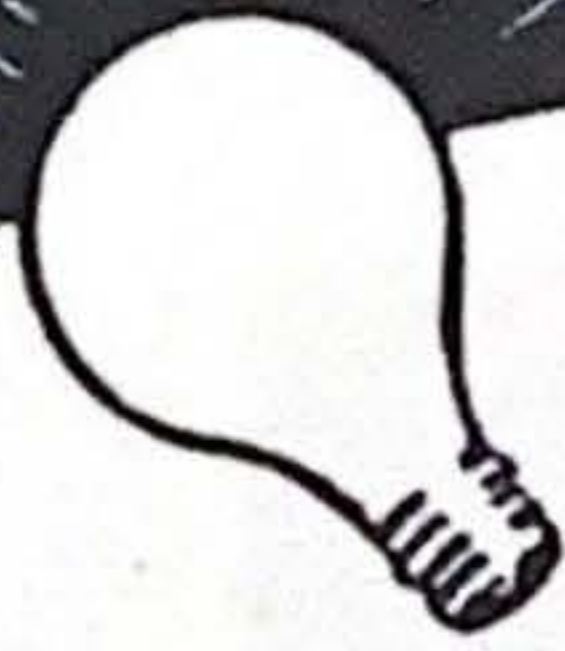


THE MODERN AUTOMATIC

WATER HEATER IS ELECTRIC

**Modern Automatic
ELECTRIC
WATER HEATER**

WHAT IT IS...



**The modern automatic
Electric Water Heater
is as clean and dependable
as electric light**

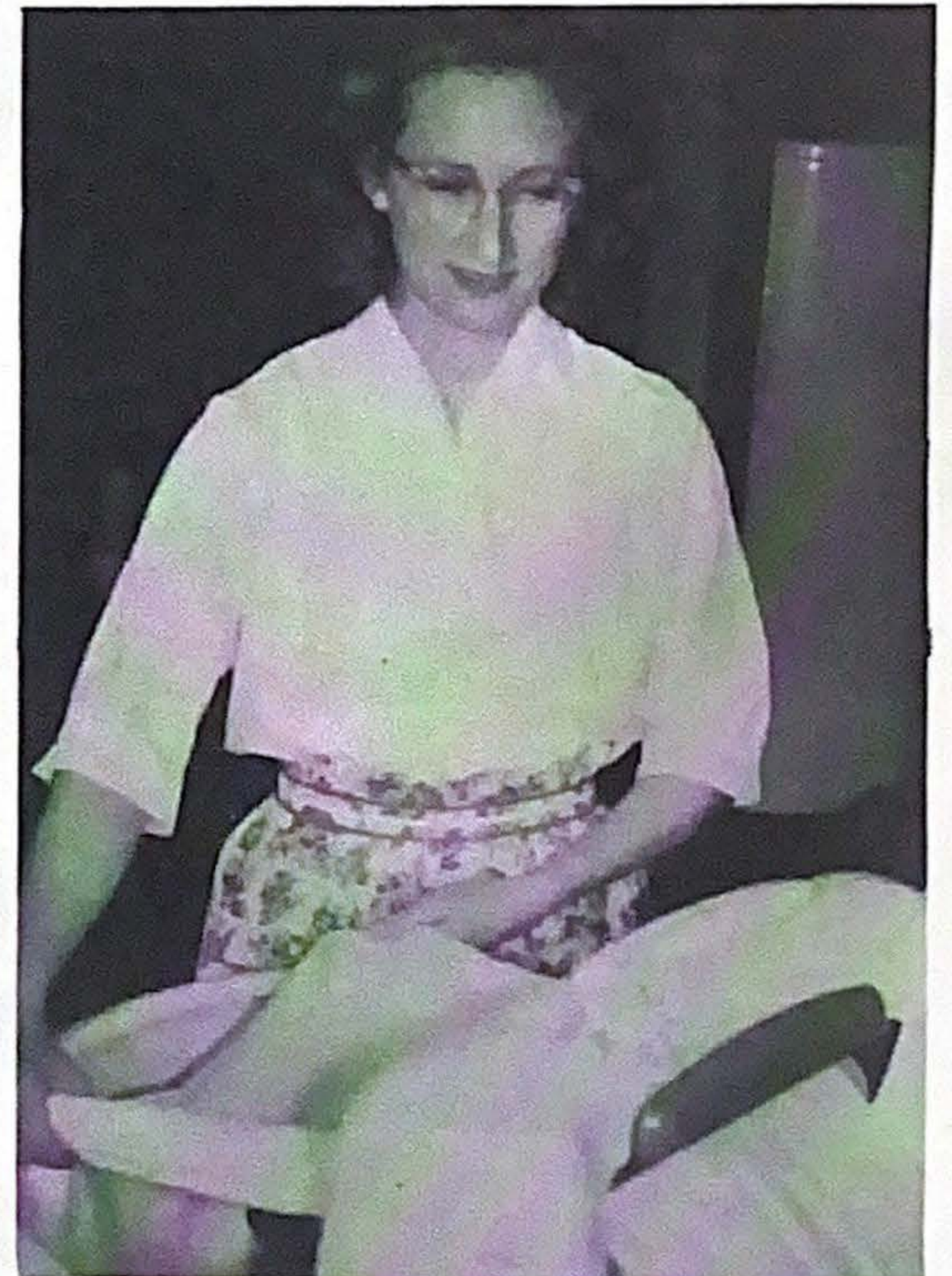
Like an electric light, the modern automatic electric water heater is completely dependable. There are no valves to stick, no moving parts to get out of order. No "special" installations to be made, other than wiring and water piping. It's clean inside and out -- there's nothing to create dirt. Because it's electric, it can be installed anywhere that's most convenient -- without regard to flue or vent.

