



NOTICE OF **CECA 2019 DISTRICT MEETING**

A \$15 credit on electric service will be given to each member (family) of District 3 attending.

Refreshments will be served, and prizes will be given away during the meeting.

Handicapped-accessible facilities will be provided upon request.

TO: ALL MEMBERS IN DISTRICT 3

Comanche County (Highway 36 northwest from Comanche, thence east to Highway 16)

The district meeting will be Thursday, August 22, at 6 p.m.
Perkins Middle School • 600 N. Johnson St., De Leon

This meeting is for the purpose of nominating candidates for director of District 3.

Please refer to the official bylaws printed herein for requirements and information concerning election of directors.

This meeting will also be open for discussion of any affairs of the cooperative.



Your Touchstone Energy® Cooperative 

Texas Co-op Power

TO: All Members in District 3
FROM: Alan Lesley, General Manager
SUBJECT: Nomination of Directors

The CECA Board of Directors and I would like to personally invite you to attend your District 3 meeting. The purpose of this meeting is to nominate candidates for director who will be placed on the ballot for the annual meeting of the membership in October, when they will be elected at large.

Additionally, we will review a variety of issues in the electric industry that most affect our members.

The meeting will be open to discussion of any question or suggestion you have concerning your cooperative.

Who are our owners? Our members. That means you, as members, have a voice in your cooperative. This meeting is a demonstration of the openness and transparency of your cooperative, and we hope you will take the time to attend.

One of the most important advantages cooperatives afford their members is the ability to participate in the nomination and selection of the co-op's directors. Other utilities' boards of directors are selected by shareholders, whose say is determined by the number of shares they own and who are mainly interested in the rate of return on investment. Your cooperative is nonprofit. Because your directors are members themselves, their goal is quality service at a reasonable price.



PLEASE COMPLETE THE REGISTRATION CARD BELOW AND BRING IT TO THE DISTRICT MEETING. THIS CARD IS YOUR ENTRY FOR THE PRIZE DRAWINGS.



REGISTRATION CARD FOR DISTRICT 3 MEETING

Thursday, August 22, 2019 • 6 p.m.

NAME

ADDRESS

TELEPHONE NUMBER ()

ACCOUNT NUMBER

Following is an excerpt from the bylaws of CECA detailing important information about director nominations.

ARTICLE III • DIRECTORS

SECTION 3.2. QUALIFICATIONS AND TENURE

A. No Member shall be eligible to become or remain as Director or to hold any position of trust in the Cooperative who is 1) not a bona-fide resident in the area served by the Cooperative; 2) not receiving electric service from the cooperative at their primary residence; or 3) who is in any way employed by or financially interested in a competing enterprise or a business selling electric energy or supplies to the Cooperative or a business primarily engaged in selling electrical or plumbing appliances, fixtures or supplies to the Members of the Cooperative; and 4) no person shall take or hold office as a Director who is the incumbent or elected to public office in connection with which a salary is paid.

B. When a membership is held jointly by a husband and wife, either one, but not both, may be elected a Director; provided, however, that neither one shall be eligible to become or remain a Director or to hold a position of trust in the Cooperative unless both shall meet the qualifications hereinabove set forth except that the spouse is not required to be a resident of the area served by the Cooperative. Nothing contained in this section shall be construed to affect in any manner whatsoever the validity of any action taken at any meeting of the Board of Directors.

C. No employee or former employee shall be eligible to serve as Director until fifteen (15) years have elapsed from date of termination or retirement of employment.

SECTION 3.3. DISTRICTS PLAN

DISTRICTS DESCRIBED. The territory served or to be served by the Cooperative shall be divided into seven (7) Districts, and each district shall be represented by one director. Said seven (7) Districts shall be as follows:

District 1—Comanche County (Highway 16 north of Comanche, thence east to Highway 36)

District 2—Comanche County (Highway 36 east from Comanche, thence south and west to Highway 36)

District 3—Comanche County (Highway 36 northwest from Comanche, thence east to Highway 16)

District 4—Mills County, plus that portion of Brown County south of Highway 67 and including that portion of Brown County west or south of Pecan Bayou

District 5—Brown County north of Highway 67 and east or north of Pecan Bayou

District 6—Eastland and Callahan counties, less that portion of Eastland County east or north of Highway 6

District 7—Stephens and Shackelford counties, plus that portion of Eastland County east or north of Highway 6

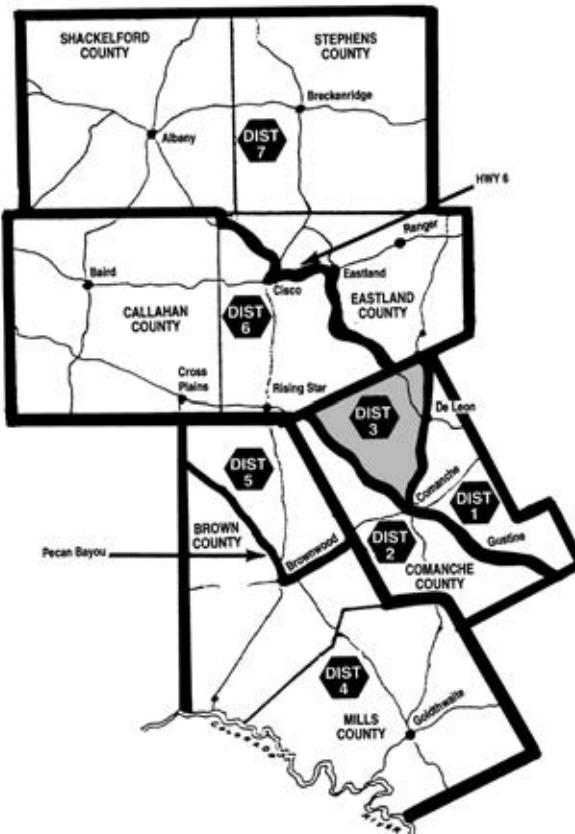
Not less than seventy (70) nor more than ninety (90) days before the annual meeting of the Members in each year for the election of Directors, the board of Directors shall review the composition of the several Districts and if it should be found that inequalities in representation have developed which can be corrected by a re-delineation of Districts or by the addition of Districts, the board of Directors shall reconstitute the Districts.

DIRECTOR TERMS. A Director's term begins: 1) after the individual consents to being elected or appointed as a Director; and 2) at the beginning of the first Board Meeting held after the Director is elected or appointed. A Director's term ends after: 1) a successor Director consents to being elected or appointed as a Director; and 2) at the beginning of the first Board Meeting held after a successor Director is elected or appointed. Directors' terms shall be three (3) years. Directors shall be elected on a staggered-term basis.

NOMINATION OF DIRECTORS. Not less than thirty (30) nor more than ninety (90) days before the annual meeting of Members for the election of Directors, the Board of Directors shall call a meeting or meetings of the Members of such Districts as are to have vacancies for Director, such meetings to be held not less than twenty (20) days prior to the annual meeting of the Members at suitable places in the Districts affected.

The purpose of the District meetings shall be to nominate, by vote of those Members present in person, no more than two candidates for each vacancy occurring on the Board of Directors. Notice of each District meeting of Members shall be given by the Secretary for such length of time and in such manner as the Board of Directors may direct provided that a written notice stating the place, day and hour and the purpose of such meeting, shall be published in a publication, not less than ten (10) days

CECA BOARD DISTRICT BOUNDARIES



prior to such District Meeting. Such District Meetings however, shall be open for discussion of any other matters pertaining to the business of the Cooperative, regardless of whether or not such matters were listed in the notice of the meeting, and recommendations with respect thereto may be submitted to the Board of Directors.

The first order of business at each District Meeting shall be the selection of a Chairman, who shall appoint a Secretary to act for the duration of the meeting. Fifteen (15) of the Members residing in the District present at such duly called District Meeting shall constitute a quorum, but in the event a quorum is not present at such meeting, the Director then serving such District shall be the official nominee for such District. Nominations for Director may be made from the floor at the annual meeting and any Member residing in the District shall have the right to nominate one candidate, which must be seconded by a Member from that District. The meeting shall remain open for nominations until no further nominations are forthcoming, but in no case more than five minutes. Candidates must be Members residing in the District and must possess the qualifications for Director specified in Section 3.2 of the Cooperative's Bylaws.

Voting shall be in person only. Mail-in ballot and proxy voting shall not be permitted at any District Meeting. Each Member present may vote for one nominee as above provided for such District. The two candidates for each place on the Board of Directors receiving the highest number of votes shall be the official nominees of the District. The minutes of such District meeting shall set forth, among other matters the name of each person nominated at the meeting and the number of votes received by each, and shall certify the two nominees receiving the highest number of votes as the official nominees of the District for Director. A certified copy of the minutes, signed by the Secretary and the Chairman of the District Meeting, shall be delivered to the Secretary of the Cooperative within five (5) days after such District Meeting.

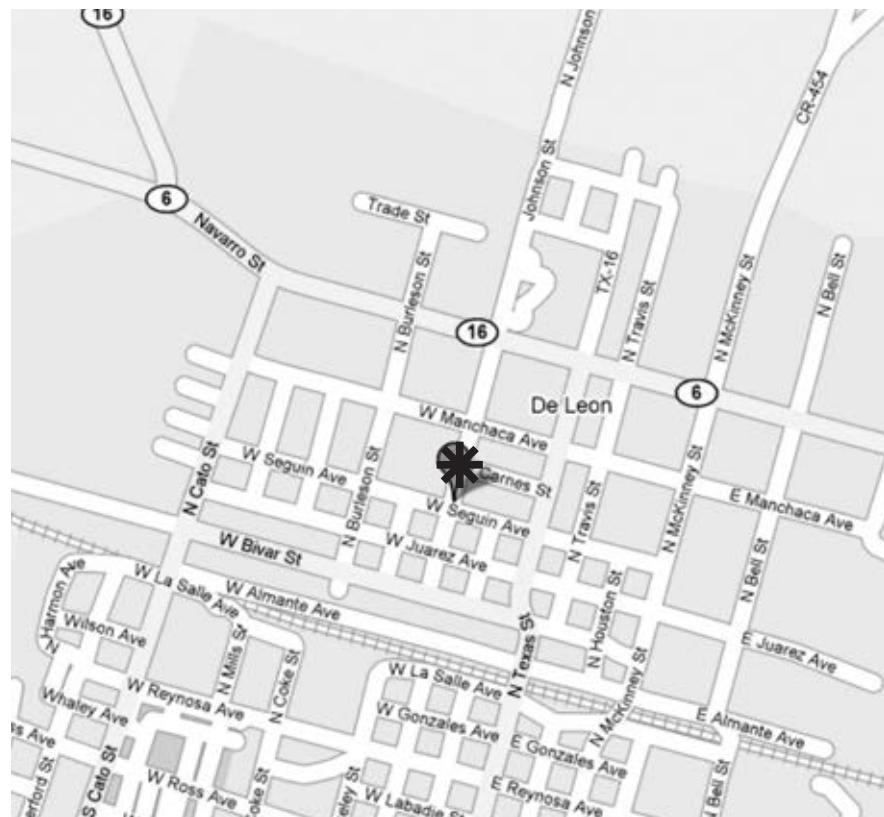
The Secretary of the Cooperative shall prepare and post at the principal office of the Cooperative at least fifteen (15) days before the meeting of Members for the election of Directors, a list of nominations for Directors as shown by said certified copies of minutes of said District Meetings. The Secretary shall mail with the notice of the meeting of the Members for election of Directors, or separately, but at least ten (10) days prior to the meeting, a statement of the number of Directors to be elected and showing separately the nominations made by the respective Districts.

