

OCTOBER, 1968

Tennessee

M A G A Z I N E

Dedicated to Better Living





the 1 to watch

COMPLETE OCTOBER SCHEDULE—WLAC-TV, NASHVILLE



JOHN LASHLEE
CHANNEL 5 SPORTS
6:20—10:20 PM
MON.—FRI.

OCTOBER SPECIAL

TUES. OCT. 29—9-9:30 PM
"AIRPORT"



BOB LOBERTINI
CHANNEL 5 WEATHER
6:15-6:20 PM
MON.—FRI.

DAYTIME

| | |
|----------------|--|
| 5:45-6:00 AM | Farm News — Mon. thru Fri. (c) |
| 6:00-7:00 AM | Sunrise Semester — Sunday (c) |
| 6:00-7:30 AM | Country Junction — Mon. thru Fri. (c) |
| 6:00-7:00 AM | Sunrise Semester — Saturday (c) |
| 7:00-8:00 AM | Eddie Hill Variety Show — Saturday (c) |
| 7:00-8:00 AM | Tom & Jerry Adventure — Sunday (c) |
| 7:30-7:55 AM | CBS Morning News — Mon. thru Fri. (c) |
| 7:55-8:00 AM | Mon. News Weather — Mon. thru Fri. (c) |
| 8:00-9:00 AM | Captain Kangaroo — Mon. thru Fri. (c) |
| 8:00-8:30 AM | Go Go Goopie — Saturday (c) |
| 8:00-9:30 AM | Heaven's Jubilee — Sunday (c) |
| 8:30-9:00 AM | Wacky Races — Saturday (c) |
| 9:00-10:00 AM | Mike Douglas Show — Mon. thru Fri. (c) |
| 9:00-9:30 AM | Archie Show — Saturday (c) |
| 9:30-10:30 AM | Bonnan-Superman Hour — Saturday (c) |
| 9:30-10:00 AM | Look Up and Live — Sunday (c) |
| 10:00-10:30 AM | Andy of Mayberry — Mon. thru Fri. |
| 10:00-10:30 AM | Camera Three — Sunday (c) |
| 10:30-11:00 AM | Disk Van Dyke — Mon. thru Fri. |
| 10:30-11:00 AM | Herculoids — Saturday (c) |
| 10:30-12:00 N | Notre Dame Football — Sunday (c) |
| 11:00-11:25 AM | Love of Life — Mon. thru Fri. (c) |
| 11:25-11:30 AM | Joe Bell CBS News — Mon. thru Fri. (c) |
| 11:00-11:30 AM | Shazzam — Saturday (c) |
| 11:30-12:00 N | Search for Tomorrow — Mon. thru Fri. (c) |
| 11:30-12:00 N | Paperzy Show — Saturday (c) |
| 12:00-12:05 PM | Channel 5 News — Mon. thru Fri. (c) |
| 12:00-12:30 PM | Wacky Dix & The Mighty-Mightors Saturday (c) |
| 12:00-4:00 PM | NFL Football — Sunday (c) |
| 12:05-12:30 PM | Singing Convention — Mon. thru Fri. (c) |
| 12:30-1:00 PM | As The World Turns — Mon. thru Fri. (c) |
| 12:30-1:00 PM | Lisa's Range — Saturday (c) |
| 1:00-1:30 PM | Love Is a Many Splendored Thing — Mon. thru Fri. (c) |
| 1:00-1:30 PM | Jonny Quest — Saturday (c) |
| 1:30-2:00 PM | Paperzy Cartoons — Saturday (c) (w) |
| 1:30-2:00 PM | The Guiding Light — Mon. thru Fri. (c) |
| 2:00-2:30 PM | Secret Storm — Mon. thru Fri. (c) |
| 2:00-2:30 PM | Championship Bowling — Saturday |
| 2:30-3:00 PM | Celebrity Billiards — Saturday (c) |
| 3:00-3:30 PM | Flying Fisherman — Saturday |
| 3:30-4:00 PM | Shippy — Saturday |
| 3:30-3:00 PM | The Edge of Night — Mon. thru Fri. (c) |
| 3:00-3:30 PM | House Party — Mon. thru Fri. (c) |
| 3:25-3:30 PM | CBS Afternoon News — Mon. thru Fri. (c) |
| 3:30-4:00 PM | Gilligan's Island — Mon. thru Fri. |
| 4:00-4:30 PM | TBA — Saturday |
| 4:00-4:30 PM | TBA — Sunday (c) |
| 4:00-5:30 PM | Big Show — Mon. thru Fri. |
| 4:30-5:00 PM | Amateur Hour — Sunday (c) |
| 4:30-5:00 PM | Death Valley Days — Saturday (c) |
| 5:00-5:30 PM | 21st Century — Sunday (c) |
| 5:00-3:30 PM | All American College Show — Saturday (c) |

EVENING

| | SUN. | MON. | TUES. | WED. | THURS. | FRI. | SAT. |
|-------|---------------------------------------|----------------------------------|----------------------------------|----------------------------------|--------------------------------------|----------------------------------|------------------------------------|
| 5:30 | Weekend Report News Weather Sports | CBS Evening News (c) W. Cronkite | CBS Evening News (c) W. Cronkite | Roger Mudd News |
| 6 | Lassie (c) | Channel 5 News Weather Sports | Channel 5 News Weather Sports | Weekend Report News Weather Sports |
| 6:30 | Gentle Ben (c) | | | | | | |
| 7 | | Gunsmoke (c) | Lancer (c) | Daktari (c) | Blondie (c) | The Wild, Wild West (c) | Jackie Gleason Show (c) |
| 7:30 | Ed Sullivan Show (c) | | | | Hawaii Five-a (c) | Gomer Pyle (c) | My 3 Sons (c) |
| 8 | | | Red Skeleton Hour (c) | | | | |
| 8:30 | The Smothers Brothers Comedy Hour (c) | Mayberry R.F.D. (c) | | Beverly Hillbillies (c) | | | Hogan's Heroes (c) |
| 9 | | Family Affair (c) | Doris Day Show (c) | Green Acres (c) | Thursday Night Movie (Most in color) | Friday Night Movie (c) | Petticoat Junction (c) |
| 9:30 | Mission Impossible (c) | Carol Burnett Show (c) | CBS News Broadcasts | Jonathan Winters Show (c) | | | Marshal Dillon |
| 10 | Channel 5 News Weather Sports | Channel 5 News Weather Sports | Channel 5 News Weather Sports | Channel 5 News Weather Sports | Channel 5 News Weather Sports | Channel 5 News Weather Sports | Channel 5 News Weather Sports |
| 10:30 | | | | | | | Mannix (c) |
| 11 | Perry Mason | Perry Mason | Perry Mason | Perry Mason | MILLION \$ MOVIES | Films of the 50's | Films of the 50's |
| 11:30 | | | | | | | |
| 12 | Sign Off | LATE SHOW | LATE SHOW | LATE SHOW | | | |

WLAC-TV Channel 5

NASHVILLE, TENNESSEE

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THE GREAT ESCAPE

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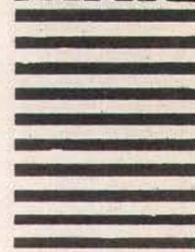
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If you would like a Jones Home Representative to call on you, check here and attach directions.

