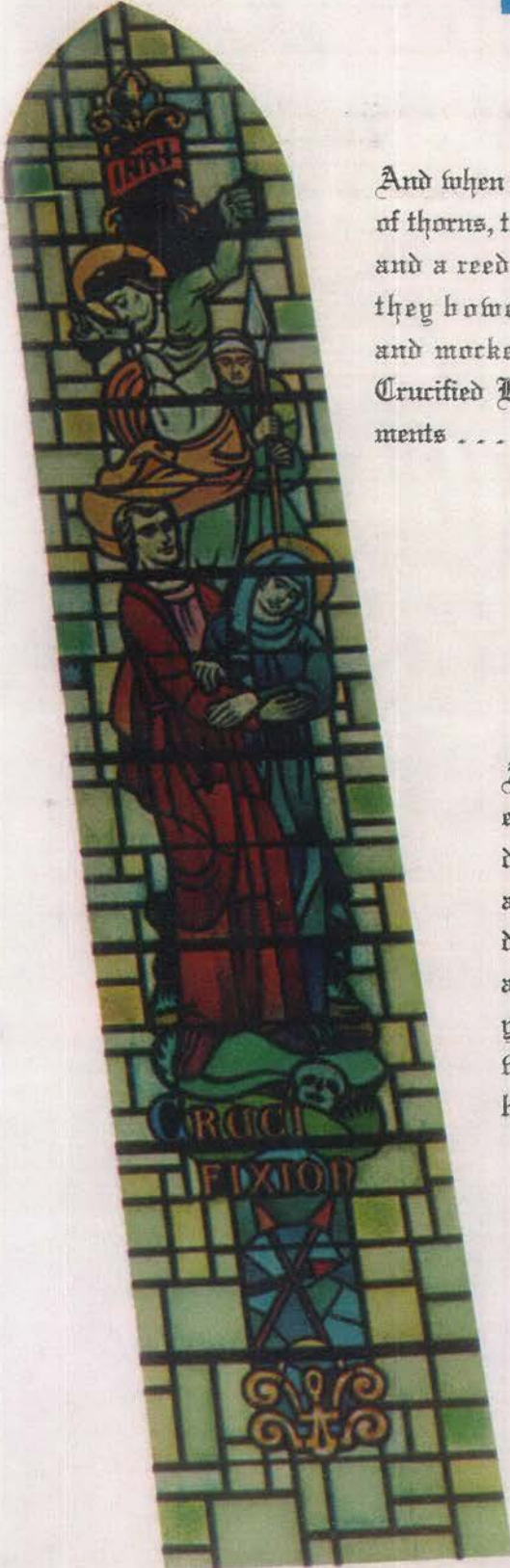


MARCH, 1967

Tennessee


M A G A Z I N E

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And when they had platted a crown of thorns, they put it upon his head, and a reed in his right hand: and they bowed the knee before him and mocked him . . . And They Crucified Him, and parted his garments . . .

Matthew 27: 29, 35



And behold, there was a great earthquake: for the angel of the Lord descended from heaven, and came and rolled back the stone from the door, . . . And the angel answered and said unto the women, "Fear not ye: for I know that ye seek Jesus which was crucified. He is not here: for He Is Risen," . . .

Matthew 28: 2, 5, 6

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COMPLETE MARCH SCHEDULE WLAC-TV NASHVILLE

5:45-6:00 AM	Farm News—Mon. thru Fri.	10:00-10:30 AM	New Adventures of Superman (c)—Sat.	1:00-1:30 PM	Password—Mon. thru Fri.
6:00-7:00 AM	Sunrise Semester—Sunday	10:30-11:00 AM	Faith For Today—Sunday (c)	1:30-1:30 PM	Beales (c)—Saturday
6:00-7:45 AM	Country Junction—Mon. thru Fri.	10:30-11:00 AM	Dick Van Dyke—Mon. thru Fri.	1:30-3:00 PM	CBS Sports Spectacular—Sunday
6:30-7:00 AM	Sunrise Semester—Saturday	10:30-11:00 AM	Lone Ranger (c)—Saturday	1:30-2:00 PM	House Party—Mon. thru Fri. (c)
7:00-7:30 AM	Let's Live—Sunday (c)	11:00-11:30 AM	Popeye and Friends	1:30-2:00 PM	Dobie Gillis—Saturday
7:00-8:00 AM	Eddie Hill Variety Show—Saturday	11:00-11:25 AM	Love of Life—Mon. thru Fri.	2:00-3:00 PM	Championship Bowling (c)—Saturday
7:30-8:00 AM	Chuck Wagon Gang—Sunday (c)	11:00-11:30 AM	Popeye Party—Saturday	2:00-2:25 PM	To Tell the Truth—Mon. thru Fri. (c)
7:45-8:00 AM	Morning News: Weather—Mon. thru Fri.	11:25-11:30 AM	Joseph Beal	2:25-2:30 PM	Doug Edwards
8:00-9:00 AM	Heaven's Jubilee—Sunday	11:30-12:00 N	CBS News—Mon. thru Fri. (c)	2:30-3:00 PM	CBS News—Mon. thru Fri. (c)
8:00-9:00 AM	Captain Kangaroo—Mon. thru Fri.	11:30-12 N	Face the Nation—Sunday	3:00-4:00 PM	The Edge of Night—Mon. thru Fri.
8:00-8:30 AM	Mighty Mouse Playhouse (c)—Saturday	11:30-11:45 AM	Huckleberry Hound—Saturday	3:00-4:00 PM	Children's Film Festival—Sunday (c)
8:30-9:00 AM	Underdog (c)—Saturday	11:45-12 N	Search for Tomorrow—Mon. thru Fri.	3:00-3:30 PM	CBS Golf Classic—Saturday
9:00-9:30 AM	Heaven's Jubilee—Sunday	12:00 N-1:00 PM	The Guiding Light—Mon. thru Fri.	3:30-4:00 PM	The Secret Storm—Mon. thru Fri.
9:00-10:00 AM	Mike Douglas Show—Mon. thru Fri.	12:00 N-12:05 PM	Hollywood Spectacular—Sunday	3:30-4:00 PM	Lassie—Mon. thru Fri.
9:00-9:30 AM	Frankenstein Jr. & the Impossibles (c) Sat.	12:00 N-12:30 PM	Wife at Noon—Mon. thru Fri.	4:00-5:30 PM	Big Show—Mon. thru Fri.
9:30-10:00 AM	Pattern for Living—Sunday	12:05-12:30 PM	Tam and Jerry (c)—Saturday	4:00-5:00 PM	Daktari (c)—Saturday
9:30-10:00 AM	Space Ghost (c)—Saturday	12:30-1:00 PM	Singing Convention—Mon. thru Fri.	4:00-4:30 PM	Spellbound—Sunday
10:00-10:30 AM	Camera Three—Sunday	12:30-1:00 PM	As the World Turns—Mon. thru Fri.	4:30-5:00 PM	Amateur Hour—Sunday (c)
10:00-10:30 AM	Andy of Mayberry—Mon. thru Fri.	1:00-1:30 PM	Roadrunner (c)—Saturday	5:00-5:30 PM	21st Century—Sunday
			Vandy Basketball—Sunday	5:00-5:30 PM	I've Got a Secret (c)—Saturday

MARCH SPECIALS

MONDAY, MARCH 20 — LUCILLE BALL SPECIAL (c)

TIME	SUNDAY	MONDAY	TUESDAY	WEDNESDAY	THURSDAY	FRIDAY	SATURDAY
5:30-6:45	Newsbeat Newsbeat	CBS Evening News (c) with Walter Cronkite	CBS Evening News (c) with Walter Cronkite	CBS Evening News (c) with Walter Cronkite	CBS Evening News (c) with Walter Cronkite	CBS Evening News (c) with Walter Cronkite	Roger Mudd News Roger Mudd News
6:00-6:45	Lassie (c) It's About Time It's About Time	Newsbeat Radar Weather; Sports Gilligan's Island (c) Gilligan's Island (c)	Newsbeat Radar Weather; Sports A Family Affair (c) A Family Affair (c)	Newsbeat Radar Weather; Sports Lost in Space (c) Lost in Space (c)	Newsbeat Radar Weather; Sports Coliseum (c) Coliseum (c)	Newsbeat Radar Weather; Sports The Wild, Wild West (c) The Wild, Wild West (c)	Newsbeat Radar Weather; Sports Jackie Gleason (c) Jackie Gleason (c)
7:00-7:45	Ed Sullivan (c) Ed Sullivan (c) Ed Sullivan (c)	Mr. Terrific (c) Mr. Terrific (c) Lucy Show (c)	Matt Dillon Red Skelton (c) Red Skelton (c)	Lost in Space (c) Beverly Hillsbillies (c) Beverly Hillsbillies (c)	Coliseum (c) Coliseum (c) My Three Sons (c)	The Wild, Wild West (c) The Wild, Wild West (c) Hogan's Heroes (c)	Jackie Gleason (c) Jackie Gleason (c) Mission Impossible (c)
8:00-8:45	Smother's Brothers (c) Smother's Brothers (c) Smother's Brothers (c) Smother's Brothers (c)	Andy Griffith (c) Andy Griffith (c) Movie of the Week (c) Movie of the Week (c)	Red Skelton (c) Red Skelton (c) Peticoat Junction (c) Peticoat Junction (c)	Green Acres (c) Green Acres (c) Gomer Pyle (c) Gomer Pyle (c)	Thursday Night Movie (Most in color) Thursday Night Movie (Most in color)	Friday Night at Movies Friday Night at Movies Friday Night at Movies Friday Night at Movies	Mission Impossible (c) Mission Impossible (c) Pistols and Petticoats (c) Pistols and Petticoats (c)
9:00-9:45	Candid Camera (c) Candid Camera (c) What's My Line (c) What's My Line (c)	Movie of the Week (c) Movie of the Week (c) Movie of the Week (c) Movie of the Week (c)	CBS News Broadcasts CBS News Broadcasts CBS News Broadcasts CBS News Broadcasts	Let's Go to Races (c) Let's Go to Races (c) Marshal Dillon Marshal Dillon	Thursday Night Movie (Most in color) Thursday Night Movie (Most in color)	Friday Night at Movies Friday Night at Movies Friday Night at Movies Friday Night at Movies	Gunsmake (c) Gunsmake (c) Gunsmake (c) Gunsmake (c)
10:00-10:45	Sunday Night News Weath. Woods n Waters Million Dollar Movie Million Dollar Movie	Movie of the Week (c) Big News Radar Weather—Sports To Tell The Truth (c)	Big News Radar Weather—Sports Million Dollar Movie Million Dollar Movie	Big News Radar Weather—Sports Danny Kaye (c) Danny Kaye (c)	Big News Radar Weather—Sports Million Dollar Movie Million Dollar Movie	Big News Radar Weather—Sports Films of the 50's Films of the 50's	Saturday Night News Radar Weather—Sports Films of the 50's Films of the 50's
11:00-11:45	Million Dollar Movie Million Dollar Movie Million Dollar Movie Million Dollar Movie	To Tell The Truth (c) Million Dollar Movie Million Dollar Movie Million Dollar Movie	Million Dollar Movie Million Dollar Movie Million Dollar Movie Million Dollar Movie	Danny Kaye (c) Danny Kaye (c) Million Dollar Movie Million Dollar Movie	Million Dollar Movie Million Dollar Movie Million Dollar Movie Million Dollar Movie	Films of the 50's Films of the 50's Films of the 50's Films of the 50's	Films of the 50's Films of the 50's Films of the 50's Films of the 50's

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MOVIE OF THE WEEK

Mondays — 8:30 P.M.

"Away All Boats"

Jeff Chandler,
Richard Boone, Julie Adams
MON., MARCH 6



MILLION DOLLAR MOVIE

FILMS OF THE 50'S
Nightly — 10:30 P.M.

"The Lady Gambles"

Barbara Stanwyck,
Robert Preston,
Stephen McNally
TUES., MARCH 7



BIG SHOW

Daily — 4:00 P.M.

"The Spoilers"

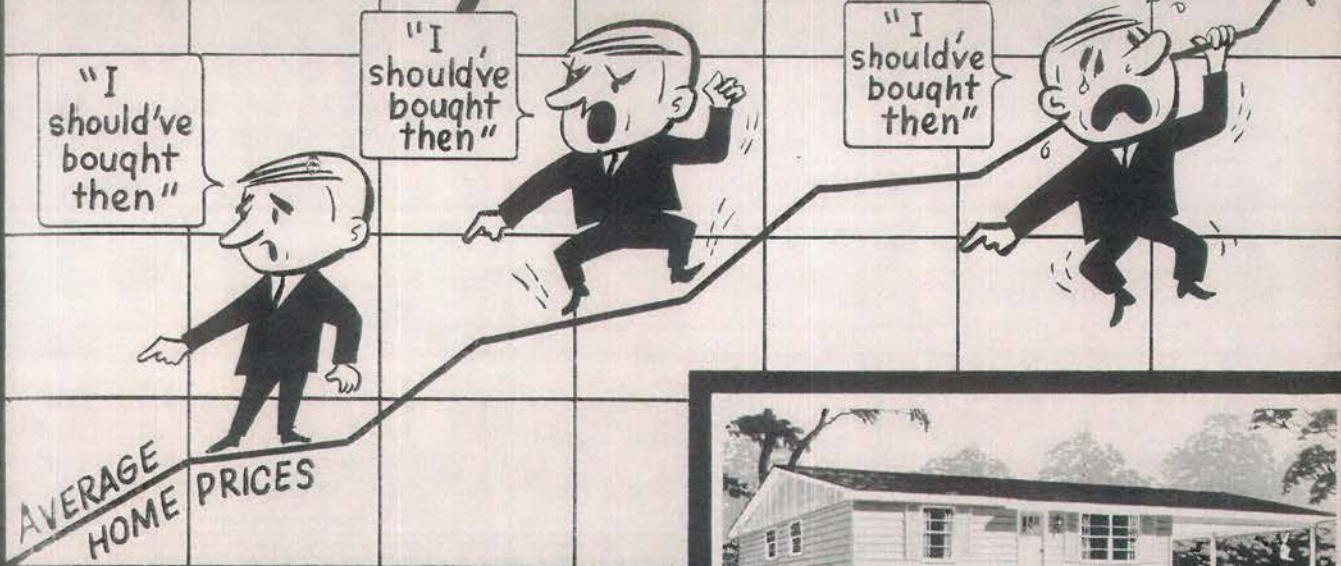
Anne Baxter, Jeff Chandler,
John McIntire
FRI., MARCH 3

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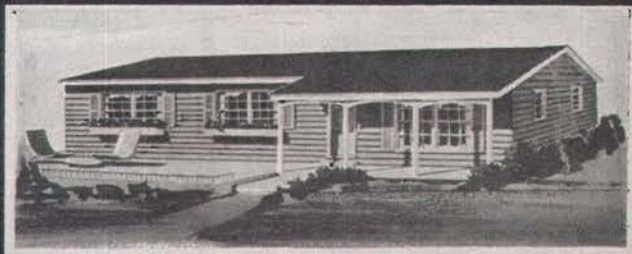
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To The Point

by John E. Stanford

The following editorial was written by Allan McIntosh, Publisher of the Rock County Herald, Luverne, Minnesota. It is appropriately titled—"I Am A Tired American". This editorial helped to win for Mr. McIntosh a Freedoms Foundation Award. It certainly gets "to the point" and has more than deserved the wide re-publication that it has received.