In the kitchen...piping hot water...all you need...whenever you turn it on, means hot water for dishwashing...hot water for cooking and canning and cleaning up after baking and hot water to make floor scrubbing easier and faster. On our front cover, Mrs Donald Shepherd, Clayton, shows how hot water helps clean up three big meals a day and gets dishes hygienically clean. Plenty of hot suds and hot rinse water cut down on scrubbing and drying of dishes; pots and pans, too.

Mrs Lyle DeJaynes south of Timewell, demonstrates here the importance of plenty of hot water for washday...without carrying or toting or waiting for water to heat up, and without running out of hot water before her clothes are really clean. You can hardly name anyone who appreciates plenty of hot water more than the farmer's wife. She really knows how badly one needs lots of hot water for a big wash.

The construction of the modern automatic electric water heater is a triumph of simplicity and efficiency. Electric elements, thermostatically controlled, insures that practically all the heat goes into the water -- none of it goes up a chimney or flue. And only electric water heaters are completely insulated to keep heat in -- cold out. This top efficiency means top economy -- an important factor to every person today.

**The
Electric Water Heater
delivers hot water ...
all you want ...
when you want it;
automatically—safely
—economically**



**Now you can
have plenty of
HOT WATER**

Electric water heaters are available in a number of capacities with various heating element sizes. You may secure heaters with medium recovery or those with quick recovery. These models are also available in conventional or table-top styling. With the variety of speeds and sizes available today, there is absolutely no reason why anyone should ever run out of hot water

An automatic electric water heater is as safe as electric lights. Once installed, your electric water heater requires no attention, its action is completely automatic. You can go away for a weekend or even a vacation without a single worry. The controls will keep the water at a constant temperature, in perfect safety.

10-48-72-1

**New Users Of Electric Water Heaters, Ranges And Clothes Dryers
Will Receive FREE ELECTRICAL INSTALLATION - - JUST CALL OUR OFFICE**

Why Install An Electric Water Heater?

If you're buying a new home . . . or remodeling the one you live in . . . you'll want to give some thought to your water heater . . . Consider these advantages. First, it's **SAFE . . . NO FLAMES, FUMES . . . or GASES . . .** And the outside of your heater is always cool.

Your electric water heater is **CLEAN . . .** there's nothing to cause dirt . . . no smoke . . . soot . . . dust, ashes or other messy flame by-products.

