



The 23rd annual meeting of America's rural electric, held recently, was honored with a message from the President of the United States which said . . . "Rural electrification and other basic rural programs are a significant part of The Great Society. "We want this not solely for the benefit of rural areas but for the enrichment of the entire nation."

Each year more than 8,000 representatives of the nearly 1,000 rural electric cooperatives and other consumer-owned systems gather in a national meeting to exchange ideas, listen to speakers, discuss better ways of serving the rural community and all America, and establish policies that will advance the entire nation's interest.

And throughout the year, all over the country, each of these rural electric cooperatives holds its own annual meeting at which members review . . . discuss . . . debate . . . and cast their votes. In line with democratic and co-operative principles, each member has one vote.

These are meetings of people who have rushed to enlist in the War on Poverty, who are working with our State Department to help bring vital electricity into the lives of people in the developing nations of the world, who are working with farmers to produce healthier food more efficiently, who are helping to create more jobs in a vital economy by developing rural resources and industry, who are assisting our government maintain its defenses, who are actively seeking new ways to meet future electric power needs.

Everybody benefits when rural Americans act to help enrich the entire nation.

IA BASIN
C CO-OP
 er and Gilliam Counties