

MAY, 1968

Tennessee

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COMPLETE MAY SCHEDULE - WLAC-TV, NASHVILLE

SPECIALS FOR MAY 1968



"HEAVEN'S JUBILEE"
Ronnie Page
Sunday, 8:00 am

CBS PLAYHOUSE "SECRETS" (c)
Wednesday, May 15
8:30 PM

MISS USA BEAUTY PAGEANT (c)
Saturday, May 18
9:00 PM



"PERRY MASON"
Sun.-Wed.
10:30 pm

DAYTIME

5:45- 6:00 AM	Farm News—Mon. thru Fri.
6:00- 7:00 AM	Sunrise Semester—Sunday
6:00- 7:45 AM	Country Junction—Mon. thru Fri.
6:30- 7:00 AM	Sunrise Semester—Saturday
7:00- 8:00 AM	Eddie Hill Variety Show—Saturday
7:00- 8:00 AM	Underdog/Tom & Jerry—Sunday (c)
7:45- 8:00 AM	Morning News: Weather—Mon. thru Fri.
8:00- 9:00 AM	Captain Kangaroo—Mon. thru Fri.
8:00- 8:30 AM	Frankenstein—Saturday
8:00- 9:00 AM	Heaven's Jubilee—Sunday
8:30- 9:00 AM	Herculoids—Saturday (c)
9:00-10:00 AM	Mike Douglas Show—Mon. thru Fri. (c)
9:00- 9:30 AM	Shazzan—Saturday (c)
9:00- 9:30 AM	Heaven's Jubilee—Sunday
9:30-10:00 AM	Space Ghosts—Saturday (c)
9:30-10:00 AM	Look Up and Live—Sunday
10:00-10:30 AM	Andy of Mayberry—Mon. thru Fri.
10:00-10:30 AM	Moby Dick—Mighty Mightor—Sat. (c)
10:00-10:30 AM	Camera Three—Sunday
10:30-11:00 AM	Dick Van Dyke—Mon. thru Fri.
10:30-11:30 AM	Superman/Aquaman—Saturday (c)
10:30-11:00 AM	Faith for Today—Sunday
11:00-11:25 AM	Love of Life—Mon. thru Fri.
11:00-11:30 AM	Pattern For Living—Sundays
11:25-11:30 AM	Jos. Benfi CBS News—Mon. thru Fri. (c)
11:30-11:45 AM	Search for Tomorrow—Mon. thru Fri. (c)
11:30-12:00 N	Popeye—Saturday (c)
11:30-12:00 N	Face the Nation—Sunday
11:45-12:00 N	The Guiding Light—Mon. thru Fri. (c)
12:00-12:05 PM	World at Noon—Mon. thru Fri.
12:00-12:30 PM	Lone Ranger—Saturday (c)
12:00- 1:30 PM	Hollywood Spectacular—Sunday
12:05-12:30 PM	Singing Convention—Mon. thru Fri.
12:30- 1:00 PM	As The World Turns—Mon. thru Fri. (c)
12:30- 1:00 PM	Road Runner—Saturday
1:00- 1:30 PM	Love Is a Many Splendored Thing—Mon. thru Fri.
1:00- 1:30 PM	Jonny Quest—Saturday
1:30- 4:00 PM	National Hockey—Sunday
1:30- 2:00 PM	House Party—Mon. thru Fri. (c)
1:30- 2:00 PM	TBA—Saturday
2:00- 2:25 PM	To Tell the Truth—Mon. thru Fri. (c)
2:25- 2:30 PM	D. Edwards CBS News—Mon. thru Fri. (c)
2:30- 3:00 PM	The Edge of Night—Mon. thru Fri.
3:00- 3:30 PM	The Secret Storm—Mon. thru Fri.
3:30- 4:00 PM	Gilligan's Island—Mon. thru Fri. (c)
2:00- 4:00 PM	National Soccer—Saturday
4:00- 4:30 PM	TBA—Sunday
4:00- 5:30 PM	Big Show—Mon. thru Fri.
4:00- 5:00 PM	Daktari—Saturday (c)
4:30- 5:00 PM	Spelldown—Sunday
5:00- 5:30 PM	Dobie Gillis—Saturday
5:00- 5:30 PM	21st Century—Sunday (c)

EVENING

	SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
5:30	Sunday Newsbeat (c)	CBS Evening News (c) W. Cronkite	CBS Evening News (c) W. Cronkite	Roger Mudd News			
6	Lassie (c)	Newsbeat R. Weather Sports	Newsbeat R. Weather Sports	Newsbeat R. Weather Sports			
6:30	Gentle Ben (c)	Gunsnake (c)	Death Valley Days (c)	Lost in Space (c)	Cimarron Strip (c)	The Wild, Wild West (c)	Jackie Gleason Show (c)
7	Ed Sullivan Show (c)	Lucy Show (c)	Red Skelton Hour (c)	Beverly Hillsbillies (c)	Green Acres (c)	Gomer Pyle (c)	My 3 Sons (c)
7:30		Andy Griffith (c)	Good Morning World (c)	He & She (c)	Thursday Night Movie (Most in color)	Movie of the Week (c)	Hogan's Heroes (c)
8		Family Affair (c)					Petticoat Junction (c)
8:30							Marshal Dillon
9	Mission Impossible (c)	Carol Burnett Show (c)	CBS News Broadcasts	The Jonathan Winters Show (c)			Sat. Night News Weather Sports
9:30							Manna
10	Sunday News Woods & Waters	Big News Weather Sports	Big News Weather Sports				
10:30							
11	MILLION \$ MOVIES	MILLION \$ MOVIES	MILLION \$ MOVIES	MILLION \$ MOVIES	MILLION \$ MOVIES	Films of the 50's	Films of the 50's
11:30							
12							

WLAC-TV Channel 5

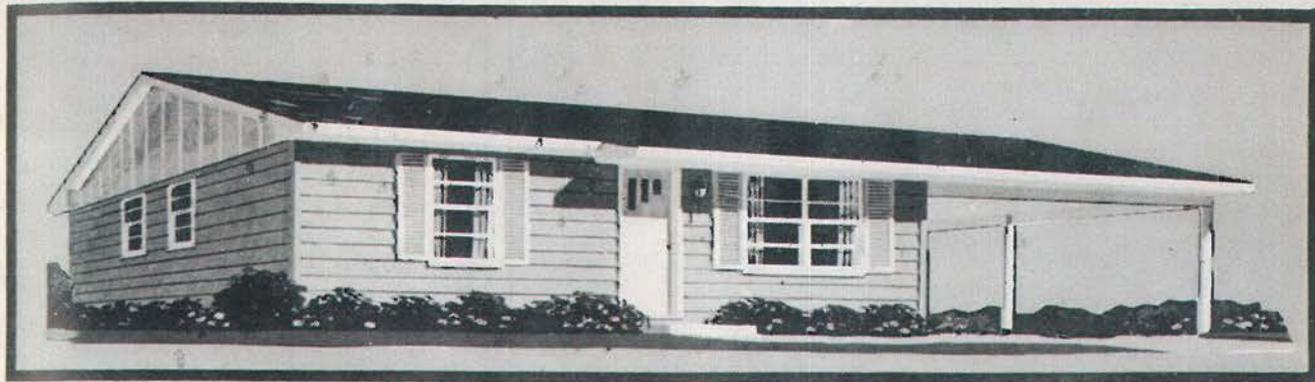
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TM-568

To The Point

by John E. Stanford

For the second time this year, it is our sad responsibility to bid an editorial farewell to one of our state's rural electric co-op managers, program leaders—and a good friend.

Early last month Hershel Apple, Jr., since 1955 the General Manager of Duck River Electric Membership Corporation, succumbed to the second of two severe heart attacks spaced almost exactly one year apart.

"Hersh," as Apple was known to his legion of friends, devoted twenty years of his relatively short 44-year life span to the cooperative rural electrification program. Few people have served the program with more ability, dedication and devotion.

Apple, a native of Warren County, began his rural electrification career in 1948 as a Plant Accountant with Upper Cumberland EMC, Carthage. He accepted the position of Office Manager of Duck River EMC in 1954, succeeding F. J. Wallheiser as General Manager on the latter's death in 1955.

At the time of his death, Apple was Vice President of the Tennessee Valley Public Power Association. He was a former Trustee of the Tennessee Electric Cooperative Association. He also was a member of the Shelbyville Lions Club, the First Methodist Church and a newly elected Director of the Tennessee Walking Horse National Celebration.

