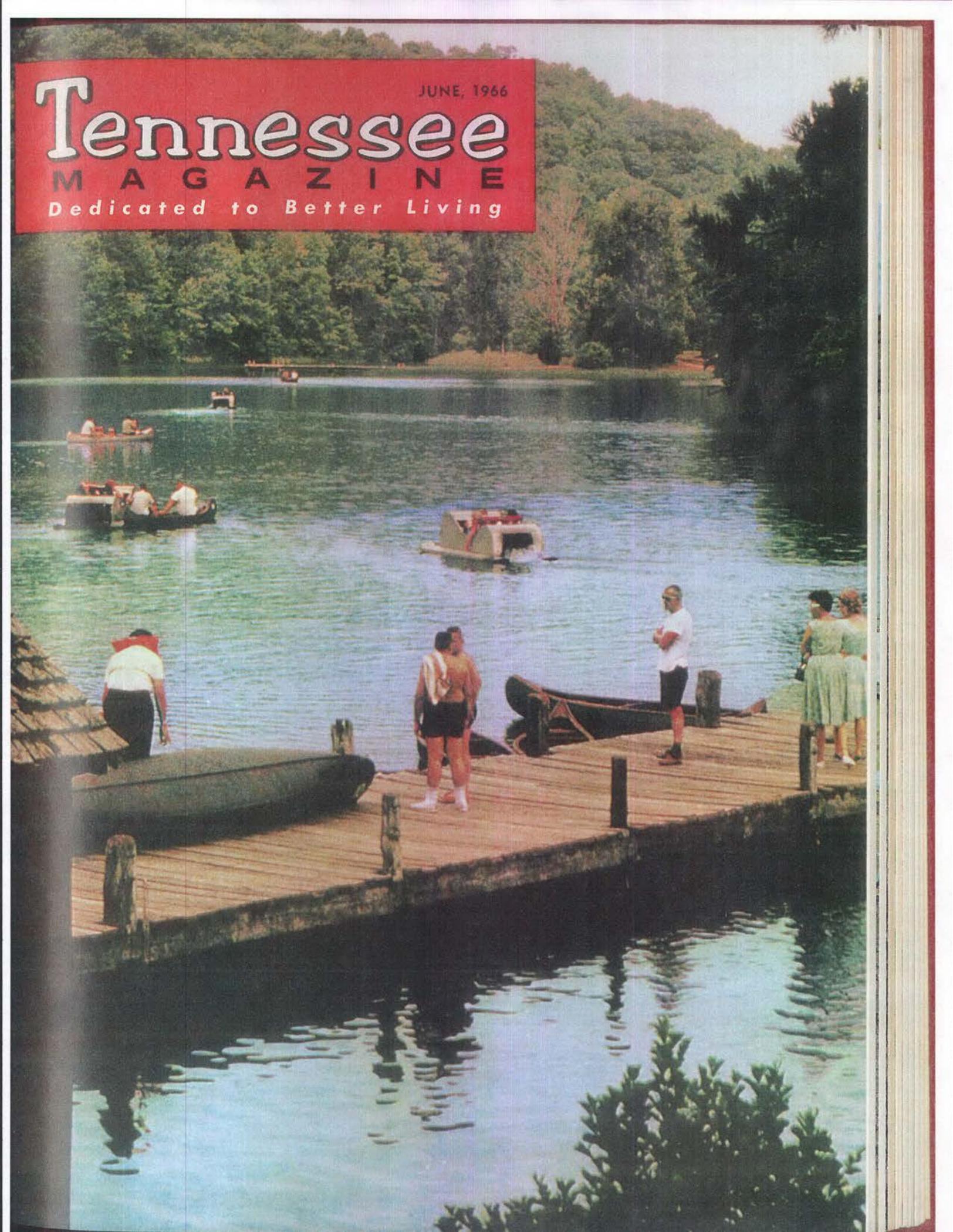


Tennessee

JUNE, 1966

MAGAZINE

Dedicated to Better Living





presents a versatile new talent

RON FORTNER



Sports, farm topics, weather, teen-age variety, beauty pageant emcee! They're all in the day's work for Ron Fortner! WLAC-TV's newest staff member comes to Channel 5 from KTAL-TV in Shreveport, La. There, Ron, as sports director, initiated "Sports Profile," an hour-long weekend production, plus two daily sports blocks. He was also Farm Service Director, hosted a teen-age variety show and starred as a weathercaster. He even found time to free-lance as a disc jockey on a Top 40 radio show and as emcee for the Miss Shreveport Pageant. WLAC-TV is indeed proud to welcome this versatile performer to our staff.

COMPLETE JUNE SCHEDULE WLAC-TV NASHVILLE

5:45- 6:00 AM	Farm News—Mon. thru Fri.	10:00-10:30 AM	Andy of Mayberry—Mon. thru Fri.	1:00- 1:30 PM	Password—Mon. thru Fri.
6:00- 7:00 AM	Sunrise Semester—Sunday	10:00-10:30 AM	Tom & Jerry (c)—Saturday	1:00- 1:30 PM	Linus—Saturday
6:00- 7:45 AM	Country Junction—Mon. thru Fri.	10:30-11:00 AM	Faith For Today—Sunday (c)	1:30- 3:00 PM	CBS Sports Spectacular—Sunday
6:30- 7:00 AM	Sunrise Semester—Saturday	10:30-11:00 AM	Dick Van Dyke—Mon. thru Fri.	1:30- 2:00 PM	House Party—Mon. thru Fri. (c)
7:00- 8:00 AM	Singin' Time in Dixie—Sunday	10:30-11:00 AM	Quick Draw McGraw (c)—Saturday	1:30- 3:00 PM	Action—Saturday
7:00- 8:00 AM	Eddie Hill Variety Show—Saturday	11:00-11:30 AM	Spotlight on Medicine—Sunday	3:00- 4:00 PM	Fantastic—Saturday
7:45- 8:00 AM	Morning News: Weather—Mon. thru Fri.	11:30 AM- 1:00 PM	Hollywood Spectacular—Sunday	2:00- 2:25 PM	To Tell The Truth—Mon. thru Fri.
8:00- 9:00 AM	Heaven's Jubilee—Sunday	11:00-11:25 AM	Love of Life—Mon. thru Fri.	2:25- 2:30 PM	Doug Edwards CBS News—Mon. thru Fri.
8:00- 9:00 AM	Captain Kangaroo—Mon. thru Fri.	11:00-12:00 N	Popeye Party—Saturday	2:30- 3:00 PM	The Edge of Night—Mon. thru Fri.
8:00- 8:30 AM	Hackle & Jeckle (c)—Saturday	11:25-11:30 AM	CBS News—Mon. thru Fri.	3:00- 3:30 PM	Spelldown—Sun.
8:20- 9:00 AM	Tennessee Tuxedo (c)—Saturday	11:30-11:45 AM	Search for Tomorrow—Mon. thru Fri.	3:00- 3:30 PM	The Secret Storm—Mon. thru Fri.
9:00- 9:30 AM	Heaven's Jubilee—Sunday	11:45-12 N	The Guiding Light—Mon. thru Fri.	3:30- 4:30 PM	Soy—Sunday
9:00- 9:30 AM	Dobie Gillis—Mon. thru Fri.	12:00 N-12:05 PM	World at Noon—Mon. thru Fri.	3:30- 4:00 PM	Lloyd Thaxton Show—Mon. thru Fri.
9:00- 9:30 AM	Mighty Mouse (c)—Saturday	12:00 N-12:30 PM	My Friend Flicka (c)—Saturday	4:00- 5:30 PM	Big Show—Mon. thru Fri.
9:30-10:00 AM	Pattern for Living—Sunday	12:05-12:30 PM	Singing Convention—Mon. thru Fri.	4:00- 5:00 PM	Daktari—Sat.
9:30-10:00 AM	The McCoy's—Mon. thru Fri.	12:30- 1:00 PM	As The World Turns—Mon. thru Fri.	4:30- 5:00 PM	Amateur Hour—Sunday
9:30-10:00 AM	Lassie—Saturday	12:30- 1:00 PM	Sky King—Saturday	5:00- 5:30 PM	Twentieth Century—Sunday
10:00-10:30 AM	Camera Three—Sunday	1:00- 1:30 PM	U. S. Farm Report—Sunday	5:00- 6:00 PM	Lloyd Thaxton Show—Saturday