MEETING FOR MEMBERS IN DISTRICT 3

Thursday, August 22 • 6 p.m.

Perkins Middle School

600 N. Johnson St., De Leon



The Power of Giving Back

As a member-owner of an electric co-op, you have a lot of power. You can vote for your board of directors. You can make your opinions heard at member meetings because you are an owner. That's a huge advantage over the big, corporate power companies. Their customers have no say in the management of the company, no vote for the board of directors and no stake in the power company's future. That's why co-ops work so well throughout America: Because when people want power, we deliver.



Your Touchstone Energy® Cooperative 

We Get Our Power From You—
Our Member-Owners.



NOTICE OF **CECA 2019 DISTRICT MEETING**

A \$15 credit on electric service will be given to each member (family) of District 5 attending.

Refreshments will be served, and prizes will be given away during the meeting.

Handicapped-accessible facilities will be provided upon request.

TO: ALL MEMBERS IN DISTRICT 5

Brown County (north of Highway 67 and east or north of Pecan Bayou)

The district meeting will be Monday, August 26, at 6 p.m.
May High School cafeteria • 3400 CR 411 E., May

This meeting is for the purpose of nominating candidates for director of District 5.

Please refer to the official bylaws printed herein for requirements and information concerning election of directors.

This meeting will also be open for discussion of any affairs of the cooperative.



Your Touchstone Energy® Cooperative 

Texas Co-op Power

TO: All Members in District 5
FROM: Alan Lesley, General Manager
SUBJECT: Nomination of Directors

The CECA Board of Directors and I would like to personally invite you to attend your District 5 meeting. The purpose of this meeting is to nominate candidates for director who will be placed on the ballot for the annual meeting of the membership in October, when they will be elected at large.

Additionally, we will review a variety of issues in the electric industry that most affect our members.

The meeting will be open to discussion of any question or suggestion you have concerning your cooperative.

Who are our owners? Our members. That means you, as members, have a voice in your cooperative. This meeting is a demonstration of the openness and transparency of your cooperative, and we hope you will take the time to attend.

One of the most important advantages cooperatives afford their members is the ability to participate in the nomination and selection of the co-op's directors. Other utilities' boards of directors are selected by shareholders, whose say is determined by the number of shares they own and who are mainly interested in the rate of return on investment. Your cooperative is nonprofit. Because your directors are members themselves, their goal is quality service at a reasonable price.



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REGISTRATION CARD FOR DISTRICT 5 MEETING

Monday, August 26, 2019 • 6 p.m.

NAME

ADDRESS

TELEPHONE NUMBER ()

ACCOUNT NUMBER

Following is an excerpt from the bylaws of CECA detailing important information about director nominations.

ARTICLE III • DIRECTORS

SECTION 3.2. QUALIFICATIONS AND TENURE

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B. When a membership is held jointly by a husband and wife, either one, but not both, may be elected a Director; provided, however, that neither one shall be eligible to become or remain a Director or to hold a position of trust in the Cooperative unless both shall meet the qualifications hereinabove set forth except that the spouse is not required to be a resident of the area served by the Cooperative. Nothing contained in this section shall be construed to affect in any manner whatsoever the validity of any action taken at any meeting of the Board of Directors.

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DISTRICTS DESCRIBED. The territory served or to be served by the Cooperative shall be divided into seven (7) Districts, and each district shall be represented by one director. Said seven (7) Districts shall be as follows:

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District 3—Comanche County (Highway 36 northwest from Comanche, thence east to Highway 16)

District 4—Mills County, plus that portion of Brown County south of Highway 67 and including that portion of Brown County west or south of Pecan Bayou

District 5—Brown County north of Highway 67 and east or north of Pecan Bayou

District 6—Eastland and Callahan counties, less that portion of Eastland County east or north of Highway 6

District 7—Stephens and Shackelford counties, plus that portion of Eastland County east or north of Highway 6

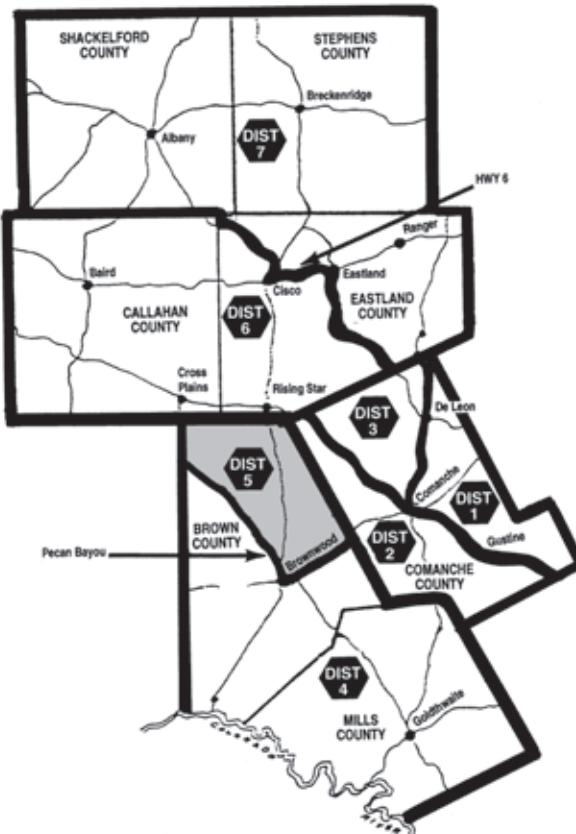
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DIRECTOR TERMS. A Director's term begins: 1) after the individual consents to being elected or appointed as a Director; and 2) at the beginning of the first Board Meeting held after the Director is elected or appointed. A Director's term ends after: 1) a successor Director consents to being elected or appointed as a Director; and 2) at the beginning of the first Board Meeting held after a successor Director is elected or appointed. Directors' terms shall be three (3) years. Directors shall be elected on a staggered-term basis.

NOMINATION OF DIRECTORS. Not less than thirty (30) nor more than ninety (90) days before the annual meeting of Members for the election of Directors, the Board of Directors shall call a meeting or meetings of the Members of such Districts as are to have vacancies for Director, such meetings to be held not less than twenty (20) days prior to the annual meeting of the Members at suitable places in the Districts affected.

The purpose of the District meetings shall be to nominate, by vote of those Members present in person, no more than two candidates for each vacancy occurring on the Board of Directors. Notice of each District meeting of Members shall be given by the Secretary for such length of time and in such manner as the Board of Directors may direct provided that a written notice stating the place, day and hour and the purpose of such meeting, shall be published in a publication, not less than ten (10) days

CECA BOARD DISTRICT BOUNDARIES



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The first order of business at each District Meeting shall be the selection of a Chairman, who shall appoint a Secretary to act for the duration of the meeting. Fifteen (15) of the Members residing in the District present at such duly called District Meeting shall constitute a quorum, but in the event a quorum is not present at such meeting, the Director then serving such District shall be the official nominee for such District. Nominations for Director may be made from the floor at the annual meeting and any Member residing in the District shall have the right to nominate one candidate, which must be seconded by a Member from that District. The meeting shall remain open for nominations until no further nominations are forthcoming, but in no case more than five minutes. Candidates must be Members residing in the District and must possess the qualifications for Director specified in Section 3.2 of the Cooperative's Bylaws.

Voting shall be in person only. Mail-in ballot and proxy voting shall not be permitted at any District Meeting. Each Member present may vote for one nominee as above provided for such District. The two candidates for each place on the Board of Directors receiving the highest number of votes shall be the official nominees of the District. The minutes of such District meeting shall set forth, among other matters the name of each person nominated at the meeting and the number of votes received by each, and shall certify the two nominees receiving the highest number of votes as the official nominees of the District for Director. A certified copy of the minutes, signed by the Secretary and the Chairman of the District Meeting, shall be delivered to the Secretary of the Cooperative within five (5) days after such District Meeting.

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The logo for CECA (Comanche Electric Cooperative Association) features the acronym "CECA" in a large, bold, black sans-serif font. A thick, dark grey curved line starts from the top right and sweeps down towards the bottom left, passing behind the letters. Below the acronym, the words "comanche electric cooperative association" are written in a smaller, black, lowercase sans-serif font.

Your Touchstone Energy® Cooperative

*We Get Our Power From You—
Our Member-Owners.*



NOTICE OF **CECA 2019 DISTRICT MEETING**

A \$15 credit on electric service will be given to each member (family) of District 6 attending.

Refreshments will be served, and prizes will be given away during the meeting.

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TO: ALL MEMBERS IN DISTRICT 6

Eastland and Callahan counties (less that portion of Eastland County east or north of Highway 6)

The district meeting will be Tuesday, August 27, at 6 p.m.
Scranton Community Center • CR 569 (RR 1864), just east of intersection with CR 151

This meeting is for the purpose of nominating candidates for director of District 6.

Please refer to the official bylaws printed herein for requirements and information concerning election of directors.

This meeting will also be open for discussion of any affairs of the cooperative.



Your Touchstone Energy® Cooperative 

Texas Co-op Power

TO: All Members in District 6
FROM: Alan Lesley, General Manager
SUBJECT: Nomination of Directors

The CECA Board of Directors and I personally invite you to attend your District 6 meeting. The purpose of this meeting is to nominate candidates for director who will be placed on the ballot for the annual meeting of the membership in October, when they will be elected at large.

