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COMPLETE FEBRUARY SCHEDULE WLAC-TV NASHVILLE

FEBRUARY SPECIALS
- "PINOCCHIO" — MONDAY, FEB. 13, 1967 (COLOR) - 6:30-7:30 PM
- NATIONAL GEOGRAPHIC "ALASKA" — TUESDAY, FEB. 7, 1967 (COLOR)
- ANDY GRIFFITH SPECIAL -- TUESDAY, FEBRUARY 21, 1967 (COLOR)
- "WIZARD OF OZ" — SUNDAY, FEB. 12, 1967 (COLOR)
- YOUNG PEOPLE'S CONCERT - THURSDAY, FEB. 23, 1967

TIME SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

SUNDAY SPECIALS

EVENING

Death Valley Days (c) Death Valley Days (c) Death Valley Days (c)
Neighborhood Neighborhood Neighborhood

Smothers Brothers Smothers Brothers Smothers Brothers

Michael Connon Michael Connon Michael Connon

CBS News CBS News CBS News

Smothers Brothers Smothers Brothers Smothers Brothers

Big News Big News Big News

TUESDAY SPECIALS

FEBRUARY SPECIALS

NATIONAL GEOGRAPHIC "ALASKA" — TUESDAY, FEB. 7, 1967 (COLOR)
- ANDY GRIFFITH SPECIAL -- TUESDAY, FEBRUARY 21, 1967 (COLOR)
- "WIZARD OF OZ" — SUNDAY, FEB. 12, 1967 (COLOR)
- YOUNG PEOPLE'S CONCERT - THURSDAY, FEB. 23, 1967

TIME SUNDAY MONDAY TUESDAY WEDNESDAY THURSDAY FRIDAY SATURDAY

SUNDAY SPECIALS

Evening News (c) Evening News (c) Evening News (c)

Death Valley Days (c) Death Valley Days (c) Death Valley Days (c)

CBS News CBS News CBS News

Smothers Brothers Smothers Brothers Smothers Brothers

Big News Big News Big News

TUESDAY SPECIALS

CBS Specials CBS Specials CBS Specials

MARTIN & LIEBER The Beat Goes On The Beat Goes On

CBS News CBS News CBS News

Smothers Brothers Smothers Brothers Smothers Brothers

Big News Big News Big News

THURSDAY SPECIALS

CBS News CBS News CBS News

Smothers Brothers Smothers Brothers Smothers Brothers

Big News Big News Big News

FRIDAY SPECIALS

CBS News CBS News CBS News

Smothers Brothers Smothers Brothers Smothers Brothers

Big News Big News Big News

SATURDAY SPECIALS

CBS News CBS News CBS News

Smothers Brothers Smothers Brothers Smothers Brothers

Big News Big News Big News

CBS CALLS ON WLAC-TV FOR VIET-NAM NEWSMAN

John Smith, Chief News Photographer for WLAC-TV, has been granted a year's leave of absence to go to Viet Nam on a special news assignment for the CBS Television Network. Announcement was made recently by T. B. Baker, Jr., Executive Vice President and General Manager of WLAC-TV. Smith, a member of the WLAC-TV staff since 1960, is one of the top news award winners in Nashville television, and has won many national awards for his outstanding coverage of local news. While on assignment with CBS in Viet Nam, Smith will work out of the CBS Bureau in Saigon, and will continue to serve as Special Assignment Reporter for WLAC-TV.
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To The Point
by John E. Stanford

In addition to Tennessee's Congressional delegation, the list of Congressmen whom I admire most would have to include Senator Lee Metcalf of Montana. I have never met the gentleman, but I have great respect for such a man, not merely because he has many of the same convictions which I have concerning rural electric co-ops versus private power companies, but primarily because he is willing, even anxious, to make known his feelings, without pulling punches and without fear of his own political best interests.

For several years now Senator Metcalf has been illuminating the U.S. Senate and the general public with facts concerning the private power companies, and he has let the chips fall where they may. He was the originator of the tag of "I.O.U.'s" to describe the private power utilities in their roles of heavy recipients of Government tax considerations. The big power boys, when they arrived at a decision to describe themselves as "Investor Owned Utilities" as part of a big public relations campaign, didn't realize, apparently, that the first letters of those three words were so meaningful in terms of what the Federal Government's favorable tax laws have done for them financially.

Also through the years, Senator Metcalf has been duty and justly critical of the enormous profits, or overcharges, which many of the private power companies have made in their monopolistic operations, supposedly under the watchful eyes of the utilities commissions of the various states.

It is against this brief background that we welcome the news that OVERCHARGE, a new book by Senator Metcalf and Vic Rehmer, his executive secretary in Congress and a former newspaperman, has just been released for sale to the public. Here are only a few facts gleaned from a pre-release look at this very revealing and important book.

OVERCHARGE very graphically shows how millions of people throughout the nation are being charged much higher rates for electricity than are other American families who are supplied by cooperatively, publicly or municipally owned facilities.

The book debunks a belief held by most Americans that private utilities, because of their privileged monopoly position and captive market, are not allowed to earn more than 6% profit and that government regulatory agencies make certain there are no excessive deviations from this norm. OVERCHARGE reveals that a good number of I.O.U.'s return a profit in excess of 15%, that their net profit is often greater than 20% of their revenue—which is far more than is received by most risk-taking, free enterprise businesses.

As a startling example of rate variations, the authors note that 500 kilowatt hours delivered by Boston Edison—an I.O.U.—cost customers $13.44 while the same amount of electricity delivered to residents of Seattle's city-owned system costs only $5.00.

