

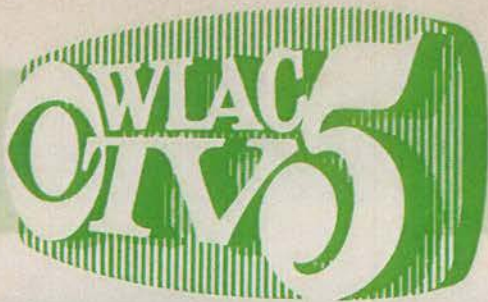
Tennessee

JUNE, 1968

M A G A Z I N E

Dedicated to Better Living





the 1 to watch

COMPLETE JUNE SCHEDULE - WLAC-TV, NASHVILLE



PASSWORD
Alan Ludden
Tuesday, 7:00 pm

SPECIALS FOR JUNE

**YOU'RE IN LOVE,
CHARLIE BROWN**
Monday, June 10
7:30-8:00 PM

THE CITIES (3-parter)
Mon.-Tues.-Wed.
June 24, 25 and 26
9:00-10:00 pm

NEWS & WEATHER
Jon Johnson
Mon.-Fri.
7:45-8:00 am



DAYTIME

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

EVENING

	SUN.	MON.	TUES.	WED.	THURS.	FRI.	SAT.
5:30	Channel 5 News Weather Sports	CBS Evening News (c) W. Cronkite	CBS Evening News (c) W. Cronkite	CBS Evening News (c) W. Cronkite	CBS Evening News (c) W. Cronkite	CBS Evening News (c) W. Cronkite	Roger Mudd News
6	Lassie (c)	Channel 5 News Weather Sports	Channel 5 News Weather Sports	Channel 5 News Weather Sports	Channel 5 News Weather Sports	Channel 5 News Weather Sports	Channel 5 News Weather Sports
6:30	Gentle Ben (c)		Death Valley Days (c)				Stan Hitchcock Show (c)
7		Gunsmoke (c)	Password	Lost in Space (c)	Cimarron Strip (c)	The Wild, Wild West (c)	It's Racing Time (c)
7:30	Ed Sullivan Show (c)	Lucy Show (c)		Beverly Hillbillies (c)		Gomer Pyle (c)	My 3 Sons (c)
8		Andy Griffith (c)	International Showtime (c)	Green Acres (c)			Hogan's Heroes (c)
8:30	The Summer Smothers Brothers Hour (c)	Family Affair (c)	Good Morning World (c)	He & She (c)			Petticoat Junction (c)
9					Thursday Night Movie (Most in color)	Movie of the Week (c)	Marshal Dillon
9:30	Mission Impossible (c)	Carol Burnett Show (c)	CBS News Broadcasts	Dom DeLuise Show (c)			Channel 5 News Weather Sports
10							
10:30	Channel 5 News Weather Sports	Channel 5 News Weather Sports	Channel 5 News Weather Sports	Channel 5 News Weather Sports	Channel 5 News Weather Sports	Channel 5 News Weather Sports	Mannix (c)
11	Perry Mason	Perry Mason	Perry Mason	Perry Mason	MILLION \$ MOVIES	Films of the 50's	Films of the 50's
11:30	Sign Off	MILLION \$ MOVIES	MILLION \$ MOVIES	MILLION \$ MOVIES			
12							

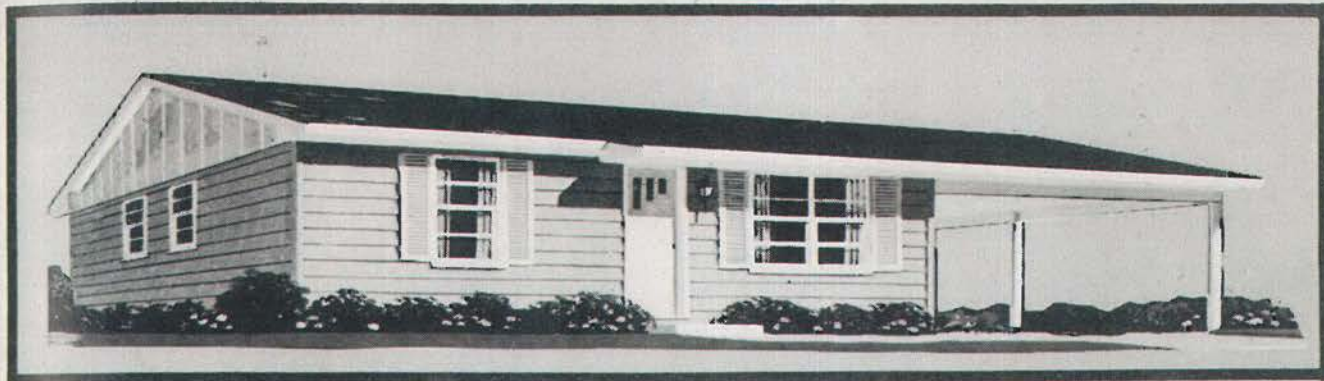
WLAC-TV Channel 5

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TM - 668

To The Point

by John E. Stanford

It has long been said, and correctly, that the more electricity you use, the cheaper it gets.

And with your increasing use of electricity, Mr. and Mrs. Electric Co-op Members, you not only are "averaging down" your cost per kilowatt hour, but at the same time you are helping your co-op to keep its rates just as low as possible.

These facts are made clear in a recent report released by the Tennessee Valley Authority, which supplies your co-op with wholesale power. The report reveals that "operating expense per (co-op) consumer increased 5 percent in 1967, compared to last year's (1966) 4 percent increase. This follows the trend established for expenses over the last several years."

And so, with operating expenses going up, per member, some 4 or 5 percent each year, how have the electric co-ops in Tennessee been able to continue services at or near—and in some cases below—the rates which were established a number of years ago?

Efficient management, dedicated Trustees and skilled employees account for much of this hold-the-line record, but even this important factor will only go so far.

The most important answer in this hold-the-line problem has been the good judgment of you co-op members in putting your efficient, low-cost electricity to work at more and more jobs in your homes and on your farmsteads. This increased use of electricity, which doubles co-op sales about every seven to ten years, is the real answer as to why your electric cooperative has been and is able to provide you with the best electric service to be found anywhere, and at the lowest possible cost.

To provide you this excellent service, co-ops invest, on the average, \$569 per member. It takes a long time to "amortize" that investment with their very small margins of operations but, fortunately for millions of members throughout Tennessee and the nation, electric co-ops are in business to provide a better way of life through electric service to many, rather than a financial profit to a relatively few stockholder-owners. This great, beneficial way of doing business must never be allowed to fade from the American scene.

★ ★ ★ ★ ★ ★ ★

DOTS AND DATA . . . More than 56-billion kilowatt hours of electrical energy, an increase of 12 percent over the previous year, went into REA-financed rural electric systems during fiscal year 1967 . . . Homes served with TVA-generated power used more than twice the national average amount of electricity in 1967—and paid less than half the national average for it . . . Some 42 high school seniors-to-be and 11 adult chaperones comprise the annual Youth Tour to Washington on June 8-14. This is the fourth such trip conducted by Tennessee Electric Cooperative Association and sponsored by local electric co-ops for their Essay Contest winners. Eleven co-ops are participating in this year's tour . . . The Tennessee Valley Authority reports that it will expand its generating capacity by some 50% between now and 1974. A story on its new gigantic Cumberland Steam Plant appears in this issue. TVA's dams and steam plants attracted a record 12,238,000 visitors in 1967, bringing the total number of visitors to these installations through the years to more than 200,000,000—roughly the same number as the population of the U.S.A . . . The season for gyps, swindles and "confidence" schemes is in full bloom—don't be a victim. According to the Better Business Bureau, the top ten schemes are: 1) "bait-and-switch," 2) home improvement swindles, 3) chain referral sales plans, 4) charity gyps, 5) phony credit certificates, 6) business opportunity schemes, 7) debt consolidation gouging, 8) victimizing the aged, 9) health quackery and 10) work-at-home gyps. Some in this list are perfectly legitimate when operated as such—the operator can and usually does make the difference. If a person unknown to you claims to be an employee of your electric co-op, have them identify themselves by identification card, co-op uniform or car/truck bearing co-op name or symbol . . . And congratulations to all new graduates!