SPECIALS: 6/4 — "BELMONT STAKES"— 3:30-4:00 PM

6/8 — "GOOD GRIEF, CHARLIE BROWN" (COLOR) — 7:30-8:00 PM

6/3 and 6/10 — "AGES OF MAN"— 9:00-10:00 PM

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5:30	Death Valley Days (c)	CBS Evening News (c) with Walter Cronkite	Lloyd Thaxton				
6:00	Lassie (c)	Newsbeat Radar Weather; Sports	Newsbeat Radar Weather; Sports				
6:15	Lassie (c)	To Tell the Truth	Hazel	Lost in Space	The Munsters	The Wild, Wild West	J. Gleason/Continental Showcase—St. 6/11
6:30	My Favorite Martian (c)	To Tell the Truth	Hazel	Lost in Space	The Munsters	The Wild, Wild West	Secret Agent
6:45	My Favorite Martian (c)	To Tell the Truth	Hazel	Lost in Space	The Munsters	The Wild, Wild West	Secret Agent
7:00	Ed Sullivan (c)	I've Got a Secret	Marshal Dillon	Lost in Space	Gilligan's Island (c)	The Wild, Wild West	J. Gleason/Continental Showcase—St. 6/11
7:15	Ed Sullivan (c)	I've Got a Secret	Marshal Dillon	Lost in Space	Gilligan's Island (c)	Hogan's Heroes (c)	Secret Agent
7:30	Ed Sullivan (c)	The Lucy Show (c)	Red Skelton (c)	Beverly Hillsbillies (c)	My Three Sons (c)	Hogan's Heroes (c)	Secret Agent
7:45	Ed Sullivan (c)	The Lucy Show (c)	Red Skelton (c)	Beverly Hillsbillies (c)	My Three Sons (c)	Hogan's Heroes (c)	Secret Agent
8:00	Perry Mason	Andy Griffith (c)	Red Skelton (c)	Green Acres (c)	Thursday Night Movie (Most in color)	Gomer Pyle (c)	Secret Agent
8:15	Perry Mason	Andy Griffith (c)	Red Skelton (c)	Green Acres (c)	Thursday Night Movie (Most in color)	Gomer Pyle (c)	Secret Agent
8:30	Perry Mason	Movie of the Week (c)	Petticoat Junction (c)	Dick Van Dyke	Thursday Night Movie (Most in color)	Smother's Brothers	Let's Go To The Races (c)
8:45	Perry Mason	Movie of the Week (c)	Petticoat Junction (c)	Dick Van Dyke	Thursday Night Movie (Most in color)	Smother's Brothers	Let's Go To The Races (c)
9:00	Candid Camera	Movie of the Week (c)	CBS Reports	Danny Kaye (c)	Thursday Night Movie (Most in color)	Trials of O'Brien	Gunsmoke
9:15	Candid Camera	Movie of the Week (c)	CBS Reports	Danny Kaye (c)	Thursday Night Movie (Most in color)	Trials of O'Brien	Gunsmoke
9:30	What's My Line	Movie of the Week (c)	CBS Reports	Danny Kaye (c)	Thursday Night Movie (Most in color)	Trials of O'Brien	Gunsmoke
9:45	What's My Line	Movie of the Week (c)	CBS Reports	Danny Kaye (c)	Thursday Night Movie (Most in color)	Trials of O'Brien	Gunsmoke
10:00	Sunday Night News	Movie of the Week (c)	Big News	Big News	Big News	Big News	Saturday Night News
10:15	Woods 'N Waters	Big News	Radar Weather—Sports	Radar Weather—Sports	Radar Weather—Sports	Radar Weather—Sports	Radar Weather—Sports
10:30	Million Dollar Movie	Radar Weather—Sports	Million Dollar Movie	The Loner	Million Dollar Movie	Films of the 50's	Films of the 50's
10:45	Million Dollar Movie	Art Linkletter's	Million Dollar Movie	The Loner	Million Dollar Movie	Films of the 50's	Films of the 50's
11:00	Million Dollar Movie	Talent Scouts	Million Dollar Movie	Million Dollar Movie	Million Dollar Movie	Films of the 50's	Films of the 50's
11:15	Million Dollar Movie	Art Linkletter's	Million Dollar Movie	Million Dollar Movie	Million Dollar Movie	Films of the 50's	Films of the 50's
11:30	Million Dollar Movie	Talent Scouts	Million Dollar Movie	Million Dollar Movie	Million Dollar Movie	Films of the 50's	Films of the 50's
11:45	Million Dollar Movie	Talent Scouts	Million Dollar Movie	Million Dollar Movie	Million Dollar Movie	12:15-1:15 Night Train	12:15-1:15 Night Train

SUMMERTIME VARIETY... THE VIEWING'S TOPS ON 5!



DEATH VALLEY DAYS
Renato Reagon, Host
5:30 — 6:00 P.M.
Sundays in Color



DOBIE GILLIS
with Dwayne Hickman
9:00 — 9:30 A.M.
Mon. thru Fri.



WOODS 'N WATERS
Bill Jay and Bill Clay
10:20 P.M.
Sundays

WLAC-TV Channel 5

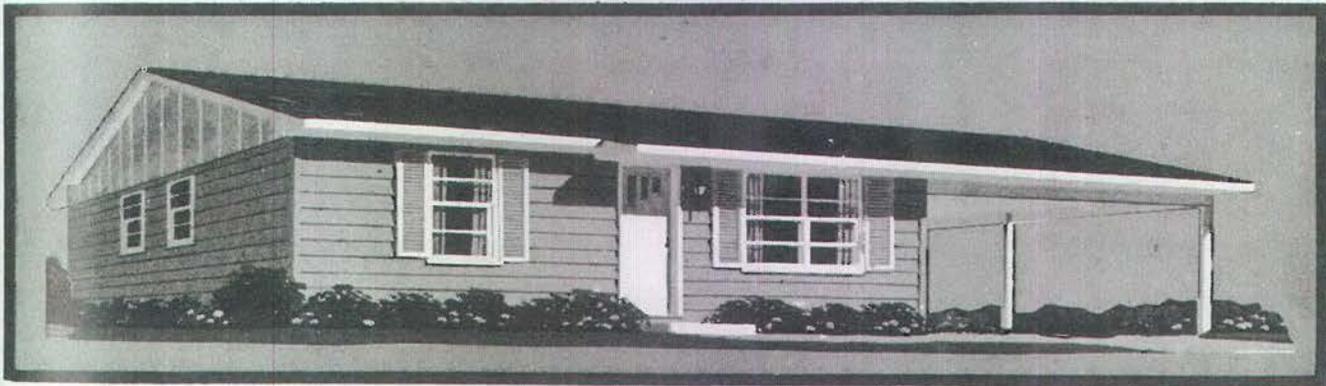
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To The Point

by John E. Stanford

The spooks are out, and it isn't even Halloween!

The spooks to which we refer appear in the greatest numbers in the Spring and Summer, although some operate the year 'round.

Actually, these particular brands of spooks are supposed to be human, which is more than can be said for the way they operate. They are more commonly known as "con" or "confidence" men, but once they get your money, they are about as hard to find as a spook. If this were not so, many more than are would be locked up in jail, where they belong.

The spook, or "con" man to whom we refer is a particular breed of low life whose purpose is to cheat people out of good money in return for bad and un-needed goods and "services". His stock in trade is his victim's faith in mankind. That's where he gets his title: he gains the confidence of his victims through lies told in a believable manner.



Con men come in all sizes, shapes and degrees of dishonesty. They often operate in pairs, with one talking "business" with the victim outside the home while the other is doing a quick job of burglary inside.

One of the most-used tricks of con men is to pose as representatives of rural electric co-ops. In this case they have been "sent" to inspect wiring, meters or for some other false reason. Invariably they find something "wrong" which in turn is "dangerous" or "illegal" and which must be "fixed" right then and there. You can bet your bottom dollar—and they will get that too, if they can—that con men posing as rural electric co-op employees will make an on-the-spot charge for their "services" before they disappear like the spooks referred to earlier.

Before going into some of the other cruel devices used by these unscrupulous people, let us point out for the benefit of all electric co-op members that their co-op employees are virtually never on the premises of members to render services requiring on-the-spot payment; that except for meter readings and right-of-way maintenance (which require no payments) employees are seldom on members' properties unless they are specifically called; that when employees come to members' homes they usually come in a co-op vehicle clearly marked by name and color as being the property of the co-op, and when these employees are service men, they usually will be dressed in co-op uniforms bearing the name of the co-op and of the employee; that if a co-op employee comes to your home without the identified co-op vehicle or uniform, he or she will be most happy to identify himself or herself with identification papers carried for that purpose. (Authorized wiring inspectors, who are not employees of the co-op, also will be happy to show their identification as employees of the State of Tennessee).

If a person representing himself or herself as an electric co-op employee is not identified by one or more of the above, our advice is to get the license number of his or her vehicle, go in the house, lock the door, and call your co-op office to learn whether an employee has been sent to your home for any reason and, if not, call the sheriff.

Some of the "services" offered by con men, and the men themselves, are the "charging" of lightning rods, bogus control experts who find that your home is about to be carried away by termites when actually none exist, home repair experts who can give you an unbelievable price because they "have their equipment in the neighborhood," fake "tree surgeons" and lawn experts who can ruin in a few minutes what it has taken nature centuries to make pretty, and other itinerant crooks of all kinds.

Needless to say, these con men are in no way to be confused with the honest, reputable and efficient merchants and service men in your town or community who gladly stand behind what they sell and service and who can be located in person or by telephone at their places of business.

Unless you want to be "spooked", beware itinerants who "just happen to be in the neighborhood" with his gardening supplies or home repair equipment, check "amazing" bargains before any money is passed, secure and compare price quotations from local firms of established reputation, and don't sign any written agreement or contract until you read it completely and understand it thoroughly.

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STAFF

John E. Stanford.....*Editor*
Larry Arnett.....*Ass't. Editor*
Harry Stone.....*Adv. Mgr.*

RURAL ELECTRIC CONSUMER PUBLICATIONS

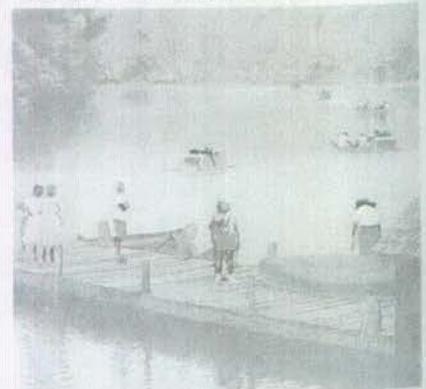
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ON THE COVER

The best antidote to summers humid heat is one of Tennessee's State Parks. Such as the boat house section of Big Ridge State Park pictured on our cover. (Photo courtesy of Les Hart Agency for Tennessee Dept. of Parks)

CAN YOUR PRESENT HEALTH INSURANCE PAY TODAY'S HIGH COSTS? . . .