OVERCHARGE names the companies that are exploiting vast numbers of the American public and exposes the hidden facets of their financial operations. It reveals in documented detail the apparatus set up by utility companies, often provided for with customers' money, for the dissemination of propaganda through radio, press, advertising, and in our schools and legislatures. And it tells how electric consumers unknowingly finance extremist organizations which receive regular contributions from the I.O.U.'s.

This book, which is certain to be greeted with outrage by those corporations named in its contents, is the first book to dramatize and document the crying need for urgent, immediate elimination of the abuses in a large proportion of this nation's electric power supply.

This book should bring pride to all members of rural electric co-ops that they are part owners of organizations whose sole purpose it is to be of the greatest possible service to many member-owners rather than the greatest possible profit—often through overcharges—to a relatively few stockholders.
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1967 Hotpoint Washer makes it simple to be certain:
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- Automatic sensing-device shuts heat off when clothes are dried—not overdried.
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An energetic Pikeville, Tennessee businessman is …

by John Stanford

It's said that pork processors have found a use for every part of the hog except its squeal.

In the lumber business, Cecil Morgan, owner of the Morgan Manufacturing Company in Pikeville, Tennessee, in Bledsoe County, has found a use for just about everything in hardwood logs except their bark, and don't bet this energetic 46-year-old East Tennessean won't find a use for the bark of timber before the swine folks find a use for the squeal of porkers.

Morgan was born into a lumber family and he doesn't deny that he might have teetohed on a pine knot. His father made a career of lumber and Cecil Morgan has been engaged professionally in one phase or another of lumber most of his adult life.

For ten years prior to 1958, Morgan operated the Pikeville Lumber Company on a contract basis with the company ownership. It was during these ten years that Morgan saw many hundreds of low grade hardwood logs from newly cleared fields piled and burned for the simple reason that there was little or no market for this type wood in the immediate area. Morgan gave this matter a lot of thought before, in 1958, he gave up a good-paying job with a good future and security, scrap ed together all the money he could raise (including a new $10,000 loan on his home), and established the Morgan Manufacturing Company. The company's principal product is a wooden pallet, built to order to almost any size specification.

Briefly defined, pallets are wooden platforms on which considerable quantities of materials may be stacked for speed and ease of handling by a fork lift or other materials-handling equipment. Pallets usually consist of two rows of 7/8-inch boards, nailed and separated by 2-by-4 stringers. It is in the space between the two rows created by the 2-by-4's (actually about 3-5/8 inches) that the forks of the fork lifts and other equipment are run prior to lifting the pallet and its load for horizontal or vertical movement (or both), or onto such moving equipment as a truck, trailer or train boxcar.

It would be incorrect to say that Morgan gave up a good job and went into business for himself merely to aid the economy of his area through putting to good use quantities of low grade timber for which there was no market. On the other hand, it also would be incorrect to say that Morgan took this bold step for purely selfish personal reasons. Actually, it was a combination of these two motivations which brought forth his pallet manufacturing plant and, so far, it has been a good move for his area and for Morgan. For example:

The company bought some 2½ million board feet of timber last year for which it paid almost $118,000. (It is estimated that for every man employed in a plant of this type, four men are employed elsewhere as cutters, loggers, haulers, etc. That means that, with 50 employees, the company is instrumental to the employment of 200 other persons supplying timbers to the plant.)

Each day, the plant processes enough lumber into pallets (12,000 board feet) to frame an average two-bedroom house.

The company has a payroll in excess of $100,000 per year which, coupled with its expenditure for raw timber, means that the plant is putting some $220,000 directly into the local economy with these two items alone—and there is considerably more. If, as authorities say, each dollar placed in an area "turns over" seven times before it leaves the area, that means that the Morgan Manufacturing Company is aiding the economy of its area by more than $1½-million dollars every year.

The company has in excess of $85,000 invested in plant, which has both tax and economic considerations.

Although labor and timber constitute the largest dollar outlays for the plant each year, there are a number of other smaller ones. Nails, for example, require an outlay of some $14,000 per year for 120,000 pounds. If all the 2-inch nails used by the plant each year were laid end to end, they would stretch for 500 miles.

As is the case with most finished objects, a wood pallet requires more steps for construction than might be thought necessary by the casual bystander. Here are the major steps in constructing a pallet:

1. The plant receives the rough timber from the supplier, who trucks it to the company's yard. Most purchased timber is a low grade, and few purchased timber is a low grade, and few...
grade—Group 4—of hardwood. It is generally of low grade because of having been burned over at some time in the past, because of not being adaptable to the soil in which grown, and for other reasons.

2. Timber is transported by tractor-type fork lift to debarker, where all bark is removed.

3. Debarked logs are then conveyed to nearby saw mill, where they are cut to desired dimensions by 56" Corley saw.

4. The good cuts are now transported by fork lift to a grading shed where they are sorted by length and grade. The slabs and edging strips from Step 3 are belt-conveyed to a 47" chipper where they are reduced to 1/4 by 5/8 inch chips and transported to Kingsport and sold to a paper mill for $10 per ton. (Slabs and edging strips were once burned until this useful purpose was found for them).

5. Lumber is now double-end trimmed by two saws at twice the eventual length desired.

6. All lumber going into pallets is run through a planing machine, a step not always taken by pallet manufacturers but one on which Morgan insists in an effort to give his customers the best possible pallet.

7. All lumber goes through cutoff saw, which cuts it in half, which is to length it will be used.

8. Some of the lumber is run through a band resaw where, if desired, it can be cut in two in width.

9. The lumber is now ready for the assembly room, where it is nailed together according to the dimensions on order.

After the pallets are completed in the proper numbers to fill orders, they are usually loaded on tractor-trailers and trucked to ultimate destinations. Morgan keeps two trucks on the road most of the time. Customers are fairly well centered in Nashville, Knoxville and Chattanooga, although Morgan considers his primary trade territory as being a 200-mile radius of his plant, which includes parts of three states. He receives an average of about ten to twelve cents per board foot for his finished pallets, a board foot being 1 foot-by-1 foot-by-1 inch.

