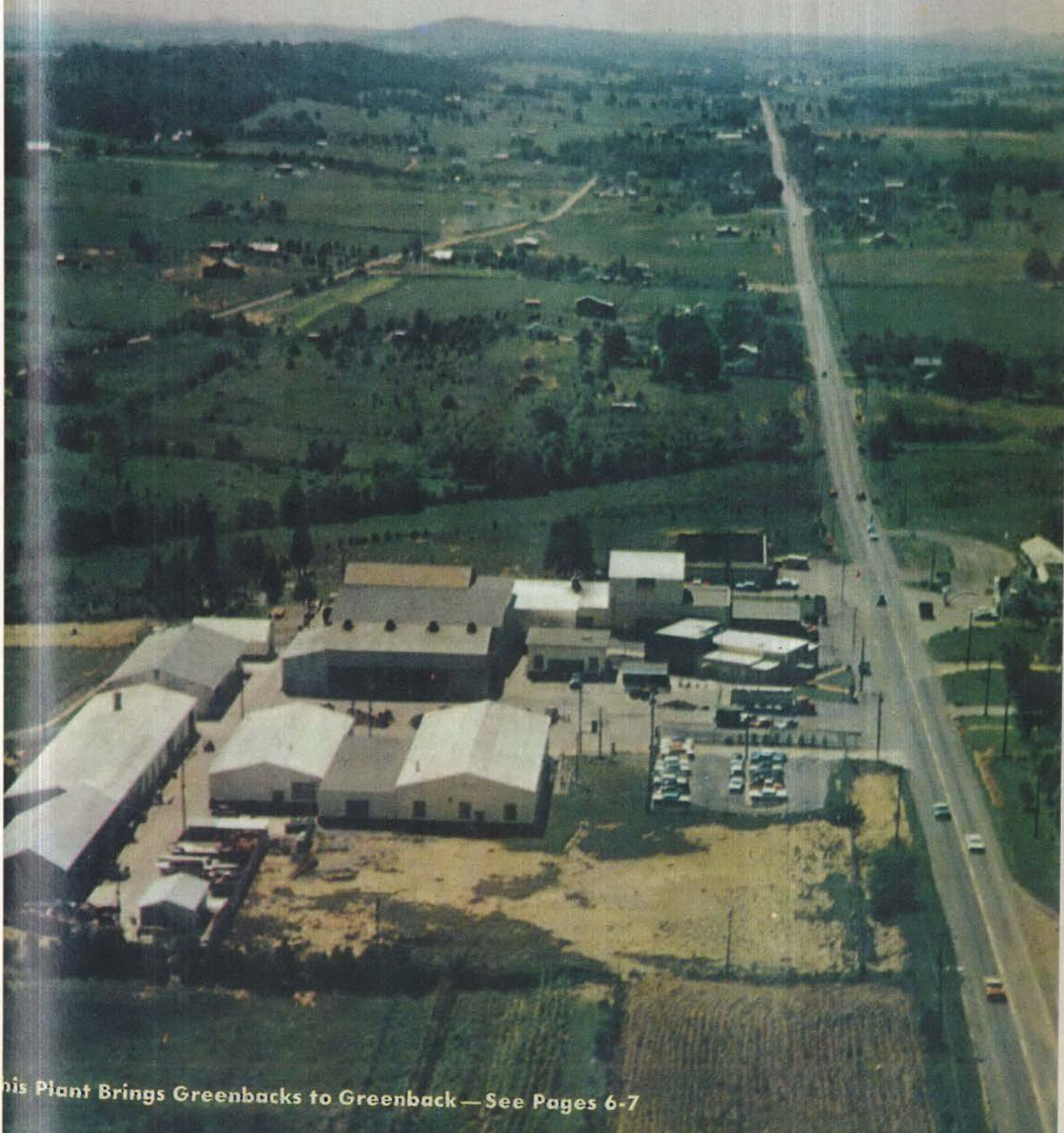


# Tennessee

OCTOBER, 1969

M A G A Z I N E

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**This Plant Brings Greenbacks to Greenback — See Pages 6-7**

# SPECIAL CONSUMERS REPORT

Here's why ordinary  
health insurance  
isn't enough...

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WILL HAPPEN TO  
YOU—YOU WILL STAY  
WELL...OR YOU WILL  
GET SICK OR HURT!**



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# Tennessee MAGAZINE

Official Publication of the  
**TENNESSEE ELECTRIC  
COOPERATIVE ASSOCIATION**

Executive, editorial and advertising offices:  
710 Spence Lane, P.O. Box 7232  
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J. C. Hundley, Executive Manager

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## ON THE COVER



Our cover pictures an aerial view of Greenback Industries manufacturing plant, located on Highway 411 between Maryville and Madisonville. Story on this growing business may be found on Pages 6-7.

it  
pays  
to



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# Volunteer Views

by J. C. Hundley

Executive Manager, TECA

There are many "months" observed in varying degrees every year, but few are more deserved than Co-op Month, meaning October. Cooperatives touch virtually every pulse of American life. They have meant a better way of life to millions of Americans, often making the difference between first and second class citizenship.

Perhaps the most important fact about cooperatives is that they are—in theory and in practice—people. They are owned by individuals and they are operated to be of service, rather than profit, to those who own them.

Most cooperatives in the United States are small, employing fewer than 20 persons and doing less than \$1-million in business each year. At the same time cooperatives are plentiful, there being some 50,000 co-ops of all kinds in the United States with total memberships of 53-million persons. Allowing for duplication in membership, that still means that about one of every four Americans belongs to a cooperative.

Cooperatives provide at least 200,000 jobs in our nation, mostly in rural areas. And what they purchase from other businesses—producers of trucks, machinery, packaging materials, electricity and scores of other goods and services—provides jobs for tens of thousands of other Americans.

Many people think of cooperatives as being mostly rural, but people in the cities as well as in the country join together in business cooperatives to provide themselves with many types of services such as housing, insurance and credit through credit unions.

Among the larger and, we think, most serviceable and beneficial cooperative programs is that of rural electrification. Some 6-million consumers now own the almost 1,000 rural electric co-ops which serve approximately 24-million Americans in their homes, on their farms, in their factories, retail businesses, churches, hospitals and schools. Electric co-ops are built, owned, and controlled by the consumers they serve.

For more details on cooperatives for this October observance, please turn to Page 20 of this issue, and to President Nixon Proclamation on page 10.

★ ★ ★ ★ ★ ★ ★

Hurricane Camille is now tragic history. The loss of life and property was terrible and will not soon be forgotten.

Unfortunately, the lives cannot be replaced. Fortunately, the property can although in some areas it will take a long while.

Five rural electric cooperatives—four in Mississippi and one in Louisiana—were hit hard. Outages among members ran from about one-third all the way to 100%. One co-op is faced with re-building 1,000 miles of lines. The others have less, but still gigantic tasks.

If there is a happy note in such a tragedy, it comes from the helping hands of individuals and organizations that were extended to those who absorbed the repeated blows of tragedy. Line and construction crews from electric co-ops in surrounding states were soon converged on the damaged areas of Mississippi and Louisiana, doing all they could to clear the rubble and restore vital electric services to the area. They worked all possible hours, sometimes against the additional odds of mosquitoes, fire ants, snakes, high humidity, rain and extreme heat, in order to get the job done. They stayed until service was generally restored—from two to four weeks.

We are happy that Tennessee was represented among these emergency crews, with Gibson County EMC, Middle Tennessee EMC, Meriwether Lewis Electric Co-op and Cumberland EMC dispatching to the stricken areas a total of nine crews totaling 20 men and one contractor's crew.

Cooperatives—which means organizations of people cooperating—is more than just a word. It's an entire, wonderful story, to which new chapters are being added daily.

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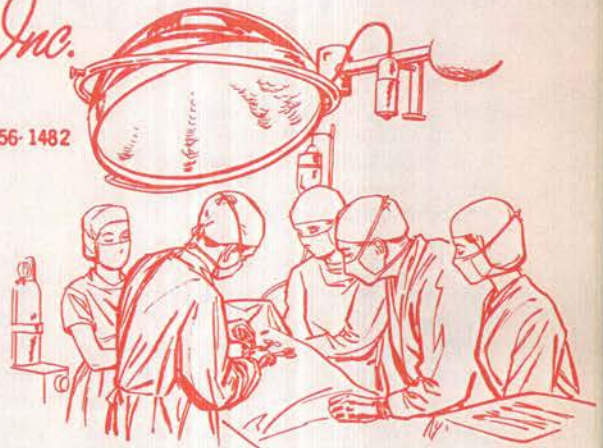
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# Metallic Powders Bring Greenbacks to Greenback

By Newell Thompson  
Supervisor of Member Relations  
Fort Loudoun Electric Co-op

Greenback Industries, Inc., at Greenback, Tennessee, on Hwy. 411, is one of the nation's larger processors of powder metallurgy products.

Though little publicized, Greenback Industries supplies the material for many of the vital parts in automobiles, electric appliances, electric motors, the aviation and space industries. This East Tennessee plant manufactures 95 different grades of metal powders, including sponge copper powders, premixed bronze powders, tin powders, many special alloy powders, cuprous and cupric oxide. These powder metallurgy products are used in the manufacture of self-lubricating bearings, gears, cams, petroleum filters, heavy duty brake linings, and motor brushes. A major advantage of Powder Metallurgy (P-M) is its ease of fabrication. It does not have to

be melted in order to form a desired part. The powder is actually pressed into a bearing while dry. Metallic powder is poured into a die conforming in shape to the desired part and pressure is applied. This pressure causes the powder to combine, forming a gear, cam or bearing. Further heat treatment strengthens the product, and the part is ready for use. This product is simple, quick, very accurate and reduces cost. No molting, pouring and casting are required.

P-M is most ideally suited to the production of cylindrical, rectangular, or irregular shapes that do not have large variations in cross sectional dimensions. Surface indentations or projections can easily be formed on the parts' surfaces. Splines, gear teeth, axial holes, counterbores, straight knurls, slots and keyways present no problems.

A typical P-M part actually begins on Fort Loudoun Electric Cooperative's lines since Greenback Industries is the co-op's

largest industrial user of electricity. The plant works on a continuous basis, 3 shifts per day, 5 to 6 days per week, depending upon the orders received. Their operation requires great amounts of electric energy and demands a constant, dependable source of power. Fort Loudoun supplies this power, economically and dependably.

Greenback Industries purchases high quality utility used copper from dealers throughout the United States. This copper is melted and sprayed into an air chamber, much as paint is sprayed from a gun. The molten copper cools in the air and settles as fine dust particles. Other metals are processed in similar manner. Then a precision mixture of the pure copper powder and other powder metals is fed into the Reduction Furnace (which uses 425 kw of electric energy). Here the alloys are heated and combined into a 99.5% plus, pure metal continuous sheet (called center cake). Rollers feed the



Greenback Industries, Inc. has the most complete laboratory facilities of any oxide or metal powder producer in the U.S.A.

center cake into a grinder which pulverizes the metal and delivers to screening and storage reservoirs, from which varying combinations of particle size can be mixed according to customer specifications. Copper powders and other powders, including tin and graphite lubricants can be mixed to customer specifications. This supplies the product to the customer for press fabrication without further treatment.

The powder then goes to the shipping department, where the powder is packed in metal drums, lined with heavy plastic bags, and weighed for shipment.

Although the process of converting used copper into P-M parts sounds relatively simple, it is a complicated and exacting process. Greenback Industries only supplies the powder for parts manufacturers, but this process alone requires millions of dollars in investments and thousands of hours of research.

The Greenback lab is equipped with the latest scientific instruments, including a spectograph which enables them to accurately analyze powder for the presence of foreign materials to .0004%. Hundreds of additional tests are carried out with a variety of instruments to insure that the powder will meet the customer's specifications.

P-M products have certain unique advantages which endear them to the hearts of fabricators. One is its ability to retain oil. It is referred to as sponge powder

and rightly so, for a bearing pressed from this material is somewhat like a sponge. It is filled with microscopic cavities that will retain oil when subjected to a specialized oil bath. These cavities hold the oil within the bearing itself, releasing small amounts of it as the bearing is subjected to friction and wear. This is particularly important when a bearing must be located in a hard-to-reach area that would make frequent oiling difficult. Thus the sealed motor and compressor in sealed air conditioner units are never lubricated externally.