An electric water heater is **THRIFTY**, too . . . No heat is wasted up the chimney . . . as your unit heats only the water in the tank. Not the air around it . . . With no costly pipe runs, you can install your heater anywhere. . . . And be sure of hot water . . . **ALL** you want . . . **WHEN** you want it.

And if there's a baby in your house . . . you know the bare facts about the need for plenty of hot water at all times. When those diapers pile up . . . there's no **WAITING** for hot water.

With your automatic electric water heater you don't need to worry. Just turn the tap . . . **ANY TIME**. There's a steady stream of hot water always ready for you. More than enough for baby and the whole family's needs.

Your electric water heater gives you work-free . . . worry-free . . . round-the-clock hot water. Completely dependable . . . entirely automatic. Just install the heater . . . and forget it. Whether you want hot water for laundry, baths . . . or dishes . . . there's no worry . . . no waiting.



Go —

"ALL-ELECTRIC"

SAFER

CLEANER

CHEAPER

Written Guarantee Assures Satisfaction



16-2-66-1

Above is a copy of our money back guarantee on Electric House Heating. All members who purchase an electric heating system from us receive this written certificate as our assurance that they will be satisfied users. This guarantee is in addition to the manufacturer's very fine guarantee of the heating equipment installed in your home.

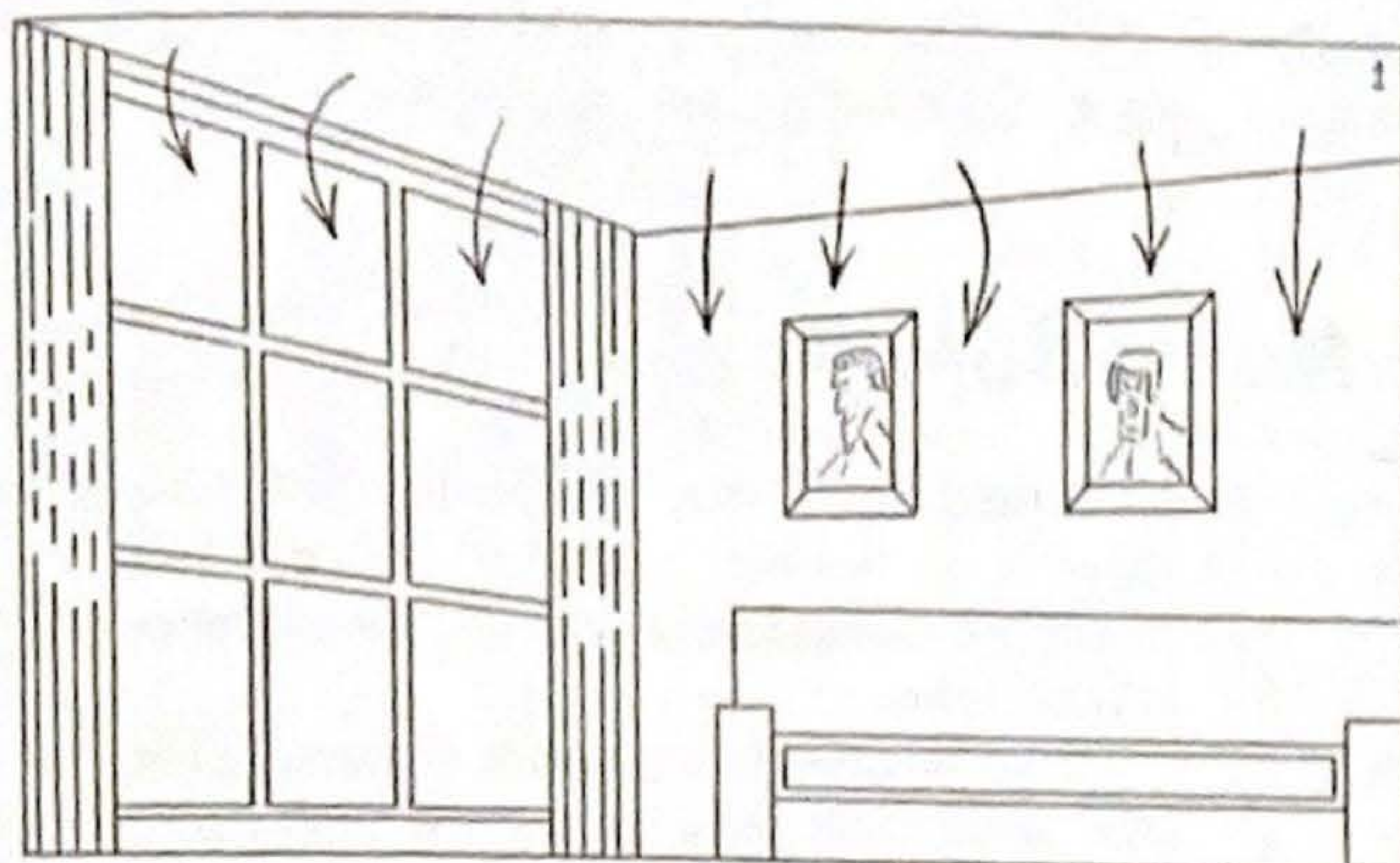
Your co-op offers a complete electric heating service to our members. All electric heating estimates and engineering services are absolutely free. You get a frank discussion of your heating problem without high pressure selling tactics. Your annual heating cost will be estimated and, if you desire, a budget plan is available to spread your heating costs evenly over a nine-month period. At the end of the heating season, your total electric consumption for heating is figured; any over or under payment is adjusted.