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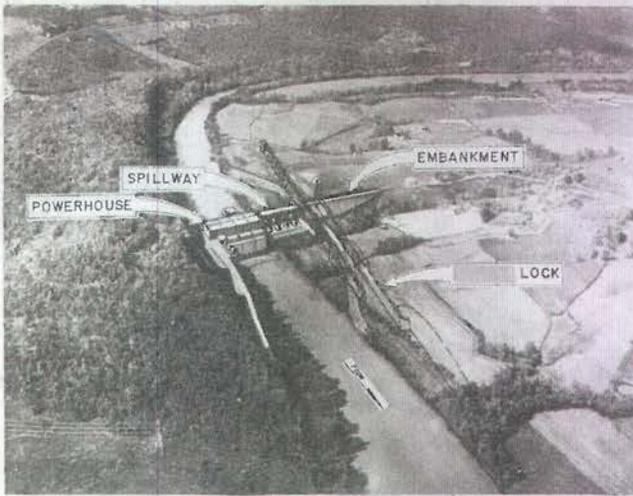
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Aerial view of site with Artist's Perspective of project superimposed.

a concrete spillway section flanked on the left by a lock and that structure by an earthen embankment. Construction was initiated in May, 1963 and it is anticipated that the project—the dam being the key structure of a \$57 million unit that includes a reservoir, powerplant and switchyard—can be completed for full beneficial use by December, 1969.

The project is presently planned for the primary purposes of navigation, hydropower generation and recreation. As a unit of the Cumberland Basin plan, the project will function to produce hydroelectric power by use of flows regulated by existing upstream reservoirs, Wolf Creek and Dale Hollow; afford recreational opportunities and wildlife conservation; and, under flood conditions, to provide for temporary storage and regulation of large flows as well as recreational craft, and will provide a powerful stimulus to the economic growth of the area. With Old Hickory and Cheatham (completed) and Barkley (nearing completion), Cordell Hull ultimately will pro-

"We often say how impressive power is. But I do not find it impressive at all. The guns and the bombs, the rockets and the warships, are all symbols of human failure... A dam built across a great river is impressive."

President Lyndon B. Johnson
at Johns Hopkins University April 7, 1965

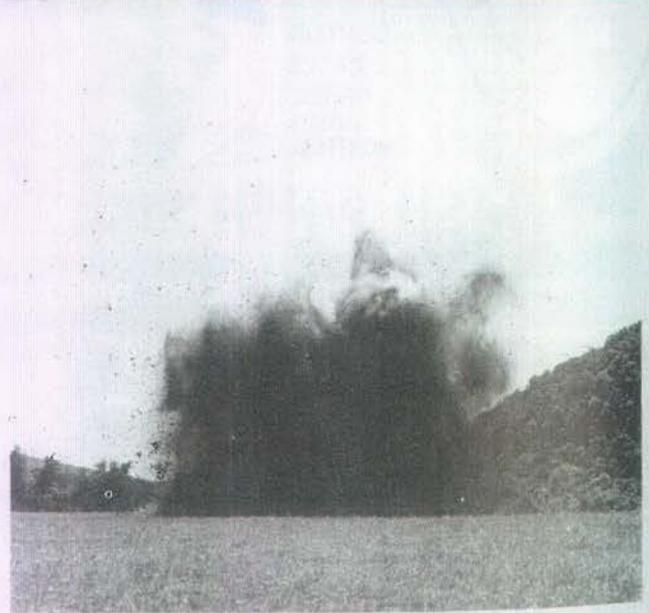
THE CORDELL HULL PROJECT: MONUMENT TO A STATESMAN

By Larry Arnett

In the prologue to the story we know today as the Cordell Hull Project, so named in honor of the late Secretary of State and Senator from Tennessee, the late President John F. Kennedy touched a telegraph key in ceremonies held at Nashville's Vanderbilt Stadium, thereby setting off an explosive some 60 miles away at the proposed damsite and officially signalling the beginning of a dream's realization.

Design, construction and operation of the project became the responsibility of the U.S. Army Corps of Engineers, and with the completion of the dam, another chapter will have been added to the story of man's development of the water resources of the Cumberland River and its tributaries in Tennessee and Kentucky. The project is a unit of coordinated plan for control of floods and the development of the water resources of the Cumberland River Basin, and will be located approximately 5 miles above the city of Carthage, Tennessee.

Rising some 87 feet high above the stream bed, the dam will require 222,000 cubic yards of concrete and seven years to construct. It will be a combination earthfill and concrete structure about 1,306 feet long and 108 feet thick at its base, containing a gate-controlled spillway, navigation lock and power intake section. The powerhouse will occupy the present river channel with necessary appurtenances on the right descending bank. It will be joined by



On May 18, 1963, the late President John F. Kennedy, in ceremonies at Vanderbilt Stadium, Nashville, Tennessee, touched a telegraph key which set off an explosive some 60 miles away at the site of the U.A. Army Corps of Engineers Cordell Hull Project. This view shows the explosion along the axis of the dam.

vide a modern 9 foot channel 385 miles from the mouth of the Cumberland River to the vicinity of Celina, Tennessee.

At its maximum flood control capacity of 13,920 acre-feet, the reservoir will extend 72 river miles to the proposed site of the Celina Dam at the Kentucky-Tennessee State line. It will lie within Smith, Jackson and Clay Counties, Tennessee.

The powerplant, which will occupy almost half the breadth of the riverbed, is nearing completion. It will be operated so as to use as much of the water flow as possible for power production. During periods of high streamflow, the spillway gates will be opened to pass the water beyond the capacity of the turbines, with due regard for the retention and regulation of floodwaters through surcharge operation. The upper portion of the reservoir, corresponding to a seven-foot depth above the normal headwater level in flood seasons, is provided for surcharge storage. This storage space is utilized by raising all of the spillway gates in small, equal increments, thus permitting passage of some water under them but retaining or forcing into storage all inflow to the reservoir in excess of the spillway discharge and power releases.

The plant will house three 33.34 megawatt generating units which will provide a total power output of 100 megawatts. Power will be generated as the water from the reservoir passes through gate-controlled intakes into the powerhouse, rotates the turbines, and discharges through draft tubes into the river below the dam. The electric current is produced by generators mounted on the same shafts with the turbines. Installation of the first generating unit is scheduled for completion in March, 1971, with the remaining units scheduled for completion shortly thereafter.

The powerplant will initially generate 350 million kilowatt hours of electricity annually. Power from the Cordell Hull Project has already been allocated to meet the growing needs of preference customers such as the rural electric cooperatives and municipalities.

Hydroelectric power will be produced by the project for distribution in a region which continues to experience rapidly increasing power demands. In multiple purpose development of water resources, power is a paying partner. The revenues from this power will be returned to the Treasury of the United States - with interest.

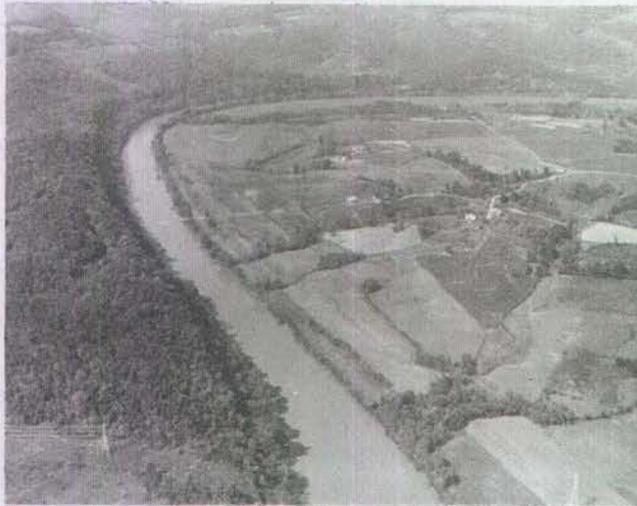
In addition to protection from floods, the public will also be afforded the use and enjoyment of other big benefits to be realized with the completion of the project. For example, the man-made lakes will provide annual recreation for the millions who seek it in one of the many forms of outdoor diversions - fishing, boating, swimming, water-skiing, camping or sightseeing.

Major boat ramps are also in the making for construction at locations to be designated in the near future. Fish and wildlife enhancement and conservation will also be realized with the completion of the project. The Tennessee Fish and Game Department plans to stock the reservoir with small fry and fingerlings, in order to assure opportunities for fishing as soon as possible, and proposes to develop neighboring areas for wildlife use.

When fully completed, the Cordell Hull Project will mark another step gained in the march toward the goal of full development of the water resources of the Cumberland Valley and will have unlocked a vast new area to a bright tomorrow of greater economic growth, security and social well being through its direct benefits.



Aerial view of project looking upstream showing construction status as of February 21, 1966.



Aerial view of site prior to start of construction.



Aerial view of project looking upstream showing construction of the first stage of cofferdam. The contractor initiated construction on May 25, 1963, and completed the work November 11, 1963.

Foods, Facts and Fashions

By Mrs. Carlton Ray Morris
Home Economist
Chickasaw Electric Co-op

Dishwashers Mean Better Health for the Family

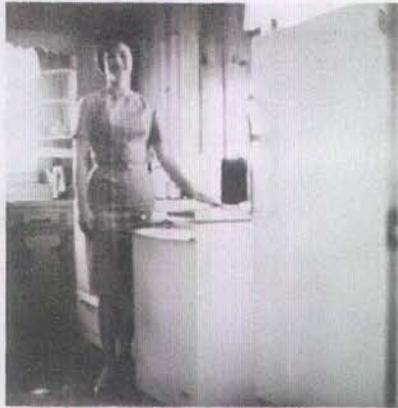
What Are Germs?

Bacteria or germs have been here since the dawn of history. Many are good; we use them in making cheese and to vaccinate against disease. Other germs are not so friendly; they sour milk and spoil foods. But why pasteurize milk and cook foods to kill germs if we then place them in improperly sanitized dishes where they may become contaminated.

The most dangerous type of germs are those that cause sickness and disease. If such germs are allowed to remain on tableware, illness would be spread from one member of the family to another. So it's just plain common sense that we need to sanitize dishes in the home to prevent the spreading of disease.