- I own a lot I can get a lot
- Please send floor plan and prices on all Jones Homes

TM-1068

To The Point

by John E. Stanford

A most welcome addition to the circulation rolls of The Tennessee Magazine is the entire membership of Volunteer Electric Co-op, the largest cooperative electric system in Tennessee and one of the largest in the entire Nation. Our congratulations and sincere thanks go to Manager Earl Ware and his very able Board of Trustees for making this important decision to send this Statewide publication to all Volunteer Electric members. A most cordial welcome aboard, Volunteer! May your membership tribe increase!

* * * * *

We appreciate the nice things which have been said about our full color covers over a period of time, and we in turn want to give credit where credit is due. A number of our covers during the past 40 months—including June through September of this year—have been supplied by the Tennessee Department of Conservation, one of the most cooperative of all departments of our State Government. For their many favors—past, present and future—we offer our sincere thanks.

* * * * *

October is Co-op Month, a time for recognition of this highly important facet of American life. And while we salute all other cooperatives in our nation including, of course, cooperative rural electrification, we would like to pass along the following brief facts provided by the Rural Electrification Administration, a branch of the U. S. Department of Agriculture and "banker" for most of the Nation's rural electric and telephone co-ops.

* * * * *

Rural electric and telephone cooperatives financed by the Rural Electrification Administration provide electric and telephone service to more than 20 million rural people in 46 states through some 5 million electric meters and 500,000 telephone connections.

* * * * *

Rural electric and telephone facilities financed by the Rural Electrification Administration are located in 2,700 of the Nation's 3,199 counties.

* * * * *

More than 216,000 jobs have been created since 1961 for local people in rural areas through rural areas development activities of telephone and electric systems, most of them cooperatives, financed by the Rural Electrification Administration.

* * * * *

More than \$5.5 billion have been invested in rural areas by electric and telephone cooperatives financed by the Rural Electrification Administration in bringing these two vital community-building services to rural people.

* * * * *

The real objective in rural electrification, and the objective from the very beginning, has been that the blessings of electric service shall be available to the people of the rural areas just as they were and are available to the people in the urban areas. This involves: (1) service for rural people under rates and conditions comparable to those available in neighboring urban communities; (2) area coverage under these conditions; and (3) the construction and maintenance of systems strong enough financially and operationally to hold out the promise of permanent service.

Vol. 11, No. 10, October, 1968

Tennessee MAGAZINE

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J. C. Hundley, Executive Manager

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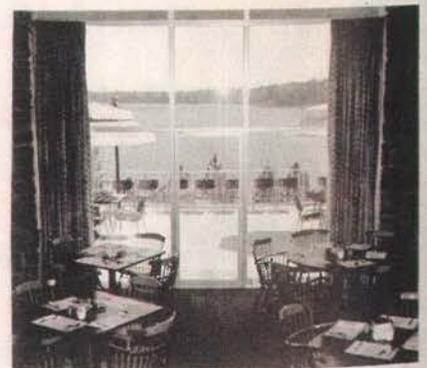
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ON THE COVER

Our cover this month looks out from the dining room of beautiful Holiday Hills Resort onto a recreation area, and beyond that, Lake Holiday. See story pages 6-7.
(Photo by Harry Craven)

TENNESSEE MAGAZINE

FREE SAMPLE POLICY TELLS HOW...

**If you're
under 65
we pay you
cash
each year
you stay well**



**If you're
over 65
we pay you
\$100-a-week
extra cash
on top of medicare**



Thanks to a revolutionary new idea in health insurance, you no longer need to get sick or hurt to get paid.

Under this remarkable new plan (HS-500) from Union Bankers, you're guaranteed an 8% cash refund for each year you don't use your benefits. So sick or well, you must get paid.

Of course, if you do get sick or hurt, you collect generous tax-free cash benefits for hospital room and board, surgery, and a wide range of medical services—including X-rays, EEG's, lab tests and ambulance fees. It even helps pay for a registered nurse if you're laid up at home.

This important new development means that you can now add the extra protection you need to guard against sky-rocketing medical costs—and get paid, no matter what happens. Either way, sick or well, you're guaranteed to collect. Isn't this the most sensible health insurance plan ever?

According to the Social Security Administration, "Medicare will cover less than half of the total health care costs of the aged."

That's why Union Bankers developed their special \$100 a week hospital plan for folks over 65.

This low cost plan pays you \$100 a week, tax-free extra cash while you're in any regular general hospital. You get this extra money in addition to what you collect from Medicare and any other insurance. Use it to pay for medical expenses or the bills at home. The weekly checks are yours to spend or save as you wish.

You keep on collecting this weekly extra money for up to 52 weeks for every covered condition. All accidents are covered from date of issue and most sicknesses originating 30 days after issue. A few standard exceptions clearly shown in your policy, (UB-780) help keep the rates low.

But so you can see the entire story for yourself—without cost or obligation—Union Bankers will send you a FREE sample of this plan.

Simply fill out the FREE SAMPLE POLICY certificate below and be sure to check your age. You'll have your FREE sample policy in a few days. You're under no obligation for this service.

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Gentlemen: I am ... under 65 over 65

Please send me your no obligation FREE sample policy according to my age (HS 500 or UB 780). I understand I'm under no obligation for getting this FREE sample to look over in my home.

Name _____

Address _____

City _____ State _____ Zip _____



This is the beautiful lobby of the Holiday Hills Lodge. Native stone was used throughout building, inside and out.

Volunteer Electric Serves Crossville's Newest Resort

By John Stanford

(All pictures by Harry Cravens Photography, Crossville)

Crossville, Tennessee, nestled as it is in the Cumberland Mountains, might geographically be described as an elevated gateway between Middle and East Tennessee. It's residents will tell you that it is "the coldest (in winter) and the warmest in hospitality (the year around) of any place in Tennessee."

While residents throughout the hospitable Volunteer State might well debate that latter claim, the fact remains that folks in and around Crossville have done much in the past few years to improve their general economic conditions and, in certain phases of so doing, have added to their hospitality potential by providing recreational and vacation pleasures not only to Tennesseans, but to residents of many other states.

In short, Crossville is steadily, perhaps even rapidly, becoming

a relatively substantial resort area.

The newest and most luxurious of Crossville's several fine resort installations, Holiday Hills, was officially opened on June 27th. Overlooking beautiful 265-acre Lake Holiday about two miles from downtown Crossville, Holiday Hills is about as complete a resort as Nature and the mind of man can combine.

Already completed are a two-story Motor Lodge containing 32 rooms, a restaurant, a gift shop and a convention and meeting room available for groups of from ten to 300 persons. Adjacent to the Lodge are a 75-foot heated swimming pool and a 16-foot kiddie pool. A nearby playground area includes swings, slides, teeter totters, badminton and shuffleboard. Also completed are several of ten proposed one and two bedroom villas, all contain-

ing double beds. All Lodge rooms are very large and are equipped with air conditioning, two double beds, wall-to-wall carpeting, and color television. Some of the Lodge rooms are of the studio type with complete kitchens. The villas are completely furnished and are air conditioned.