Although equipment in the moon walk Apollo craft space ship is classified, the P-M industry knows that copper-silver alloy is used in the nose-cone heat shield. For a missile project, silver bearing copper was selected because of its superb heat transfer. Many other uses of P-M parts are cataloged by other methods of transportation — on the earth, on and in the seas, in the air and all the way to the moon.

Plant Manager Richard C. Woods explained that Greenback's entire production operation is automatically controlled from a central control room. In this area are control panels wired to all electrical equipment used in manufacturing metallic powder. One man can control the entire operation, starting or stopping any or all of the equipment as the need arises.

The Reduction Furnace and Baking Ovens are electrically controlled and run at temperatures between 9 and 14 hundred degrees Fahrenheit, using 425 kw of electric energy.

As Woods pointed out, everything that moves in the P-M process at Greenback Industries does so by electricity.

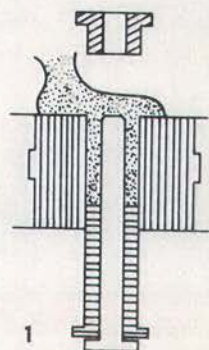
Fort Loudoun Electric Cooperative works closely with Greenback Industries, both on present needs and future plans for expansion. They are assured of sufficient power now and in the future and at a reasonable cost.

The present daily production of metallic powder is from 10 to 15 tons, depending on the product, compared to less than 3 tons per day in 1961. They employ 50 people and have an annual payroll of \$280,000.

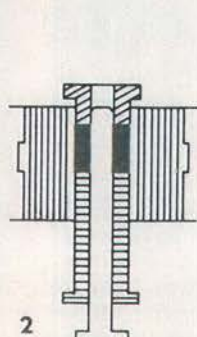
In 1967, Greenback Industries purchased a controlling interest in an iron mine at Cranberry, N.C., on the North Carolina — Tennessee border. This mine produces a very high quality iron oxide ore, which is readily convertible to P-M grade molding iron powder. Further research and expansion is planned in this department of the enterprise.

To Greenback Industries is a power line running from Fort Loudoun Electric Cooperative. This line is not only their source of electric energy, but their connection with co-op personnel trained to provide continued service and economical, dependable electric power.

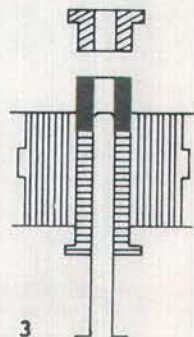
Steps in Operating Cycle for Forming P/M Parts



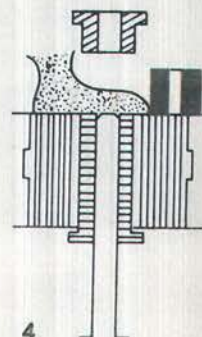
Powder being fed into die cavity.



Powder pressed into required shape by application of pressure from above and below. Core rod provides central hole.



Formed P/M part ejected from die cavity.



Cycle complete. Powder ready for feeding into cavity.

# A SALUTE TO SENIOR CITIZENS

By Libba Morris, Home Economist  
Chickasaw Electric Cooperative

*"Whoever you are! . . . Wherever you might be!"  
"As you grow old with me, the best of life  
is yet to be" . . . Quoted.*

Many of our citizens are those people who have been and some who are still very active in the business and professional growth of the community, and they deserve living at the very best! Why not live it electrically!

How many times have you made the remark, "I remember when?" When . . . You washed on a rub board; ironed with a flat iron; cooked on the old wood stove; read by Kerosene lamp; bought ice for the chest from the traveling ice man; drew water out of the well; bathed in the old tin tub; made a trip by buggy; made your own corn meal; sewed by treadle; and on and on. It was a good old life but thank the Good Lord for the 20th Century electrical living. Isn't it wonderful to be living TODAY!

With a push of a button a day's work may be done in minutes. All of our automatic appliances release us for those leisure hours. Those hours that let us do what we want to do and when we want to do it. This is truly a Golden Age.

The Toast-R-Oven is an ideal appliance for a senior citizen. It's an oven — bakes frozen meat



pies, desserts, potatoes, toasts both sides of bread at once. Ideal for frozen waffles. The oven has a baking setting from 200 to 500 degrees. You can have an extra oven right on your counter top. So easy to clean. Mrs. Whit Crawford does a lot of baking, and the Toast-R-Oven would sure come in handy when you didn't want to use your electric range. Especially when you just wanted to prepare small items.

"Twenty-one years ago, I put the flat iron down. My first grandchild was 3 months old when I got my first electric iron, refrigerator, and washer," stated Mrs. Haywood Stafford. She raised 5



children and did all their ironing with the heavy flat iron. Four irons were kept on the fire at one ironing time. The flat iron, costing 60¢ in its day, has now become an antique and is much more valuable. Mrs. Stafford's youngest daughter cleaned the flat iron, painted it and now uses it for a door stop. The electric iron — ANOTHER TIME SAVER.

## REMEMBER WHEN?

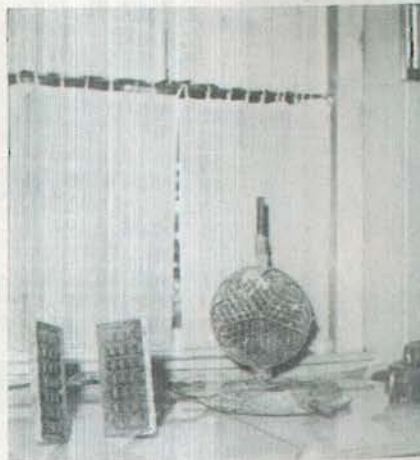
The old black wash pot was used in the laundering of clothes and now it's used as a flower con-

tainer. Mighty handy to have one for making stew, too. There's no comparison with today's laundry equipment.

The time for the bucket and dipper is past! The well house constructed by Mr. Cooley, surrounds the electric well. Mrs. Cooley says this is Mr. Cooley's conversation piece.



Waffles are a favorite for any family. I wonder if we would enjoy them as much if we had to prepare them as they did in 1841. Mrs. Cy Cooley has a collection of waffle irons which belonged to her great-grandmother. First in the series of irons is one with long handles. Once the batter was poured into the hot container, it was then held over hot coals to bake. Mrs. Cooley estimates this waffle iron to be 140 years old.



As time progressed, so did the future of the waffle iron. Next in the series is a waffle iron which was placed on top of a wood stove. The eye would be open and as one side of the waffle was baked, the waffle iron could be



flipped over to bake the other side.

Today's waffle iron is so easy to use. Some units will bake 4-section waffles. The electric waffle iron is in use for the fourth generation of the Cooley family. Mrs. Cooley says, "You know who makes the waffles at our house?" Mr. Cooley was my answer, and she replied "Yes, and he makes such good ones."

Mrs. Jay T. Hurdle has in her possession an electric Roto-Broil 400. This appliance will barbecue, roast, toast, broil, fry, grill, and boil.



Her favorite use of the Roto-Broil is in steak cookery. With a Hi-Low-Med heat selection, steaks may be cooked to perfection and taste delicious. The unit has a timer with an automatic bell.

Another feature is keeping a complete meal, cooked on the range, warm 'til serving. It is very versatile in that food may be cooked inside the Roto-Broil and on top. The unit does come equipped with a rotisserie and a steak broiler.

Mrs. Hurdle boasts of it being a time saver and when she doesn't want to use her range, using the Roto-Broil keeps her kitchen cooler.

The electric skillet is so versatile. When your oven is busy, try baking a cake in your skillet. Controlled temperatures prevent burning and unnecessary "pot watching." You may prepare a complete meal with the skillet. Mrs. J. W. Lewis is pointing out one of the features, the tilt-top lid. There are 5 positions the lid may be adjusted to. The high dome lid gives extra cooking capacity. Another beauty of the fry pan is that you can cook food

right at your serving table. No senior citizen should be without an electric skillet.



Rev. J. W. Lewis, a retired Methodist minister, shows the controls for the electric blanket.



The electric blanket is washable and lightweight. Blankets may be purchased with single controls or dual controls for single, double and king size beds. Rev. Lewis was honest in saying he doesn't use the electric blanket much any more with his nice electric ceiling heat.



Mr. Whit Crawford, a retired state highway employee, demonstrates the electric knife. All you

## WAYS TO STAY YOUNG

1. Walk at least a mile every day.
2. Take up some outdoor activity such as gardening (it is wonderful to see things grow day by day). Become good at it.
3. If you can't dance, learn how. Or learn to sing.
4. Once a month, look over your address book and either call on, or phone, or write to an old friend you haven't heard from during the year.
5. Develop the gift of making new friends and acquire two new ones (one younger person, the other older than yourself) each year.
6. Dress up in your "best" suit at least once a week (other than church) and go to the office, to a meeting, on a visit. Wear that new bonnet—appearance counts like mad.
7. Call everyday folks you meet by his or her first name.

8. Practice the three "C's" of Adult Education:

- Curiosity
- Comprehension
- Creativeness

Start a hobby, learn a new language, write a poem.

9. As you grow older, take an active part in the community and give service to others less fortunate. Give a little of yourself away each day—good mental health.

10. Begin a long-range project such as painting in oils, a braided rug, a knitted dress. Finish it.

11. Watch your health but don't be a hypochondriac or faddist about it. Follow good hygiene. Seek professional service when needed.

12. Love someone very much and show it every day both in small and important ways. Love God and by His Grace a few will love you too.

American Association of Retired Persons  
Dupont Circle Building  
Washington, D.C. 20036

do is guide it! Slices meat, fish, fruit, cakes, bread, vegetables, cheese, thick or thin easily. Slices baked ham so nice and even. How do you slice your angel cake? With a fork or a piece of thread? Try the electric knife for smooth slices.

THE WHITE HOUSE

WASHINGTON

Cooperative Month, 1969

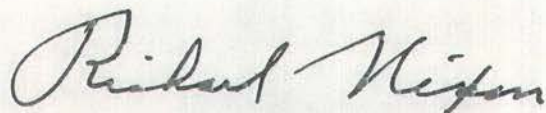
Progress through people is the way America has always moved ahead. It is still the way we can and must advance in the computer-space age of today and tomorrow.

One noteworthy example of progress through people has been, and remains, the cooperative enterprise -- a means of satisfying the economic needs of many individual Americans by acting together.

Today almost 21 million persons belong to credit unions in the United States. This is double the membership of a decade ago. Millions of Americans also meet part or all of their needs for electric power, telephone service, housing, insurance, recreation, and many consumer goods through cooperative action.

Because I have seen the progress people have made by acting together, I have pledged assistance to cooperative programs for farm and rural people. I believe cooperative self-help effort is a vital element in improving the economic position of farm families and expanding opportunity throughout rural America.

Progress through people is a timely, meaningful theme for Cooperative Month 1969. But more than this, it is an invitation to every American to give fully and generously of his time, energy and talent toward the greatest public good.