Electric power, supplied by Sequachee Valley Electric Co-op of which Morgan and his wife (who also is his business partner in charge of the office) are long time members, is used in virtually every phase of the pallet manufacturing operation. The plant uses 19 motors ranging in capacity from 3 to 180 horsepower, with a total connected load of more than 500 horsepower.

"We couldn't begin to operate without electricity," says Morgan, "and our co-op sees that we get...."
Stop for a Moment and Think . . . Would you sell your eyesight for $10,000, $50,000, or even a million dollars? A MILLION dollars! Sure that’s quite a sum; however, I doubt there is a person who would sell his sight for any amount of money. Thus eyesight is a priceless possession. Too often the gift of sight is taken for granted and is not fully appreciated until the vision is impaired.

Three factors are involved in seeing: 1. the eyes 2. the task 3. the light. We as individuals have very little control over the first two factors. We cannot replace our eyes with new eyes, neither can many of us change the nature of our task. We do, however, have control over the third factor which is the light.

Light is as essential to vision as the eyes themselves, for without light there is no sight. Even with perfect eyes one can see no more than a blind person when he enters a totally darkened room. Therefore when thinking of the things necessary for good vision, the importance of light cannot be overlooked as it is the source of all seeing.

Poor light causes headaches, nervous tension, fatigue, cross and irritable dispositions, and frowning.

One of the main objectives in home lighting is to get the right lighting in the right place for each task and thus avoid the problems caused by poor lighting.

Every room in the home should have good general lighting—light which will be distributed over the entire room. Unless there is this kind of lighting, there is no way of providing comfortable seeing. General lighting must be supplemented with local lighting which is needed where any visual task (reading, sewing, studying, desk work, food preparation, and grooming) takes place. Floor or table lamps are usually preferred for local lighting in living areas such as living, family, dining rooms, and bedrooms while permanently attached fixtures are desirable in utility areas, at the bathroom mirror, and in the kitchen over the range, sink, and work counter.

Homemakers are aware of guideposts in planning menus and selecting personal accessories. The same should exist for good home lighting. Before selecting a lamp one should ask, where and how will it be used? A lamp selected for decorative beauty is a matter of personal opinion and taste. But the criteria which determine lighting effectiveness for good seeing are measurable physical characteristics. To get the most from lamps, make sure they are correctly designed as to: dimension, shades, size and type of bulb, and diffusers.
Some handiwork requires an "extra punch" of light in addition to that provided by portable lamps. Units such as this intensity lamp are available to give this extra amount of light. They are not expected nor designed to light the task alone. They are to be used only with other portable lamps.

Fred Colvett's of Crockett Mills, Tennessee, have not kept pace with electrical living by having the most modern electrical equipment but are keeping pace with the lighting in their home as they realize the necessity of well-diffused light.

2. Lamp shades should be open at the top to permit some upward light as well as downlight, and they should be wider at the bottom so as to give a generous spread of light over the reading or working area.

3. Lamp shade should be deep enough to conceal the light bulb from view when either seated or standing.

4. The shade should be dense enough to prevent glaring bulb brightness from shining through the material of the shade.

5. The inside of the shade should be white or near white to reflect as much light as possible.

6. For good seeing, lamps need bulbs of a specific size to light the area or seeing task properly.

   - Table or floor lamps—standard socket 150 watt bulb, a 3-way light 50-100-150 watt bulb or a 50-200-250 watt bulb.
   - Table or floor lamp Mogul (extra large) socket use a 3-way light 100-200-300 watt bulb. White bulbs (bulbs coated on the inside) are the best to help diffuse the light.

7. For the better quality of light the lamp should provide well-diffused light. Diffusers reduce glare because they spread and soften the light.

Four recommended diffusers are:

- **A. C.M. Glass Diffuser (Certified Lamp Makers)**
  - 8" top dia., 100/150w or 100/150w or 100/150w ( mogul)
  - Design supplies bulb from top viewing

- **B. Bowl-Shaped Glass Diffuser**
  - Various Designs
  - Whiteglass preferable
  - 10" top dia., 50/150w, or 50/150w or 10" top dia. 50/150w ( mogul)

- **C. R-40 Soft-White Indirect Bulb in Wide Harp, 60/100w**
  - Large size and weightness of bulbs helps diffuse the light

- **D. Plastic Diffusing Disc**
  - (Multiple Socket)
  - Total 100w—2 lamp switch desirable
  - Disc about 1" above shade bottom
  - Also shaded at top if upper edge less than 30" above floor

The placement of the lamp is of utmost importance if you are to get the full money's worth of light from a well-chosen lamp. In all cases lamps should be placed to throw shadowless light on the task. Floor lamps used for reading should be positioned so the light will come from over either the right or left shoulder. When writing or drawing, the light should come from the side opposite your working hand so that the hand doesn't cast a shadow on the work.

Another thing to consider after the correct lamp has been chosen and has been properly, placed is to keep it clean. Dust and dirt can rob you of useful light—as much as 40 per cent. Lamp shades, reflecting bowls, bulbs, and tubes should be dusted regularly. Glass and plastic diffusers or reflectors should be washed often to remove the film of dirt which forms on them even in the cleanest household.

Knowing that our eyes are our priceless possessions and they are irreplaceable, we should give them the best care possible. Let's not forget there is no sight without light and the lighting we use makes a difference. Therefore guard your gift of sight with the right light.
A Prime Order of Business

On the rural front in the 90th Congress is "supplemental financing" legislation, a measure vital to the growth and prosperity of rural America.