"I AM A TIRED AMERICAN"

I am a tired American.
I'm tired of being called the ugly American.
I'm tired of having the world panhandlers use my country as a whipping boy 365 days a year.
I am a tired American—weary of having American embassies and information centers stoned, burned, and sacked by mobs operating under orders from dictators who preach peace and breed conflict
I am a tired American—choked up to here on this business of trying to intimidate our Government by placard, and hordes of dirty unwashed who rush to man the barricades against the forces of law, order, and decency.
I am a tired American—weary of the beatniks who say they should have the right to determine what laws of the land they are willing to obey.
I am a tired American—fed up with the mobs of scabby-faced, long-haired youth and short haired girls who claim they represent the "new wave" of America and who sneer at the old-fashioned virtues of honesty, integrity, and morality on which America grew to greatness.
I am a tired American—weary unto death of having my tax dollar go to dictators who play both sides against the middle with threats of what will happen if we cut off the golden stream of dollars.
I am a tired American—nauseated by the lazy-do-nothings who wouldn't take a job if you drove them to and from work in a Rolls Royce
I am a tired American—who is getting madder by the minute at the filthy peddlers who have launched Americans in an obscenity race, who try to foist on us the belief that filth is an integral part of culture
I am a tired American—weary of the bearded bums—who prefer Chinese Communism to capitalism—who see no evil in Castro, but sneer at President Johnson as a threat to peace.
I am a tired American—who is angered by the self-righteous breastbeater critics of America, at home and abroad, who set impossible yardsticks for the United States, but who never apply the same standards to the French, the British, the Russians, the Chinese.
I am a tired American—who is weary of some Negro leaders who, for shock purposes, scream four-letter words in church meetings.
I am a tired American—sickened by the slack-jawed bigots who wrap themselves in bed sheets in the dead of night and roam the countryside looking for innocent victims.
I am a tired American—who dislikes clergymen who have made a career out of integration causes, yet send their own children to private schools.
I am a tired American—who resents those who try to peddle the belief in schools and colleges that capitalism is a dirty word and that free enterprise and private initiative are only synonyms for greed. They say they hate capitalism, but they are always right at the head of the line demanding their share of the American way of life.
I am a tired American—who gets more than a little bit weary of the clique in our State Department which chooses to regard a policy of timidity as prudent—the same group which subscribes to a "no-win" policy in Vietnam.
I am a tired American—real tired of those who are trying to sell me the belief that America is not the greatest nation in all the world—a generous-hearted nation—a nation dedicated to the policy of trying to help the "have nets" achieve some of the good things that our system of free enterprise brought about.
I am an American—who gets a lump in his throat when he hears the "Star Spangled Banner" and who holds back tears when he hears those chilling high notes of the brassy trumpet when Old Glory reaches the top of the flag pole.
I am a tired American—who wants to start snapping at these phoney "high priests" who want us to bow down and worship their false idols and who seek to destroy the belief that America is the land of the free and the home of the brave.
I am a tired American—who thanks a merciful Lord that he was lucky to be born an American citizen—a nation under God, with truly mercy and justice for all.

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**TENNESSEE ELECTRIC
COOPERATIVE ASSOCIATION**

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J. C. Hundley, Executive Manager

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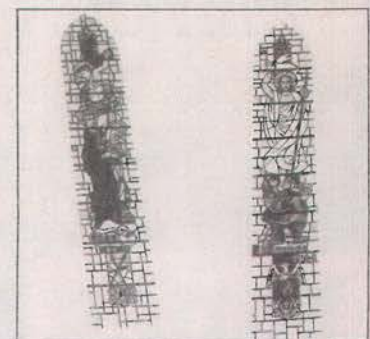
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ON THE COVER



We are reminded in this Easter season that the Resurrection of Jesus Christ following His Crucifixion is the basis of faith of Christians for eternal life. Stained glass windows are from a Nashville church.

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

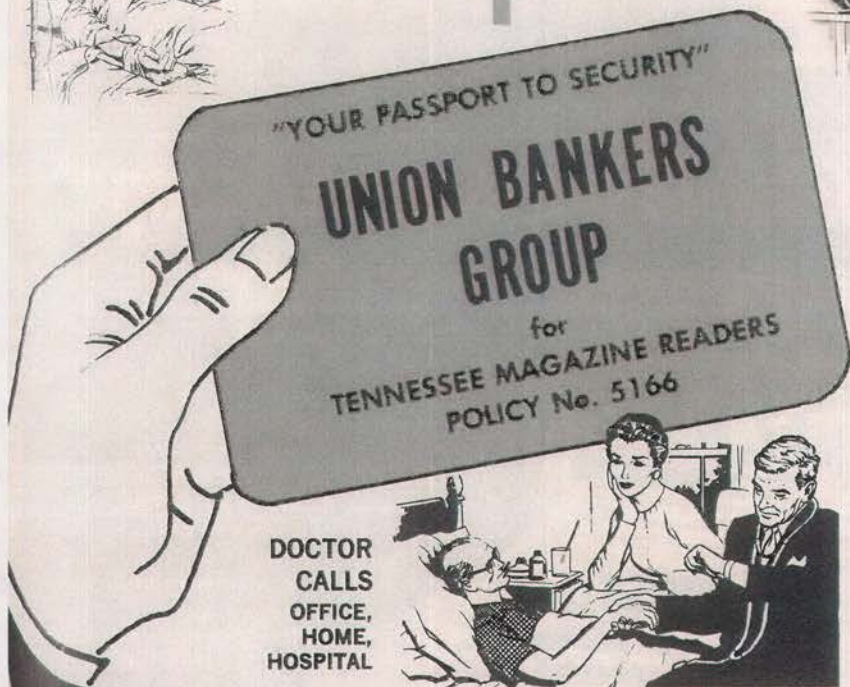
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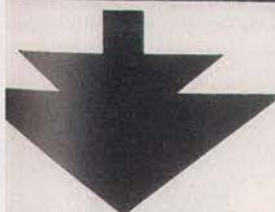
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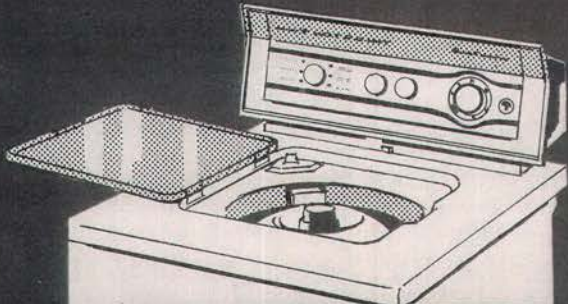
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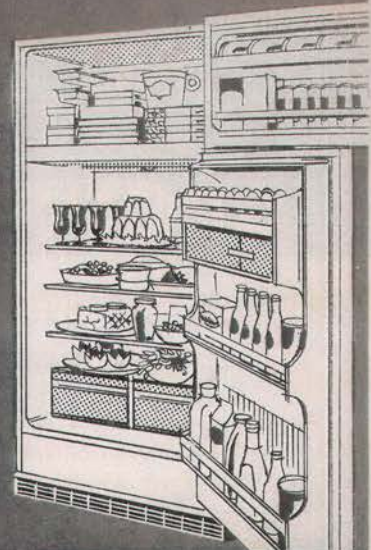
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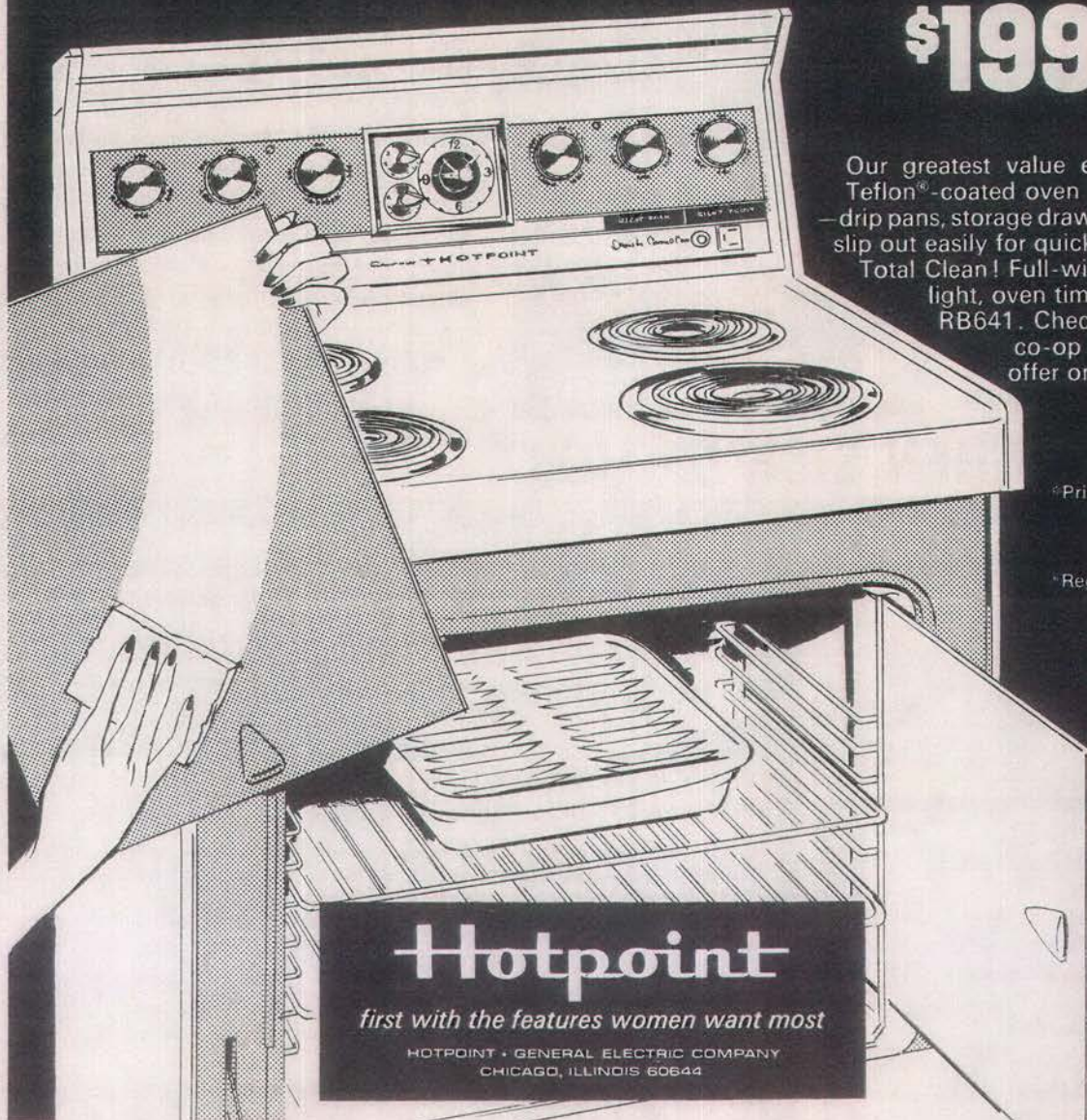
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Volunteer Views

by J. C. Hundley
Executive Manager, TECA

In the January 1967 issue of this publication, we stated in these spaces the intention of this organization to introduce during the current session of the State Legislature three bills designed to serve the best interests of your rural electric co-ops in Tennessee.

One of the proposed bills, which pertains to continued electrical service by electric co-ops to areas annexed by municipalities, has brought a number of requests for more detailed information.

We have compiled a list of these questions, along with appropriate answers, which we have furnished, or soon will, to every member of the 1967 State Legislature. We hope that these men and women, your duly elected Senators and Representatives, will thoroughly read and understand the pertinent details of this bill before casting the votes which mean so much to the future of your electric systems.

QUESTION:

Why do the cooperatives want to amend Sections 6-309 and 6-318 (1955 Annexation Law) of the Tennessee Code?

ANSWER:

(a) Electric cooperatives served and developed these areas when no one else would. Cooperatives entered into an agreement with the U. S. Congress to serve every house and farm, on an area coverage basis, even to the last house up the hollow.

(b) Now that these areas have become more densely populated, they have become a large part of the cooperatives financial strength. They must be kept a part of the cooperative in order to keep it financially strong enough to serve the people in the sparsely populated rural areas without increasing their rates.

(c) Just plain Fair Play! In 1955 the municipalities got a state law passed that allows towns to expand their limits by their own ordinance. Towns are expanding their city limits into cooperative's service areas and when they do, the cooperative is ordered to sell out.

QUESTION:

Will the people who are annexed pay a higher rate for electricity from the cooperative than if they were "sold" to the municipal system?

ANSWER:

In some instances the cooperative's prevailing rate is lower than that of the municipality; in many instances they are the same, and, in those few instances where they are higher, the cooperatives propose to serve the annexed consumers at rates comparable with those in the town.

QUESTION:

Will the cooperative's service to an annexed area compare favorably with that available from the municipal electric system?

ANSWER:

Except for "acts of God" and isolated cases, electric cooperatives have the finest service found any-

where in the world. Having grown up in recent years they are not loaded with outdated equipment, but have the most modern available in the industry. Through use of two-way radio and sufficient personnel, cooperatives maintain and/or restore service promptly. Cooperative personnel are trained for, and operative in, only one field of service which is providing electricity.

QUESTION:

What controls do electric cooperatives have over their policies and operation?

ANSWER:

(a) Electric cooperatives are controlled by a board of trustees elected by the member users, who are the owners.

(b) They are controlled by the Rural Electrification Administration—a Federal agency who serves as their banker.

(c) They are regulated in the tax field by the Public Service Commission for the State of Tennessee, who assess their properties.

No other power supplier, either public or private, is so well regulated and controlled by the people and the various agencies of government.

QUESTION:

Will the city lose tax revenue by allowing the cooperative to continue serving an annexed area?

ANSWER:

Cooperatives pay taxes to the taxing districts in which they have facilities, and are assessed by the Tennessee Public Service Commission. These taxes are mandatory by law.

QUESTION:

Will the passage of this bill prevent a town now being served by a cooperative from setting up its own municipal electric system later?

ANSWER:

No. Cooperatives operate in these towns under a franchise given by the towns themselves. This bill does not affect that arrangement.

QUESTION:

Could the cooperative continue to add new consumers in the annexed areas?

ANSWER:

We propose that the present practice be continued, whereby whichever system is nearest be given first choice to serve new consumers.

QUESTION:

What have other states in our area done about such legislation?

ANSWER:

(a) In Kentucky, a 1960 statute declares the utility in an annexed area to have the dominant right to continue to provide service in the area to existing consumers, and to consumers located nearer to its facilities.

(b) In Mississippi, area certificates are issued to power companies and cooperatives. Both commission and court decisions have recognized cooperatives' rights to continue service in these areas when annexed by municipalities even without a franchise being given.