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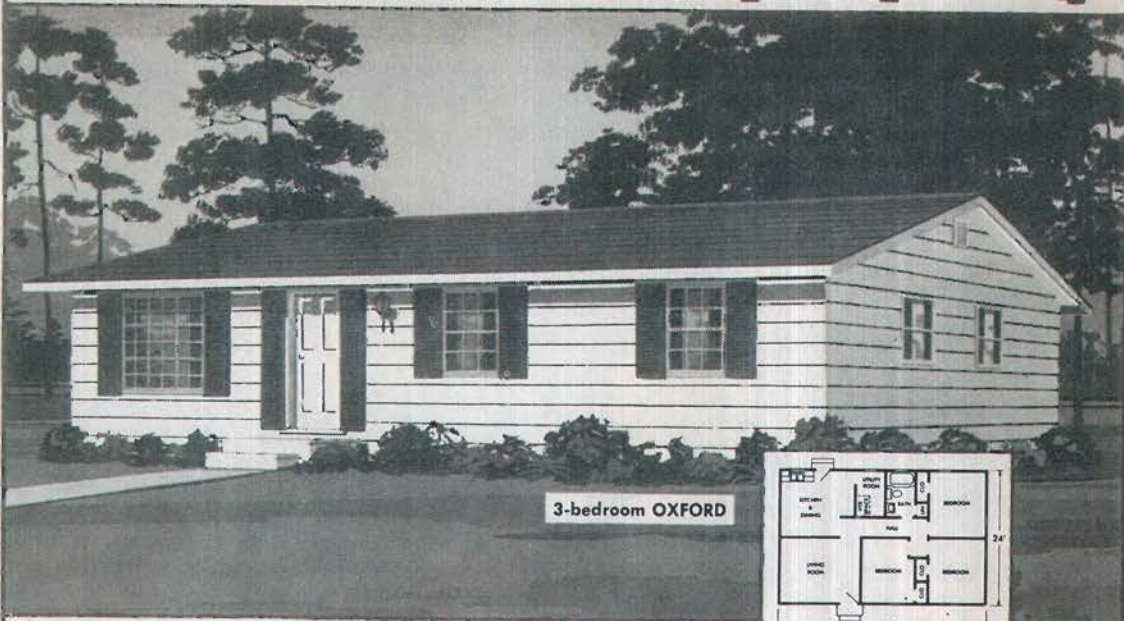
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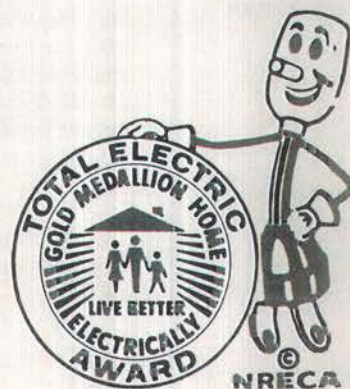


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TENNESSEE'S RURAL ELECTRIC COOPERATIVES

# Flipping

# Fading

Fads can be as much fun as a hoola hoop, as frantic as stuffing collegians into a phone booth, or as fashionable as a fluffy fur piece.

All a fad needs is followers. And male or female, teenage or middle age, no one is immune from the lighthearted lure of a fad—especially when it comes to fashions.

Though some of today's high echelon executives would rather not admit it (especially when they're teasing their own teenagers), they were once tied up in fashion's knot. Remember the Windsor, winged collars, wide lapels and pegged pants? When these were in style men thought they were the cat's meow.

But just one generation later these gentlemen's sons have unpegged their pants for wide-kicking bell bottoms and unknotted their ties for scarves. (Wait until the next generation looks at those styles).

Women! Better not brag how much better you are, and mother if you feel like lecturing your daughter on the length of her date dress remember the flapper phase and different drop called the "New Look." You say it's a woman's prerogative to change her mind, but let's be reasonable. In just 10 years, women have gone from the covered up chemise to the topless bathing suit. Not to mention the mini, the maxi, the missing midriff and the modest granny dress.

If fads in men's and women's fashions have taken opposite courses, at least one item can boast it has brought them together. That's the surprisingly delightful new craze—wearing glasses.

No longer need anyone be modest because she's myopic or nervous because he's nearsighted. When Princess Grace of Monaco and Cary Grant wear glasses in public, glasses are in. And according to the American Optical Corporation, the frame fad that's supplanting the monocle is "Miss Chairman" and "Mr. Chairman". Designed for reading, these slip specs make it possible to look up from a book without taking off the glasses. The "Chairman" are half-frames that nestle at the end of the nose. They're bridging the generation gap, because they're as popular with students as businessmen.



# Fads

But enough for fashion's flips. What about some of the freewheeling, fast-paced fads that make it obvious where the action is. Pole sitting is legendary, but it was left high and dry when it became more fun to stuff students into a phone booth or a car. When that sport became a bit tight, goldfish swallowing took over for a while.

More recently, the country went around in circles with the hoola hoop. Exciting for youngsters and slenderizing for adults, this sport had the country spinning. Only something as racy as a skateboard could have stolen away a hoola hoop's woosh. In fact skateboarding became so popular among college students, they even constructed massive obstacle courses and held fiercely competitive contests.

Had enough of those activities? Let's recall some of the thoughts that captured the country's imagination, starting with the theory that the world was flat. As recently as 1935, more than 6,000 persons living in Zion, Illinois argued the world was shaped like a flapjack with the North Pole in the center and the South Pole distributed around the circumference. The fundamentalists, led by Wilber Voliva (who by the way traveled "around" the world several times) not only preached the pancake theory, but also stated the sun was only 32 miles away, and a huge wall of snow prevented ships from sailing off the globe into Hades.

What's on the horizon as the next craze? It could be almost anything. Perhaps the next fad will follow the moon shots, or adults will eliminate the accent on youth, or the novelty of nudity will blanket us. What do you think? Your guess might be the next fad.

# 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

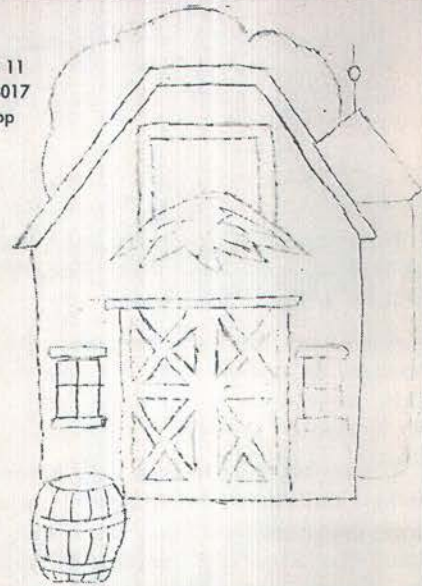
Send all items to:

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

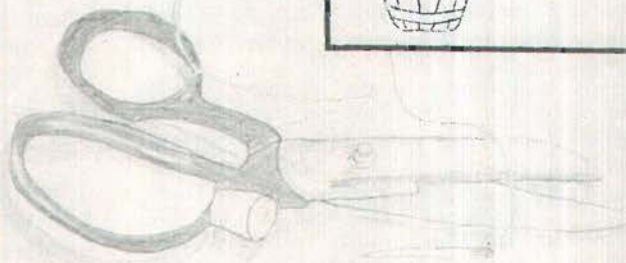


Anne McGlothlin, Age 14  
Route 4  
Union Street  
McMinnville, Tenn.  
Caney Fork E.C.

Frances Lawson, Age 11  
Collierville, Tenn. 38017  
Chickasaw Elec. Co-op



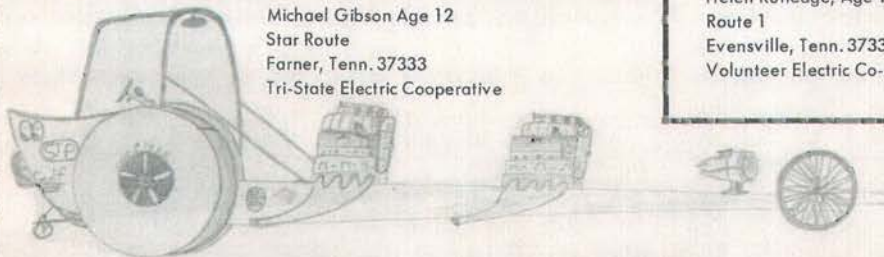
Dwayne Smith, Age 14  
107 East Main Street  
Waverly Tenn. 37185  
Meriwether Lewis Elec. Co-op



Jimmy Lee Edwards, Age 12  
Route 6  
Jackson, Tenn. 38301  
Southwest Electric Cooperative



Michael Gibson Age 12  
Star Route  
Farner, Tenn. 37333  
Tri-State Electric Cooperative



Helen Rutledge, Age 18  
Route 1  
Evansville, Tenn. 37332  
Volunteer Electric Co-op



# Timely Topics

## DON'T FEED SILAGE UNTIL TWO WEEKS AFTER FILLING SILO

Wait at least two weeks and preferably three weeks after filling your silos before you start feeding the silage. By filling and sealing immediately, the desirable fermentation process can begin.

This advice comes from Joe D. Burns, University of Tennessee Extension associate agronomist. He says that in a silo with a well sealed plastic cover, the heating process is about over in two to three days. Most of the fermentation process is complete about three weeks after filling when the silo is well sealed.

"If there is no plastic cover on the silo, either trench or upright, then the heating process will continue as long as air is allowed to get into the silage," he continues.

If feeding is started immediately after filling, then the silage does not have time to ferment, the agronomist points out. The silage will continue to heat and mold, with spoilage occurring in the silo just ahead of feeding.

"Some farmers have switched to a greenchop program with corn for two to three weeks in order to let the silage ferment in the silos after filling and sealing," Burns points out. "Fermented silage has a longer trough life and cattle will eat more fermented silage."

## COMPETITION IS STIFF FOR COTTON

Farmers have been aware of the competition from industrial processors for a long time. Industry has successfully invaded several agricultural markets and is now devoting a large amount of research toward furthering these markets.

"Synthetic fibers are well known examples of this competition," points out Eugene Gambill, University of Tennessee Extension associate agricultural economist. "Artificial fibers such as rayon and nylon have been developed for a number of years, and as more synthetics are developed, the demand for cotton, wool, flax and silk will decline. Already more than half the cotton market has been taken by these fibers.

From 1950 to 1960 the per capita use of cotton dropped from around 30 pounds to 23 pounds. From 1965 cotton utilization began to fall even lower, the economist notes. All fibers being used provided 45 pounds per person in 1967 and cotton provided only about half of this total. In 1968 man-made fibers exceeded the supply and use of natural fibers for the first time.

"There is good indication that cotton's share of the market will continue to become smaller," Gambill states. "Many persons will not agree with this opinion, but cotton growers want to know if and when the downward trend can be stopped."

It is hard to accept the fact that cotton, which only a few years ago occupied such a prominent place in our agriculture, can so quickly lose such a big share of its market to man-made fibers. If present trends continue, cotton will inevitably become a minor enterprise, Gambill believes. Our major problem then is to find an acceptable substitute for cotton, one or more that will produce a comparable income and will suit the climate and soils of cotton growing areas.

## LAWNS NEED SOIL TESTS

Homeowners who are trying to have the "best lawn in the neighborhood" can find out what their lawns' fertilizer and lime needs are by sending a soil sample to the Soil Testing Laboratory for analysis.

"The soil sample must represent the lawn conditions from the standpoint of soil differences and past fertilization and liming practices," says Joseph N. Matthews, University of Tennessee Extension assistant agronomist. "A portion of the sample should be taken from ten to fifteen locations over the lawn and mixed together for the sample."

Depth of sampling is important in lawns, he emphasizes. If the soil is to be worked for a new seeding, the sample should be taken to a depth of six inches. However, if the sod is already established and lime and fertilizer have been used as a topdressing in the past, the soil should be sampled only two to three inches deep. This is to avoid sampling below the area of penetration by the lime and fertilizer. To sample, dig a V-shaped hole to the desired depth and take a portion of the sample up the side of this hole.

Recommendations for fertilizer and lime will be made by the laboratory based on analysis of the soil test.

"Cool season grasses, such as bluegrass and fescue, should be fertilized with a complete fertilizer about October 1," Matthews advises. "Additional nitrogen should then be applied around March 1 and again around April 1."

For warm season grasses, such as bermudagrass and zoysia, apply complete fertilizer about April 15. Additional nitrogen should then be applied about June 1 and again about July 15.

If lime is needed on established lawns, it may be applied either in the spring or fall, the agronomist notes.

Sample boxes and information sheets are available at your local county Extension agent's office. Mail the sample sheet and fee to the Soil Testing Laboratory, 5201 Marchant Drive, Nashville, Tennessee 37211.

## TREAT TOBACCO SEEDBEDS NOW FOR 1970 CROP

Since the success of a tobacco crop often depends on a good supply of healthy plants for early setting, attention must be paid to the plant bed, especially the control of weed seed in the plant bed.