When the new Congress recently convened the most pressing rural item on its agenda was consideration of legislation to head off serious shortages of loan capital in the rural electrification program. "Rural electric cooperatives must get financing from sources in addition to the present REA program. If they don't, then rural electrification will be on its last legs," That's the conclusion of Clyde T. Ellis, general manager of the National Rural Electric Cooperative Association, NRECA President Paul Tidwell of Tennessee, and other rural electric leaders.

As these leaders see the problem, their systems will need about $9-billion in growth capital over the next 15 years, a projection backed by independent studies. Last year Congress authorized $375-million for the REA loan program. If Congress continued to appropriate at an annual rate of $375-million—which by no means is assured—that would total $5.6-billion within 15 years.

The difference between the two figures is more than $3-billion, the amount electric co-ops would lack in needed growth capital. The result of such a shortage would be serious; the scrapping of plans for necessary power supply systems; deletion of two-way feeds into substations; competition between co-ops for a portion of the inadequate supply of loan funds.

Ellis says this shortage would mean a general slow-down in rural electrification, weakened electric systems and, inevitably, "brownouts" or "blackouts" in America.

Many leaders in Congress also see the need for "supplemental financing" in the rural electrification program, and so does the Johnson Administration.

The last Congress wrestled with the financing problem for seven months but failed to come to an agreement on details before time ran out in the session.

Nevertheless, rural electric leaders hasten to point out that the seven months was time well spent. Congressmen are more aware of the needs of the rural electrification program now than they were before the first bill was introduced.

And lengthy hearings before the House Agriculture Committee plus countless hours of debate within the Committee led to a form of agreement on details to be included in a supplemental financing bill. This agreement was embodied in Committee Print No. 1 of H.R. 14000 and H.R. 14837, the final product of the 89th Congress.

Of course, this print, and all other supplemental financing bills, died with adjournment of the last Congress. A new bill will be introduced in the opening days of the session, and its provisions are expected to follow closely those in Committee Print No. 1.

While rural electric leaders did not view the last bill as ideal, they noted that many of its main points were basically those recommended in a resolution adopted by member systems at the last annual meeting of NRECA.

These essentials include the concepts of an "Electric Bank" to be capitalized initially with Federal funds; the idea of eventual conversion of the Bank to ownership and control by rural electrics; and the recognition that Bank funds would be "supplemental" funds and not meant to replace the 2% interest, 35-year REA loan program.

The objective of the supplemental financing program is simple—it is designed to pool the collective credit of rural electric systems so they can borrow funds from non-Federal sources. Rural electric leaders generally,
On the 19th through the 23rd of this month, the Silver Anniversary Annual Meeting of the National Rural Electric Cooperative Association will be held in San Francisco, California. An estimated 8-10,000 Managers, Directors, key employees, vitally interested members, and friends of electric co-ops from some 47 of our United States will be on hand for the meeting, approximately 300 of them from Tennessee, and all will have a common purpose: tending to co-op business.

We have never known a more dedicated group of people in any program than are the Managers, Directors and key employees of our rural electric co-ops. They attend these National meetings, often at personal sacrifice, to learn, to participate, to speak out as needs be in the best interests of the local systems which they represent, and that of the state and national programs. They are representing you and your source of adequate, dependable, inexpensive electric service and they don't take their responsibilities lightly.

Life Without Electricity?

We heard a statistic cited recently which was enlightening and at the same time, in some ways, disturbing. In summary it showed that only about 15% of present-day electric co-op members have lived without electric service in their homes. Pride can be taken in the fact that our rural and small town electrification has made so much progress that this is a fact. At the same time it is a disturbing fact that so few of our rural electrification pioneers—so few people who know by stark contrast what life is like without, and then with, electricity—are still in our midst. This is not to say that our younger citizens don't appreciate the blessings of electric power. It's only to say, without faulting them in the least, that they simply have not had the experience of comparison—and it's a graphic one.

There's some real comfort to be gained in the fact that a number of our program pioneers have seen fit to continue serving on our local Boards of Trustees. And it is equally comforting that as the pioneers pass on to their rewards, as so many have in the last few years, that they are being replaced by younger men endowed with ability, judgment and dedication.

Support Your Local Co-op

Whether your co-op leaders be co-op pioneers with many years of service on local Boards of Trustees, or whether they be outstanding young men who have never known what it is to be without electric service, the two age groups have many things in common, but particularly two: they are dedicated to the best interests of your local electric co-ops, and they need the benefits of such meetings as NRECA's Regional and National Annual Meetings in order to be kept up to date on your program, and in order to act in the best interests of your program.

Your Managers and Trustees are exactly what their names imply—people who look after the best interests of your electric co-ops are concerned. They need and deserve your support in every move they make in behalf of your electric system. They certainly deserve your appreciation.

FEBRUARY, 1967
HOME
Is Where The Hurt Is

How often have you greeted a member of the family with the words, "I'm so glad you're home safe and sound!" What a shock it is to discover, then, that home isn't the cozy little haven we sometimes think it is.

Do you know that each year more than four million persons are hurt badly enough to be disabled in home accidents? Fortunately, most sooner or later recover—except for the 100,000 who retain some kind of permanent disability.

Home accidents take 28,000 lives annually. They are the leading cause of death for children aged one to 14 years. Of all home fatalities, 12,000 result from falls, 6,000 from fire and burns, and 10,000 from a variety of other causes. Someone is injured every seven-and-a-half seconds, and someone dies every 19 minutes in home accidents.

Based on a recent study, here is a breakdown of where fatal home injuries occur. The figures represent percentages of the total, and are approximate. The bedroom leads with 42 per cent of the 28,000 accidental home deaths, followed by the yard, 21 per cent; living room, 12 per cent; kitchen, 11.5 per cent; stairs, 4.5 per cent; bathroom, 4 per cent and other, 5 per cent.