Also completed, and only a short distance from the Lodge, is a 165-foot marina with landing ramp where visitors can "bring their own" or rent whatever boating equipment they need for pleasure rides on beautiful Lake Holiday, or for fishing for bass, bream, crappie and trout which are bountifully stocked in this 265-acre lake.

Under construction and soon to be completed at Holiday Hills are a challenging 18-hole golf course, a night-lighted 9-hole par-3 golf course and a 1,000-foot white sand beach.



This is a full length view of the Holiday Hills Lodge, taken from boat in Lake Holiday.



This is large, beautiful dining room at Holiday Hills. Kitchen preparing food for dining room is all-electric, as is every other facility at Holiday Hills.

Planned, but not yet under construction, are up to six more floors to be erected atop the two present floors of the Lodge, increasing by about four times the number of guests who can be accommodated in the Lodge.

The resort area proper covers some 200 acres, not counting Lake Holiday and its 15 miles of shoreline. Upwards of another 1,000 acres within the vast Holiday Hills boundaries, but separate and apart from the resort area, are being developed as residential sites for lake front, lake view and off-lake homes. There

are some 1,000 of these lots, 150 of which have been sold and on which some 15 homes already have been constructed.

Although Holiday Hills is only about two miles from downtown Crossville (just off U.S. 70S on what is sometimes called the Sparta Highway), entry through either of its two gateways (one leads to the permanent residential area, the other to the Lodge area) gives the visitor the feeling of exchanging, if only for a short while, the hustle and bustle of everyday life for one of quiet relaxation and recreation.



Some of the principals of Holiday Hills are, left to right, M. E. Dorton, President of Crossville's First National Bank and a Holiday Hills stockholder; Resident Manager S. T. Hershner; and S. Henry Rodgers, President of Holiday Hills. The junior executive is Sandy Rodgers, son of the company President.



Every Holiday Hills Lodge room contains two double beds. Some rooms, and all villas, have complete kitchen facilities. Outside this room is swimming pool, beyond that Lake Holiday.

In addition to the splendid facilities of Holiday Hills, it is also conveniently located in relation to other attractions. Within easy walking distance are the Cumberland Playhouse, which each summer features the nationally known play, "Tennessee U.S.A.," and the Cumberland Mountain Crafts Association center. Within easy driving distance are Cumberland Mountain State Park, the 80,000-acre Catoosa Wild Life Area, the Caryonah Wild Life Area for boar and wild-life hunting, and numerous lakes and streams for fishing.

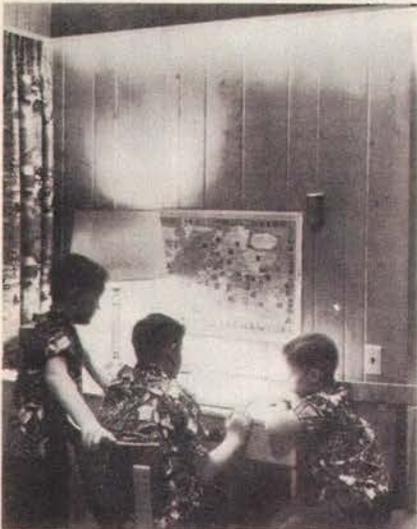
Adjoining the Holiday Hills property is the City of Crossville
(Continued on Page 21)

VERSATILE IS THE NAME FOR PORTABLE LAMPS

By Virginia Lowe, Home Economist
Cumberland Electric Membership Corp.

Are you getting full lighting benefit from the portable lamps in your home? New lamps are sometimes necessary to improve the quantity and quality of light needed in the home. Often, however, the existing portable lamps can be used to a better advantage. A lamp may be designed to be either decorative or functional, or both. However, it is most important for our lamps to be functional. All lamps should be chosen wisely.

It is difficult to set rules to cover all phases of portable lighting. However, the criteria which determine lighting effectiveness for good seeing are measurable physical characteristics. To gain the most from your lamps, they should be correctly designed as to: (1) dimensions, (2) diffusers, (3) shades and (4) size and type of bulb.



The lighted cornice above provides a lighted background for the desk. The portable lamp on the desk gives adequate light for studying.

To spread the light where needed, correct dimensions of lamps are necessary. In order to

provide the best spread of light and visual comfort, lamps should be the proper height. For example, when seated the bottom of the lamp shade should be at about eye level. For table or desk lamps, this is approximately 15"-18" from the table to the bottom of the shade. A good height for floor lamps is 47"-49" from the floor to the bottom of the shade. The lamps should be positioned behind and to one side of the user.

In selecting shades, remember the shade is used to distribute the light where needed. A wide-spread of downward light is desirable. Also, upward light is needed for general illumination. Therefore, the shade should be open at both the top and bottom, being wider at the bottom. The shade should be deep enough to conceal the light bulb from view when one is either seated or standing. Shade material should be dense enough to prevent seeing the bulb, yet translucent enough to provide some room light.

The gooseneck and high intensity lamps produce too high brightness for comfortable work. There is too much concentration of light in a small area. However, these lamps can be used in combination with another lamp for doing close work.

Under the shade there should be some type of diffusing device for eye comfort. Diffusers help to avoid glare, spread and soften the light. There are several recommended diffusers. The best diffuser is the Certified Lamp Manufacturer (CLM) opal glass bowl. It is the best bowl design in terms of helping to supply both quantity and quality of light. Other various designs in bowl shaped glass diffusers can also be obtained. The larger size and whiteness of the R-40 white in-

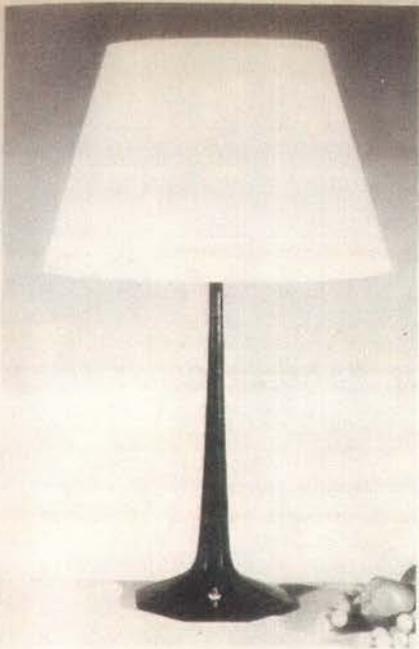


The swing arm lamp with a three way bulb is conveniently used for lighting a desk area as well as reading in a nearby chair.

direct bulb in a white harp helps to diffuse the light.

The source of light itself, the light bulb, should be the right size to give the proper amount of light for the task. White bulbs (white coated on the inside), are best to help diffuse light. The following minimum wattage bulbs are recommended: Table and floor lamps: If the lamp has a Mogul (extra large) socket, use a 3-way light, 100-200-300 watt bulb. If the lamp has a standard socket, use either one 150 watt bulb, a 3-way light 50-100-150 watt bulb, or a 50-200-250 watt bulb. When writing or reading, a minimum of 150 watts should be used.

A single table lamp, in suitable design and proportion, will perform well in a study area, if properly positioned. The center of the lamp shade should be 15" to the left of the work center and 12" from the front edge of the desk. From the bottom of the shade to



The lamp shown is an approved Better Light - Better Sight study lamp.

the table edge, the lamp should be approximately 15". Proper study lighting means, principally 150 to 200 watts distributed on the work surface in a way that eliminates glare, shadows, and high contrasts of brightness.