Research says mechanical dishwashing proves superior to ordinary hand-dishwashing in removing bacteria from tableware.

A recent 3-year study by the Department of Microbiology at the University of Louisville School of Medicine points out this advantage of the Dishwasher vs: Hand-washed. The approximate average bacteria counts for various types of Dishwashing were: Hand-washed, 390; Public Health Standard, 100; Automatic Dishwasher, 5; some 74% of dishes and uten-



Mrs. James Maurice Chambers, Somerville, received her portable dishwasher as a Christmas gift and now it's a pleasure to wash dishes for her family of five.



Mrs. C. E. Pattat, Sr., Rt. 2, Somerville, remarked that the dishwasher saves time and they haven't had any colds.



Mrs. B. L. Davis, New Castle, selects the Rinse and Hold cycle, until the Dishwasher has a full load.



Mrs. Frank Teague, Moscow, included the automatic electric dishwasher in their all electric, modern kitchen.

sils washed in automatic electric Dishwasher gave a bacteria count of "zero". The remaining 26% were cleaner than Public Health Standards require. The School of Medicine points out that the sanitizing of food utensils after every meal to eliminate both food-spoiling germs and disease-producing germs is of vital concern to every homemaker. The study showed that the automatic electric dishwasher assured consistent sanitizing of dishes.

To wash dishes hygienically clean, you need hot water—140° to 160°—hotter than hands can stand.

There is an increasing number of models with "booster" heating elements to bring the water up to the correct temperature, a safeguard in case the water entering your Dishwasher isn't hot enough. Dead germs can't spread disease in the family because of the sanitizing temperatures that can be had in an automatic dishwasher.

"You do not need a mechanical dishwasher. Dishes can be hand-washed in the dishpan or sink as they have been these many years." Is this what you've been told or what you've finally decided? The decision is yours, homemaker. Do you want hygienically clean dishes, and utensils or will you spend that money that



Mrs. I. B. Howard, Arlington, shows off her automatic electric dishwasher, which is located to the left of the sink.

could buy a dishwasher for less important items?

Other Advantages:

Many housewives seem to have break-itis. She can't wash dishes unless she breaks one or two. Out of the 46,000 dishes she hand washes a year she's bound to break some. Too bad someone hasn't told her that a dishwasher means less chipping and breakage of dishes. A study done by Ohio State University showed that only two items were broken during a year's test with a dishwasher, while eleven were broken with hand dishwashing.

Less laundry is involved because it takes a lot of clean dish towels to dry those handwashed dishes. So housewives without a dishwasher have lots more laundry.

With a dishwasher, your kitchen may be kept spotless at all times. Dirty dishes are washed and stored for the next use—no clutter of dirty dishes piled high in the sink.

The only thing automatic about hand washing your dishes are your hands: automatically red, rough and dry. The only thing you hand wash today are the children.

Cleaning-up automatically after meals with a dishwasher reduces clean-up time by more than 50%! And this is a meaningful use advantage to every woman—whether she is a full-time homemaker or a working gal.

Buy-points for Dishwashers:

Look for: (1) Easy-to clean, durable, rust-resistant interior and exterior finish. (2) Convenient and suitable opening. (3) Racks that are rust-resistant, simple in design, ease in lifting in and out of unit. (4) Controls that are easy to read and reach. (5) Requirements for amount of water, pressure, and temperature.

MILESTONES OF MILK

- 1611 — Cows arrive from Jamestown Colony
- 1856 — Pasteur experiments start
- 1884 — Milk bottle invented by Dr. Harvey D. Thatcher
- 1895 — Commercial pasteurizing machines introduced.
- 1906 — Paper single-service container patented.

QUICK AND EASY RECIPES

Chocolate Covered Cherry Pie

- 1 9-inch baked and cooled pie shell*
- 1 15-ounce can sweetened condensed milk
- 1 cup semi-sweet chocolate pieces (6-ounce package)
- 1/2 teaspoon salt
- 1/2 teaspoon almond extract
- 1 can (1 pound 5-ounce) cherry pie filling
- 8 stemmed maraschino cherries, if desired

Prepare and bake pie shell. Pour can of sweetened condensed milk into a 1 1/2-quart sauce pan. Add chocolate pieces and salt. Cook on Heat 3 until chocolate melts. Stir vigorously until all chocolate pieces are melted and the mixture begins to thicken. Stir almond extract and cherry pie filling into chocolate mixture. Pour mixture into cooled baked pie shell. Chill 2 to 3 hours. Garnish pie with maraschino cherries. Makes 6 to 8 servings.

◆If preferred, use another type pie shell such as a graham cracker pie shell.

Easy Spaghetti

- 1 pound chuck beef, ground
- 1 1/2 teaspoons salt
- 1 1/2 teaspoons celery salt
- 1/4 teaspoon pepper
- 1 medium green pepper, coarsely chopped
- 1 4-ounce can mushroom stems and pieces and liquor
- 1 10-ounce package frozen cut corn-lose pack*
- 2 15 1/2-ounce cans spaghetti in tomato sauce
- 1 3-ounce can grated Parmesan Cheese

Place ground beef in 10 1/2-inch skillet and break up into small pieces. Sprinkle salt, celery salt, and pepper over meat. Layer other ingredients except Parmesan cheese over meat. Do not stir or mix; cover. Cook at low boil for 25 minutes. If desired, let stand on warm unit until serving time. Stir to mix ingredients. Sprinkle with Parmesan cheese before serving. Makes 6 to 8 servings.

◆Note: It is important that the block of frozen corn be broken up. Tap each side of the unopened package of frozen corn several times on edge of countertop or until the solid pack is broken up.

JUNE DAIRY MONTH

Milk and Cream continue as the second highest cash farm crop, exceeded only by livestock.

The real price of a quart or one-half gallon of milk is represented not by the number of cents required to pay for it, but by the amount of work that the consumer has to do to earn enough money to buy it.

Milk is one of the oldest known foods. Records exist of cows being milked in 9,000 BC. The Bible contains many references to milk: one of the best remembered is from Exodus 3:8—"milk and honey."

Hippocrates recommended milk as a medicine five centuries before Christ.

When Christopher Columbus came to America there were no cows, but on his second voyage in 1493, he brought cattle and other farm animals to the islands of the West Indies.

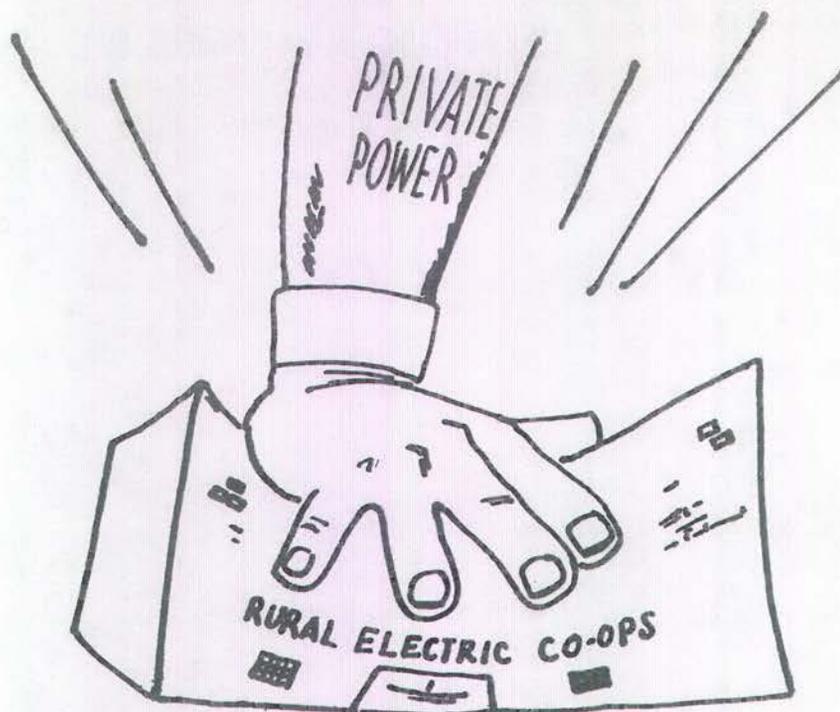


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THE SQUEEZE IS ON

Hierarchy in private power circles still can't seem to get over their long-held belief that rural electric co-ops are illegitimate children of the industry.

Among difficulties experienced by these executives is public acceptance of the fact that rural electrics are genuine and have a rightful place in the power industry.

Unlike 20 years ago, the official power company line now is one of hearty approval of co-ops—as they were in the beginning. Nostalgia even creeps into their statements. "You served a worthy purpose in helping bring electric service to farmers," they paternalize.

But it ends right there. A power company definition of "rural electrification" is a distribution line to a farmer. To them there is no "rural" in rural electrification. It is "farm" only.

This, of course, is done for a purpose—to keep co-ops as small as possible. This became exceedingly clear during a debate April 19 between Edwin Vennard, executive director of Edison Electric Institute, trade association for the

power companies, and Jerry L. Anderson, acting general manager of NRECA.

The debate came about through an invitation from a group of farm editors who represent leading daily newspapers around the country. They were meeting in Washington and asked Anderson and Vennard to come by and discuss pros and cons of the proposed supplemental financing plan for rural electrics.

Anderson obliged and outlined supplemental financing as a method to bring private funds into the rural electrification loan program. He said the plan could be used as a "bridge" which many co-ops can use to make an orderly transition from two percent government funds to independent financing from a bank which they would eventually own.

Then it came Vennard's turn at the podium. The power company executive spent most of his time rehashing old arguments utilities have been using for 30 years against the rural electrification program.

About all Vennard said concern-

ins supplemental financing was that he thought it a scheme to "promote government ownership of power" and that it is not "free market financing."