Apple is survived by his wife, Thelma; a daughter, Mrs. James Dedman of Fort Dix, New Jersey; his parents, Mr. and Mrs. Hershel Apple of Gallatin; and a brother, A. G. Apple, also of Gallatin.

★ ★ ★ ★ ★ ★ ★

The passing of Hershel Apple, Jr. brings to nine the number of electric co-op Managers in Tennessee who have died in just over the past ten years while still in service. This compares with only four who have retired from their jobs during the same period of time. Only two or three of the nine who have passed on might have been considered as nearing retirement age.

Managing an electric cooperative requires more than an average amount of skill, devotion and dedication. It is a demanding job, one which offers few if any guarantees of freedom from worry at any time, year-round, for those who serve in this highly responsible capacity. Appreciation, while never solicited, should be the least of their due from us all.

★ ★ ★ ★ ★ ★ ★

Throughout its almost ten years of publication, The Tennessee Magazine has been most fortunate in having had, with the fewest of exceptions, a fine group of advertisers. On those most rare of occasions when an advertiser didn't make good on delivery or the quality of his product, this magazine did.

Beginning this month we are happy to announce a new and additional concept in advertising which will not only make available products not previously advertised in this publication (and not easily available to our substantial number of readers who live considerable distances from large urban shopping centers) but at a discounted price which will make these products available at as low a cost as is likely to be found anywhere. In addition to that this new advertiser, the Rural Discount Cooperative Company, has voluntarily and of its own initiative made a bonding arrangement with The Tennessee Magazine which not only guarantees delivery but also the performance of its merchandise as indicated in the company's advertisements. Against this background of bonded guarantees, the Rural Discount Cooperative Company is the first of our advertisers to be awarded the newly created Seal of Recommendation by The Tennessee Magazine.

The Rural Discount Cooperative Company is a division of Shea/Rustin, Inc. which for a number of years has prepared, printed and distributed The Tennessee Magazine.

We are happy to welcome to our fine, reputable list of advertisers this newest member which, we feel, will provide our readers a real service in making available by mail order a variety of quality merchandise at the lowest possible price.

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Official Publication of the
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COOPERATIVE ASSOCIATION**

Executive, editorial and advertising offices:

710 Spence Lane, P.O. Box 7232
Nashville, Tenn. 37210

J. C. Hundley, Executive Manager

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POSTMASTER: In using Form 3579 please give our key number and mail to The Tennessee Magazine, Box 7232, Nashville, Tenn. 37210.

THE TENNESSEE MAGAZINE is published monthly as an educational and informational service to members of rural electric cooperatives in Tennessee and in behalf of the welfare of their program. Second class postage paid at Memphis, Tennessee. Published monthly, at 3781 Lamar Avenue, Memphis, Tennessee 38118. Subscription price: 75¢ per year for members and \$1.00 per year for non-members.

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ON THE COVER



Nowhere does Mother Nature rear her head more beautifully in the Spring than she does in Tennessee, as evidenced by this scene in Centennial Park in Nashville.

8%

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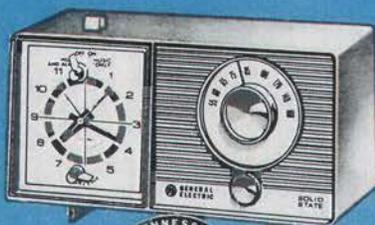
STATEMENT OF POLICY

Rural Discount Cooperative Co. was organized with the intent to serve the people by making available to them **quality merchandise at discount prices** and in some cases to make available certain hard-to-get merchandise at regular retail prices. Your complete satisfaction is our goal!

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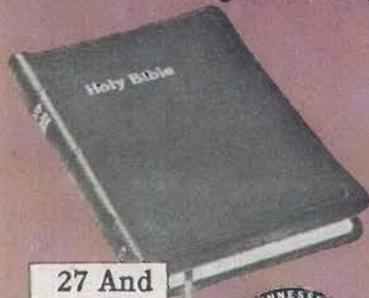
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OFFER EXPIRES
JUNE 15, 1968

*With Insect Control As Its Goal, The
Crockett Mills F.F.A. Chapter Has Adopted . . .*

A Project That's for the Birds

By John Stanford

The 35 Vocational Agriculture students comprising the Crockett Mills Future Farmers of America chapter at Hamlett Robertson High School in Crockett County have a new, unique and profitable chapter project which, it must be said in all truth, is for the birds.

It isn't for just any bird, mind you. As a matter of fact, this particular project—the construction of aluminum “apartment” houses—is designed to attract just one species of birds: purple martins.

The decision of the Crockett Mills FFA chapter to construct “apartment” houses for purple martins actually began with an earlier and continuing interest in insect control, a pertinent health problem in this and other areas with a large number of farm ponds and other watery breeding sites for mosquitoes and other flying insects.

And what is the connection between purple martins and flying insects? Simply this: the greater the purple martin population, the lesser the flying insect population. Purple martins, a species of American swallows, are known to have an appetite for and a capacity of at least 2,000 mos-

quitoes (or other flying insects of similar size) per day. In addition to this, some people who profess to know say that these bluish-black birds can eat their own weight in flying insects every day.

Obviously, where mosquitoes and their relatives are present in sufficient numbers to create a problem, purple martins are much to be desired. At the same time, this helpful bird isn't likely to become a part-time warm weather resident unless a prime requirement is met: a dwelling mounted about 15-to-20 feet in the air and large enough to accommodate at least a small community of birds.

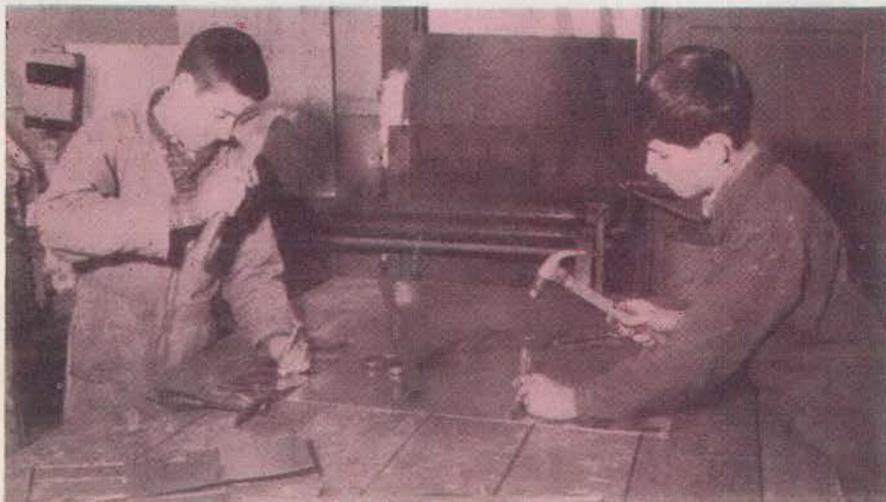
It was against this background, and with the wise counsel of their FFA Advisor, Fred Colvett, that the members of the Crockett Mills chapter decided to go into the purple martin “apartment” house business, not only to help meet a pertinent health (insect control) problem, but also to assure that their chapter treasury remains in good condition.

The “apartments” built by the Crockett Mills youngsters consist of eight and twelve units each. The units measure 6-inches-by-6-inches each with a 2½-inch round doorway. Outside each doorway

is a small ledge on which the martins will sometimes perch for short periods of time, but on which they never light when “coming home.” The fact that they fly directly into their individual “apartment” was the basis for the origin of the expression “like a martin going for its hole.”

For reasons best known to Mother Nature, the facts that purple martin “apartments” are man-made and mounted fairly high in the air seem to be all that is necessary to preclude them from the use of other birds, while at the same time making them most attractive to the purple martins.

These attractive, useful birds winter in Central and/or South America, coming north to the United States in March and remaining until they have raised a family by late summer. It is believed that once a group of adult purple martins has established a residence at a particular “apartment,” they will return every year as long as they live to this same residence. Observers say that where houses have been occupied for several years, and then are taken down, a group of martins will make several passes



The purple martin bird house begins here as Larry Knox (left) and Harold Clement use patterns to make a rough layout.



Gladwyn Castellaw operates an electric metal brake to shape one section of the house. All-electric shop is served by Gibson County Electric Membership Corporation, Trenton.



