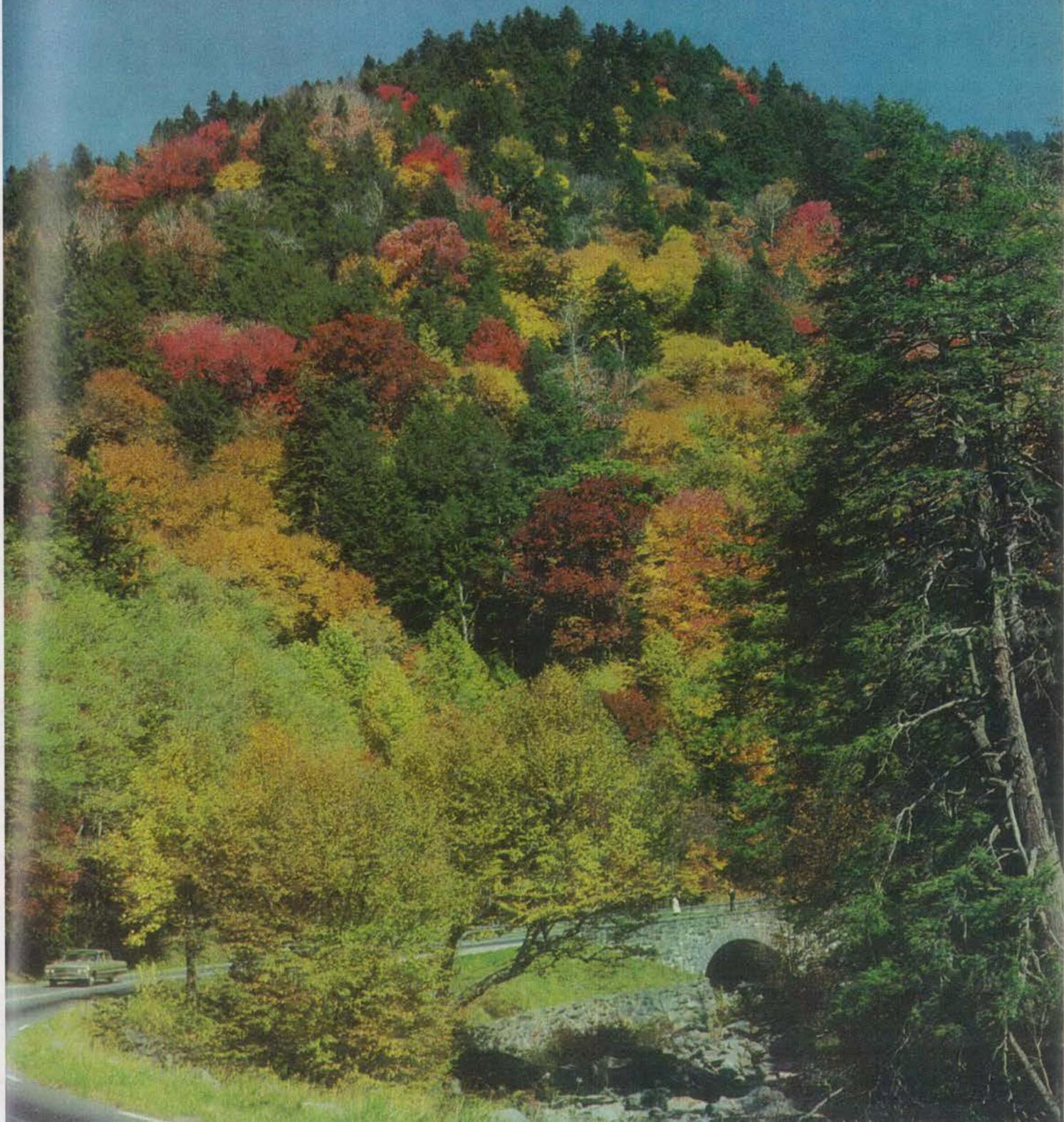


OCTOBER, 1965

Tennessee

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COMPLETE OCTOBER SCHEDULE WLAC-TV NASHVILLE

5:45-6:00 AM	Farm News—Mon. thru Fri.	10:00-10:30 AM	Camera 3—Sunday	12:30-1:00 PM	Sky King—Saturday
6:00-7:00 AM	Sunrise Semester—Sunday	10:00-10:30 AM	Andy of Mayberry—Mon. thru Fri.	1:00-1:30 PM	Password—Mon. thru Fri.
6:30-7:45 AM	Country Junction—Mon. thru Fri.	10:00-10:30 AM	Tom & Jerry (c)—Saturday	1:00-1:30 PM	Lassie—Saturday
7:00-8:00 AM	Sunrise Semester—Saturday	10:30-11:00 AM	Word of Life—Sunday	1:30-2:00 PM	House Party—Mon. thru Fri.
7:45-8:00 AM	Singin' Time in Dixie—Sunday	10:30-11:00 AM	Dick Van Dyke—Mon. thru Fri.	1:30-3:00 PM	Movie—Saturday
8:00-9:00 AM	Eddie Hill Variety Show—Saturday	10:30-11:00 AM	Quick Draw McGraw (c)—Saturday	2:00-2:25 PM	To Tell The Truth—Mon. thru Fri.
7:45-8:00 AM	Morning News: Weather—Mon. thru Fri.	11:00-11:30 AM	Faith For Today—Sunday	2:25-2:30 PM	Doug Edwards CBS News—Mon. thru Fri.
8:00-9:00 AM	Heaven's Jubilee—Sunday	11:00-12:00 N	Love of Life—Mon. thru Fri.	2:30-3:00 PM	The Edge of Night—Mon. thru Fri.
8:00-9:00 AM	Captain Kangaroo—Mon. thru Fri.	11:25-11:30 AM	Popeye—Sunday	3:00-4:30 PM	Hollywood Spectacular—Sunday
8:00-8:30 AM	Heckle & Jeckle (c)—Saturday	11:30-11:45 AM	Popeye—Monday	3:00-3:30 PM	The Secret Storm—Mon. thru Fri.
8:30-9:00 AM	Tennessee Tuxedo (c)—Saturday	11:45-12:00 N	Search for Tomorrow—Mon. thru Fri.	3:00-4:00 PM	NFL Countdown to Kickoff—Saturday
9:00-9:30 AM	Heavens Jubilee—Sunday	12:00 N-3:00 PM	The Guiding Light—Mon. thru Fri.	3:30-4:00 PM	Lloyd Thaxton Show—Mon. thru Fri.
9:00-9:30 AM	WLAC-TV Bingo—Mon. thru Fri.	12:00 N-12:05 PM	Popeye—Sunday	4:00-5:30 PM	Big Show—Mon. thru Fri.
9:00-9:30 AM	Mighty Mouse (c)—Saturday	12:00 N-12:30 PM	Search for Tomorrow—Mon. thru Fri.	4:00-5:00 PM	TBA—Saturday
9:30-10:00 AM	Pattern for Living—Sunday	12:05-12:30 PM	My Friend Flicka (c)—Saturday	4:30-5:00 PM	Amateur Hour—Sunday
9:30-10:00 AM	The McCoy's—Mon. thru Fri.	12:30-1:00 PM	Singing Convention—Mon. thru Fri.	5:00-5:30 PM	Twentieth Century—Sunday
9:30-10:00 AM	Linus the Lionhearted (c)—Saturday		As The World Turns—Mon. thru Fri.	5:00-6:00 PM	Lloyd Thaxton Show—Saturday