How well is your bedroom arranged for safety? Can you reach a light switch without getting out of bed? Do you make certain that all upper story windows are well secured or screened so that small children cannot open them? Do insist that no member of your family smokes in bed—smoking in bed is one of the chief causes of fires in the home.

Accident hazards lurk in every area—a child's toy left on the staircase ... forgotten objects blocking a dark hallway ... overtaxed wiring in the kitchen ... unlabeled bottles in the medicine cabinet ... cluttered storage closets ... oily cleaning cloths strewn about the garage. At every turn there are potential dangers which can easily be corrected to make home the safe and secure place it should be.

There are at least two psychological factors which contribute to hazard-filled homes: one is simply that people often tend to "let down" in their own homes, to forget some of their responsibilities, while another is that people become so accustomed to the way things are in their homes that they tend not to notice half-hidden dangers.

A periodic room-by-room check will help you decrease accidents in your home.

The following safety tips are recommended to help eliminate accidents of the home variety. Since the most frequent types of home accidents are falls on floors or rugs, remember not to put loose scatter rugs at the head or foot of the stairs; use a rubber backing substance or non-skid mats under small rugs. Tack down curled rug edges and mend tears. Keep clothes, toys and other objects away from stairs or places where people might trip over them. If you use a floor wax, apply it in a thin coat and buff it well; do not wax stairs.

In the living room, resist the temptation to run long extension cords around the room or overload the circuits just to suit that new furniture re-arrangement. Temporary extension cords are a dangerous substitute for permanent wiring and the proper number of outlets. Dim lights, a shrunken television picture, blown fuses are indications that an electrician is needed. Another point to remember is that you can damage the insulation in electrical cords and risk a serious fire if you string them over radiators, under rugs, or through doors, tack them to walls, or hang them over nails or pipes. Check for and replace all cords that have become worn or frayed.

Because the kitchen is an area where people handle a pot or heavy or sharp materials, often in a hurry, spills should be mopped up as soon as they occur, to lessen the chance of a fall. It is equally important to make certain that all flammable materials—curtains, towels, cookbooks, cooking oils, apron corners, etc.—are kept well away from open burners.

Keep plenty of potholders handy, so you won't be tempted to substitute something else not suited to their purpose.

Also, in the kitchen and elsewhere, cleaning fluids, bleaches, lye and other poisonous substances should definitely be kept out of the reach of children. The same is true of sharp knives, matches and other dangerous objects.

Make it a practice to see that all electric units of the electric range are off when not in use.

Making home a safer place for your children, your visitors and yourselves need not be a difficult task if only each member of the family will take the time and make the effort to be a little more safety-conscious. Safety is the responsibility of every one in the home—and it begins with you.
CRYSTAL BALL FORECAST

Wouldn't it be fun to start in at the front door of your house and go right through it adding new appliances and furnishings any old place you chose? You could interior decorate and home improve in ways splendid to behold.

Since the new year—unless you inherit some unexpected fortune—probably can't make such a dream come true, why not enjoy planning purchases you may actually make? Surveys of the home furnishings market give us previews of the year and also show us an amazing future.

It's just this side of wonderful to realize that 1967 could bring your family the pleasure of color television, clothes ready to be worn right out of the dryer, a range with a oven which never has to be cleaned, a refrigerator you never defrost or a vacuum cleaner so pretty that you actually like using it.

Looking a little farther in the future, life sounds downright unbelievable. Products which may be available within the next few years will allow us to tune and adjust our color television sets with a wave of a hand. We can heat and air condition our homes with a system which senses room temperature and controls air flow and humidity. We can use a home computer to keep our bank account and household budget up to date, keep stocked household supplies and even figure out the best way to store food in the refrigerator.

These future marvels may be possible with the use of solid state systems which combine many separate electromechanical operations into electrical circuits incorporated in one solid chip of silicon. Sometimes the chips are no larger than the head of a pin, but they perform! And here's a happy thought: they will require little repair.

Perhaps it will be in 1967 that your family sees how Luch or Hoss looks in color. They'll be watching one of the 7.5 million sets the industry expects to sell this year. People will spend from about $350 to as much as $1,050 for these sets, but price tags in the medium range will read somewhere between $525 and $650. Believe it or not, prices are expected to go down as production volume grows and as the use of transistors and integrated circuits whittles costs.

There might be the year your laundry task become lighter. It's a good year for value in laundry equipment, with more of the lower-priced washing machines offering quality features.

Homemakers can happily cut ironing time with the durable press cycles featured by many washers and dryers. A cool-down cycle before spinning in the washer and a cool-down period in the dryer prevent wrinkles—a necessity with durable press.

Here are some of the features 1967 model washers will offer: automatic dispensers for detergent and rinse additives, porcelain finishes that won't rust, stain or scratch, teflon-coated drums, cold water wash cycles. And there are more—water savers, water level adjustments for different size loads and many combinations for water temperatures.

Low water pressure doesn't have to be a problem in choosing a washer this year; there are pressure fill washers available. Some washers will handle extra-large loads for large families. A small household can use a small washer and save water, detergent and electricity.

Perhaps the handiest addition to your home's efficiency this year will be one of the new shop-type vacuum cleaners to assist you with garage, patio and fireplace chores. Different speeds for different cleaning jobs are available in many new sweepers too.

Brighter colors are offered in vacuums because consumers have asked for these and for upgraded styling. You can choose a vacuum that masquerades inside a haspock if you're short on storage space or just like the idea of having the cleaner out where it's handy.

If a new electric range is one of your family's investments this year, you'll find that ranges with self-cleaning or easy-cleaning features are coming into the market with prices low enough for many consumers. Some ovens have teflon panels. You can lift off the oven door and the surface top on some of the new models. More ranges than ever include oven and surface indicator lights, disposable oven bottoms and plug-in surface units.