Power companies have always tried to belittle co-ops by calling them subsidized, tax-exempt, duplicatory, etc., so this line of reasoning was expected. But why the fierce statements against the supplemental financing plan?

The reason seems simple enough. If the rural electric supplemental financing plan is approved by Congress, it will mean that additional sources of loan funds will be available to co-ops—funds which systems need to meet ever-increasing power demands and to keep their system modern with rates as low as possible.

On the other hand, if the supplemental financing program is turned down by Congress, there will not be enough loan funds available to co-ops through the regular REA loan program. Co-ops would either stagnate or pay exorbitant interest rates through other financing means, if, in fact, they

(Cont. on next page)

THE SQUEEZE IS ON

(Cont. from pg. 10)

could obtain the loans. Either way the result would be higher cost power to co-op members.

National spokesmen for the power companies prefer the second choice. While Vennard said little about supplemental financing during the debate with Anderson, it is clear that a major effort will be made by the power companies to defeat the co-op bill when it comes before Congress this summer. Co-ops will have to marshal all their efforts if they expect the bill to pass.

The ironic thing about power company opposition to the financing bill is that it moves in precisely the same direction utilities say they favor. Namely, less government assistance. Power companies apparently think "free enterprise" is their domain and no one should intrude.

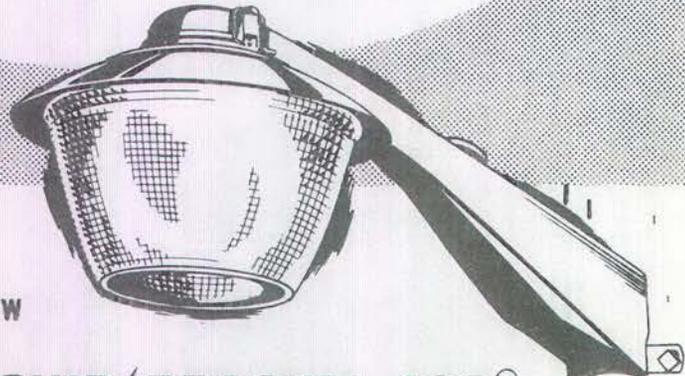
More likely, however, is that power companies want to restrict co-ops by cutting off their avenues for growth capital. This desire for monopoly control seems to be apparent from stands power companies have taken over the years on public policy.

For example, in the 1950's Congress voted that TVA should get its funds from private sources rather than government appropriation, a situation not wholly unlike the present. Yet the free enterprising power companies opposed the bill, apparently wanting to keep the squeeze on TVA.

This, it seems, is the reason why Vennard kept using the word "farm" when he should have said "rural". He apparently wants people to think rural electrification was meant for farmers only and that power companies have some divine right to serve all the big loads such as an industry or rural residences that are established in a co-op's service area.

Facts are that rural electricians have a right to serve loads that grow up in areas they have historically served. Anderson pointed this out to Vennard and made it quite clear that even though Mr. Vennard "may wish co-ops didn't exist, they do." He also served notice to the power companies that electric co-ops are here to stay.

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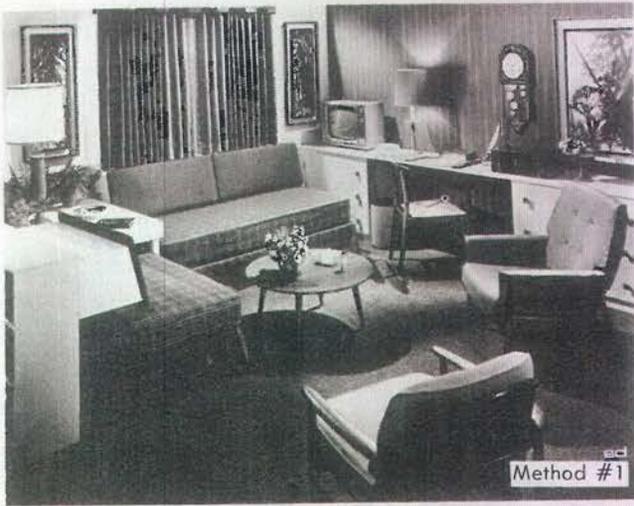
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Don't let

The easiest and most expensive way to decorate your home with fabric on the wall is to have it done by a professional wallpaper hanger. For the budget-minded and adventurous homemaker, lucky enough to have a handy husband, there are ways to do-it-yourself with a professional look.

Although primarily used for decorative purposes, fabric on the wall can also conceal cracks or damage, correct awkward architectural areas, or add cozy warmth to a drab room.

A few points should be kept in mind when selecting fabrics:

- A tightly constructed fabric will be the easiest to work with when applying the adhesive.
- Choose a fabric with a pattern which lends itself to cutting and matching in the area to be covered.
- Before ordering the fabric, learn the measurements of the wall.
- Select a fabric protected with a fabric flouridizer to guard the wall covering from accidental spills and splashes.

Before tackling the job make sure all the necessary tools are on hand. If, for example, a paste adhesive is being used, a paste brush, sweeping brush, sponge and plastic pail are needed in addition to razor blades and a smoother or seam roller.

The four methods of applying fabrics for professional looking do-it-yourself work are described and illustrated here:

Method 1—To cut, sew and apply with wheat paste and molasses.

After careful measurement of the

wall the fabric is cut to fit its length. The repeats are lined up in the fabric lengths, and the lengths are sewn together to conceal the selvage as well as match the repeats. One cup of molasses is added to each gallon of wheat paste to slow the drying, thus allowing extra moments to line up the pattern and straighten the seams after the fabric is hung. Once on the wall, the sweeping brush is worked from the center out to smooth all wrinkles, and the seams are flattened with the seam roller or smoother.

Method 2—*To cut and apply with slow-drying cellulose paste.*

This handsome bedroom can be

To cover a cracked, poorly plastered or uneven wall in a kitchen area, fabric is wrapped around pre-measured wallboard and stapled securely to it. Care should be taken to place the fabric on the boards so the pattern will match where the boards meet. The covered wallboards are then attached to the wall with brads in the middle and at spaced intervals to avoid buckling. Painted two-inch strips of lumber are nailed to the wall to form the main support of the boards.

Method 4—*To cut, tape, frame and nail to wall.*

To solve the decoration problem of



3-D Embroidery

When ironing embroidery work, place a turkish towel under the material and iron on the back side of the embroidery work. The embroidery stands up and looks like it was just sewn.

Save the Pieces!

Don't throw away the broken pieces of pressed powder in your compact. Add a small amount of water to the broken pieces and press together. When it dries, repeat. It takes about three applications of water to completely mend the compact powder.

Slip-Proof

When sewing oil cloth on the electric sewing machine, sprinkle the oil cloth with talcum powder to keep it from slipping.

Color Cubes

Freeze fruit juice for added color and interest in punch.

Greaseless Doughnuts

When frying doughnuts, add one tablespoon vinegar to the batter and they will not absorb the grease.

Rickrack Stitching

To prevent the points of rickrack from catching on the presser foot, cut a three-inch wide strip of waxed paper and place it on top of the rickrack and stitch down the center. The paper is easily removed after sewing.

Nail Polish Removal

Spilled fingernail polish can be removed from clothing or linens by soaking the polish in banana oil obtained from your druggist. Banana oil is used as a base for polish and will dissolve the spilled polish.

WALLS

floor you—

achieved by a simple technique of applying fabric to wall and strips of plywood. The fabric is cut to fit the window wall, after removing the selvage. Slow-drying cellulose paste is brushed on the wall surface and allowed to dry.

A second coat of paste is applied and while still wet the fabric is hung. If the fabric is uneven it can be removed, paste re-applied to the wall and the fabric re-hung correctly without damage. For other decorative treatments the fabric can be applied in the same manner to plywood strips cut to the width of the panel designs, and used to frame the window and create a baseboard and a border at the ceiling. Here the white tailored draperies are banded with the print and the print is repeated in the bed-spread, pleated dust ruffle and arranged in a canopy effect over the bed.

Method 3—*To wrap around wallboard, staple and nail to wall.*

an entrance foyer, framed fabric panels of a floral design can be adopted. In determining the size of the panels bear in mind that they should be equidistant from each other, the ceiling and the chair rail. Their locations should then be pencilled off on the wall. In preparing the fabric for the panels, be careful to cut at the same level when applied to the wall. The last step is to place double-faced masking tape where the pencil markings outline the panels and to press the fabric to the tape. Strips of molding, mitered for the corners and painted in the wall coloring, are framed around the panels with fine brads as illustrated. This method of applying fabric to the wall permits easy removal for washing or dry cleaning.

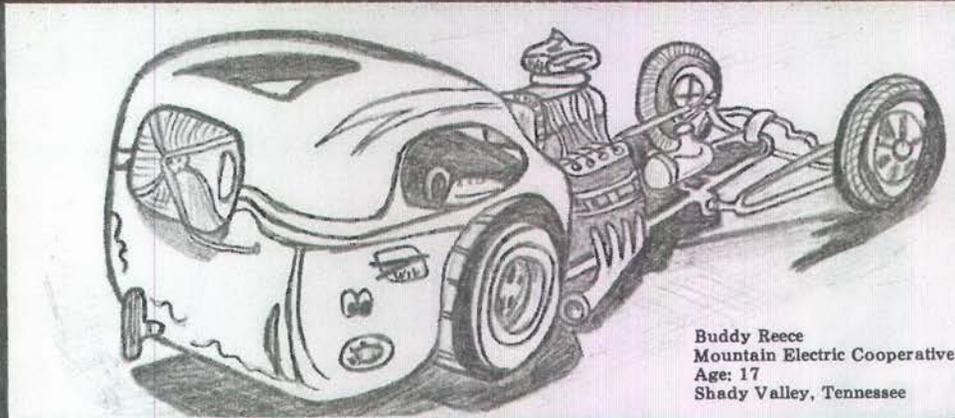
A handsome display of fabric on the wall can easily be the envied project of the neighborhood do-it-yourselfers—and well reward your patient artistic labors.