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Tuesday, August 27, 2019 • 6 p.m.

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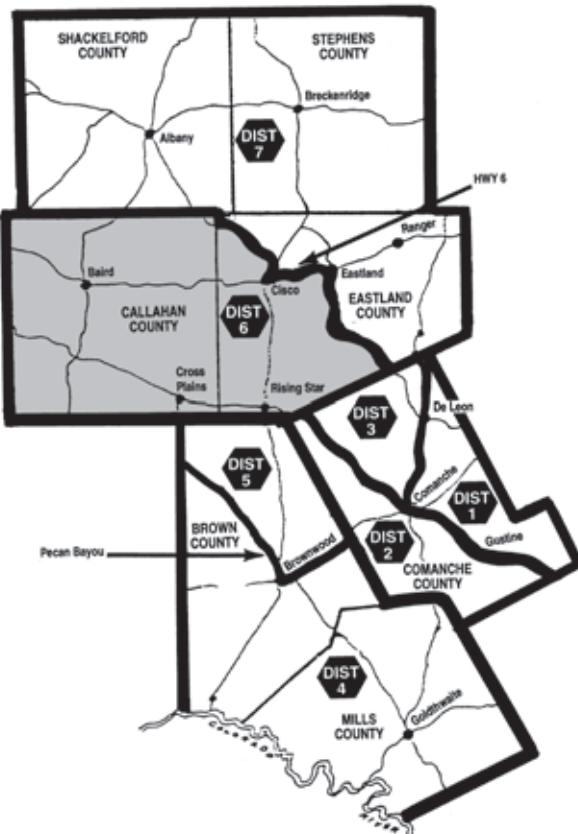
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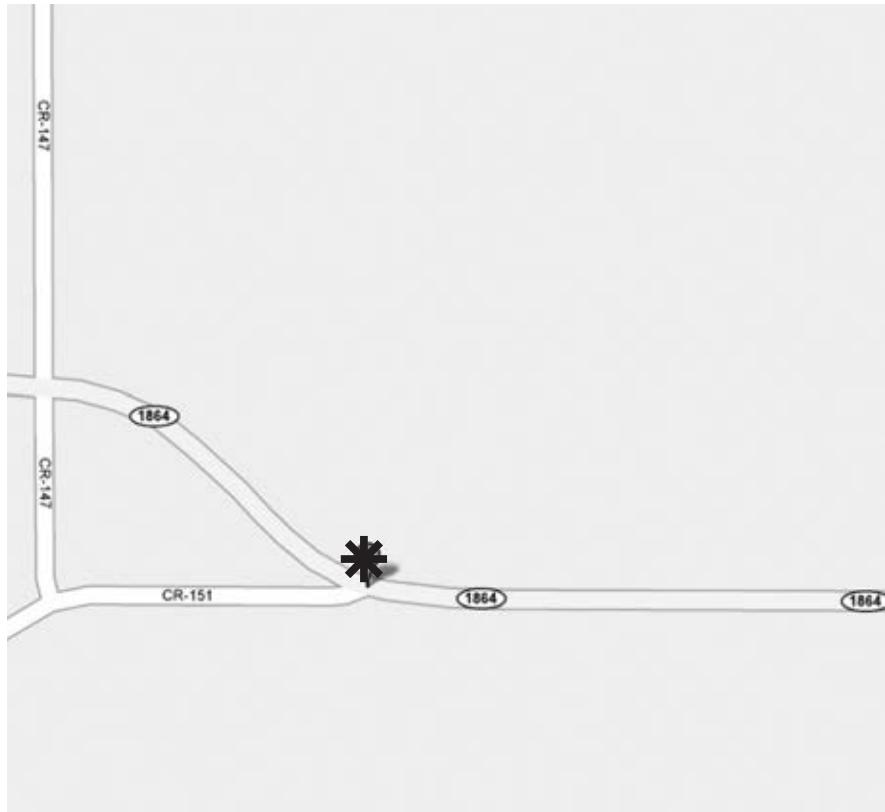
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Our Member-Owners.

TEXAS CO-OP POWER

SPECIAL
ANNIVERSARY
ISSUE





great looks &
long-lasting
performance

Mueller metal roofs offer many advantages, including curb appeal, weather resistance and durability. You can choose from a wide range of designer colors to complement your home, backed by up to a 30 year limited paint warranty. It all adds up to lasting peace of mind. Get a metal roof you can trust from a company you can trust – a Mueller metal roof.

Learn more at: www.muellerinc.com/roofing



www.muellerinc.com
877-2-MUELLER (877-268-3553)



The Baby is Born heralds the debut of this magazine in July 1944.

FEATURE

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Reliable as Electricity *Texas Co-op Power*, trusted voice of co-ops across the state, turns 75.

Story by *Texas Co-op Power* contributors | Illustrations by David Vojin

NEXT MONTH

Which Big Bend? Visitors to this rugged region have state and national parks as options.



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ANNIVERSARY: DAVID VOJIN; HIKING BOOTS: MAREKULIASZ | SHUTTERSTOCK.COM



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ON THE COVER For 75 years, *Texas Co-op Power* has committed to improving co-op members' quality of life. Illustration by David Vojin

TEXAS ELECTRIC COOPERATIVES BOARD OF DIRECTORS: Blaine Warzecha, Chair, Victoria; Alan Lesley, Vice Chair, Comanche; Robert Loth III, Secretary-Treasurer, Fredericksburg; Mark Boyd, Douglassville; Billy Jones, Corsicana; David McGinnis, Van Alstyne; Brent Wheeler, Dalhart • **PRESIDENT/CEO:** Mike Williams, Austin • **COMMUNICATIONS & MEMBER SERVICES COMMITTEE:** Clint Gardner, Coleman; Greg Henley, Tahoka; Bill Hetherington, Bandera; Mark McClain, Roby; Gary Raybon, El Campo; John Ed Shinaugh, Bonham; Robert Walker, Gilmer; Brandon Young, McGregor • **MAGAZINE STAFF:** Martin Bevins, Vice President, Communications & Member Services; Charles J. Lohrmann, Editor; Tom Widlowski, Associate Editor; Karen Nejtek, Production Manager; Andy Doughty, Creative Manager; Elaine Sproull, Advertising Manager; Chris Burrows, Senior Communications Specialist; Paula Disbrowe, Food Editor; Grace Fultz, Print Production Specialist; Travis Hill, Communications Specialist; Qasim K. Johnson, Administrative Assistant; Jessica Ridge, Communications Specialist; Chris Salazar, Digital Field Editor; Ally Schauer, Intern; Jane Sharpe, Senior Designer; Shannon Oelrich, Proofreader

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By Chet Garner

ONLINE

TexasCoopPower.com

Find these stories online if they don't appear in your edition of the magazine.

Observations

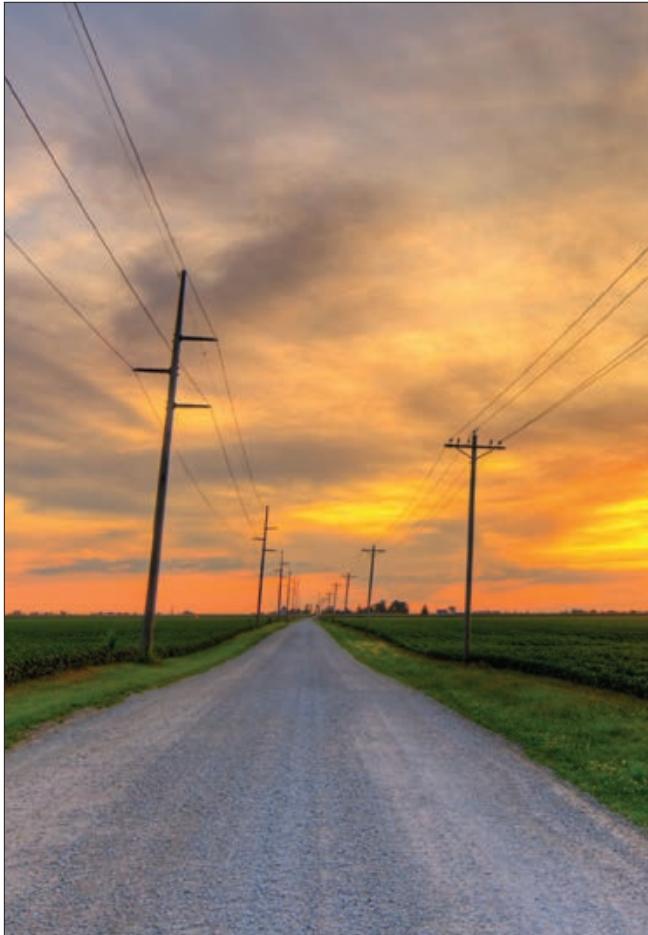
From the Shambles

By Sheryl Smith-Rodgers

Texas USA

Caddo's Gems

By Martha Deeringer



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 IT'S UPTIME

No Concept of Electricity

Reading about your 75th anniversary made me think of a story my father told me when I was a kid.

Just before World War II, when they were electrifying rural western Louisiana, my father was a foreman for Brown & Root Construction. One day, he was in a small town near the Louisiana-Texas border, finishing up checking out a new substation. A group of the townspeople approached him, and one man stepped forward and said, "We hear we are going to get electric lights soon."

Dad responded with, "That's right. As soon as I am finished here, I will radio the crew over in the next town and they will turn on the power."

With that, the man asked, "How long will it take to get here?"

Dad said, "It will be here as soon as they turn it on."

Without another word, they all turned and walked away, thinking my father was making fun of them. He said he never forgot the look on the man's face as he turned away.

Today, we take electricity for granted. It's hard to imagine a time when there were those who had no concept of it.

JACK L. TYLER | ARLINGTON
PEDERNALES EC

Hungry Mockingbirds

Feedin' Time [Focus on Texas, June 2019] has a photograph of a nest of unidentified baby birds. Fittingly, they are the Texas state bird—northern mockingbird (*Mimus polyglottos*).

RAY C. TELFAIR II, CERTIFIED WILDLIFE BIOLOGIST | WHITEHOUSE
CHEROKEE COUNTY EC



Drive-In Dating

I dated during the late '40s and early '50s. The drive-in theater was where, on Saturday night, they only charged \$5 for a carload of people [*Drive In, Chill Out*, June 2019]. Saw many a movie there over the years.