Vo-Ag Teacher and Chapter Advisor Fred Colvett assists Stevie Brannon as he makes 2½-inch doorway with an electric metal drill press.

over the old site and, once convinced that their old home no longer exists, will depart in search of a new one elsewhere.

To date, members of the Crockett Mills FFA chapter have constructed about 60 purple martin houses in their all-electric workshop which, along with their Vocational Agriculture classroom, is located in a separate building just behind Hamlett Robertson High School. Power for the entire site is provided by Gibson County Electric Membership Corporation, Trenton.

Looking ahead, the chapter plans to have at least 200 houses available for sale by next March, the "deadline" for attracting these feathered boarders for the summer season. Each house is thoroughly and attractively painted and includes mounting brackets which will fit any size pole. The 8-"apartment" houses sell for \$12.50 and the 12-unit houses for \$15.00. This is about one-half the going retail prices



Assembling an 8-"apartment" house are, left to right, Mitchell Cleek, Wayne Whitby and Stevie Brannon. All work is done on an assembly line basis.

charged by commercial companies.

The chapter puts up all the money involved for purchases of raw materials and all proceeds revert to the chapter. No school money is in any way involved in the project.

Chapter Advisor Fred Colvett, a veteran of 29 years with Hamlett Robertson High School, believes that the purple martin house project has created about as much interest as any project of its type that he can remember. "It has been very useful in giving our boys a common purpose on a project that not only may be a great boon to the health interests of our area, but also to their own treasury," says Colvett, who has helped his students become involved in many other useful projects in the past.

"I'd like to take this particular project and try still another angle," continued the likeable Colvett. "I'd like for these youngsters to set up some type

of youth corporation of their own, something along the lines of Junior Achievement, so that they can learn first hand what it means to own stock in a manufacturing business, the relative importance of each worker contributing his part to the finished product, and the facts as to why a company either makes or loses money—their money.

"In a few years most of these boys are going to be in some sort of business. It may be the business of farming or some other type. Whatever it is, experience of this type should stand them in good stead. They might as well 'get their feet wet' while in school. It might save an all-over soaking later on. After all, isn't an education part schooling and part experience?" concluded Colvett, generally recognized as one of Tennessee's better Vo-Ag teachers and FFA Advisors.

To this writer, the question had been answered long before it had been asked.



After initial assembly, roof is fitted to house with metal screws. Dean Speight speeds job by using electric drill to make holes for screws.



After all assembly work is completed, houses are given a thorough painting. Doing the honors here, complete with painting mask, is Jimmy Castellaw.



No job should be completed without a follow-up inspection and doing just that are, left to right, Gary Carlton, Dean Speight, Jerry Wood and Wayne Whitby.

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By Robbye Nowell, Home Economist
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Cleaning was drudgery for homemakers of yesterday. O yes, they cleaned their home. But keeping the home spotless was hard work—time consuming—never ending. The homemakers worked long hours with broom, dust mop, and dust cloth to keep their homes clean and shiny. Yet as hard as they worked they were never able to remove all the dirt for much of it settled on other surfaces, making additional cleaning necessary. Fortunately for the homemaker

of today not all research is going to the moon! Many chemists and engineers are developing products and equipment with new and different convenient features for the home.

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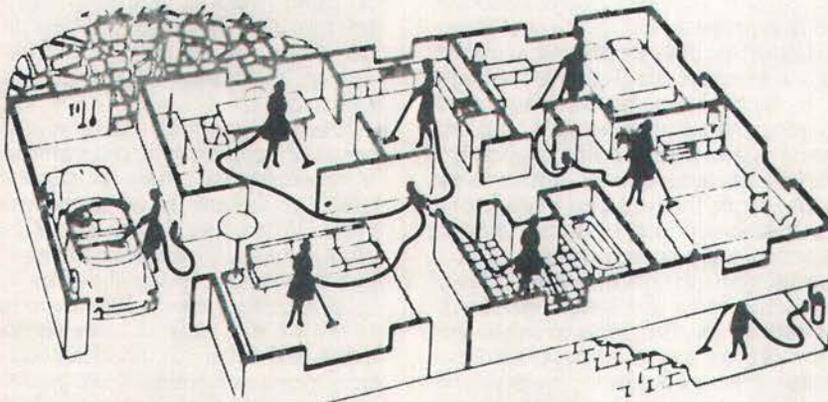
take the drudgery out of cleaning is the central cleaning system. It is today's most popular "built-in" and is completely revolutionizing house cleaning methods.

This amazing new cleaning system takes one-half the work out of house cleaning. There's no more lifting, carrying, or pulling the cleaning machine, no tangled cord to trip over, and no recirculation of dirt and dust within the living area. Its operation is simple. Just plug the vacuum hose into one of the conveniently located wall outlets. The dirt and dust are whisked through the lightweight hose, outlet, and concealed pipes to a collection tank or dust container. The tank or container can be located in either the garage, basement, or attic.

The cleaning suction of a central system is more powerful than a portable vacuum cleaner. You can clean everything from pulling the dirt from the thickest carpet to removing dust from a fragile lamp shade. For vacuuming drapes and more fragile items, the power on some systems may be switched to a lower speed. On other systems controls on the cleaning wand vary the amount of suction.

Because cleaning is so easy with

Cleans everything from any number of conveniently placed inlets in the house, garage, patio, basement — upstairs and down.



Not one corner is out of reach of your feather-light hose.



Look!!! The operation is simple. Just plug the vacuum hose into the wall outlet. Even I can do it, little Jim seems to say.



Mrs. Fred Lewis of Brazil, Tennessee, finds the cleaning system installed in their new home has power enough to clean carpets yet gentle enough to clean dust from fragile lamp shades.



The built-in cleaning system is a friend to both Linda and the carpet. A friend to Linda because it takes the drudgery out of cleaning, and a friend to the carpet in that the dust and grit are thoroughly removed.

the built-in cleaning system, homemakers are doing a more thorough cleaning job of their entire home quite frequently. Thus they are not faced with the annual strenuous house-cleaning orgy.

Several different brands of these units are on the market and a number of manufacturers produce different size units. Some of the systems are multi-purpose in that they can be used wet as well as dry. With these units tile walls

and floors can be scrubbed, rugs shampooed, and windows washed! Even emergency spills or water from plumbing leaks can be picked up and carried right down the drain.

The installation of a central cleaning system is relatively simple. One can be quickly and neatly installed in the home with no interruption of household routine or it can be easily installed in the home you plan to build.



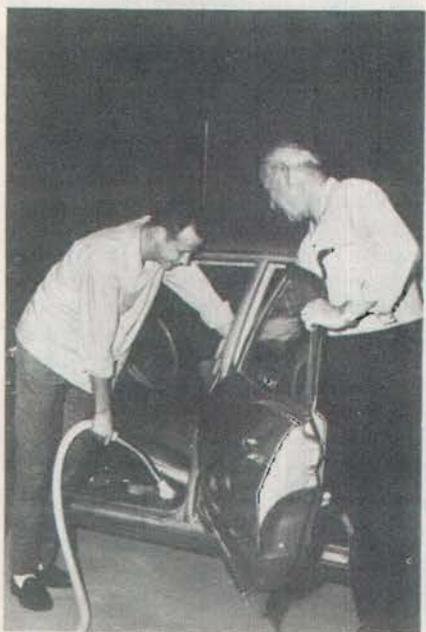
No one corner is out of reach. Hose is long enough to reach into the baseboard corners or to the top of draperies.



No more start and stop for Mrs. Kyle Bugg of Dyer, Tennessee, when cleaning the stairs. With the light-weight, 25-foot hose there's no trouble in moving up and down the stairs.



Central cleaning systems help bring a new world of sparkling cleanliness and freshness into the home. Just think—no odors, no dust, no noise. Dusting's a pleasure when you know the dust is taken completely out of the house.



The built-in cleaning system is truly an electric "genie" when it comes to keeping the seats, floor carpeting, and dashboard of the family car sparkling. Calling upon the electric "genie" to clean their car are Buddy Lewis, recently home from Vietnam, and his father.



Fine dust and exhaust are vented outside. Large particles are deposited in the trash receptacle which requires emptying only a few times during the year. Here we see Mr. and Mrs. Fred Lewis checking the receptacle in which the trash is deposited.

First Aid Hints for Spills and Spatters

Never let spills and spatters on your carpet ruin your day. Observe these first aid hints.

Identify stain.

Remove promptly.

Work carefully but quickly.

Observe all precautions about removers.

Follow directions accurately.

