

September, 1972

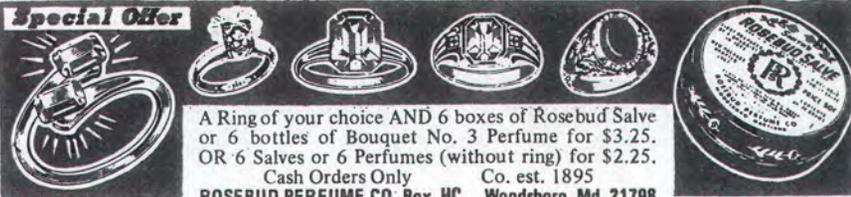
Tennessee

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PUZZLE CORNER

The Puzzle Corner proved easy to most of the participants in our August issue. More than 90% of the answers were correct.

You were asked how deep is a well if a rope that just reaches from bottom to top can be wrapped exactly 12 times around the cylindrical drum of a windlass, the drum being 7 inches in diameter?

ANSWER: A TRIFLE UNDER 22 FEET.

Our winner is Donna Davis, Rt. 5 — Box 158, Cookeville, Tenn. 38501, a member of Upper Cumberland Electric Membership Corp., who will receive a check for \$10 from THE TENNESSEE MAGAZINE.

James R. Mason, Rt. 1, Mineral Bluff, Ga. 30559, a member of Tri-State Electric Membership Corp. is second place winner and will receive a check for \$5 and Randy Johnson, Rt. 1, Humboldt, Tenn. 38343, a member of Gibson County Electric Membership Corp. is our third place winner and will also receive a check for \$5.

Our new Puzzle Corner is rather short, but tricky!

From these letters a single English word can be made. What is it? PNLLEEESSSSS

Send your replies, along with your name, address and the name of your electric cooperative to:

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ON THE COVER



Summer may be on its last legs, but there is still time to enjoy Tennessee's unequaled scenery and recreational sites.

(Picture courtesy State Dep't. of Conservation)

Volunteer Views



By **J. C. Hundley**
Executive Manager, TECA

tridge. As you know, I share your concern about rural development and know the value of maintaining a strong REA program as basic to that development."

"You can count on me to work in the interests of those who are making solid contributions to sound rural development with emphasis upon the supply of energy which will be necessary to the progress we expect."

"Thank you for emphasizing the points we should consider in drafting the planks which will deal with this aspect of our national life."

Since this column was written before the Resolutions Committee actually met, we do not know what planks actually made their way into the Republican Party platform for 1972.

What we do know, however, is that Tennessee was ably represented on the Committee by Congressman Baker.

And what we also know is that Congressman Baker is *typical* of Tennessee's fine Congressional Delegation in Washington insofar as their interest in and support of cooperative rural electrification — including R.E.A., Rural Area Development, and T.V.A. — are concerned.

In programs such as cooperative rural electrification which must be political but which have always remained non-partisan, it's good to know that our bi-partisan Congressional Delegation has our program's best interests in mind and in heart and continues to work together for the well being for this program which continues to mean so much to all citizens of our great State.

Upon learning that LaMar Baker, Tennessee's distinguished Third District Congressman and outstanding friend of cooperative rural electrification, had been chosen to serve on the Resolutions Committee at the Republican National Convention in Miami, we wrote Congressman Baker outlining some of the points of particular interest to the rural electrification program. Included in these points were the needs for a stronger R.E.A. loan program to meet the ever-increasing demands for more electric energy, more emphasis on and support for Rural Area Development, the importance of retaining TVA's present electric bond financing authority without change, and the need for a complete research program to help solve the energy crisis problems which continue to plague many areas of our nation.

This immediate reply was received from Congressman Baker, quoted in full:

"It is an honor to serve on the Resolutions Committee for our National Convention. We have already devoted a great deal of time to the formulation of the platform and will be prepared to receive a mass of testimony when we convene in Miami next week. I will look forward to hearing the testimony of Robert Par-

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NO — I understand all of the NEW Changes in MEDICARE and do not need further information.

CUT OUT ALONG DOTTED LINE AND MAIL

At the oldest family bakery in Tennessee . . .

SWISS DESCENDANTS BAKE DUTCH MAID CAKES AMERICAN STYLE

By John Stanford

Since the Foods, Facts and Fashions pages this month concern a very interesting lady rather than more detailed information about cooking and other matters of homemaking, we thought it only appropriate to include in this story a recipe for a delicious fruit cake:

18 pounds of flour
18 pounds of sugar
9 pounds of vegetable shortening
8 ounces of salt
80 whole eggs
10 pounds of apple sauce
4½ pounds of water
22 pounds of dates
18 pounds of crystallized cherries
18 pounds of crystallized pineapple
14 pounds of seedless raisins
10 pounds of pecans

Soak fruit in six pounds of hot water, to which has been added 4 ounces of rum extract, leave overnight. Mix base ingredients, add fruit and unsoaked pecans, mix lightly. Cream at slow speed for not over three minutes. Bake two-pound cakes for 1½ to 1¾ hours, three-pound cakes for 20 minutes longer and five-pound cakes for 45 minutes longer.

If, by chance, you don't need 150 pounds of fruit cake at one time, cut the proportion of ingredients to fit your needs. Or, perhaps even better, contact the Dutch Maid Bakery in Tracy City, Tennessee for the size cake that you need. After all, the above is this bakery's recipe for fruit cake and, for many years, it has produced this specialty in the above proportions (150 pounds) as many as eight times a day and to the total tune of more than 20,000 pounds during the year-end holiday seasons.

The Dutch Maid Bakery in Tracy City was founded some 70 years ago by Mr. and Mrs. John Baggenstoss, who migrated to America from Zurich, Switzerland where Mr. Baggenstoss had learned the baking trade. The Baggen-



In addition to baked goods, the Dutch Maid retail store carries for sale everything from candles to crafts.

stosses, at one time members of the early Swiss settlement at Gruetli, had six children — all boys, all born in America and four of them in Tracy City.