HELEN PERRY | VIA FACEBOOK

This Little Piggy

Those working on the pig rescue program [*This Little Piggy*, May 2019] seem like caring, compassionate people. Perhaps all of us, however, need to look farther out our kitchen windows today and see something else—like Katy Hamner and Avery Graves [below, left to right] helping kids with diabetes [*A Butterfly's Touch*, May 2019].

RUTH HENSON | GOLDFTHWAITE
HAMILTON COUNTY EC



Flight of a Lifetime

I really enjoyed your article about ex-Navy pilot Trey Hayden taking clients over the USS Lexington in Corpus Christi [*What Moves You?*, April 2019]. I was stationed aboard the USS Bennington aircraft carrier 1962–1966. I spent my time seven decks below in the engine room. In March, Hayden took me on the flight of a lifetime.

BERNIE PHILLIP | DEVINE
MEDINA EC

Great Reading

For such a little magazine, *Texas Co-op Power* has a lot of good articles. In May, you had three that were of special interest to me—the one on Tom Lea [*Tom Lea's War*], the one on R.E.B. Baylor [*Baylor, the Man*] and the one on Sul Ross State University [*Higher Education*].

Lea is one of my favorite authors. I didn't go to Sul Ross, but a couple of my classmates from Bandera High went on football scholarships.

RALPH REAVES | KINGSLAND
CENTRAL TEXAS EC

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HAPPENINGS

Fayette County Fair

Josh Turner and Casey Donahew are the headliners August 31 at the **FAYETTE COUNTY FAIR**, which runs **AUGUST 29–SEPTEMBER 1** in La Grange.

“If you have never seen our River View music venue, for our top entertainment, you’re missing some of the best sunset views of Central Texas,” says Michael Zuhn, a Fayette Electric Cooperative member and president of the fair, which calls itself “The Best Little Fair in Texas.”

The first Fayette County fair was in 1927. Last year, about 9,000 fairgoers came through the gates. The theme for 2019 is For the Kid in All of Us. Indeed, youths are a top priority: The fair awards 20 academic scholarships of \$1,000 each and another \$5,000 in scholarships to contestants in the fair queen pageant.

INFO ► fayettecountypower.org, (979) 968-3911

WEB EXTRAS
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HISTORY LESSON

PEACEMAKER TURNS DEADLY

175 years ago, in 1844, President John Tyler, who made Texas statehood a focus of his time in office, celebrated with more than 400 guests aboard the USS Princeton after a milestone annexation treaty. The newly built boat’s “peacemaker” gun—at the time the largest naval gun in the world—was showing off its power when a misfire killed six and injured several others.

Among the dead were Abel P. Upshur, secretary of state, and Thomas Walker Gilmer, secretary of the navy—well-known names in northeast Texas—who worked alongside Tyler to admit Texas as a slave state. All three were outspoken supporters of slavery.

Incredibly, two of Tyler’s grandsons, Lyon Gardiner Tyler Jr., born in 1924, and Harrison Ruffin Tyler, born in 1928, are still alive today.

◀ LOOKING BACK AT RURAL LIFE THIS MONTH



SINCE 1944, the year *Texas Co-op Power* debuted, rural Texas has faced unprecedented droughts, benefited from advancements in farm equipment and celebrated red grapefruit.

1940s

- 1945** An estimated 3.2 million pecan trees make Texas one of the nation’s leading pecan producers.
- 1945** The farm-to-market road system comes into being.
- 1948** A Colorado farmer invents the center pivot irrigation machine, which revolutionizes irrigation farming.



1950s

- 1950** Stihl unveils the first one-person, gasoline-powered chain saw.
- 1950** Texas’ rural population falls below 50% for the first time—to 37.3%.
- 1954** Social Security coverage is extended to farm operators.
- 1957** Texas’ historic seven-year drought ends; the state loses nearly 100,000 farms and ranches in the 1950s.

1960s

- 1960** International Harvester launches the Cub Cadet as the first lawn and garden tractor produced by a major tractor manufacturer.
- 1965** Mohair output in Texas reaches a peak when ranchers clip 31.6 million pounds from 4.6 million Angora goats.





MUSICAL NOTES

Texans Rock Woodstock

FIFTY YEARS AGO, 31 bands and more than 400,000 people turned a dairy farm in upstate New York into the site of the legendary Woodstock music festival. At least four of the musicians to play during the concert, August 15–18, 1969, were Texans: Janis Joplin of Port Arthur; Johnny Winter, with his brother Edgar, both of Beaumont; and Sly Stone of Denton from Sly and the Family Stone.

Two weeks later, the same Texas artists were among some two dozen bands at the Texas International Pop Festival, which drew upward of 150,000 to Lewisville, where CoServ, an electric cooperative in Corinth, has many members. That concert, August 30–September 1, was at the Dallas International Motor Speedway, which was demolished in 1973.

WORTH REPEATING

"If men can run the world, why can't they stop wearing neckties? How intelligent is it to start the day by tying a little noose around your neck?"

—**LINDA ELLERBEE**, an American TV journalist most known for her work at NBC News and Nickelodeon, who turns 75. She was born August 15, 1944, in Bryan.

BY THE NUMBERS



August is National Eye Exam Month, and the Vision Council says about 75% of adults use some sort of vision correction.

MILESTONE BIRTHDAY

No Candles, Please

Smokey Bear turns 75 this month. On August 9, 1944, he debuted as fire prevention spokesman for the U.S. Forest Service. He is part of the longest-running public service advertising campaign in U.S. history.

Chances are he wouldn't approve of 75 candles burning on his birthday cake.

LOOKING BACK AT TRAVEL NEXT MONTH ▶

1970s

1970 Geneticist Norman Borlaug receives a Nobel Peace Prize for developing high-yielding, disease-resistant wheat.



1977 Members and supporters of the Texas Farm Workers Union march 420 miles from San Juan, in the Rio Grande Valley, to Austin in support of fieldworkers' right to vote on union representation.

1980s

1980 John Deere produces a four-row cotton picker, the first in the industry, and estimates the unit will increase operators' productivity 85%–95%.

1984 Texas researcher Richard Hensz develops the Rio Red grapefruit.

1989 The Native American Seed Company is founded in Argyle. It moved to Junction in 1995.



1990s

1993 The Legislature designates Texas red grapefruit as the official state fruit.

1994 Farmers begin using GPS to aid use of water, fertilizer and pesticides.

1995 Texas voters approve Proposition 11, which allows land used to manage wildlife to qualify for tax appraisals in the same manner as agricultural land.

2000s

2012 Texas leads the nation with 248,800 farms and ranches—far fewer than the 420,000 that existed in 1940.

2017 The Hill Country ranks second in wine tourism after Napa Valley. Texas' wine industry boosts the state's economy by \$13.1 billion and supports more than 104,000 jobs.



A Commitment to Quality of Life

ILLUSTRATIONS BY DAVID VOGIN

Since July 1944, *Texas Co-op Power* has been a trusted voice for Texas electric cooperatives, bolstering a movement to light up rural areas and tell the stories of people who live there. The magazine's mission to empower rural communities has been the constant behind the headlines.

Following World War II, *Texas Co-op Power* fought for the very existence of electric cooperatives and the Rural Electrification Administration. The headlines reflected the intensity of the battle: *Phony Campaign Aimed at Co-ops or Utility Lobby Unveils Its Power Grab Plan*.

In the '40s and '50s, the magazine amplified the voices of farm families disenfranchised from electric power, countering outlandish charges that co-op members were communists or that nonmembers were taxed to support rural electricity.

The co-ops' life-or-death struggle with investor-owned utilities evolved into community building through shared information. The magazine's focus shifted to optimizing the opportunities offered by electricity and answering questions about new appliances for the recently electrified farm.

The magazine set its sights on identifying challenges and outlining solutions, whether it was describing the home of the future or simply explaining how to use a waffle iron. And not all policy talk was about power. One 1982 article outlined a tough forecast for agriculture, noting that, in 1981, a bushel of corn that sold for \$2.40 cost a farmer \$3.11 to produce.

Rural Texans are not as isolated now as they were in the days before electricity. Yet, *Texas Co-op Power* remains a valued resource for understanding the fundamental changes technology brings.

For our 75th anniversary, we reflect on the magazine's work to educate readers on the benefits the cooperative model affords—to shine a light on the fruits of cooperation. Whether it was the glow of a homestead's first lightbulb or the gentle hum of a modern family's new electric vehicle, *Texas Co-op Power* explained these advances. And when the next mystifying technology inserts itself into your life, we'll be there, too.

BY CHARLES LOHRMANN | EDITOR



THE DOMESTIC ELECTRIC

In the 1930s and 1940s, power lines newly installed across the countryside didn't just deliver light. As the once-quixotic prospect of an electrified rural home became a reality, the electricity the lines carried ultimately delivered families from the drudgery of onerous, time-consuming chores that many urban residents had already dispensed with. Quotidian routines could be accomplished faster and with less tedium, and tasks that once were tethered to the sun's schedule could now be completed under a lightbulb's glow.

Amid this development, *Texas Co-op Power* consistently advocated readers' parity with urban dwellers. As the November 1944 issue asserted, "New or old, the farm home that has high-line electric service easily can and should have as modern a kitchen as any found in the most up-to-date city residence." That story detailed the timesaving benefits of an electric range, refrigerator and dishwasher while also cautioning readers to proceed sensibly. Noting that the expense of a modern kitchen could be financed, the magazine offered an alternative for readers loath to take on consumer debt: "You can install it piece by piece as your income permits."

The Cranek family, members of Wharton County Electric Cooperative, took advantage of this convenience. Before getting an electric range in 1943, Mrs. L.V. Cranek cooked on a wood stove, and in July 1951, she told *Texas Co-op Power* that the range was "just like a dream in comparison." The homemaker didn't mince words when she summed up the difference electric light and appliances made: "Before rural electrification the farm was no pleasant place to live."

From its earliest days, *Texas Co-op Power* has provided safety tips and practical guidance to help readers derive the greatest value from the life-changing innovations rural Americans had for so long gone without. In particular, thrift achieved through timely maintenance has been a refrain. "Major repairs, or replacements, can often be avoided by proper care of your appliances and by making minor repairs," the August 1950 issue advised. "By these preventative measures, you can realize the fullest efficiency, value, and longevity from household tools."

It's advice that has stood the test of time—just like this magazine.

BY JESSICA RIDGE | COMMUNICATIONS SPECIALIST

THE DIGITAL AGE

Let's face it. The digital age has been hard slogging for those of us raised during the typewriter age. I am happy to say that *Texas Co-op Power* has been helping educate us about digital technology since the '70s.