SPECIALS: 10/7/65 — Andy Griffith Special — 7:00-8:00 PM

10/19/65 — "The Making of the President—1964"— 8:30-10:00 PM

10/20/65 — "My Name is Barbra"— 9:00-10:00 PM

10/29/65 — Miss Teenage America — 9:00-10:30 PM

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5 45	Death Valley Days (c) Death Valley Days (c)	CBS Evening News with Walter Cronkite	CBS Evening News with Walter Cronkite	CBS Evening News with Walter Cronkite	CBS Evening News with Walter Cronkite	CBS Evening News with Walter Cronkite	Lloyd Thaxton Lloyd Thaxton
6 00 15 30 45	Lassie (c) Lassie (c) My Favorite Marlon (c) My Favorite Marlon (c)	Newsbeat Radar Weather, Sports To Tell The Truth	Newsbeat Radar Weather, Sports Hazel	Newsbeat Radar Weather, Sports Lost in Space Lost in Space	Newsbeat Radar Weather, Sports The Munsters	Newsbeat Radar Weather, Sports The Wild, Wild West The Wild, Wild West	Newsbeat Radar Weather, Sports Jackie Gleason Jackie Gleason
7 00 15 30 45	Ed Sullivan (c) Ed Sullivan (c) Ed Sullivan (c) Ed Sullivan (c)	I've Got a Secret I've Got a Secret The Lucy Show (c) The Lucy Show (c)	Marshal Dillon Marshal Dillon Red Skelton (c) Red Skelton (c)	Lost in Space Lost in Space Beverly Hillsbillies (c) Beverly Hillsbillies (c)	Gilligan's Island (c) Gilligan's Island (c) My Three Sons (c) My Three Sons (c)	The Wild, Wild West The Wild, Wild West Hogan's Heroes (c) Hogan's Heroes (c)	Jackie Gleason Jackie Gleason Trials of O'Brien Trials of O'Brien
8 00 15 30 45	Perry Mason Perry Mason Perry Mason Perry Mason	Andy Griffith (c) Andy Griffith (c) Movie of the Week (c) Movie of the Week (c)	Red Skelton (c) Red Skelton (c) Petticoat Junction (c) Petticoat Junction (c)	Green Acres (c) Green Acres (c) Dick Van Dyke Dick Van Dyke	Thursday Night Movie (Most in color) Thursday Night Movie (Most in color)	Gomer Pyle (c) Gomer Pyle (c) Smothers Brothers Smothers Brothers	Trials of O'Brien Trials of O'Brien The Loner The Loner
9 00 15 30 45	Candid Camera Candid Camera What's My Line What's My Line	Movie of the Week (c) CBS Reports Movie of the Week (c) CBS Reports	CBS Reports CBS Reports CBS Reports CBS Reports	Danny Kaye (c) Danny Kaye (c) Danny Kaye (c) Danny Kaye (c)	Thursday Night Movie (Most in color) Thursday Night Movie (Most in color)	Slattery's People Slattery's People Slattery's People Slattery's People	Gunsmoke Gunsmoke Gunsmoke Gunsmoke
10 00 15 30 45	Sunday Night News Weath.-Woods'nWaters Million Dollar Movie Million Dollar Movie	Movie of the Week (c) Big News Radar Weather—Sports Steve Lawrence Show	Big News Radar Weather—Sports Chicago Bears Football Chicago Bears Football	Big News Radar Weather—Sports Rawhide Rawhide	Big News Radar Weather—Sports Million Dollar Movie Million Dollar Movie	Big News Radar Weather—Sports Films of the 50's Films of the 50's	Saturday Night News Radar Weather—Sports Films of the 50's Films of the 50's
11 00 15 30 45	Million Dollar Movie Million Dollar Movie Million Dollar Movie Million Dollar Movie	Steve Lawrence Show Steve Lawrence Show Steve Lawrence Show Steve Lawrence Show	Chicago Bears Football Chicago Bears Football Chicago Bears Football Chicago Bears Football	Rawhide Rawhide Million Dollar Movie Million Dollar Movie	Million Dollar Movie Million Dollar Movie Million Dollar Movie Million Dollar Movie	Films of the 50's Films of the 50's Films of the 50's Films of the 50's	Films of the 50's Films of the 50's Films of the 50's Films of the 50's

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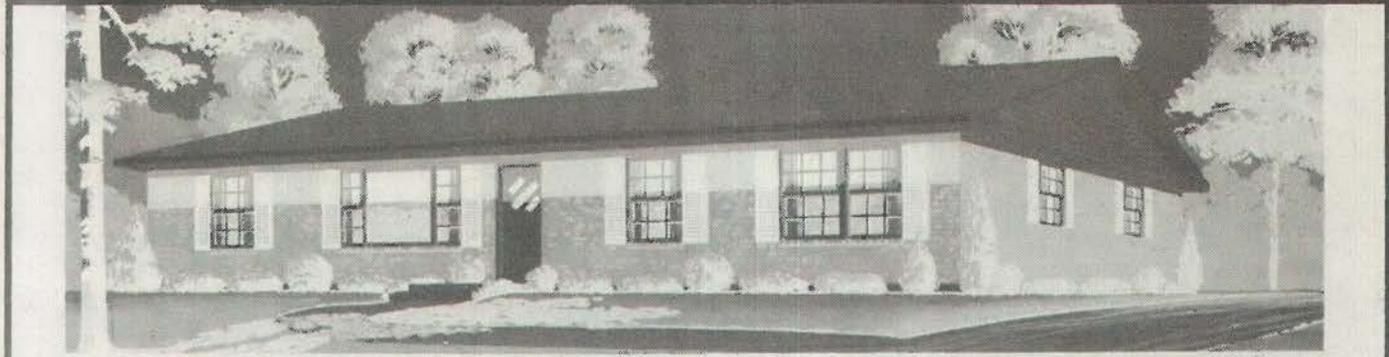
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To The Point

by John E. Stanford

The following telegram from President Lyndon B. Johnson was delivered to Paul Tidwell of Centerville, Tennessee, Manager of Meriwether Lewis Electric Co-op and President of the National Rural Electric Cooperative Association, at recent Regional meeting of NRECA held at Anchorage, Alaska. It speaks for itself of the feelings of our nation's Chief Executive regarding your cooperative rural electrification program.



STANFORD

"... Nothing I have done in public life has given me greater satisfaction than the actions I have been able to take to help you light the darkness of the American countryside.

"The greatness of the rural electrification program is measured by far more than miles of line and consumers connected. It is measured also by your contributions to the general welfare and the national interests. I have been gratified to see your people in local communities and in statewide and national organizations in the front ranks of those who wage war on poverty and ignorance and lack of opportunity both at home and abroad. Today, leaders you have developed

through your program are working to bring the great benefits of cooperation and electrification to the under-privileged on a broad front that extends from your own country to the jungles of South Vietnam.

"And by assuming the responsibilities that accompany your success, you provide the answer to those who say your job is done. You have a continuing job to do in completing the task of extending electric services to the most remote areas of the nation—and in constantly improving your service to all your members. In the great society we seek in America, effective and efficient electric service to rural people is an essential ingredient.

"The achievement of these objectives will require your best efforts and efficiencies, and will also require vast and accelerating amounts of new capital. In the view of many observers, it is reasonable to expect that your requirements for new capital in the years ahead will exceed the amounts that can be provided through the traditional REA loan program. Your decision to explore ways to bring into the program new funds to supplement those available through REA demonstrates once again the judgment and foresight of rural electrification leaders.

"I also believe the government, as part of its responsibility in this partnership that has developed the rural electrification program, must continue to work with you to develop and implement your plans for the future. This great program which has done so much and which has so much yet to do must not become stagnant... As one who has long worked side-by-side with you and shared your problems and success I believe we must work out a solution before the time of crisis arrives. Your national leaders are already working with me and the members of my Administration in developing a responsible plan—one we hope can be embodied in legislation to be proposed to the next session of Congress.

"I know something of the democratic processes by which NRECA considers all issues and it is my hope that from your discussions and from our conferences we can develop a plan for the future that is sound, fair and reasonable and that will assure permanence and the full success of the rural electrification program."

Thank you, Mr. President. Having vocal support from the grandstand is fine, but many times better, as in this and numerous other examples of which you have been a part during the past quarter century, is active support down on the playing field.

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STAFF

John E. Stanford.....	Editor
Frank Gonzales.....	Photographer
Harry Stone.....	Adv. Mgr.

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On The Cover

Some folks think that Fall is the prettiest time of the year. Who are we to argue, what with this change-of-season cover picture made in the Smoky Mountains area of East Tennessee.

Picture Courtesy of State Department of Conservation.

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MAGAZINE READERS WRITE TODAY



A mercury Vapor fixture has a dual purpose—bringing out the beauty of the church during the dark hours plus providing protection.

A Biblical command continues as one of modern man's greatest requirements:

LIGHT

By John Carpenter, *Electrification Advisor, Fort Loudoun Electric Co-op*

The first mention of light insofar as the Christian World is concerned is found in the first chapter of the first book of the Bible. As one studies history, he finds that through the ages, man has always used some type of a device to provide light during the dark hours of the day. These devices used anything from dried grass to whale oil for fuel.

On October 21, 1879 (only eighty-six years ago) a new era of light had its birth. It was on this day that Thomas Alva Edison and his staff perfected the first practical incandescent electric lamp.

Since the introduction of the electric lamp, man does not have to worry about providing a source of light, but he takes this source for granted. More emphasis was then placed on how much light is needed for different tasks. Researchers began to look for the answer. Many facts about light and vision have been learned as a result, and they provide a solid basis for practical lighting. Even today, however, the final answer has not been completely established.

Probably the greatest advance in the science of illumination during recent years was the development of the fluorescent lamp. This lamp was introduced in 1938 and

since then has been, and is, rapidly replacing the incandescent lamp. There are a number of reasons for this. Probably the most important one is that the fluorescent lamp gives more light per watt than the incandescent-filament type lamp. This makes lighting an area to a given illumination less expensive with fluorescent than incandescent sources. Then, too, the light from the fluorescent source is "softer" and produces less glare than incandescent.

Since the introduction of this lamp, research has provided fluorescent lighting in a variety of colors. This color variety is essential in modern day lighting. The fluorescent lamp has a life that exceeds incandescent by several times.

During the past few years, vapor lamps (especially mercury-vapor) have worked their way into the lighting field. The vapor lamp utilizes an arc drawn through a sealed tube of vapor to give off light.

Mercury-vapor type lighting is used primarily for street lighting and other types of outdoor lighting. However, it is being used more and more in large area lighting. (Example: Gymnasiums and colosseums.)

The mercury-vapor lamp has definite advantages over other types of lighting in that mercury lamps give off more light per watt input than do incandescent lamps. For



Incandescent lighting is used to light this softball field. This is the lowest initial cost installation but, it provides for many hours of pleasure for members of the Gudger Community of Monroe County.



Workmen install a quartz lighting system on Smoky Mountain Raceway in Blount County. The controlled beam allows the fixtures to be mounted back away from the track and, still provide a good lighting job.

example: an incandescent gives off about 23 lumens per watt input; and mercury vapor 45 lumens per watt input.

Mercury vapor lamps have rated life of about 16,000 hours of operation, while incandescent has a rated life of only one thousand hours. This provides for less maintenance for vapor lighting than is required for incandescent.