(c) In North Carolina, a 1965 statute provides territorial protection to all electric power suppliers. In municipally annexed areas, the existing supplier (either private or cooperative) may continue to serve its present consumers and to add new ones within 300 feet of its lines.

(d) In 35 of the 50 states there has been either a statute, a commission ruling, or court decision recognizing the territorial rights of the electric power supplier.

Only seven years old, but already one of the largest in its field, Rivers Manufacturing Company makes . . .

SIGNS THAT SHINE



R. T. Rivers, center, shows Owen Barber, Purchasing Agent of Rivers Manufacturing Company (left) and B. T. Wisner, representative of company which makes plastics for Rivers, how the control which he holds will operate saw to cut through heavy plastic. Control also will operate reels holding plastics (out of sight at right) either from or back on to huge reels. Rivers developed this remote control system.

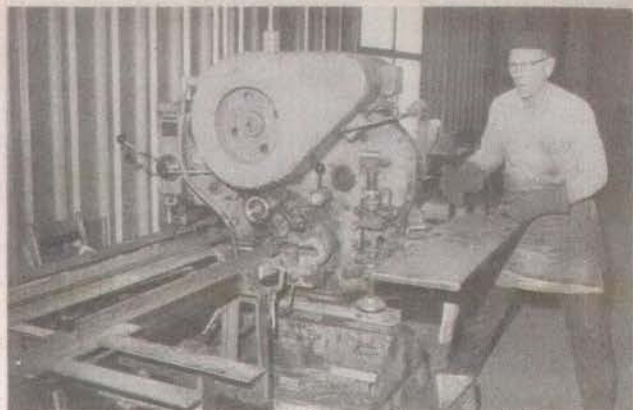
by John Stanford

Chances are good that R. T. Rivers of Centerville was making signs before he could talk. Chances are even better that Mr. Rivers, President of the Rivers Manufacturing Company, has made many times as many material signs in the past seven years, and at a cost running into thousands of dollars each, as he made by hand and face signals during his infancy.

The Rivers Manufacturing Company, located on a 15-acre lot in the Hickman County Industrial Park about four miles north of Centerville, manufactures outdoor illuminated plastic and porcelain-neon signs on a mass production basis for national accounts. The company is among the four largest of its kind in the nation — perhaps the best known of all in its field. Signs made by Rivers range in size from four square feet to 1,000 square feet and in price from \$20 to \$18,000. Virtually all Rivers signs are illuminated, with some containing as many as 600 bulbs.

R. T. Rivers is certainly no newcomer to the sign business. He worked as an employee of other sign companies from 1944 to 1952, at which time he went into a custom neon sign business for himself. He stayed in the primarily neon business until 1960, then decided to broaden his scope with the addition of large illuminated plastic signs, which now constitute approximately 90% of his work. Rivers began his present business in eight old buildings in Tullahoma on a promise by Quality Courts to purchase 500 Rivers-produced signs. This verbal contract put the new company on its way and so far the path of success has been steadily upward.

In 1963 Rivers moved into his present 55,000 square foot building near Centerville. Already he is looking at plans for additions to the building, which was constructed for the specific purpose for which it is being used.



One of major components of large illuminated plastic signs is the steel frame work and supports for the sign faces. Operator is cutting steel to lengths which will be welded together to form frame.

As is true with most manufactured products, much more planning and work go into an illuminated plastic sign than meets the eye. Without going into minute details, here are the major steps taken in the construction of a Rivers sign:

1. After contract is signed, artwork and blueprints are designed and sent to purchaser, who approves or makes necessary revisions.

2. After purchaser approves art work and blueprints, Rivers makes patterns, including "masters" and huge blueprints which, after completion, are distributed within plant to molding, sheet metal, steel and electric departments, all of which begin work on the same Friday in order to complete their component parts and be prepared to assemble the complete sign within one week.

3-a. Steel work is largely a matter of preparing a frame and support of the proper size and strength for the completed plastic "face", this being done by cutting to length and height pre-finished steel purchased in long strips and welded together according to blueprints. The company used about \$150,000 worth of steel and sheet metal each year.

3-b. The sheet metal work is prepared according to blueprint, largely to house the electrical units which will be inserted within the sign at assembly, and as refinements to the steel work.

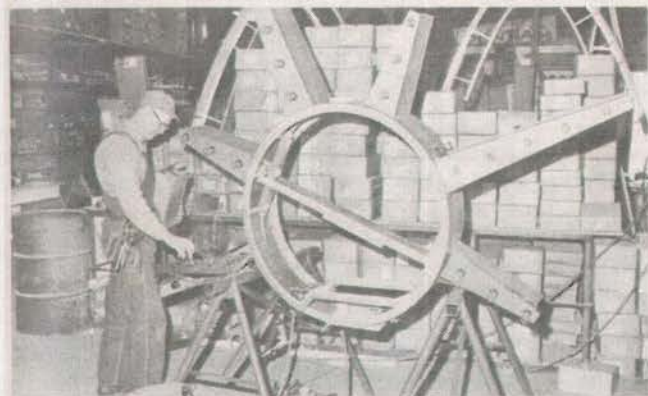
3-c. The plastic "faces" are arrived at in several different ways. Perhaps the most popular one is to heat the plastic to about 350-degrees and then place it over or under previously prepared "dies"



The sheet metal department is responsible for the lighter metal work which will house electrical wiring and controls for completed signs.

which "draw", or raise, the heated plastic to conform with the lettering and designs on the die. The type plastic used by Rivers will "draw" as much as six inches, although most sign faces do not require more than four inches. Another method used by Rivers is to mount, with glue, separate raised letters and designs on the flat plastic, then cut away the flat plastic from behind this lettering and designs so that they will be properly illuminated in the completed sign.

Rivers buys plastic in flat sheets ranging from 3-foot-by-5-foot up to 10-foot-by-12-foot and ranging in thickness from 1/8-inch to 3/8-inch, and in rolls



Electrician pictured here is wiring a "sun burst" type component which will be a part of a motel sign. Lights will be turned on and off by relays to form a pattern. Note size of this sign and one in background, the two loops of which are a part of one huge letter "M".

(usually about 500 feet long) in widths of 36 and 48 inches and in thicknesses ranging from 1/8 inch to 1/4 inch. Rivers uses about one-half-million square feet of plastic each year, for which he pays some \$300,000.

4. After separate steel, sheet metal and plastic face operations are completed in their own areas, they are brought together in the assembly area. Coming together first are the steel and sheet metal components, then the wiring is added in the elec-



Owen Barber (right), Purchasing Agent of Rivers Manufacturing Company, explains some sign making details to James Griffin, Electrical Development Engineer for Meriwether Lewis Electric Co-op, which supplies electrical service to this large plant.

trical department. Next comes the "face up" operation at which time the "sign" that we see is added to the structure. The illuminated sign is now properly tested in every detail and, when checked out to Rivers' high standards, is crated and either loaded

for immediate delivery or yard-stored. Rivers delivers and erects the larger signs, the smaller ones are delivered by common carrier.

The Rivers operation is a sizable one by any comparisons. In addition to the \$450,000 mentioned above for metals and plastics, another \$350,000 each year goes for such materials as electrical wiring, bulbs, nuts, bolts, electrical controls, rivets and other necessary materials. Add to this a payroll of \$350,000 for 80 employees, depreciation on a plant installation of \$500,000 and several less costly overhead items and it is understandable why some of the signs turned out by Rivers have to be dollar signs.

Rivers depends heavily on electricity, which is furnished by Meriwether Lewis Electric Co-op, for the operation of his plant. With one minor exception, the plant is an all-electric installation. Meriwether Lewis Electric Co-op serves the plant from a 150 KVA bank of transformers, which is more than enough to deliver the 20,000-to-34,000 KWH used by the plant each month.

In only seven years, four in its present building, Rivers Manufacturing Company has enjoyed considerable success and progress. The company which, in addition to President Rivers, has as its principal officers Mike Craig as Treasurer and Edd T. Lancaster as Vice President in charge of sales, has gone from \$500,000 in gross income in 1960 to \$2,000,000 in 1966. Its no secret that the company has a knack for pleasing and keeping old customers and for adding new ones all along.



The "Pilot model" Quality Courts sign erected on company property near the plant building has attracted the attention of many small airplane travelers. Some land nearby and seek motel accommodations.

And among both groups may be found some of the big names in the nations insofar as uses of illuminated signs are concerned. Among Rivers' regular customers are Western Motels, General Motors, Western Auto, Red Barns, Kentucky Fried Chicken, McDonald's Hamburgers, Quality Courts and many other familiar names. In fact it is the familiarity with these names that makes it occasionally necessary for Rivers to turn down the request of some would-be "customers". Here's why:

Just a few hundred feet from the Rivers plant is an airplane landing strip, also in the Hickman County Industrial Park. Ever so often the occupants of small planes flying over the area will see "pilot models" of large signs which Rivers erects on property adjacent to the plant (so that customers can see how their signs look before they are put into mass production) and, landing their planes on the strip, will come to the Rivers office requesting a motel room for the night or a sack of hamburgers!

This proves, perhaps, that you can't believe everything you see—not even America's finest illuminated signs made right here in Tennessee!

Foods, Facts and... Fashions

By Mary Ellen Lewter

Home Economist
Meriwether Lewis Electric Co-op

A lighting technique that has been growing by leaps and bounds in recent years has been the use of the large luminous element, either in the ceiling or the wall. Like so many lighting ideas that start in the commercial world and work their way into the home, the large luminous element has been rapidly gaining in popularity in residential lighting.

Luminous ceilings may be designed for high or low levels of illumination, with residential installations generally in the range of 30 to 100 footcandles. Luminous ceilings are most commonly used in utilitarian areas such as kitchens, laundries, bath and bath-dressing rooms. However, this particular element of general lighting can be installed in other residential areas such as living rooms, dining rooms, recreation rooms or foyers. In these areas decoration is more formalized and the desire is to create an atmosphere, or induce a mood suitable to a specific occasion. Therefore, flexibility in control for the adjustment of light level and brightness is always a requirement.

Luminous wall installations may be designed for functional use, or as purely decorative elements, or as a pleasing combination of the two. When intended for functional use, they are planned to stimulate a lighting effect similar to that from a sheer-curtained glass window wall. Furnishings may then be arranged so that advantage is taken of this lighting for local application in much the same way as is done with daylighting.

Luminous wall installations can be used to aid in providing general lighting, although to achieve a balanced lighting effect, other ele-

LUMINOUS CEILING AND WALLS



The most acceptable location for luminous ceilings up till now has been in the kitchen and bath areas where its large, "sky-lite" appearance has been welcome and where the high levels provided by the luminous ceilings have been suited to the difficult seeing tasks performed in these areas.

ments will be required, such as valance, cornice or fluorescent wall bracket designs on other walls. The daytime appearance of an interior with a glass wall can be pleasingly balanced in light distribution by making the opposite wall luminous. By night, the curtained glass wall may be lighted by a cornice or by a valance.

In the purely decorative applications the wall becomes a luminous area to be viewed objectively for its contribution to the decorative interest within the space. It is not intended as a method for producing or, in any cases, even contributing to the lighting for seeing activities. Decorative installations may be

Lighted soffits are highly recommended for bath or dressing room. Soffit lighting is among the large luminous elements of residential lighting design. The soffits should be from 8 to 12 inches deep and from 14 to 20 inches wide. The length usually extends the entire length of the counter top. The inside of this cavity should be painted a flat white and should contain three continuous rows of fluorescent tubes. The light source should be shielded with highly diffusing material that scatters the light toward the face.



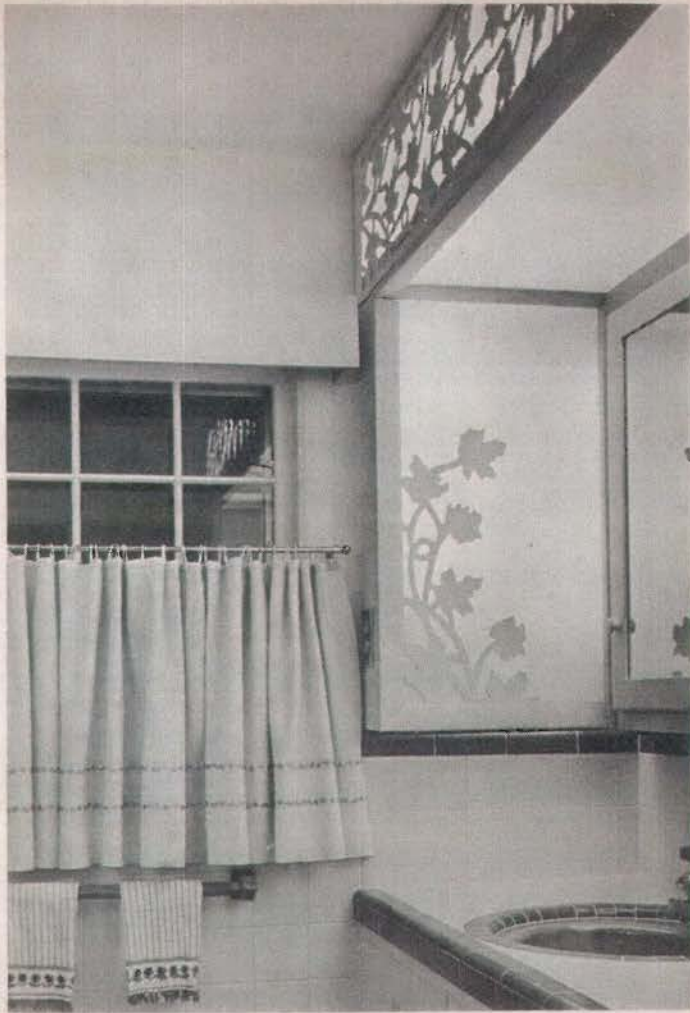
used to create vista interest as when viewed through a living room entrance or similar opening.

The selection of installation type will depend upon the need or the effect desired. Generally the functional type is used in interiors where living activities will benefit by such an installation. The possibility for combination of the functional with the decorative is always attainable by pre-planning for separate circuits, controlled for variations in light distribution, color, pattern and brightness.

Most luminous wall installations require dimmer control to coordinate the brightness and light levels to other lighting within the space, for adjustment to surrounding reflectances, as well as for variations appropriate to activities.