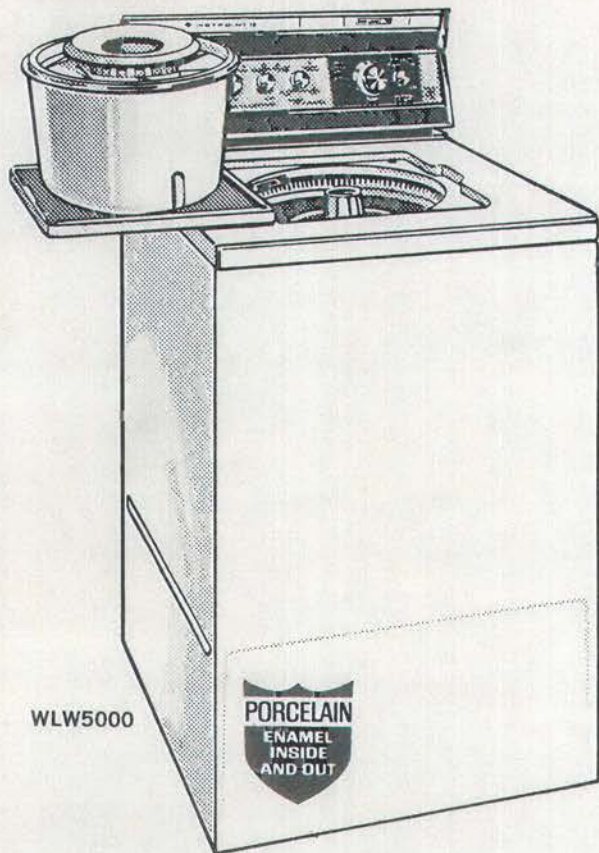
"You can control weed seeds in your plant beds either by burning or by using chemicals," points out Gilbert N. Rhodes, University of Tennessee Extension agronomist.

Research shows that chemicals are more effective when used in the fall, September 15 to October 15, than when used in the spring prior to seeding the bed.

"There are several chemicals that will do a good job," Rhodes continues. "Regardless of the chemical selected, the application should be preceded by careful selection of the site and thorough cleaning and preparation of the soil."

For complete information on the use of chemicals for weed seed control in tobacco plant beds, visit your local Extension office and get a copy of Publication 358, "Burley Tobacco Production in Tennessee," and Publication 393, "Chemical Weed Control in Tobacco Beds."

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**PUZZLE CORNER**

People like puzzles, our Puzzle Corner continues to prove by hundreds of entries. And our September contest was no exception. Percentage of correct answers over incorrect ones increased this month.

The September puzzle was: There are three Mothers, each of whom has two daughters living in a seven-room house. Each woman has a separate room. How is this possible?

The answer: Two of the Mothers are daughters of the third Mother. And each of these two daughters has two daughters, making a total of seven women living in the seven room house.

Our winner this month, chosen by lot from the correct answers, is Miss Maxine Floyd of Route 4, Lewisburg, Tennessee. Miss Floyd's family is a member of Duck River Electric Membership Corporation, Shelbyville. Her prize is a check for \$10.

The second and third prizes of \$5 each go to Mr. Joe Frank Hogan of Jasper, Tennessee, a member of Sequachee Valley Electric Co-op, South Pittsburg, Tennessee and to Mrs. Lela Herring of Route 2, Adamsville, Tennessee, a member of Pickwick Electric Co-op, Selmer.

Second and third places are also picked by drawings but with the addition that drawings will continue until the two grand divisions other than the winner will be represented among the three prizes.

One rule has been added to the contest. Members must list the name of their electric co-op under their own names on the contest entry.

Here is the October puzzle:

A snail is in a well 16 feet deep. The snail can crawl up the slippery wall of the well 4 feet each day, but must rest and then slides back 3 feet each night. How many days will it take the snail to get out of the well?

Send answers to:  
 Puzzle Corner  
 The Tennessee Magazine  
 P. O. Box 7232  
 Nashville, Tennessee 37210



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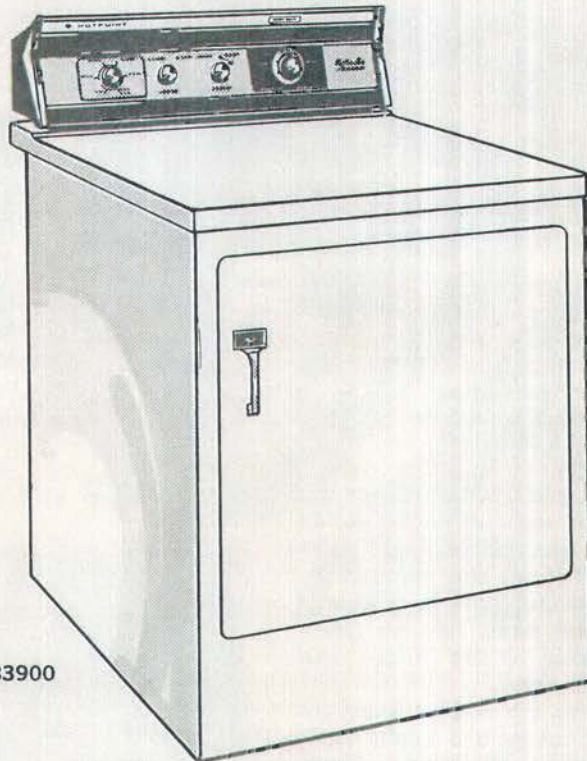
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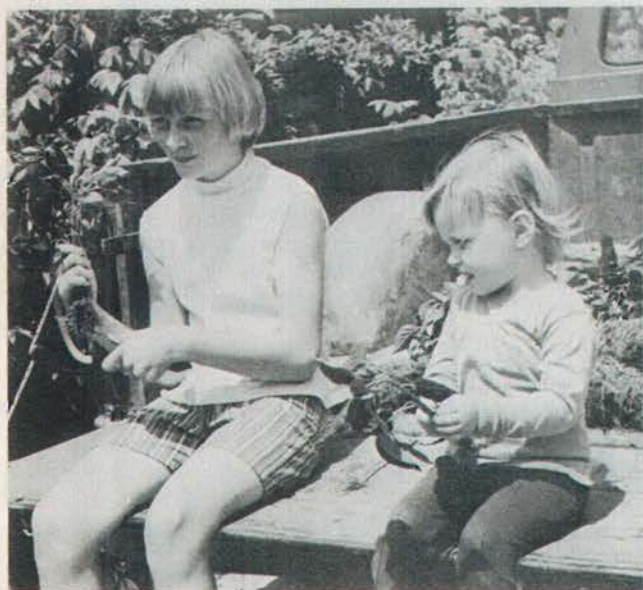
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# A NEW "CASH CROP" FOR McNAIRY COUNTY



Pamala King and Vickie Britton have been with Pamala's father, "Bozo" King of Ramer, Tennessee, to pick up his pepper plants.

By Larry Gage  
Electrification Advisor  
Pickwick Electric Co-op

Many people can remember the old familiar sight of cotton fields lined with people pulling "picksacks." With all the mechanization in farming, this is almost a thing of the past, like so many other phases of the "Good Old Days" of farming.

While passing fields today in McNairy County, one might think time is going backward. Many people use their same "picksack" to harvest pimiento peppers that they once used to pick cotton.

The pepper growing industry is new to this area, and is expected to become one of the major cash crops of McNairy County in the next few years. Last year, 750 tons were produced on 400 acres. This brings in an income of about \$75,000. This year, 436 acres were planted.

One of the problems of producing pepper is that presently there are no machines which can harvest these peppers. Machines have been developed to harvest some types of peppers, but this is a once over operation and pimiento pepper harvesting does not lend itself to this. Even so, this does not seem to discourage the producers.



The pimiento pepper plants are trucked to Selmer. Escol Burkett of Ramer, Tennessee is shown picking up his plants here. Chester Martin, with the Farmer's Home Administration, is shown looking on.



With the two-row transplanter, 5,000 to 6,000 plants can be set out per hour. Note the tanks with the starter fertilization solution on the side of the tractor. A herbicide has already been applied to the soil. Shown on the transplanter (from left) are Artie Ashe, R. D. Clark, W. C. Gray, and Garland Carroll. Driving the tractor is Millard Ashe. All of the men are from Adamsville, Tennessee.

The pepper plant grows in a wide range of soil types and different climatic conditions. Profitable yields have been obtained in every county in Tennessee. Yields of ten tons or more per acre may be obtained. Highest and most consistent yields, however, are made on well-drained, fertile uplands. Pepper yields are uncertain on rich bottomlands. The plants on these rich soils tend to produce a large amount of foliage and to mature late. Both of these factors adversely affect yields.

Pepper plants cannot stand freezing. Field setting dates are similar to those of tomatoes. In our area, plants can be set about the middle of May. Machine setting is preferred over hand setting. This saves labor and provides the most practical means for applying water and fertilization to the plants. Two men can hand set about 600 plants per hour, and five men with a two-row transplanter machine can set from 5,000 to 6,000 plants per hour.

Pimiento pepper will be ready for red ripe harvest in 80 days after field setting. Plants set May 15 will be ready to harvest approximately August 5. They will continue to ripen until frost, if properly grown.

Peppers are harvested when they are full red ripe, picking ranging from 7 to 14 days apart over a period of 10 to 12 weeks. One should never harvest when only scattered red fruits show, because ripe pepper will hold for several weeks if sound. Wait until enough fruits are full red so you can harvest efficiently.

Harvest labor averages from 50 to 70 man hours per acre. Good pickers can pick a ton a day when the yields are good. A family of four or five can easily handle 5 acres of pepper.

One reason that pimiento pepper is an important crop in McNairy County is that it supplements the income from cotton, corn, and soybeans. These have been our major cash crops over the past years. The farmer will realize income from pepper before the other crops are ready to harvest.



In their father's pepper field looking over the crop are Sandra and Connie Forsythe of Selmer, Tennessee.



Estel Forsythe of Selmer, Tennessee is watching his pepper go through the grading machine. The pods that are too small, or are defective otherwise, are fed into the sacks at the bottom of the machine.



The pepper that is too green or has defective spots on it is culled and fed back to the cull sacks here. The good pepper is taken to the large truck by conveyor. Shown with the machine are Robert Nash, R. D. Clark, Fay Thacker, Jim Hockaday, and Jerry Campbell.



At the buying station at the New Delight School, a line of trucks are waiting to be weighed and unloaded. While waiting, a group of farmers are discussing the pepper crop.

# GRAPHIC LOOK AT U.S. COOPERATIVES

## WHAT COOPERATIVES DO AND HOW MUCH



**Farmer Marketing, Supply, and Service**—5 out of 6 farmers use these types



**They market** about a fourth of the food and fiber farmers raise—5,560 co-ops market about \$13.3 billion worth of farm produce yearly



**They obtain** about a fifth of farm supplies farmers use—6,420 co-ops obtain \$3.5 billion worth of supplies for farmers yearly



**They provide** trucking, storage, cotton ginning, and related services—5,375 co-ops do \$319 million worth of such services yearly

**A total** of 7,940 co-ops did over \$17 billion worth of business in 1967-68 for farmers of this country.



**Cooperative Farm Credit System**—Nearly 1 million farmers and 3,000 co-ops now completely own the System

**Federal Land Bank Associations** make 22 percent of U.S. long-term loans for farms

**At Beginning of 1969** 664 associations had \$6.1 billion loaned to 387,000 farmers



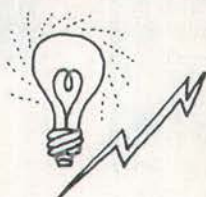
**Production Credit Associations** make 15 percent of shorter term loans for farms

**At Beginning of 1969** 453 associations had \$3.9 billion loaned to 370,000 farmers



**Banks for Cooperatives** make 60 percent of loans to co-ops  
**At Beginning of 1969** 13 Banks had \$1.6 billion loaned to 2,917 farmer co-ops

**The System has about \$12 billion in loans outstanding. It sold \$9.5 billion in bonds and debentures to the public last year to get all its loan funds.**



**Rural Electric Cooperatives**—900 co-ops serve 6 million meters—about 24 million people

**They provide** light and power to rural consumers—These consumers required more than 2-1/2 times much electricity in 1967 as they did in 1957



**Rural Telephone Cooperatives**—230 telephone co-ops have 650,000 subscribers and serve over 2 million people

**They bring** modern telephone service to rural communities



**Bargaining Cooperatives**—300 agricultural bargaining co-ops bargain for \$2 billion worth of crops produced by 200,000 growers annually

**They act** as farmers' agents to bargain for price of their products



**Cooperative Type Institutions Get Credit And Grants Through Farmers Home Administration For**—

**Rental and domestic farm labor housing**—280 units serve about 6,000 rural families



**Water and/or sewer systems**—3,253 systems serve half a million rural families



**Community recreation**—593 facilities serve about 200,000 families



**Special low income co-ops** (Economic Opportunity loans)—1,162 cooperatives serve 22,500 low income rural families



**Grazing associations**—248 associations serve 2,500 small farmers and ranchers



**Mutual Irrigation Companies**—

**They supply** water to farmer to irrigate in dry-land areas—7,700 associations supply water to 150,000 farmers with 9 million acres in cultivation—about a fourth of all U.S. irrigated land