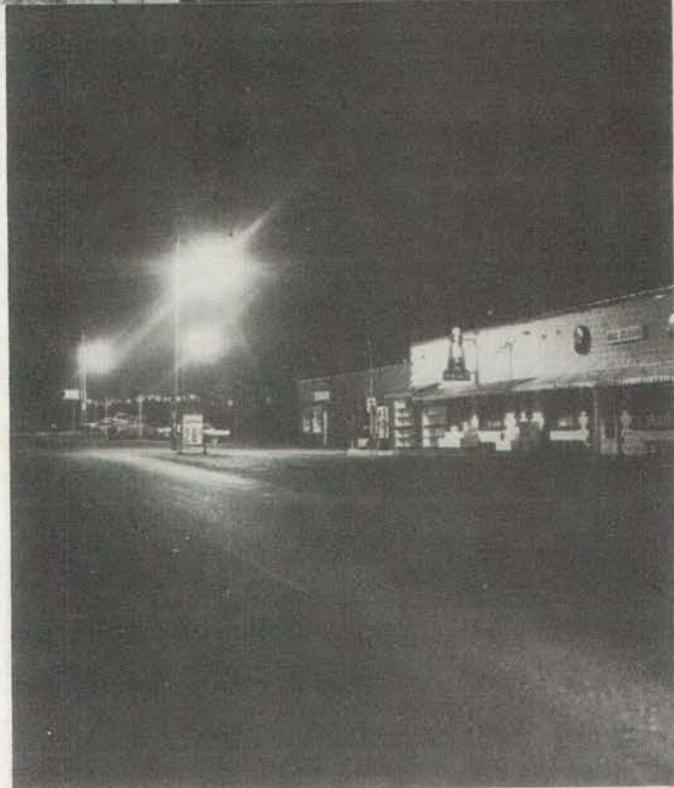
Another light source that is finding its way into more and more outdoor application is the quartz tube.

The quartz tube is a small tube about the size of a pencil, that gives of 3300 lumens per inch of bulb length. The small size of the lamp provides for a very high degree of beam control.

The quartz tube fixtures are relatively low in cost, and the lamps have a longer life than incandescent. The lamp has the ability to emit 98 percent of its initial rating until end-of-life. Other types of lamps do not have this ability, due to darkening of the glass that encloses the filament.

The pictures on these pages deal with outdoor applications of three of the lighting sources.

By looking at the developments that have been made in the past eighty-six years in light sources, we can expect higher intensity, longer life and better sources in the future.



Mercury-vapor lighting lights a store building and car lot.

E. W. Goodloe stands in front of a cabinet holding several dozen of his prized bells. He is holding a harness bell.

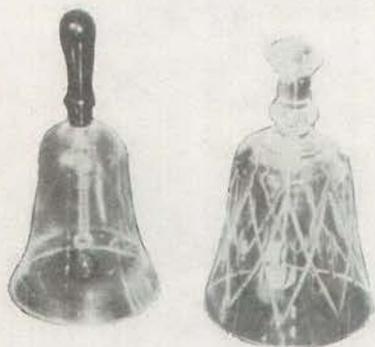


The E. W. Goodloes of Dancyville Have...

THE HOBBY THAT RINGS A BELL

By John E. Stanford

Pictures by Frank Gonzales



These European cut glass bells provide the most delicate tones of the more than 400 pieces in the Goodloe collection.

When they ring *Those Golden Bells* for you and me—as the beautiful old church hymn goes—chances are that among the most interested listeners will be E. W. Goodloe of Dancyville.

Mr. Goodloe is a bell admirer and collector of such magnitude that in fewer than ten years he has assembled one of the largest and most interesting collections of bells, chimes and gongs to be found anywhere.

As is the case with so many hobbies, Mr. Goodloe came by his quite innocently and unexpectedly. It started in 1958 when he and Mrs. Goodloe were visiting their daughter and son-in-law, Mr. and Mrs. A. C. Nelson, in Cleveland, Ohio, where Mr. Nelson was Manager of a variety store. It was on a short tour of his son-in-law's store that Mr. Goodloe spied, and was im-

mediately fascinated by, three small novelty bells imported from India. To further cement a fine in-law relationship, Mr. Goodloe was presented the bells as a gift from his son-in-law—and thus was begun a collection that has now grown to more than 400 items of all sizes, shapes, sounds and values.

Once a person begins a collection in earnest, as has Mr. Goodloe, word seems to get around. He has bought many items in his collection, and he also has had quite a number given

Although Mr. Goodloe has many bells made of various metals, he also he can ring it.

to him. He has bells from Denmark, Spain, Austria, England, Italy, Greece, India, Belgium, Ireland, Siam, Africa, Holland, Portugal, China, Japan and the United Arab Republic.

The types of bells in the Goodloe collection are almost endless—small turkey bells, camel bells, cow bells, sheep bells, temple bells, harness bells, steamboat bells, church bells, Russian saddlebells, school bells, ice cream bells, door bells, sleigh bells, dinner bells, plantation bells and hotel call bells. You name it and chances are

has a number of glass, china, bamboo, wood and volcanic ash. His smallest bell weighs only a few ounces. His largest, originally bought for the Baptist Church at Dancyville before the Civil War and later moved to a church at Stanton, weighs 500 pounds. This church bell, which still has a beautiful tone, was acquired by Mr. Goodloe after the Stanton church gave up its use.

Happily, Mrs. Goodloe is virtually as enthusiastic about her husband's collection as is Mr. Goodloe. And, as



The Goodloe collection contains a number of beautiful figurines from many countries. They all ring.



Mrs. Goodloe shares in pleasure of bell collection. She is holding a 3-tone gong. On table are variety of bells.



Goodloe (right) discusses Chinese gongs with Robert Clark of Chickasaw Electric Co-op. Goodloes are members of Co-op.

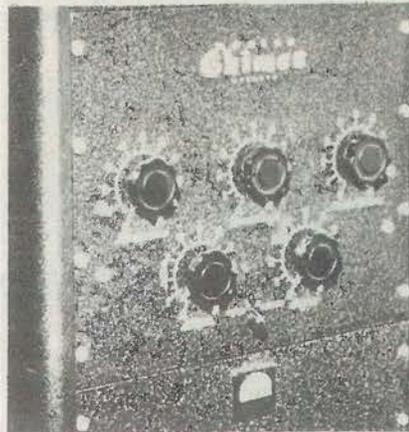
is generally the case in hobby collections, she has her favorite—a bell, larger but much the same shape as a school bell, which once belonged to her great-great-grandmother in Virginia. "Mama used to call us to our meals with it," Mrs. Goodloe reminisces. Her husband says the bell is made of copper and tin and added, "The best tones are from bells made of brass, copper and tin."

The Goodloe collection embraces the old and the new, with many items in between. It is with one of the

Goodloes' latest additions, however, that they not only can put electricity to work for their own entertainment but in so doing share it with others. They recently acquired some cathedral chimes which they have connected with a loudspeaker installed on the side of their home. On special occasions, such as Christmas Day, neighbors for quite a distance around can hear these melodious tones, which are about as beautiful as any of us are likely to enjoy before we hear Those Golden Bells.



Mrs. Carlton Morris, Home Economist for Chickasaw Electric Co-op, enjoys playing electric chimes in Goodloe home.



Still another source of chimes is this electronic device which plays recorded sounds and is connected to outside loudspeaker so that neighbors may share in listening pleasure.



Call bells are made in many sizes and shapes around the world. Those shown here came to the Goodloes from England.



Among the many eye-catching bells in the Goodloe collection is this Mexican cathedral bell. Actually, it's three bells in one.

ELECTRICALLY DONE . . . LAUNDERING CAN BE FUN

By Patsy Myers, *Home Economist*
Middle Tennessee Electric
Membership Corporation



Mrs. Gene Thorpe, Route 7, Murfreesboro, is shown here measuring her detergent with a cup which fits on top of the agitator post. This is a good practice, assuring you of the right amount to do a good washing job. Her dryer sits about 2 feet to the left of the washer.



Mrs. William T. Garrison, Route 2, Murfreesboro, as her washer and dryer in an enclosed porch next to her kitchen. Here she folds the nice soft, luffy towels right out of the dryer ready to put away.



Mrs. James W. Davis, Route 1, Christiana, has very hard water to wash with, so she finds a water softener very important in getting her clothes clean. Presently Mrs. Davis' laundry area is in her garage, but she says they are planning to enclose the garage and make a sewing-utility-layroom out of it later.

When you're thinking about how much better you feel, act and look when you have on clean clothes, you might say you're thinking about America's Fifth Freedom, freedom from dirt. The way to have this fifth freedom is available to every American—the modern, automatic electric way.

First, you need plenty of hot soft water. The automatic electric water heater will supply a plentiful amount of hot water. You may have to have some good "laundry aids" to get the softness the water needs to do a good job.

If the water is not too hard, not more than 6 grains hardness, you can handle it with a water softener added to your wash water before you add the laundry detergent. Or, you may find it works better to add it to the first rinse water. Add just enough to make the water feel silky between your fingers. If your water is quite hard, you might need to add an automatic water softener to your system.

Next is the automatic electric equipment to do the laundry. With the array of automatic washers on the market now, you can find one that suits your needs, your home, your pocketbook and you. This washer may be one of several models—thrift, deluxe, super

deluxe—depending on your preference and the kinds of washloads you have.