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Tennessee MAGAZINE

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ON THE COVER



There is no greater pleasure than summer fun on one of Tennessee's 24 Great Lakes of the South, as this group is enjoying on Norris Lake north of Knoxville.

8%



Co-op Members!

NOW AVAILABLE . . . A HOSPITALIZATION PLAN THAT PAYS A CASH BONUS! A RETURN OF 8% OF YOUR PREMIUM EACH YEAR YOU DO NOT USE YOUR POLICY . . . AND IT'S GUARANTEED!

CASH BONUS GUARANTEE

If there are no claims paid under this policy for expense incurred during any one policy year, the company will pay to the insured a cash bonus of not less than 8% of the total premium paid for the policy year for which the bonus becomes payable. The cash bonus will be computed at the end of each policy year, and if a bonus has been earned, it will be paid immediately. Naturally, no bonus will be paid for any policy year in which the policy lapses. In the event a bonus is paid for any one policy year and a claim is paid subsequently for expense incurred during said policy year, then the amount of the bonus will be deducted from the amount of the claim.

THE HS-500 HOSPITAL-SURGICAL

GUARANTEED CHECK A YEAR PLAN

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HOSPITAL ROOM **\$14,600.**

(MAXIMUM)

Pays up to 365 days for any one sickness or accident. You select the amount of room coverage desired from \$10.00 to \$40.00 per day. Covers expenses incurred for room, board, and general nursing care while confined in the hospital.

SURGERY SCHEDULE **\$600.**

(MAXIMUM)

Surgery is expensive. Under this plan you may select the best schedule for your needs. Three choices are available and the maximum schedule pays up to \$600.00. Benefits according to fee schedule in policy.



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Accidents — Noon date policy issued.
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Maternity — 10 months.

AGES

This new plan is issued to men, women and children — ages 0 thru 64.

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PLASTER CASTS & SPLINTS	ENTIRE COST
SURGICAL TRAYS	ENTIRE COST
BLOOD TRANSFUSION	ENTIRE COST
HYDRO-THERAPY	ENTIRE COST
IRON LUNG	ENTIRE COST
BASAL METABOLISM	ENTIRE COST
PYELOGRAMS	ENTIRE COST
ENCEPHALOGRAM	ENTIRE COST
CYSTOSCOPIC ROOM	ENTIRE COST

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- X-RAYS
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Power-Water Mixture Helps Provide Economic Solution

By Clarence Redmon,
Electrification Advisor
Caney Fork Electric Co-op

The owner of a business once remarked that he operates on a non-profit basis, not because he wants to but because that's the way his profit-and-loss statement turns out.

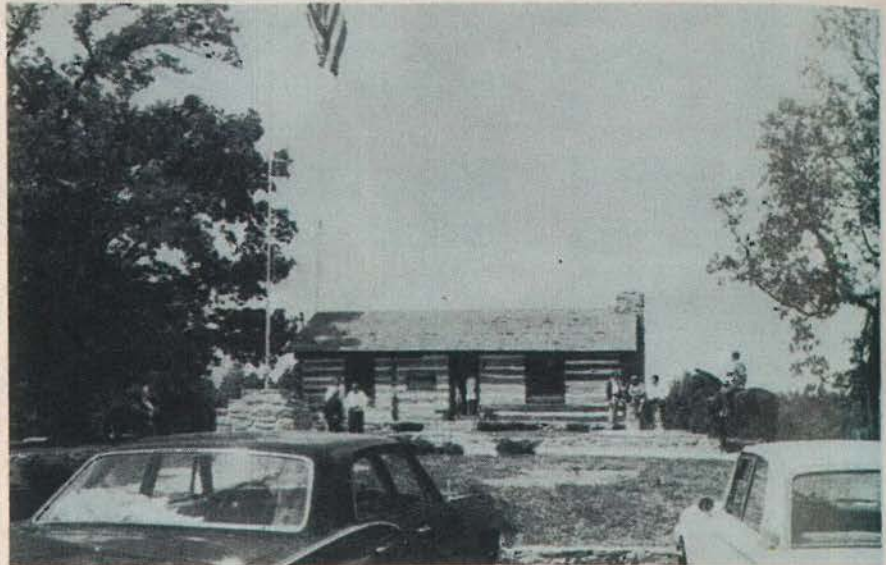
Rural electric co-ops also operate on a non-profit basis, but for the different reason that this is a part of their organizational and operational plans. They exist to be of service to many members rather than to be a source of profit to a relatively few stock holders.

The problem facing many electric co-ops, however, is that of keeping revenues up to the point of breaking even rather than holding down the margins of operation.

There is little doubt that one of the prime reasons that this is true is because almost every electric cooperative, regardless of its other efficiencies of operation, is faced with the problem of "dead services." That is the term applied to any electric service run by a co-op to homes, factories or any other ultimate consumer which is not being used. Most "dead services", however, are found at homes which have been abandoned either temporarily or permanently. And, all other things being equal, it costs a co-op as much money to extend its electrical service to a home which later becomes a "dead service" providing absolutely no revenues to the co-op as it does to extend electrical services to a home which is a good and constant user of electricity at prevailing co-op rates.

Every co-op knows that it has to live with some "dead services", but too many of them can make any power distributor break out in a financial sweat.

A few years back, the "dead services" on the Caney Fork Electric Co-op's lines reached the near-alarming total of 1,300 such non-productive installations extended but not used. That represented approximately 10% of all of our services.



Here is sales office for lots in Four Seasons recreational complex near Smithville. More than one-fourth of 800 lots have been sold. Riding stable is underway short distance from this site. Caney Fork is power supplier and there is water under pressure for entire area.

Filling that 10% void offered Caney Fork, as it has other co-ops in similar situations, one of its greatest challenges to date. Not much of the gap could be plugged by re-populating those empty houses because many were no longer very desirable as places to live. Rate increases are seldom popular, either to the co-op or to its members. The obvious answer for Caney Fork was to place, or to help place, *new* sources of power use on the co-op's line, whether they be industries or people—or, preferably, both.

Several things became more clear than ever before at our co-op. Just as Caney Fork came into being through the efforts of people and groups working together to fill an area electrical need some three decades ago, so it became apparent that our co-op must intensify its cooperative efforts with other groups and individuals to upgrade the economic status of our area, knowing that a portion of such progress would accrue to the benefit of Caney Fork. A second major recognition was given the fact that to attract either industry or people, there must be an availability and an adequate supply of both electricity and water under pressure.

The first essential has never posed a problem. As can most electric co-ops in Tennessee, Caney Fork can provide just about any amount of electricity at any place with reasonable notice of time.

The water under pressure problem is gradually working itself out and it can be said with pride that in the basic 4-county area served electrically by Caney Fork, ten water districts have been placed in service during the past several years and another has been approved for a loan by a Federal agency in Washington. In all modesty it can be said that Caney Fork personnel have devoted many hours of work toward the attainment of these water systems, and toward the attraction of industries and people to use this water—and the co-op's electricity.

These efforts are bearing economic fruit. Here are some examples:

- A non-profit tourist promotion organization named Cumberland Mountain Wonderland Association has been formed to promote a 12-county tourist and vacation area containing 28 major points of interest. This area contains the four principal counties served

by Caney Fork. Tourism—the industry without a smokestack—is definitely on the increase into this area as are such facilities as motels and restaurants to serve these visitors to our state and area.

- The old city of Campaign, Tennessee is being rebuilt (homes, churches etc.) with two new industries providing the economic background. One is the Warren Shirt Company employing between 200 and 300 persons. The other is the Tennessee Metal Fabricating Company whose small but growing employment already is providing an annual payroll of \$110,000.

- Other new industries are rapidly appearing on our area scene. The largest under construction is the \$12-million Carrier Corporation plant at Morrison, which will employ 1,200 persons. This air conditioning manufacturer will have twelve acres under one roof.

Still another new company, located six miles north of McMinnville, is the Smith Machine and Tool Company.

- To accommodate this new influx of industry into the area, 60 new homes already are under way and many more will follow.