### Credit Unions

These provide rural and urban people a place to save and borrow—Over 23,000 credit unions made loans for \$11.9 billion and had savings on hand of \$12.8 billion in 1968—with total membership of 20.8 million

### Co-Op Oriented Insurance Companies

They provide all kinds of insurance to town and country—12 million members get over \$776 million worth of insurance from 15 major companies

Farmers' mutual fire insurance companies provide this special protection—1,350 companies provide 3 million members with about half of all fire insurance in force in rural areas

### Cooperative Housing Projects—

They provide homes and apartments owned by residents—680 projects valued at \$250 million house some 173,000 families

### Group Health Plans

They provide health care—7 million people are enrolled in 180 plans with annual gross income of about \$260 million

### Consumer Goods Societies—

They provide food and home supplies—500 centers provide 400,000 members with \$480 million worth of goods annually

### Fishery Cooperatives—

They market and process catches and help fishermen get their supplies—100 co-ops have as members over 10,000 fishermen—who operate 7,500 boats or vessels

### Forestry Cooperatives

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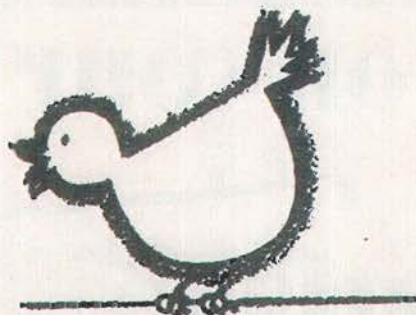
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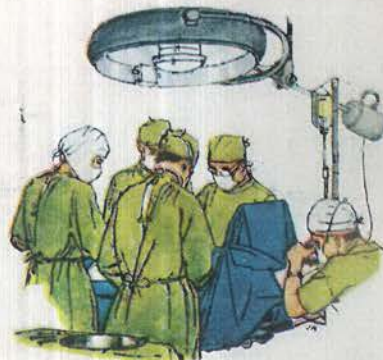
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# SPECIAL CONSUMERS REPORT

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GET SICK OR HURT!**



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Think of it... you'll get the very best of both worlds! You guarantee your family the security of a substitute paycheck — an extra money salary fund

set up in **your** name that could pay you thousands and thousands of dollars in cash if you're sick or hurt and can't work!

This is important... **vitaly important**... because statistics prove that living and medical expenses are higher today than they've ever been before in our country's history.

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## ON THE COVER



Our cover pictures an aerial view of Greenback Industries manufacturing plant, located on Highway 411 between Maryville and Madisonville. Story on this growing business may be found on Pages 6-7.



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# Volunteer Views

by **J. C. Hundley**

Executive Manager, TECA

There are many "months" observed in varying degrees every year, but few are more deserved than Co-op Month, meaning October. Cooperatives touch virtually every pulse of American life. They have meant a better way of life to millions of Americans, often making the difference between first and second class citizenship.

Perhaps the most important fact about cooperatives is that they are—in theory and in practice—people. They are owned by individuals and they are operated to be of service, rather than profit, to those who own them.

Most cooperatives in the United States are small, employing fewer than 20 persons and doing less than \$1-million in business each year. At the same time cooperatives are plentiful, there being some 50,000 co-ops of all kinds in the United States with total memberships of 53-million persons. Allowing for duplication in membership, that still means that about one of every four Americans belongs to a cooperative.

Cooperatives provide at least 200,000 jobs in our nation, mostly in rural areas. And what they purchase from other businesses—producers of trucks, machinery, packaging materials, electricity and scores of other goods and services—provides jobs for tens of thousands of other Americans.

Many people think of cooperatives as being mostly rural, but people in the cities as well as in the country join together in business cooperatives to provide themselves with many types of services such as housing, insurance and credit through credit unions.

Among the larger and, we think, most serviceable and beneficial cooperative programs is that of rural electrification. Some 6-million consumers now own the almost 1,000 rural electric co-ops which serve approximately 24-million Americans in their homes, on their farms, in their factories, retail businesses, churches, hospitals and schools. Electric co-ops are built, owned, and controlled by the consumers they serve.

For more details on cooperatives for this October observance, please turn to Page 20 of this issue, and to President Nixon Proclamation on page 10.

★ ★ ★ ★ ★ ★ ★

Hurricane Camille is now tragic history. The loss of life and property was terrible and will not soon be forgotten.

Unfortunately, the lives cannot be replaced. Fortunately, the property can although in some areas it will take a long while.

Five rural electric cooperatives—four in Mississippi and one in Louisiana—were hit hard. Outages among members ran from about one-third all the way to 100%. One co-op is faced with re-building 1,000 miles of lines. The others have less, but still gigantic tasks.

If there is a happy note in such a tragedy, it comes from the helping hands of individuals and organizations that were extended to those who absorbed the repeated blows of tragedy. Line and construction crews from electric co-ops in surrounding states were soon converged on the damaged areas of Mississippi and Louisiana, doing all they could to clear the rubble and restore vital electric services to the area. They worked all possible hours, sometimes against the additional odds of mosquitoes, fire ants, snakes, high humidity, rain and extreme heat, in order to get the job done. They stayed until service was generally restored—from two to four weeks.

We are happy that Tennessee was represented among these emergency crews, with Gibson County EMC, Middle Tennessee EMC, Meriwether Lewis Electric Co-op and Cumberland EMC dispatching to the stricken areas a total of nine crews totaling 20 men and one contractor's crew.

Cooperatives—which means organizations of people cooperating—is more than just a word. It's an entire, wonderful story, to which new chapters are being added daily.

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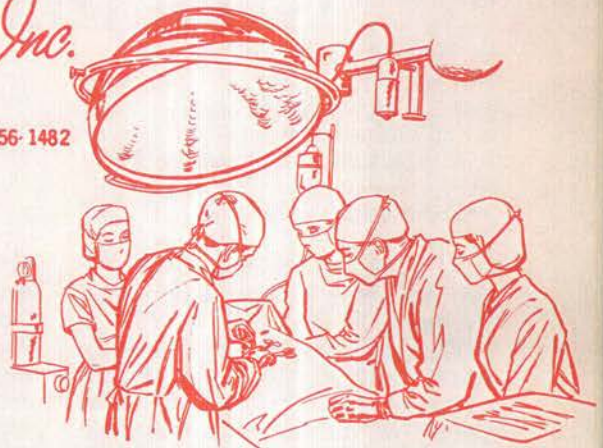
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# Metallic Powders Bring Greenbacks to Greenback

By Newell Thompson  
Supervisor of Member Relations  
Fort Loudoun Electric Co-op

Greenback Industries, Inc., at Greenback, Tennessee, on Hwy. 411, is one of the nation's larger processors of powder metallurgy products.

Though little publicized, Greenback Industries supplies the material for many of the vital parts in automobiles, electric appliances, electric motors, the aviation and space industries. This East Tennessee plant manufactures 95 different grades of metal powders, including sponge copper powders, premixed bronze powders, tin powders, many special alloy powders, cuprous and cupric oxide. These powder metallurgy products are used in the manufacture of self-lubricating bearings, gears, cams, petroleum filters, heavy duty brake linings, and motor brushes. A major advantage of Powder Metallurgy (P-M) is its ease of fabrication. It does not have to

be melted in order to form a desired part. The powder is actually pressed into a bearing while dry. Metallic powder is poured into a die conforming in shape to the desired part and pressure is applied. This pressure causes the powder to combine, forming a gear, cam or bearing. Further heat treatment strengthens the product, and the part is ready for use. This product is simple, quick, very accurate and reduces cost. No molting, pouring and casting are required.

P-M is most ideally suited to the production of cylindrical, rectangular, or irregular shapes that do not have large variations in cross sectional dimensions. Surface indentations or projections can easily be formed on the parts' surfaces. Splines, gear teeth, axial holes, counterbores, straight knurls, slots and keyways present no problems.

A typical P-M part actually begins on Fort Loudoun Electric Cooperative's lines since Greenback Industries is the co-op's

largest industrial user of electricity. The plant works on a continuous basis, 3 shifts per day, 5 to 6 days per week, depending upon the orders received. Their operation requires great amounts of electric energy and demands a constant, dependable source of power. Fort Loudoun supplies this power, economically and dependably.

Greenback Industries purchases high quality utility used copper from dealers throughout the United States. This copper is melted and sprayed into an air chamber, much as paint is sprayed from a gun. The molten copper cools in the air and settles as fine dust particles. Other metals are processed in similar manner. Then a precision mixture of the pure copper powder and other powder metals is fed into the Reduction Furnace (which uses 425 kw of electric energy). Here the alloys are heated and combined into a 99.5% plus, pure metal continuous sheet (called center cake). Rollers feed the



Greenback Industries, Inc. has the most complete laboratory facilities of any oxide or metal powder producer in the U.S.A.

center cake into a grinder which pulverizes the metal and delivers to screening and storage reservoirs, from which varying combinations of particle size can be mixed according to customer specifications. Copper powders and other powders, including tin and graphite lubricants can be mixed to customer specifications. This supplies the product to the customer for press fabrication without further treatment.

The powder then goes to the shipping department, where the powder is packed in metal drums, lined with heavy plastic bags, and weighed for shipment.

Although the process of converting used copper into P-M parts sounds relatively simple, it is a complicated and exacting process. Greenback Industries only supplies the powder for parts manufacturers, but this process alone requires millions of dollars in investments and thousands of hours of research.

The Greenback lab is equipped with the latest scientific instruments, including a spectograph which enables them to accurately analyze powder for the presence of foreign materials to .0004%. Hundreds of additional tests are carried out with a variety of instruments to insure that the powder will meet the customer's specifications.

P-M products have certain unique advantages which endear them to the hearts of fabricators. One is its ability to retain oil. It is referred to as sponge powder

and rightly so, for a bearing pressed from this material is somewhat like a sponge. It is filled with microscopic cavities that will retain oil when subjected to a specialized oil bath. These cavities hold the oil within the bearing itself, releasing small amounts of it as the bearing is subjected to friction and wear. This is particularly important when a bearing must be located in a hard-to-reach area that would make frequent oiling difficult. Thus the sealed motor and compressor in sealed air conditioner units are never lubricated externally.

Although equipment in the moon walk Apollo craft space ship is classified, the P-M industry knows that copper-silver alloy is used in the nose-cone heat shield. For a missile project, silver bearing copper was selected because of its superb heat transfer. Many other uses of P-M parts are cataloged by other methods of transportation — on the earth, on and in the seas, in the air and all the way to the moon.

Plant Manager Richard C. Woods explained that Greenback's entire production operation is automatically controlled from a central control room. In this area are control panels wired to all electrical equipment used in manufacturing metallic powder. One man can control the entire operation, starting or stopping any or all of the equipment as the need arises.

The Reduction Furnace and Baking Ovens are electrically controlled and run at temperatures between 9 and 14 hundred degrees Fahrenheit, using 425 kw of electric energy.

As Woods pointed out, everything that moves in the P-M process at Greenback Industries does so by electricity.

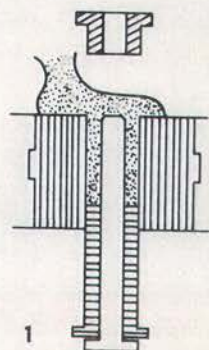
Fort Loudoun Electric Cooperative works closely with Greenback Industries, both on present needs and future plans for expansion. They are assured of sufficient power now and in the future and at a reasonable cost.

The present daily production of metallic powder is from 10 to 15 tons, depending on the product, compared to less than 3 tons per day in 1961. They employ 50 people and have an annual payroll of \$280,000.

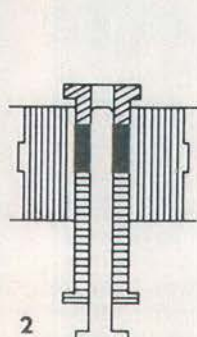
In 1967, Greenback Industries purchased a controlling interest in an iron mine at Cranberry, N.C., on the North Carolina — Tennessee border. This mine produces a very high quality iron oxide ore, which is readily convertible to P-M grade molding iron powder. Further research and expansion is planned in this department of the enterprise.