Use only recommended solutions.

The following are some methods for removal of common stains recommended by the Carpet Institute.

Acids: (fruit juices, etc.) Blot as soon as possible with damp cloth. Sponge several times with clear water. If stain remains, wash lightly with one tablespoon ammonia or baking soda in one quart water. Sponge again with clear water.

Beverages: Sponge with clear water or detergent solution.

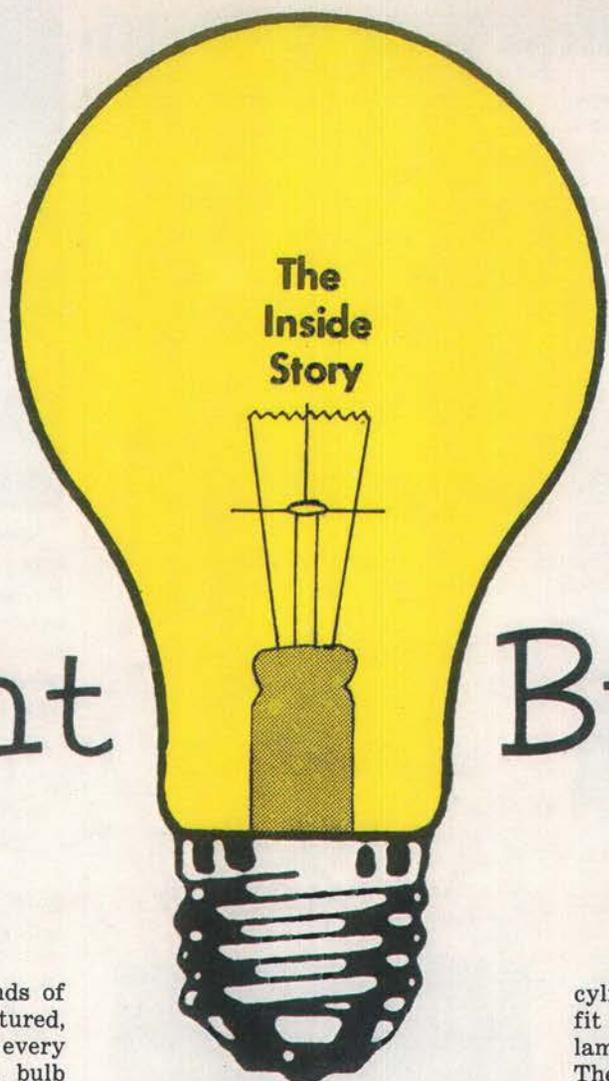
Blood: Sponge with cold water. If spot remains, use detergent and water. Rinse with clear water.

Milk: Sponge with detergent solution and rinse with clear water.

Oily and creamy substances: Remove with absorbent cleaner or dry cleaning fluid.

Starch and sugar: Sponge repeatedly with clear water.

BULB (ULAR)
T BULB (UBULAR)
BULB (ANDARD)
B (GHT-D)
BULB (EAR-PEP)



Light Bulbs

With more than 10,000 kinds of light bulbs being manufactured, there is a bulb for nearly every job. But selecting the right bulb for a specific job is much easier when the user knows what he can expect from each kind of bulb. This guide will help in selecting the right bulb for each farm and home lighting need.

Since every incandescent light bulb, properly called a lamp, consists of a tungsten filament enclosed in a glass bulb supported by a metal base that also furnishes an electrical connection, the differences between types of lamps are in the size, shape and arrangement of these parts.

The filament is the heart of the lamp. This tiny tungsten wire, often as small as .0012 of an inch, is heated white hot by electricity flowing through it. The hotter the filament, the more light it produces and the sooner it will burn out. Photoflood lamps, for instance, produce intense light but burn only about six hours.

"Extended service" and the so called "long life" lamps have heavy filaments that produce less light, use more electricity and burn several times as long as ordinary bulbs. Ordinary bulbs are designed to produce an acceptable combination of efficiency and economy.

The bulb protects the filament from damage and keeps air from reaching it. The bulb is filled with an inert gas that slows the burning away of the filament. Special coatings may be sprayed on the inside or outside of the bulb to diffuse the light or to give special color effects.

The stem is a glass rod in the center of the bulb that holds the filament supports and the lead-in wires that carry electricity to the filament.

The base usually is a metal

cylinder with threads or prongs to fit a lamp holder that supports the lamp and brings electricity to it. The base is cemented or clamped to the bulb.

The shapes of bulbs are identified by letters followed by the maximum diameter in eighths of an inch. Thus a G-30 is a globe-shaped lamp with a diameter of 30/8 inches or 3³/₄ inches.

The most common household bulbs are the "A" series, made in 15- to 200-watt sizes. The familiar 25- to 100-watt sizes are designated A-19 because they are 19/8 or 2³/₈ inches in diameter.

Other abbreviations and their meanings are G (globe), T (tubular) PS (pear shape), F (flame shape), R (reflector) and PAR (parabolic aluminized reflector).

General service lamps are the common types used in home lighting fixtures, wall and table lamps and for other uses. Made in sizes from 15 to 1,500 watts, they fulfill most home and farm lighting needs. They are the lowest priced

and should be used wherever they are suited. Common sizes sell for 25 to 55 cents.

Made in spotlight and flood light models, reflector lamps are used in adjustable sockets under the eaves of many homes to light steps, walks and driveways. Milk producers mount them on the ceiling over the bulk milk tank to light its interior during cleaning.

In portable sockets, reflector lamps are handy for lighting Christmas displays, exhibits and signs. However, only the weather-proof models, made of hard glass, can be used outdoors. Frames to hold colored lenses often are used with these lamps and some sizes are made with colored glass. Reflector lamps are made in 30-, 75-, 150- and 300-watt sizes.

Rough service lamps are designed for use in portable trouble lights. The filament in a rough service lamp has extra supports to keep it from breaking if the lamp holder is dropped. Made in 50- and 100-watt sizes, rough service lamps are more costly than general service lamps and produce less light per watt. Therefore, they should be used only where they are subject to abusive treatment.

Used principally in floor and table lamps, three-way lamps have two filaments that can be burned separately or together to give three levels of light. They require special sockets which can be added to floor and table lamps originally made for single-filament bulbs. Three-way bulbs with medium bases are made in 30-70-100, 50-100-150 and 50-200-250-watt sizes. Mogul base sizes are 50-100-150 and 100-200-300 watts.

Refrigerators and ovens use special bulbs designed to withstand heat and cold. When one burns out, it is a good idea to take the old bulb to the store to get the right replacement. Many vacuum clean-

ers and sewing machines use a special 25-watt lamp with a bayonet base. (Instead of threads it has two pins; to remove it from its socket, push down slightly, turn the bulb a short distance to the left and pull straight up.) For replacements, take the old bulb to the store.

Some appliances and many night lights use the seven-watt C-7 lamp. It has a candelabra base, the same as indoor, independent-burning Christmas tree lights.

Bug lamps give a yellow light that attracts fewer bugs than white light. They should be used on porches, patios and other outdoor locations in the summer. They are made in 60-, 100-, 150- and 200-watt sizes and cost little more than general service lamps.

Many styles and colors of lamps are made primarily for decoration. Red, blue, green, yellow and other colors in 25- and 40-watt lamps are popular for outdoor Christmas decorations. Flame-shaped lamps in clear, white and flame color are made for fixtures with imitation candles. For post lamps, there is a chimney lamp that resembles the chimney of a kerosene lamp.

Tubular lamps are usually used to light shelves of china cupboards, pictures and showcases. Silver bowl lamps are used in indirect lighting fixtures to direct the light toward the ceiling.

Sun lamps make artificial sunlight. Their rays stimulate the production of Vitamin D and sun tanning. Heat lamps are useful for livestock brooding and thawing frozen pipes as well as for relieving the pain of tired or strained muscles. Ozone-producing lamps are used to destroy odors from cooking, smoking and dampness. Germicidal lamps produce ultraviolet rays that destroy germs and viruses in the air. They are useful

for sterilizing the air in babies' rooms or sick rooms and can be installed in the air ducts of a hot air heating system.

Mercury vapor lamps produce light from an electric arc in an atmosphere of vaporized mercury. They are more efficient than filament lamps but produce an undesirable color of light unless color corrected. They also require auxiliary equipment (a ballast) to operate them. They are widely used in automatic farm security lights and can be used in post lamps and other locations by adding a ballast to the fixture.