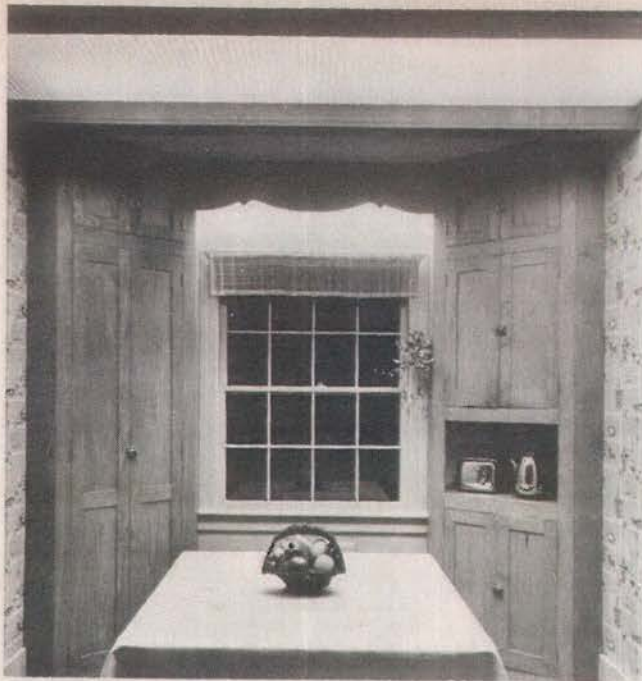


A panel of light in the corner wall behind the sink adds a decorative note as well as giving the airy, spacious feeling of a window. Fluorescent tubes located around the perimeter of the panel are used to illuminate this panel. The level of illumination is controlled with a dimmer switch. Decorator plastic was used as a diffuser.



The folding doors give access to a storage area but they serve as a decorative element in this kitchen area. The doors, which have panels of decorator plastic, are illuminated from the storage area with colored, incandescent R-lamps. The dimmer switch control allows for flexibility in the level of illumination.





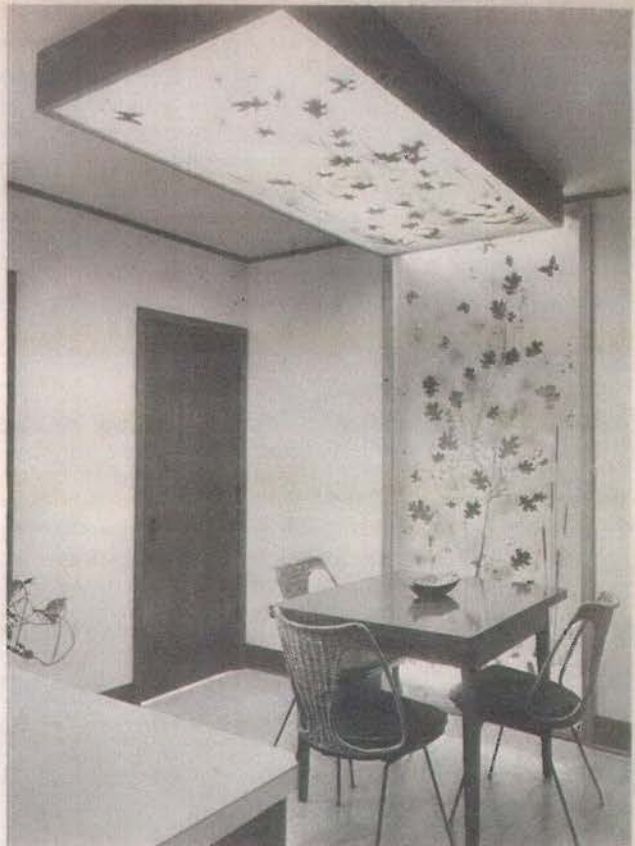
Of course, the large luminous area need not occupy the entire ceiling. Here the space between the ceiling joists and exposed beams was used to create a luminous panel over a dining area.

LUMINOUS CEILINGS AND WALLS

(Cont. from preceding pg.)



The lighted wall consists of a frame set out from the wall 8" and fluorescent channels are mounted on the supporting lengths to reflect light off the supporting wall back through the shirred material. This wall becomes an important feature of the room as well as providing the general light.



Decorator plastic was used as diffusing material in these panels of light in the wall and ceiling to create the desired effect in a dining area.



Vista interest is created by this panel of light located in the foyer when viewed through the living room entrance. This panel was built in the end of a hallway closet and is illuminated with colored incandescent R-lamps.

SELF CLEANING OVENS LIBERATE HOMEMAKERS

by Cathi Hunt

NRECA Home Economist

Homemakers of America, we've been emancipated again, freed from another loathsome task by the oven that cleans itself!

Stop worrying about roasts that spatter, pies that drip and spill! Get up off your knees and throw away those scrub brushes and expensive chemical cleaners. No more scrubbing and scraping for you!

Just set the dials on a new self-cleaning oven, latch the oven door and go out to play with the kids. While you're having fun with your family, it will clean itself. Or, let the oven clean while you're getting dinner ready on top of the range. Your time is free, while electricity takes care of the dirty work.

After you've set the dials to begin the cleaning cycle, the internal temperature of the oven will rise slowly to nearly 900 degrees Fahrenheit, behind the automatically locked oven door. Then high electric heat breaks down and vaporizes baked-on grime and grease in the oven. The vapor passes out through the oven vent, where a "smoke eliminator" consumes it. All that is left in the shining oven is a wisp of ash that can be easily whisked away after the oven has slowly cooled to room temperature.

Sounds wonderful, doesn't it? But, being a value, safety and budget conscious homemaker, you still want to know:

Is it safe?

Yes. Automatic safety devices prevent possibility of damage from the intense heat. Controls are designed to prevent accidental starting of the cleaning cycle. Oven doors lock automatically when the oven temperature rises to a given point, and cannot be opened until the oven has safely cooled. Special materials are used in oven construction to withstand high temperatures.

Will the self-cleaning process make the kitchen hot?

No. Extra insulation keeps the issued heat at about the level of an oven being used for baking. Some models have provided for circulation of air around the outside of the oven to further cool the exterior of the range.

Can cooking utensils be cleaned along with the oven?

No. The materials normally used in pans and racks for baking, roasting and broiling will withstand the intense heat used for self-cleaning ovens. The racks in the oven itself *can* be cleaned with the oven. They are specially constructed for this purpose.

Is the self-cleaning feature only on the more expensive range models?

No. In 1967 there will be special emphasis on self-cleaning ranges for the limited budget. The self-cleaning feature is now available on range models in all price lines, in both freestanding and built-in types.

Is automatic cleaning expensive?

No. The average cost per cleaning will be from seven to ten cents, depending on the cost of electricity. Compare this with the cost of about 50¢ per cleaning by hand with chemical oven cleaners. If you add in the value of one or two hours of your time spent in cleaning, the cost of manual cleaning will be even greater.

The self-cleaning oven saves in many ways. The extra insulation required for self-cleaning also makes the oven operate more efficiently in regular baking. Because less heat is lost, the kitchen stays cooler and more comfortable during the hot summer months. That will reduce the cost of air-conditioning in the kitchen.

You'll save while you're using your self-cleaning oven and when you trade it in too. It will probably make your range rate a higher trade-in allowance, because the self-cleaning feature makes it a more modern and valuable appliance.

The most important saving is YOU and your time. No longer will you wear yourself out with the tedious, grimy job of cleaning the oven. You're liberated, free to pursue more important, more creative activities. Save your energy and your time. Let the oven clean itself.

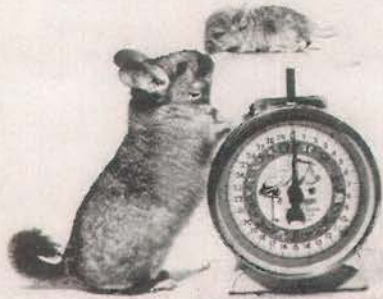
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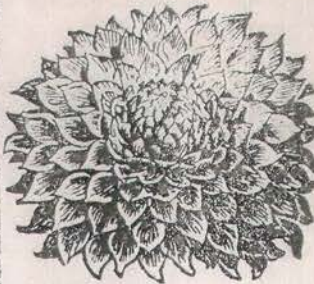
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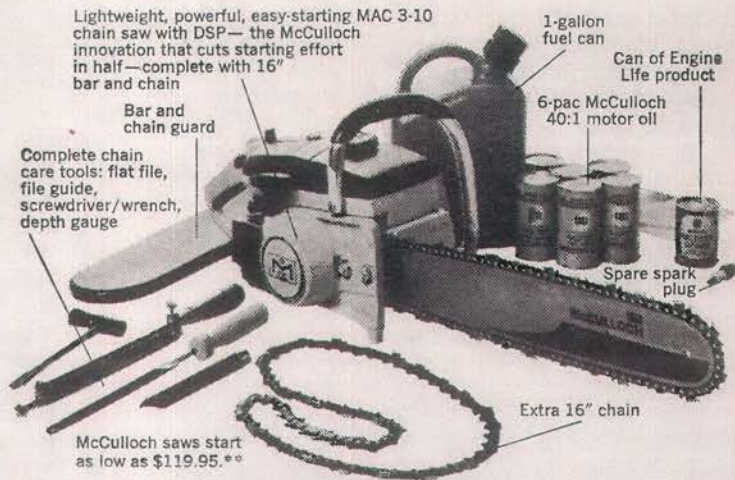
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Family FARE

By Erma Angevine,

Coordinator of Women's
Activities, NRECA

"Slum Writer Returns to Garbage Collecting." My headline scanning stopped as I read another brief chapter in Carolina Maria de Jesus' story. I first heard of her four years ago.

Carolina lived in the slum area of Sao Paulo, Brazil. She had three small children and less than two years of schooling. She wanted to learn, yearned for information.

To get food for herself and her children, she joined the ranks of many who wander the city's streets looking in garbage cans for salable refuse, edible refuse, or useable refuse.

Her shelter was a jumble of boards and pieces of tin held together with old nails and wire. She and her children slept on discarded pieces of beds hauled on her back through the city streets. They wore what she found, ate what she foraged. Mostly they went hungry.

Carolina found some solace each evening by writing her thoughts on scraps of paper she salvaged from the garbage. She tied these papers together into "notebooks" with salvaged string. She didn't write because she liked to—she wrote because she had to, because she was driven to set down her despair. She could not admit to her children her own fatigue, hopelessness, and hunger.

One day a newspaper reporter, Audalio Dantas, came to the slums to find out what the people were like. Everywhere he met suspicion. He heard of Carolina, how she spent many evenings writing. He interviewed her and persuaded her to let him take her "notebooks" and read them. Here he found what it means to live on the raw edge of despair. Hunger stared up from every page.

"We are poor, we came to the edge of the river," Carolina had written. "The river's edge is a place for trash and the marginal ones. The people of the shanty town are considered marginal. You don't see buzzards flying over

the river bank near the garbage any more. Unemployed men have taken the buzzards' place . . .

"The sparrows are beginning their morning symphony. Birds must be happier than we are. Perhaps they live in friendship and equality. The world of the birds must be better than that of the people of the slums, who go to bed but don't sleep because they go to bed without eating."

Carolina observed others as she collected her day's garbage. In the evening she wrote her thoughts on her country's future as she saw it surrounded by slums and hunger.

"Brazil must be led by someone who has known hunger. Hunger is a teacher, too. A hungry person learns to think about his fellowman and his children . . . My children are always hungry. When they are very hungry they don't care what they eat . . . Could it be that the poor in other countries suffer as much as the poor in Brazil?"

"Democracy is losing its followers," she wrote. "Everything in our country is weakening. The money is weak. Democracy is weak and the politicians are very weak. And everything that is weak will one day die."

Dantas was so moved by what he read that he asked permission to have it published. He spent more than a year editing Carolina's 26 "notebooks" before publishing them in 1960. In the next two years the diary was translated and published in 14 countries. Carolina called it *Quarto de Despejo* (Garbage Room). In other countries it was called *Diary of Hunger* or *Child of the Dark*.

Brazilian sales of the book enabled Carolina to move into a brick suburban house, put her children in school, sleep in a bed, and—most important—have enough to eat.

Isolated from the familiar, sordid social structure she knew, she apparently lost her way. In the

(Continued on Page 19)



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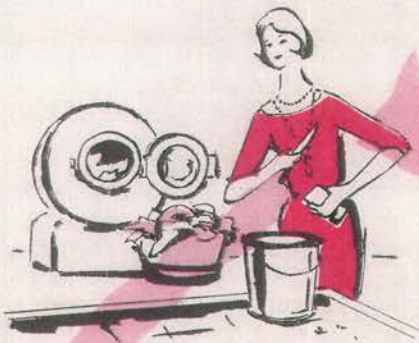
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Cycles of Freedom



People are always talking about the good old days . . . that memorable time that everybody wants to go back to. But with the good would come the bad and moving time back to those good old days would swing us into a multitude of bad ones. Let's consider the conditions that existed only a few decades ago.

There was firewood to be cut and lugged to the house. Water to be hauled. Ice to be cut. A poorly heated house to live in. The field work was done by horses. Light in the homes was by coal oil lamps and in the barnyard it was by kerosene lantern. All farm chores were done by hand.



When Grandma tackled the family wash 60 years ago, it was an all-day job that called for an almost incredible expenditure of energy and hard work. Here are some of the things she had to do:

- ... build a fire to heat water
- ... pump and carry the water
- ... sort and soak the wash
- ... cut up soap

- ... boil the clothes
- ... scrub them on a washboard
- ... rinse and wring them out by hand
- ... carry them out and hang them to dry

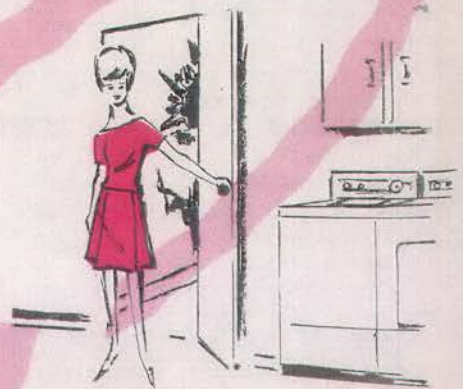
Researchers at the University of Iowa who put 15 modern homemakers through these laborious tasks, after equipping them with instruments to measure the energy they expended, came up with some startling results.



They found that what Grandma considered just a part of her weekly routine used as much energy as would be needed by a trained athlete in swimming the breast stroke for five miles. The same test laundresses breezed through the automatic laundry procedure of sorting clothes, putting them in the washer, setting the controls, removing the clothes, placing them in the dryer and taking them out. Doing this, they expended less than 1/12th of the energy required by the other method. The Iowa researchers calculated that modern automatic laundry equipment saves the homemaker enough washday energy in one year to do the equivalent of all the rest of her household chores for nearly six months.



But, ladies beware. Don't assume that washing and drying your clothes electrically is the mere matter of turning an "off" or "on" button. Total electric laundry components offer you a variety of settings, each suited to the fabric you want to wash. Perfection is the order of the day and the electrical industry isn't bluffing when they say that flameless electricity can do anything. In the past twenty years, more than in any other period, electric appliances, especially those in your laundry have constantly offered new features.



Today what the electrical industry gives you in your electric laundry components are machines that can efficiently undertake a variety of jobs, providing you know how to manage your machine properly.

Correctly managing your electric washing machine won't add to your work it will only perfect it. Managing your total electric laundry equipment is a matter of sorting clothes and taking advantage of the special dial setting for the fabrics you want to wash.

In the early days of automatic washing machines there were not as many choices in dial setting as there are on today's improved machines. These additional dial settings are improvements. They were added so you could wash clothes better and clothes would last longer.

In the old fairy tale Aladdin used a magic lamp to fulfill his desires. Today the magic is in the word electricity.

Take a look at the models of electric washers available, the jobs they perform and the labor they save you.