If you buy a new refrigerator this year, you'll discover improvements rather than new features. You may choose one of the frost-free type which accounts for about 50 per cent of sales now and which may be the standard refrigerator of the future. Among this year's improvements are more settings on temperature controls, more shelf variations and more new colors to choose from.

Refrigerators with automatic ice makers are growing in popularity. Since refrigerators have been growing bigger and bigger, the next step may be to divide them into smaller parts. Modular refrigerators are expected to be mass marketed in the 1970's. A freezer cabinet for meats might be placed near the range, a cabinet with ice trays for drinks could be near the sink and a cabinet for medicine and evening snacks might be in a bedroom night table.

If you follow the trend in choosing bedroom and occasional furniture, you'll decide on contemporary, for the dining room you will probably choose early American. (Most buyers do.) You'll accept the use of plastics in furniture more this year; it's less expensive than wood and quality is improving.

The use of durable press for draperies, bedspreads, curtains, sheets and tablecloths is expected to become more widely accepted this year.

You may consider, in floor coverings, the "all-weather carpeting" which is becoming popular. It has a non-woven surface, resists water, stains, sunlight, mildew, rotting and freezing and can be used outdoors and in kitchens, bathrooms and playrooms. Sheetvinyl room-size rugs are new in resilient flooring; they are inexpensive enough to change with the seasons.

Any of these new appliances or furnishings will help you make your dreams for your home come true. Progress is wonderful, isn't it?
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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Gibson County Electric Memb.

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Age: 15
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Age: 16
Pickwick Electric Co-op

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Holston Electric Co-op

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Age: 15

TENNESSEE MAGAZINE
CROP ROTATION AIDS IN WEED CONTROL

Many Tennessee farmers can control specific weeds by rotating crops and using herbicides, according to D. M. Gossett, assistant Extension agronomist with the University of Tennessee.

"Identification of your weed problem is a necessary step in planning effective rotations," says Gossett. "A yearly record should be kept of the weeds most difficult to control in each field."

Weeds such as cocklebur and morning-glory are not easily controlled in soybeans, illustrates the agronomist. However, these weeds can be controlled in corn by using 2, 4-D. If your soybean fields are heavily infested with broad-leaved weeds such as these, why not rotate to corn and apply dalapon to destroy the Johnsongrass rhizomes. You can then use amiben or trifuralin as a pre-emergence herbicide to control the seedling Johnsongrass. Additional control is obtained by cultivation.

Weeds cannot be eliminated from a field by rotating only one year, points out Gossett. However, a three or four year rotation greatly reduces the infestation.

FORAGE TESTING CAN INCREASE CATTLE PROFITS

Beef cattlemen can increase their profits by having their hay and silage tested, suggests John N. Williams II, University of Tennessee Extension assistant animal husbandman.

"The nutrient content of forage crops varies so widely that it is difficult to calculate rations precisely for best performance using average values for a given forage," he points out.

Recent analyses of some alfalfa hays show that the crude protein content varied from 12.5 to 20.5 per cent, he explains. Estimated total digestible nutrients ran from 49.5 to almost 60 per cent.

"Silages vary in nutrient content even more than hays because of wide variations in moisture content," continues Williams. "Corn silages tested in Tennessee varied from 1.4 to 8.3 per cent crude protein and from 14 to 41 per cent in estimated total digestible nutrients."

It is easy to see that average values cannot be used with confidence in most cases, he points out. Underfeeding will result in decreased productivity and overfeeding will result in wasted nutrients. In either case, profits will be lowered.

Forage sample supplies and instructions on how to take a sample can be obtained from county Extension offices. Send samples to the University of Tennessee Forage Testing Laboratory at Nashville.

The analysis will include crude protein, estimated digestible protein, crude fiber and estimated total digestible nutrients. The moisture content will be given for silages and a recommended ration for beef cattle will be given if requested.

RECOMMENDED COTTON VARIETIES FOR 1967

Little change has been made in the list of cotton varieties recommended by the University of Tennessee for planting in 1967, according to Haywood Luck, assistant Extension agronomist with the institution.

"Early maturing varieties recommended are Auburn M, Dixie King II, Rex Smoothleaf and Stardel," he says. "Late varieties are Auburn 56, Carolina Queen and Stoneville 213. DeKalb 108 has been discontinued as a recommended variety in Tennessee."

Yield of lint per acre, earliness, fiber quality and disease resistance are among the more important characteristics to consider in selecting a variety, explains Luck. All of the varieties recommended are capable of producing more than two bales per acre.

Earliness may be very important where boll weevils are important, he points out. Generally, an insect control program is not as difficult or expensive on early maturing varieties. Earliness is also important on good bottom soils where high fertilization rates are used.

Soil conditions, weather and other factors can affect fiber quality, adds Luck. Reports from the Memphis Cotton Classing Office indicate that Tennessee cotton has satisfactory micronaire and fiber strength.

"Varieties susceptible to fusarium wilt should not be planted on wilt infested land," advises the agronomist. An recommended varieties are resistant to fusarium wilt except Stardel and Stoneville 213. None of the recommended varieties are resistant to verticillium wilt, although Auburn 56 has the highest degree of tolerance of any of the varieties."

Sufficient data is not available at this time to indicate that one variety is superior to another for mechanical harvesting, adds Luck.

FARM BRIEFS

Agricultural exports for the fiscal year 1966-67 will surpass the record $6.7 billion of the previous fiscal year.

Hog producers have been expanding production since late 1965. However, production has been proceeding prudently and 1967 will likely be another year of good hog profits if sound production practices are followed.

More than $2 billion is spent annually on advertising food. An extreme case is breakfast cereals—about one-fifth of the money the consumer spends goes to promote one particular brand of cereal over another.