To Greenback Industries is a power line running from Fort Loudoun Electric Cooperative. This line is not only their source of electric energy, but their connection with co-op personnel trained to provide continued service and economical, dependable electric power.

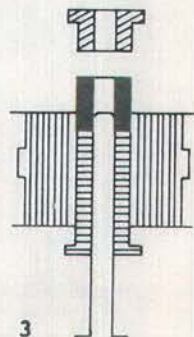
Steps in Operating Cycle for Forming P/M Parts



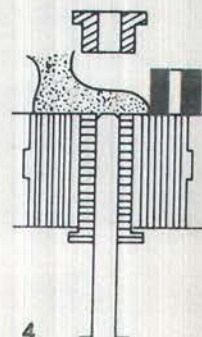
Powder being fed into die cavity.



Powder pressed into required shape by application of pressure from above and below. Core rod provides central hole.



Formed P/M part ejected from die cavity.



Cycle complete. Powder ready for feeding into cavity.

# A SALUTE TO SENIOR CITIZENS

By Libba Morris, Home Economist  
Chickasaw Electric Cooperative

*"Whoever you are! . . . Wherever you might be!"  
"As you grow old with me, the best of life  
is yet to be" . . . Quoted.*

Many of our citizens are those people who have been and some who are still very active in the business and professional growth of the community, and they deserve living at the very best! Why not live it electrically!

How many times have you made the remark, "I remember when?" When . . . You washed on a rub board; ironed with a flat iron; cooked on the old wood stove; read by Kerosene lamp; bought ice for the chest from the traveling ice man; drew water out of the well; bathed in the old tin tub; made a trip by buggy; made your own corn meal; sewed by treadle; and on and on. It was a good old life but thank the Good Lord for the 20th Century electrical living. Isn't it wonderful to be living TODAY!

With a push of a button a day's work may be done in minutes. All of our automatic appliances release us for those leisure hours. Those hours that let us do what we want to do and when we want to do it. This is truly a Golden Age.

The Toast-R-Oven is an ideal appliance for a senior citizen. It's an oven — bakes frozen meat



pies, desserts, potatoes, toasts both sides of bread at once. Ideal for frozen waffles. The oven has a baking setting from 200 to 500 degrees. You can have an extra oven right on your counter top. So easy to clean. Mrs. Whit Crawford does a lot of baking, and the Toast-R-Oven would sure come in handy when you didn't want to use your electric range. Especially when you just wanted to prepare small items.

"Twenty-one years ago, I put the flat iron down. My first grandchild was 3 months old when I got my first electric iron, refrigerator, and washer," stated Mrs. Haywood Stafford. She raised 5



children and did all their ironing with the heavy flat iron. Four irons were kept on the fire at one ironing time. The flat iron, costing 60¢ in its day, has now become an antique and is much more valuable. Mrs. Stafford's youngest daughter cleaned the flat iron, painted it and now uses it for a door stop. The electric iron — ANOTHER TIME SAVER.

## REMEMBER WHEN?

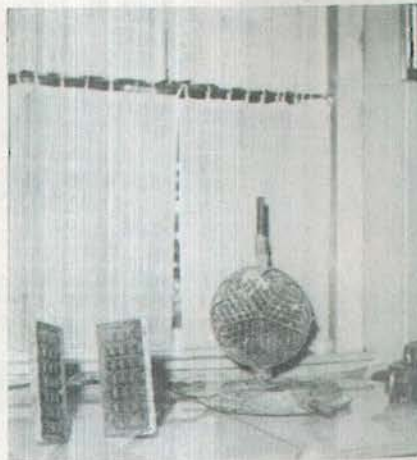
The old black wash pot was used in the laundering of clothes and now it's used as a flower con-

tainer. Mighty handy to have one for making stew, too. There's no comparison with today's laundry equipment.

The time for the bucket and dipper is past! The well house constructed by Mr. Cooley, surrounds the electric well. Mrs. Cooley says this is Mr. Cooley's conversation piece.



Waffles are a favorite for any family. I wonder if we would enjoy them as much if we had to prepare them as they did in 1841. Mrs. Cy Cooley has a collection of waffle irons which belonged to her great-grandmother. First in the series of irons is one with long handles. Once the batter was poured into the hot container, it was then held over hot coals to bake. Mrs. Cooley estimates this waffle iron to be 140 years old.



As time progressed, so did the future of the waffle iron. Next in the series is a waffle iron which was placed on top of a wood stove. The eye would be open and as one side of the waffle was baked, the waffle iron could be

flipped over to bake the other side.

Today's waffle iron is so easy to use. Some units will bake 4-section waffles. The electric waffle iron is in use for the fourth generation of the Cooley family. Mrs. Cooley says, "You know who makes the waffles at our house?" Mr. Cooley was my answer, and she replied "Yes, and he makes such good ones."

Mrs. Jay T. Hurdle has in her possession an electric Roto-Broil 400. This appliance will barbecue, roast, toast, broil, fry, grill, and boil.



Her favorite use of the Roto-Broil is in steak cookery. With a Hi-Low-Med heat selection, steaks may be cooked to perfection and taste delicious. The unit has a timer with an automatic bell.

Another feature is keeping a complete meal, cooked on the range, warm 'til serving. It is very versatile in that food may be cooked inside the Roto-Broil and on top. The unit does come equipped with a rotisserie and a steak broiler.

Mrs. Hurdle boasts of it being a time saver and when she doesn't want to use her range, using the Roto-Broil keeps her kitchen cooler.

The electric skillet is so versatile. When your oven is busy, try baking a cake in your skillet. Controlled temperatures prevent burning and unnecessary "pot watching." You may prepare a complete meal with the skillet. Mrs. J. W. Lewis is pointing out one of the features, the tilt-top lid. There are 5 positions the lid may be adjusted to. The high dome lid gives extra cooking capacity. Another beauty of the fry pan is that you can cook food

right at your serving table. No senior citizen should be without an electric skillet.



Rev. J. W. Lewis, a retired Methodist minister, shows the controls for the electric blanket.



The electric blanket is washable and lightweight. Blankets may be purchased with single controls or dual controls for single, double and king size beds. Rev. Lewis was honest in saying he doesn't use the electric blanket much any more with his nice electric ceiling heat.



Mr. Whit Crawford, a retired state highway employee, demonstrates the electric knife. All you

## WAYS TO STAY YOUNG

1. Walk at least a mile every day.
2. Take up some outdoor activity such as gardening (it is wonderful to see things grow day by day). Become good at it.
3. If you can't dance, learn how. Or learn to sing.
4. Once a month, look over your address book and either call on, or phone, or write to an old friend you haven't heard from during the year.
5. Develop the gift of making new friends and acquire two new ones (one younger person, the other older than yourself) each year.
6. Dress up in your "best" suit at least once a week (other than church) and go to the office, to a meeting, on a visit. Wear that new bonnet—appearance counts like mad.
7. Call everyday folks you meet by his or her first name.

8. Practice the three "C's" of Adult Education:

- Curiosity
- Comprehension
- Creativeness

Start a hobby, learn a new language, write a poem.

9. As you grow older, take an active part in the community and give service to others less fortunate. Give a little of yourself away each day—good mental health.

10. Begin a long-range project such as painting in oils, a braided rug, a knitted dress. Finish it.

11. Watch your health but don't be a hypochondriac or faddist about it. Follow good hygiene. Seek professional service when needed.

12. Love someone very much and show it every day both in small and important ways. Love God and by His Grace a few will love you too.

American Association of Retired Persons  
Dupont Circle Building  
Washington, D.C. 20036

do is guide it! Slices meat, fish, fruit, cakes, bread, vegetables, cheese, thick or thin easily. Slices baked ham so nice and even. How do you slice your angel cake? With a fork or a piece of thread? Try the electric knife for smooth slices.



THE WHITE HOUSE

WASHINGTON

Cooperative Month, 1969

Progress through people is the way America has always moved ahead. It is still the way we can and must advance in the computer-space age of today and tomorrow.

One noteworthy example of progress through people has been, and remains, the cooperative enterprise -- a means of satisfying the economic needs of many individual Americans by acting together.

Today almost 21 million persons belong to credit unions in the United States. This is double the membership of a decade ago. Millions of Americans also meet part or all of their needs for electric power, telephone service, housing, insurance, recreation, and many consumer goods through cooperative action.

Because I have seen the progress people have made by acting together, I have pledged assistance to cooperative programs for farm and rural people. I believe cooperative self-help effort is a vital element in improving the economic position of farm families and expanding opportunity throughout rural America.

Progress through people is a timely, meaningful theme for Cooperative Month 1969. But more than this, it is an invitation to every American to give fully and generously of his time, energy and talent toward the greatest public good.

*Richard Nixon*

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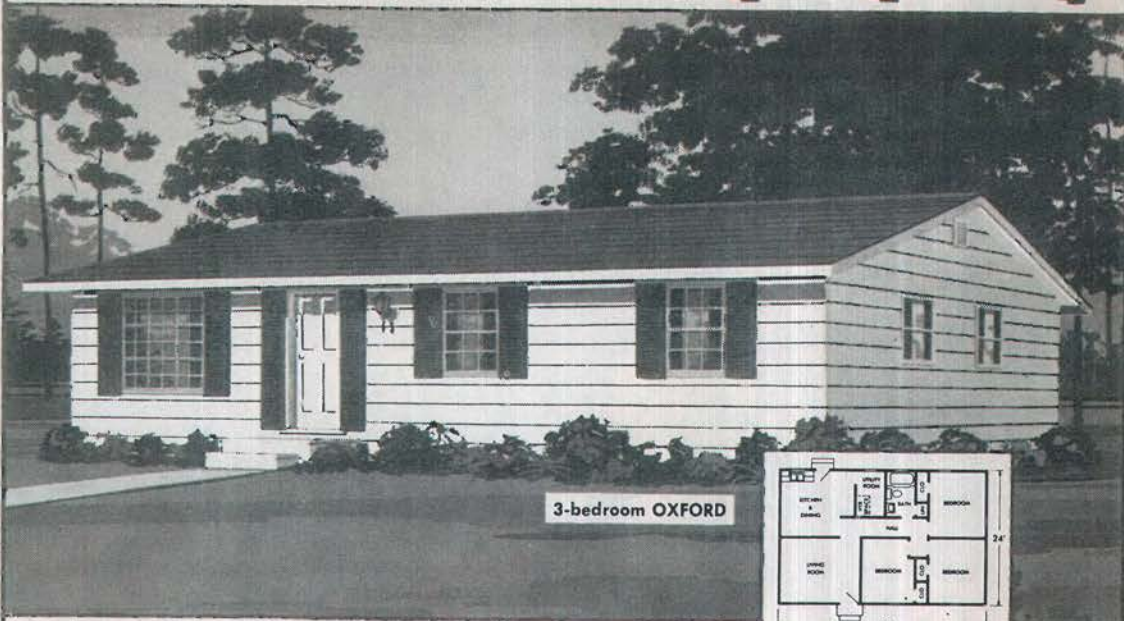
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403 W. Spring St.  
Phone 526-9251

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

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

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## Enjoy More Play Time with an Electric Clothes Dryer

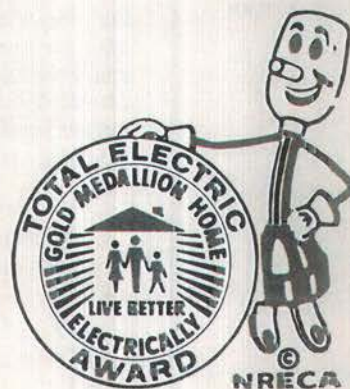


An Electric Clothes Dryer lets you "Waltz through Washday" because you can do the family's laundry anytime . . . rain, snow or shine. Just load it, set the dial and walk away. In minutes, everything's fluffy dry, ready for folding.

With an Electric Clothes Dryer, you select the time most convenient to you. No worry about the weather outside because there is always safe drying warmth inside your Electric Clothes Dryer. It's child-safe because it's flameless.

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Visit your favorite appliance store to find the Electric Clothes Dryer that is right for your home. Another big bargain in better living with low-cost rural electric power.



TENNESSEE'S RURAL ELECTRIC COOPERATIVES

# Flipping

# Fading

Fads can be as much fun as a hoola hoop, as frantic as stuffing collegians into a phone booth, or as fashionable as a fluffy fur piece.