The senior Baggenstoss started his baking business in Tracy City in 1902 in a rented building, with a hearth oven, with all work done by hand and deliveries made by basket or wheelbarrow. It was not until 1917 that machinery was introduced into the bakery. Two years later, in 1919, the senior Baggenstoss died but the bakery continued under the skilled hands of his wife and six sons — John, Robert, Herman, Fred, Charles and Albert. Fifty-three years later only John is completely retired from the business with no official titles or duties whatsoever and only Albert, 59, is at the bakery on an every-working-day basis.

At one time, Dutch Maid was a highly respected and competitive name in the bread products part of the baking business, operating numerous truck routes into retail outlets in an eight-county area of Middle and East Tennessee. Most

of the bread products were baked in a second plant in Decherd at the rate of 1,500 pounds per hour. For a number of reasons, however, the Baggenstoss brothers decided several years ago to withdraw from the highly competitive bread products field in favor of concentrating on fruit cakes, pastries and other specialty products, all of which have historically been produced at the Tracy City plant.

Since this decision to concentrate on the sweet and specialty items, the bakery has sold all of its rolling stock and operates entirely out of its bakery and retail store under one roof in Tracy City. In addition to walk-in customers, the bakery sells some wholesale goods, including a small amount of original formula bread products, to route men independent of Dutch Maid.

In addition to retailing thousands of pounds of fruit cakes directly each year, Dutch Maid makes discount purchases available to qualified groups for fundraising purposes. (Offer appears in this issue on Page 9).

Along with its baked goods, Dutch Maid's retail store in Tracy City has such items for sale as handmade brooms, honey, sorghum and craft items. In the front window are wooden tools designed similarly to the ones originally used by the early Swiss people. These, too, are for sale, with the revenues going entirely to the crafters who made them. "We like to help our friends and neighbors out when we can," explains Albert Baggenstoss, who has lived all of his almost sixty years in Tracy City.

Being good friends and neighbors personally is as much a tradition with the Baggenstoss brothers as baking the highest quality products is to them professionally.

But then, what else would you expect of fine citizens who own and operate the oldest family bakery in the State of Tennessee?

At the counter of the retail store portion of Dutch Maid Bakery in Tracy City, brothers Robert (left) and Albert Baggenstoss display their firm's famous apple sauce fruit cakes.



Before their fine products are put on the sales shelf or picked up for delivery, Albert (left) and Robert Baggenstoss inspect some of the dozens of varieties of pastries and cakes which are retailed under their Dutch Maid label.

Albert Baggenstoss (right) explains to Art Edmlster, Electrification Advisor of Sequachee Valley Electric Cooperative, the differences in the types of mixing blades used for various products. Sequachee Valley Electric Cooperative is the power supplier for Tracy City and the Dutch Maid Bakery.



Busy Is The Word For Mariclare . . .

She Landed A Plant And Planted A Business

**By Dixie Strode, Home Economist
Tri-County Electric Memb. Corp.**

When you watch Mariclare Williams decorate one of her fabulous wedding or birthday cakes, somehow you get the feeling that she is, literally and figuratively, "putting the icing" on one of several "careers" which have meant so much to so many people in her area and state.

Mariclare, a warm, friendly person with an obvious concern for her fellowman, spent some 15 years from the late 1940's until the early 1960's working as an Interviewer in the Gallatin office of the Tennessee Department of Employment Security. She did a superior job during these years in placing dozens of qualified workers in needed jobs throughout the area. But it was about half-way through her employment with this state department, in 1955, that Mariclare scored her one largest victory in behalf of her area's (and state's) employment and economic well-being when she became the prime motivator in bringing to Lafayette a garment factory employing hundreds of workers under one roof.

Two events which followed this location of a needed factory in Lafayette gave credit to the endless hours and effort and know-how that Mariclare dedicated to this project. First of all, the plant was named MACREN in her honor, the composite name deriving from the first two letters in Mariclare and the first four letters in CRENshaw, her then maiden Christian name. Then, the following year, 1956, this native of Sumner County became the National winner of the Merit Award given annually by the International Association of Personnel in Employment Security for outstanding achievement. She was the first Tennessean to receive this honor. She also received a watch from grateful members of the Lafayette Booster Club and a bottle of exotic perfume from the



Mariclare squeezes icing into the shape of a rose to attach to four-tiered wedding cake in final stages of decoration. The Williams fill orders for hundreds of cakes each year.

parent company in New York whose plant she was so instrumental in placing in Lafayette.

About ten years ago, the business of this plant had grown so much that a substantial addition became necessary. At that time, the company decided to substitute its official name, The Imperial Reading Corporation, for the plant's original and sentimental name — MACREN. But the company was not about to sever ties with Mariclare. The new addition included a large cafeteria and Mariclare was asked to operate this

new facility, which can accommodate as many as 500 persons at a time. Typically, Mariclare couldn't back down from such a challenge so in 1962 she accepted the cafeteria and a long-standing offer of marriage from Jimmy Williams and set off on a first marriage and new career, both of which have been happy and successful for the past ten years. As co-operators of the cafeteria, the Williams serve some 500 persons each day, five days per week. They also cater, usually in the cafeteria, an average of 35 to 40 parties and banquets each year ranging



"Assembling" a four-tiered wedding cake requires more than one set of hands. Here Mariclare, center, receives help from Mrs. Velma Franklin and husband, Jimmy Williams.



The cafeteria operated by the Williams attracts many customers other than plant employees, including these from Tri-County Electric Membership Corporation, electrical supplier to the plant and cafeteria. From left to right are Cordell Driver, Noel Butler, Gordon Gammons, Rudolph Vinson, Danny Mitchell and Raymond Johns.



Mrs. Mildred West is the chief operator of this all-electric portable oven.