A non profit organization, the Better Light, Better Sight Bureau, has set up rigid standards for producing a good study lamp. Lamps meeting these requirements have a BL BS hang tag on them showing they are a well designed study lamp. This tag is your guide to a proper study lamp.

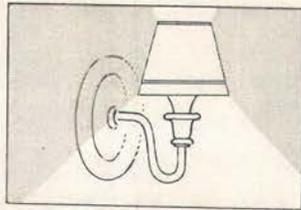
Individually, these lighting factors may seem small and insignificant. Added together, however, they can mean the difference between a very poor performing lamp and an excellent one.

Make better use of your lighting by applying these factors to your home.

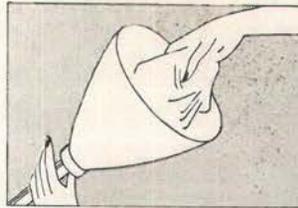


The CLM glass diffuser under the shade is the best type of diffuser to spread light.

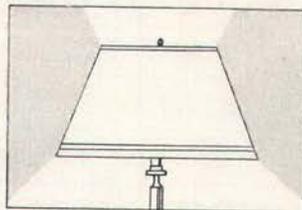
By observing the six sound suggestions illustrated below, you can easily enjoy the benefits of better lighting in your home.



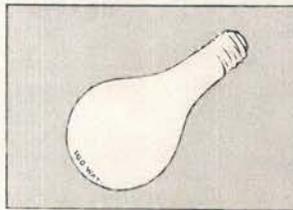
Shade all bulbs



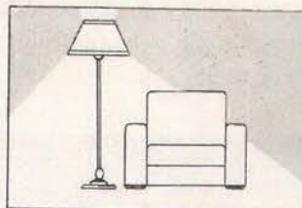
Keep fixtures clean



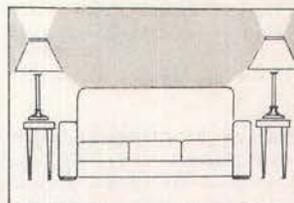
Use light-colored shades



Use large enough bulbs



Sit close to the light for reading, sewing



Use enough lamps

NOW! Low-Cost, Revolutionary Heating Invention Gives You

HOT WATER HEAT WITHOUT PLUMBING

Providing Comfortable, Economical, Clean, Healthful and Safest Heating Ever Devised for Entire Homes, Apartments, Motels, Single Rooms, Etc.!



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INSTALLATIONS ALREADY**

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**Operates By a Revolutionary Principle
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For Heating Entire Homes, Apartments, Schools, Motels and Other Buildings—an INTERNATIONAL HEATER in Each Room Takes the Place of Old-Fashioned, Expensive-to-Install, Heat-Wasting Central Heating Systems

(For Single Room Heating—Just Plug in a Portable Model)

For years heating engineers have known *hot water heat* is superior. Hot water heat is *soft, gentle*. And—according to a world recognized university authority—*provides the most uniform, floor-to-ceiling warmth of any heating tested*. But for years properly-installed hot water heat has been a luxury few could afford. For it required the expensive installation and maintenance of a central boiler, plumbing system, special valves, controls, etc.

Now, however, you can have the advantages of hot water heat—at much lower cost than any type of oil, gas, or electric central heating system.

This is made possible by a simple, low-cost, revolutionary, electric hot water heating invention—the INTERNATIONAL THERMO-ELECTRIC HOT WATER BASEBOARD HEATER, described in detail at the right. It requires no furnace, boiler, pipes, ducts, flues, chimney, or oil or gas storage tank. Has no motor, blower, pump or other moving parts to get out of order. And makes no noise (is absolutely silent).

INTERNATIONAL Thermo-Electric Hot Water Baseboard Heaters *take the place of expensive, heat-wasting, space-taking, central heating systems of all types*. Instead of installing a central furnace and pipes or air ducts—individual INTERNATIONAL Heaters, with thermostat, are installed in each room.

YOU GET THESE ADVANTAGES:

● **MORE COMFORTABLE HEAT!**—Heat is directed to produce a soft, gentle warmth throughout the entire room—preventing cold floors and drafts. *There's very little difference between floor and ceiling temperatures*. And, as the temperature of the water in the INTERNATIONAL changes according to outside weather conditions—*it maintains and gives off just the right amount of heat for comfort at all times*. Never too little. Never too much.

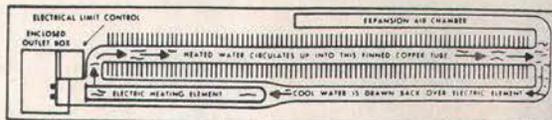
● **SAVE ON INSTALLATION COST!**—Any competent electrician can install an INTERNATIONAL system in a home in a day or two—usually at *substantially-lower cost* than a properly-installed central heating system.

● **AMAZINGLY-ECONOMICAL TO USE!**—As the INTERNATIONAL has no furnace, pipes or ducts—*no heat escapes out the chimney or during transmission to rooms*, as with central heating systems which can waste as much as 40% to 50% of their heat this way. And, as the thermostat turns off the current when the water reaches proper heating temperature—*there's no wasteful use of current* as with other heating methods.

● **CLEAN, HEALTHFUL, SAFE HEAT!**—The INTERNATIONAL *can't overheat and burn anything*. So no lint and dust particles in the air are burned into carbon cinders. This prevents wall smudging. Keeps furniture and furnishings cleaner. And there are no carbon particles to irritate nose and throat. Furthermore, it's fireproof. Safe for children. And it's the only electric heater which you can place drapes and furniture against with absolute safety.

ASK YOUR DOCTOR.

HOT WATER ELECTRIC HEAT DIV.; INTERNATIONAL OIL BURNER CO.
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The innerworks of the INTERNATIONAL is a copper tube inside of which a water and anti-freeze solution, *which never needs refilling*, and an electric heating element are permanently, hermetically sealed. Operation is controlled entirely by a thermostat—which maintains the solution at precisely the temperature needed to provide perfectly-balanced heating comfort at all times.

There are no heating surfaces of 450° to 800°F. every time the thermostat turns on the current—as with ordinary heating methods which burn and carbonize lint particles in the air, besides causing a lot of heat to rise to the ceiling where so much of it is wasted. Nor is there a chilling to room temperature when the thermostat turns off the current, causing drafty floors and running up the heating bill—as with other heating methods. The water continues to release warmth—an electricity-saving feature.

Each INTERNATIONAL Heater contains an Electric Limit Control and Air Expansion Chamber to provide for absolute safety. The anti-freeze protects to 50°F. below zero.



Exclusive U.S. Patents Nos. 2772342 and 3150250.
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FREE! MAIL COUPON FOR FULL INFORMATION and Factory-Engineered Heating Layout

Brochure tells everything you should know before you invest in any heating equipment. Gives details about the INTERNATIONAL Heater, including specifications and prices of all models and sizes. If you desire, send room measurements, or plan of rooms, for FREE Factory-Engineered Heating Layout. No obligation. Mail Coupon now!