All a fad needs is followers. And male or female, teenage or middle age, no one is immune from the lighthearted lure of a fad—especially when it comes to fashions.

Though some of today's high echelon executives would rather not admit it (especially when they're teasing their own teenagers), they were once tied up in fashion's knot. Remember the Windsor, winged collars, wide lapels and pegged pants? When these were in style men thought they were the cat's meow.

But just one generation later these gentlemen's sons have unpegged their pants for wide-kicking bell bottoms and unknotted their ties for scarves. (Wait until the next generation looks at those styles).

Women! Better not brag how much better you are, and mother if you feel like lecturing your daughter on the length of her date dress remember the flapper phase and different drop called the "New Look." You say it's a woman's prerogative to change her mind, but let's be reasonable. In just 10 years, women have gone from the covered up chemise to the topless bathing suit. Not to mention the mini, the maxi, the missing midriff and the modest granny dress.

If fads in men's and women's fashions have taken opposite courses, at least one item can boast it has brought them together. That's the surprisingly delightful new craze—wearing glasses.

No longer need anyone be modest because she's myopic or nervous because he's nearsighted. When Princess Grace of Monaco and Cary Grant wear glasses in public, glasses are in. And according to the American Optical Corporation, the frame fad that's supplanting the monocle is "Miss Chairman" and "Mr. Chairman". Designed for reading, these slip specs make it possible to look up from a book without taking off the glasses. The "Chairman" are half-frames that nestle at the end of the nose. They're bridging the generation gap, because they're as popular with students as businessmen.



# Fads

But enough for fashion's flips. What about some of the freewheeling, fast-paced fads that make it obvious where the action is. Pole sitting is legendary, but it was left high and dry when it became more fun to stuff students into a phone booth or a car. When that sport became a bit tight, goldfish swallowing took over for a while.

More recently, the country went around in circles with the hoola hoop. Exciting for youngsters and slenderizing for adults, this sport had the country spinning. Only something as racy as a skateboard could have stolen away a hoola hoop's woosh. In fact skateboarding became so popular among college students, they even constructed massive obstacle courses and held fiercely competitive contests.

Had enough of those activities? Let's recall some of the thoughts that captured the country's imagination, starting with the theory that the world was flat. As recently as 1935, more than 6,000 persons living in Zion, Illinois argued the world was shaped like a flapjack with the North Pole in the center and the South Pole distributed around the circumference. The fundamentalists, led by Wilber Voliva (who by the way traveled "around" the world several times) not only preached the pancake theory, but also stated the sun was only 32 miles away, and a huge wall of snow prevented ships from sailing off the globe into Hades.

What's on the horizon as the next craze? It could be almost anything. Perhaps the next fad will follow the moon shots, or adults will eliminate the accent on youth, or the novelty of nudity will blanket us. What do you think? Your guess might be the next fad.

# Uncle John's Page

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

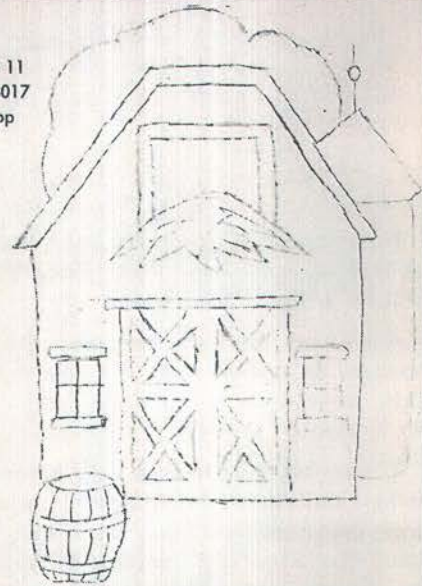
Send all items to:

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710 Spence Lane, Nashville 10, Tenn.

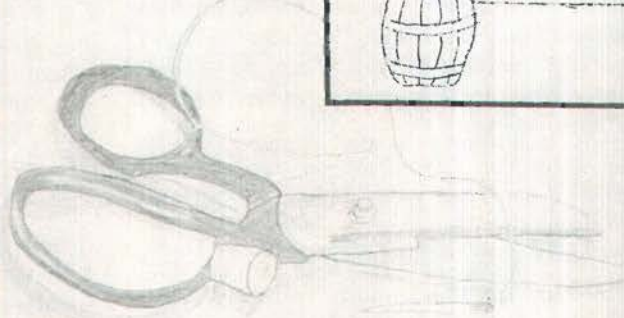


Anne McGlothlin, Age 14  
Route 4  
Union Street  
McMinnville, Tenn.  
Caney Fork E.C.

Frances Lawson, Age 11  
Collierville, Tenn. 38017  
Chickasaw Elec. Co-op



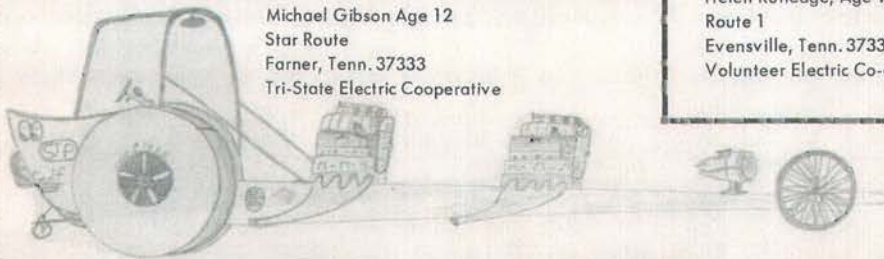
Dwayne Smith, Age 14  
107 East Main Street  
Waverly Tenn. 37185  
Meriwether Lewis Elec. Co-op



Jimmy Lee Edwards, Age 12  
Route 6  
Jackson, Tenn. 38301  
Southwest Electric Cooperative



Michael Gibson Age 12  
Star Route  
Farner, Tenn. 37333  
Tri-State Electric Cooperative



Helen Rutledge, Age 18  
Route 1  
Evansville, Tenn. 37332  
Volunteer Electric Co-op



# Timely Topics

## DON'T FEED SILAGE UNTIL TWO WEEKS AFTER FILLING SILO

Wait at least two weeks and preferably three weeks after filling your silos before you start feeding the silage. By filling and sealing immediately, the desirable fermentation process can begin.

This advice comes from Joe D. Burns, University of Tennessee Extension associate agronomist. He says that in a silo with a well sealed plastic cover, the heating process is about over in two to three days. Most of the fermentation process is complete about three weeks after filling when the silo is well sealed.

"If there is no plastic cover on the silo, either trench or upright, then the heating process will continue as long as air is allowed to get into the silage," he continues.

If feeding is started immediately after filling, then the silage does not have time to ferment, the agronomist points out. The silage will continue to heat and mold, with spoilage occurring in the silo just ahead of feeding.

"Some farmers have switched to a greenchop program with corn for two to three weeks in order to let the silage ferment in the silos after filling and sealing," Burns points out. "Fermented silage has a longer trough life and cattle will eat more fermented silage."

## COMPETITION IS STIFF FOR COTTON

Farmers have been aware of the competition from industrial processors for a long time. Industry has successfully invaded several agricultural markets and is now devoting a large amount of research toward furthering these markets.

"Synthetic fibers are well known examples of this competition," points out Eugene Gambill, University of Tennessee Extension associate agricultural economist. "Artificial fibers such as rayon and nylon have been developed for a number of years, and as more synthetics are developed, the demand for cotton, wool, flax and silk will decline. Already more than half the cotton market has been taken by these fibers.

From 1950 to 1960 the per capita use of cotton dropped from around 30 pounds to 23 pounds. From 1965 cotton utilization began to fall even lower, the economist notes. All fibers being used provided 45 pounds per person in 1967 and cotton provided only about half of this total. In 1968 man-made fibers exceeded the supply and use of natural fibers for the first time.

"There is good indication that cotton's share of the market will continue to become smaller," Gambill states. "Many persons will not agree with this opinion, but cotton growers want to know if and when the downward trend can be stopped."

It is hard to accept the fact that cotton, which only a few years ago occupied such a prominent place in our agriculture, can so quickly lose such a big share of its market to man-made fibers. If present trends continue, cotton will inevitably become a minor enterprise, Gambill believes. Our major problem then is to find an acceptable substitute for cotton, one or more that will produce a comparable income and will suit the climate and soils of cotton growing areas.

## LAWNS NEED SOIL TESTS

Homeowners who are trying to have the "best lawn in the neighborhood" can find out what their lawns' fertilizer and lime needs are by sending a soil sample to the Soil Testing Laboratory for analysis.

"The soil sample must represent the lawn conditions from the standpoint of soil differences and past fertilization and liming practices," says Joseph N. Matthews, University of Tennessee Extension assistant agronomist. "A portion of the sample should be taken from ten to fifteen locations over the lawn and mixed together for the sample."

Depth of sampling is important in lawns, he emphasizes. If the soil is to be worked for a new seeding, the sample should be taken to a depth of six inches. However, if the sod is already established and lime and fertilizer have been used as a topdressing in the past, the soil should be sampled only two to three inches deep. This is to avoid sampling below the area of penetration by the lime and fertilizer. To sample, dig a V-shaped hole to the desired depth and take a portion of the sample up the side of this hole.

Recommendations for fertilizer and lime will be made by the laboratory based on analysis of the soil test.

"Cool season grasses, such as bluegrass and fescue, should be fertilized with a complete fertilizer about October 1," Matthews advises. "Additional nitrogen should then be applied around March 1 and again around April 1."

For warm season grasses, such as bermudagrass and zoysia, apply complete fertilizer about April 15. Additional nitrogen should then be applied about June 1 and again about July 15.

If lime is needed on established lawns, it may be applied either in the spring or fall, the agronomist notes.

Sample boxes and information sheets are available at your local county Extension agent's office. Mail the sample sheet and fee to the Soil Testing Laboratory, 5201 Marchant Drive, Nashville, Tennessee 37211.

## TREAT TOBACCO SEEDBEDS NOW FOR 1970 CROP

Since the success of a tobacco crop often depends on a good supply of healthy plants for early setting, attention must be paid to the plant bed, especially the control of weed seed in the plant bed.

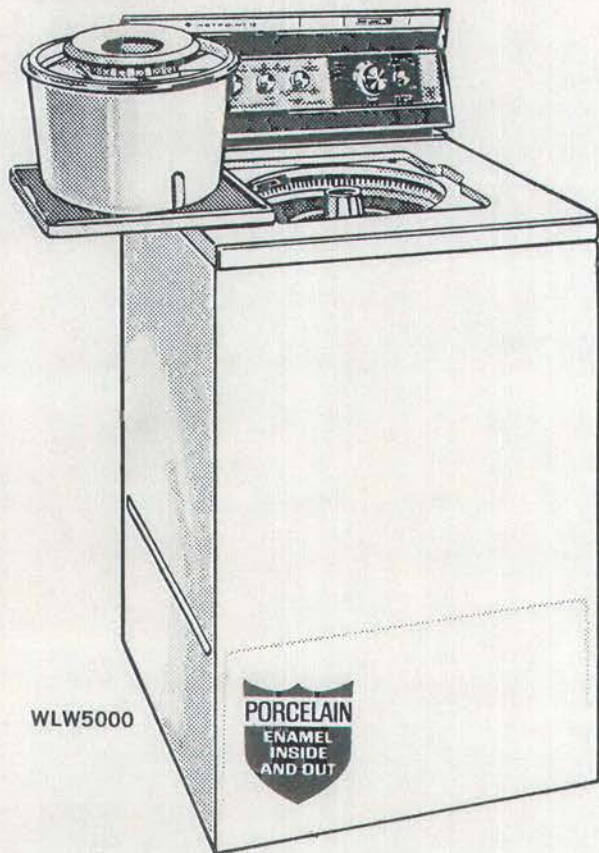
"You can control weed seeds in your plant beds either by burning or by using chemicals," points out Gilbert N. Rhodes, University of Tennessee Extension agronomist.

Research shows that chemicals are more effective when used in the fall, September 15 to October 15, than when used in the spring prior to seeding the bed.

"There are several chemicals that will do a good job," Rhodes continues. "Regardless of the chemical selected, the application should be preceded by careful selection of the site and thorough cleaning and preparation of the soil."