The earliest tech reports dealt mainly with the billing process. Readers later learned of electronic meter-reading technology, cooperative-provided satellite TV, computer programs designed to simplify and quantify farm and ranch operations, and software that could digitally monitor entire electrical systems. I particularly enjoyed a 1986 column titled *Memo From Mary* explaining how new "cellular telephones" allowed you to "make a telephone call from anywhere, your car, the beach, or from a picnic table." What a wonder.

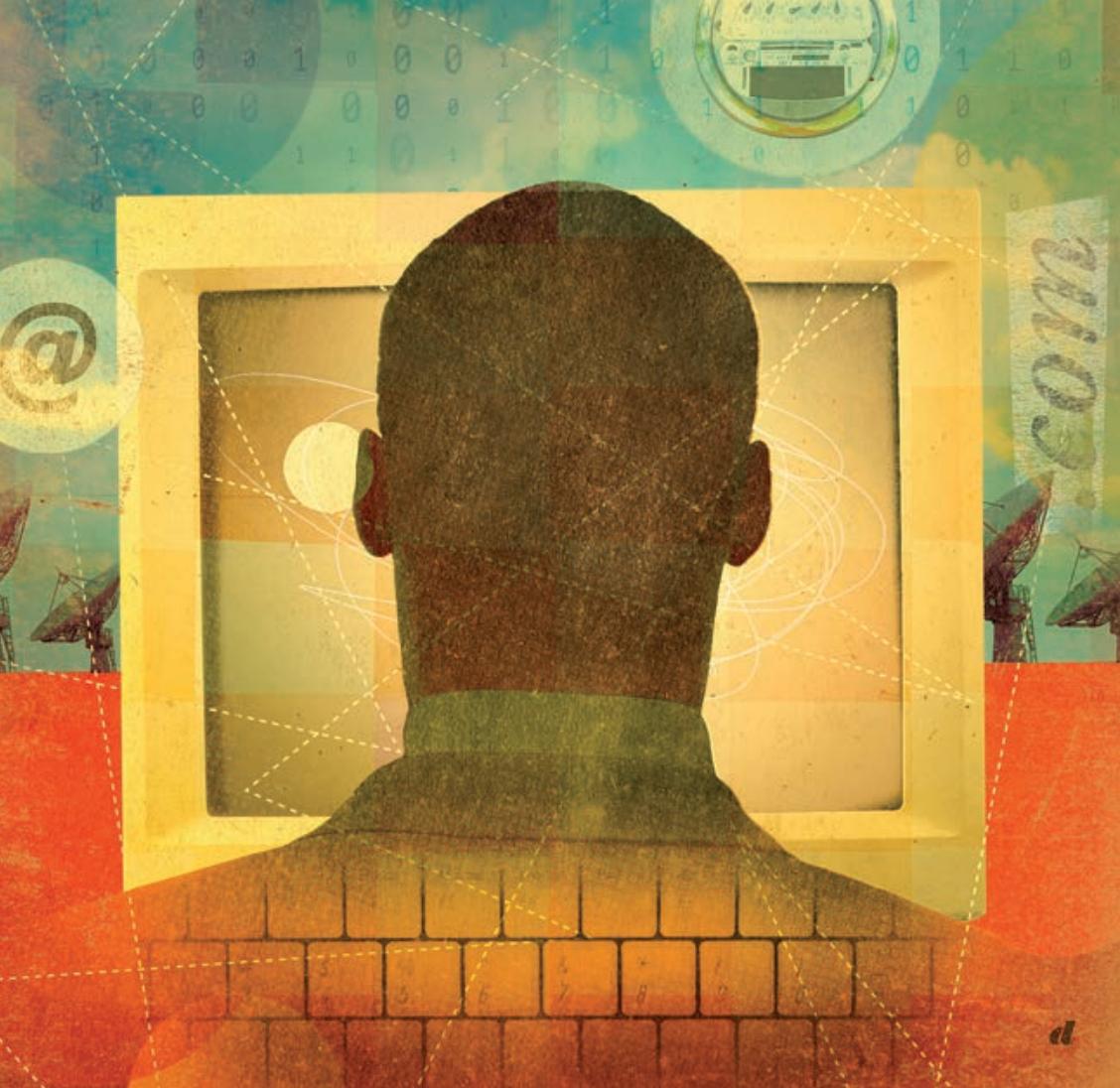
Co-ops worked hard in the '90s to help rural areas keep up. For example, Fayette Electric Cooperative helped organize a Texas Rural Internet Conference. Many co-ops developed internet services and created their own digital homepages with practical advice about all things electrical. Co-ops pushed to get

rural school libraries and hospitals wired.

A handy new column named Dot.com Corner was born in 2000, the year I went to work for the magazine. In 2001, I wrote a story called *Cyberspace Country*, for which I visited co-op members Don and Diane Harmeier, who had been able to get a dedicated T1 phone line, enabling them to operate a software company on their ranch 8 miles outside Kerrville. It was 50 times faster than the commonly available dial-up service.

Texas Co-op Power and local cooperatives vigorously advocated and frequently provided greater communications services for co-op members such as the Harmeiers. Today, most members speed confidently along the information highway. But many rural Texans still can't get fast fiber-optic internet like I have in Austin because it requires digging underground and laying cable at great expense. Google just offered my neighborhood Fiber 1000, which can download a high-definition movie in 43 seconds. But, co-op folks, be consoled by how far service has come. In 2001, when I was checking what rural areas could get, it took many long hours to download just a short video on a dial-up connection. Stream on.

BY KAYE NORTHCOTT | EDITOR 2001–2010



A few miles west of Marfa, along state Highway 90, is a delightful art installation celebrating the iconic movie *Giant*, a larger-than-life celebration of the mythic Texas oil industry. The '50s classic, starring Elizabeth Taylor, Rock Hudson and James Dean, was filmed on a nearby ranch.

What we don't have, but should, is a movie celebrating the unsung efforts of those scientists, engineers, technicians and, yes, electric co-op professionals who have been working to harness the wind, sun and other renewables. Flip through the past 40 years of *Texas Co-op Power*, and you won't find material for a modern-day Taylor-Hudson love story—though when I was editor, we staged a James Dean look-alike cover—but you will find articles chronicling efforts to find alternatives to fossil fuels. It's an ongoing story of the exotic becoming the everyday.

In 1971, the talk was of electric tractors. In 1978, it was a solar satellite that would beam electricity back to earth by microwave. *Texas Co-op Power* reported in 1980 that Sen. James McClure of Idaho foresaw electric cars dominating American highways by 2000. The senator's prediction was a bit optimistic, and yet other "experimental" efforts the magazine explored have gone mainstream.

Near Tulia, in 1979, a wind turbine located on a Swisher Electric Cooperative member's farm was help-

ing irrigate corn and grain sorghum fields. In 1980, Lighthouse Electric Cooperative was involved in a solar "power tower" project to help meet the power needs of Crosbyton. The power tower used the sun's energy to produce steam, which drove a conventional turbine.

Also in 1980, Elton McGinnes, manager of Southwest Texas Electric Cooperative in Eldorado, told *TCP* about a geothermal resources committee that was overseeing probes into the earth in search of temperatures high enough to generate electricity.

In 2004, *Texas Co-op Power* proclaimed the West Texas town of McCamey the "wind energy capital of Texas." The magazine reported that hundreds of "monolithic metal giants with three-pronged blades" had brought renewed prosperity. "The wind power source will never be capped. There will always be potential," Walt Hornaday of Cielo Wind Power enthused.

The magazine also quoted a United Nations study concluding that Texas had more renewable energy in wind, solar and biomass than any other state.

Can't you just see it? Today's Rock Hudson and Elizabeth Taylor—George Clooney maybe? Jennifer Lopez?—standing on the porch of their rambling solar-powered ranch house and staring contentedly into the distance at giant, white windmills, blades turning in the West Texas breeze, producing energy forever renewed. And the new James Dean to play Jett Rink? Maybe he plays a poultry farmer, relying on the West Texas sun to keep his birds warm and healthy.

BY JOE HOLLEY | EDITOR 1998-2000



VEHICLES OF THE HEREAFTER

The future, it seems, is a fickle friend. It always gets here faster than expected, yet it ever lingers as some distant dream. Our high-tech way of life has changed more radically than we could have imagined 25 years ago—but we still are not zipping around through time and space like the folks on *The Jetsons*.

Back in 1893, the *Abilene Reporter* noted distant rumblings of “an important change in the method of municipal transport.” Stages or carriages, the paper observed, might soon move London’s populace about by means of electric power. “Storage batteries are to be used. No one... will deny that the perfection of the storage battery will make this possible.”

By the time *Texas Co-op Power* came along, the internal combustion engine had long displaced such electro-transport visions as the German Elektrowagen. More recently, as scientists warn of the dangers of climate change, the electric vehicle has returned as an alternative. And the magazine has been riding shotgun to report the news.