- In addition to water under pressure mentioned earlier, water for a different purpose is also a major consideration for still another "industry" growing by leaps and bounds in the Caney Fork area. This would be the establishment of "recreation complexes" on beautiful Center Hill Lake just a few miles from Smithville.



This is part of Center Hill Lake shoreline which soon will be covered with sand to provide beach area at Four Seasons. A 100-slip marina will be located in cove at left of picture.

The largest and most elaborate of these under construction is Four Seasons which is being established on a 600-acre peninsula with five miles of shoreline on the lake. Four Seasons already is making available 800 building lots for permanent recreational or year-round homes (one fourth of which already are sold) and will construct an 80-plus room main lodge for tourists, complete with restaurant, lounge, indoor swimming pool, indoor ice skating rink, and recreation rooms. The Four Seasons complex also will include a golf course, lighted tennis courts, a 100-slip covered marina, an outdoor amphitheater, and a riding stable complete with six miles of

scenic horseback riding trails. A chairlift will be available to transport residents and visitors from the living to the beach and boat areas.

All building lots at Four Seasons are on paved roads with water under pressure. Electricity, supplied by Caney Fork Electric, will be run through above ground wiring. Lots, all at least 15,000 square feet in size, range in price from \$1,800 upwards. President of the company developing the multi-million-dollar installation is Aaron Durham, Executive Vice President of the First National Bank in Smithville, which is growing with the area of which it is an important factor.

A second "recreation complex" also under way on Center Hill Lake, five miles northeast of Smithville, is Holiday Haven. This is a 300-lot development with lots ranging from \$995 to \$6,000. Holiday Haven will include virtually all outdoor recreational facilities mentioned earlier except golf.

Caney Fork Electric is happy to be a part of the program which is helping to bring a better way of life to the residents of its area while at the same time providing a wonderful place to visit for those living outside our area. And the co-op, which will electrically serve all of the developments mentioned above, has learned that it is virtually impossible to help your neighbors without helping yourself.

But that's nothing new. That's what cooperatives are all about.



Here is portion of golf course under construction at Four Seasons. Permanent homes will line the course. All homes must contain at least 650 square feet on main floor.



A
NEW-FASHION
IDEA

FOR BETTER
LIVING WITH
RURAL
ELECTRIC
POWER

MESS AND BOTHER ARE OUT-OF-DATE with a FROST-FREE REFRIGERATOR

If your family has special talents for spilling water on a clean kitchen floor, you're in for a real treat when you see the new frost-free refrigerators.

No more mess and bother because de-frosting is a thing of the past. The new frost-free models operate uninterrupted 365 days a year. That's as it should be!

For extra convenience, consider getting a combination freezer-refrigerator. You'll have plenty of room to store extra meats and vegetables. It'll save you needless shopping trips. Saves money, too, because you can freeze vegetables from your own garden. Your freezer compartment will keep 'em garden-fresh for months. Yet all the convenience of a frost-free refrigerator costs only pennies a day, thanks to low-cost rural electric power.



Tennessee's Rural Electric Cooperatives

Quick As A Wink Dream-Maker

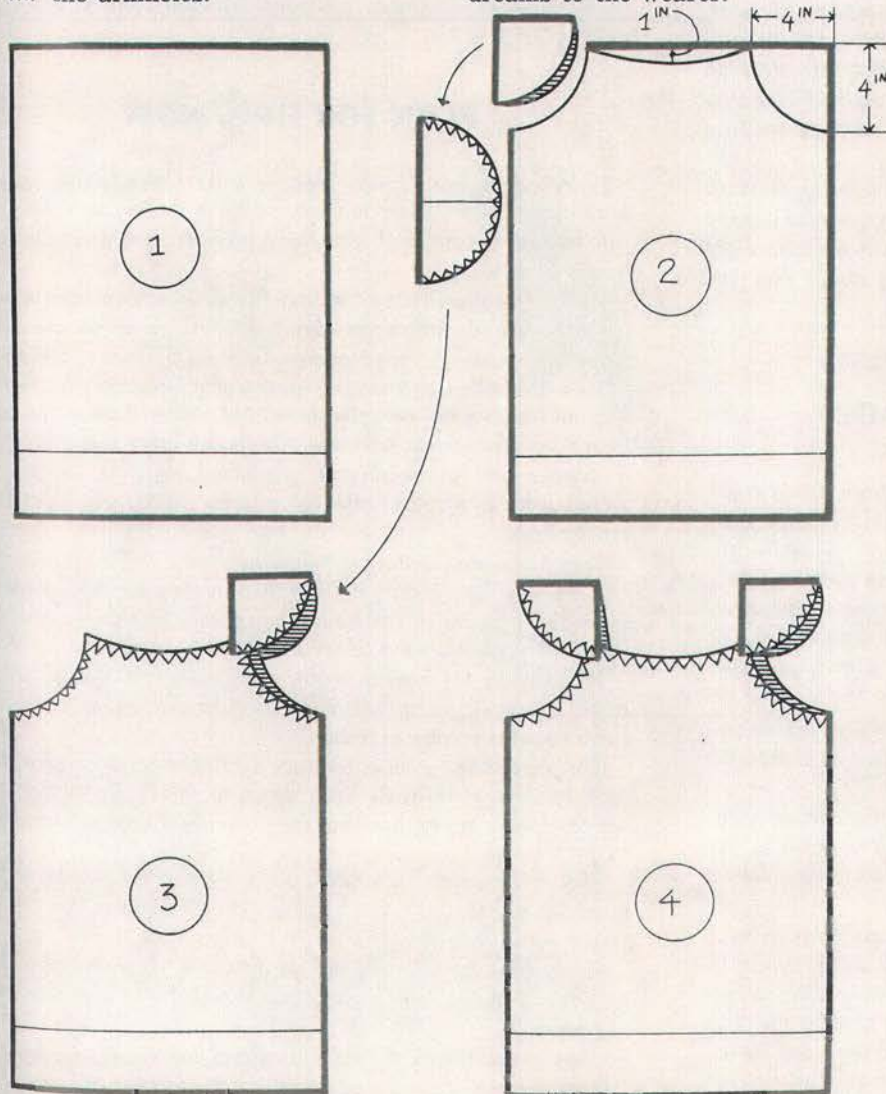
Have you noticed the colorful pillowcases on the market this spring? They're so pretty they should be used for more than just covering your pillow. Why not whip out your electric sewing machine and make an easy-to-care-for nightgown? It takes less than an hour from pillowcase to nighty.

Here's how it's done. Keep the closed end at the top and the ready made hem at the bottom. Starting 4 inches in on both sides, cut off the corners as though you were cutting two even-sided triangles, but curve the cut inwards. That's for the armholes.

Carve off the rest of the top, curving in to 1 inch deep at the center. That's the neckline. Bind raw edges with seam binding. Take the pie-shaped pieces cut out of the corners, open them, and sew seam binding or other trim around all edges. Stitch the pieces to the edges of the neck opening for wide shoulder straps.

An easy-care pillowcase gives you an easy-care nighty.

And don't be stingy with your new-found sleepwear—make a couple for gifts. They'll bring pleasant dreams to the wearer.



Instant Freshener

A small detergent dispenser filled with fabric softener and stored in the kitchen cupboard makes it easy to rub a few drops on your hands to deodorize them after working with onions, fish or clorox.

Paste Smooth

An electric mixer will remove lumps from wall paper paste.

Stitch Holder

You can use the wire holder which safety pins come on as a stitch holder when you're knitting.

Make A Mat

A heavy piece of cardboard, or even a magazine, covered with aluminum foil makes a practical and attractive mat for hot dishes.

Garden 'Bookmark'

Plant radish seed with any slow-sprouting seed such as carrots, parsnips, beets, squash or cucumbers. The radishes will be up in a few days and your rows or hills are clearly marked for weeding.

Cleanliness-To-Go

When sending lunches to the field, include a damp wash-cloth in a plastic bag. Not only will it clean hands and faces; it's a welcome cooler on a warm day.

Rust-Proof Furniture

You can use paste wax on the metal parts of kitchen tables and chairs to prevent formation of rust. If any spots have already appeared, remove them with fine sand paper or steel wool and then wax.

Real Get-Well Cards

Saved-up greeting cards, blunt-end scissors, paste and a scrapbook will keep a sick child contented for hours. This works well on rainy days for well ones with nothing to do, too.