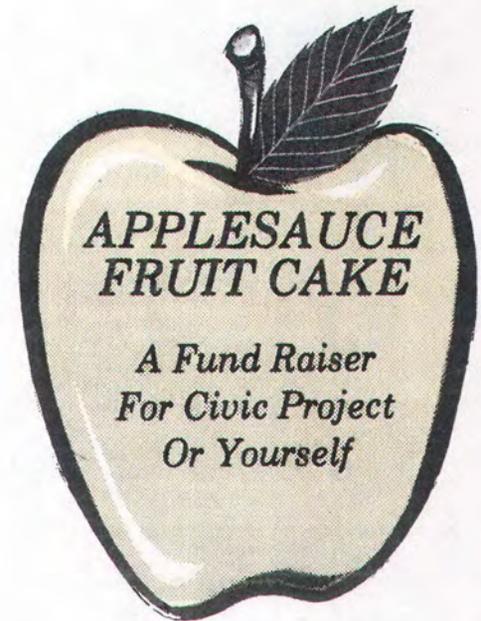


Jimmy Williams finds that this dough press is one of the most efficient and time-saving of all the electric appliances used by him and Mariclare in the operation of a large cafeteria and bakery. Jimmy averages about 75 pie crusts daily.

in attendance from 50 to 500 people. The Williams employ nine persons in this sizeable business.

And it was from this sizeable business that the third of Mariclare's working careers was begun — pastry products. As is so often the case, this third business endeavor began almost by accident when a plant employee (and cafeteria customer, as are most of the plant employees) asked Mariclare to bake a birthday cake, properly decorated and inscribed. The following week (after, no doubt, the first cake had been observed and duly appreciated by other employees) Mariclare was asked to bake three special cakes and from that time on the demands for the Williams' pies, birthday and wedding cakes have steadily grown, not only from plant employees but from other residents of Macon and surrounding counties.

When not out doing something for someone else, the very active Williams are at home in Castalian Springs, Tennessee where, as at work in Lafayette, they are electrically served by Tri-County Electric Membership Corporation.



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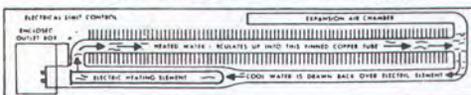
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For instance, members, managers and trustees of South Carolina's rural electric cooperatives have taken the lead in forging a link between people and programs . . . bringing together groups of local volunteers, called Stand Tall Commissions, in rural areas across the state . . . making concepts for viable rural communities come alive.

Three decades ago, rural people working hand in hand with their communities and

their government breathed life into a new program to bring light and power to our nation's countryside.

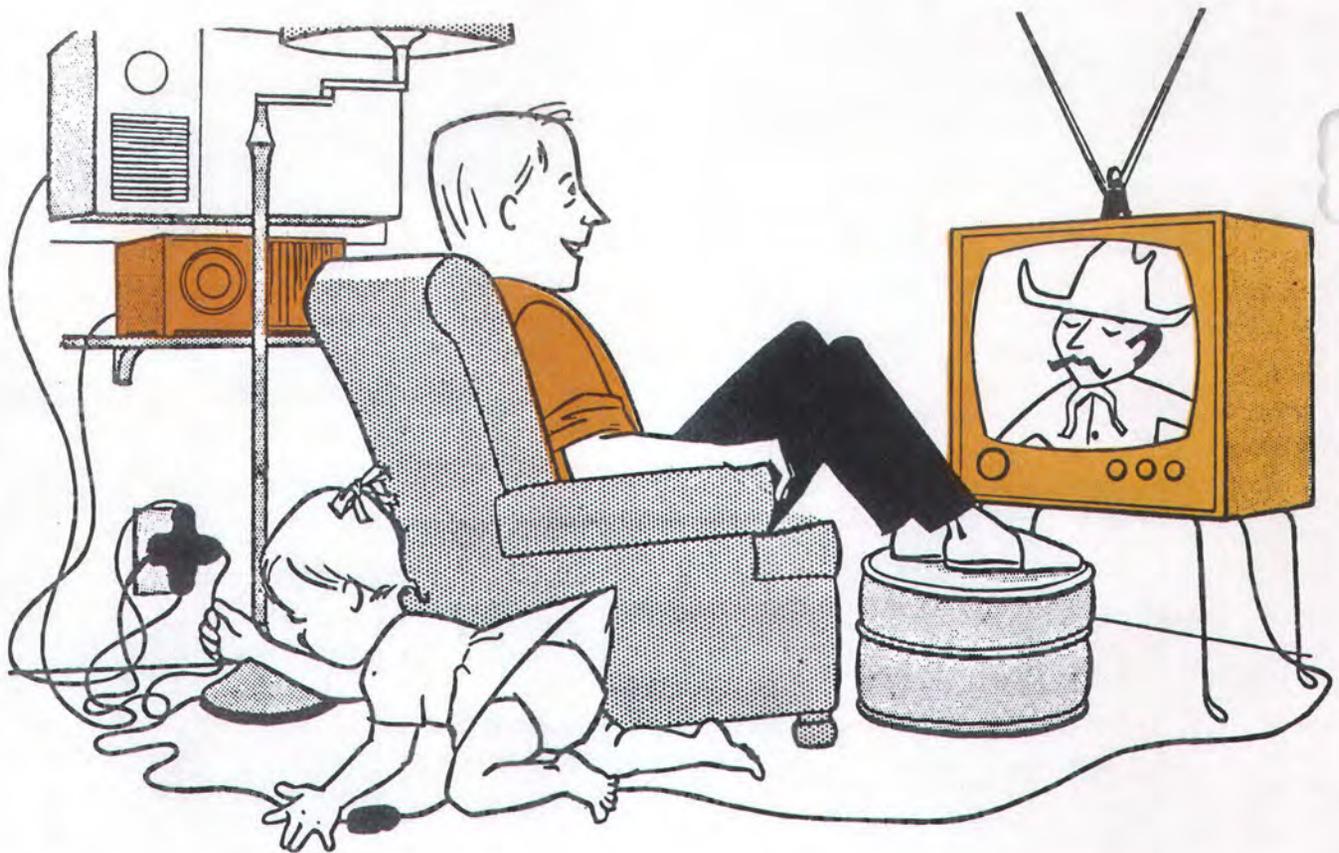
Now, they are using their skill and vigor to move today's new programs forward—programs for vocational and adult education, water and sanitation systems, housing, job opportunities . . . getting rural development blueprints off the drawing boards, into action.

The people of America's rural electric systems believe *all* America should be a good place to live—for everyone, rural or urban. That's why they measure their progress by an increasing number of thriving rural communities . . . where they've helped make the quality of living better.