The basic washer models require the most attendance by the homemaker. Usually there is only one cycle for washing, rinsing and spinning. It is not possible to vary the cycle for different fabrics, soil conditions, or extra rinses for cool down or other purposes. In a household with only cotton fabrics to launder, the basic model will do a good job of washing, provided the homemaker is on hand to add bleach and conditioner at the proper times and to remove the clothes at the end of the spin cycle.

Most advanced or top model washers will have at least two speeds of agitation and two spin speeds with the high or low agitation speed combined with a like spin speed. In addition to the normal wash cycle, there may be a short Wash and Wear, Gentle or Delicate Cycle or a form of Soak.

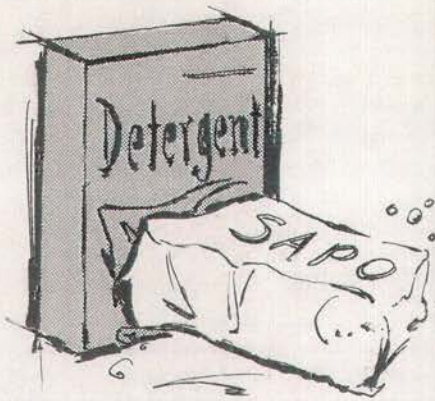
Laundering is simple in the top models because all of the variables are programmed. Detergent, bleach and softener dispensers function automatically at the proper time. Water levels and temperatures are maintained automatically. The only manual activity involved in fully automatic laundering is the selection of the wash load and the proper machine setting. Later the homemaker will have to transfer the wash load to the dryer and select the proper time setting.

Why should a homemaker consider models that cost \$40 or \$70 or even \$180 or more than the basic model?

It is for the same reasons that power brakes, power steering or air conditioning is considered when a new car is purchased. Prices of washers and dryers as those of automobiles go up in direct relationship with convenient features and extra services.

Roughly speaking, the more the homemaker pays for her washer, the more work it will take off her hands.

Exact differences between basic model and top model washers were pinpointed by women executives in a recent industry meeting. They agreed there are good washers available at low cost which give long and faithful service with a single agitator speed, one or two cycles, two water temperatures and one water level. But they also suggested that extra speeds, cycles, water variables and automatic features eliminate a lot of work, worry and bother.



They said the homemaker who had never used a top model washer may not realize the time and trouble saved with better equipment.

For example, with top model washers, there's no more handwashing, no need to do frilly things in the bathroom sink.

There's no more drip-drip-dripping of drip-dry clothing.

No more overnight soaking of diapers and heavily-soiled work clothes.

No need to hang around the machine to add bleach or rinse conditioner at just the right time.

No more confusion about how to wash what, how long, how much water or how hot.

Here are the features industry home economists claim will lead to such freedom:

Extra speeds and cycles: It stands to reason that a two speed or three speed motor costs more but is it worth another \$10 or \$20? Indeed it is, say the experts. The second slower speed provides gentle agitator and spinning action for delicately constructed garments, lets the homemaker machine-wash fragile items once done by hand. The new third speed is a lazy, loafing, just-barely-moving agitator action, gentle enough for washable woolsens.

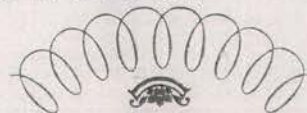
The number of extra cycles needed depends on the variety of fabrics in each family wardrobe. If a homemaker washes only cottons and linens, towels for example, the Regular or Normal cycle is adequate. But if she does the new self-ironing cotton shirts, fancy lingerie, bright cotton pajamas or men's dark socks, then she'll be wise to pay for extra cycles.

Water temperature variables: Most women realize that non-colorfast clothing requires cooler water, but few understand why resin-treated cottons do best with hot wash and cold rinse. How can one remember the right temperature for everything in a modern laundry hamper? The homemaker need not remember with top-of-the-line washers. Automatically she gets the right one of five wash-rinse temperature combinations—the answer is programmed right into the fabric cycle.

Teaming an automatic dryer with an automatic washer is about the most dramatic time and labor-saving step you take in your home laundry.

An all electric laundry adds another day to your week. It lets you laugh at rainy weather. Drying the wash was once a real problem. Not so today when an electric clothes dryer makes the family wash fluffy dry in only minutes. Best of all, an electric clothes dryer lets you do the laundry at any time, rain or shine. And sunny days are few in number.

Surveys prove that at best only one day out of three are good days for drying out-of-doors in most parts of the United States. On a national average, 266 days of every year are either too cold or wet.



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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710 Spence Lane, Nashville 10, Tenn.



Carson Camp
Star Route, Box 12
Dunlap, Tennessee 37327
Age: 13
Sequachee Valley Electric Cooperative

Steve Dishman
506 Second Street
Livingston, Tennessee
Age: 18
Upper Cumberland Electric Memb. Corp.



"My Home Town"

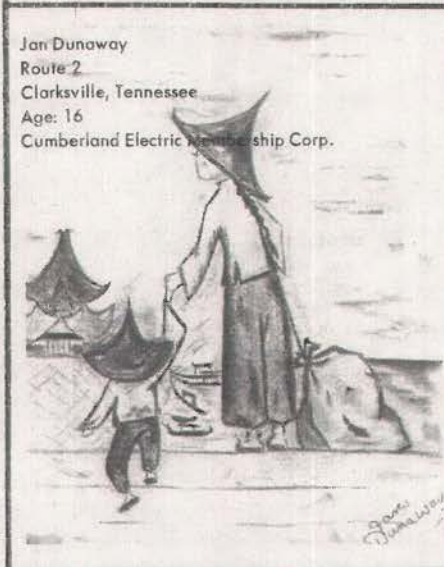
You haven't seen anyplace like it,
It's like belonging to a happy band;
It's a place where people say "howdy",
And they generously shake your hand.

The school is simply wonderful,
You have fun there everyday;
And if you deserve a whipping,
The kids like you anyway.

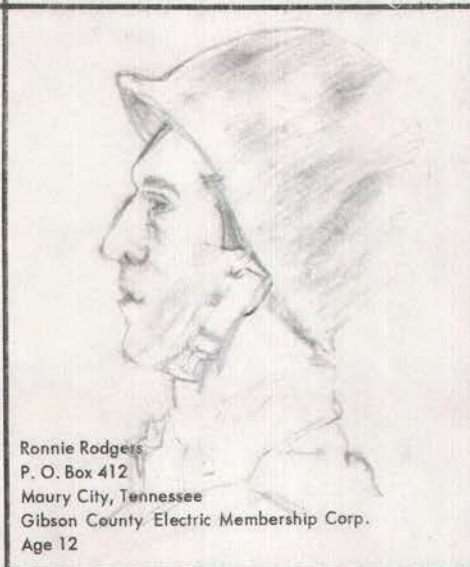
The people are very helpful,
Especially in time of need;
And when you need any money,
They haven't heard of greed.

The town isn't exactly perfect,
But yet the people say
That if you have faith in something,
You can love it anyway.

Cindy Smith
Route 4
Henderson, Tennessee
Age: 13
Southwest Tennessee Electric Memb. Cor.



Jan Dunaway
Route 2
Clarksville, Tennessee
Age: 16
Cumberland Electric Membership Corp.

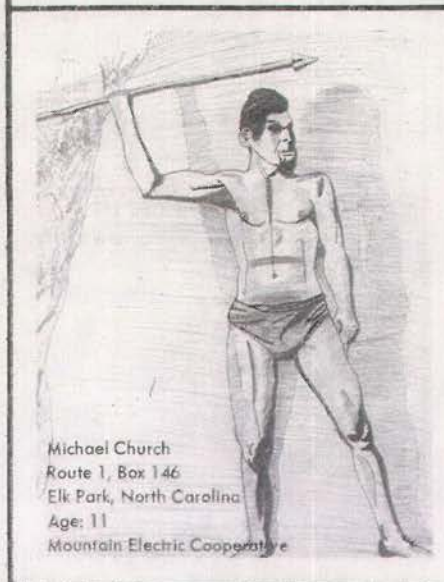


Ronnie Rodgers
P. O. Box 412
Maury City, Tennessee
Gibson County Electric Membership Corp.
Age 12

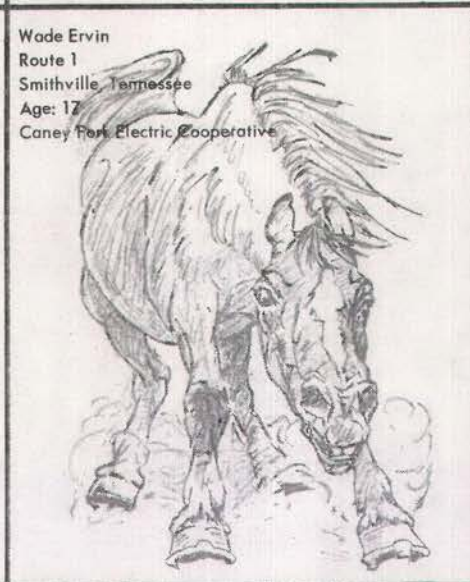
"To Much Man Around The House"

The children are all settled.
Each one has made a nest.
These are the years she planned for
Grandchildren, fun and rest.
Dad is sixty-five though
He's staying home each day.
And follows her around so,
He's always in the way.
Did she ever work so much before?
No time to call her own.
She cannot be alone now.
Even talking on the phone,
Then one day she realizes
A truth that's crystal clear,
She's the luckiest of women because
He needs her . . . And he's here!

Patsy Pearson
Enville, Tennessee
Age: 19
Pickwick Electric Cooperative



Michael Church
Route 1, Box 146
Elk Park, North Carolina
Age: 11
Mountain Electric Cooperative



Wade Ervin
Route 1
Smithville, Tennessee
Age: 17
Caney Fork Electric Cooperative

Timely Topics

TOLERANT VARIETIES AID IN CONTROL OF CORN STUNT

The use of varieties of corn tolerant to maize dwarf mosaic or "corn stunt" is the first step toward reducing losses from this disease, advises Charles Hadden, University of Tennessee Extension assistant plant pathologist.

"Many of the corn hybrids presently recommended are tolerant to this disease," says Hadden. "Non-tolerant varieties may be severely damaged."

County Extension agents have information concerning the recommended corn hybrids. This information should be used in selecting a variety for this year's planting.

Some grasses, particularly Johnsongrass, harbor the virus through the winter, explains Hadden. Any measure to control these grasses reduces the sources of infection of the corn. These grasses also compete for plant nutrients and moisture, further reducing the ability of the corn to withstand the disease.

CATTLEMEN SHOULD HAVE HAYS AND SILAGES TESTED

There is still time for cattlemen to have their hays and silages tested this winter, according to John N. Williams II, University of Tennessee Extension assistant animal husbandman.

"Often a 15 to 30-day supply of forages will justify having a test made at the U-T Forage Testing Laboratory in Nashville," he adds.

Many Tennessee cattlemen have either overlooked the value of forage testing or have "put off" using this valuable service, says Williams. This service is not just for the producer of slaughter cattle — it is valuable to anyone who feeds cattle, whether on a wintering ration or for maximum gain.

Test results will be received about two weeks after the sample has been mailed, he explains. The test report includes content of crude protein, estimated digestible protein, crude fiber and estimated total digestible nutrients. Moisture content of silages and fat content of grains are also listed.

"A recommended ration for the cattle being fed will also be included if requested," he adds.

Forage sample supplies and instructions on sampling procedures are available at county Extension offices. Samples are mailed to the U-T Forage Testing Laboratory in Nashville.

DAIRY COWS LIKE WARM WATER IN COLD WEATHER

Your dairy cows like warm water in cold weather, says Ray Spann, University of Tennessee Extension assistant dairy husbandman.

"Cows will drink more water during cold weather if it has been warmed," explains Spann. "And the dairy cow needs a large amount of water in cold weather, just as she does during the summer."

In one trial on dry cows where the daily temperature averaged 27 degrees F. for a two-month period, cows consumed an average of 11 gallons of water daily when the water temperature was 34 degrees. When the water temperature was increased to 103 degrees, the cows drank 12.6 gallons per day — an increase of 14 per cent.

"If the cows had been milking, possibly there would have been an even greater difference," says the dairy husbandman.

When the water trough is filled with ice, it is easy to understand why a cow doesn't want to drink much water at one time, he comments. However, just because it is cold doesn't mean she needs to drink less.

"Cows need an abundance of feed, as well as water, in cold weather because extra energy is needed to keep the body warm," he adds.

COMPETITION FOR LABOR FORCES MECHANIZATION FARM

Competition for efficient workers in our present day society is forcing more farmers to mechanize and automate more and more of their productive processes.

"The further farmers go with mechanization and automation, the greater the skill required of workers who run the machines and, subsequently, the greater the competition for effective workers," says Albert J. Swearingen, University of Tennessee Extension associate agricultural engineer.

This combination of ever-increasing investment in productive machines and workers makes it harder and harder for every farmer to own his own machines and keep his individual full-time workers, points out the engineer. This situation is forcing an increasing number of farm jobs to be done by commercial hire.

Such an arrangement can allow many part-time farmers to continue a profitable farm enterprise and allow some full-time farmers to concentrate on more complete management of their main enterprise, he adds.

"However, the effective use of commercial hire of farm machines cannot happen without pre-planning of jobs and job requirements by both the farmer and the commercial agent," cautions Swearingen. "Such a system cannot be turned on and off like a light switch."

FARM BRIEFS

Tennessee's 1966 soybean crop was estimated at 933,000 acres, according to the Tennessee Crop Reporting Service.

* * *

Fertilizer alfalfa and clover-grass pastures by soil test before growth starts in the spring.

* * *

Regal and Tillman varieties of white clover have been added to the list recommended by the University of Tennessee. Ladino is the other variety of white clover recommended.

It is becoming increasingly important that cotton farmers have a soil test made. Every season there are more reports of crop failure due to low pH.