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Hot Water Electric Heat Division
International Oil Burner Co.; Dept. TM-1068
3800 Park Ave.; St. Louis, Mo. 63110

Please send me, without obligation, the FREE Brochure described above. I am interested in:

- Whole House Heating for new home to be built.
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COOKEVILLE, TENN.
38502
403 W. Spring St.
Phone 526-9251

JACKSON, TENN. 38302
Hwy. 45 S. (Bemis)
Phone 422-5461

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

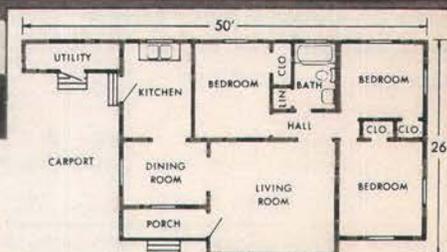
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New home costs have increased substantially since just last year, and the trend will continue. Take advantage of present values. Buy - at today's low prices - and watch the value of your home increase as construction costs rise.

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The lack of mortgage money won't be a problem when you choose Jim Walter to build your new home.

Millions are available for mortgage financing.

Why wait?

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I would like to know more about your building and financing plan. Please send me a free catalog. I am interested in a... Home Cottage

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My property is located in _____ County.

Tennessee Tales

By James Ewing

From: The Tennessee Conservationist

Any school boy can tell you how the books say Reelfoot Lake was formed but another version keeps cropping up.

We are indebted to Mrs. B. R. (Carrie) Sharpe of 3060 Spottswood, Memphis, for "The Legend of Reelfoot lake."



I tell the tale the Red Men knew
From one who saw it all;
A god came down with fearsome frown
And made the bluffs to fall.

He made the lofty bluffs to sink,
The earth to roar and quake;
The village of the Chickasaws
Became the Reelfoot Lake.

The tribe was dwelling on the bluffs
In peace and happiness,
The sorrow of their ancient chief
Their only sore distress.

Their great chief had an elder son
Whose foot had dried away;
The Red Men called him Kalopin,
Reelfoot, the Paleface say.

One day the brave with his good friends
Sailed down the mighty water,
And in another river town
They met a chieftain's daughter.

The young prince sought her father's lodge
And asked that they be wed;
Her father saw the crippled foot
And to the suitor said:

"Your father is a mighty chief,
And you are brave and free,
But I must ask our priest to pray
Our god if this should be."

The priest said, after he had prayed,
"The god reveals your fate.
It is his will the maid not be
Wed to a crippled mate;

"And if you do our god defy
And think you may find joy,
The god will stamp his mighty foot
And all your town destroy."

So Kalopin with his good friends
Went sadly to their home,
But when the crops were gathered in,
The youths began to roam.

They saw again the lovely maid,
Forgot her god's renown,
They stole her from her father's lodge
And brought her to their town.

The Chickasaws proclaimed a feast
When Kalopin was wed;
They knew not how the priest had prayed,
Nor what his god had said.

And with the revelry in swing,
They heard a mighty sound,
And saw a giant foot descend
And stamp upon the ground.

The bluffs then heaved, the village sank,
The earth did sway and roll,
The Mississippi rushed up stream
And filled the gaping hole.

A wedding guest approaching near,
Too late to meet the groom,
In horror saw the fearful sight,
The village in its doom.

So this the tale the Red Men tell:
When earth had ceased to quake
The lofty bluffs had disappeared;
Instead was Reelfoot Lake.



A/
NEW-FASHION/
IDEA

FOR BETTER
LIVING WITH
RURAL
ELECTRIC
POWER

RUB-A-DUB-DUB: NO NEED FOR A TUB with an ALL-ELECTRIC LAUNDRY

Blue Monday — that dreaded wash day — is a nightmare of the past. Today's modern home-maker can "Waltz Thru Washday" at *her convenience* . . . anytime . . . day or night . . . with an all-electric laundry.

And it's so safe and effortless that a child can do the chore. There's no danger because it's electric and, therefore, flameless. Safe for clothes, too, because most modern electric dryers have special cycles for different fabrics — from tough boy's jeans to delicate synthetics for the most dainty blouse.

Best of all, an all-electric laundry gives the busy wife more freedom. She can do her washing anytime; rain or shine. Small wonder an electric clothes dryer is a woman's most wanted appliance.



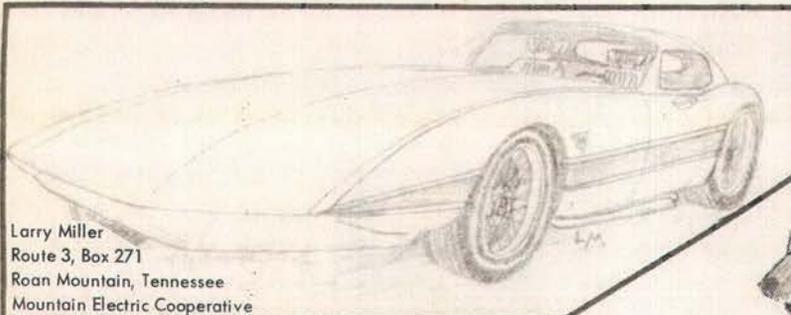
TENNESSEE'S RURAL ELECTRIC COOPERATIVES

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

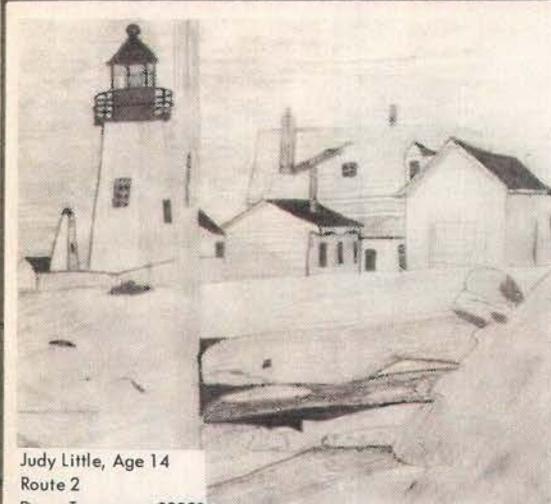
Send all items to:

UNCLE JOHN, The Tennessee Magazine
710 Spence Lane, Nashville 10, Tenn.