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How's your electrical wiring?

If your lights dim when the furnace kicks on, or if a fuse blows when you plug in the iron, chances are your electrical wiring is overloaded.

Consult your electrical contractor immediately, for outmoded wiring is not only a costly nuisance—it's dangerous.

One thing you shouldn't do is call in a self-styled expert, for improper and inadequate wiring can be expensive.

Before the contractor arrives, there are two things you can do to help him provide the right kind of wiring for both the present and the future.

Make a list of outlets and switches you think are needed. Don't neglect outside outlets and lighting. They can add to the safety, convenience, and pleasure of your home.

Decide what appliances you may purchase in the future and where you probably will put them. This will help the electrician determine the size of wires, number and kind of circuits, and whether added capacity is needed.

This planning ahead saves money by providing flexibility that reduces the need for frequent and costly changes.

The Rural Electrification Administration in the U. S. Department of Agriculture says the basic requirements of a

well planned wiring system are safety, convenience, adequacy, flexibility, and efficiency.

Keep these factors in mind if you are revamping your house wiring.

Also, be sure to plan enough lighting. It saves time, eyesight, and wear and tear on the disposition.

The minimum lighting load recommended for the home is three watts to the square foot. More lighting is needed for reading or working.

The location of outlets is vitally important. They should not be more than 12 feet apart and no point along the floorline should be more than six feet from an outlet. You'll need more outlets in some areas than in others. This is true in any room where a number of electric devices are used. Let's say that the master bedroom has twin beds with electric blankets and that the night table between these accommodates an electric clock, a table lamp and a small radio. There must be receptacles for five appliances. Therefore, there should be three duplex outlets along the headboard wall.

In the kitchen, laundry and workshop, there should be individual 240-volt circuits for each major appliance, such as

a range, clothes dryer, water heater, and large air conditioner. There also should be 20-ampere 120-volt circuits in each of these areas with outlets for appliances such as washer, ironer, dishwasher and disposer, refrigerator, freezer, and heater.

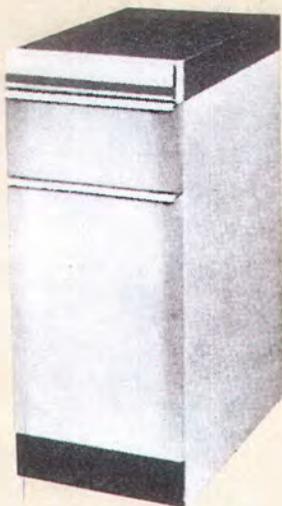
A further word about switches: To save steps and avoid the hazards of falls in hallways, on steps or over toys in dark rooms, be sure to have three-way and four-way switches to permit the control of lights from two or more locations. If you cannot turn a light on when you enter a dark area, or cannot turn one off when you leave a lighted area, your house is "underswitched." You will find that silent mercury switches last longer.

Each circuit has a protective device located in the panel box. It can have either fuses or circuit breakers. The purpose is to break the circuit in case of an overload and prevent the overheating of wires. Be sure that your electrician labels each circuit on the panel door so that you can identify the circuit if trouble develops.

Finally, replacing fuses with coins or larger fuses most certainly doesn't solve the problem of overloaded wiring.

WHAT WILL YOU
DO WITH YOUR ...

TRASH?



Food waste disposers have long been the answer to homemakers' dreams. They have provided convenience and sanitation in the kitchen during the cleanup process. With a flick of the switch, leftover scraps from plates, peelings from fruit, even small bones go down the drain. But there's still a problem. With the advent of disposable bottles and packages, aerosol cans, and convenience foods in their own baking utensils, household trash has been mounting at a terrific rate.

According to Product Engineering each year the United States discards 50 billion food and beverage cans, 25 billion bottles, and 65 billion metal and plastic jars and can caps. Where is all this trash going? What are you doing with your trash? Are you making un-

necessary trips to the garbage can?

Electric trash compactors eliminate these daily trips. In just sixty seconds, these new appliances will reduce an entire bag of trash to one-fourth its original size. The trash compactors have been designed to compact a week's worth of trash for the average family into a neat little bag.

Each time any normal item of household waste is created, all the homemaker needs to do is pull open the drawer and drop in the trash. Almost all household items can be put in the unit including bottles, cartons, food wastes and aerosol cans. After she has deposited her trash, the homemaker closes the waste drawer. Automatically two sprays of a special odor killer solution are injected into the waste draw-

er. This spray helps control odors. No more smells of sour milk or rancid food coming from a trash can someone forgot to empty.

Next, the homemaker turns the safety key to 'on' and energizes the unit by pushing a button. The contents of the waste drawer are compacted under 2,000 pounds of pressure in just sixty seconds. When the heavy-duty bag containing the compacted waste material is full, it can be easily removed for carry-out.

The appliance takes up little more room than an average kitchen trash can. It is fifteen inches wide by twenty-four inches deep. It can be installed under the counter, or used as a free-standing kitchen unit. To fit any decor, it is available in white, avocado, and coppertone.

Trash compactors operate on regular household current. No special wiring or plumbing is required. Safety is built in to these appliances. For example, the unit will not operate when the drawer is opened. Also, the unit cannot be energized unless the safety key lock is turned on. Mothers can keep the unit in a locked "off" position with no worries about curious toddlers' fingers.

These products are designed not only to aid the homemaker, but to meet the needs of one of the world's greatest problems today—trash accumulation. These appliances will become more critical as our population increases and we receive more and more disposable items on the market.

Any home can be electrically heated

While installation of electric heat in new homes has gained rapidly, the trend of converting older homes to electric heat has been just as rapid.

With the many types of electric heating products available today any individual heating problem can be solved.

Baseboard electric heating is used in the majority of conversions because they do not require pipes, radiators or ducts. They can easily be installed without disturbing the walls or floors.

The ideal method of heating a home is with ceiling cable. This can be done either with cable imbedded in the plaster of the ceiling or sandwiched between two layers of sheetrock. With either method used nothing shows in the room except the thermostat.