In 1998, the magazine reported on the development of the Toyota Prius, “the world’s first mass-produced hybrid-electric passenger car that doubles the efficiency and halves the emis-

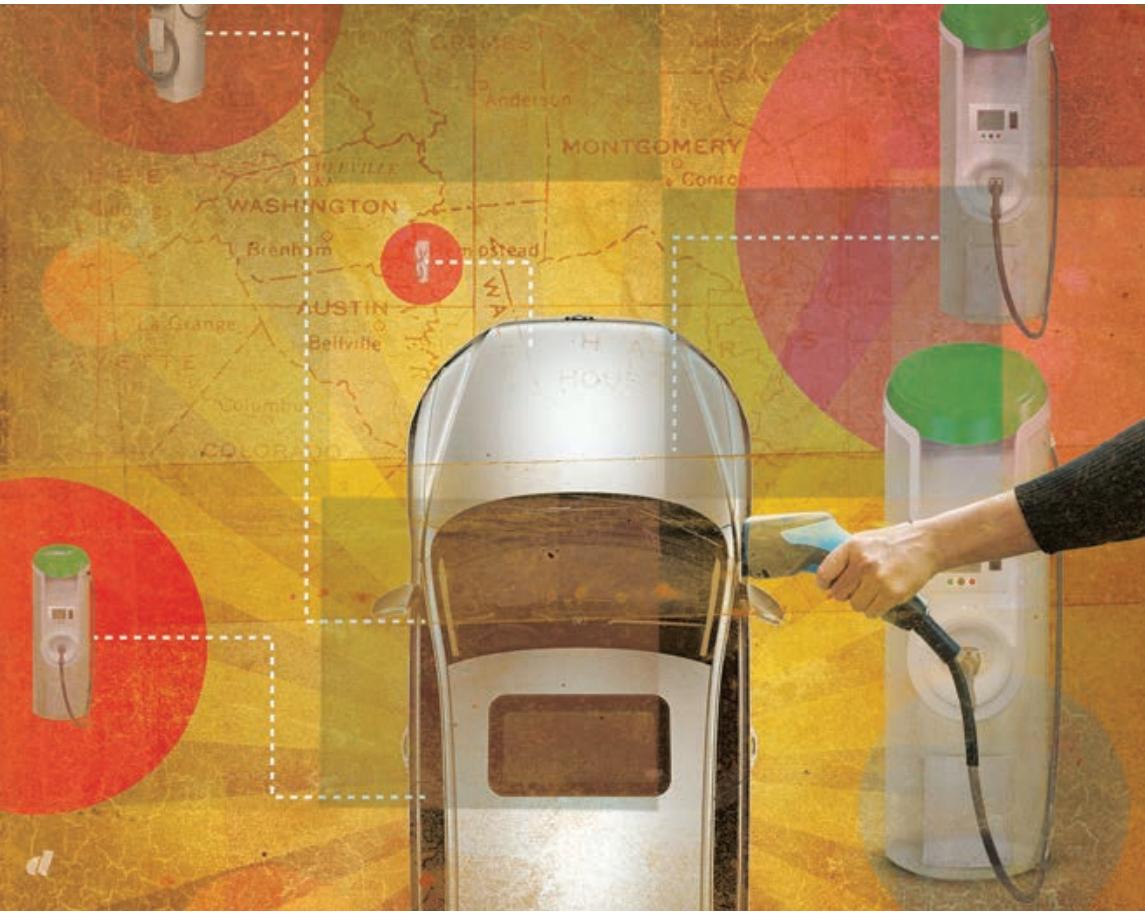
sions of a comparable conventional car.” The following year, then-editor Joe Holley explained that the Prius used both electric power and a gasoline engine, with an onboard computer that “automatically switches” between them or utilizes a combination of the two.

Today, drivers can choose from dozens of hybrid and all-electric vehicles. As *Texas Co-op Power* noted in 2010, “By 2040, 75 percent of the light-duty vehicle miles traveled in the U.S. should be electrically powered.”

Another futuristic gizmo, the drone, has acquired the problematic reputation of being flown dangerously close to commercial airliners. Yet as the magazine reported in 2017, Pedernales Electric Cooperative linemen deployed the remote control quadcopters to repair lines after the Blanco River flooded in 2015, restoring power in hours instead of days.

George and Jane Jetson, we’re catchin’ up at *Texas Co-op Power*.

BY GENE FOWLER | TEXAS CO-OP POWER CONTRIBUTOR





SMART LIFE

I am a technophobe. I'm doing well to operate a cell-phone and a laptop. So I wondered, how did I end up writing about high-tech "smart life" for this 75th anniversary issue of *Texas Co-op Power*? Then I remembered a story I wrote for the magazine back in 2011: *High-Tech Co-ops Changing Energy Realities*. I visited five co-ops across the state where the introduction of new technology made a significant difference to co-op members. Some were seeing the benefits of the "smart grid," while others were enjoying making their own energy with the help of the wind, and still others were monitoring their energy consumption at home from their personal computers.

The story was not an abstract, speculative treatise on technology. This was real life with real people. The co-op staff and members I met showed me how technology, rather than being intimidating, was something that could make life easier by saving time and money.

Looking back over 75 years, it is clear that co-ops were on the forefront of high-tech developments such as the "smart house," a concept introduced back in 1987 in *Texas Co-op Power* and actually constructed with co-op sponsorship in 1993.

Remember when there was no internet? No tweets? No electronic meter reading? All of which are taken for granted now. The internet alone has altered life with its seemingly infinite capability to deliver information, from the price of hog bellies on the stock exchange to how to make the perfect mac 'n' cheese. You've already heard about the "internet of things" in the pages of *Texas Co-op Power*, and you're sure to hear more as cloud-based apps further enable communication between your smartphone and appliances and electronic systems in your home.

Not only does *Texas Co-op Power* inform readers about new technologies on the horizon, it helps you understand how they work and what the benefits will be. The magazine can fill that role because it's a trusted voice and echoes the sentiments of a general manager who once said, "Before we adopt any technology, we look at how it will make us more efficient and benefit our members."

So maybe I'm really not afraid of high tech, after all. I just need a little *TCP* TLC.

**BY CAROL MOCZYGEMBA | LONGTIME STAFF MEMBER
AND EXECUTIVE EDITOR 2007–2013**



THE FUTURE NOW

The robotic assistants and flying cars promised by the golden age of science fiction still haven't materialized in Texas' homes and garages, but plenty of seemingly sci-fi technologies have. This next generation of tech—the culmination of decades of advances in biotechnology, computer sciences, nanotechnology and engineering—exists mostly in labs and in the cloud (or clouds). But some of it is already starting to show its potential for our everyday lives. The future is now.

For decades, farmers have envisioned a time when automation could put some of their workload in the hands of machines—Willie Wiredhand instead of Willie farmhand. In January 1971, Dick Pence, *Texas Co-op Power's* Washington correspondent, wrote about such visions: "The research quest for new machines and instruments has produced some exotic-sounding ideas ... electric-powered laser beams to control the depth of laying drainage pipe; computer-controlled feeding; electrostatic separation of seeds during cleaning processes; portable sensors to measure how much water plants lose during growth; and dozens of other devices."

But even Pence likely couldn't have imagined how drones equipped with powerful infrared cameras, automation software and GPS tracking could be used

to monitor crops from the air without the farmer ever having to get up from his desk. In April 2017, *Texas Co-op Power* wrote about that technology, which Juan Landivar, Corpus Christi director for the Texas A&M AgriLife Research and Extension Center, told us was still a few years away from commercial viability.

Such technologies have the power to revolutionize agribusiness. Other tech promises to change the way Texans do business, travel, interact and, well, live. That's why we've got our eye on advancements such as 5G wireless technology, which may one day make broadband obsolete with its superior wireless connection speeds. And artificial intelligence promises to one day drive our cars for us, produce works of art and defend our skies.

Then there's wireless electricity. Long dreamed about, it already exists today in the form of wireless pads that charge cellphones, for example. Researchers are looking to apply that concept on a much larger scale. An oddly shaped tower with a metal ball at its peak, along Interstate 35 East in Ellis County, is part of one such study, run by scientists at Viziv. Their goal is the wireless transmission of electricity over large distances.

"The Viziv surface wave systems will improve the quality of life for people everywhere by enabling the delivery of affordable electricity throughout the world," the company's website reads.

If they're ever successful, rest assured, we'll let you know.

BY CHRIS BURROWS | SENIOR COMMUNICATIONS SPECIALIST



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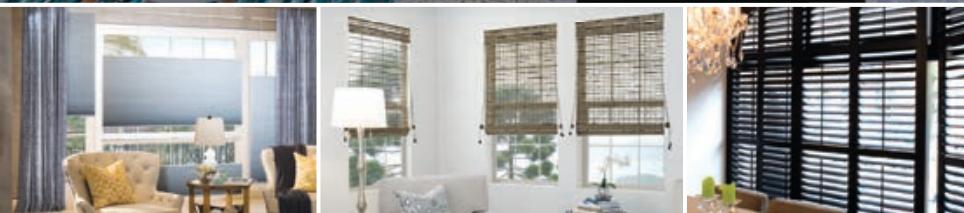
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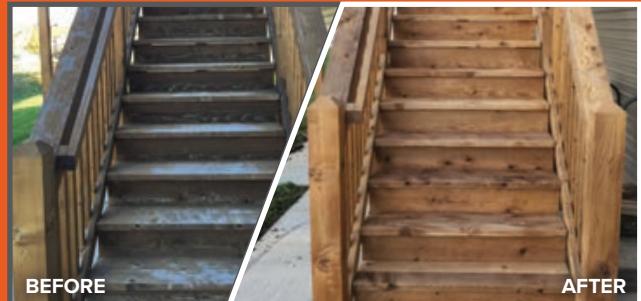
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"To you, it's the perfect lift chair. To me, it's the best sleep chair I've ever had."

— J. Fitzgerald, VA



Sit up, lie down —
and anywhere
in between!

We've all had nights when we just can't lie down in bed and sleep, whether it's from heartburn, cardiac problems, hip or back aches – it could be a variety of reasons. Those are the nights we'd give anything for a comfortable chair to sleep in, one that reclines to exactly the right degree, raises feet and legs to precisely the desired level, supports the head and shoulders properly, operates easily even in the dead of night, and sends a hopeful sleeper right off to dreamland.

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Electricity 101: The Flip of a Switch

Have you ever wondered why they call it electricity?



MESSAGE FROM GENERAL MANAGER ALAN LESLEY

IT'S NAMED AFTER THOSE TINY PARTICLES INSIDE ATOMS CALLED electrons, and that's the place to start in understanding how power plants make something that reliably lights your home with the flip of a switch.

Getting all those electrons to march together inside a wire has been described as one of civilization's greatest and most complex engineering feats.

Just about all electricity starts with the same scientific phenomenon: Spinning a magnet inside a coil of wires generates electricity. That's why deep inside most power plants, there are large turbines turned by different means—the pull of gravity on water at a hydroelectric dam; the rising heat from burning coal or natural gas at a fossil fuel station; atomic energy at a nuclear power plant; or wind turning the blades of a wind turbine. One exception is solar energy, which uses materials that produce electricity when they're activated by sunlight.

Every one of those power plants is incredibly complicated—think about what you would do if you were handed a lump of coal and were told to make it run your refrigerator.

Most large generating plants need large banks of transformers to boost the voltage of the electricity for the trip of hundreds of miles through wires held up by tall transmission towers. As it nears your neighborhood, the voltage is reduced at one of those fenced-in complexes of wires and transformers called a substation. Lower voltage makes the electricity appropriate for home energy use. As the electricity gets closer to your home or business, the voltage is reduced again with smaller transformers, which you can typically see mounted on a nearby utility pole or inside a ground-level green box.

Beyond these basics, all that flowing electricity needs to be coordinated so it gets to the right house just as it's needed.