Colder Still

As an ice pack, aluminum foil holds cold even longer than regular ice bags.

Timely Topics

HERD BULLS ON PASTURE MAY NEED GRAIN

Cattlemen interested in a higher calf crop percentage should consider extra nutrients in the form of grain for the bull in the cow herd on pastures, says John N. Williams, University of Tennessee Extension assistant animal husbandman.

"Cattlemen will need to make their decision of whether or not to feed grain based on the age and condition of the bull and the condition of the pasture," he continues. "Young, growing bulls and thin mature bulls should receive concentrates. Mature bulls in good condition on poor pastures and bulls with their limit of cows may need concentrates on good pastures."

It is not advisable to wait until the pasture or bull condition changes to a great extent before taking action, he adds. Observations of all conditions (age, condition and activity of the bull, pasture and weather conditions) will assist in making the decision. The bull which is too fat should be observed and steps taken to insure that he does not lose condition too rapidly.

A bull should get about one-half of one percent of his body weight in grain, containing one to two pounds of protein supplement. A 1,600 pound bull may receive about eight pounds of concentrates per day including about one and one-half pounds of protein supplement.

WILT HAY-CROP SILAGE

Wilt high moisture hay-crop silage made from spring crops and you can save 10 to 15 percent more feed per acre than from direct-cut, high moisture silage.

"You don't need a preservative with wilted silage," points out Joe D. Burns, University of Tennessee Extension associate agronomist. "A moisture content of 60 to 70 percent will make good, well-preserved wilted silage with a pleasant odor."

U-T experiments show that cattle eat more silage as the water content goes down and the silage is drier as compared to high moisture direct-cut silage.

"If a small handful of the wilted crop can be twisted without any juice running out, but glistens and is moist to the touch, then the moisture content is around 65 to 70 percent and is ready to chop," explains Burns.

In dry weather, the crop will wilt in just an hour or two, he adds. In humid weather, it may take five or six hours. A hay conditioner will shorten the time needed to wilt a crop.

You can help insure high quality silage by making the first cutting of alfalfa in the bud state (before bloom), says Burns. Cut small grains in the boot to early milk stage. The clovers should be cut in the early to half-bloom stage and orchard-grass in the boot to early bloom stage.

FIELD DAYS SCHEDULED

Dates for the 1968 University of Tennessee Field days have been set, announces John A. Ewing, Director of U-T Agricultural Experiment Station.

The cotton production field day will be held Wednesday, June 26, at the West Tennessee Experiment Station in Jackson.

July 19 will be the date for a crops and livestock day at the Highland Rim Experiment Station at Springfield.

Dairy forages will be discussed at the Dairy Experiment Station at Lewisburg on Thursday, August 1.

Crops and livestock will be covered also at the Tobacco Experiment Station at Greeneville on Tuesday, August 6.

The Milan Field Station at Milan will host the soybean discussion on September 17.

Livestock will again be discussed at the Ames Plantation on October 23. This date has been changed from an earlier date of October 9.

PLAN FOR FIRES NOW

Everybody takes a new lease on life when spring rolls around. And that lease on life—for you and your family—will be more certain if you have planned and practiced a family fire drill.

"This is another kind of spring Clean-Up action—cleaning up any misunderstandings about what to do if fire should strike your home," says Houston Luttrell, University of Tennessee Extension agricultural engineer. "National Fire Protection Association records show that more than eight of every ten lives taken by home fires might have been saved if people had planned and rehearsed ways to escape."

Plan and practice today—for a safer tomorrow, Luttrell emphasizes.

Here are some pointers to help you plan:

*Carefully figure out at least two routes to the outside from every room in the house, especially bedrooms. Allow for blocking of stairways or halls by fire.

*Particularly for fires at night, remember that closed bedroom doors will hold back flame and smoke and will allow extra time for escape or rescue.

*For upper floor escape, use any available porch or garage roof, ladders or trees as ways down to safety. Be sure exit windows work easily, and that they are low and large enough to get through.

*Pick an outside assembly point where the family will meet for a "roll-call", and be sure everyone knows the rule, "once out—stay out."

*Know how to call the fire department, by street box or neighbor's phone, and do this as soon as the house is clear of people.

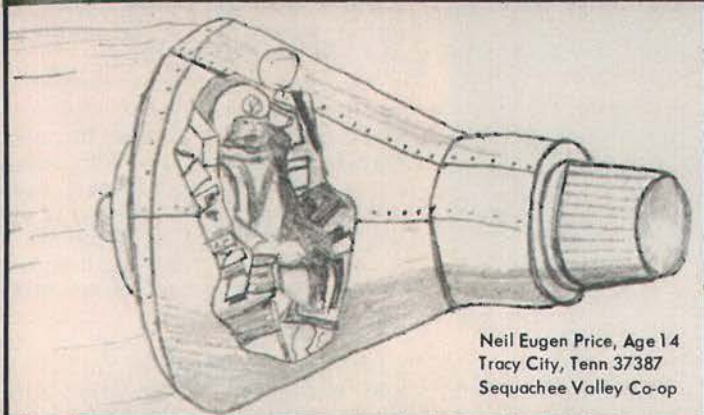
*Plan who will look out for infants and the infirm, and how. Once your plans are made, urges the engineer, it's important for all the family—including children—to rehearse it carefully and regularly.

Uncle John's Page

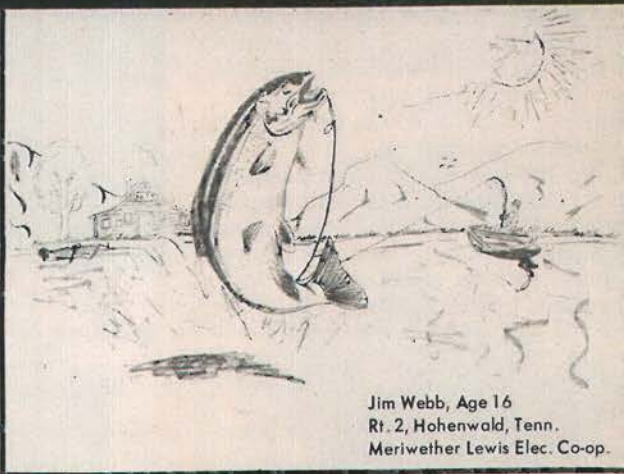
This page is reserved for the young folks. We will pay one dollar for each poem or drawing published. ALL WORK MUST BE ORIGINAL. Drawings should be in black, and drawn on white, unlined paper. Tell us your age, address, and Electric Co-op, and

Send all items to:

UNCLE JOHN, The Tennessee Magazine
P. O. Box 7232, Nashville, Tenn. 37210



Neil Eugen Price, Age 14
Tracy City, Tenn 37387
Sequachee Valley Co-op



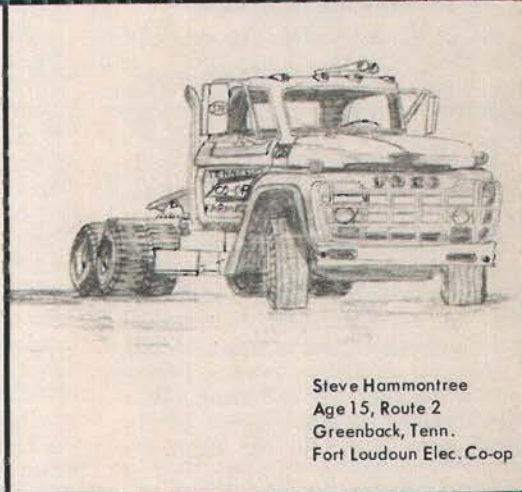
Jim Webb, Age 16
Rt. 2, Hohenwald, Tenn.
Meriwether Lewis Elec. Co-op.



Reginald Hayre, Age 14
840 Bowen Circle
Memphis, Tennessee
Pickwick Electric Cooperative



Robert Jamerson, Age 13
Route 1, Box 288A
Collierville, Tenn. 38107
Chickasaw Elec. Co-op.



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



Billy Warren Taylor
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Kenneth Edwards, Age 15
Rt. 2, Springfield, Tenn. 37172
Cumberland Elec. Memb. Corp.