In choosing your washer, there are several styles and colors to choose from, and there are different types of action. In making your choice, the prime consideration is a machine that will do the best possible job for you. For this, consider the features you can buy with the money you have to spend.

Capacities of today's washers range from 9 to 15 pounds. If your washes are made up of the same general kinds of fabrics, you may want to investigate washers with extra capacity. However, if your wash loads are small and include a great many different kinds of fibers, a washer with a smaller capacity might be a better buy.

In any case, should you choose a washer in the big capacity class, you will want a water level control since this feature permits you to wash small loads of synthetic fabrics, for instance, without excessive use of water.

The choice of water temperatures and speeds for both the wash and rinse cycles is of considerable importance in selecting your washer, and it is desirable that you be able to set these automatically when your washing starts. Automatic settings provide



Mrs. Arch Bell, Eagleville, has her water heater to the left of her washer and dryer in the utility room. Since her washer does not dispense the fabric conditioner automatically, she is using a dispenser "ball" for doing this. The fabric conditioner is always used in the last rinse water and helps to "pamper" her clothes.



Mrs. Glenn Sewell, Route 7, Murfreesboro, says she uses bleach quite frequently with her children's clothes. Here she has used a milk bottle marked with nail polish to measure her bleach, then filled the bottle with hot water before adding it to her load of clothes to assure no injury to any item in the wash.

the right washing action for all fabrics from the heaviest to the sheerest.

Choose your washer with the idea of using it to do all your washing. Very rarely is it necessary to wash items by hand. Look in your instruction book for helps in proper operation to allow you to wash even "hand washable" items in the washer.

Use your laundry aids, such as bleaches, water softeners and fabric conditioners, according to directions, and always have clean clothes.

But laundering is only half done when the clothes are washed. Drying is important, too.

Today's clothes dryers don't just save work, though. They are wonderfully convenient, allowing you to dry clothes any time you please. Also, they dry all of your wash, sheers and man-made fibers as well as the normal, everyday wash.

The thing to remember is not to overdry any fabric. All fabrics have a natural moisture content. If they are overdried, their texture becomes harsh and they become wrinkled.

Most dryers have optional heat settings—*regular* for most bulky items, such as towels and sheets; *delicate* for fragile or sheer items; *no heat* for dusting or air-fluffing. Some have automatic cycles, controlling both the

time and heat for drying clothes. With these, you simply select the setting to fit the load of clothes. Still others have a moisture-sensing device that shuts off the dryer when clothes have reached the proper dryness.

Whichever model clothes dryer you have, here are a few special drying tips to help you use it most effectively!

- To keep down wrinkles, remove clothes from dryer as soon as tumbling stops.

- Using delicate heat for all sheer and fragile items, add a turkish towel or two to keep them tumbling properly.

- Dry starched items separately. Wipe out drum after you finish drying heavily-starched items.

- Use the dryer to steam out wrinkles by placing garments in the dryer with 2 damp terry towels and tumbling them with heat for 5 to 10 minutes.

- Use no heat for freshening items removed from storage or for dusting draperies and spreads.

In evaluating the clothes dryer, remember the broken clotheslines, ripping winds, unexpected rains, and frozen fingers that make outdoor drying so unpleasant. And even though you have a basement that's cleaner than most where you can hang your

clothes to dry, it can never equal the sunshine brightness found inside an electric clothes dryer, nor the ease with which these annoying experiences can be put out of the picture.

So, with automatic electric equipment and a working knowledge of how to put the available laundry aids to work, the laundry area may be set up in any part of the house that is most convenient for you and—electrically done—laundrying can be fun!

RECIPE OF THE MONTH

An Apple Dessert that's easy to make—

Mrs. Cheney's Nobby Apple Cake

3 cups diced apples (Cortlands are best)
 1/4 cup shortening
 1 cup sugar
 1 egg, beaten
 1/4 cup chopped nuts (optional)
 1 teaspoon vanilla
 1 cup flour
 1/2 teaspoon soda
 1/2 teaspoon baking powder
 1/2 teaspoon salt
 1/2 teaspoon cinnamon
 1/2 teaspoon nutmeg

Heat oven to 350° Grease 8x8x2 pan.

Pare apples and dice into 1/2-inch cubes. Cream shortening and sugar; add beaten egg, apples, nuts, vanilla and sifted dry ingredients. Bake for 45 minutes or until golden brown. Serve hot or cold, with whipped cream or ice cream. (Freezes well.)

Fabric/Item	Water Temperature	Cycle or Time	Speed	Detergent	Dryer, Speed or Cycle	Special Instructions
BEDDING						
Infant's bedding	hot	regular (10-12 min.) short (3-5 min.)	regular	laundry	regular	Add fabric softener; bleach if needed
Mattress pads	warm		gentle	laundry	regular	If not sanferized, use gentle on dryer
BEDSPREADS						
Chemise	depending on color	regular (agitate 8-10 min.)	regular	liquid if cold water, laundry otherwise depending on color	regular	Add fabric softener; remove from dryer immediately to prevent wrinkling or matting
Cotton	depending on color	regular	regular	laundry	regular	Add fabric softener; oxygen bleach if needed
Heirloom	warm	short	gentle	laundry	gentle	Use only oxygen type bleach if needed
BLANKETS & QUILTS						
Regular blankets	cold	short (agitate 1 minute)	gentle	liquid laundry	regular	Add fabric softener; remove from dryer when binding is dry; finish by line drying
Electric & electric sheets	Same washing instructions as above. See Special Instructions.				Follow manufacturers' instructions	Cover plug with several thicknesses of cloth; tie in place with thread so plug will not strike washer tub or dryer drum
Quilts	warm	regular	gentle	laundry	regular	Use only oxygen-type bleach if needed
CURTAINS						
Synthetic & manmade fibers	cold	short (3-5 min.)	gentle	liquid laundry	wash and wear or gentle	Add fabric softener
Sturdy cotton	warm	regular (10 min.)	regular	laundry	regular or damp dry	Remove from dryer while slightly damp if no damp-dry speed; use only oxygen-type bleach if necessary
Fiberglass						
NOT MACHINE WASHABLE. MACHINE CAN BE USED FOR SOAKING, RINSING						
DRAPERIES						
Washable						
FOLLOE MANUFACTURERS' INSTRUCTIONS ON LABEL						
RUGS						
Fur-like manmade fibers	cold	medium (5-10 min.)	gentle	liquid laundry	tumble dry, no heat or air dry	
Shag	warm	regular (10 min.)	regular	depending on color	regular	
SLIPCOVERS						
	cold	short (3-5 min.)	gentle	liquid laundry	gentle until slightly damp or damp dry	Test for colorfastness before washing; replace on item while slightly damp
TABLECLOTHS						
Cotton lace	warm	short (3-5 min.)	gentle	laundry	regular	Add fabric softener
Cotton-rayon						
Dacron-polyester						
Heirloom lace	warm	short (3-5 min.)	gentle	laundry	gentle	Place in nylon mesh bag to prevent other items from snagging

* Fabric softener during the final rinse will eliminate static cling from synthetic fibers, smooth wrinkles out.
 ** If items are heavily soiled, use a soak cycle or pre-wash cycle before washing. If your washer does not have a soak cycle, interrupt the wash cycle for five minutes and soak.
 *** The temperature of the water should depend upon the color and colorfastness of the items. White items—hot water; Pastel, colorfast items—warm water; Bright or dark items—cold water with cold water liquid laundry detergent.
 **** Follow manufacturers' washing and drying instructions when given.

New Hotpoint Dryer has 5-year Parts Warranty†!

NEW HOTPOINT WASHER HANDLES 2 TO 16 LB. LOADS!



Model LW650

Model LB670



waltz through washday with a new automatic washer and dryer

Just out—no other like it.

New Hotpoint washer handles tiny 2-lb. loads without special attachments . . . up to big 16-lb. loads without straining (has big $\frac{1}{2}$ h.p. motor, commercial size transmission). No-rust porcelain finish, outside and in, at no extra cost. Dial the cycle to fit load.

low priced at about **\$189***

Proof of quality—Hotpoint gives you a 5-year parts warranty on the motor and other critical hard-working dryer parts.† Here's more: You needn't juggle wet clothes to open the door. A foot pedal does it. And you get an up-front lint filter that's easy to get at.

low priced at about **\$149***

† Hotpoint will make available a replacement part in the event of any defect in blower, blower clamp, thermostat, drive motor, centrifugal switch, dryer drum and electrical heat coil (labor not included).

* See your participating Hotpoint dealer for his prices. Subject to Fair Trade where applicable.

Hotpoint

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To Memorialize A Volunteer Statesman...

Kefauver Foundation Seeks Scholarship For Youth in Every Tennessee County

An annual scholarship at the University of Tennessee for a deserving student from every county in the state is now the "one and only Tennessee goal" of the Estes Kefauver Memorial Foundation in completing its campaign to establish permanent memorials to the late Tennessee senator.

Edmund Orgill of Memphis, finance chairman of the foundation, is in charge of setting up a county-by-county organization to solicit gifts to establish permanent endowments which will bring in the income to provide the scholarships each year.

"The size of each county's scholarship will depend upon the amount raised. The income from \$10,000 will provide around \$400 annually; from \$7,500, a \$300 scholarship; from \$5,000, a \$200 scholarship," said Mr. Orgill.