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CECA crews are available 24/7 in the event of a power quality issue by calling 1-800-915-2533.

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CECA Co-op Connections Card



Saving Our Members Even More Money

ELEVEN YEARS AGO, COMANCHE ELECTRIC COOPERATIVE introduced Touchstone Energy Cooperatives' Co-op Connections program to help our members save money when they dined out, made other purchases and stayed in hotels.

In 2008, the program expanded to include a prescription savings plan, which has so far saved CECA members more than \$120,000.

CECA's Co-op Connections program is saving members even more by offering significant savings on lab and imaging services and chiropractic, dental, vision and hearing care.

The Healthy Savings program is available at no cost to CECA members who present their Co-op Connections cards. This benefit is part of CECA's commitment to helping members save money during these challenging economic times.

The discount program is not health insurance and cannot be used in conjunction with insurance; however, for CECA members who may not have insurance that covers prescriptions or certain health care services, this could offer significant savings.

"The Healthy Savings package will help our members stretch their paychecks and underscores that CECA is always looking out for its members," said Alan Lesley, CECA general manager. "Our mission statement says that CECA is 'for people, not profit,' and that we will work to improve the quality of life in our communities. The Co-op Connections card is one way that we can do that."

To locate providers that participate in the Healthy Savings program, call 1-800-800-7616 with your card handy or visit healthysavings.coop.

CECA members can save on lab and imaging services and chiropractic, dental, vision and hearing care with their Co-op Connections card. That is in addition to savings on prescriptions and discounts on products and services from national businesses.



Prescription: Save 10–85% on prescription drugs at more than 60,000 national and regional pharmacy chains.

Lab and imaging: Save 10–60% on MRI and CT procedures and receive discounts on lab tests.

Dental: Save 20–40% on most dental services, including orthodontics, periodontics and endodontics.

Vision: Save 10–60% on eyewear, 10–40% on contact lenses through a convenient mail-order program and 40–50% on the national average cost of LASIK and laser surgery.

Hearing: Save 35% on hearing aids through Newport Audiology Centers.

Chiropractic: Through UHS Chiropractic providers, save 50% on diagnostic services, 50% on on-site X-rays and 30% on treatment and other services.

Discounts available through the Healthy Savings program include 10–60% off eyeglasses, contact lenses and eye exams; 20–40% discounts on a range of dental care services; and 30% off chiropractic treatments.

"Many insurance plans do not include provisions for dental, hearing and vision care, which means many people do not receive these much-needed services," Lesley said. "With the Healthy Savings package, CECA members get no-cost access to five discounted health benefit areas: vision, dental, hearing, lab imaging and chiropractic care."

See detailed information on available savings and how to take advantage of Healthy Savings at healthysavings.coop. CECA members can now save on a wide array of medical screenings and procedures with their Co-op Connections card, in addition to continued savings on prescriptions and discounts on products and services from local and national businesses.

If you do not have internet access, call CECA at 1-800-915-2533 for assistance.

CECA is a member of Touchstone Energy Cooperatives, a national alliance of more than 725 consumer-owned electric cooperatives committed to serving their members and communities with integrity, accountability and innovation.



*For more information on
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visit healthysavings.coop or
call 1-800-264-5112.*

Youth Tour 2019: The Trip of a Lifetime

*Two CECA students join 155 other Texas
students for a tour of our nation's capital*



FOR THE PAST 54 YEARS, CECA HAS SENT AREA STUDENTS TO AUSTIN AND WASHINGTON, D.C., FOR A 10-DAY TOUR OF our state and national capitals. This year's winning participants were Kayleah Hall and K'Leigh Harlin.

Hall is a senior at Bangs High School and the daughter of Louis and Rachel Hall. Harlin is the daughter of Julie and Larry Harlin and a senior at De Leon High School. To qualify for the trip, students were required to write a brief essay and interview before a panel of three judges.

Hall and Harlin were chosen as finalists and were awarded the trip to Washington, where they joined more than 1,800 other student representatives sponsored by electric cooperatives from across the United States. Texas' delegation boasted 157 students, the highest number of any state represented.

Congratulations, Kayleah and K'Leigh, for earning a spot on this year's Youth Tour. Starting on the next page, Hall and Harlin describe their experiences on the tour.

"The Youth Tour was an amazing trip to experience. I have made friends that will last a lifetime and have experienced things that many people will never experience. The Youth Tour was definitely a trip of a lifetime that I will never forget." —K'Leigh Harlin, right



"I am beyond grateful to have had the opportunity to travel to Washington, D.C., for the 2019 Youth Tour. Being able to see our government in action simply magnified in my mind how great our nation truly is. Furthermore, I was able to experience and learn so much with people who have become some of my greatest friends." —Kayleah Hall, left



Thursday, June 13: One hundred fifty-seven students from Texas met in Austin, where they toured the Zilker Botanical Garden, state Capitol, Bullock Texas State History Museum and Texas State Cemetery.

Kayleah: "My favorite part was the Zilker Botanical Garden! It was so peaceful and I really enjoyed all of the nature. The Texas State Cemetery was also interesting. The 9/11 Memorial was sobering and it made me think of all the things I am grateful for today."

K'Leigh: "We visited many places today, but my favorite was the Bob Bullock Texas State History Museum. We got to learn a lot of new things about Texas history and what shaped our state into what it is today."

Friday, June 14: The Texas delegation flew to Washington, where they toured the National Museum of American History and Pentagon City Mall.

Kayleah: "We visited the National Museum of American History today in Washington, D.C.! The museum was wonderful, and actually being introduced to the historic D.C. was absolutely sur-



real. It's beautiful here!"

K'Leigh: "Today we went to the National Museum of American History. My favorite part of the museum was The Wizard of Oz expedition and Superheroes."



Saturday, June 15: Students visited the Museum of the Bible and Arlington National Cemetery, where they attended a wreath-laying ceremony at the Tomb of the Unknown Soldier.

Kayleah: “Today was ALL amazing. The Museum of the Bible this morning was a dream. They had original scrolls of the Old and New Testament. It was great because all of the physical artifacts further proved the inspiration of the Bible! The wreath-laying ceremony was also today at the Arlington National Cemetery. It meant a lot to me because it honored those who have sacrificed so much for our freedom. It was a great day!”

K’Leigh: “Today we went to the Arlington National Cemetery and watched the wreath-laying ceremony. It was so amazing watching the way they honor their fallen soldiers. We also went

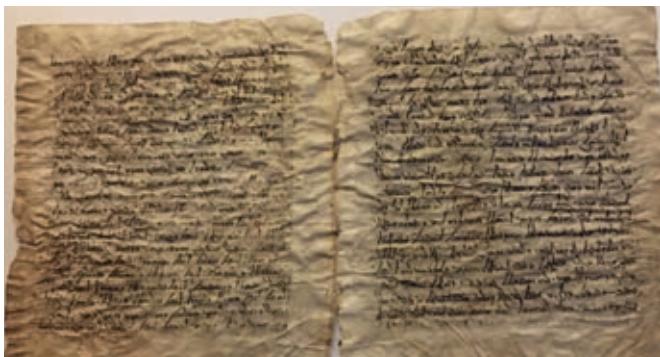


to Old Town Alexandria for dinner, and it was so cool to see all those historic buildings.”

Sunday, June 16: Attendees visited George Washington’s home at Mount Vernon and enjoyed dinner and dancing aboard the Spirit of Washington on the Potomac River.

Kayleah: “Today we visited Mount Vernon, and it was phenomenal to be able to tour George Washington’s plantation! I think my favorite part was seeing some of Martha Washington’s original clothing! I sew dresses sometimes, so seeing that style was very interesting. The history of George Washington was great!”

K’Leigh: “Today we toured George Washington’s mansion and rode a river boat cruise with several other states. My favorite part of the day was definitely getting to meet new people on the boat.”



Monday, June 17: Delegates had a photo session at the White House, visited the Smithsonian Institution, Franklin Delano Roosevelt and Thomas Jefferson memorials, and attended the Youth Day Ceremony.

Kayleah: “Today we visited the Smithsonian museums. The whole institution is HUGE, so I only got to visit the archive museum and the Museum of Natural History. My favorite part was seeing the Declaration of Independence, the Bill of Rights and the Constitution. To be able to see some of the original documents that our country was founded upon was surreal! Now we are at the Jefferson Memorial. It has been an awesome day.”

K'Leigh: "Today we visited the natural history museum and the FDR and Jefferson memorials. We also took a group photo in front of the White House."

Tuesday, June 18: Students visited their congressional representatives, the Supreme Court and Library of Congress and attended the Marine Corps Sunset Parade.

Kyleah: "We [met] with our representative! It went great! He was very personable and down to earth. I really enjoyed today!"

K'Leigh: "Today was our visit to the Capitol, where I got to meet with our district representative, Congressman Mike Conaway. He was very polite and answered several questions from our group. He unfortunately had a meeting at lunch so his intern gave us a tour of the Capitol."



Wednesday, June 19: Attendees visited additional memorials and monuments and the National Holocaust Memorial Museum, then closed out Youth Tour with a farewell evening hosted by the National Rural Electric Cooperative Association at the Newseum.

Kyleah: "Today was a great last full day in Washington, D.C. The tour of the National Cathedral was canceled because of an event that superseded it, so we went souvenir shopping instead! We then toured all of the memorials. The Korean War Veterans Memorial was my favorite. I've truly enjoyed the rich history of this city."

K'Leigh: "Today we went to the National Mall to tour the memorials and monuments. My favorites were the Washington Monument and the Lincoln Memorial."



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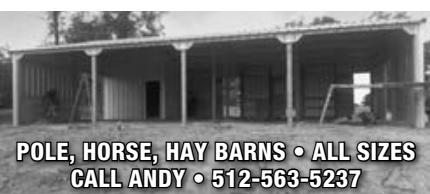
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LIMIT 95 - Coupon valid through 12/1/19*

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LIMIT 97 - Coupon valid

Our Fearless Forefather

G.W. Haggard was founding editor of this magazine and a stalwart champion of electric co-ops

BY ELLEN STADER

HE BEGAN LIFE A FARM BOY. HE GREW into a staunch journalist and rural advocate. After his death, a prestigious journalism award was named for him. The man was George Wilford Haggard, and he created this magazine.

Haggard devoted himself to a life of defending responsible journalism and the rights of rural people who received electricity from cooperatives. Texan political reporter Liz Carpenter described him as a man for whom “rural electrification is his religion.”