Like mercury vapor lamps, fluorescent lamps are not incandescent but can be used to good advantage in many home and farm applications. Fluorescent lamps and fixtures cost more than incandescent lamps but are more economical to operate. They produce three to four times as much light per watt of electricity, considerably less heat and a soft, nearly shadowless light. Their burning life is about 10 times longer than incandescent lamps. Because of their higher initial expense and lower operating cost, fluorescent lamps are most economical in locations such as kitchens where lighting is used several hours a day.

Since the life of fluorescent lamps is reduced by frequent starting, they should be left on for long periods for greatest economy.

Selecting the right lamp for each job assures good results and economical operation. The power use department of your rural electric system will be glad to offer advice of the right lamp for any lighting need.



Miniature base, found on C-6 series type Christmas bulbs and flashlight bulbs



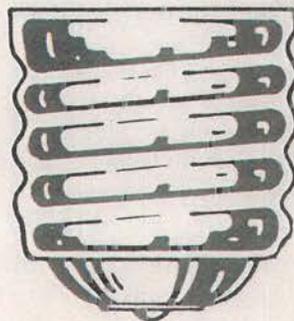
Candelabra base, used on C-7 1/2 multiple type Christmas and C-7 night light bulbs



Intermediate base, used on C-9 1/2 outdoor type Christmas bulbs



Medium base, found on all popular size household bulbs and some three-lite bulbs



Mogul base, used on 100-200-300 watt size three-lite bulbs

The five most common sizes of lamp bases are shown here in actual size. There are other types of bases for special

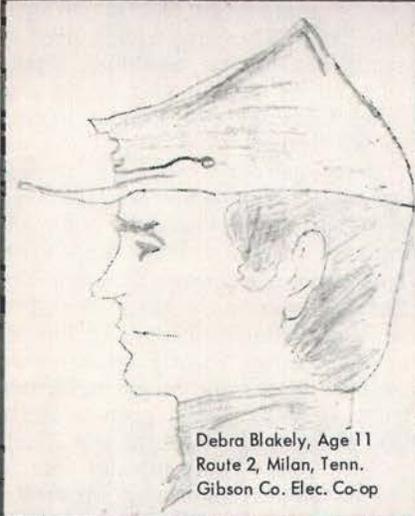
purpose lamps, such as some appliance lamps that have bayonet bases and fluorescent lamps with bi-pin bases.

Uncle John's Page

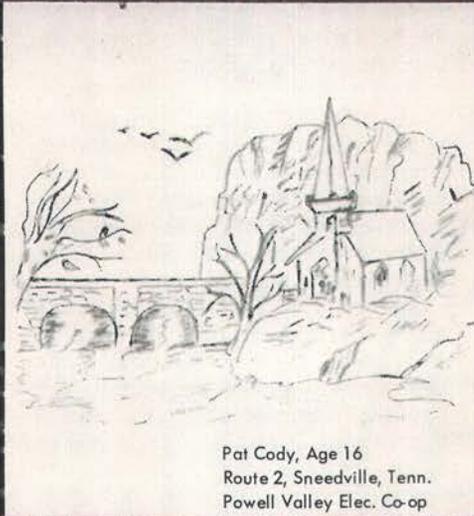
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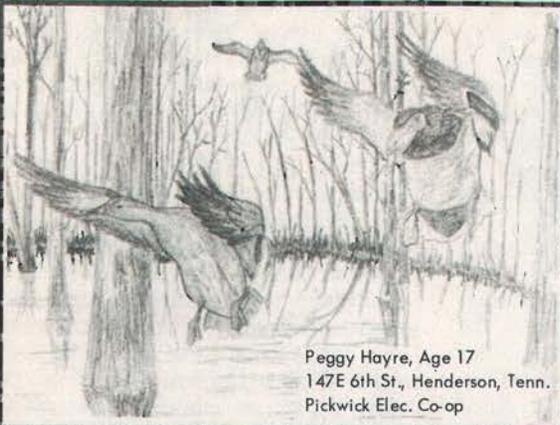
Debra Blakely, Age 11
Route 2, Milan, Tenn.
Gibson Co. Elec. Co-op



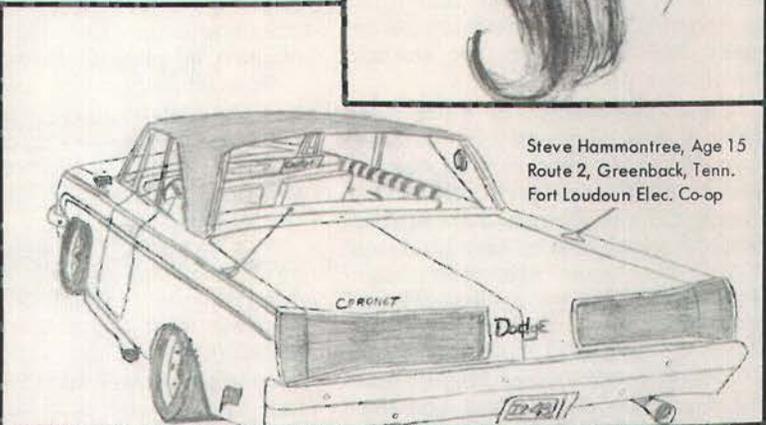
Pat Cody, Age 16
Route 2, Sneedville, Tenn.
Powell Valley Elec. Co-op



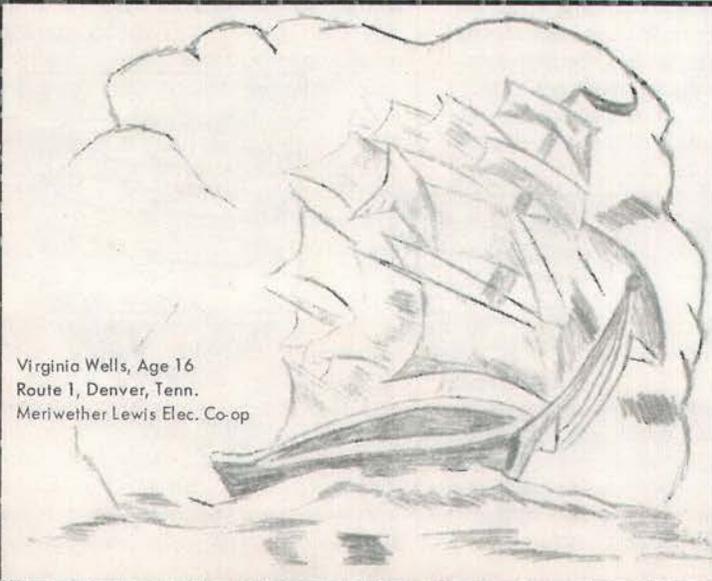
Carolyn Dunham, Age 16
Route 1, Sparta, Tenn.
Caney Fork Elec. Co-op



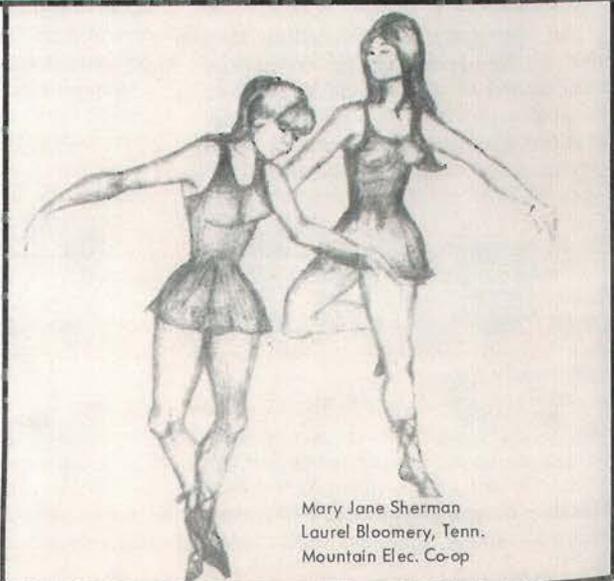
Peggy Hayre, Age 17
147E 6th St., Henderson, Tenn.
Pickwick Elec. Co-op



Steve Hammtree, Age 15
Route 2, Greenback, Tenn.
Fort Loudoun Elec. Co-op



Virginia Wells, Age 16
Route 1, Denver, Tenn.
Meriwether Lewis Elec. Co-op



Mary Jane Sherman
Laurel Bloomery, Tenn.
Mountain Elec. Co-op

Timely Topics

CORN YIELD RAISED BY EARLY PLANTING

Planting your corn early may increase this year's yields, says Donald D. Howard, University of Tennessee Extension assistant agronomist.