If you are planning to build, add to your present home or change heating systems, don't fail to investigate modern electric heating, which carries our money back guarantee.

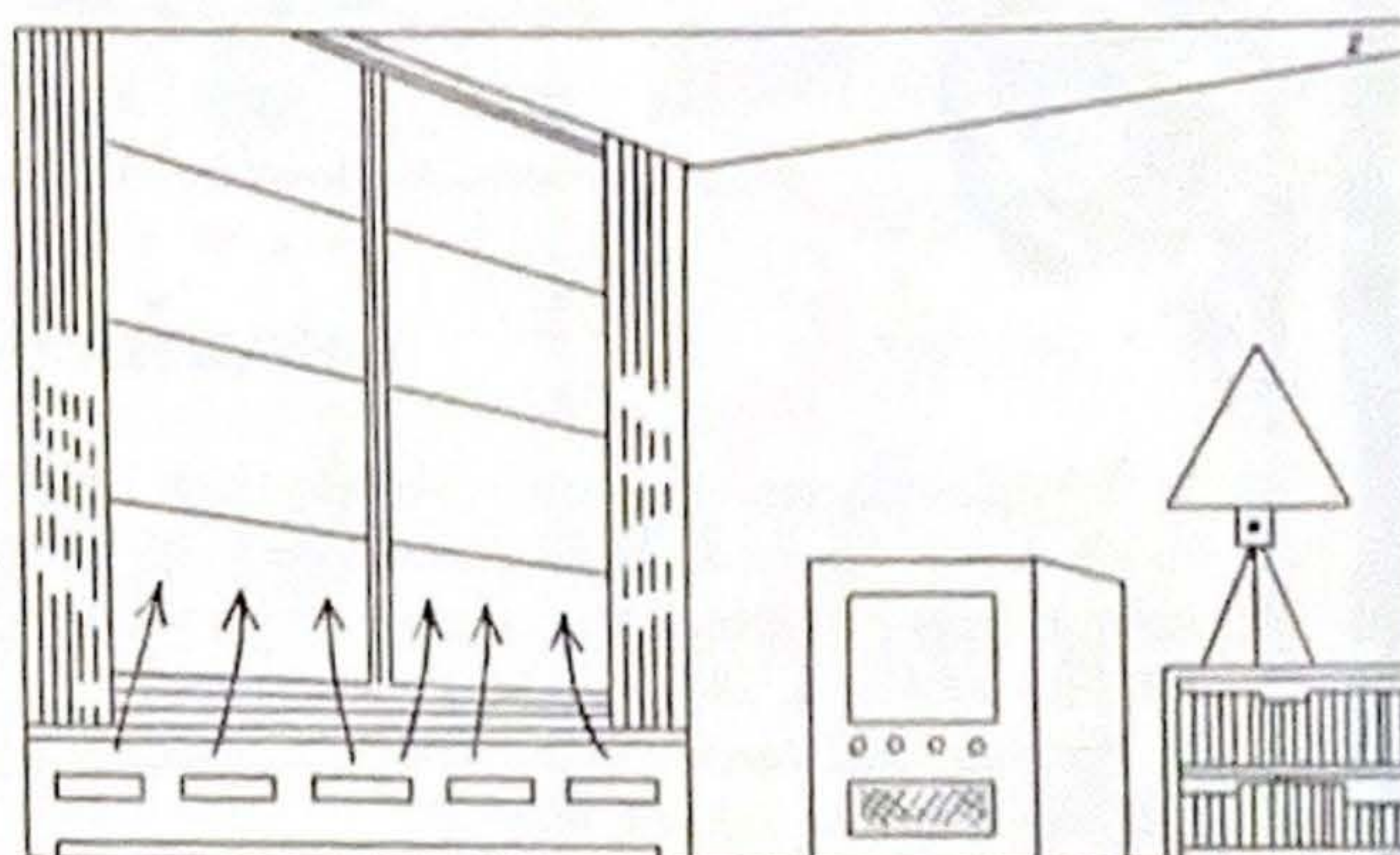
You Can Win A Free Electric Heating System Completely Installed In Your Home!