BERNARD SHAW once said—"America is the greatest nation of half-baked people on the face of the earth."

Someone else said—"I would rather be able to appreciate the things I cannot have, than to have things I cannot appreciate."

Each of these statements deserves serious thought today.


We have the highest employment ever in the U.S.—75 million—the highest wages ever—yet the whole emphasis today seems to be on the few percent who are unemployed, most of whom don't want to work anyway.

We have a poverty program to help the unskilled, the untrained, the uneducated—then we raise minimum wages, set maximum hours, specify working conditions in such a manner that you can't afford to hire the ones who most need your help. The braceros and those who want to work we won't allow to enter the country.

We don't allow children to work—so we have a delinquent generation—we made it so.

At Davis Memorial Goodwill Industries in Washington, D.C., an increase in the minimum wage led to the layoff of 38 handicapped workers. Even a charitable outfit, if it wants to stay alive to help anyone, has to keep its outgo in line with income.

We have a boom—the greatest period of prosperity ever—except for farmers, but we're spending money at the national level to prime the pump. We insist on having some inflation—fooling people into thinking they are prosperous, destroying the equities of the elderly who saved for their old days. Inflation is the curse of all the developing nations we are trying to help. Yet we insist on it here. Let me read you a quote and I dare you to tell me who said it. "If the nation is living within its income its credit is good. If in some crisis it lives beyond its income for a year or two it can usually borrow temporarily on reasonable terms. But if, like the spendthrift, it throws discretion to the winds, is willing to make no sacrifice at all in spending, extends its taxing up to the limit of the people's power to pay, and continues to pile up deficits, it is on the road to bankruptcy." That statement was made by Franklin Delano Roosevelt. Today the White House approves of wage increases but frowns on increases in costs of products made by higher wages.



A LOOK at Ourselves-- Our Nation-- and Our Cooperatives

by J. K. STERN
President, AMERICAN INSTITUTE
OF COOPERATION

We tolerate strikes that tie up our national economy as bad as any Communist effort could.

We've spent the next several years' earning power already for cars, TV sets, and luxuries that won't last that long. I read a notice recently that one mail order firm has more than \$2½ billion in accounts receivable.

Each year we get new TV shows for the season after a super buildup. Most now not only have sight and sound, but they smell. Very few are wholesome and inspiring—many are violent, vulgar, immoral, emphasizing the worst of human nature.

In 1903—Teddy Roosevelt—in a Labor Day Address said—"No man needs sympathy because he has to work. Far and away the best prize that life offers is the chance to work hard at work worth doing." What is the Government attitude toward work today? Turn on your TV and you hear:

Did you get your unemployment check?

Are your Social Security checks reaching you?

Are you receiving Medicare benefits you are entitled to?

Now I am not opposed to any of these programs, but I am concerned about the emphasis they receive.

Just once I'd like to hear the President of the United States say on a nation-wide telecast that hard work, thrift, sacrifice, discipline, respect for others, and a belief in our Creator helped make this nation great.

We're so concerned about rights today—and not much about responsibilities. The same Government asks you to repeal right-to-work laws. During the transportation strike in New York City, the leader of the strike on TV tore up a Court Order and ridiculed the judge. What was done about it?

It used to be that when you wanted something, you worked to earn it. Now you stage a riot to get it given to you at someone else's expense.

"If your father or grandfather has lost his job, he took whatever work he could get, and he went (probably walked miles) to where there was work—any honest work—being done. Now hordes of relief 'clients' refuse a job unless it is to their liking, and they demand the job be brought to them in their community.

"This nation was built by immigrants (beginning in the 1600's and earlier) who struggled here for opportunity, and would have scorned the false idea of 'something for nothing.' Now it seems to be an almost universal (and all-too-often the only) ambition. It used to take a lifetime of gruelling work and scrimping for a family or a country to earn a little surplus, a taste of security. Now mobs of stupid 'students' and whole 'emerging nations' demand they be given it, out of your earnings and with no effort on their part."

We oppose raising local taxes but we accept increasing Federal taxes, only a part of which can ever come back, and with it may come Government control of our institutions.

We change our laws to protect the criminal. We handicap our law enforcement people. When an officer shoots a thief robbing a store—we howl about the shooting instead of praising the officer for doing his duty.

We tolerate hate mongers who would destroy the one nation on earth that is trying to help all the others find peace and prosperity.

We permit the same anti-Americans to destroy property worth millions of dollars and tax the good citizens to repair the damage.

Unruly students and a revolt against discipline are making it difficult to hire school teachers.

This nation is great because it has hybrid vigor—it is made up of minorities who worked and saved to pull themselves up the economic and social ladder.

(Continued on Page 20)

NEW! From Mutual of Omaha for readers of The Tennessee Magazine!

Three way protection

that covers you both IN and OUT of the hospital

PLUS UP TO
\$500.00
for doctor calls



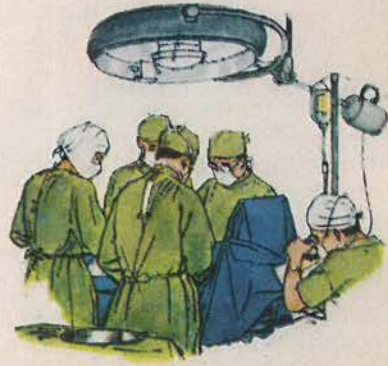
Doctor Calls—Pays up to \$500.00 on a scheduled basis for doctor calls at the office, in the hospital, or at home. Includes liberal surgical schedule. Pays both doctor calls and surgical benefits for the same sickness or accident! Doctor call benefits are payable up to the date of the operation...thereafter Surgical benefits are payable. Covers the whole family!

NOW PAYS YOU UP TO
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Living Expenses—Pays from \$100.00 to \$1,000.00 a month (depending on the amount you qualify for) to help take care of your regular living expenses when the family breadwinner is disabled and unable to work. As explained in your policy, these *tax-free* benefits are payable for disabilities that start before retirement or age 65. Special benefits are payable for disabilities that start after retirement or age 65.

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for hospital-surgical-
medical bills



Hospital-Surgical-Medical—Pays up to \$10,000.00 for every insured member of your family. Provides cash to help pay the cost of doctors, specialists, hospital care, X-rays and lab examinations, etc. A sensible deductible amount and share-the-risk feature keep the cost to a minimum. These benefits are payable for disabilities that start before age 65. Hospital income benefits are payable for disabilities that start thereafter.

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and life insurance for the whole family! You'll have 128 pages crammed full of practical ways to build your financial security and your health power, too. How to detect childhood diseases! How you can eat well and lose weight! Nine ways to reduce tension! **MAIL COUPON TODAY!**

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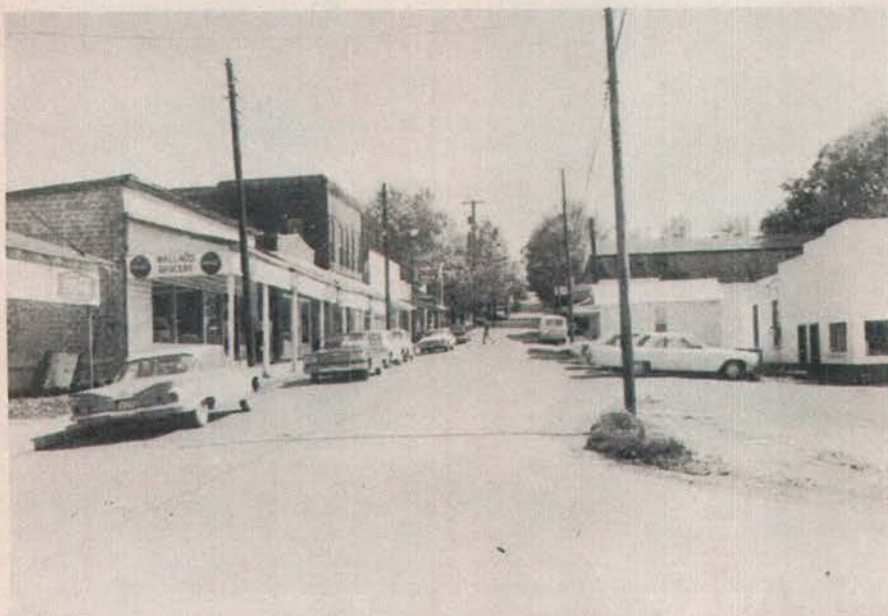
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Home Office: Omaha, Nebraska

An A-building Steam Plant Helps Open Industrial Eyes Of A Small, Sleepy River Town As . . .