Uncle John's Page

This page is reserved for the young folks. We will pay one dollar for each poem or drawing published. ALL WORK MUST BE ORIGINAL. Drawings should be in black, and drawn on white, unlined paper. Tell us your age, address, and Electric Co-op, and

Send all items to:

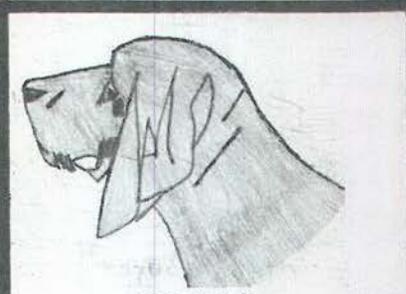
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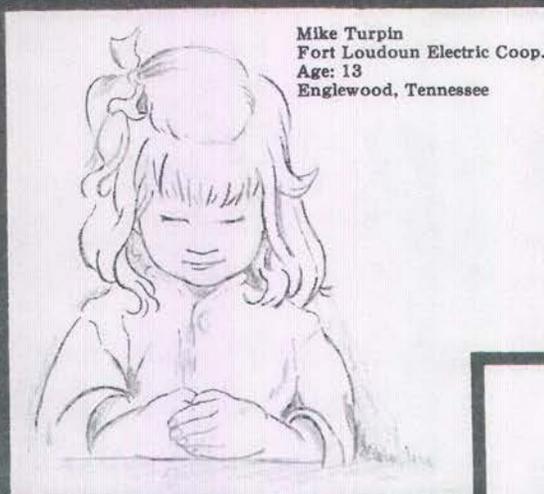
Buddy Reece
Mountain Electric Cooperative
Age: 17
Shady Valley, Tennessee



Phil Phillips
Pickwick Electric Co-op.
P. O. Box 265
Selmer, Tennessee



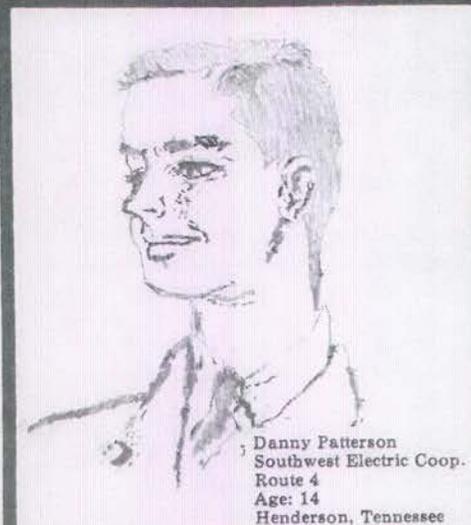
Clara Burrell
Route 2
Covington, Tennessee
Age: 10
Southwest Tennessee E.M.C.



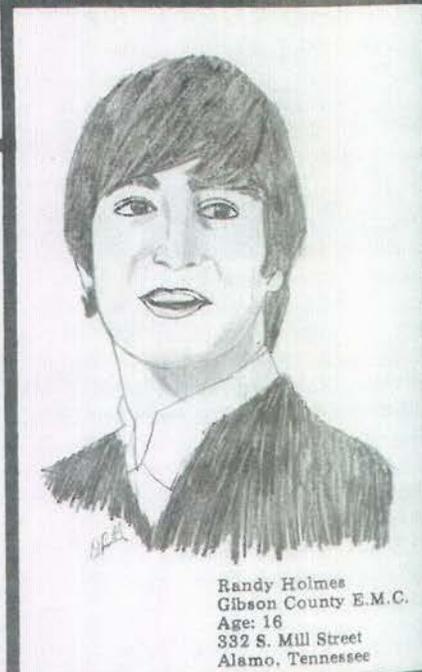
Mike Turpin
Fort Loudoun Electric Coop.
Age: 13
Englewood, Tennessee



George Moore
Route 1
Cornersville, Tennessee
Duck River Electric Coop.
Age: 10



Danny Patterson
Southwest Electric Coop.
Route 4
Age: 14
Henderson, Tennessee



Randy Holmes
Gibson County E.M.C.
Age: 16
332 S. Mill Street
Alamo, Tennessee

Timely Topics

WEED CONTROLS NEEDED FOR HIGH CORN YIELDS

Weed infestations, which research has shown will lower corn yields, can be effectively controlled by cultivation or by the use of herbicides, according to D. M. Gossett, assistant agronomist with the University of Tennessee Agricultural Extension Service.

"Research shows that one pigweed every 40 inches in the row reduces corn yields about seven bushels per acre," illustrates Gossett. "Under drought or low fertility conditions, this reduction in yield may be even greater."

Tennessee research indicates that about the same yield would be expected using either cultivation or herbicides for weed control, he explains. Effective control is the important point so the weeds will not compete with the corn for nutrients, moisture and sunlight.

"The primary purpose of cultivation is weed control," he continues. "Cultivation should be shallow—two to three inches—and frequent enough to prevent weed growth."

For preemergence weed control, the University of Tennessee recommends the use of either Atrazine, Simazine, a combination of Atrazine and Linuron "Lorox" or 2,4-D. Diuron is also recommended for West Tennessee.

Postemergence herbicides recommended for use on corn are Atrazine, Linuron "Lorox" and 2,4-D.

County Extension agents have information on the proper use of these herbicides.

WILT HAY—CROP SILAGE FOR HIGH QUALITY

Wilt high moisture hay-crop silage made from spring crops and you can save 10 to 15 per cent more feed per acre than from direct-cut, high moisture silage, advises Joe D. Burns, associate agronomist with the University of Tennessee Agricultural Extension Service.

"You don't need a preservative with wilted silage," says Burns. "A moisture content of 60 to 70 per cent will make good wilted silage. Well preserved wilted silage has a pleasant odor. U-T experiments are showing that cattle eat more silage as the water content goes down and the silage is drier as compared to high moisture direct-cut silage."

If a small handful of the wilted crop can be twisted without any juice running out, but glistens and is moist to the touch, then the moisture content is around 65 to 70 per cent and is ready to chop, he explains.

In dry weather, he adds, it will take only an hour or two to wilt. In humid weather, it may take five or six hours. A hay conditioner will shorten the time needed to wilt a crop.

The agronomist suggests that you can help insure high quality silage by making the first cutting of alfalfa in the bud stage (before bloom). Cut small grains in the boot to early milk stage. The clovers should be cut in the early to half-bloom stage and orchardgrass in the boot to early bloom stage.

The need for more stored feed has been forcibly brought to the attention of farmers due to the long cold winters of the past few years, points out Burns. Many farmers will have extra pasture, small grain and alfalfa forage in the spring which could be used for silage.

High quality silage grown in the spring can be fed to livestock during summer droughts and in the winter when cold weather slows or stops pasture growth.

HOW TO GET MORE FOR BEEF CALVES

Failure to castrate and dehorn beef calves may reduce their sale price by as much as \$10 to \$15 per head, advises W. G. Brown, Jr., assistant animal husbandman with the University of Tennessee Agricultural Extension Service.

"This is a management practice, often neglected, that is really an easy job when the animal is young," points out Brown. "In fact, it's almost too easy when we can get \$150 extra by selling 10 steer calves instead of 10 bull calves."

Castration when the calf is less than two weeks old is easier on both the calf and the operator, he explains. Two men can catch and hold a younger calf while in the pasture; an older calf requires a catch pen and restraining equipment. A younger calf suffers less shock and setback than one four or five months old. Always use a sharp knife to castrate.

Dehorning, if needed, may be done at the same time as the castration, continues Brown. Calves less than two weeks old may be dehorned with caustic paste. The first step is to locate and irritate the horn nub surface by scraping it with a knife or file. Then apply the caustic to the horn area, covering a surface about the size of a dime. A thick caustic paste usually works better than liquid caustic.

If dehorning is delayed until the horns appear, other procedures are necessary, adds the animal husbandman. Hot irons, spoon type or Barnes Dehorners are all acceptable instruments. The larger the horns, the more shock and setback the calf will undergo.

"Dehorning and castrating calves at an early age causes them much less discomfort and is much easier to do," emphasizes Brown. "However, do these jobs on older animals, if they need it, if you expect to get the full market price. Remember—these management practices are worth up to \$15 per steer; so fit them into your beef cattle management program."

FARM BRIEFS

Cankerworms and Eastern tent caterpillars can be controlled by DDT sprays. Mix two quarts of 25 per cent emulsifiable DDT concentrate or two pounds of 50 per cent wettable powder in 100 gallons of water. Apply enough spray to wet the leaves and stems of the tree, but not enough to cause dripping and run-off.

University of Tennessee research shows that about the same yield of corn can be obtained using either cultivation or herbicides for weed control, according to a U-T Extension agronomist.

A combination of cultural practices and chemicals will control heavy weed infestations in soybeans, says a University of Tennessee Extension agronomist.

Several crops of weeds can be destroyed by working the seedbed at intervals before planting soybeans, suggests a University of Tennessee Extension agronomist.

WATER SAFETY

Warm weather is peeking out again from the passing clouds of winter, and for boating enthusiasts, the first glimpse of forthcoming sunny days is enough to send them running from the confines of land to the docks to begin scraping the barnacles off the hulls of their boats in order to get their respective vessels ship-shape and ready for another summer of fun-filled days on the waterways of Tennessee.

For those of you who know all there is to know about boating, this article may serve as no more than a refresher course, and for those of us who know next to nothing about the rules of the waterways, the following may be used as an introduction to good boating and good times this spring and summer.