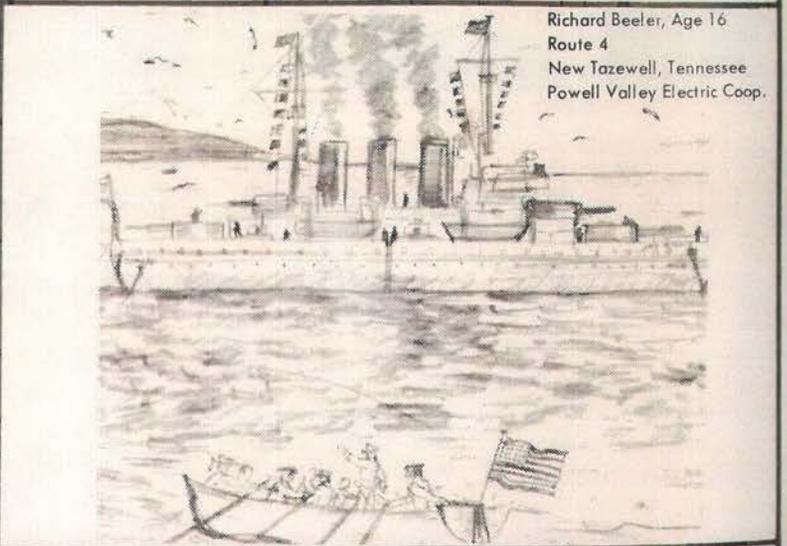


Larry Miller
Route 3, Box 271
Roan Mountain, Tennessee
Mountain Electric Cooperative

Bobbie Ruth Perkins, Age 14
Route 3
Brownsville, Tennessee
Southwest Tenn. EMC



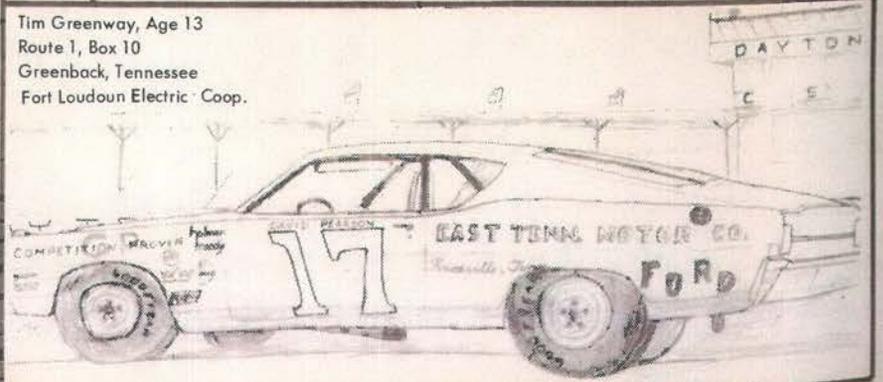
Judy Little, Age 14
Route 2
Dyer, Tennessee 38330
Gibson County EMC



Richard Beeler, Age 16
Route 4
New Tazewell, Tennessee
Powell Valley Electric Coop.



Patricia Smith, Age 17
Route 1
Ashland City, Tennessee
Cumberland Electric Memb. Corp.



Tim Greenway, Age 13
Route 1, Box 10
Greenback, Tennessee
Fort Loudoun Electric Coop.

Timely Topics

RESEARCHERS COMPARE FESCUE PASTURES FOR ANIMAL PERFORMANCE

Pasture research conducted at the University of Tennessee over a 195-day period this spring and summer shows that beef animal gains are about equal for Kenwell and Kentucky 31 fescue used in a fescue-Ladino clover mixture for beef cow pastures.

"The average performance of beef cows and their calves on both pastures were similar," notes J. B. McLaren, assistant professor of animal husbandry at the University of Tennessee Institute of Agriculture. During the spring-summer grazing period of 195 days, the average daily gains of the calves on the pastures containing Kentucky 31 and Kenwell fescue were 1.64 and 1.65 pounds per head, respectively.

"No visual differences were observed between the two fescue varieties," adds McLaren. "At various times during the grazing season, estimates of pasture quality were made. At no time were there any observed differences in the pastures containing Kentucky 31 and Kenwell fescue grasses."

The research was conducted at the Highland Rim Experiment Station located near Springfield, Tennessee.

EAR CORN LOSS HIGHER WITH CORN FRONT COMBINES

Field checks indicate ear corn losses are frequently twice as great when harvesting with corn front combines as when harvesting with conventional corn pickers, says Albert J. Swearingen, associate agricultural engineer with the University of Tennessee Agricultural Extension Service.

According to Swearingen, there are a number of factors which contribute to the high ear loss from the combine corn head. If you are using this type equipment, it will pay you well to ponder these causes and possible preventions:

1. Farmers hesitate to operate the gathering points and gathering chains near the ground for fear of running a stone or other foreign object through the expensive combine cylinder. The high position of the gathering mechanism skips over many down ears. Cleaner fields would increase operator confidence.
2. High plant populations on more narrow rows result in more lodged ears that are more difficult to see which results in more missed ears. Clean fields and slower ground speed could help this situation.
3. The rocking action of multiple row units causes an increase in ear flipping. Flat fields and uniform height rows are a must when using three or more row units.
4. Lack of optimum adjustments of the stripper plates, the snapping roll and gathering chains is a source of increased ear loss. Here is a frequent situation existing with these components. The stripper plates are closed too tight to an opening of one inch; with this adjustment, the gathering chain flights do not protrude into the opening between the plates, thus eliminating the gathering action to move the stalks back between the plates. This hang up of stalks

between the stripper plates permits the snapping rolls to chew the stalks off before the ear is snapped.

BREED AND FEED DAIRY COWS FOR TOP MILK OUTPUT

Amount and quality of feed consumed along with production ability determines to a large extent how much milk a cow will produce.

It has often been said that profitable dairying consists of "breeding high production in," and "feeding it out," says Ray Spann, University of Tennessee assistant dairy husbandman. This means that high production must be bred into a herd by continued use of good bulls, then inherited production ability must be brought out by good feeding.

"Quality feed is important along with amount," notes Spann. "A cow will eat twice as much good silage, hay, or pasture and get four times the nutrients that she would get from poor silage, hay, or pasture."

A recent experiment with dairy cow rations showed that cows will produce four and one-half pounds more milk per day from early cut alfalfa as compared to alfalfa cut at a later stage of maturity, notes the dairy husbandman. Four and one-half pounds of milk per day for a 305 day lactation period would be 1,372 pounds of milk extra for each cow consuming the earlier cut hay from the same field.

At a price of \$5.50 per hundredweight, the 1,372 pounds of extra milk is worth \$75.46. By multiplying this figure by the number of cows in your herd, you can determine the monetary value of cutting forage at the proper time.

For profitable feeding, Spann suggests that dairymen make sure they have the "breeding" in their cows to produce milk. Then feed enough high quality feed for each cow to produce all of the milk she is capable of producing.

INCREASE DAIRY PROFITS THROUGH FORAGE TESTING

The primary problem in properly and efficiently using home grown forages has always been their wide variation in chemical composition and nutritive value, observes Herbert Holt, assistant dairy husbandman with the University of Tennessee Agricultural Extension Service.

"With dairy farming based on high levels of production, even small differences in forage quality should be recognized and appropriate changes made in the feeding program," recommends the dairy husbandman. "But often this variation is not readily recognized by visual inspection."

Holt points out that two factors are usually responsible for the difference in quality of forage produced. These factors are the choice of crop grown and the stage of maturity at harvest.