The Old Greet The New On The Cumberland

By John Stanford



Here is practically all of business area of Cumberland City, Tennessee. Within and outside its 200 incorporated acres are unlimited potential for both residential and industrial growth. Town is served by Cumberland Electric Membership Corporation.



Just one mile west of Cumberland City, work was begun in March on the gigantic Cumberland Steam Plant. Area shown here is where water will be taken from the Cumberland River to cool condensers. Delta Queen (note smoke from whistle) and portion of TVA construction workers on job exchange greetings.

Cumberland City Tennessee, an easy-going, lazy little Cumberland River town nestled in the southeast corner of Stewart County, might be said to have half as many years in its age as it has people within its corporate limits. Established in 1812 as a port and trading post and now 156 years old, Cumberland City, once known as Bowling Green, might be able to count 312 residents (twice its age) on a clear day and with everybody at home.

Cumberland City was not always quite this small. As far back as 1913 it had a population of between 400 and 500 persons but, as one of the retired senior citizens expressed it: "Not many of our young people stay around very long after they get near grown. There's not much either in employment or entertainment to make them want to stay here."

As far as it goes, this statement is brim full of truth. The corporate limits of Cumberland City contain only 200 acres and the tax rolls assess all properties—personal and business—at only \$100,000. This sum is taxed at the rate of 75-cents per hundred. Not many civic improvements are possible with this small tax collection and, in the past, not many have been deemed needed or necessary by the good folks who populate Cumberland City.

But the past is prologue. The present is taking on some aspects which are turning the wheels of thought among the leaders of Cumberland City. And the future just might require this quiet little town to take some actions which most of its residents would never have envisioned just a few years ago.

What has happened?

Just one mile west of Cumberland City, work is well under way on the largest (measured in electrical output) coal-fired power generating station in the entire Tennessee Valley Authority system. (It well may be the largest single



At almost every turn TVA's heavy equipment operators are busy with excavation and grading work. Some two-million cubic yards of earth must be excavated before plant is completed.

installation of its kind in the United States, or even the world, when placed in service in 1972.)

This newest addition to TVA's chain of power generating stations is, appropriately enough, named Cumberland Steam Plant. Its 1,100-acre reservation fronts on the river whose name it bears.

When completed, the Cumberland Steam Plant will have an enormous installed capacity of 2,600,000 kilowatts. (By comparison, eleven other TVA steam plants have a total installed capacity of 13,927,885 kilowatts for an *average per plant* electrical output of about one-half that of Cumberland. TVA's 29 hydro plants have installed capacity of 3,035,260 kilowatts for an *average output per plant* amounting to about 4% of Cumberland's potential.) (Note: These figures are *per plant* electrical outputs and are the *averages* of all plants in each of the two categories—steam and hydro. Cumberland's total output of 2,600,000 kilowatts will be accomplished with two generating units. Other TVA plants range from a single unit all the way to 10 units.)

Everything about Cumberland Steam Plant takes on gigantic proportions. Two million cubic yards of earth will have to be excavated in construction of the plant. The plant will require between 150,000 and 175,000 cubic yards of concrete and between 30,000 and 35,000 tons of structural steel. More than 20 girders, each 140 feet long, 20 feet deep and weigh-

ing up to 175 tons will be used in from-the-top support of the two giant generating units. The two smoke stacks will each be 1,000 feet in height, possibly higher, and approximately 75 feet in diameter at their bases.

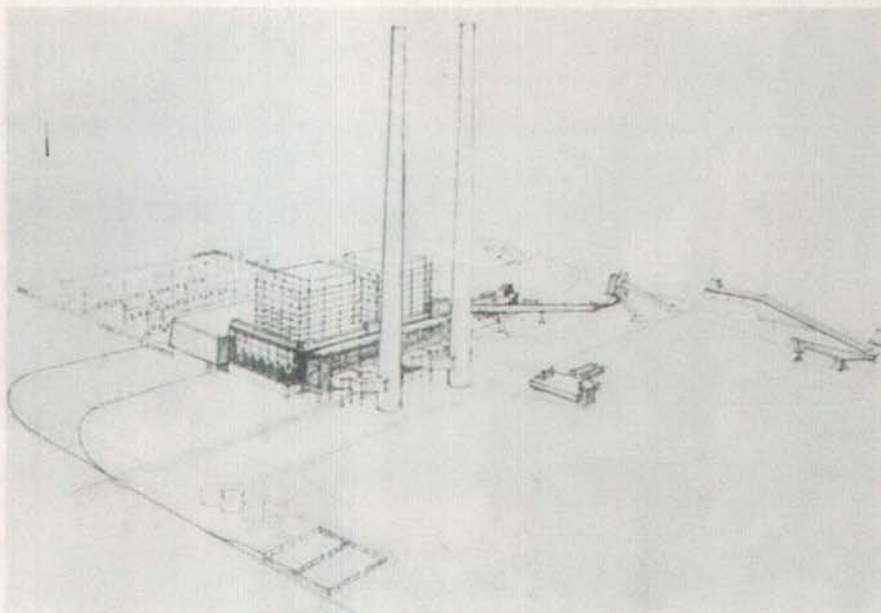
Together, the two generating units will burn 1,000 tons of coal per hour. The coal, most of which will come from Kentucky, will be brought in by river barge. To assure a continuing supply, more than one million tons will be stored on the grounds.



One of key figures in Cumberland City's stated intention to pull itself up by its own bootstraps is Mayor Ryan Holley, Executive Vice President of the town's only bank. Holley expresses views of most residents when he says, "We're tickled to death to have the new steam plant at Cumberland City."

Since all steam plants require an abundance of water for their operations, Cumberland selected a choice spot on the Cumberland River in order to satisfy its enormous needs. The plants will require 1,980,000 gallons of water per minute from the river in order to cool the condenser units for the two generators. (This is not a water loss to the river. The raw river water is drawn in at one location and pumped through tubes to condense the steam as

(Continued on Page 20)



Here is an artist's conception of the Cumberland Steam Plant when completed. Coal will be received from river barge at right center. Smoke stacks will be more than 1,000 feet high. Generators will be housed in main building to left and back of stacks.

Foods, Facts and Fashions

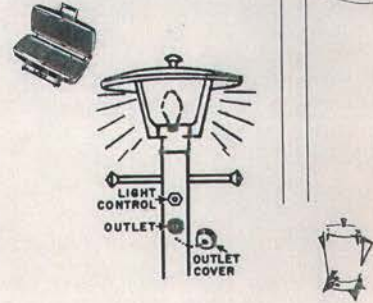
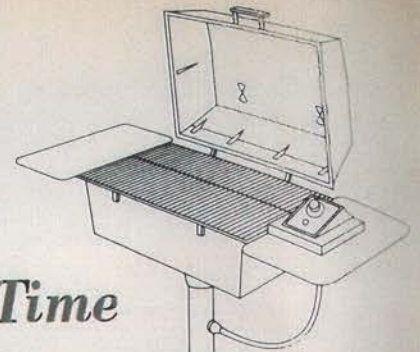
Make Summer Mealtime Power Patio Time



Kendal Moore has charge of the cooking on his patio while Miss Carmen Beaver, Mrs. France Moore and Mr. Robert Parks help by giving instructions. The Moores live on the Jackson highway near Brownsville.



The patio at the Pat Mann's home in Brownsville is enjoyed by all members of the family. Pat does the cooking for the family. Left to right Pat, Tanner, Ann, Elizabeth and John.



By
Carmen Beaver, Home Economist,
Southwest Tenn. EMC

Summer meals should be cool, relaxing occasions for the entire family. Plan for total outdoor living this summer and free Mom from the kitchen. Only electric power brings comfort, beauty, safety and convenience of outdoor living. Family meals or entertaining guests is fun even for the cook when electric power does the work.