Some food price spreads are high because consumers want variety, "built-in maid service" and pleasant shopping environments.

More favorable price-feed cost ratios are likely in 1967 for dairy and beef cattle but less favorable for hogs and poultry.
LINDA VAUGHN PROVES THEORY THAT HISTORY DOES REPEAT

By John Stanford

On the 22nd of this month—George Washington's birthday—every Tennessean attending the Annual Meeting of the National Rural Electric Cooperative Association in San Francisco, California can say in all truth that the pretty, blue-eyed blonde representing the Volunteer State in the Miss National Rural Electrification beauty contest on that night is one of the most charming and delightful young ladies ever to compete in this or any other contest.

She is Linda Faye Vaughn of Rogersville, Tennessee, who won her right to compete for the National title in San Francisco on February 22, 1967 by first winning the titles of Miss Holston Electric Co-op and then that of Miss Tennessee Electric Co-ops, both in October of 1966.

While it may be true that beauty is only skin deep, it's also true that pretty is as pretty does, and from her long list of worthwhile accomplishments at only 17 years and five months of age, it's quite apparent that Linda doesn't lean very heavily on her more-than-adequate physical attractiveness in terms of her total outlook on life. She tries to, and has succeeded in, making a substantial contribution to whatever she is a part of, whether it be home, school, church, civic or youth activities. Here are a few "for examples":

At Rogersville High School, where she is now a Senior, Linda has been in the Pep Club for four years, three of those as a co-captain of cheer leaders, class beauty for two years, Future Farmers of America Sweetheart for two years, Key Club Sweetheart, a member of the Glee Club for four years, President of the Future Business Leaders of America, and a member of the Drama Club for two years.

Linda is also a record fan. Above her in this picture is a picture of her sister, Wanda, who five years ago won Holston and Tennessee Statewide Electric Beauty contests and competed in National contest, just as Linda has done in the same local and state contests and will be doing in the National competitions later this month.

Like sister, like sister...

Linda has served as Worthy Advisor of the Order of the Rainbow for Girls and was appointed Grand Officer. She has served as a member of the Teen Board of Knoxville, as a committee member of the Youth Drive for the March of Dimes, she was selected "Miss Independence" in 1966 in a contest sponsored by the local hospital auxiliary, and for two years she was awarded a "Superior" rating in the East Tennessee Music Festival.

Linda Vaughn, Miss Tennessee Electric Co-ops, is a popular Senior at Rogersville High School. She has served as co-captain of cheer leaders for three years.

Linda loves music, with playing guitar and singing being her favorite hobby. She has studied piano and voice and sings in church choir.

Linda also knows her way in the domestic fields of cooking and sewing, the latter to the extent of making some of her own clothes. She is also an adept baby sitter.

While Linda, daughter of Mr. and Mrs. Herbert Vaughn of Rogersville, has classic statistics (5:7, 120 pounds, 36-22-36) to go with her pretty face, a winning smile and the ability to project her winning personality may well be even greater physical assets as a beauty contestant.

In the Miss Holston Electric Co-op and Miss Tennessee Electric Co-ops contests, both MC'd by this writer and both won by Linda, an interesting fact was never mentioned during the courses of the two contests, not because this fact would or could remotely influence the decision of the judges of the two contests but because of the possibility that even one person in the two audiences might think that the judges could be influenced by relating it. This fact is that five years ago Linda's sister, Wanda, was chosen Miss Holston Electric Co-op and Miss Tennessee Electric Co-ops and competed in Atlantic City for the title of Miss National Rural Electrification.

(Cont. on pg. 17)
No stranger to the family kitchen is Linda, who enjoys cooking and makes some of her own clothes. Just as Linda is doing in San Francisco five years later.

Wanda, now happily married and a proud mother, was a strong runner-up in that National contest five years ago.

Young sister Linda has now successfully followed in two of Wanda's beauty contest footsteps and you can bet your last Confederate dollar that vivacious Linda, the only sister (to our knowledge) of a previous contestant to vie in the National Electric contest, will be doing her best to equal or surpass her sister's proud accomplishment.

Many Tennesseans wish just that for this fine young lady.

Pallet Factory (cont. from pg. 7)

the very best of service.”

And what about the future for this man who gave up what might be called a certainty to go into business for himself? It apparently is working out to his best interests and certainly to those of his area.

“We have made a lot of progress in fewer than nine years,” says Morgan with reserved confidence, “but we still have a long ways to go. We’re doing a good bit of business, and we have to stay in business. It has been risky and there are more risks ahead, but we’ve enjoyed every minute of it and we intend to keep right on as best we can.”

So far, that “best” speaks well for itself. And we’re willing to make a small wager that some day Morgan will be bitten with the answer of what to do with his bark.
MOBILE HOMES OFFER MANY POSSIBILITIES...

By Frank McGregor
Director of Public Relations
Cumberland Elec. Mem, Corp.

Twenty-five years ago, the only trailers that were seen in this area were being pulled by cars as residents of Chicago and other Northern cities migrated to Florida for the winter. These trailers were small in size and were used only for a few weeks out of the year for temporary living facilities. Today, trailers are to be seen in every direction located on lots and being used as permanent homes.

Mobile homes (they are no longer called trailers) are gaining a larger share of the residential market each year. In 1966, about 20 per cent of the homes constructed and valued at less than $10,000 were mobile homes. In addition to residences, they are being used as offices, barber shops, retail stores, and other small commercial buildings.

With the coming of mobile homes have come problems for the owners, park owners, water utility districts, health departments, and electric utilities. These problems are a result of a mushrooming industry in which very little planning was given to anything other than building and selling the mobile home unit. These problems are not insurmountable, however, and rapid progress is being made by most segments of the industry. In this article, some of the problems of the electric utilities will be discussed and plans for the future will be outlined.