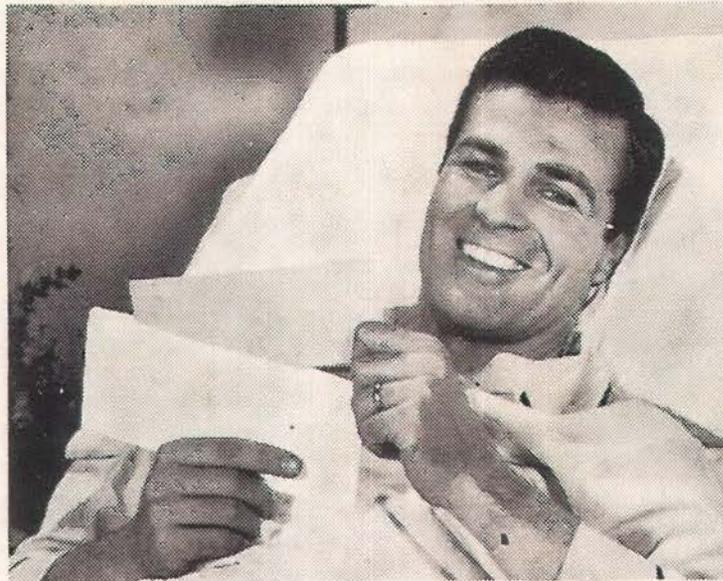
From a feeding point of view, forage quality is largely determined by the amount of feed the animal will consume and the percentage of that consumed feed that is digested.

Sample containers, report forms, and information sheets for collecting and mailing a forage sample for analysis by the University of Tennessee Forage Testing Service are available at the County Agricultural Extension Office.

Up to \$5200 paid direct to you (not to hospital)

NEW PLAN FOR WHOLE FAMILY PAYS YOU \$100 A WEEK

for up to 52 weeks of Hospitalization



Specially developed to cover what Medicare leaves out

WE INVITE YOU TO COMPARE RATES

We pass savings on to you. The new Buckingham Family Hospitalization Plan saves you money in lower rates 2 ways: (1) Salesmen's charges and physical examinations are omitted. (2) Costly one, two and three day claims are omitted. Your benefits start with the fourth day of hospitalization in case of sickness. NOTE, however, that benefits begin the first day in case of injury.

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!



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Executive Offices: Libertyville, Illinois

TEAR OUT AND MAIL TODAY BEFORE IT'S TOO LATE

APPLICATION FOR HOSPITAL INCOME

B-857

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

Occupation: _____

Address: _____
Foot Inches Pounds

City: _____ State: _____ Zip Code: _____
Height Weight Sex

Date of Birth: _____
Month Day Year Age

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 | Month | BIRTH DATE Day | Year | RELATION To Applicant |
|------------|---------|-----------|-------------------|----------------|-----|-------|-------------------|------|--------------------------|
| | | | | | | | | | |

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

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

Mail this application with 25¢ right away to:

Heart trouble, eye cataract, disease of female organs, sciatica? If "yes" explain fully. YES NO

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

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:

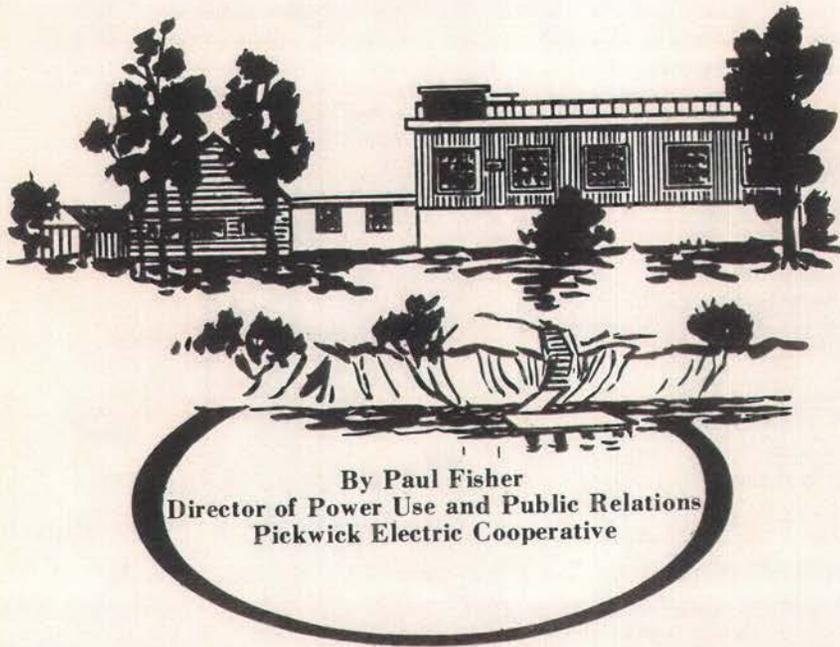
Date _____
 Applicant's Signature _____
 X
First Name Middle Initial Last Name

8-1

BUCKINGHAM LIFE INSURANCE COMPANY, 1008 N. Milwaukee Ave., Libertyville, Illinois 60048

HAGY'S

catfish hotel



By Paul Fisher
Director of Power Use and Public Relations
Pickwick Electric Cooperative

HUSHPUPIES

NET WT. 16 OZS. (1 LB.)

PACKED BY
CATFISH HOTEL, SHILOH PARK, TENN. 38376
ON THE BANKS OF THE BEAUTIFUL TENNESSEE RIVER



One thousand pounds of delicious Tennessee River catfish are served weekly at the Catfish Hotel, pictured above.

The Catfish Hotel is located on the northeast corner of Shiloh National Park. The restaurant was built in 1935 by Mr. Norvin Hagy. The name "Catfish Hotel" was so named because of the number of people camping in this area and fishing for catfish. This was the first restaurant in this area to serve catfish and hushpuppies. Mr. Hagy operated the restaurant until his death in 1960, at which time two of his sons, Bob and Jack, took over the operations.

In 1963, because of the number of requests for additional orders of hushpuppies, the Hagy boys decided to look into the possibility of marketing the hushpuppies. They began contacting various businesses for the purpose of establishing a distributor. Hardin, Inc. of Memphis, Tennessee was the first distributor to be organized to serve the Memphis, Tennessee area. The demand for the hushpuppies grew until they were unable to supply the demand with their present facilities. They then designed new equipment which will cook 360 hushpuppies per minute, or 21,600 per hour.

The ingredients of the hushpuppies are prepared and mixed with an electric mixer. One container of the mix will make 96 pounds of hushpuppies. After the mixing process, the ingredient is poured into a hopper where the augers form each hushpuppy individually and drops it onto a conveyor located in a vat of cooking oil. The hushpuppies are cooked for two minutes at a temperature of 350 degrees. After they are cooked, they are cooled to room temperature, then packaged and frozen ready for shipment.



Shown above, mixing the ingredients of the hushpuppies, is Mr. Bob Hagy.

Plans are being made now for additional equipment which will completely automate the operation.

All that is necessary now for the housewife to serve the delicious hushpuppies is to put them into an electric oven and warm.

The Hagy boys are well pleased with the growth of the operation. The Catfish Hotel hushpuppies are being sold in twelve states.



After the mix has been prepared, it is poured into a hopper, and shown preparing these duties are (left) Larry Johnson and Bob Hagy. Looking on is Mr. Wm. M. Roberts, Manager of Pickwick Electric Cooperative. From the hopper the mix is passed on to the forming augers where the hushpuppies are individually formed and dropped into the cooking vat.



Making sure that each bag has exactly one pound of hushpuppies in it is Joe Wilkins, above.



After the hushpuppies are cooked for two minutes, they are removed, by conveyor, from the cooking vat into an area for cooling. Larry Johnson, above, performs these duties.



Once the one pound bag has been filled, it is passed along to (right) Norvin Hagy, III, where he seals it. Then Larry Johnson puts the bag in a box for shipping.