Your Choice Of Either
Ceiling Cable Or Baseboard Panels
Will Be Installed In A New Or Existing Home



Radiant ceiling cable.



Electric baseboard radiation.

This wonderful offer is again being extended to you by Gem City Electric Company of Quincy and your Adams Electrical Co-operative. The free heating system will be engineered and installed by our experienced men and the equipment will carry the manufacturer's very fine guarantee.

Electric heat is the cleanest, safest, most satisfactory heating method known!

CLIP & MAIL THIS TICKET FOR WINTER COMFORT TO:
ADAMS ELECTRICAL CO-OPERATIVE CAMP POINT, ILL.

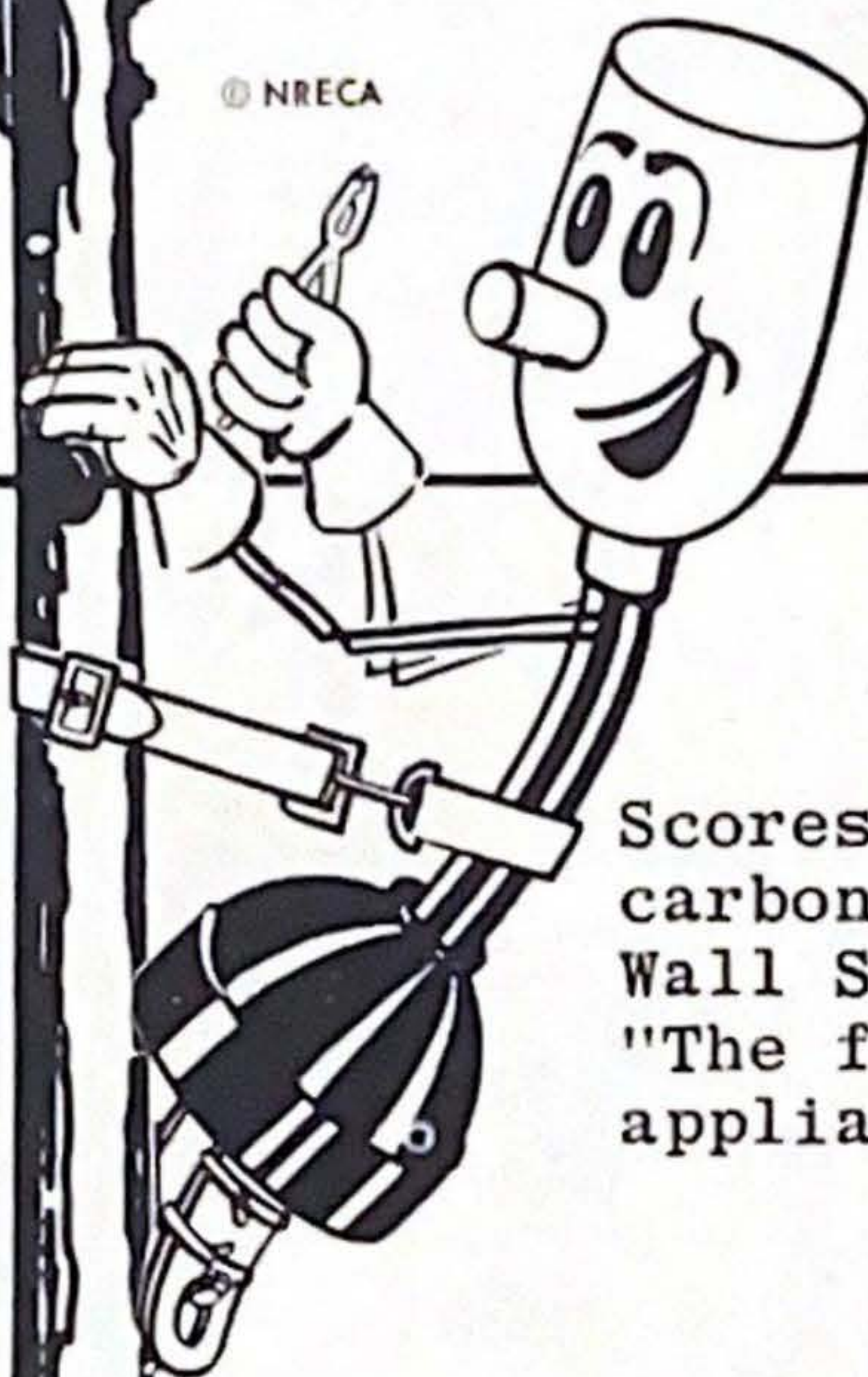
I am interested in the Free electric heating system to be given away at the Co-op's Annual Meeting July 25, 1961.