"We hope to raise enough in each county for at least one scholarship, but a county raising less than \$5,000 could be combined with another similar county and the scholarship rotated between the two.

"We want it further understood that this campaign is our one and only objective in Tennessee," he added.

Mr. Orgill said the scholarships would be available for students attending U-T's campuses at Knoxville, Martin or Memphis. Winners will be selected from residents of the



The Late Senator Estes Kefauver

sponsoring counties on the basis of recommendations of local school officials plus financial need.

"This is a program which will contribute permanently to the welfare of Tennessee's youth, and it has the endorsement of city and county school officials all across the state," he added.

Gifts, which are tax deductible, can be made over a three-year period to the Estes Kefauver Memorial Foundation, University of Tennessee, Knoxville. Each gift will be credited to the scholarship fund of the county designated by the donor.

The foundation originally set a \$775,000 goal which included scholarship endowments, a \$125,000 fund to erect an addition to U-T's Library to house Kefauver's papers and mementoes, and other projects. So far a total of \$332,000 has been given or pledged, including a \$125,000 appropriation from the state legislature for construction of the library addition.

Included in the contributions has been one in the amount of \$500 from the Tennessee Rural Electric Cooperative Association in appreciation for Senator Kefauver's tireless leadership in and support of the cooperative rural electrification program.

HIGHLIGHTS OF 1965 ANNUAL MEETING



Three Trustees were re-elected for new three-year terms. They were (left to right) James Jennings of Woodbury, T. H. Eatherly of Lebanon, and K. Thomas Hutchinson of Murfreesboro.



Mrs. Neal Ragland (left), Route 2, Watertown, won the automatic dishwasher, and Mr. and Mrs. Perry Tuggle (right) won the electric clothes dryer. An additional 359 electric alarm clocks were given away as Good Neighbor prizes.

Three trustees were re-elected for new three-year terms at Middle Tennessee Electric's Annual Membership Meeting in Murfreesboro on September 10. They were: K. Thomas Hutchinson of Murfreesboro, T. H. Eatherly of Lebanon, and James W. Jennings of Woodbury.

Sherry Dawn Odum of Route 1, Mt. Juliet, was named "Miss Middle Tennessee Electric" in the Co-op's beauty contest. First alternate was Betty Jean Rice of Mt. Juliet, and second alternate was Ann Patton of Route 1, Lavergne. "Princesses" chosen in the beauty contest included: Louise Wilson and Sandra Wood

from Rutherford county; Linda Tuggle from Wilson county; Betty DaPonte, Henrietta Tidwell, and Trudy Karen Johnson from Williamson county; and Judy Brown, Donna Parton, and Donna Gaither from Cannon county. A total of 36 girls participated in the contest.

Miss Kathy Parker, a senior at Woodbury Central High, won the \$100 Savings Bond grand prize in the essay contest.

Elected to serve on the nominating committee for the coming year were: Graham Gordon, Maurice Holden, and Wilson Bowling from Rutherford county; Will T. Murphey, Paul

S. Neal, and Edgar J. Bilbro from Wilson county; R. Carl Graham and Harold C. Meacham from Williamson county, and Paul M. Givan from Cannon county.

Door prize winners included: Mrs. Neal Ragland of Route 2, Watertown, automatic dishwasher; and Mr. and Mrs. Perry Tuggle of Shop Springs, electric clothes dryer.

The free barbecue dinner, prepared by the Mt. Juliet Masonic Lodge and Order of the Eastern Star, was served to 1,559 people. A total of 970 voting members were registered for the meeting.



Miss Kathy Parker, a senior at Woodbury Central High, won the \$100 Savings Bond grand prize in the essay contest. Kathy is the daughter of Mr. and Mrs. Leonard Parker of Woodbury. Director of Member Service Joseph W. Sloan made the award.



Sherry Dawn Odum, daughter of Mr. and Mrs. Clyde Odum, Jr., Route 1, Mt. Juliet, was selected "Miss Middle Tennessee Electric." First alternate was Betty Jean Rice (right) of Mt. Juliet, and second alternate was Ann Patton, Route 1, Lavergne (left).

New Style 400-Watt Security Light Available

Middle Tennessee Electric now has a new style 400-watt Security Light available for members. It also has a new rental rate of \$3.80, compared to \$4.00 for the old style fixture.

This new Security Light, built by General Electric, is very modern in design and much easier for the Co-op to service and maintain. It has an open-bottom glass diffuser that does not catch bugs, and makes it easier for servicemen to replace bulbs. The photocell and wiring are accessible through a hinged bottom of the arm.

Any member who now has the closed-bottom 400-watt Security Light may have it replaced by the new light at no charge, and go on the lower rate of \$3.80 per month.

The smaller, 175-watt Security Lights are still available at the regular rate of \$3.00 per month.



One of the first of the new style 400-watt Security Lights was installed at Thurston's Trailer Park near Murfreesboro. Supplying about three times as much light as a regular 175-watt Security Light, this fixture rents for \$3.80 per month, which covers all costs, including installation, operation, and maintenance.

Report New Heating Installations To Co-op

Co-op members who plan to buy new electric heaters to replace their old heating system this winter should notify the Co-op that they are adding this additional electric load.

When electric heating equipment is added in the home without the knowledge of the Co-op, it frequently overloads the transformer and causes the homeowner's lights to go out. This results in considerable inconvenience for the people involved, and is costly to the Co-op because of the special service calls necessary to restore service.

If you want to convert to electric heat this winter, please do these things:

- Ask the Co-op engineers to calculate what size heaters you should buy, and determine if the transformer is large enough to serve the heaters.
- Insulate the ceiling with a minimum of 4 inches of mineral wool.
- Weatherstrip windows and doors.
- Install storm sash on windows and doors, or cover all screens with plastic.
- Have the wiring done by a competent electrician and inspected by the state wiring inspector.

Small-Business Demand Charges To Be Eliminated

The new rate reduction will be especially helpful to the small businessman whose power demand is less than 50 KW. The 85 cents per KW demand charge will no longer appear on this bill after January 1.

The General Lighting and Power Rate, G-1A, that is being adopted by the Co-op is a new, alternate rate, made available by TVA for the first

time only last year. It eliminates the demand charge on all accounts with less than 50 KW demand. Presently, non-residential accounts pay 85 cents for each KW of demand between 10 and 50 KW.

Since most power distributors using TVA's second intermediate rate still levy the charge if demand exceeds 10 KW, this, in effect, makes the Co-op's rate lower than these systems.

The following table compares some typical bills under our old and new General Lighting and Power Rates:

Monthly KWH	KW Demand	Old Rate	New Rate
500	5	\$ 9.50	\$ 8.20
1,000	10	14.75	13.20
2,000	15	27.75	21.70
3,000	20	39.50	29.25
4,000	25	51.25	39.00
5,000	30	63.00	48.75
10,000	40	109.00	97.50
20,000	45	173.25	153.00

Report Flashes And Noises To Co-op

If your lights go off and you notice flashes or unusual noises along the power lines, please report these things to the Co-op. When members do this, it frequently shortens the time that lights are out to a matter of minutes. Otherwise, servicemen may waste hours in a tedious search for the trouble.

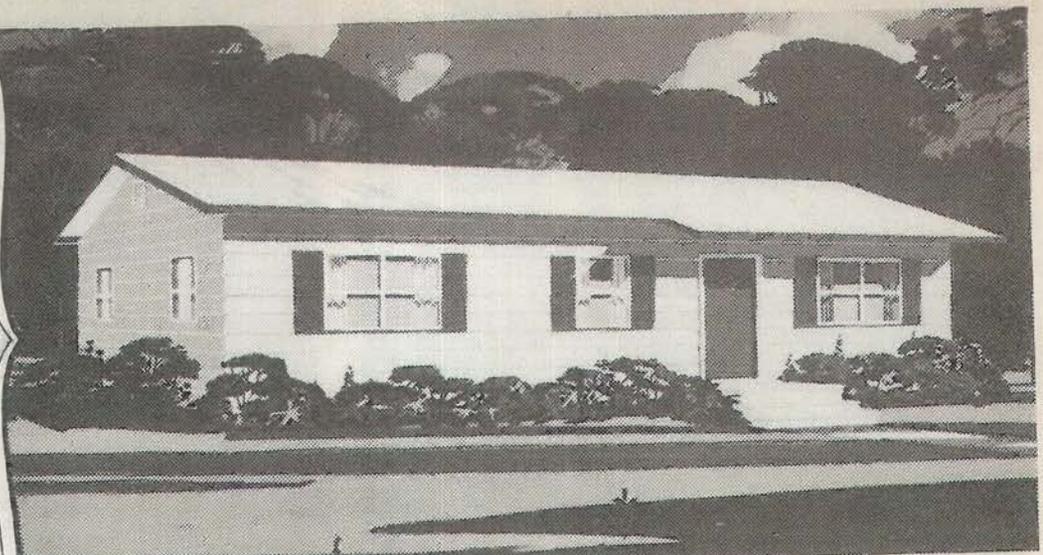
OPERATING REPORT

	Aug., 1964	July, 1965	Aug., 1965
Kilowatt Hours Used	23,453,248	24,170,980	25,907,174
Number of Meters Served	23,817	25,065	25,142
Miles of Line in Service	3,751	3,768	3,772
KWH Used per Residential Meter	722	663	689

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high price?

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High in Quality • Low in Price • Easy Terms

*No Cash Needed - Custom Built On Your Lot
Select From 25 Models - Easy Monthly Payments*

YOUR HOME MORTGAGE FREE IN 12 SHORT YEARS!