HEAT PUMP HEATS, COOLS WITHOUT FUSS OR BOTHER

The heat pump furnishes the ultimate in home comfort, with the least fuss and bother of any heating or cooling device. You can choose the temperature that is most comfortable for your family, set the thermostat, and that temperature is yours in any season.

The heat pump is a single compact unit that cools your home in summer and heats in winter. Beside providing heating and cooling, your heat pump "dry cleans" the air that it brings into your home. It filters out dust and dirt and removes excess moisture when the humidity is too high for comfort.

And, for even greater cleanliness, an electrostatic filter may be combined with the heat pump's installation. This electrostatic device catches any tiny particle of dust that escapes the heat pump filter.

For year-round comfort, the heat pump automatically switches from cooling to heating, and back again, when it's warm during the day and cool at night during "in-between" seasons.

All this may seem complex, but it is a rather simple operation. The heat pump's performance is similar to that of a household refrigerator. In warm or hot weather, it takes heat out of the air, thereby keeping your home cool. In winter, it reverses the refrigeration cycle and pumps heat into your home.

Performing in this manner, your heat pump does a double job, saving you the trouble of installing separate systems of heating and cooling. It saves space, too, and is one of the cleanest of heating methods.

The initial cost of installing a heat pump is usually higher than that of other kinds of heating systems. But its operating cost is lower. Compared with separate systems for heating and cooling, it pays for its own installation in low operating cost over a period of time. Meantime, you have the ultimate in comfort throughout the year.



Volunteer Views

by J. C. Hundley
Executive Manager, TECA

A philosopher once wrote: "The difference between a pile of bricks and a skyscraper, a shack and a city, a piece of steel and Brooklyn bridge, is cooperation. The measure of the strength of an organization is its ability to say 'we'; to think, plan and work together."

Although the originator of this statement was speaking of a concept rather than having a particular organization or program in mind, his words can very easily be applied as a keynote to most of America's numerous cooperatives, many of which serve our rural population.

To cite just one example, all of the material things which make electricity possible were available many years before rural and small town people, for the most part refused electric service by existing private power companies, finally joined hands to provide themselves this essential service through their own electric cooperatives. In its truest sense, a cooperative is people cooperating through an organization.

Each year October is observed, at least in some quarters, as Co-op Month. Although there are some who know little and care less about cooperatives, they should be grateful that such organizations do exist, for they affect the lives, in one way or another, of just about every American. Metropolitan residents, for example, generally are not too concerned about the well-being of the American farmer, yet that city dweller would be in a bad way in very short order if it were not for the food in his stomach and the fibers on his back that the farmer produces. In a very real sense, cooperatives have been, and are, high on the list of prime reasons that the majority of today's farmers have remained on the farm to provide food and fiber for himself and some thirty other persons in our and other nations. Indeed, if it were not for his availability of electricity through rural electric co-

ops, his ability to buy feeds, seeds, fertilizers and other agricultural supplies through farmers' purchasing cooperatives, the coordinated selling of his foods and fibers through marketing cooperatives, his availability of various types of loans through the cooperative Farm Credit System . . . if it were not for these and other farmer-owned, farmer-operated cooperatives in which five of every six farmers in our nation participate, few farmers would, or could, remain in business.

The theme of this year's Co-op Month is "Cooperatives—Community Builders." It is a timely theme in these days of tension and conflict, for all around us people are seeking a greater sense of community, of peace and freedom from hostility.

In the truest sense of the word Cooperatives are People, and it is People who build communities. Cooperatives are unique community builders because they help People perform economic benefits while at the same time bringing social betterment.

President Lyndon Johnson recently stated: "More than a third of this Nation's families have mobilized their resources, their will, and their creative energies through self-help cooperatives. Through their joint efforts, they meet their common needs . . . If you make a list of 'What's Good About America,' cooperatives will be high on that list . . . Co-ops rest on one of the deepest American traditions—the united striving for common goals. They bring hope and a wakening spirit in those communities with bitter problems yet to solve. Let October be a time of rededication to the co-op spirit and to co-op ideals"

Whether your membership is in one or a dozen cooperatives, you can take pride in being a part of one of the greatest concepts yet conceived by the mind of man. The ability to cooperate is more than a privilege. It is a blessing for which we should be thankful the year around.

Our Readers Always Write

(Editor's Note: During our recent offering of "Can We Wave The Flag Too Much," a number of our sizeable number of readers who accepted our offer for a frameable copy had additional comments to make in their letters of request. Some of these letters are printed here, as will others from time to time on various subjects.)

Dear Sir:

Please send me one lithographed copy of "Can We Wave The Flag Too Much."

I will appreciate this copy for framing very much, and I think you are performing a great service in making this offer.

Sincerely yours,
Mrs. Carl Simonton
Brighton, Tenn.

Dear Sirs:

In the July Issue of The Tennessee Magazine there was an offer of the copy of "Can We Wave The Flag Too Much?" This is a beautiful thing, and I would love to have three (3) copies for my children. One for each bedroom wall, as I want this imprinted on their hearts forever.

Thank you knidly for the best things in life and the contents of The Tennessee Magazine. I especially enjoy Uncle John's page and the "Bobby Tarwater Story" was a moving issue and was written well by John Stanford.

I'll be waiting for the three copies of "Can We Wave The Flag Too Much."

Thank you kindly,
Mrs. Andrew J. Clabo
Friendsville, Tenn.

Dear John,

I appreciate receiving The Tennessee Magazine each month and enjoy reading its contents, especially of my friends at Duck River EMC.

I would be most grateful for a litho copy of "Can We Wave The Flag Too Much?" to frame and hang in my office.

Best Wishes and Regards!
John M. Jones
Natchez, Miss.

Dear Sirs:

Please send us the free copy of "Can We Wave The Flag Too Much?"

Everyone should be thankful that we "can" wave our American Flag.

The person who said you were waving the flag too much, doesn't know that it really means to be an American and doesn't appreciate his freedom! Keep on waving the flag!

We enjoy reading The Tennessee Magazine very much!

Thank you,
Mrs. Jim Owen
Lebanon, Tenn.

Gentlemen:

I certainly do want one of your lithographed copies of "Can We Wave The Flag Too Much?" which appeared in the July 1968 issue of The Tennessee Magazine.

I am asking also if I may have six extra copies? I would be willing to pay for these if you require it.

I have five families to whom I would like to give these, for their homes. These are my five children. You could send these to me and I will see that these five homes receive them. Two are in Houston, Texas, one in Denver, Colorado, one in Clarksville, Tennessee, one in Greenbrier, Tennessee.

One of these extra six would go to my 18 yr. old grandson who will be entering T.P.I. University in Cookville, Tennessee in September.

Very sincerely,
Mrs. J. Sanford Adams
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HOLIDAY HILLS

(Continued from Page 7)

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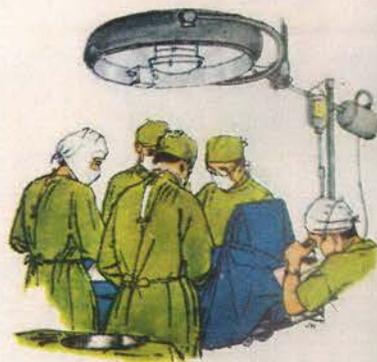
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