A number of electric furnaces have been installed in homes and mobile homes in our area. The majority of these installations have been made in older homes. These homes made use of their existing air ducts already in place. Some furnaces have been install-

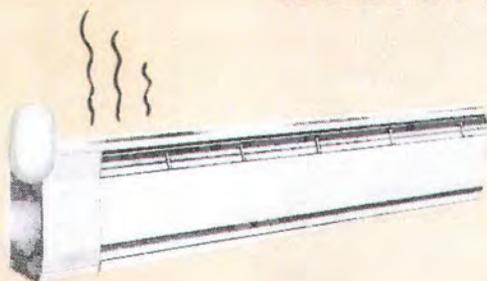
ed in new homes where the people incorporated central air conditioning into the system.

Electric boilers are becoming more popular as times goes on. They are installed in homes that are being converted that now have hot water systems.

It's easy to add supplementary electric heating to bathrooms, bedrooms, recreation rooms wherever their location. Many homes have added a room or two, and the only feasible way to heat them is electrically.

New methods of insulating and "weather-tightening" older homes have made it practical and economically feasible to convert from other forms of heating to electric heat. Applying additional insulation to ceilings usually is simple, and sidewalls can be adequately filled with insulation with a minimum of disturbance to existing siding.

Windows and doors, in most cases the largest source of heat loss, should be weatherstripped and caulked and the possible addition of storm windows or doors considered.



Timely Topics

SHALLOW CULTIVATION MAY AID WATER INTAKE ON CRUSTED SOILS

Shallow cultivation of soils that tend to crust following heavy rains tend to leave the soil surface in condition to prevent water runoff from the next rain.

This information comes from George J. Buntley, associate professor of Plant and Soil Science, University of Tennessee Agricultural Extension Service.

Surface soils that are low in organic matter, have a high proportion of silt and with poor structure, tend to form surface crusts very quickly when they dry following a hard, packing rain, explains Buntley.

Once these crusts are formed they reduce the rate at which water and air can enter the soil surface. As this infiltration rate decreases, water runoff and erosion potential increase. In addition, the water that cannot enter the soil cannot be stored there for future use by growing plants, thus reducing the water supplying capacity of the soil.

"Surface crusting has become more of a problem with row-crop agriculture where cultivation for weed control has been replaced by chemical weed control," points out the specialist. "This seems to indicate there is still a place and need for cultivation in row-crop management on certain soils."

MILK PRODUCTION CONTEST ANNOUNCED

Dairymen whose cows are on official test can enter a Milk Production Awards program at the Tennessee State Fair in Nashville during the week of September 15-23.

The awards will be based on fat-corrected milk and on herd size, according to Herbert Holt, University of Tennessee Agricultural Extension Service.

Herd sizes will be 20 to 50 cows, 51 to 99 cows, and 100 or more cows. There will be six cash premiums in each category, beginning at \$60 for first prize and scaling down to \$10 for sixth place. In addition, a trophy will be given to the highest producing herd, based on 4% Fat Corrected Milk.

Entry blanks will be available at county Extension offices, says Holt, assistant professor of food technology and science. Entries must be submitted to the county Extension leader by August 15 in order to qualify.

All records will be based on the current year and will be validated by DHIA or DHIR records, adds Holt. Full information can be obtained from your county Extension leader.

DAIRY HERD TEST PROFITS DAIRYMEN

Cows on Dairy Herd Improvement (DHI) test in Tennessee are now producing 4,500 pounds of milk more than the average of all cows in the state, reports a University of Tennessee dairy specialist.

"The difference between these two groups has continued to spread for the past several years," says Ray Spann, assistant professor with the UT Agricultural Extension Service. "This is a

good indication that DHI is helping a large number of dairymen make more money per cow."

Spann says there are a number of reasons why this program is so beneficial. Knowing how much milk each cow gives helps the dairymen do a better job of feeding for higher production.

"With a testing program you can cull out low unprofitable producers," he says.

One of the main purposes of DHI is to improve the producing ability of cows, Spann adds. DHI provides guides for breeding, feeding and management practices. Since cows on DHI test in Tennessee are now averaging close to 12,000 pounds of milk, it is apparent that all these guides are being used.

"Another important point that should not be overlooked is the sale of heifers or cows for breeding purposes," Spann says. "Records show that the sale price of animals with records are much higher than those without records."

If your herd is not on test, contact the Extension Leader in your county about the Dairy Herd Improvement program.

POULTRY EXPO IS SCHEDULED

The 1972 Dixie Poultry Exposition, scheduled for Knoxville on September 11-12, will offer an educational program to southern poultry industry men, according to R. L. Tugwell, University of Tennessee poultry specialist.

"The Exposition will be held in the new Hyatt Regency House and promises sessions of real service to the industry," says Tugwell, professor with the UT Agricultural Extension Service.

The program will include speakers and panelists on such topics as the current egg situation, legislative issues, and problems of solid waste disposal.

"There will also be sessions on pesticides and the cholesterol problem," adds Tugwell, general chairman of the program committee. "We expect some 300 poultry industry representatives to attend."

FILL SILOS FAST

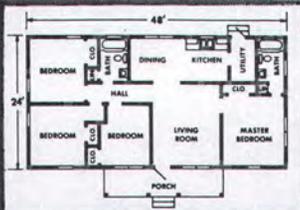
Nearly every farmer who has had a day or two delay while filling silos can remember the dark brown or black ring or layer or silage caused by spoilage during the day, says a University of Tennessee agronomist.

"Recent research has shown that the rate of silage spoilage is higher with slow filling of silos than first expected," states Joe D. Burns, associate professor with U-T's Agricultural Extension Service. "Where silos were filled at a rate of only five feet per day, the spoilage was about one per cent more per day than when the silo was filled in one day."

Burns says that smaller silos which can be filled faster will have lower losses than large silos which are filled more slowly.

"For example, two 250-ton silos could be filled in four days each, while one 500-ton silo would require eight days for filling with the same equipment," he explains. "You could expect about 40 tons spoilage in the large silo and about 10 tons in each of the small ones for a total of 20 tons. The difference of 20 tons of silage valued at \$8 per ton would mean \$160 more loss from the large silo due to slower filling."