The opportunity to complete the interior and save money is available to every Jim Walter customer. This one simple plan has enabled thousands of families to own their home mortgage free in 12 short years. Take advantage of this opportunity now and find out from your nearby Jim Walter representative how easy it will be for your family to have a fine new home, one you will be proud to own.

OVER 125,000 HOMES BUILT TO DATE!

Jim Walter - Headquarters for Second Home Cottages



The desire for weekend pleasure, plus a building site is all you need. Jim Walter's unique financing makes it possible for the average family to have their own weekend cottage. You can purchase your cottage at any Jim Walter office to be built on your lot in other states.

DOUBLE CHECK THESE QUALITY FEATURES

- ROOFING** - The most important construction item for the protection and preservation of your home and its contents is the roof. Recognizing this fact Jim Walter Corporation uses only high quality long life roofing shingles. A copy of the 15 year roofing guaranty bond furnished Jim Walter customers is available upon request.
- SIDING** - High density hardboard siding is made from wood and possesses all the advantages of wood. Natural wood's disadvantages have been eliminated in this wonderful hardboard siding. This material will not split, check, crack, or splinter, and contains no imperfections such as knots or grain. Jim Walter is proud to make available this superior siding on all homes at no extra cost. Your assurance of lasting home beauty with minimum maintenance. The modern hardboard siding is widely specified by leading architects and is recognized by construction authorities as one of the finest siding materials available today.
- WINDOWS & SCREENS** - All aluminum windows and screens offer the minimum maintenance that only aluminum provides. They are completely weatherstripped to provide maximum protection from rain and air leakage. The screens are easily removed for ease of window cleaning. Will not swell and stick which assures smooth operation and requires no painting.
- INDIVIDUALLY CONSTRUCTED** - Jim Walter Homes are individually constructed. Nothing is pre-fabbed, pre-cut or sectionalized. This custom type construction offers opportunity to revise standard Jim Walter Home plans to your personal preferences. Modifications to standard plans are permitted at additional charge.

The materials used in the construction of Jim Walter Homes and Cottages were carefully selected for their exceptional minimum maintenance characteristics.

Jim Walter Homes



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Phone 422-5461

Knoxville, Tennessee
Hwy. 11 & 70 East
Phone 524-2776

Memphis, Tennessee
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My building lot is located in _____ County.



Joe Freeman, owner of Freeman Lumber Company, applies Doyle Log Scale to timber he has purchased.



This fork lift, delivering logs to mill skids, is workhorse of the Freeman yard.

As they saw, so shall they rip...

A CUTTING BUSINESS

By John E. Stanford

IF a plentiful source of raw materials were the only consideration for going into a given business, some phase of wood, or its more refined state—lumber—would be an easy choice in Tennessee. More than one-half of the Volunteer State's 27,037,440 acres are standing in timber and, according to State Forester Carl Peterson, an additional 25,000 acres are being planted to trees each year. We are, as a matter of fact, cutting less timber than we're starting each year.

The fact that we have "more sowing than reaping" is not to say that timber is not a highly important factor in Tennessee's economy. Forestry products account for approximately \$500-million within our borders each year and some 40,000 persons are employed in timber-related jobs. More hardwood flooring is manufactured in Tennessee than in any other state and Tennessee's red cedar is preferred over all other state woods in the manufacture of lead pencils.

The question that is raised in some quarters is whether the Volunteer State is, literally and figuratively, "cashing in" as completely as it should on its natural blessings as a timber

growing—and processing—state. Are we going far enough in the finishing processes, or selling too much at the roughly finished stage? Are we adding enough labor—and, of course, charges for it—to properly benefit the immediate areas where the timber is grown and cut?

One stage of lumber processing that appears on the upgrade in Tennessee is the *old* sawmill with a *new* face. Although many relatively small sawmills still dot the Tennessee countryside, there appears to be at least a gradual trend toward the larger, better planned-and-equipped operations.

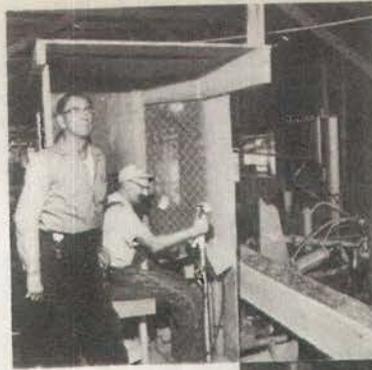
A recent visit to two sawmills in the area served by Meriwether Lewis Electric Co-op (a good portion of which has a 75% stand in timber) bears out this point. Both mills had been partially or wholly owned by the fathers of the present owners for a number of years. Both mills today, however, are operating on a different site and with considerably more modern and efficient equipment than was the case just a few years ago. One of the two had begun operation at its present site, and with considerably updated equipment, just a matter of a month or so before our visit.

Joe Freeman, owner of the Freeman Lumber Company on postal Route 3, about 8 miles south of Centerville, began his business in 1963 after working 11 years for his father in the lumber business. Freeman, 38, has an up-to-date mill with equipment arranged as much on an assembly-line basis as possible. He buys most of his logs from within a 40-mile radius, primarily from Hickman and Lewis counties. Logs are measured and paid for according to board feet as determined by the Doyle Log Scale, a board foot being 1-inch by 12-inches by 12 inches. Freeman pays approximately \$60 per thousand board feet for oak and \$65 per thousand board feet for poplar. He also buys rough lumber and planes. Freeman figures his mill can process about 10,000 board feet in an 8-hour day.

Not many miles away is the Willis Lumber Company on Rt. 2, Hohenwald. Claude Willis, the owner, says that he was born into the lumber business. He was associated with his father until 1950 when he began operations on his own. He has only recently moved onto a new site, only a short distance from his old operation, with some of the most modern equipment in the state. The Willis



Two men are used to position logs on conveyor which takes them to 52-inch cutting saw.



Claude Willis, owner of Willis Lumber Company, stands besides his sawyer's operating booth. Sawyer has electrically controlled power arm which he uses to position logs on conveyor which takes them to cutting saw.

Pictures by
Frank Gonzales

Sawmills equipped with today's modern equipment are a far cry from yesterday's one-saw operations. This is the back side of cutting saw conveyor at Willis Lumber Company.



purchasing and distribution area is much the same as that of Freeman, and the prices they pay for rough timber is competitive. His output goes up to 15,000 board feet for an 8-hour day.

Much more goes into the production of even roughly finished lumber than meets the eye. While not necessarily exact in every detail, here is the general pattern for the two operations cited here, and for similar sawmill operations in Tennessee:

1. Purchased timber is unloaded from truck of supplier, measured, paid for and stored on yard until ready for cutting.
2. When ready for cutting, logs are picked up by large fork lift machines (which cost approximately \$20,000 new) and delivered to mill skids.
3. Individual logs are secured to electrically controlled conveyors mounted on rails which carry the logs to and through the huge (usually about 52 inches) cutting saw. According to the judgment of the sawyer, who is in charge of this most important cutting operation, each log is turned in position on the carrying car (usually several times



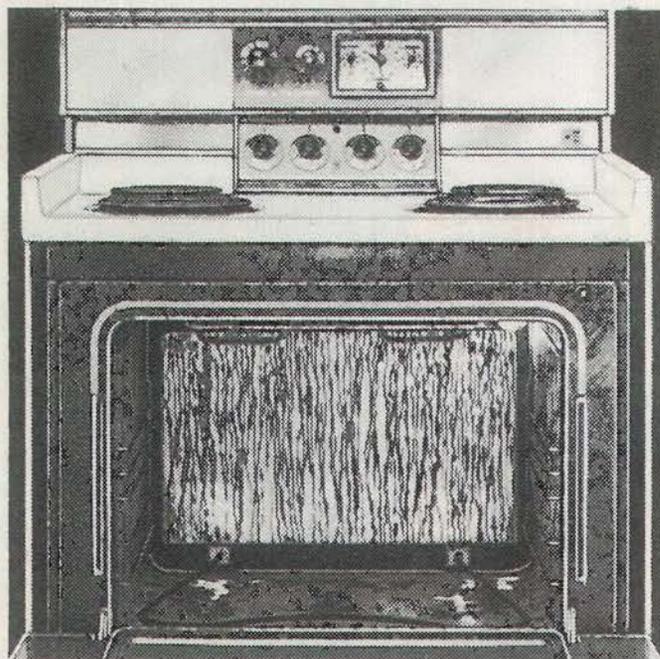
This planing mill, operated by John Jenkins at Freeman Lumber Company, represents the final stage of refinement applied at most lumber mills in Tennessee.

4. during the cutting of each log) so that the maximum usable wood is obtained from each log. Mill owners agree that the sawyer is "the man who can make or break you."
4. After each pass through the large cutting saw, cuts (such as first-cut slabs) are either put on conveyor belt or, as is usually the case with the better cuts, run through an edging process made by two 12-inch saws.