EQUIPMENT

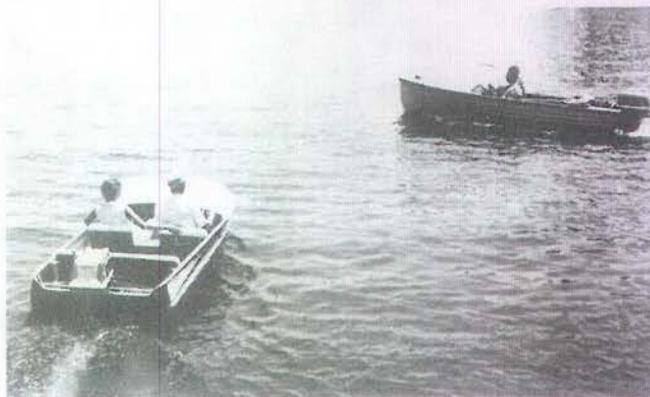
According to Ray Geis, Director of Safety Services in the Nashville-Davidson County Chapter of the American National Red Cross, the first step is to make sure your boat is equipped with at least the minimum of required equipment. These articles are: a back-fire flame arrestor; at least two ventilators fitted with cowls for the purpose of properly ventilating the bilges of the engine; a bell; one approved life preserver for each person on board; one hand or power operated whistle and a portable fire extinguisher. All vessels must contain these Coast Guard approved articles before being allowed to proceed upon Tennessee waterways.

LIGHTS

All boats operating on the waters of Tennessee between the hours of sunset and sunrise must carry the lights prescribed by the Coast Guard. Boaters should therefore check with the nearest Coast Guard official as to the proper lighting devices required aboard his vessel. A penalty of \$500 may be assessed for failure to display the proper lights.

RULES

The traffic rules for all watercraft are similar in most respects, but the boatman should follow the specific rules for his area of operation.



Caution and courtesy on the waterways keeps everyone alive to sail another day. . .



These boaters know the steering rules when underway and are doing their part to keep Tennessee waterways safe by abiding with these vital regulations.

In Tennessee, when meeting head on or nearly so, boats should keep to the right. (The rule is the same as the corresponding traffic rule for automobiles.)

When boats are so far to the starboard of each other as not to be considered as meeting head on, they pass on the right of each other. Whistle signals should be given.

In crossing situations, the boat on the right is the privileged vessel. (Again, the rule is similar to corresponding highway traffic rules when cars meet at an unmarked intersection.) The boat on the left is the burdened vessel and must slow down, change course, and pass astern of the other boat and stop, or reverse, if necessary, to avoid collision. The privileged boat maintains its course and speed.

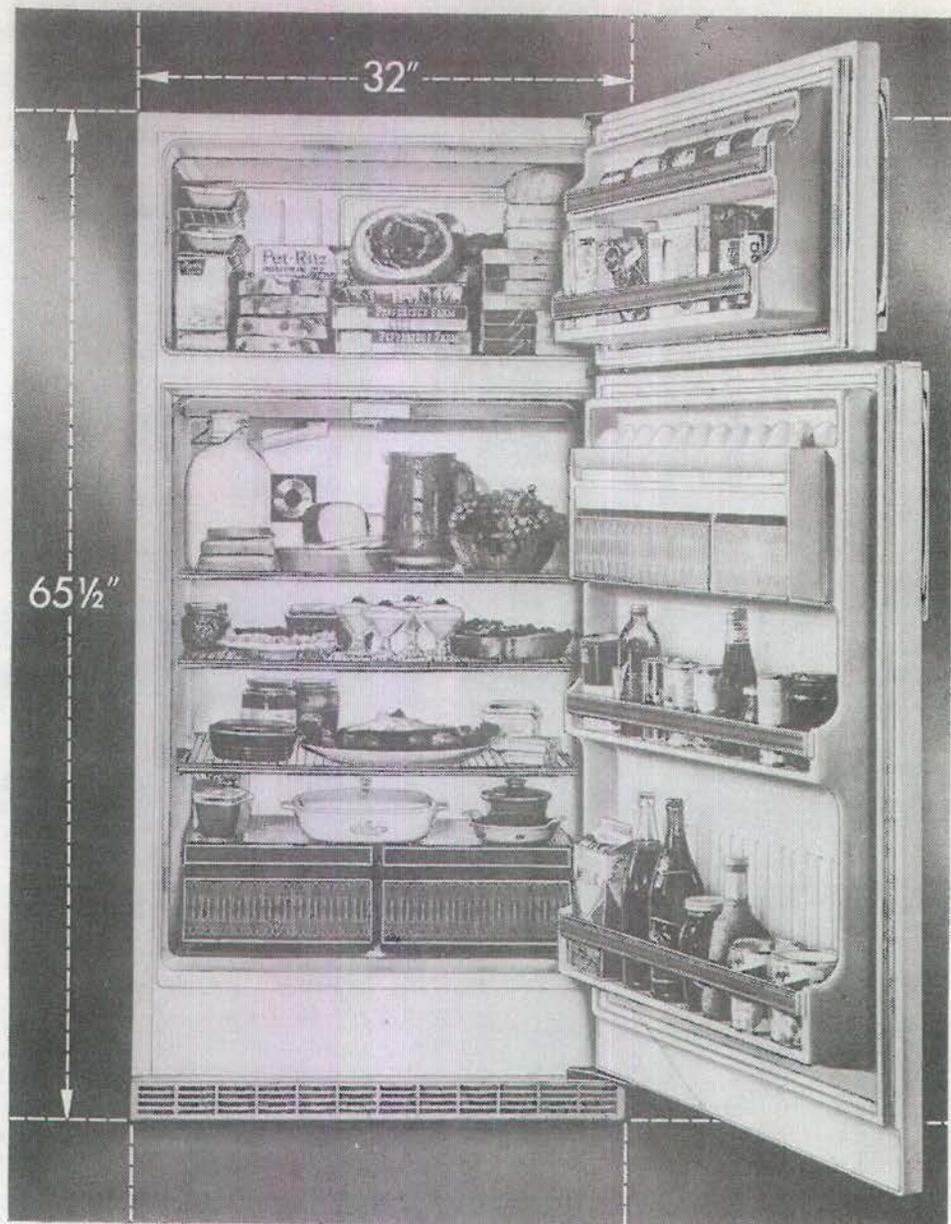
In passing situations, the boat being overtaken is the privileged vessel, and the burdened vessel must keep clear. The burdened boat may pass to either side after proper signals have been exchanged. The overtaking boat gives one short whistle blast if it wishes to pass to starboard of the boat being overtaken. The overtaken boat will answer with one short whistle blast if conditions are safe for passing on the right. Two whistle blasts are given if the burdened vessel wishes to pass to port. If the privileged vessel answers with the danger signal (four or more blasts), the burdened vessel indicates it is safe to do so by giving the proper signal.

The purpose of the "Rules of the Road" is to prevent accidents by establishing certain procedures that vessels must follow when danger of collision exists. Still, it is the responsibility of all vessels to avoid collision, and under certain conditions, a departure from the norm may be necessary on the part of the vessels involved to avoid immediate danger. **WHEN IN DOUBT, KEEP CLEAR OF THE OTHER VESSEL.**

When leaving a pier or a slip, a boat has no rights until it is underway. Reckless operation that will endanger life, limb, or property is punishable by fine and/or imprisonment. Speeding or water skiing near swimmers or damage caused by a boat's wake may result in a charge of reckless or negligent operation.

As all "old salts" already know, there is a great deal more to safe sailing on the waterways other than adhering to the bare essentials of good boating.

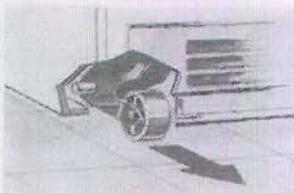
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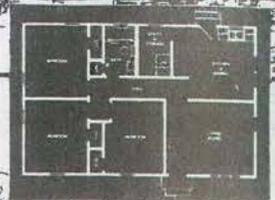
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Thanks to low cost electricity, efficient modern homes are being equipped with outdoor hot water faucets for convenience. Electricity is used both to pump and heat the water. This makes exterior washing easier than when it is necessary to carry buckets of hot suds and rinse water from the kitchen. So ladies, man the water hose, grab the soap, pick up a couple of scrub brushes, a broom and a mop . . . and let's spring houseclean outdoors. Here's a baker's dozen of ideas to speed your work.

1. Wait for a dull, overcast day to wash windows and glass-top garden furniture. Those extra-sunny days may cause the suds and rinse water to dry so quickly that streaks may develop on the glass.

2. Fiber or grass rugs for porch or terrace, and the floors they cover, need regular care, so follow this routine: Use your electric vacuum cleaner or broom on each rug daily. Vacuum the rugs and wash the floor borders at least once a week. Then, every two weeks or so during the dusty season, roll up the rugs and scrub the floors underneath. If there is good drainage, rinse with the garden hose: this method is especially good for tile and cement surfaces.

3. You can scrub soiled stucco walls with soap or detergent suds and a long-handled stiff brush. Try to schedule this after a rainy spell has softened the dirt. And did you know that your house should be soap-and-water scrubbed every six months to help preserve the paint.

4. Before applying a fresh coat of paint to a window sash, scrape away loose or peeling old paint. Then rub the wood with sandpaper. Finally, scrub both the sill and sash with thick soap or detergent suds to wash away surface dirt.

5. A hammock can be scrubbed clean without being removed from the tree or stand from which it is suspended. A brush, hot sudsy water, and lots of elbow grease will do the job.

6. Here's a recipe to mildew-proof canvas awnings or covers to make your spring cleaning easier and to

help prolong the life of the awnings; soak them in very sudsy water; then, without rinsing, dip them into a solution of copper sulphate purchased at the drug store.

7. Since porch, garden and patio lights have to weather the weather and battle the bugs, they need to be kept clean in order to maintain brilliant lighting. Disconnect cords, then wash shields with hot suds, and wipe the bulbs before reconnecting

the cords. And while you're thinking about it, does your yard or patio need additional lighting? Now is the time to install it so you can take full advantage of those long summer evenings.