The agronomist adds that your motto at silo filling time should be: "Fill them fast and seal them tight."



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Uncle John's Page

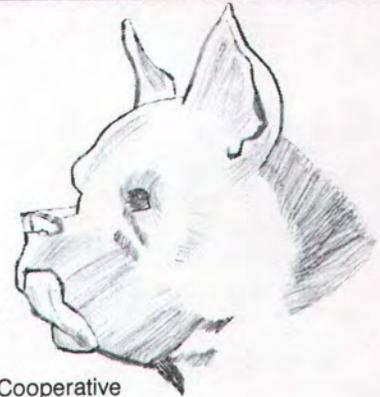
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710 Spence Lane, Nashville 10, Tenn.



Peggy Cherry, Age 11
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Cumberland Electric Membership Corp.



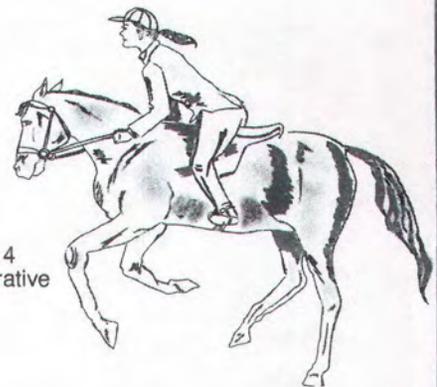
Debbie Paris, Age 13
Rt. 5
Ripley, Tenn. 38063
Forked Deer Electric Cooperative



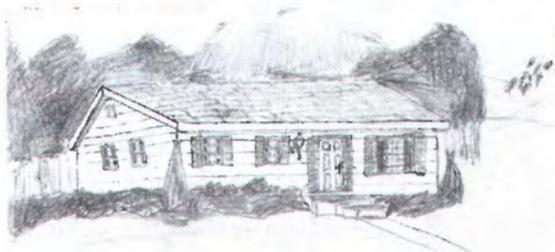
Nellie Jean Mealer, Age 11
Rt. 1, Box 320
Selmer, Tenn. 38375
Pickwick Electric Cooperative



Debby Joanne Reed, Age 14
Rt. 4
Sneedville, Tenn. 37869
Powell Valley Electric Cooperative



Debbie Bruce, Age 13
Rt. 3
Morristown, Tenn. 37814
Holston Electric Cooperative



Davy Adcock, Age 12
R. R. 2
Smithville, Tenn. 37166
Caney Fork Electric Cooperative

TENNESSEE GIRL NAMED AMERICAN DAIRY PRINCESS



Cathy Ann Combs, 19, of Mosheim, Tennessee was crowned 18th American Dairy Princess at the Arlington Park Towers Tuesday night, July 11, at coronation ceremonies following a three day contest, sponsored by the American Dairy Association.

Miss Combs, who succeeds Gayle Krostad, Ada, Minnesota, will represent the dairy farmers who are members of the American Dairy Association and the \$14 billion American dairy industry for next year.

Miss Combs is employed as a bank teller five days a week, but on Saturday she is the star of her own "live" radio show. She was awarded a \$1,000 cash scholarship which she intends to use to further her education at St. Mary's School of Nursing. Her alternate, Becky Ann Smith, a brown-eyed blonde from Ozawkie, Kansas, received a \$500 scholarship.

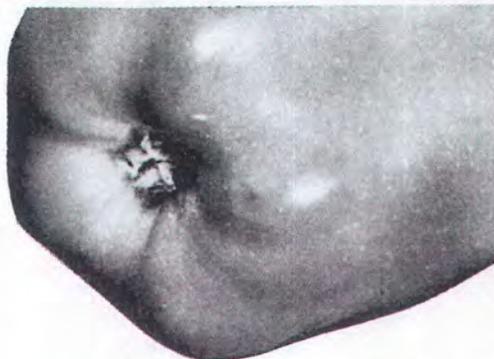
Miss Combs was selected from among candidates representing 25 states. All contestants had reigned one year as a state dairy princess to become eligible for the national competition. Judging by a panel of three judges was based on knowledge of the dairy industry, natural attractiveness, dairy background, personality, poise and speaking ability. The judges for the contest were Mr. Don Merlin, Publisher of the **Dairy Record**, Minneapolis, Minn.; Mrs. Jeanne L. Mackman, Director of the Dairy Council of Kentucky and Southern Indiana, Inc.; and Mr. Marlin Lade, Manager of stewardess training for United Air Lines.

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Southwest Tennessee Electric Membership Corporation: Community Built — Community Builder

By Pat Alexander, State winner
Rural Electric Youth Essay Contest



(Editor's Note: As State Winner of the Rural Electric Youth Essay Contest, Pat Alexander will receive a \$500 scholarship from the Tennessee Electric Cooperative Association, co-sponsor with participating electric cooperatives in the contest, along with an expenses-paid trip to the Annual Meeting of the National Rural Electric Cooperative Association in Dallas, Texas next February. Pat, who resides with her family on Route 6, Jackson, Tennessee, already has received from her electric cooperative, the Southwest Tennessee EMC, a one week, expenses-paid trip to Washington, D.C.)

Many things happened before the Southwest Tennessee Electric Membership Corporation could be formed.

Life in the cities had been transformed, because of the industrial revolution of the 19th century. The American farmer was still earning his living in a way that had changed but little since the earliest days of the colonies. The farmer's tools were simple and ancient — the wheel, lever, block and tackle, the plow. For most tasks, the farmer relied on his own strength or that of his animals. The farmer's children studied by the dim light of a kerosene lamp. The wife of the farmer

relied on the wood stove and washboard. People pulled away from the farm to go to the cities because the towns had electricity for power and lights.

The notion that electricity generated at a central station could be distributed to every farm in the United States took hold of men's minds slowly for many reasons. Financing had to be provided. Across the country, farmhouses were widely scattered. The electric companies could see little prospect for profit in the thinly populated rural areas. Electric rates were high, and farmers were also required to pay the construction costs of individual line extensions to provide service. Many farmers could not afford this expense and remained without electricity.¹

President Roosevelt started the Rural Electrification Administration because of the utility charges for electric current.² The R.E.A. was established May 11, 1935. "The Rural Electrification Act of 1936 authorized a ten-year electrification loan program, which was extended indefinitely in 1944."³ R.E.A. has been an agency in the Department of Agriculture since 1939.