A MYTH CHALLENGED

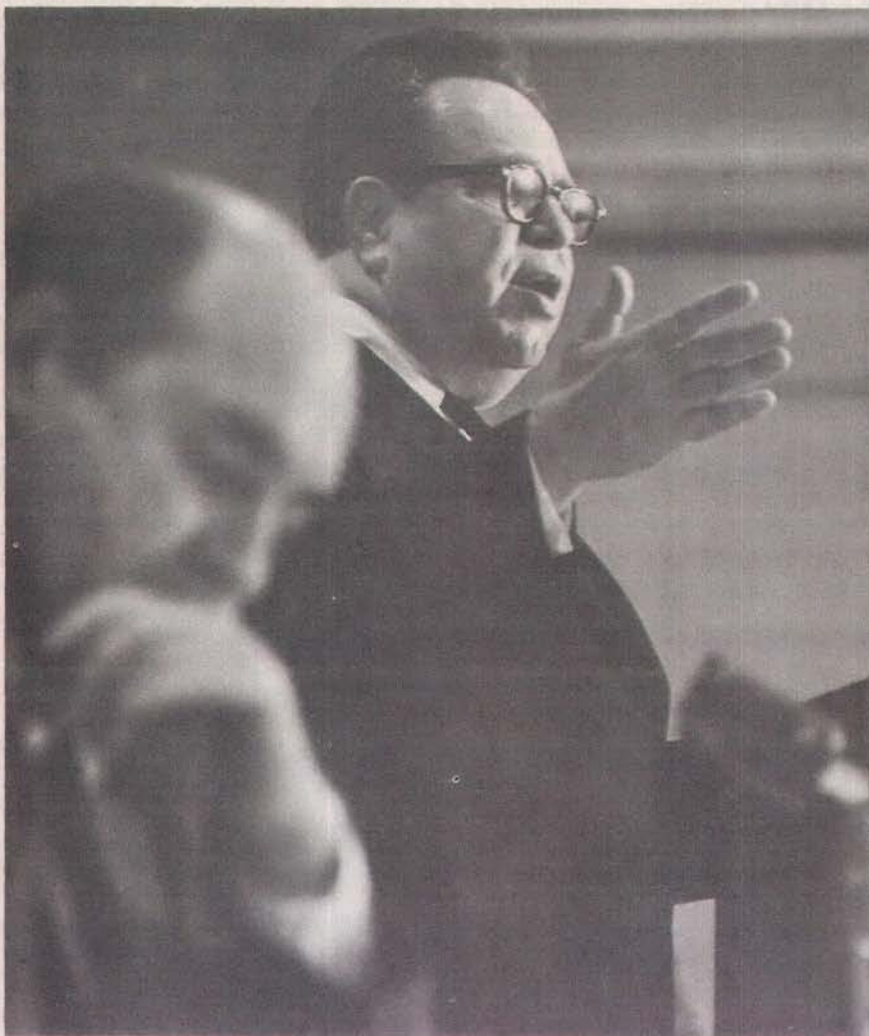
By Roland W. Olson *Statewide Correspondent*

High interest rates and tight money — a “restrictive” monetary policy — controls inflation. This is one of the oldest, most revered and most persistent orthodoxies of classical economics. It is rarely challenged.

In a January meeting Washington, however, more than 350 people representing consumer groups met and challenged the myth. Rural electrification leaders were among them.

Theoretically, a restrictive monetary policy will control inflation. But in modern times, the policy has proven ineffective. A high interest rate, tight money policy is discriminatory; it severely injures the weakest segments of the economy while the powerful interests enjoy immunity from its effects.

Sen. Albert Gore (D-Tenn.), one of the speakers, said high interest rates, as much as any other single



Rep. Wright Patman (D-Tex.), chairman of the House Banking and Currency Committee, at the Tight Money Conference. He expressed hope the meeting would “mark the end of a long drought in public concern about monetary policy.”



Economist Leon Keyserling makes a point during a debate with Dr. Karl Madden (foreground) on high interest rates and tight money. Keyserling was chairman of the Council of Economic Advisors during the Truman Administration. Madden is chief economist for the U.S. Chamber of Commerce.

factor, “have helped to wreck competition... and bring about our dangerously high level of business concentration.”

Present interest rate levels are too high, Gore said, and they serve largely “to place a heavier burden on the poor and middle income groups, and to bestow an undeserved reward on those who have fortuitously inherited or otherwise accumulated wealth.”

Delegates to the meeting — called by the Consumers Information Committee on Resources and Energy — felt clearly that there has been an over-dependence on monetary policy as a means to regulate the nation’s economy. And the unit responsible is the Federal Reserve Board.

“The result of actions taken by the Federal Reserve System in the area of monetary policy can create an environment productive of economic prosperity or economic recession and ultimate depression,” the delegates said.

Purpose of the Federal Reserve Board is to control the supply side of the supply-demand equation in the money markets. It was to insure that money is available when and where needed.

But the group felt that under its long-time chairman, William McChesney Martin, the “Fed” has



NRECA General Manager Clyde T. Ellis greets Sen. Albert Gore of Tennessee. Both were speakers at the conference. In the background is Dr. Horace M. Gray, University of Illinois emeritus professor of economics, who said the burden of tight money "falls largely on the poor, the underprivileged, the defenseless. . . ."

been grossly over-concerned with inflationary pressures and with contracting rather than expanding business.

"Monetary policy decisions made by the Federal Reserve Board since the middle of the 1950's have been major contributing factors to four recessions in the United States," delegates said.

The Board's action of two years ago in raising the discount rate caused interest rates to jump 37½ percent to a 40-year high. These high rates have been detrimental to consumers, as wage earners, to farmers, home builders or small businessmen, the group declared.

They said the Fed's most recent action to loosen money was "be-lated" and the effort was too small. "It is clear that these modest corrective policies are still ineffective to achieve the flow of money and interest rates necessary for a growing and secure economy," according to CIC participants.

What's to be done about it? Those attending the CIC conference had some recommendations. First, Martin, whose term as board chairman expires soon, should not be reappointed by President Johnson.

Sen. Gore said Martin "takes his advice from the large banking interests" and he cannot be relied upon to act in the public interest.

If he is reappointed, Gore said, then the blame rests squarely on President Johnson.

CIC members also believe the Fed should be more responsive to the public, a goal which for many years has been sought by the chairman of the House Banking and Currency Committee, Rep. Wright Patman (D-Tex.).

As it is now, the Fed does not have to answer to anyone — the only control being with the President who appoints the members. This is limited control, however, because Fed members are appointed for the inordinately long period of 14 years.

CIC also called for prompt Congressional hearings "to determine how this country has been placed in the present dangerous position. . . ." And they said all available and appropriate direct and guaranteed government loan and credit programs should be utilized.

These reforms are needed to prevent recurrence of tight money crises. NRECA General Manager Clyde T. Ellis spoke on this subject.

"We are still faced with the ominous fact that the principal regulator of the economy continues to be the interest rate," Ellis told the conference. "There is no assurance that the recent money crisis will not be repeated — in fact, we may reasonably antici-

pate that the Federal Reserve Board's policies will repeatedly produce such results."

Ellis pointed out that monetary policy is within the power of the people to control if they choose to do so. "A drought, he said, "results from an act of nature. Our present money crisis has been artificially created by men and man-made institutions."

Rural electric cooperatives, Ellis said, are deeply concerned about restrictive monetary policies particularly because they must have access to financial resources required to carry out their responsibilities to their members. He noted that electric co-ops are seeking enactment of a bill in Congress to authorize supplemental sources of funds for a portion of their gross capital needs. If this program is to succeed, he said, it will require reasonable interest rates.

Included in the program was a debate between Dr. Karl Madden, chief economist for the U.S. Chamber of Commerce and Leon Keyserling, chairman of the Council of Economic Advisors during the Truman Administration.

Madden argued that a tight-money policy is necessary to control inflation when full employment is down to 4 or 4½ percent, he said. Keyserling said some countries reduced unemployment below those figures, and the U.S. could do it, too, without serious inflation.

Tony T. Dechant, president of the National Farmers Union, said tight money is having a disastrous effect on agriculture. He said farmers have to pay as high as 8 and 10 percent on loans, if they can get money at all. One farmer in the audience said limited amounts and the high cost of money prevents many young men from starting careers in agriculture.

Jerry Voorhis, former executive director of the Cooperative League of the USA, declared that raising interest rates won't control inflation. The reason it can't he argued, is that the cost of money enters into the prices of nearly everything that people buy. Thus the higher the rates of interest, the higher prices will be.

CIC is a Washington-based organization made up of national, regional, and state, farm, labor, and cooperative organizations, including NRECA.

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WALKER, ROBERTSON

JOIN T.E.C.A. STAFF

As part of an expansion program by the Tennessee Electric Cooperative Association to better serve the 22 local electric co-ops comprising the association, TECA Executive Manager J. C. Hundley has announced the employment of T. O. Walker of Memphis and Lofton Robertson of Humboldt for the positions of Director of Public Relations and Administrative Assistant to the Executive Manager, respectively.



T. O. WALKER

Walker, a native of Brownsville, attended the University of Tennessee, received a degree in agriculture from Murray (Kentucky) State University and did post-graduate work at the University of Kentucky. He served for ten years as an Agricultural Extension Agent in Memphis, Bolivar, Selmer and Huntingdon. At the time of his employment by TECA, he was serving as a Housing-Farm Engineer for the Portland Cement Association, with headquarters in Memphis.

Walker has been active in a number of civic and church organizations in Memphis, including Kiwanis, the Memphis Area Chamber of Commerce, the Memphis Agricultural Club, the American Society of Agricultural Engineers, the Mid-South Fair, and St. Luke's Methodist Church, where he was a member of the official board. He served in the U. S. Navy during World War Two.

Walker is married to the former Minnie Lee Churchill of Murray, Kentucky and they have four children, two boys and two girls, ranging in age from 17 to 5. Mrs.

Walker and children will establish their residence in Nashville following the close of the current school year in Memphis.

Robertson is a vereran of the cooperative rural electrification program, having been an employee of Gibson County Electric Membership Corporation, Trenton, Tennessee, since 1946. He received his education in Tennessee and attended Union University, Jackson.

Robertson began his employment at Gibson County EMC as a rural contact representative. He was serving as Head of the Power Use and Public Relations Department at the time of his employment by TECA.

Robertson has served as Chairman of the Tennessee Chapter of Electrical Inspectors and Chairman of the Gibson County Heart Association. He has worked with the March of Dimes, Heart Fund, and Boy Scout fund drives. He was a member of the Humboldt Lions Club and a member of the First Baptist Church in Humboldt, where he also taught an adult Sunday School class. He served in the U. S. Marines in World War Two.

Robertson and his wife, Frances, are parents of a son, Lynn, a biology major at the University of Tennessee, Knoxville, and a daughter, Elane, a music major at Tennessee Tech, Cookeville.

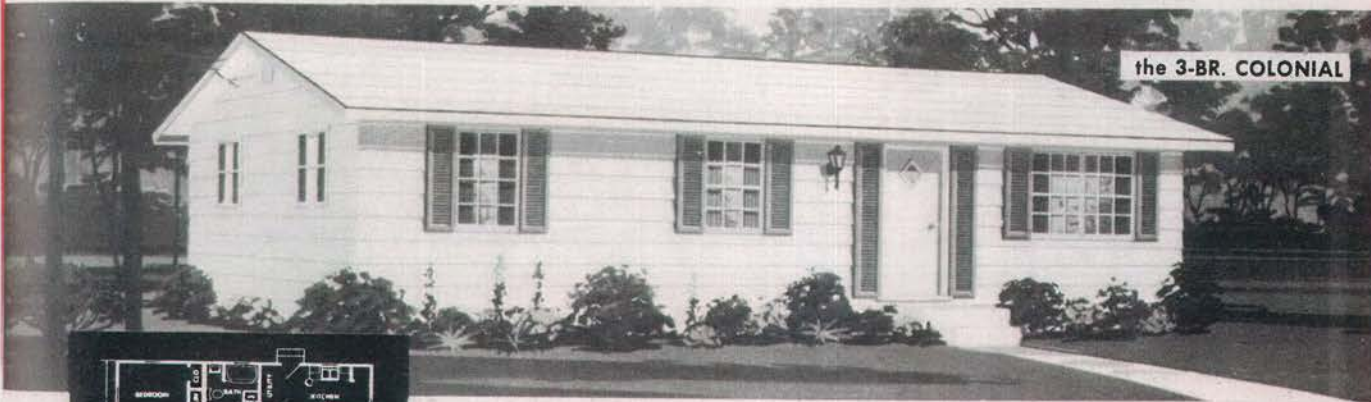
The Robertsons already have established their home in Nashville.



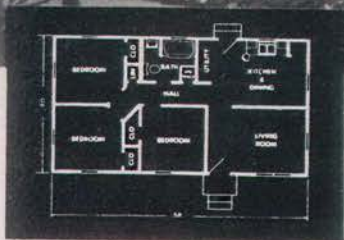
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By **Hubert Williams**
*Power Use Manager
Southwest Tennessee E.M.C.*

Freed-Hardeman College, located in Henderson, Tennessee, is only sixteen miles from Jackson, and one hundred miles from Memphis, Tennessee.

- Freed-Hardeman College in Henderson, Tennessee was established in 1908 by A. G. Freed and N. B. Hardeman. It is a junior college fully accredited by the Southern Association of Colleges and Schools. Freed-Hardeman provides a sound academic program of university-parallel courses and Bible courses in a Christian environment. The college is an endowed, non-profit institution under the control of a self-perpetuating board who are members of the Churches of Christ.

- The emphasis in the curriculum is on general education. The college is concerned with preparing a student for life, as well as, for earning a living. Courses are offered in these thirteen departments: Art, Bible, Business Administration, Education and Psychology, English, Health and Physical Education, Home Economics, Mathematics, Modern Languages, Music, Natural Science, Social Science, and Speech. Pre-professional work is provided in several fields, such as medicine, dentistry, pharmacy, nursing, law, and engineering. Work is transferable toward bachelor's degrees.

- The Associate in Arts degree may be earned by successful completion of sixty-four semester hours of college work, including general education and major requirements. A third year program of Bible and Bible related courses is also offered for ministerial students.

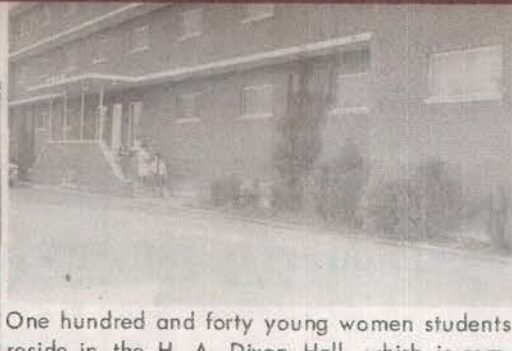
- The campus is composed of approximately thirty-five acres with sixteen main buildings. Included are administration building, classroom buildings, laboratories, library, dormitories, science building, gymnasium with swimming pool, education building, and an athletic field. The cafeteria, bookstore, post office, laundry, and a campus radio station are housed in a new student service building. Special facilities include language, speech, and reading laboratories.

- A seventy-eight acre camp site, owned by the college, is located one-fourth mile west of Highway 45, about three miles north of Henderson, Tennessee. The Mid-South Youth Camp facilities include ten spacious cabins, two bathhouses, six small shelters, a large pavilion, a combination administration building and dining hall, a junior size Olympic swimming pool, and plenty of out-door space for hiking, group games, and sports.

- Approximately ninety per cent of the students at Freed-Hardeman are members of the Church of Christ. There are students here from twenty-eight states and seven from foreign countries. Most of the students are in residence and therefore a rich campus life is regarded as vital to the educational process. Broad intramural programs for men and



President H. A. Dixon, who has been president since 1950, has seven of his original teachers on the faculty of fifty teachers.



A modern all electric men's dormitory was completed in 1964.

One hundred and forty young women students reside in the H. A. Dixon Hall, which is completely air conditioned and has student facilities for laundering.

The Bader Memorial Gymnasium completed in 1963 provides classrooms, basketball court, and a swimming pool for year round enjoyment.