For complete information on the use of chemicals for weed seed control in tobacco plant beds, visit your local Extension office and get a copy of Publication 358, "Burley Tobacco Production in Tennessee," and Publication 393, "Chemical Weed Control in Tobacco Beds."

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**SEE YOUR HOTPOINT DEALER!**

**PUZZLE CORNER**

People like puzzles, our Puzzle Corner continues to prove by hundreds of entries. And our September contest was no exception. Percentage of correct answers over incorrect ones increased this month.

The September puzzle was: There are three Mothers, each of whom has two daughters living in a seven-room house. Each woman has a separate room. How is this possible?

The answer: Two of the Mothers are daughters of the third Mother. And each of these two daughters has two daughters, making a total of seven women living in the seven room house.

Our winner this month, chosen by lot from the correct answers, is Miss Maxine Floyd of Route 4, Lewisburg, Tennessee. Miss Floyd's family is a member of Duck River Electric Membership Corporation, Shelbyville. Her prize is a check for \$10.

The second and third prizes of \$5 each go to Mr. Joe Frank Hogan of Jasper, Tennessee, a member of Sequachee Valley Electric Co-op, South Pittsburg, Tennessee and to Mrs. Lela Herring of Route 2, Adamsville, Tennessee, a member of Pickwick Electric Co-op, Selmer.

Second and third places are also picked by drawings but with the addition that drawings will continue until the two grand divisions other than the winner will be represented among the three prizes.

One rule has been added to the contest. Members must list the name of their electric co-op under their own names on the contest entry.

Here is the October puzzle:

A snail is in a well 16 feet deep. The snail can crawl up the slippery wall of the well 4 feet each day, but must rest and then slides back 3 feet each night. How many days will it take the snail to get out of the well?

Send answers to:  
 Puzzle Corner  
 The Tennessee Magazine  
 P. O. Box 7232  
 Nashville, Tennessee 37210

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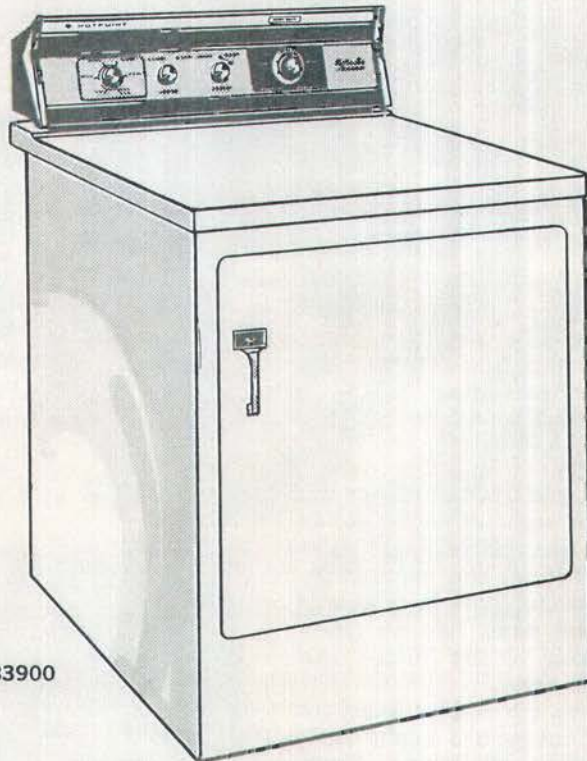
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**SEE YOUR HOTPOINT DEALER!**



# A NEW "CASH CROP" FOR McNAIRY COUNTY



Pamala King and Vickie Britton have been with Pamala's father, "Bozo" King of Ramer, Tennessee, to pick up his pepper plants.

By Larry Gage  
Electrification Advisor  
Pickwick Electric Co-op

Many people can remember the old familiar sight of cotton fields lined with people pulling "picksacks." With all the mechanization in farming, this is almost a thing of the past, like so many other phases of the "Good Old Days" of farming.

While passing fields today in McNairy County, one might think time is going backward. Many people use their same "picksack" to harvest pimiento peppers that they once used to pick cotton.

The pepper growing industry is new to this area, and is expected to become one of the major cash crops of McNairy County in the next few years. Last year, 750 tons were produced on 400 acres. This brings in an income of about \$75,000. This year, 436 acres were planted.

One of the problems of producing pepper is that presently there are no machines which can harvest these peppers. Machines have been developed to harvest some types of peppers, but this is a once over operation and pimiento pepper harvesting does not lend itself to this. Even so, this does not seem to discourage the producers.



The pimiento pepper plants are trucked to Selmer. Escol Burkett of Ramer, Tennessee is shown picking up his plants here. Chester Martin, with the Farmer's Home Administration, is shown looking on.



With the two-row transplanter, 5,000 to 6,000 plants can be set out per hour. Note the tanks with the starter fertilization solution on the side of the tractor. A herbicide has already been applied to the soil. Shown on the transplanter (from left) are Artie Ashe, R. D. Clark, W. C. Gray, and Garland Carroll. Driving the tractor is Millard Ashe. All of the men are from Adamsville, Tennessee.

The pepper plant grows in a wide range of soil types and different climatic conditions. Profitable yields have been obtained in every county in Tennessee. Yields of ten tons or more per acre may be obtained. Highest and most consistent yields, however, are made on well-drained, fertile uplands. Pepper yields are uncertain on rich bottomlands. The plants on these rich soils tend to produce a large amount of foliage and to mature late. Both of these factors adversely affect yields.

Pepper plants cannot stand freezing. Field setting dates are similar to those of tomatoes. In our area, plants can be set about the middle of May. Machine setting is preferred over hand setting. This saves labor and provides the most practical means for applying water and fertilization to the plants. Two men can hand set about 600 plants per hour, and five men with a two-row transplanter machine can set from 5,000 to 6,000 plants per hour.

Pimiento pepper will be ready for red ripe harvest in 80 days after field setting. Plants set May 15 will be ready to harvest approximately August 5. They will continue to ripen until frost, if properly grown.

Peppers are harvested when they are full red ripe, picking ranging from 7 to 14 days apart over a period of 10 to 12 weeks. One should never harvest when only scattered red fruits show, because ripe pepper will hold for several weeks if sound. Wait until enough fruits are full red so you can harvest efficiently.

Harvest labor averages from 50 to 70 man hours per acre. Good pickers can pick a ton a day when the yields are good. A family of four or five can easily handle 5 acres of pepper.

One reason that pimiento pepper is an important crop in McNairy County is that it supplements the income from cotton, corn, and soybeans. These have been our major cash crops over the past years. The farmer will realize income from pepper before the other crops are ready to harvest.



In their father's pepper field looking over the crop are Sandra and Connie Forsythe of Selmer, Tennessee.



Estel Forsythe of Selmer, Tennessee is watching his pepper go through the grading machine. The pods that are too small, or are defective otherwise, are fed into the sacks at the bottom of the machine.



The pepper that is too green or has defective spots on it is culled and fed back to the cull sacks here. The good pepper is taken to the large truck by conveyor. Shown with the machine are Robert Nash, R. D. Clark, Fay Thacker, Jim Hockaday, and Jerry Campbell.



At the buying station at the New Delight School, a line of trucks are waiting to be weighed and unloaded. While waiting, a group of farmers are discussing the pepper crop.

# GRAPHIC LOOK AT U.S. COOPERATIVES

## WHAT COOPERATIVES DO AND HOW MUCH



**Farmer Marketing, Supply, and Service**—5 out of 6 farmers use these types



**They market** about a fourth of the food and fiber farmers raise—5,560 co-ops market about \$13.3 billion worth of farm produce yearly



**They obtain** about a fifth of farm supplies farmers use—6,420 co-ops obtain \$3.5 billion worth of supplies for farmers yearly



**They provide** trucking, storage, cotton ginning, and related services—5,375 co-ops do \$319 million worth of such services yearly

**A total** of 7,940 co-ops did over \$17 billion worth of business in 1967-68 for farmers of this country.



**Cooperative Farm Credit System**—Nearly 1 million farmers and 3,000 co-ops now completely own the System

**Federal Land Bank Associations** make 22 percent of U.S. long-term loans for farms

**At Beginning of 1969** 664 associations had \$6.1 billion loaned to 387,000 farmers



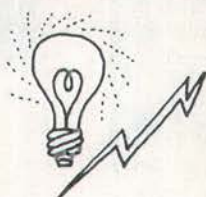
**Production Credit Associations** make 15 percent of shorter term loans for farms

**At Beginning of 1969** 453 associations had \$3.9 billion loaned to 370,000 farmers



**Banks for Cooperatives** make 60 percent of loans to co-ops  
**At Beginning of 1969** 13 Banks had \$1.6 billion loaned to 2,917 farmer co-ops

**The System has about \$12 billion in loans outstanding. It sold \$9.5 billion in bonds and debentures to the public last year to get all its loan funds.**



**Rural Electric Cooperatives**—900 co-ops serve 6 million meters—about 24 million people

**They provide** light and power to rural consumers—These consumers required more than 2-1/2 times much electricity in 1967 as they did in 1957



**Rural Telephone Cooperatives**—230 telephone co-ops have 650,000 subscribers and serve over 2 million people

**They bring** modern telephone service to rural communities



**Bargaining Cooperatives**—300 agricultural bargaining co-ops bargain for \$2 billion worth of crops produced by 200,000 growers annually

**They act** as farmers' agents to bargain for price of their products



**Cooperative Type Institutions Get Credit And Grants Through Farmers Home Administration For**—

**Rental and domestic farm labor housing**—280 units serve about 6,000 rural families



**Water and/or sewer systems**—3,253 systems serve half a million rural families



**Community recreation**—593 facilities serve about 200,000 families



**Special low income co-ops** (Economic Opportunity loans)—1,162 cooperatives serve 22,500 low income rural families



**Grazing associations**—248 associations serve 2,500 small farmers and ranchers



**Mutual Irrigation Companies**—

**They supply** water to farmer to irrigate in dry-land areas—7,700 associations supply water to 150,000 farmers with 9 million acres in cultivation—about a fourth of all U.S. irrigated land

### Credit Unions

These provide rural and urban people a place to save and borrow—Over 23,000 credit unions made loans for \$11.9 billion and had savings on hand of \$12.8 billion in 1968—with total membership of 20.8 million

### Co-Op Oriented Insurance Companies

They provide all kinds of insurance to town and country—12 million members get over \$776 million worth of insurance from 15 major companies

Farmers' mutual fire insurance companies provide this special protection—1,350 companies provide 3 million members with about half of all fire insurance in force in rural areas

### Cooperative Housing Projects—

They provide homes and apartments owned by residents—680 projects valued at \$250 million house some 173,000 families

### Group Health Plans

They provide health care—7 million people are enrolled in 180 plans with annual gross income of about \$260 million

### Consumer Goods Societies—

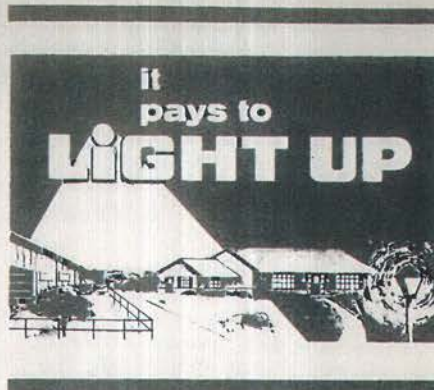
They provide food and home supplies—500 centers provide 400,000 members with \$480 million worth of goods annually

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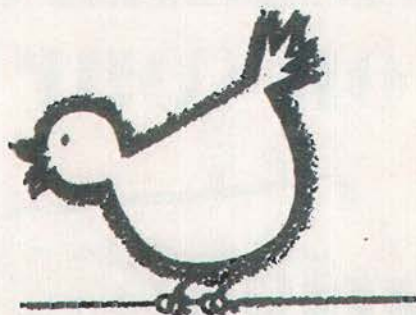
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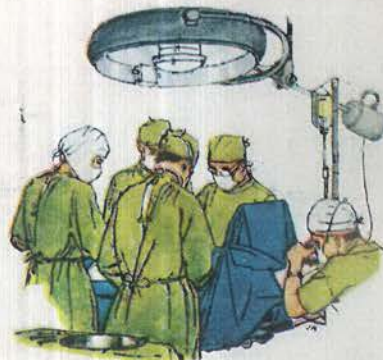
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