"Results from the 1967 corn fertilization demonstrations conducted throughout the state show that the average yield from demonstrations planted before May 15 were higher than those planted later," he explains.

The average yield from the 118 demonstrations planted before May 15 was 103 bushels per acre, while the average yield from the 101 demonstrations planted after May 15 was 84 bushels per acre, or an average difference of 19 bushels per acre.

This would mean an average increased income of \$21.85 per acre by planting at the recommended time, for corn selling at \$1.15 per bushel. Can you afford this loss simply because of late planting?

May 1 is the recommended planting date for West Tennessee and areas where the Southwestern corn borer is a problem, Howard points out. Corn planted by May 1 also tends to show less damage from corn stunt (virus) disease than that planted later.

Six steps to maximum corn production are:

1. Have your soil tested.
2. Follow fertilizer and lime recommendations.
3. Use a recommended corn variety.
4. Plant early.
5. Plant at a recommended population level (12,000 to 16,000 stalks per acre for grain and 16,000 to 18,000 stalks per acre for silage).
6. Control weeds.

FLIES CAN LOWER MILK PRODUCTION

Control of the common hornfly is an item overlooked by many dairymen, says Herbert Holt, University of Tennessee Extension assistant dairy husbandman.

"The hornfly is primarily a pest of dairy cows," he points out. "The time of year is now approaching when we can see hundreds of small black flies on the backs, shoulders, horns and on extremely hot days, along the underline of dairy cows."

These little pests are a constant worry to the cow which prevents her from feeding properly; therefore, the cow loses weight and milk production falls off. Research has shown that dairy cows protected from hornflies produce 10 to 20 per cent more milk than unprotected cows.

The application of some of the newer, longer-lasting insecticides provides effective control from two to four weeks, he notes. Several methods can be used to apply the insecticide. Some of these are: small hand sprayer, power sprayer and backrubber. A purchased or homemade backrubber located outside the exit of the dairy barn can be very effective.

Contact your county extension office for information on fly control.

BEEF CATTLE 'PT' PROGRAM NOT A 'STATUS SYMBOL'

Some cattle breeders, both purebred and commercial, have formed the mistaken idea that enrolling their herds in a production testing program obtains for them an exclusive "status symbol," observes Haley M. Jamison, University of Tennessee Extension associate animal husbandman.

"Unless you are willing to use the information developed from a production testing program to improve your herd, it is a complete waste of time," emphasizes the animal husbandman.

Your objectives for participating in a production testing program should include production of a greater percentage of cattle with superior conformation, more rapid rates of gain and improvement in quality score, he points out.

"Production testing records can help you determine which animals, both bulls and cows, are reproducing the heritable traits you are looking for," says Jamison. "You can use these records, plus common 'cow sense,' to achieve your basic objectives."

On a practical basis, production testing records can be very helpful in (1) selecting replacement heifers, (2) finding "boarder" cows to cull and (3) estimating differences between herd sires.

When you consider that production testing is simply another tool to use in beef cattle production and management, and if that tool is used as intended, then it may become a "status symbol" — and not before, concludes Jamison.

DON'T OVERFUEL TRACTOR ENGINE

With the heavy job of seed bed preparation coming up, some farmers might be tempted to "overfuel" their tractors to get more power out of them, observes Albert J. Swearingen, University of Tennessee Extension associate agricultural engineer.

"If you are so tempted, don't try it," he advises. "Tests have indicated that it takes about a 40 per cent increase in fuel to increase power by 25 per cent."

Overfueling can bring on other added costs that make it a questionable practice, he continues. Overfueling increases exhaust temperatures. The higher exhaust temperatures can put extra stress on engine parts and thus shorten engine life.

Follow the manufacturer's instructions in the care and operation of your tractor for most economical results.

FARM BRIEFS

Preemergence herbicides usually control weeds more effectively under wet weather conditions than under drouth conditions.

★ ★ ★ ★ ★

A study of 306 DHIA Holstein dairy herds shows that cows calving from December through February averaged 11,101 pounds of milk per lactation, while those calving from June through August averaged only 9,193 pounds. Similar results were observed with other breeds.

Cattle Pond Is Used To Save Farm Home



This Beautiful eighteen room home was saved by small pit type farm pond on Cooperator J. E. Eakin's farm.

**By Joe D. Richardson
Work Unit Conservationist
Soil Conservation Service
Shelbyville, Tennessee**

A farm pond built eleven years ago at a cost of \$85.00 has yielded a savings of several thousand dollars to James D. Eakin of Bedford County in south central Tennessee.

Eakin was awakened at 5:00 A.M. on the morning of June 23, 1967, by the urgent ringing of his phone. The caller informed Eakin that his house was on fire. Eakin immediately called the Shelbyville Fire Department and a fire truck was dispatched to the scene.

The only source of water for fire fighting was Eakin's farm pond located 250 feet from the house. Firemen placed a pump in the pond and began extinguishing the blaze. Although two rooms were heavily damaged, the fire was soon brought under control with water from the farm pond.

Eakin became a cooperator with the Bedford County Soil Conservation District in 1956. Soon after

that, the Soil Conservation Service technician assisted Eakin in developing a conservation plan for his farm. During the development of the plan, the technician pointed out that in order to provide adequate water for his livestock, a farm pond was needed. Following the recommendation of the SCS technician, Eakin built the pond—little realizing that he was providing a means of saving the ancestral Eakin home some eleven years later.

Eakin's one hundred twenty acre farm is near Shelbyville and in addition to his fine herd of Hereford cattle, he produces about twenty acres of corn and small grain each year. Most of the other land is used as pasture and hay for the cattle.

The beautiful old home with its many historical antiques was built by Eakin's father in 1902 and 1903. Building materials used in the construction were composed largely of yellow-poplar and pine. "Without the water from my pond, the house would have been totally destroyed," Eakin said.

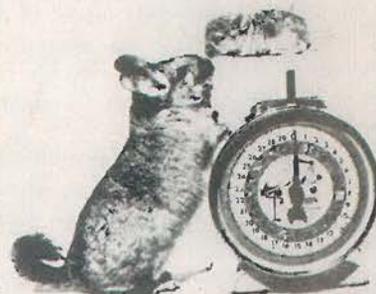


Damaged area is being observed by Deary & J. D. Eakin. Most of home was saved by small pit type pond.



Farm pond supplied livestock water and water for putting out fire on cooperator J. D. Eakin farm home.

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Hwy. 45 S. (Bemis)
Phone 422-5461

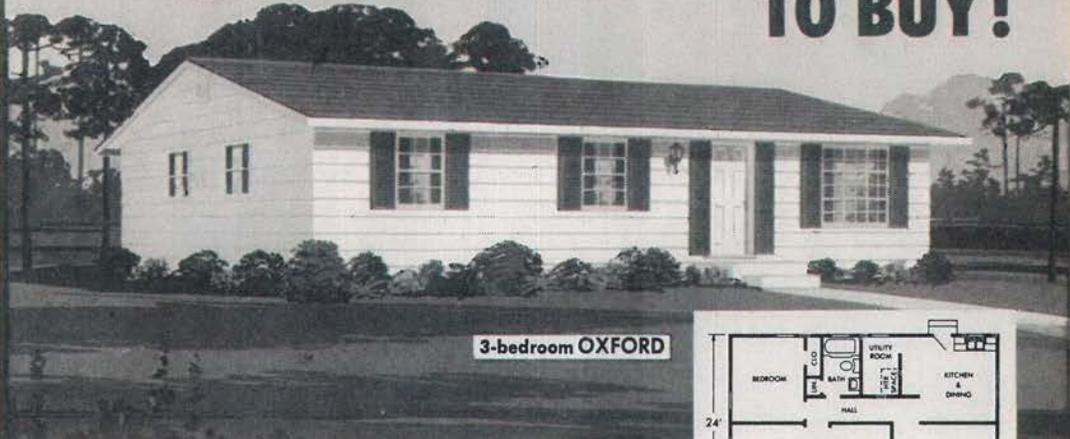
KNOXVILLE, TENN. 37901
Hwy. 11 & 70 East
Phone 524-2776