Dean Heady, of Gallatin, Tennessee, and Ronnie Wright, of Cookeville, Tennessee, enjoy their individual study areas which are built-in near the large spacious clothes closet and storage area.

women are provided in sports, speech, etc. There is intercollegiate competition in forensics, and in basketball, baseball, tennis, track, badminton, and volleyball. Parties, outings, and tours are enjoyed throughout the year. Social, honor, religious, and departmental clubs afford numerous outlets for interests, personal development, and fellowship. A large number of campus organizations are responsible for a vigorous and wholesome school spirit.

• Under the direction of Dr. H. A. Dixon, who has served as president for the past 17 years, the ideas of the founders of the college have flourished. The growth at Freed-Hardeman has been steady and sure for the past several years. More facilities are being built to accommodate the increased number



Peggy Byron, of Belmont, Mississippi, Patsy Smith, of Stantonville, Tennessee, and Kay Gantlett, of New Johnsonville, Tennessee, enjoy the fellowship of dormitory living.

of students being enrolled. Below are charts which will help show the expansion and improvements of the college.

Year	Enrollment	Kilowatt Hours Consumed	Plant Investment
1962-63	496	672,000	\$1,317,100
1963-64	519	684,480	---
1964-65	637	798,120	---
1965-66	734	1,124,640	---
1966-67	769	1,209,520	\$2,731,000

• A drive to raise \$1,800,000 over the next three years will start soon. These funds will be used to build a new science building, library, and auditorium. Two new dormitories are also being planned for some time in the near future.

• The college is a member of the Tennessee College Association, the American Association of Junior Colleges, and the American Council on Education.



The modern bookstore provides school materials, books, and sundries for the student body. Dale Sellers, of Huntingdon, Tennessee, Steve Waller, of Florence, Alabama, and Mike Haynes select books from the book rack.



Steve Stepp, of Knoxville, Tennessee, Janice Townsend, of Paris, Tennessee, and Larry Murdock, of Lawrenceburg, Tennessee, find a delicious variety of foods provided by the Morrison's Catering Service.

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COMPARE BENEFITS— ESPECIALLY WITH MEDICARE

1. Our Plan covers everyone in family, old and young. This is a Plan that helps free you from worry about your entire family. We send \$100 TAX-FREE CASH direct to you every week—up to 52 weeks (\$5200)—of hospitalization for each covered member of your family over 18 paying full rates. Half rates and half benefits apply to family members under 18.

So our Plan fills the big gap in Medicare which provides only for the elderly.

2. We cover both sickness and injury. Our Plan covers hospitalization for every conceivable kind of accident and sickness except: pregnancy, childbirth or complications of either; pre-existing conditions; intoxication (of a covered person); unauthorized use of narcotic drugs; mental conditions; injury or sickness due to war or any act incident to war. Hernia is considered a sickness, not an injury. Confinement in a government hospital is not covered, nor is any person covered while in armed services of any country (but in such cases, a pro-rata refund of the premium would be made).

3. We pay \$5000 auto accident death benefit.

If you die within 60 days as the result of an accident to any automobile, in which you are riding or driving, we pay \$5000 to your beneficiary.

DO THIS TODAY!

(Don't delay. 50,000 people enter hospitals daily.)

Start your protection immediately. Fill out application below. (Make close comparison of these amazingly low rates.) Then mail application right away. Upon approval, your policy will be promptly mailed. Coverage begins at noon on effective date of your policy. No salesman will call. No physical examination needed for this plan, you will be paid \$14.28 a day.

IF YOU PAY PREMIUMS IN ADVANCE FOR 11 MONTHS, YOU GET THE 12th FREE!

	PAY MONTHLY	PAY YEARLY
Each Adult 18 to 65	\$2.40	\$26.40
Each Adult 65 to 75	4.15	45.65
Each Child 17 and under	1.15	12.65
HERE ARE TYPICAL FAMILY COMBINATIONS:		
Man and Wife 18 to 65	4.80	52.80
Man and Wife 65 to 75	8.30	91.30
Man and Wife 18 to 65 and 1 Child	5.95	65.45
Man and Wife 18 to 65 and 2 Children	7.10	78.10
Either Parent 18 to 65 and 1 Child	3.55	39.05

NOTE: For children under 18, you pay half rates—and get half benefits. When they reach 18, simply write us to change to full rates and full benefits that apply for conditions contracted after that time.

25¢ is all you send with application below for first 30 days coverage

MONEY-BACK GUARANTEE

Read over your policy carefully. Ask your lawyer, doctor or hospital administrator to examine it. Be sure it provides exactly what we say it does. Then, if for any reason at all you are not satisfied, just mail your policy back to us within 10 days and we will immediately refund your entire premium. No questions asked. You can gain up to \$5200—you risk nothing.

Selling direct by mail... Every premium dollar buys protection!



Buckingham
Life Insurance Company

Executive Offices: Libertyville, Illinois

TEAR OUT AND MAIL TODAY BEFORE IT'S TOO LATE

APPLICATION FOR HOSPITAL INCOME

for family or individual—covering hospitalization from sickness or injury with \$5000 auto accident death benefit
BUCKINGHAM LIFE INSURANCE COMPANY, Executive Offices: Libertyville, Illinois

30 DAYS COVERAGE ONLY 25¢

I'm enclosing 25¢ in coin. Please send me your Hospital Income Policy in force for 30 days—just as soon as my application is approved

Please Print
Name of Applicant _____
First Name Middle Initial Last Name
 Address _____
 City _____ State _____ Zip Code _____
 Date of Birth _____
Month Day Year Age
 Occupation _____
 Height _____ Weight _____ Sex _____
Feet Inches Pounds
 Beneficiary _____
First Name Middle Initial Last Name
 Relationship of Beneficiary to Applicant _____

LIST NAME AND ALL REQUESTED INFORMATION FOR OTHER PERSONS TO BE INSURED

First Name	Initial	Last Name	HEIGHT Ft.-In.	WEIGHT Lbs.	Age	BIRTH DATE Month Day Year	RELATION To Applicant

NEXT—PLEASE ANSWER THE FOLLOWING QUESTIONS—THEN SIGN THE APPLICATION

Have you or any other Family Member listed above had medical or surgical care or advice during the past two years?
 YES NO If "yes" explain fully. _____

To the best of your knowledge, have you or any other family member listed above ever had or been treated for any of the following:
 Arthritis, hernia, venereal disease, apoplexy? YES NO
 Epilepsy, mental disorder, cancer, diabetes? YES NO
 Tuberculosis, paralysis, prostate trouble? YES NO
 Heart trouble, eye cataract, disease of female organs, sciatica?
 YES NO If "yes" explain fully. _____

I certify that, to the best of my knowledge, I and all Family Members listed above are in sound condition mentally and physically and free from impairment except: _____

Date _____
 Applicant's Signature _____
 X
First Name Middle Initial Last Name

Mail this application with 25¢ right away to:

B912

BUCKINGHAM LIFE INSURANCE COMPANY, 1008 No. Milwaukee Ave., Libertyville, Illinois



Dr. Cecil Byrd of Fayetteville, right, discusses with Dr. Dahl the proper operation of milking machines, as one of the preventive measures advocated in the Mastitis Control Program.

TENNESSEE PLAYS HOST TO A DAIRY DOCTOR

by Louise Erwin McKee
Tenn. Dept. of Public Health

Dr. John Dahl, of Clintonville, Wisconsin, holds the distinction of being a "Doctor of Dairies".

A veterinarian by profession, Dr. Dahl has walked the extra mile in reviving sick and ailing dairies through analysis, research and diagnosis.

A sick cow can be cause for considerable concern to a farmer, but a sick dairy (sometimes involving an investment running into hundreds of thousands of dollars) can cause a quick and decisive panic.

Dr. Dahl has engaged in much research in the field of mastitis; its causes and effects; and he is considered one of the foremost authorities on the subject.

Under the joint sponsorship of the Tennessee Department of Public Health and the Tennessee Veterinary Medical Association, in cooperation with the Tennessee Department of Agriculture; Dr. Dahl recently spent two days in Tennessee lecturing to groups of veterinarians, manufacturers and dealers of dairy supplies, sanitarians and dairy field service men.

In discussing the dairy industry Dr. Dahl said, "Faulty operation of milking machines is responsible for much of the indirect cause of mastitis. However, we are sometimes prone to use this as 'the whipping boy'; when other factors may also share largely in this responsibility."

His proven theory is that three main principles are involved in the successful milking operation of a dairy of any size. These include the physiology of the individual animal; the physics involved in the use of the equipment; including proper control of air-flow, pressure and vacuum level maintained in milking machines; and the biological principles of laboratory diagnosis.

Dr. Dahl's clients include dairymen, manufacturers

and dealers of dairy supplies, veterinarians, sanitarians and dairy field representatives.

Dr. Dahl is a strong believer in preventive medicine as one of the greatest factors in meeting the ever-increasing demand for demand for greater quantities and a higher quality of milk.

In addition to this side of his career Dr. Dahl travels the length and breadth of the United States and into many parts of Canada teaching classes comprised of those persons interested in one way or another in the dairy industry.

In summation of this unique career, Dr. Dahl said, "Mastitis is one of the foremost problems of the dairy industry. A careful watch must be kept on both the operation of the equipment and the physical condition of the herds.

"Records play a vital role in any successful business; and a chain of communication is important. This chain begins with the dairyman and extends through the manufacturer and dealer of dairy equipment, the veterinarian, the sanitarian and the dairy industry field service men. Each link plays an important part in the ultimate success or failure of a dairy of any size."

Thirty practicing veterinarians, from 15 counties throughout Tennessee recently attended a Nashville workshop to discuss with Dr. Dahl the latest findings on "Mastitis Control".



Electronic Pulsation recordings indicate the proper (or improper) operation of milking machines as one method of mastitis control. Reading the recordings are from left: Dr. Luther Fredrickson, Veterinary Officer, Tennessee Department of Public Health and Dr. Hugh Claughton of Nashville.

As a result of the enthusiasm of the participating veterinarians, it has been requested that this workshop should be repeated in the near future. (Again under the joint sponsorship of the Tennessee Department of Public Health and the Tennessee Veterinary Medical Association in cooperation with the Tennessee Department of Agriculture.)

In commenting on the Nashville meeting Dr. Dahl said, "This is one of the most enthusiastic groups with whom I have met. Their questions reflect much thought and research, in an effort to render better service to the dairymen in their respective communities. Through this service they also aid the local economy and general health; in the production of a greater quantity of Grade A milk."

Family Fare

(Continued from Page 15)

marginal world she described so poignantly, people hated and distrusted one another yet they seemed to care about and understand each other. Carolina was a real person with tremendous strengths and tremendous weaknesses. In the sterile world to which she moved, she was alone—an outcast. In this new environment, the real Carolina could not survive, could not write.

She used up her money and returned to the slums—to garbage collecting, to writing and speaking her thoughts, to her daily fight for survival. Hers is one of the very few books ever written about the lowest and poorest by one of themselves. A *Horizon* book review summed it up: "Her book contains the seldom-told truth which inspires in some compassion, in some revulsion, and in others revolution."

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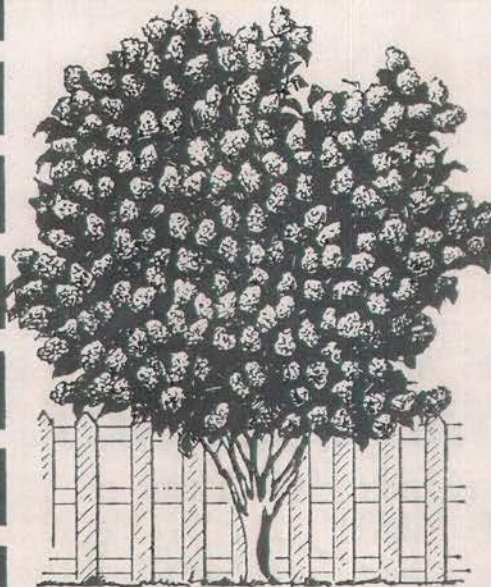
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(8 for \$4.00)



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Send me Hydrangea Trees Prepaid COD
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Spring planting stock is nursery grown from hardwood cuttings. 1 yr. old, 2 to 4 ft. tall, never transplanted. Be satisfied on inspection or return within-1 days for purchase price refund. Any tree not growing replaced free (5 year limit). A great coupon bargain. Rush order.

- 25 Lombardy Poplars \$5.95
- 100 Lombardy Poplars \$22.95
- Remittance enclosed. Add 50¢ and we ship postpaid.
- 5 Lombardy Poplar \$1.45 10
- Lombardy Poplars \$2.75 Send c.o.d. plus postage.

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ADDRESS _____

CITY _____ STATE _____ ZIP _____

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Auction School, Ft. Smith, Ark. Resident and Home Study Courses available. Free Catalog. Veteran Approved.

COLLAPSIBLE FARM-POND FISH-TRAPS: Animal traps. Postpaid. Free Pictures. SHAWNEE, 39340 Buena Vista, Dallas 4, Texas.

WALLPAPER-SAVE HALF or more. Huge new 1967-68 catalog, over 100 selections, 19¢ to 69¢ single roll — send 10¢. Mutual Wall paper, Dept. T, 228 West Market, Louisville, Kentucky. 40202

600 assorted sweet onion plants with free planting guide \$3.00 postpaid. TOPCO, "home of the sweet onion", Farmersville, Texas 75031

"FISHERMEN: FOR \$1.00 I'LL MAIL YOU SIX TESTED NATURELURES THAT WILL CATCH PANFISH, BASS, TROUT. EARL SNYDER, BOX 211, CHATHAM, VIRGINIA".

GROW YOUR OWN FRUIT. Write for Free Copy 48-pg. Planting Guide Catalog in color, offered by Virginia's largest growers of Fruit Trees, Nut Trees, Berry Plants, Grape Vines, Landscaping Plant Material. Salespeople Wanted. WAYNESBORO NURSERIES, Waynesboro, Virginia 22980.

PEACH, PLUM TREES, Low as 20¢. Cherries, pears, apples, nut trees, strawberries, blueberries, dwarf fruit trees. Grapevines 10¢. Shrubs, evergreens, shade trees, roses 25¢ up. Quality stock can't be sold lower. Write for Free color catalog and \$2.00 Free bonus information.

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ROCKS, REDS, CORNISH \$3.89 - 100. LARGE WHITE ROCKS \$5.45. OTHER BREEDS \$1.45 TO \$5.45. PULLETS \$9.99. BEFORE YOU BUY, COMPARE OUR PRICES. GUARANTEED SAVINGS. CUSTOMERS CHOICE OF BREEDS SHOWN IN TERRIFIC BIG FREE CATALOG. SHIPMENT FROM HATCHERY YOUR SECTION. ATLAS CHICKS, HOME OFFICE 2651 CHOUTEAU, ST. LOUIS, MO. 63103.

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EVERBEARING CLIMBERS!

We make this spectacular offer in order to gain new friends!



BEARS FRUIT FROM SPRING TILL FROST!

FORMERLY **7 for \$2.98** NOW ONLY **8 for \$1** plus 25¢ Hdg. & PP. SAVE! 20 FOR \$2 + 35¢ p. p. 60 FOR \$5 + 50¢ p. p.