The R.E.A. is empowered to make loans with preference to non-profit and cooperative associations and to public bodies.⁴ These loans are made in the United States and its territories. The R.E.A. itself does not own, build, or operate any electric power facilities. Instead it lends money to various organizations so they can finance the construction and operation of generating plants, electric transmission and distribution lines, and electric service to persons in rural areas.

Most R.E.A. electrification loans, about 93 per cent, go to cooperative distribution systems, such as, Southwest Tennessee Electric Membership Corporation. The cooperative secures prospective members, organizes under state laws, and then applies to the R.E.A. for a loan. To receive a loan, a cooperative must show that its members will buy enough electricity to repay the borrowed money.

The Southwest Tennessee Electric

Membership Corporation is one non-profit, cooperative distribution system that borrows money from R.E.A. During the past thirty years, it has borrowed a total of \$7.9 million to build 2,903 miles of lines to serve over 21,000 members. "Over \$3.3 million has been repaid with interest."⁵

About 68 per cent of the R.E.A. loans have been used for electric distribution facilities: poles, wire, equipment, headquarters buildings, trucks, etc.

Southwest is a cooperative dedicated to service first. It is one of the few service organizations that consider continuous uninterrupted service as paramount in its daily operation. The major interruptions have been caused by severe lightning and windstorms. Your cooperative's electric programs in force today are the result of careful plans formulated years ago by your trustees and management. Southwest has recently completed an extensive construction program, involving the rebuilding and conversion of 150 miles of line.⁶

Southwest, trying to keep its rates as low as possible, buys its power wholesale from Tennessee Valley Authority. The average cost was 1.31 cents per kilowatt hour for residential consumers, as compared with national average of 2.14 cents per kilowatt hour. The annual average use by residential consumers was 12,513 kilowatt hours, over twice the nation's average usage. Consumers of Southwest's area grew to a total of 21,969 in 1971 compared to 21,101 in 1970.⁷

Southwest Tennessee Electric Membership Corporation is a community builder. It helps by providing electricity for residents, parks, schools, plants, factories, as well as by trying to build a better community. Just think, where would the rural part of the country be today without rural electricity?

People have always seemed to think we have a major food problem. Southwest tries to provide electricity to facilitate the farming of crops. More and more farmers are finding the rising costs of LPG and other fossil fuels too much to handle. The cost of electricity still remains

(Continued on Page 20)

Essay Winner

(Continued from preceding page)

competitive. Farmers use electricity for farm homes, milking parlors, feed lots, grain bins, silos, workshops and almost every other place a farmer works these days.⁹

As a community builder, Southwest sends the consumers a copy of the **Tennessee Magazine**, which keeps them informed about the activities in and around the country and offers free booklets on tips for efficient use of electricity. In the home electricity is the only energy that does everything — lighting, heating cooling, and running household equipment. It does all of these chores without producing dirt, fumes, or other by-products in and around the home.⁹

Southwest has a school appliance replacement program for the home economics departments in the high schools within their area. New ranges, refrigerator-freezers, washers and dryers with the latest features are placed in the schools at the beginning of the school year. This service gives the students and teachers an opportunity to use and evaluate the different appliances on the market.¹⁰

Because Southwest is a cooperative for rural areas, it tries to serve rural residents with new and modern equipment, facilities, and information. Service is Southwest Tennessee Electric Membership Corporation.

Footnotes

¹Rural Electrification Facts (Southwest Tennessee Electric Membership Corporation's Pamphlet), p. 1.

²Clyde T. Ellis, "Part II, A Need and A Response", *A Giant Step* (1966), p. 34.

³Rural Electrification Facts (Southwest Tennessee Electric Membership Corporation's Pamphlet), p. 1.

⁴Rural Electrification Facts (Southwest Tennessee Electric Membership Corporation's Pamphlet), p. 1.

⁵Rural Electrification Facts (Southwest Tennessee Electric Membership Corporation's Pamphlet), p. 3.

⁶"Service First" 1971 Annual Report, 1971, p. 8.

⁷"1971 Fiscal Year HIGHLIGHTS", 1971 Annual Report, p. 1.

⁸"Farm Power Future Bright", *Tennessee Magazine*, Vol. 14 No. 1, (Jan. 1971), p. 16.

⁹"Free Booklets on Using Electricity Efficiently", *Tennessee Magazine*, Vol. 15 No. 2 (February 1972), p. 12.

¹⁰"School Appliance Loan Program", *Tennessee Magazine*, Vol. 14 No. 5, (May 1971), p. 12.

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Pure granulated salt, if available, is best for pickling. Don't use iodized salt — it may darken pickles. Uniodized table salt can be used but the brine may become cloudy from materials that have been added to the salt to keep it from caking.