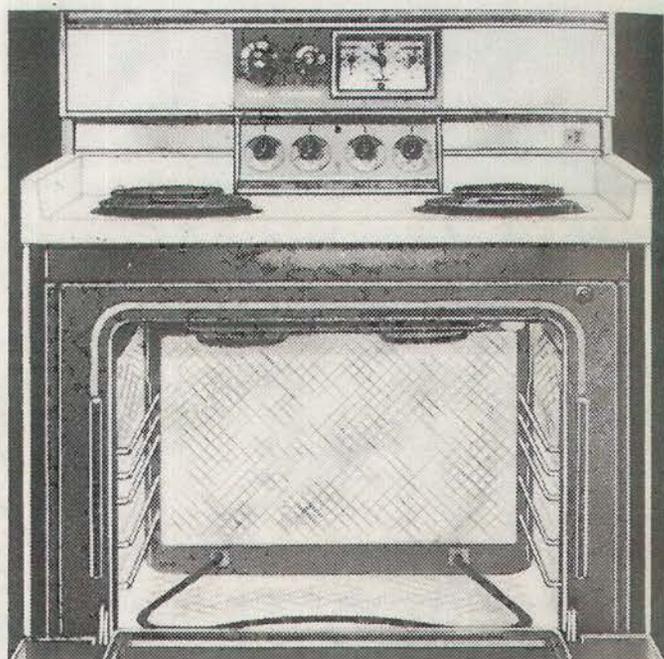
5. The slab cuts, which are mostly bark and a thin slice of wood, are taken by automatic conveyor to a 30-inch cut-off saw which cuts them into short lengths, after which they are further conveyed into a waiting truck. The slabs are used as firewood and sometimes in the manufacture of charcoal.
6. After going through the edging process, the better lumber is

(Continued on page 30)

Why pay a premium price for a range that ends oven cleaning?

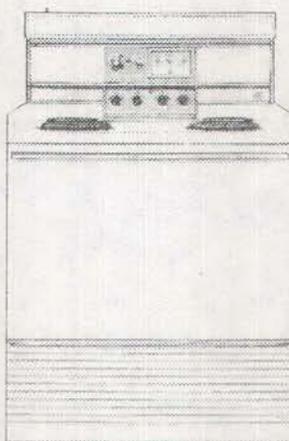


Any Kelvinator range
at regular price ends
oven cleaning drudgery...



with aluminum foil
linings you replace
in just minutes!

You don't have to pay over \$300 for a range that ends oven cleaning. You can buy a feature-packed Kelvinator Electric Range that eliminates oven cleaning drudgery for far less. That's because every Kelvinator range, regardless of price, has aluminum foil oven linings. They're the only electric ranges that have them, and the only ones designed



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PARSONS
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Tilghman Electric Co.
UNION CITY
P. & V. Furniture Co.



Volunteer Views

by J. C. Hundley

Executive Manager, TRECA

A new milestone by which the cooperative rural electrification program might honestly be measured was passed during the past fiscal year when member-owners of the nation's approximately 1,000 rural systems passed the \$1-billion mark in the ownership of their electric plants. This milestone of member-owner net worth represents an average of 24.8% of total assets for all the 1,000 systems financed by the Rural Electrification Administration.

Secretary of Agriculture Orville Freeman, who made this milestone announcement, said, "Dollar by dollar, rural consumers are replacing the capital which the Government has invested in their systems since 1935 with capital of their own."

In REA's telephone program, which was begun in 1949, borrower net worth during the past fiscal year passed the \$112-million mark, which represents \$16-million more ownership than at the end of the previous fiscal year.

KEY WORD: INVESTED

To us, the key words in the announcement made by Secretary Freeman, beyond the basic fact that electric co-ops are rapidly coming under the financial ownership of those they serve, are those which say that the loan funds which have been made available to rural electric co-ops are capital which Government has invested in rural systems.

When a person or an organization or a Federal agency invests in something, that means that he or she or it intends to get their investment back, and with satisfactory interest. It doesn't mean that anybody is being given anything, except financial assistance.

MANY BENEFITS

And so it is with the REA loan funds which Uncle Sam has made available to your rural electric co-ops. The Government has made an investment in its rural and small town areas and is getting back, not only its principal and interest, but so many additional benefits as to make the interest payments, which have amounted to hundreds of millions of dollars, among the less important considerations, to both the Government and to its citizens, of the entire rural electrification program.

Other measures of development in the electric and telephone programs during the past fiscal year, as reported by USDA, include:

- A rising rate of repayment to REA, with principal and interest payments of almost \$260-million
- An increase in total investment in electric plant by REA borrowers of more than \$290-million, bringing the total to \$4.7-billion
- A jump in average kilowatt hour usage of 31 in past year and 122 kwh in the last five years.

"HEARTENING GAINS"

Secretary Freeman said, "These are heartening gains in REA borrower strength, but in noting them, we must not lose sight of the fact that rural electric and telephone systems operate under enormous handicaps as compared with urban systems.

"Because of lower population density and lower revenues per mile of line, because of the lack of large power loads and conditions of chronic rural poverty, most rural people still have to pay more for these vital utility services than people living in adjacent towns and cities."

"REA and its borrowers still have a big job to do," Freeman concluded. We'd better believe this, and so should those who say that the rural electrification job is done and that REA should be abolished. Directly or indirectly, the rural electrification program is good for ALL Americans, including those who would abolish it to their own detriment.



Flood-drifted cornstalks mean lost fertility.



Crop residue is shown being burned on Class IIIW land (poor crop residue management).



Harry McCalla is pictured disking soybeans crop residue into the soil following harvest to prevent loss by flash flooding and to permit earlier land preparation the following spring. Class IIW Collins.



Harry McCalla, following harvest combine of soybeans, incorporates crop residue into the land.

It Pays, In Many Ways, To Use . . .

CROP RESIDUE FOR CONSERVATION

By Thomas F. Jones
Soil Conservation Service

Hamp Dobbins, of Millington, Tennessee, says that spring operations may move into bottomland fields one to two weeks earlier where soybean residue has been incorporated in the soil following fall harvest.

"We keep a disk following the combine in our soybean fields. The crop residue is cut in to prevent its possible loss by flooding or fire," Dobbins says. "The cotton fields have their stalks shredded and disked when possible. Also all fields have a chisel plow run in the fall to open the land for additional moisture. These operations almost entirely eliminate the turning plow."

Ed Adams, in the Arlington community, has erected dikes to protect bottomland from flash flooding. Adams states that the purpose of constructing the dikes was twofold. "First, I needed to control the flash flooding which was carrying away my topsoil. Second, the removal of crop residue by flooding was just like losing fertilizer. I feel that the dikes are a good investment by reducing this hazard to my farming operation."

The McCalla brothers of Millington use manure to replace crop residue. In 1964, 100 acres of corn silage was grown for a local cattle feeder company. A mutual agreement was reached on the amount of crop residue which would be re-

moved. Manure was provided by the feeder yards to replace crop residue loss. This was worked into the land by disking and land preparation was coupled with a chisel plow. This type of land preparation withstands intense rains without severe erosion.

These farmers are cooperators with the Shelby County Soil Conservation District. Crop residue management is part of their basic conservation farm plans.

More farmers each year are seeing such benefits of returning crop residue to the land. The residue from thousands of acres of soybeans, corn and cotton bottomlands are chopped or shredded and incorporated into the soil, adding large

amounts of organic material. This safeguards the loss of crop residues from burning, being flooded out of the field, or accumulating in drifts.

The benefits derived by returning crop residue are: (1) conserves plant food, (2) improves tilth or soil structure, (3) increases infiltration and retention of water, (4) reduces rain drop compaction of the surface soil, (5) controls surface erosion when left as a mulch.

On sloping cropland, research shows that crop residues reduce soil and water losses better when shredded and left on the soil surface.

According to the U. S. Department of Agriculture, crop residues will return surprising amounts of plant food to the soil. The average

nutrient content per ton of the parts of corn, cotton, or soybeans which are left in the field are as follows:

	Nitrogen (N)	Phosphorus (P)	Potash (K)
Corn	18	8	20
Cotton	22	7	35
Soybeans	12	9	25

Crop residue will continue to increase in importance as crop yields get larger. It is an important conservation practice which is too often overlooked.

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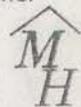
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LIVE BETTER ELECTRICALLY

(Editor's Note: George S. Schuyler, a reporter and editor for various Negro newspapers and magazines for over 40 years, is one of the most controversial Negro intellectuals in America. He has long believed that Negro Americans, in their own interest, should be conservatives rather than radicals in U.S. politics, and that they have been led astray by "power-hungry" civil rights leaders. In this article, he has been given complete freedom to present his point of view as to what's behind the Negro riots.)



WELL-KNOWN NEGRO AUTHOR BLASTS...

CIVIL RIGHTERS SHOULD BLAME THEMSELVES FOR RIOTS

BY GEORGE S. SCHUYLER

(Copyright, 1965, by North American Newspaper Alliance, Inc.)

The current crop of anti-white disturbances, like those in the past, is the inevitable consequence of the increasing competition between rival civil rights groups led by career agitators vying for the profits of organized pandemonium. Never have so many innocent people been betrayed by so few for so little.

There are as many different kinds of negroes as there are white people, and most of them deplore the bad reputation they have been given by the excesses of the agitational and criminal elements of their so-called race. They respect life and property. They own millions of homes, automobiles and modern utensils and do not cram the jails. Like their white peers, they are eager to live in peace. They have no illusions about the marching, mobbing, picketing, vandalizing negro element. They know there is a lot of law in the end of a policeman's nightstick, and they want it used.

Above all, these negroes wish white people in authority would stop flattering and encouraging the sorcerer's apprentices leading astray the mentally retarded and criminally-bent black minority.

