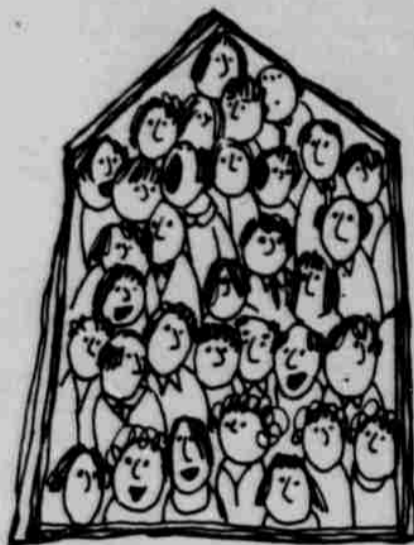


Rural-Urban imbalance....

We know the degree to which people are massed together is directly related to the kind of environment in which they live and work and grow. And we know that the character of an individual's environment . . . its comforts and congeniality . . . affects his efficiency, his sense of community, his relationships with fellow beings and with nature, his entire outlook on the world.

Given free choice, most who have left their rural homes would have preferred to stay. Given free choice, a number of citydwellers would move to the country. Yet our large cities are sagging under the burden of too many people, while weeds grow in the streets of too many once-pleasant small towns . . . because much more is involved in choosing a place to live than preference for a certain type of environment.



Today's chooser must look into an area's socio-economic viability, which depends upon a full range of public services . . . access roads, water supply and sewage facilities for industrial plants, good facilities for job training, education, health and recreation.

YOUR LOCAL ELECTRIC COOPERATIVE is doing all they can to improve the livability of the rural area it serves. Support your area and your cooperative.

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