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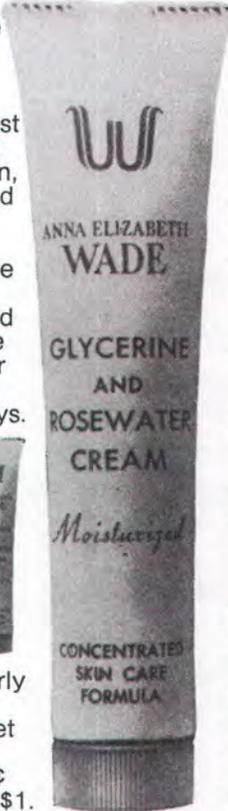
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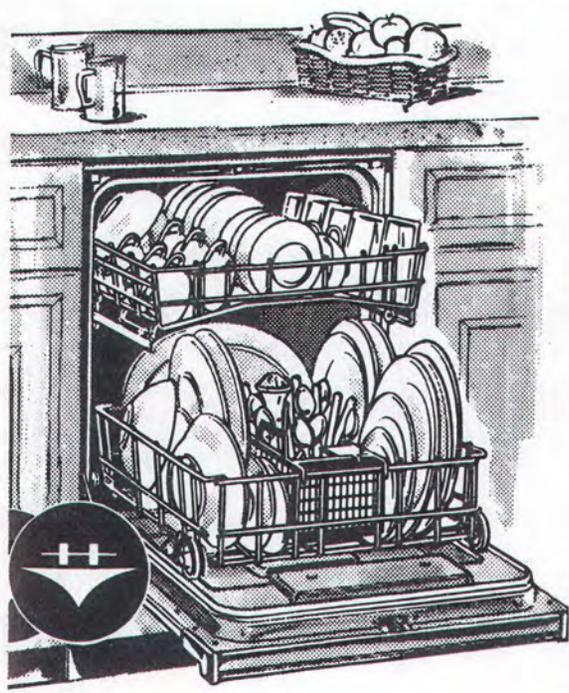
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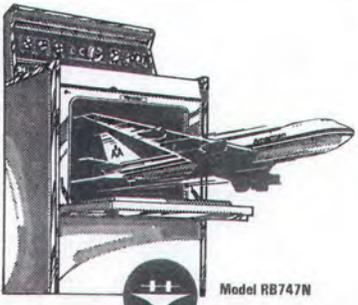
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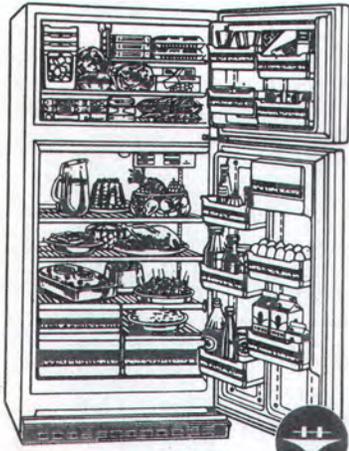
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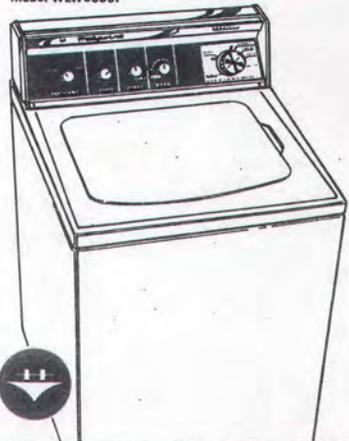
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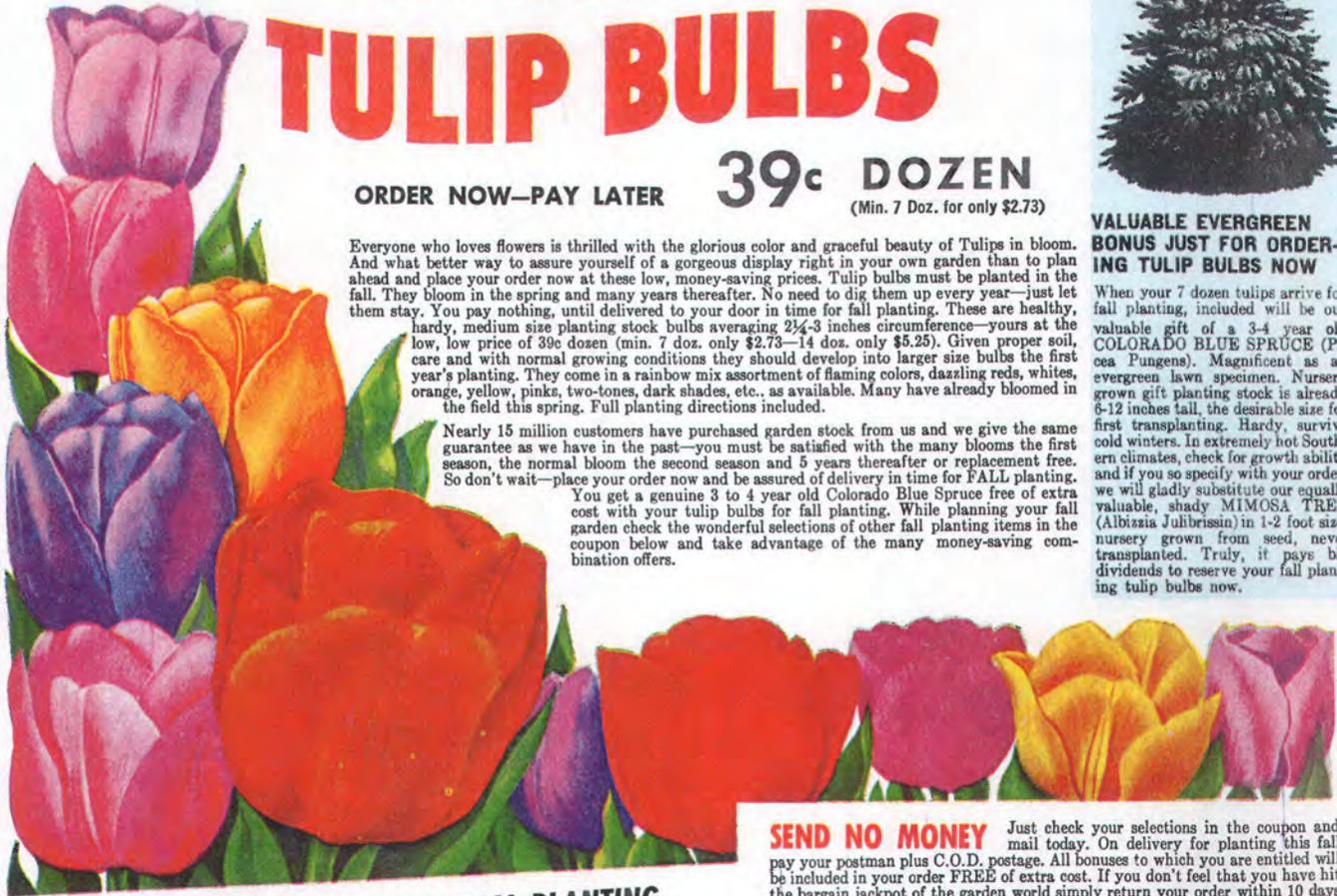
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