I agree to discuss my heating needs with a Co-op representative, and I understand that I am under no obligation whatsoever by submitting this coupon.

Name

Address

New York City Outlaws Gas Refrigerators



Three classes of household gas refrigerators have been banned in New York City because of the carbon monoxide hazard. City health officials, according to January 19, Wall Street Journal, have indicated they may outlaw all gas refrigerators unless the industry produces a satisfactory inspection and servicing program to eliminate "potential dangers."

Scores of cases of serious illness and many deaths due to carbon monoxide have been attributed to the gas appliance. Wall Street Journal quoted one industry spokesman as saying "The fact a gas appliance was banned is a black eye for gas appliances all over."

Introducing Harry Billings

11-40-21-5

► We have never met him, but for years we have thought that Harry R. Billings must be quite a remarkable fellow. Among other things he is editor of the *Peoples Voice*, a weekly tabloid newspaper published in Helena, Montana. His editorials always sparkle, but this week he outdid himself.

Seems as though Mr. Billings got a form letter from J. E. Corette, president of the electric utility that serves him, the Montana Power Company of Butte. He sat down and wrote Mr. Corette an open letter which was published as his editorial last week.

Here's part of what editor Billings told the utility chief, whom he addressed as "Dear Jack":

"I, along with at least 150,000 other Montanans, received your letter of March 6 in which you asked my assistance in keeping taxes, particularly the taxes of Montana Power, from increasing.

"I, like every other 100 per cent red-blooded American boy, hates taxes, natch. But, why, may I ask should a corporation such as Montana Power be concerned about taxes when your firm, unlike most of us, finds taxes a profitable undertaking?

"**IS IT NOT TRUE**, Jack, that the Public Service Commission has permitted your utility to hiest its rates high enough to cover all tax liability and make at least six per cent net on the \$16,227,763 you say MPCo. paid in taxes in 1960?

"That six per cent, if I figure correctly, means that MPCo. received for its 1960 tax-collecting activities just under one million dollars of extra income to help keep your out-of-state bosses happy over the amount of dividends they receive each year.

"Really, Jack, I think you're taking the wrong slant on this matter of taxes. You should be whooping it up for higher taxes since higher taxes mean higher

dividends, and you'd have the perfect 'out' for popular discontent over higher electrical and gas tolls . . . just damn the Government and all the bureaucrats for the higher rates.