MEMPHIS, TENN. 38118
3763 Lamar Avenue
Phone 363-3410

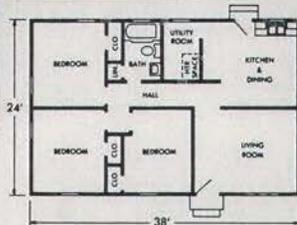
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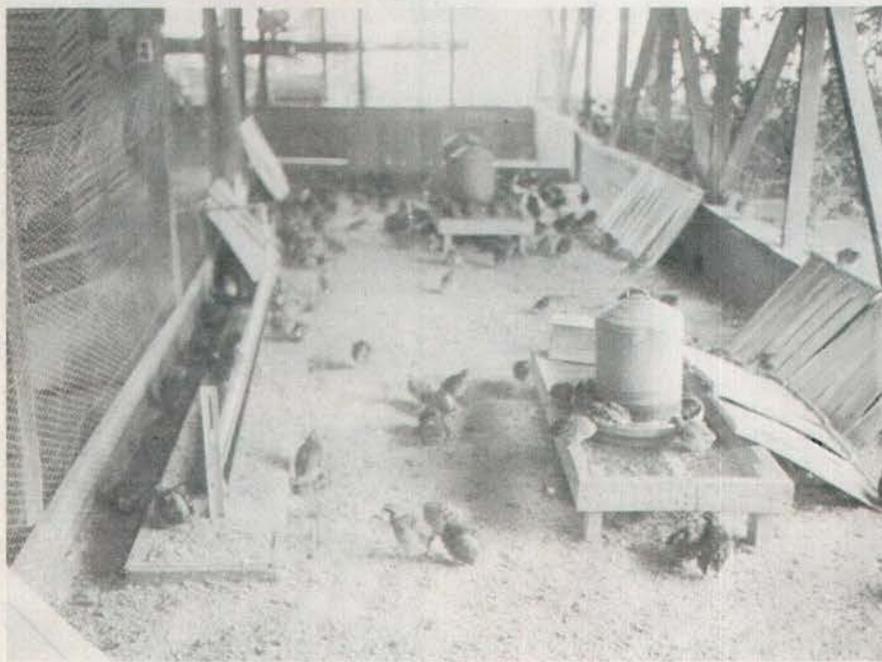
CITY _____ STATE _____

Telephone _____

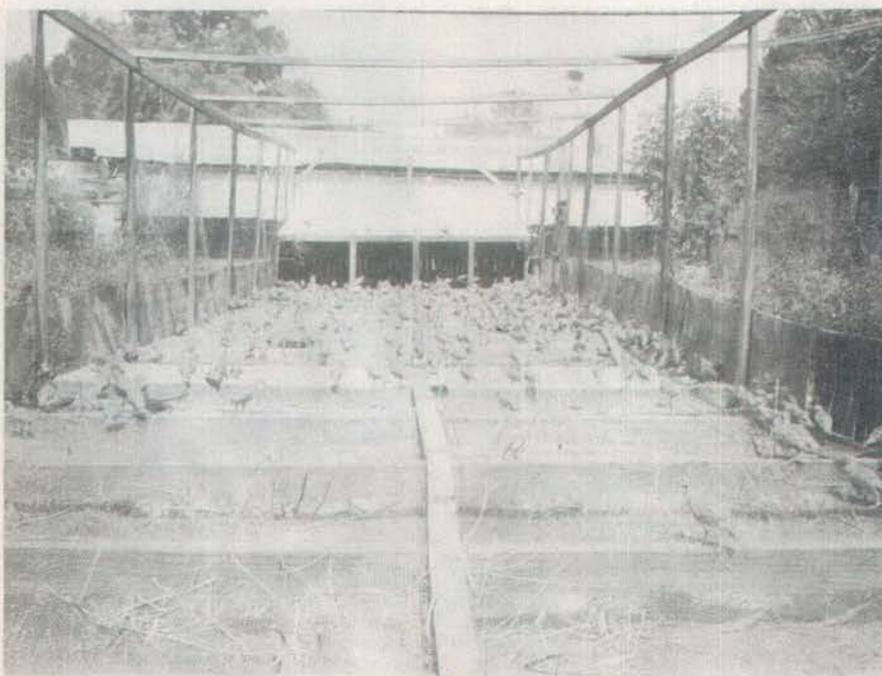
My property is located in _____ County.

Rainbow Ranch

Game Bird



Stephens keeps about 300 to 500 bobwhite layers at Rainbow Ranch. They average laying about 5 eggs each per week during spring and summer months.



Almost grown chucker partridge are pictured in a flyway at Rainbow Ranch.

By Charles Youngerman
Electrification Advisor
Tennessee Valley Electric Co-Op

Eight years ago G. T. "Sonny" Stephens III of Savannah, Tennessee, started a hobby, raising game birds, that soon grew into a full time business. This hobby began with only three pairs of quail. Last year he sold several hundred thousand eggs and birds.

As a hobby, Sonny has raised more than fifty different species of game birds. These have included rare species of quail and exotic pheasants with beautifully colored plumage such as the chinese gold pheasant and lady amherst pheasant. However, Sonny says that he made little or no money on many of the rare species. Now he plans to specialize with a few of the more profitable game birds. He will sell eggs for hatching as well as live and frozen birds. Most of his birds and eggs are sold to hunting clubs and private reserves on a contract basis.

These selected species of birds, which he plans to continue raising, probably will include the bobwhite, chucker partridge and coturnix quail along with mallard



"Sonny" Stephens, Rainbow Ranch Game Bird Farm, Savannah, Tennessee, shipped more than eighty four thousand quail and game birds to several states last year.

Farm

ducks and ringneck pheasants. Some few of these birds are dressed, frozen and sold on the retail market.

The bobwhite is probably the most popular game bird for hunters. They are full grown at fourteen to sixteen weeks old. Last year Sonny sold more than 30,000 bobwhite.

Chucker partridges are considerably larger than the bobwhite. When grown, they normally dress more than a pound each. According to Stephens this quail, a native of Asia, is not well adapted to this area and therefore is hard to raise.

Coternix quail are smaller than the bobwhite. This desert bird is a native of Egypt. According to Stephens it is probably the most prolific of all quail. A hen begins laying at about eight weeks of age and normally averages laying eight to nine eggs per week. The eggs hatch in seventeendays and the birds are full grown at six weeks. Therefore, it's possible to raise three generations in one year's time.

Ducks and pheasants are grown in smaller quantities at Rainbow Ranch. Normally Sonny buys the eggs to hatch these birds.

Stephens said that his average egg production per bird was down considerably last summer. He attributes this loss in production mostly to the sonic booms because they excited the birds and caused them to stop laying. He said that this loss of production caused him to get behind in filling orders for eggs as well as birds. However, Rainbow Ranch about doubled its production over the previous year and he hopes to double production again this year.

This past summer Stephens built a new growing house and flyway with a total capacity of more than 150,000 birds. The flyways are built long and nar-

row so birds can develop strong wings for flying. The length of the flyway normally determines how far a bird will fly when it is turned loose for hunting later.

Stephens said that hunting clubs and private organized hunting re-

serves are becoming very popular for business men who have a limited time to hunt and want to be assured of game when they do hunt. He believes that this type business has a tremendous future in years ahead.



Mallard ducks "quack" and "chatter" as they await feeding time at Rainbow Ranch.



"Sonny" Stephens inspects a tray of coternix quail eggs during incubation.

The CHALLENGE of the Future

By Phil Sawicki

Today, America's 1,000 rural electric systems and the 23-million people they serve face a greater challenge than ever before in history. To find out how to meet that challenge is the job of the NRECA Long-Range Study Committee.

What is this challenge? Perhaps it's easier to say first of all what it is not.

It is not the bringing of first-time electric service to the farms, ranches, and rural areas of the United States. That job has largely been accomplished, thanks to more than three decades of effort by the rural electric systems. That effort continues. Each year rural electric systems add about 150,000 new customers to their lines; each year revenues increase about \$50-million.

Today's challenge is not the tough, simple, obvious one of bringing central-station electric service to the countryside. It is just as tough a task, but it is not always simple or obvious.

Summed up in a sentence, the question is whether rural electric systems are going to face new realities at a time of tremendous change.

Rural America Is Changing

Rural America is changing now. It always has changed, either by nature's hand or by man's.

But the changes are more dramatic now. They happen faster. And the consequences of change are harder on people not willing, or not able, to face what is happening.

Statistics tell part of the story. This year the Federal government predicts that the total number of farms in the United States will diminish to fewer than 3-million. Since the end of World War II about a million people have

left rural areas each year. Many of them were poor, and the cities to which they fled were poorly equipped to help them. Many of them were small farmers, once considered the backbone of American life. Many of them were young, and their departure left a gap impossible to fill.