The electric industry as a whole has taken a positive approach to the problems encountered with mobile homes. At Cumberland Electric Membership Corporation, the Board has adopted a broad policy that covers most of the problems encountered when providing electric service for a mobile home.

At Cumberland Electric, the mobile home is recognized as a desirable type consumer. It is recognized, too, that residents of mobile homes are entitled to the same good service that is provided other consumers. To have this good service, the mobile home resident must work with the electric utility to see that the wiring meets standards. He must recognize, too, that mobile homes are semi-permanent, therefore requiring special provisions not required in conventional homes.

The greatest single problem encountered by the electric utility in working with the mobile home industry is the poor wiring. In the majority of cases, the wiring in mobile homes will not pass the inspection of a deputy state wiring inspector. This is true although the unit may carry the seal of the Mobile Home Manufacturers Association. The standards of this association are quite different from the standards of the National Electrical Code and Tennessee Regulation 15. Often, quality of wiring and safety have been sacrificed by the manufacturer in order to save a few dollars in production costs. Is there any reason to ignore safety in mobile homes while enforcing safe wiring in conventional homes and commercial establishments? The answer is no.

This sign exemplifies the effect of the mobile home industry on the economy. No hardware store would have had mobile home supplies stocked for sale until recently.

Mobile homes are retailed from lots very much like the automobile business. Financing is usually available. This helps promote sales.

This mobile home is being used as a small commercial building. It is an example of the many uses found for mobile homes other than residences.

AND A FEW PROBLEMS
In the picture above gas tanks and an oil drum can be seen on the trailer. This fuel is used for heat and cooking more often than electricity. This is because the Northern manufacturers install oil and gas equipment in their areas. The trend in the TVA area is to the total all-electric mobile home. The air conditioner on this mobile home indicates it is cooled electrically. The picture also shows a typical underground system for mobile parks.

When the Tennessee Legislature reconvenes this month, a bill will be sponsored by the Tennessee Electric Cooperative Association that would require all new mobile homes coming into the State to carry the seal of approval of a recognized testing agency such as Underwriters Laboratories. The mobile home would be inspected as a unit at the factory and would carry a seal of approval similar to those found on major appliances. This would guarantee the person who purchased the unit that the electrical wiring was adequate and safe at time of manufacturing. It would eliminate the difficult task of rewiring a mobile home to meet requirements, guarantee the purchaser that he was receiving value for his dollar and, above all, provide a safe and adequate electrical climate for the family.

Another major problem encountered by mobile home owners and the electric utility is in the actual hook-up of the electrical service. There are four ways it may be done on the Cumberland Electric System. Each connection to a mobile home has to be engineered to meet its specific requirements. Mobile home parks and individual installations require different type services. Drawings covering the general requirements of mobile home connections are available through most power distributors.

As stated earlier, the mobile home industry is growing. There are approximately 1200 families living in mobile homes in the Cumberland Electric service area. These consumers are receiving the best service the Cooperative can provide. The time is fast approaching when many of the new mobile homes will be “all-electric.” By working together the manufacturer, sales personnel, owners, inspectors, and utilities can overcome the problems now existing. Mobile homes are here to stay and will continue to become more numerous.
Limited numbers of a full-color photograph of Tennessee's new Governor, Buford Ellington, are still available. A copy of this picture, which is suitable for framing, may be had while the supply lasts by writing to:
Governor's Picture Offer
The Tennessee Magazine
P. O. Box 7232
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Prime Order
(cont. from pg. 10)
The growth of rural America he says, will require huge amounts of electric power—and someone will provide it. Power company executives, Ellis declares, failed to perceive the trend of the future when they refused service to rural America in the 1930's. But "it would be fatal for us to expect them to do so again."
The power company campaign against the financing bill last year "was conducted largely because of their knowledge that rural America has just barely begun to grow as a consumer of electric power."
And these companies, Ellis says, believe that "if they can keep (electric co-ops) away from a source of growth capital, then they can come in and take over our systems when our backs are against the financial wall."
"And if we fail to keep our systems strong and growing, these power companies will move in and take over the growing, thriving portions of our service areas and let the rest die."
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EXPECTED YEARLY INCOME FOR NUMBER FEMALES BREEDING:

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McMinnville, Tennessee 37111
A Hospital Plan That You Can Keep For The Rest of Your Life!

Add to your present coverage
- No age limit to apply!
- Yors to own, Not to rent!

The company cannot cancel the policy but may adjust the premiums according to class. You can be insured regardless of age or past health history—special form HSP (at a higher premium).

Suppose you get a serious disease such as tuberculosis, cancer, heart trouble, kidney trouble, etc. Wouldn’t you want a hospital plan that couldn’t be taken away from you after a claim was paid?

Benefits Include:
- Hospital Room Benefits
- Surgical Fee Benefits
- Ambulance Expenses
- Hospital Extra Benefits
- First Aid and Maternity Benefits (500)

$4.75
$4.00 MONTHLY
ADULTS 36-54

Per Mo. for Adults
$3.25
MONTHLY
ADULTS 19-33

$1.00
MONTHLY
CHILDREN 0-16

No Obligation Mail Coupon

C. L. Cuffit, Sales Director,
Expansion Div., Box 1137, Farm HCC-5, HCL-5
Bowling Green, Kentucky

Please see that I receive Completely Free Information about the Hospital Plan that I read about in Rural Kentuckian.

Individual Plan  Family Group Plan

Name:__________________________ Age:__________________________
Address:__________________________ Hgwy. No.:__________________________
City:__________________________ State:__________________________
Phone:__________________________ Occupation:__________________________

BLUEGRASS DISCOUNT NURSERY
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