"You'd be surprised how many of the gullible would go right along with you on such a tack, never once realizing you didn't mean it—that it's a wonderful smokescreen to hide from the general public the nice fat dividend increases which would result from government commissioning your utility to collect even more taxes from all of us who are your captive patrons.

"**THERE'S A SECOND POINT** in your letter which, if I understand it correctly . . . has to do with your appeal that 'the only way you can help us keep operating expenses down is by suggestions and criticisms which we appreciate receiving at any time.'

"You're asking how you can keep 'operating expenses down'. Well, I could name a good many ways—including buying less liquor for legislators during legislative sessions. But, at this time I'll confine myself to one simple little suggestion . . . stop writing these letters to me. I can't afford to receive them . . .

"Being a union printer and having a printer's pricing 'bible' close at hand, I find that every time you write all 150,000 of ME a letter it costs an absolute minimum of \$7,000 if you have all the printing, folding, addressing and inserting work done under union conditions. If the work is done by your secretarial force, then you better double the price . . .

"Whenever you need advice in future, Jack, don't hesitate to call on me. I've got barrels full of it stacked in the back shop just waiting for the next time you come before the Public Service Commission with a hungry look in your eyes." Signed "Harry"

Protection Vowed for Co-op Lines



Norman L. Clapp

NORMAN M. Clapp, of Lancaster, Wisconsin, took office as the seventh Administrator of the Rural Electrification Administration on March 9.

In taking office, Administrator Clapp stated:

"It must be our job at REA not only to press forward on some of the old frontiers but also to do our part in opening up the new ones.

- We must give power supply problems top priority in the REA electric program. The demand for rural power is doubling every five years, and we must make sure that an increasing power supply is developed space to meet this rising consumption.

We will make loans for generation and transmission facilities where needed. We also will explore the means and methods of inter-regional transmission ties so that surplus or secondary power of one area can be used in other areas of power shortage and so that the benefits of low-cost hydro power are more widely shared by consumers generally.

- We must stand behind our borrowers in the struggle for territorial integrity. In many States the right of rural electric cooperatives to continue to serve areas—which were rural when the first lines were built, but which now have become more or less urbanized—has been challenged by private power interests. It is a matter of equity and protection of REA's investment in these cooperative systems that they be allowed to continue to serve the areas they developed in good faith.

- We must unlock the same reservoirs of local energy and leadership in carrying forward the rural telephone program that proved so effective in rural electrification. This means a greater emphasis on telephone cooperatives to bring telephone service to rural areas long neglected by commercial companies.

- Finally we must stand ready to do our part in applying to the needs for greater growth and improvement in rural communities the know-how of rural community improvement learned over the years in the rural electrification program. The lessons and the success of REA can have a wide application in achieving greater economic growth and social progress in rural America.

- I invite the ideas and the counsel of all people in helping REA operate programs that are dynamic and responsive to the needs of rural people, and I hope and trust I will have their wholehearted support and cooperation as we move on to meet the challenges of the New Frontier.

Richard A. Dell, veteran of 23 years experience in cooperative rural utility service, assumed his duties as Deputy Administrator of the Rural Electrification Administration on March 1.

Mr. Dell played a major role in developing sound loans and strong co-



operatives to bring electric service to farmers in the sparsely settled rural areas of the northern Great Plains. He also helped to develop REA's telephone loan program shortly after it was authorized by Congress in 1949.



DON'T BELIEVE
your present
home
can't be
converted to

**ELECTRIC
HEAT!**

We will

- inspect your home
- estimate the cost
- recommend reliable heating and insulating materials
- supervise the installation
- provide your comfort.

Free Estimates !!

**CO-OP
ELECTRICITY**
**You Own It
Use It
Accept No
Substitutes**

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

as **DEADLY** as a **RATTLER!**

NEVER TOUCH A FALLEN LINE!

Fallen electric lines can be as deadly as a rattlesnake. Never touch them. Keep away! Play it safe and stay alive! If you should ever come across a downed electric line, notify your power supplier to send a lineman to handle the emergency expertly. Guard the wire from other people until linemen arrive.



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