One of the newer appliances for patio living and possibly one of the more versatile is the electric grill. Food has a charcoal flavor without the bother and mess of building a fire. Plug in the grill, set the thermostat for the desired temperature and the "fire" will be ready when you are. The thermostat insures a constant, even temperature throughout the cooking period to insure that foods cook evenly without burned spots. Finished cooking, turn off the thermostat, unplug, and store when cool; no ashes to clean up, coals or fluid to store. Enjoy charcoal flavor grilled foods year round by using the grill under the venthood.

Going one better yet is the new portable electric kitchen which comes in both the cart model, which is truly portable, and the post model, to be installed on a permanent fixture on the patio with underground wiring. These modern appliances really take the

work and steam out of summer meal preparation. The hood reflects heat from the ceramic briquets permitting even cooking on all sides without turning.

Other points of convenience include the following: (1) the electric portable kitchen is self-cleaning; (2) the briquets may be reused and should last at least one entire season; and (3) the entire construction, including thermostat, is completely weatherproof, so no need for a storage area even in winter.

The electric skillet or saucepan is so practical for preparing a delicious one dish meal to be served with a salad, or a vegetable to accompany meat from the grill. Perhaps you will relax with a cool concoction from the blender while chickens or a roast barbecue in the portable electric rotisserie. A freezer of ice cream from the electric ice cream freezer will be an excellent finishing touch to the patio party or a refreshing treat after the heat of a summer day.

Youngsters, oldsters, and even teenagers enjoy a sandwich grilled so easily in the toaster oven or the grill-waffle iron. Getting ideas for entertaining the younger set?

Breakfast becomes a real treat when there are waffles on the patio. How easy to entertain with a brunch when there are electric helpers like the waffle iron and coffeemaker to do the work.

Other small appliances that can become valuable additions to the patio are: the electric can opener, electric carving knife, electric ice crusher, and a warmer tray.

Proper lighting on your total electric patio extends "daylight" to any hour you choose. On the market today are a variety of economical and attractive outdoor fixtures for patio and landscape. Decorative lighting of flower beds, trees, and shrubs gives a charming setting for family activities and informal entertaining. Lighting adds extra hours for fun and outdoor living long after the sun goes down.

What about these cool nights we have at such unexpected times? Electric infrared patio heaters add a new dimension to patio pleasure by providing a comfortable shirtsleeve temperature.

For complete comfort on your patio let the electric insect trap free you and your family from the discomfort of hungry mosquitoes and the nuisance of inquisitive flies and bugs.

Green Bean Casserole in Electric Saucepan



Melt 2 tablespoons butter or margarine in electric saucepan (300°)
Add 1/2 cup minced onion and brown
Add 1 No. 300 (1 lb.) can drained green beans and 1 can (10-1/2 oz.) cream of mushroom soup
Salt and pepper to taste.
Mix well, cover and let simmer 10-15 minutes.
Top with canned French fried onion rings, open vents for another 5-10 minutes or serve with French fried onion rings (frozen or canned may be heated in electric toaster oven) as side dish with grilled meats. 4-6 servings.

Variations: Add 1/3 cup diced almonds with soup.

English peas may be substituted for green beans.

For an Italian flavor, brown with onion, 1/2 teaspoon oregano, 1/2 cup diced celery, and 1 small clove garlic diced.

Use Electric Blender for Pink Pineapple Cream



2 tablespoons lemon juice
1/4 hot maraschino cherry juice
2 envelopes (2 tablespoons) unflavored gelatin
1-8 oz. can crushed pineapple
1/4 cup sugar
1/2 cup whipping cream
12 maraschino cherries
Crushed ice

Put lemon juice, hot cherry juice and gelatin in Blender container; cover and blend on Speed 1 or low to dissolve gelatin (about 1 minute). Add pineapple (with juice) and sugar; cover container and blend on Speed 5 or medium until smooth. Add cream and cherries, then fill container to 4-cup mark with crushed ice; cover and blend on Speed 7 or high until all ice is dissolved. Let set one minute; spoon into sherbert glasses and garnish with whole maraschino cherries or a prepared graham cracker crust. 8 servings.

At-Home Powdered Sugar

Put about 1/2-1 cup granulated sugar in standard Mason jar and screw on cutting assembly. Run on speed 7 (or high) until pulverized.

Never Fail Barbecue Sauce

1 pint Wesson oil
1 pint vinegar
1/2 lb. margarine
6 lemons, juiced
1/2 small box Paprika
Red pepper to taste
Black pepper to taste
Salt to taste

Melt margarine in saucepan and add remaining ingredients, stirring constantly. Heat sauce almost to boiling point, stirring frequently. Let stand for 15 minutes before using. Use for basting poultry, pork or beef. Sauce may be stored in tightly closed jar in refrigerator one week or in freezer indefinitely.

Your existing patio can become a much used electric patio, and if you are building a new home, be sure to include this bonus for fun and happiness. Plan ample wiring of the right size to provide power for infrared heat to insure comfortable outdoor living early in the

spring and late into the fall, power for lighting to extend outdoor living into any hour, and power for the electric grill that cooks food to the "just rightness" you desire. Outdoor outlets provide for plugging in portable appliances and other entertaining equipment.

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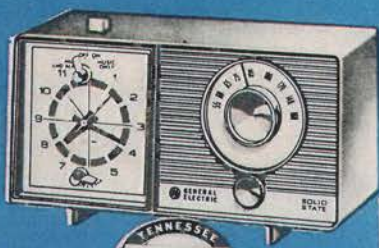
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A Look

(Continued from Page 12)

The A.I.C. published a new book—Great American Cooperators. The 101 men described in that book, their wives and families, made great sacrifices to build and encourage the institutions that serve today's generation.

They didn't figure the world owed them a living—they earned their way—and much of it was tough going.

How much of that spirit is left? Miles Standish commanded that he who didn't work wouldn't eat. Perhaps a return to that philosophy might be good for all of us.

Furthermore, our emphasis on material gain has become an idol at whose feet most of us worship.

We tell people today that if their income is under \$3,000, they are in the poverty class—and something must be done about it.

Forty years ago I was Acting County Agent in a Pennsylvania county. I have never worked with happier, more contented people in my life. They hunted and fished, they went to ball games, they enjoyed community fairs, they farmed—they didn't handle much money but they were happier than most people today with many times their incomes. They lived a good life—what's wrong with that?

Your college specialists emphasize efficiency. What has the fantastic efficiency of broiler producers brought the broiler grower? I'm not belittling efficiency; but if an effective marketing program doesn't parallel it, the producer ends up with bigger investments, bigger risks, smaller profits and many now who have survived are merely hired men working for someone else.

Farmers are a minority—you don't have many friends in Congress today who understand your problems and you'll have less tomorrow.

For the first time since the Federal Reserve Board was established—there is no agricultural representative on it.

The President of the United States only a year ago told consumers that food prices were too high—suggested to consumers that they buy cheaper cuts of meat, and ordered part of the Armed Services to use filled milk and oleo instead of whole milk and butter. This in spite of the fact that consumers spend a smaller proportion of their income for food than ever before in history.

Nearly all of the ice cream made by the large companies during the past year was made from imported

fat—it didn't come from U.S. dairy herds.

It's long past time when we should close ranks, stop competing with each other, agree on where we want to go—and all pull in the same direction. Several months ago the home paper in my community asked me to write an article about dairy cooperatives. When I started counting, I found six different cooperatives picking up milk from my neighbors—why? Is there an economic need for that many?

American Agriculture is the envy of the world. It is a product of the educational and research efforts of our Land-Grant colleges, the county agent, the ag teacher, the state and federal Departments of Agriculture, our self-help cooperatives, and our farm organizations.

This combination package, which has produced results here, is what we are trying to export to the developing nations.

But too many of today's generation have forgotten what cooperatives and farm organizations have done for them and for the nation.

Furthermore, some of our leaders confuse us by stating that all Government programs are bad—that farmers must solve all their problems without Government help. I don't believe that nor do I believe that Government can solve all of your problems. Some can be solved best together.