One important effect of this mass movement of people is that rural areas have lost the political strength they had for decades, a political strength they took for granted. The last six years, in particular, have witnessed that strength ebb away as state legislatures reapportioned their congressional and state districts. Today's Congress is far more concerned with urban problems—and far less with rural problems—than ever before.

Yet the movement of people to the cities resulted in electric service opportunities to some rural electric systems—those in once-rural counties that are now the suburbs, where small farms were transformed into housing developments and shopping centers. This influx has helped rural electric systems to compensate to some degree for the thousands of now-unused meters farther out in the countryside.

And if the movement of people from the countryside weakened the strength of rural areas, it also has had the effect of making the farmers and ranchers and small businessmen who remain more dependent than ever on electricity. Labor-saving electrical equipment is being increasingly used as a substitute for manpower on the farm and in rural businesses. The availability of dependable, low-cost electric service is a key factor in rural areas development efforts, for new industries will not locate in areas which do not have

such service. It logically follows that rural electric systems are still vital to the economy of the 2,578 of the 3,072 counties in the continental United States where they currently are serving.

Challenges—Now and To Come

In 1966 and 1967 rural electricians sought to have Congress pass legislation to establish an "Electric Bank," an institution that would have helped provide the loan funds the systems will need in the future. It was called a "supplemental financing" plan because it would have supplemented the money available to be borrowed from REA.

During the congressional debate over the bill the lack of rural political muscle became evident. The rural electric systems were unable to persuade the legislators to pass a bill they wanted. Amendments which would have crippled the existing REA program were attached to the legislation, and rural electricians had little choice but to oppose the amended version. It was subsequently killed in the House Rules Committee.

The need for a new way to finance loan needs of rural electric systems remains, however. Each year the Administration and Congress determine how much money REA will be able to lend. While a majority of Congress remains sympathetic to the rural electricians, the hard fact is that demands on the Federal budget continue to increase. Rural electric systems will find it increasingly difficult in coming years to obtain enough funds to meet their requirements.

One of the big jobs, then, of the NRECA Long-Range Study Committee is to find or develop an acceptable financing plan. Members of the committee have been exploring new financing methods

and discussing them with bankers, financial analysts, insurance company representatives, economists, and other specialists.

This is a complicated task, but the committee's members are determined to come up with a financial plan that will be compatible with the present and future objectives of the program.

Just One Of Many

Other questions about objectives confront the rural electric systems. Some have existed for several years, and rural electric leaders have already pondered them at length. Others have arisen only recently.

Let's take a brief look at a few of them.

For years, most rural electric systems have operated under cooperative principles. Cooperatives of all kinds have played and continue to play a large role in the prosperity and progress of rural America. Yet the question must be asked: Is the cooperative still the best kind of organizational structure for a rural electric system? The answer may still be yes. But it is time to explore the subject anew.

In many parts of the Nation, rural areas are declining economically. Farming was once the chief employer in these areas, but it is so no longer. Farming no longer provides the number of jobs that it once did. Machines have been invented that do the job cheaper and better. The result, as Vice President Humphrey pointed out not long ago, is that for every 177 young people who reach working age in rural areas, there are only 100 jobs. The question, then, is whether rural electric systems should put more effort—and money—into rural area develop-

ment. Or is it more advantageous or more realistic for them to confine themselves simply to doing the best job they possibly can in providing low-cost, reliable electric service?

For years, rural electric systems and Congress have agreed that the systems should not be under the jurisdiction of the Federal Power Commission. That policy was adopted at a time when the Nation's electric industry was far different from what it is today and will become tomorrow. The big, investor-owned companies are becoming more and more interconnected, through mergers, through power pools, through extra-high voltage transmission lines. Would rural electric systems be better off if they accepted FPC jurisdiction—in return for an iron-clad guarantee that they would have access to the investor-owned power sources? Here, again, is a question that needs to be answered in the light of changed conditions.

Or take the question of nuclear generating plants. Right now, these plants provide only a small portion of the electricity used in the United States. But it won't be very many years before they are providing 30% and more of U.S. power needs. What is particularly significant is that nuclear power is expected to become the cheapest source of electricity. Rural electric systems lack the wherewithal to build their own million-kilowatt nuclear plants except under extremely favorable conditions. How do they make sure they too get the benefits of the atom?

Questions like these are the questions that confront the NRECA Long-Range Study Committee. The answers will have a great

impact on the consumer at the end of the line.

Listening to the Grass-Roots

The 26 members of the Long-Range Study Committee, chaired by J. K. Smith, statewide manager in Kentucky, have been hard at work for four months. During these early stages the group took steps to make sure that the voice of the grass-roots was heard.

In January the committee sent a questionnaire to the almost 1,000 rural electric systems. The questions asked are "opinion" questions. The committee wants to find out what local boards of directors think ought to be done.

So far the response to the questionnaire has been enthusiastic. About 400 responses had been received by the middle of February. The committee hopes that all rural electric systems will respond to the questionnaire.

But the committee also wants to meet with rural electric members face-to-face. For that reason a series of six "open-forums" will be held from March through August. Specific information on how these hearings will be conducted has been sent to each system.

The committee wants and needs ideas, proposals, and suggestions on objectives and financing from all segments of the rural electric program. These hearings will enable the group to explore in greater depth the matters brought forward by rural electric members.

Following these hearings, the committee hopes to have preliminary ideas and recommendations ready for the regional meetings in the fall. Final recommendations will probably be made at the 1969 NRECA Annual Meeting.

Board Selects Robert D. Partridge as General Manager of NRECA

Robert D. Partridge, general manager of the National Rural Electric Cooperative Association, joined the NRECA staff after having served as a program analyst for 15 years with the Rural Electrification Administration.

He joined NRECA in 1961 and was senior legislative representative, executive assistant to the general manager and acting general manager prior to being chosen general manager.



In his current position, Partridge is the chief administrative officer for NRECA and leading spokesman and legislative architect for the nearly 1,000 rural electric systems that comprise its membership.

A native of Missouri, he holds a Bachelor of Science degree in Agriculture from the University of Missouri in Columbia, Mo., and a Master's degree in economics from American University in Washington, D.C.

During World War II, Mr. Partridge served as an Army officer in the South Pacific for three years. He was recalled to active duty in 1951 and 1952 during the Korean

(Continued on Page 22)

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PARTRIDGE

(Continued from Page 21)

conflict and served in Germany. He also was awarded the Bronze Star during World War II for action against enemy forces in the Philippines. Presently, he holds the rank of Colonel in the Army Reserve.

Born in Maryville, Mo., Oct. 17, 1916, Mr. Partridge is married to the former Georgiann Dickey of DeSoto, Mo. They have two children and reside at 511 Janey's Lane in Alexandria, Va.

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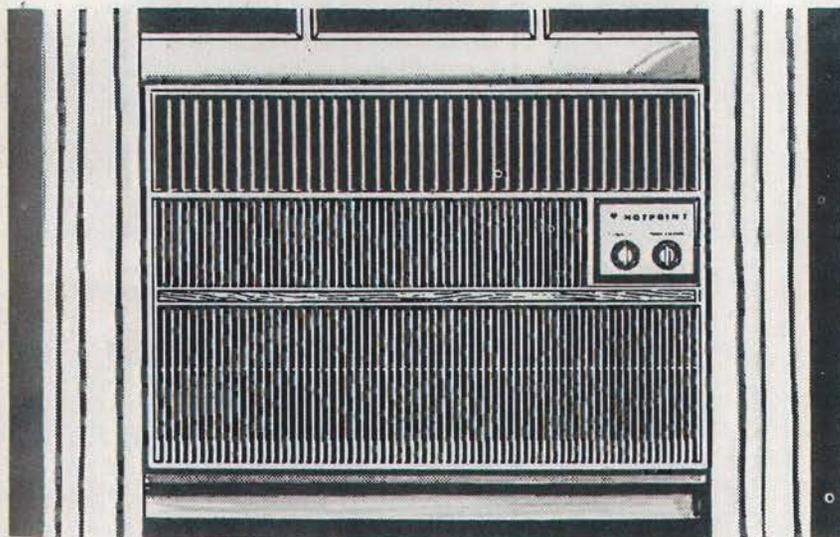
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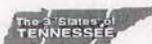
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