GROW ALL YOU CAN EAT FOR PENNIES PER BASKET

For the average family we recommend 20 vines planted on 9 ft. square plot. Pick a sunny spot, spend a few moments to plant. Little special care of cultivation is needed. Strawberry plants multiply rapidly reaching full maturity in 2 years. Each Mother plant bears many Daughter plants. If allowed to take root, these will become Mother plants producing additional Daughter plants. By following the simple illustrated instructions in our free booklet, you can soon enlarge your harvest to take care of all your needs for short cake, breakfast, freezing, and a year round supply of jam. This plot of beautiful, ornamental and prolific everbearers will grow baskets and baskets, literally hundreds of large, luscious berries over a full 5 month period. Readily trained they will grow up-up-up walls, fences, trellis or poles. Within a matter of days you see them come to life. In a short time you'll be picking clusters of ripe, mouth-watering sun sweetened berries, some as large as plums, clean, right off the vine, with no dirt. Because strawberry plants are easy to grow and propagate, you, like many thousands of other amateur gardeners, should have little difficulty in raising a satisfactory crop of vine-ripe berries. We are especially proud of the thousands of orders received thru recommendations to friends and neighbors.

*FORMERLY — 7 FOR \$2.98 In past years we were able to supply over 70 leading department stores. These stores advertised our everbearers at 7 plants for \$2.98 retail. Now you can order directly from us and receive 20 plants for only \$2.00. Don't delay as orders will be accepted and shipped on a first-come, first-shipped basis. Order now! This offer may not be repeated. Plants will be shipped in time for planting in your locality.



MANY AS BIG AS SILVER DOLLARS

GUARANTEE

We guarantee live delivery of hardy field grown Brilliant Gem plants with large crowns and well developed root systems. All plants are inspected and certified healthy by both State and U.S. Dept. of Agriculture. Our plants are virus free and resistant to most common diseases such as leaf wilt, root rot, etc., also drought and freezing weather. Our sturdy Everbearing Brilliant Gem plants will grow, multiply and bear big juicy berries this year and for years to come. Free replacements within 90 days if not completely satisfied.

Sorry, no COD's

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PLEASE PRINT:

8 for \$1 + 25¢ PP NAME _____
 20 for \$2 + 35¢ PP ADDRESS _____
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- BEARS FRUITS IN 60 DAYS AND ALL SUMMER TILL FROST.
- BRILLIANT GEM EVERBEARING PERENNIALS GROW YEAR AFTER YEAR.
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- SIMPLE TO PLANT, EASY TO GROW. BEAUTIFUL FOLIAGE AND BLOSSOMS.
- PLANTS MULTIPLY RAPIDLY, INCREASING YIELD YEAR AFTER YEAR.
- SOME BERRIES HUGE AS SILVER DOLLARS. SWEET AND LUSCIOUS.

NORTH-SOUTH-EAST-WEST—HOME GARDENERS WRITE:

Received plants on May 18. They are already growing beautifully 9 days later. S.C.J. Dudley, Mass.

It's unbelievable but my neighbors can verify it. We are having strawberries now in Feb. F.M.S. Los Angeles, Calif. So pleased I had to write. Had berries all summer long to frost. Big, juicy, some large as plums.

D.B.W. Poughkeepsie, N.Y. Plants were simply great. 9 out of 60 lived. K.A.W. Lurton, Ark. Planted on Apr. 17. They are now in full bloom, May 13. R.H.R. Sarasota, Fla. Raised so many berries we glutted the market.

J.B. Wabash, Ind. Received plants. These are the best I ever bought. W.L.N. Eagle, Idaho

Plants are growing exceptionally well. I know nothing about raising strawberries. R.B.W. Cocoa Beach, Fla.

Finest plants I ever received from anyone. N.E. Springfield, Mo. Like plants so well I'm ordering for friends and grandson.

C.E.M. Birmingham, Ala.

Simple, pictured instructions included free plus 3 mo. written guarantee certificate. We have served our customers faithfully for almost 20 years. We are considered one of the largest suppliers of strawberry plants in the U.S.

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Master a trade with a future—learn Auto-Diesel mechanics in our shops. You learn with tools on real equipment. Earn while you learn. Many of our graduates earn \$150 per week and up. No previous experience necessary. Day and night courses. Approved for veterans. Write for free bulletin.



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Charlotte Armstrong		Pictorial			



FLOWERING SHRUBS

	5	
	Each	plants
RED SNOWBERRY.....	.15	.71
ALTHEA ROSE OF SHARON.....	.06	.29
ALTHEA, red.....	.15	.71
RED WEIGELA, deep red.....	.29	\$1.39
FORSYTHIA, yellow.....	.19	.90
DEUTZIA, snow white.....	.19	.89
MOCK ORANGE, white.....	.19	.89
PINK SPIREA, pink.....	.09	.41
PUSSY WILLOW, bears catkins.....	.39	\$1.89
RED BUSH HONEYSUCKLE, red.....	.29	\$1.39
PINK WEIGELA, pure pink.....	.19	.89
GRAPE MYRTLE.....	.59	\$2.89
colors red or pink.....	.49	\$2.39
HYDRANGEA P.G., pinkish white.....	.29	\$1.39
SPIREA VAN HOUTTEI, white flowers.....	.19	.89
RED OZIER DOGWOOD, red bark.....	.39	\$1.89
CYDONIA JAPONICA, red flowers.....	.39	\$1.89
PERSIAN LILAC, old favorite orchid.....	.49	\$2.39
SNOWBALL huge white flowers.....	.39	1.89
WISTERIA VINE, purple flowers.....	.49	2.39
PINK BUSH HONEYSUCKLE, pink.....	.29	1.39
FLOWERING ALMOND, pink flowers.....	.69	3.29
PINK AZALEA, pink.....	.39	1.89
FLOWERING CRAB, red or pink.....	.89	4.29
SMOKE TREE.....	.79	3.79

(Above Shrubs 1 to 2 ft. tall, 1 or 2 years old)

EVERGREENS

	Each	3 For
CHERRY LAUREL, 1/2 to 1 ft.....	.19	.54
RED CEDAR, 1/2 to 1 ft.....	.39	.29
CAMELLIA SASANQUA, 1/2 to 1 ft.....	.10	1.09
MAGNOLIA, 1/2 to 1 ft.....	.59	1.69
PFITZER JUNIPER, low spreading 1 ft.....	.89	2.59
CHINESE FIR, 1 ft.....	.89	2.59
JAPANESE YEW, 1/2-1 ft.....	.59	1.69
PHOTINIA, 1/2-1 ft.....	.59	1.69
PITTIPOREUM, 1/2-1 ft.....	.79	2.29
WAX LEAF LIGUSTRUM, 1-1 1/2 ft.....	.59	1.69
RHOODODENDRON, 1/2 to 1 ft.....	.69	1.98
COLORADO BLUE SPRUCE, 1/2-1 ft.....	.59	1.69
HETZI PUNIPER, spreading 1/2-1 ft.....	.89	2.59
NANDINAS, fiery red ones, 1 ft.....	.59	1.69
MOUNTAIN LAUREL, 1 ft.....	.39	1.09
RED BERRY PYRACANTHA, 1/2-1 ft.....	.89	2.49
GARDENIA, white blooms, 1-1 1/2 ft.....	.59	1.69
BOXWOOD, (Dwarf) 1 yr 1/2-1 ft.....	.49	1.39
BURFORD HOLLY, 1/2-1 ft.....	.69	1.98
CANADA HEMLOCK, 1-1 1/2 ft.....	.29	.79
ABELIA, glossy leaves, 1/2-1 ft.....	.39	1.09
IRISH JUNIPER, 1/2-1 ft.....	.79	2.29
AMERICAN HOLLY, red berries, 1/2-1 ft.....	.39	1.09

(Above Evergreens are 1 or 2 years old)

BULBS & PERENNIALS

	each	5 Plants
HIBISCUS.....	.07	.33
VIOLETS.....	.10	.47
CANNAS: colors: red, pink or yellow.....	.19	.89
PEONIES, red, pink, white.....	.59	2.85
IRIS, blue, white, purple, yellow.....	.09	.39
HOLLYHOCKS, mixed colors, roots.....	.25	1.19
RED CARNATION, red.....	.25	1.19
PAMPAS GRASS, white plumes.....	.39	1.89

(All Perennials and Bulbs are 1 yr. or older)

HEDGE PLANTS

25 MULTIPLORA ROSES.....	\$1.39
50 SOUTH PRIVET.....	1.19
EVERGREEN HEDGE.....	1.98
100 SOUTH PRIVET.....	2.79
EVERGREEN HEDGE.....	2.79
25 LOMBARDY POPLAR FOR HEDGE.....	2.79

(All Hedge 1-2 ft. tall, 1 or 2 yrs. old)

Shade & Flowering Trees

	each	3 plants
SCARLET MAPLE MAPLE, 4-5 ft.....	.69	\$1.98
CHINESE ELM, 2-4 ft.....	.19	.55
PIN OAK, 1-2 ft.....	.29	.83
CHINESE ELM, 5 1/2-7 ft.....	.79	1.39
RED OAK, 1-2 ft.....	.49	1.09
LOMBARDY POPLAR, 3 1/2-5 ft.....	.39	2.29
LOMBARDY POPLAR, 5 1/2-7 ft.....	.79	5.55
SILVER MAPLE, 1-2 ft.....	.19	2.29
SILVER MAPLE, 5 1/2-7 ft.....	.79	1.69
SYCAMORE, 3 1/2-5 ft.....	.59	1.98
WEeping WILLOW, 4 1/2-6 ft.....	.69	1.98
RED BUD, 5 1/2-7 ft.....	.89	2.59
PINK FL. MIMOSA, 2 1/2-4 ft.....	.39	1.09
PINK FL. MIMOSA, 4 1/2-6 ft.....	.79	2.29
WHITE FL. DOGWOOD, 2 1/2-4 ft.....	.39	1.09
PINK FL. DOGWOOD, 1-2 ft.....	1.98	5.75
RED FLOWERING PEACH, 2 1/2-4 ft.....	.89	2.59
PINK FLOWERING PEACH, 2 1/2-4 ft.....	.89	2.59
TULIP TREE, 3 1/2-5 ft.....	.69	1.98
LIVE OAK, 1-2 ft.....	.49	1.39
TREE OF HEAVEN, 3 1/2-5 ft.....	.59	1.69
PURPLE LEAF PLUM, 1-2 ft.....	.89	2.59

(All above trees 1 or 2 years old)

FRUIT TREES

FIGS, 1-2 ft., 1-2 years old.....	79¢ ea.
BOYSENBERRY, 1/2-1 ft., 1-2 years.....	29¢ ea.
GRAPE VINES: Varieties: Concord, Carmen, Fredonia. Price: 1 yr., 1/2 ft. tall.....	59¢ ea.
BLACKBERRY: 1 yr. plants, 1/2-1 ft.....	23¢ ea.
DEWBERRY, 1 yr. plants, 1/2-1 ft.....	23¢ ea.
RASPBERRY, 1 yr., red or black.....	39¢ ea.

PEACHES: Varieties: Elberta, J.H. Hale, Red Haven, Golden Jubilee, Belle Georgia, Hale Haven, Dixie Red. Prices: 1-2 ft. - 49¢ ea.; 2-3 ft. - 59¢ ea.; 3 1/2-5 ft. - 98¢ ea.

PLUMS: Varieties: Burbank, Marianna, American, Golden. Prices: 1-2 ft. - 59¢ ea.; 2-3 ft. - 89¢ ea.; 3 1/2-5 ft. - \$1.19 ea.

APPLE TREES: Varieties: Red Delicious, Red Stayman, Early Harvest, Yellow Delicious. Prices: 1-2 ft. - 59¢ ea.; 2-3 ft. - 69¢ ea.; 3 1/2-5 ft. - \$1.19 ea.

PEARS: Varieties: Keiffer, Bartlett. Prices: 2-3 ft. - \$1.19 ea.; 3 1/2-5 ft. - \$1.49 ea.

HARDY PECAN: 1/2-1 ft. - 98¢ ea.; 1-2 ft. - \$1.29 ea.

APRICOT TREES: Varieties: Early Golden, Moorpark. Prices: 2-3 ft. - 89¢ ea.; 3 1/2-5 ft. - \$1.49 ea.

CHERRY TREES: Variety: Montmorency. Prices: 2-3 ft. - \$1.29 ea.; 3-4 ft. - \$1.69 ea. (All above trees 1 or 2 years old)

THIS MONTH'S NURSERY SPECIALS

FLORIBUNDA ROSES 79¢

RED RIBBLES..... CHERRY red
FLORADORA..... orange vermilion
LAFAYETTE..... bright red
BETTY PRIOR..... rich pink
2 year old blooming size bushes. Price: 79¢ ea., 6 for \$4.69

BABY DOLL ROSES 79¢

IDEAL..... dark red
GOLDEN SALMON..... pink and orange
SUMMER SNOW..... snow white
GEORGE ELGER..... bright yellow
Price: 2 year old Baby Doll Roses, 79¢ ea.; 6 for \$4.69. Your Choice of Varieties.

CAMELLIAS 89¢

CLEOPATRA..... large red flowers
MINE-NO-YUKI..... double white
PINK SNOW..... fine growth, pink
TEXAS STAR..... light mauve pink
SETSUGEKKA..... white, splashed pink
Prices on blooming size; 89¢ ea.; 3 for \$2.59. (Above plants: 1-2 ft. tall, 1 or 2 yrs. old)

AZALEAS 79¢

CHRISTMAS CHEER..... red, crimson
CORAL BELLS..... bellshaped pink
SALMON BEAUTY..... salmon, pink
PINK PEARL..... pink shaded white
HINO-CRIMSON..... brilliant scarlet
Prices on blooming size azaleas: 79¢ ea.; 3 for \$2.29; 6 for \$4.49.

MINATURE ROSES 98¢

Buds no bigger than finger nails . . . blooms no larger than a dime. These little roses grow to about 8 in. high. Can furnish in RED, PINK, YELLOW, 2-TONES and WHITE. SPECIFY COLOR. Price: 98¢ ea.; 3 for \$2.85. These roses are 1 or 2 yrs. old. Blooming size.

ALL OUR PLANTS are nursery grown from seeds, cuttings or budded stock, rarely satisfied on arrival, return within 10 days and we will replace or refund your money, including postage.

OUR GUARANTEE If you are not entirely satisfied on arrival, return within 10 days and we will replace or refund your money, including postage.

MINUS PLANTS: On all orders over \$5.00 you get 2 extra plants. (1.00 ea. shrub and 1 shade tree your choice) on all orders over \$9.00 you get 3 extra plants. (2 flowering shrubs and 2 shade trees.)

CASH ORDERS: Send check. Money order or cash plus 00¢ for postage and packing and we ship postpaid.

C.O.D. ORDERS: If shipped C.O.D. you pay C.O.D. fee. Money Order for and postage charge.

KENTUCKY RESIDENTS ADD 3% SALES TAX
SALE - SEND ORDERS EARLY
TELL US WHEN YOU WANT SHIPMENT

BLUEGRASS DISCOUNT NURSERY

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