If you had been in Jamestown, Va., in 1619 you would have heard the tobacco growers complaining about that very thing (Surplus production and falling prices). As a result, the colony passed an inspection law which ordered that all tobacco of "mean" quality be burned. Two years later Virginia limited production to 1,000 plants per person and then ordered that only nine leaves be harvested from each plant. Prices were fixed in 1632 and other years.

We need to count our blessings once in a while—recognize the progress we have made.

Dairymen take for granted today a year-round market for all their milk, guaranteed pay, honest weights and test and quality inspection, market information, bargaining power in the marketplace.

We take available credit for granted—It wasn't true before we had the Farm Credit Land Bank, PCA, and Bank for Cooperatives. The Land Banks and PCA's are farmer-owned and half of the Banks for Cooperatives have paid back all the Government capital borrowed plus interest.

We take electricity for granted—It wasn't true before the Rural Electric Co-ops were here. Now industry can decentralize, water and sewer systems—recreational facilities, telephone service, can be and are available in rural areas.

Take away only two types of co-ops and we would never have had a food surplus—our rural electrics and our farm credit co-ops.

We say we believe in a competitive economy but we don't act like it.

If you're successful, somebody will try to imitate you. We now have synthetic orange juice (\$30 million was spent in launching it), synthetic milk, leather, meat, cotton substitutes. How do you meet it?

Ocean Spray Cranberry Co-op is spending thousands of dollars on research today to find a synthetic product that is similar—are they nuts? No, they're smart—they say if it can be done someone will do it and that someone should be the present cranberry producers.

Should dairy distribution co-ops handle imitation products? I don't know—others make good margins on it.

Are we selecting the best directors to represent us and are they hiring the best management available?

Since Ford Motor Co. is now a public company, it has open annual meetings. A stockholder asked Henry Ford how much directors were paid. His reply—"For those not on full-time salary, they receive \$7,500 a year plus \$250 for each meeting they attend." I'm not sure any of you will adopt this pay scale. I am merely trying to emphasize that a good director today assumes a lot of responsibility.

The motto of NASA, our space agency that launched Saturn 5, is "Train, retrain, re-educate or die." Co-ops might well copy that one.

Most cooperatives are underfinanced. It is a shock to realize that farmers in this country have as much invested in their tractors and their trucks alone—as in all their marketing and purchasing co-ops. Some regional cooperatives today are earning 15, 20, 25% or more on capital invested—how many farms are paying such returns on capital? Even your Banks for Cooperatives are allocating back a portion of the interest paid them by borrowers.

Do we support our own organizations? Studies at Penn State several years ago indicated that

about half the farmers bought about half their supplies through their own cooperatives.

Do we help each other? How many helped the rural electric co-ops fight to save their territorial rights or their supplemental financing bill in Congress? Or helped Farm Credit get its legislation updated or helped the dairy co-ops in trying to stop imports of fat or settle your milk control legislation in some states or get your new co-op bill passed in others?

We have false prophets today as in days of yore. There is no shortcut to success. Anyone who says—"Join us and you can raise the price of milk \$1 or \$2 per hundred or add several cents automatically to a pound of beef or a bushel of grain," is not being honest—and even if they could what would happen to production and to the use of substitutes?

Too many people want success today without making the necessary obligation and accepting responsibility to achieve it. Being loyal to their own organizations which have proven themselves in the past.

Today's need is for men—

"God give us men. A time like this demands strong minds, great hearts, true faith, and steady hands.

Men whom the lust of office does not kill,

Men whom the spoils of office cannot buy,

Men who possess opinions and the will,

Men who love humor, men who cannot lie."

Yet some politicians and educators today refer to it as a dying occupation. It is a dynamic growing, expanding one. While there will be fewer and bigger farms in the future—as there are fewer and bigger passenger airplanes—but the backup crews, all the related agribusiness occupations will continue to employ more than 1/3 of the total work force in this nation.

Will there be a tomorrow? For your co-ops? Your State Co-op Council? Your A.I.C.? Your farm organization? Your college? Your country.

The historian Arnold Toynbee said: "Of the twenty-two civilizations that appear in history, nineteen of them collapsed when they reached the moral state the United States is in now."

The average age of the world's great civilizations has been 200 years. All nations have progressed through this sequence:

From Bondage to Spiritual Faith

From Spiritual Faith to Great
Courage
From Courage to Liberty
From Liberty to Abundance
From Abundance to Selfishness
From Selfishness to Complacency

Old Greet's New Cumberland

(Continued from Page 15)

it is exhausted from the turbines. The condensed (distilled) water is again heated into steam and used over and over again in a continuing process. The raw water from the river is discharged back into the river after it has served its cooling purpose.)

At the present time there are more than 250 persons employed at the Cumberland site, most of them clearing and grading operators. Peak employment, during plant construction and equipment installation, will be approximately 2,400 persons. After the plant is completed, it will require some 300 permanent employees for its operation.

In charge of the Cumberland construction is Project Manager W. W. Aydelott, a Civil Engineer and veteran employee of TVA. Among other projects, he also served in this same capacity at the Paradise Steam Plant in Kentucky.

Cost of the Cumberland Steam Plant when completed is estimated at \$325,000,000.

And so, almost side by side on the Cumberland River, there soon will sit a brand new, giant steam plant costing almost one-third of a billion dollars and a 156-year-old town whose assessed evaluation is \$100,000. Permanent operating employees of the first will equal the present population of the second. They will be neighbors, for certain, but will they be good-for each-other neighbors?

"We're tickled to death to have the Cumberland Steam Plant so close by," says Cumberland City Mayor Ryan Holley, Executive Vice President of the town's only bank, the Citizens Cumberland City Bank.

"To tell the truth, a good while ago we made a concerted request before the TVA Board for location of the plant here but were politely and diplomatically turned down. We were told the plant site would be where it would serve best and that delegations, although welcome, would not influence the location of the plant site. Fortunately for us, location at Cumberland City was selected by

From Complacency to Apathy
From Apathy to Dependency
From Dependency back again
into Bondage

In less than a decade our United States will be exactly 200 years old. Tomorrow depends on You.

TVA. We couldn't be more pleased."

And how does Mayor Holley, a native of Brownsville who moved to Cumberland City in 1938, feel that the generating plant will benefit his town.

"For one thing," he replied, "the plant makes feasible and possible an Economic Development Administration loan-grant for installation of a water and sewer system for Cumberland City, something that we have long wanted and badly needed. With a water and sewer system, our town will be much more attractive to the location of manufacturing and other commercial businesses. We have plenty of land all around us and some really choice water front sites, but you can't do much without water and sewer systems when it comes to attracting industry. We have an application in now to the EDA for funds to build a water and sewer system."

Is Cumberland City taking other look-ahead steps toward the future?

"Indeed we are," replied the Mayor, a former school teacher turned banker. "We have established a Planning Commission and new codes and ordinances have been adopted. Right now we are thinking of extending our city limits. Other needed measures are in the thinking and planning stages.

"We have a wonderful little town here and we want to keep it that way, except with a larger population. The first step in that direction is to keep our young folks at home after they grow up. With the progressive steps we have taken and plan to take, which has to include the attraction of new industry to our area, we feel certain that we can do just that.

"We need cooperation at all levels—county, state, Cumberland Electric Co-op, TVA and Federal—to get the job done.

"We certainly have been provided the initial and much needed impetus by location of the Cumberland Steam Plant here. As I said," concluded Mayor Holley, "we're tickled to death with the new life that the plant is helping provide our town."

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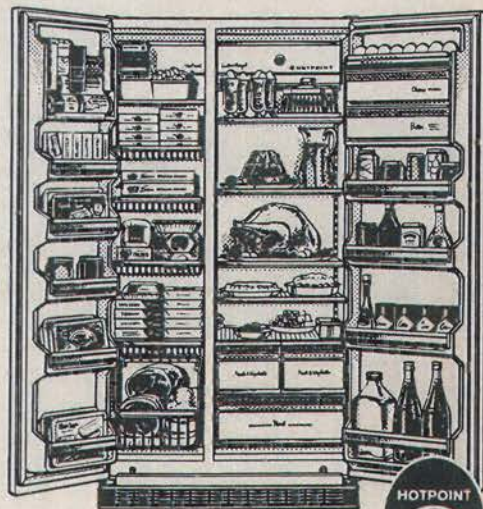
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