Self-Appointed Leaders

Utilizing the traditional techniques of "spontaneous" disorder, well known

to communists, Nazis and other political perverts, the self-appointed leaders of the negro revolution have for years recklessly incited young negroes to mass action inside (and often outside) the urban negro enclaves.

In turn they have denounced "police brutality," "the white power structure," "residential segregation," "de-facto segregated schools," "job discrimination," "phony white liberals," and a whole gamut of grievances which could not possibly be solved or even ameliorated in a century, if then, and will never lessen racial conflict.

Constant suggestions of "a long hot summer" and "conditions getting worse before they get better," are but invitations to hoodlums, arsonists and vandals, aided by white beatnik amorality and malcontent leftists currently disturbing our campuses.

Not a single one of these trumpeted evils is non-existent here nor in any other country similarly circumstanced. They are products of our color caste system which will never be improved by negro insurrection. They are in all multi-racial and multi-ethnic societies from Soviet Muslim Asia to Central Africa. These problems are more agitated here because the United States has been a sitting duck for left-wing moralizers who have made millions of

well-meaning Americans feel like Nazi racists; and who have persuaded gullible negroes into believing the only thing holding them back is persecution.

Fraught with Tragedy

Only the most self-serving demagogues, arrogant know-it-alls, or men with social revolution in mind would stir up a social situation so fraught with tragedy for negroes, or profess to believe that any predominant social class would willingly surrender power, prestige and privileges in the face of threats and violent demonstrations.

Ever since the long and futile Montgomery bus boycott (settled not by marching but by federal court order), the peripatetic Dr. Martin Luther King and his posse of political parsons in the Southern Christian Leadership Conference (SCLC) have roamed the country collecting coin and infecting the mentally retarded with the germs of civil disobedience, camouflaged as non-violence and love of white people.

Phony prayers for the salvation of white "oppressors" and chanting slave songs fooled nobody except possibly the utopians and wishful thinkers. Only the unwary and True Believers thought this program was anything but pixilated.

As many negroes foresaw, the net result of this long encouragement of civil disobedience, disdain for authority and general disrespect for public morals, was to set the stage for the successive disgraceful orgies of burning, looting, vandalism and death, with the criminal elements of the slum proletariat taking over. Ironically, when police called upon these civil rights leaders to help control the rampaging mobs, they were, if found, completely ineffective.

Breeding Ill-Will

With the recklessness of complete ignorance or irresponsibility, the Southern Christian Leadership Conference (SCLC) sent its mobile gangs of young clergymen from place to place to take over the revolution despite expressed objections of local leaders, even mobilizing school children to face police clubs, dogs and fire hoses, breeding ill-will and jeopardizing negro jobs by promotion of nuisance tactics. No matter how many minions might be juggled by the police, the Rev. King always contrived to get out in time for his next speaking engagement.

James Farmer, the professional pacifist and war resister who heads the Congress of Racial Equality, has played an even more sinister role with outright challenges to law, order and public peace. Like SCLC, this outfit operates schools of subversion where graduates are trained in how to march on city halls and court houses, fall limp when arrested, and in other ways make pests of themselves.

Not to be outdone by these competitors for the scarce civil rights dollar, the veteran National Association for the Advancement of Colored People (NAACP) saw the expedience of adopting the same tactics of boycotts, sit-ins, marches and picketing. It even went much farther by thinking up the de-facto school segregation gimmick which has kept the North and East in an uproar for the last three years.

The empty assumption behind this campaign is that schools predominantly attended by negro children are ipso facto segregated and therefore inferior; and that to equalize public education this "imbalance" must be corrected by moving the negro children into predominantly "white" schools. Since this was and is obviously impossible, what small victories have

attended these herculean efforts have been pyrrhic. Nowhere have school boycotts, marches and besiegements of boards of education done else but worsen race relations.

Doomed to Failure

The millionaire-subsidized National Urban League (NUL) stretched absurdity still further by coming out publicly for preference being shown negroes in employment and promotion because they are so far behind whites. This was and is doomed to failure in our basically competitive society but it adds up to another "reason" for suspicion and hatred of white people.

All of these civil rights leaders have joined in a loud chorus denouncing "police brutality" or the forceful suppression of crime which flourishes in every large negro community. Every subordinate from coast to coast joined in the hue and cry although decent negroes as well as whites suffer from this criminal element. The cry sounds in many cities, with monotonous regularity, for "civilian review boards" to help wreck discipline and restrain the police from doing what they are hired to do. This outcry has emboldened the negro criminal element and lowered its respect for and fear of the police.

The respectable bulk of negroes has been reduced to silence by the terrorism of the agitational element. Every negro who has openly opposed its illegal and senseless actions has been denounced as an "Uncle Tom," an enemy of his people and lackey of the whites. One distinguished and authentic negro leader, the Rev. Dr. Joseph E. Jackson, president of the five-million strong National Baptist Convention (NBC) of America, Inc., was hooted off the stand in Chicago's Stadium because he expressed views opposed to those of the professional agitators. The current president of the Philadelphia branch of the NAACP has had a field day denouncing the conservative middle-class negroes in the organization.

Craven politicians have contributed much to this insurrectionary atmosphere by not standing up to the intellectual authors of violence and subversion. Consider the spectacle of New York's Mayor Robert F. Wagner skulking through the basement of New York's City Hall rather than have thrown out the beatniks picketing his office; of other high officials permit-

ting their work to be disrupted in the name of civil rights; of needed public construction being halted by CORE beatniks; of President Johnson being booed at the New York World's Fair. The "power structure" has been long-suffering but much too cooperative for its own good.

Glamourized by Press?

Most of the civil rights leaders who have sparked these insurrections would still be unknown if it had not been for the mass communications media which publicized them on every occasion, put them on innumerable television programs and wrote profiles of them, as if they wanted this racket to succeed. At the same time newspapers, magazines, radio and television sought out not a single negro with an opposing viewpoint. It is hard to remember such a one-sided presentation.

Just prior to the Los Angeles shambles, a local radio station had on one of its programs an ex-criminal, Charlie Sims, head of the gun-carrying Louisiana Deacons for Defense and Justice (LDDJ). Undoubtedly tens of thousands of Los Angeles negroes heard and applauded him.

When returning Governor Brown of California described the Los Angeles shambles as "a state of siege" he spoke aptly. President Johnson expressed horror over the bloody orgy but did not speculate on the causes of it all. To find the source he needed to look no farther than the negro civil rights leaders with whom he has frequently conferred, especially when they promised to suspend demonstrations until after the 1964 election.

Now that the civil rights law of 1965 and the voting rights law are operative, he and everybody else had a right to expect that we would see an end to demonstrations, picketing, arson, looting and vandalism. But these evils are easier started than stopped, and they just don't go away because another law is on the books.

What this country badly needs is public officials who will not temporize with illegality and disorder garbed in the mantle of civil rights and equality; who will suppress crime and violence regardless of color; judges who will act with speed and vigor to jail disturbers of the peace; and a more responsible communications media that will refrain from persistently exciting the idle, envious and lawless.

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Continued from page 20

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7. From the storage racks, the lumber that requires no further processing is moved by fork lift trucks to hauling trucks for delivery to buyer, while the remainder is transported by fork lift to the planing mill, where it receives what is generally the final process given by sawmills in Tennessee.

8. The planed lumber is strapped in bundles and is ready to be hauled to its ultimate buyer or further processor.

Freeman, who is probably fairly typical of the owners and operators in this area, buys about 80% oak, 10% poplar and 10% softwoods. He estimates that about 10% of his output goes to ultimate consumers, 30% to hardwood flooring companies, 50% for crating materials and 10% for cross ties. He employs from 15 to 20 men. A potential problem is a consistent supply of good logs. "We buy all we can get," says Freeman.

No problem at all to Freeman, Willis and others who need a large and dependable supply of inexpensive electricity to run sawmills or any other businesses and industries in rural and small town Tennessee is electric power itself.

At one time sawmills operated largely on fuel-driven motors and a conglomeration of clumsy power take-off belting, but the trend is overwhelmingly toward electrical operations. Sawmills require a lot of power and are often remotely located, but the electric co-ops are ready, willing and able to get the job done.

Sawmills of the type operated by Joe Freeman and Claude Willis require a dozen motors or so ranging from one-half to 100 horsepower and a total requirement of some 250 horsepower. Freeman figures the cost of electricity for each of his major operations—cutting and planing—runs him less than one dollar per hour. "With so low a cost, and the efficiency of power outlets where I need them, I wouldn't even consider any other type of power for my operation," says Freeman.

Just as happy is Meriwether Lewis Electric Co-op, which serves these men, and Tennessee's other rural electric co-ops which do all they can to keep the Volunteer State the best place in the world to live... and work.

take your PICK.

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"THE
"FARMER'S
DAUGHTER"
8:30 p.m.

Wednesday

"THE
BIG VALLEY"
8:00 p.m.

Wednesday

"GIDGET"
7:30 p.m.

Thursday

"O.K. CRACKERBY"
7:30 p.m.

Saturday

"THE
HOLLYWOOD
PALACE"
8:30 p.m.

Saturday

"THE
LAWRENCE
WELK SHOW"
7:30 p.m.

Sunday

"THE FBI"
7:00 p.m.

Sunday

"VOYAGE TO
THE BOTTOM
OF THE SEA"
6:00 p.m.

Sunday

"THE
SUNDAY NIGHT
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8:00 p.m.

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