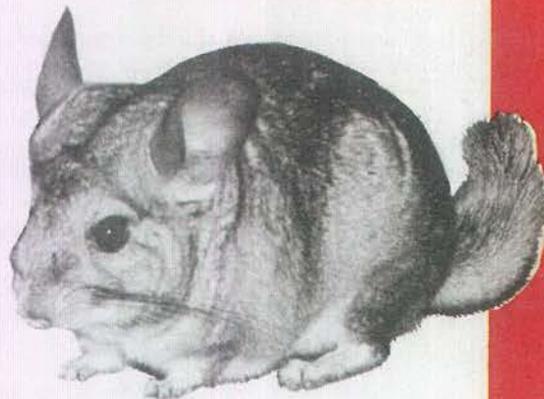
8. Metal fixtures, such as garden lamps and metal chair frames, can be cleaned with soap and water. Scrub all surfaces with a sudsy brush, rinse and wipe with a clean cloth.

(Cont. on next page)

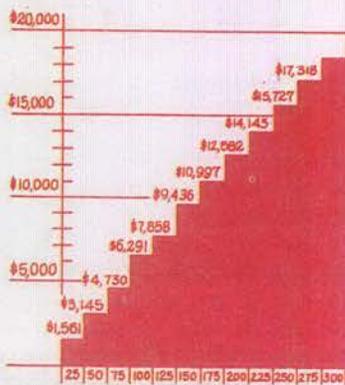
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TM-6



Volunteer Views

by J. C. Hundley
Executive Manager, TRECA

In several of the recent issues of this publication, the need of and the possible organizational structure for a Supplemental Financing Plan for rural electric co-ops have been projected in considerable detail. Except for the original rural electrification plan itself, the Supplemental Financing program may well be the most important development to date in terms of the continued progress of the nation's rural electric co-ops.

Soon after an almost unanimous passage of a resolution by voting delegates at the recent Annual Meeting of the National Rural Electric delegates at the recent Program, U.S. Representative Poage of Texas introduced a bill in the House which closely paralleled the recommendations made by NRECA.

It is now with no small amount of pride and gratitude that we can say that the companion Supplementary Financing bill (Senate Bill No. S3377) has been introduced in the upper house of Congress by Tennessee's own Senator Ross Bass. Co-sponsor of the Senate bill is Senator John Sherman Cooper from our neighboring state of Kentucky.

We have long been proud of Tennessee's Congressional Delegation. The introduction of this important legislation by one of our Senators, and the support in its passage for which we hope, and expect, from our Congressional Delegation is one more fine example of the progress that can be made when friends of the rural electrification program are elected to Congress, are kept informed of our needs, and are given our cooperation twelve months every year.



Few of us who watched a May 9th television program entitled "The Hill Country", in which President Johnson talked about the area in Texas where he was born and raised, anticipated the great tribute that he was to pay to the cooperative rural electrification program.

The President talked about the vast changes which have taken place since 1930, changes which he called "a revolution with soil conservation, with water power, with rural electrification, with better management practices." Mr. Johnson noted that six dams were built on the Pedernales River which had brought floods under control. Said the President of the United States, "We provided our people with cheap power, and the REA (financed) lines were stretched to practically every farm and ranch home in this area. This resulted from the power of the government to bring the greatest good to the greatest number of people. It meant we would have power to pull water out of the well, to run our machinery, to grind our feed, and irrigate our land. It meant an entirely new way of life. It brought land values from \$5 an acre to some of the adjoining land here now selling for \$100 and \$200 an acre."



The nation's rural electric co-ops were organized to do the job that America's private power companies couldn't, or didn't want to do, NOT to compete with the profit utilities in the urban areas where they were providing adequate service. The only competition which electric co-ops have offered is that, in operating on a non-profit basis, they have shown what it actually costs to generate and transmit electric power. This, without being a co-op objective, has often proved embarrassing to the profit-minded private power companies, who would much rather not have rural electric co-ops around to provide such "yard-sticks" of costs.

And embarrassed the private utilities should be, too, for while they scream about the unfair competition of the rural electric systems, they continue to mount record profits. Preliminary reports for 1965 show that the commercial power companies had, (1) record revenues of \$13.4-billion, an increase of 5.8% over 1964, (2) record profits after taxes of \$2.568-billion, a 7.3% increase over 1964 and (3) for the first time ever had produced more than 1-trillion kilowatt hours in one year.

As is plainly evident, power company executives shouldn't cry too hard about electric co-op competition because, like gunpowder, money should be kept dry.

SPRING HOUSECLEANING

(Cont. from pg. 19)

9. Terry cloth slipcovers for chaise, glider and chair cushions should have elastic edging to hold them snugly in place.

10. A small whisk broom tied to each piece of garden furniture for a quick brush-off encourages open air relaxation.

11. Often dirt causes an outdoor umbrella to look worn out. Before discarding it, give it a thorough going over, inside and topside, with a well-lathered scrub brush.

12. Scrub wicker furniture with thick warm suds, working into the crevices with a stiff brush. Rinse with a fine spray of water and set in the sun to dry.

13. Reed or cane furniture should be dusted with a stiff brush or electric vacuum cleaner attachment, washed with a sponge wrung out of soap or detergent suds, then rinsed with a clean damp sponge.

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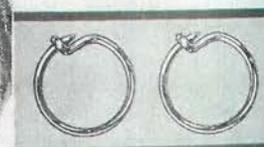
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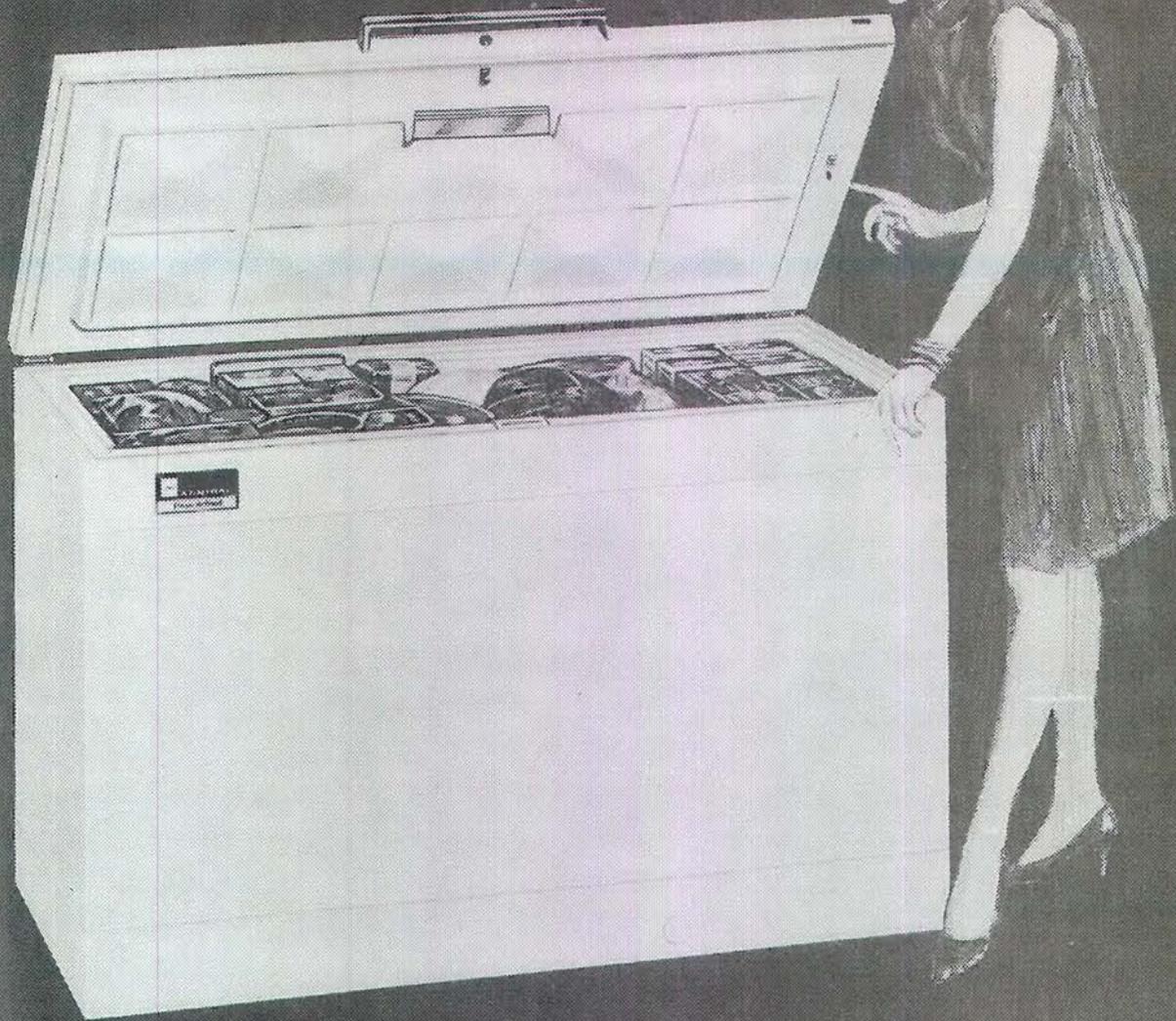
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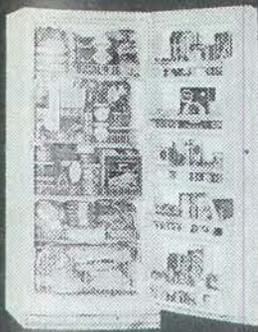
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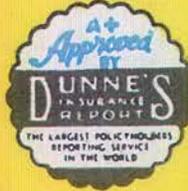
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