Born in 1908 on a farm in Comanche County, Haggard went to study in 1926 at Hardin-Simmons University in Abilene, where he took a job with the *Abilene Reporter-News*.

Haggard graduated in 1930 and embarked on a career that advanced steadily. He was city editor at the *Sherman Democrat* and later taught journalism at Abilene High School, leading the school’s student newspaper to international honors.

Eventually, the Texas Farm Bureau hired him to edit its monthly publication. Haggard proved an adept reporter and fearless fighter. After helping quash bills in the Legislature that would’ve crippled public power, he became executive secretary of the bureau.

Haggard’s next venture set the stage for his life’s work: In 1944, he became executive secretary of the Texas Power Reserve Electric Cooperative and editor of its newspaper, *Texas Cooperative Electric Power*. (Today, we call the association



Texas Electric Cooperatives and its magazine *Texas Co-op Power*.)

Haggard’s dedication to truth was auspicious, as his new position routinely required him to set the record straight. Distortions and manipulations leveled at electric co-ops by the for-profit power industry (and politicians in its pockets) kept Haggard’s rhetoric at prime fighting weight.

He answered preposterous allegations with fundamental cornerstones of the electric co-op message such as: “Co-ops are not tax-exempt. They pay local, school, county and state taxes,” and “For 50 years, private power refused to serve rural areas, claiming it was not practical or feasible. But the farmers themselves are successfully performing the task that the power people said was impossible.”

Haggard’s honest, outspoken integrity was noticed at the national level. In 1948, he joined the Rural Electrification Administration in Washington, D.C., stating his objectives by saying, “We want very much for every co-op member to realize fully that he owns the co-op. He’ll fight for what

he owns.” A year later, Haggard was promoted to deputy administrator, the REA’s No. 2 leader.

Sadly, in June 1951, Haggard and five fellow REA employees died in a plane crash outside Fort Collins, Colorado. The tragedy left a gaping hole in the REA roster and morale. U.S. Sen. Tom Connally of Texas summed up the feelings of many national officials with his condolences: “I’m grieved and shocked at the tragedy. I knew and esteemed George Haggard. ... His death will be a great loss to the state and the nation.”

In 1958, the National Rural Electric Cooperative Association issued its first George W. Haggard Memorial Journalism Awards recognizing statewide publications that present “lucid, forthright contributions to electric cooperative objectives.” *Texas Co-op Power* in 2007 took home its most recent award named after its indomitable founder.

Ellen Stader is a writer in Austin. For more on Haggard’s feuds with politicians, read the June 2019 Texas History story *The Nylon Campaign* on our website.

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Here's the Beef

WHEN IT CAME TO HOME COOKING, the 1970s had a split personality. On one hand, it was the decade of sunflower seeds (not widely available until then) and healthy eating. This magazine offered instructions for making a gingerbread house with granola bars in December 1978. On the other hand, Julia Child had become a household name, and popular beef dishes ranged from Hungarian goulash to French *ragoût de boeuf* and spicy bowls of red.

The following recipe, which appeared in *Texas Co-op Power's 60 Years of Home Cooking*, won Gay Dixson (then a member of Pedernales EC) the Texas State Fair El Chico Chili Contest in 1973. A few adjustments for modern tastes (using pure ground chile and olive oil instead of shortening) make the results more vibrant and just as satisfying.

PAULA DISBROWE, FOOD EDITOR

Texas State Fair Chili

- 3-4 pounds chuck, cubed
- 2 tablespoons kosher salt
- 1 tablespoon ground black pepper
- $\frac{2}{3}$ cup flour
- 2 tablespoons olive oil (or vegetable shortening or bacon fat)
- 2 medium onions, chopped
- 2-3 cloves garlic, minced
- 2 quarts water, heated
- 3 tablespoons hot paprika
- 2 tablespoons ground cumin
- $\frac{1}{4}$ cup plus 2 tablespoons pure ground chile powder (such as ancho or New Mexico)
- 2 cans (8 ounces each) tomato sauce
- Hot sauce, as desired

1. Place the beef in a mixing bowl, sprinkle with the salt, pepper and flour and use your hands to combine until the meat is well-coated.
2. Heat the oil (or shortening) in a large, heavy Dutch oven over medium-high heat. Add the beef (in batches as necessary) and brown on all sides; use a slotted spoon to

CONTINUED ON PAGE 32



JODY HORTON

Retro Recipes

Here's the Beef



THIS MONTH'S RECIPE CONTEST WINNER

KITTELE POTTS | BOWIE-CASS EC

This light and fresh take on beef is great for August heat. The steak cooks quickly on the grill, so you won't overheat (and neither will your kitchen). A versatile recipe, it easily doubles to serve more, and you can use other fruits besides strawberries, depending on your tastes and what's in season. Try peach, mango or kiwi for a different twist.

Steak Tacos With Pineapple Salsa

1 pound flank steak
½ cup red wine vinegar
½ cup soy sauce
½ cup balsamic vinegar
1 teaspoon Worcestershire sauce
5 large strawberries, chopped
2 fresh pineapple rings, chopped
½ teaspoon finely chopped cilantro
½ jalapeño pepper, finely chopped
½ teaspoon lime juice
½ teaspoon lemon juice
1 tablespoon olive oil
1 teaspoon finely chopped red onion
6 flour tortillas
3 ounces feta cheese, crumbled
Cilantro for garnish (optional)

1. Place the steak in a resealable plastic bag and add the red wine vinegar, soy sauce, balsamic vinegar and Worcestershire sauce. Let steak marinate 6 hours

in a refrigerator.

2. In a bowl, combine the strawberries, pineapple, cilantro, jalapeño, and lime and lemon juices.
3. In a nonstick skillet, add the olive oil and red onion. Sauté until onion is tender and translucent. Drain onion on a paper towel and add to bowl, tossing all ingredients thoroughly.
4. Remove steak from marinade. Place on a grill at medium heat. Grill 7 minutes on each side or until steak reaches desired level of doneness. Slice steak into thin strips.
5. Heat tortillas up by placing them individually on a hot skillet briefly. Fill tortillas with the steak, salsa and feta to make tacos. Garnish with additional cilantro, if desired.
► Makes 6 tacos.

COOK'S TIP If you don't mind the bite of fresh red onion, add it in raw in step 3.



\$100 Recipe Contest

January's recipe contest topic is **New Year's Resolution**. After holiday excess, you might be trying to eat healthier. Share the soups, smoothies and other dishes that get you back in balance. The deadline is **August 10**. Readers whose recipes are featured will receive a special *Texas Co-op Power* apron.

ENTER ONLINE at TexasCoopPower.com/contests; MAIL to 1122 Colorado St., 24th Floor, Austin, TX 78701; FAX to (512) 763-3401. Include your name, address and phone number, plus your co-op and the name of the contest you are entering.

CONTINUED FROM PAGE 31

transfer to a plate.

3. Add the onions and garlic and cook, stirring, until the vegetables have softened. Add the cooked beef back into the Dutch oven along with 2 quarts of hot water and simmer 1 hour.
4. Stir in the paprika, cumin, chile powder and tomato sauce and simmer an additional hour, stirring often, until the meat is very tender. Taste for seasonings and add additional salt and hot sauce, to taste. ► Serves 6-8.

Korean Lettuce Wraps

LU FULLILOVE | GUADALUPE VALLEY EC

Make this spicy, tangy dish for a quick weeknight meal. Keep it simple or add other garnishes like cilantro, chopped peanuts or onion. For a heartier version, stir in a cup of cooked rice before serving.

1 pound ground beef
2 cups sliced fresh mushrooms
3 sliced green onions, green part reserved
¼ teaspoon salt
½ teaspoon black pepper
½ cup gochujang (Korean chili sauce)
2 tablespoons sugar
2 tablespoons soy sauce
1 tablespoon rice vinegar
1 tablespoon sesame oil
2 cloves garlic, minced
1 tablespoon grated fresh ginger
1 carrot, shredded
Iceberg or butter lettuce leaves
Sesame seeds (optional)

1. Add ground beef, mushrooms and white parts of onions to a large frying pan over medium heat. Add salt and pepper, then stir and cook until browned, 5-10 minutes. Drain beef, if desired.
2. Add gochujang, sugar, soy sauce, rice vinegar, sesame oil, garlic and ginger; cook 5 minutes. Taste for seasoning and add salt, if needed.
3. Add carrot and cook 1 minute. (Add a little water if sauce is too thick.)
4. Serve with iceberg or butter lettuce leaves. Garnish with green onion tops and sesame seeds. ► Serves 4.

COOK'S TIP I found gochujang at my local H-E-B, but it is also available online and at Asian markets.

This month, Food Editor **PAULA DISBROWE** offers a favorite beef recipe from her new cookbook, *Thank You for Smoking*.



Togarashi Porterhouse

You might think of a porterhouse as the T-bone's luxurious cousin. Both steaks have the iconic T-shaped bone that imparts flavor and divides the sirloin and tenderloin—the most premium cuts of beef available. But a porterhouse is cut from the rear end of the short loin, so it has a bigger section of luscious tenderloin. The meat is so extraordinary that you don't want to do too much to it. Here subtle heat is added with shichimi togarashi, a peppery Japanese condiment, and a quick turn in a garlic-soy marinade that enhances the beef's umami.

1/4 cup soy sauce
2 tablespoons olive oil
2 tablespoons shichimi togarashi
2 cloves garlic, grated on a Microplane

- 2 1 1/2-inch-thick porterhouse steaks, about 3 1/2 pounds total**
- 1.** In a small bowl, combine the soy sauce, olive oil, togarashi and garlic. Pour 3/4 of the marinade into a baking dish and reserve the rest. Lay the steaks in the marinade and flip them a few times to generously coat. Set aside to marinate 10 minutes.
 - 2.** Prepare a charcoal grill for two-zone cooking and build a medium-high fire, or heat a gas grill to high.
 - 3.** When the coals are glowing red and covered with a fine gray ash, add your smoke source (chips, chunks or log). Carefully wipe the preheated grill grates with a lightly oiled paper towel. Using a grill brush, scrape the grill grates clean, then carefully wipe with a lightly oiled towel again.
 - 4.** When the fire begins to produce a steady stream of smoke, place the steaks over direct heat, close the grill, vent the grill for smoking and smoke 2 minutes. Move the steaks to indirect heat, close the grill and smoke 4–5 minutes. When juices

appear on top of the meat, flip the steaks and repeat the process, starting on direct heat 2 minutes, then moving to indirect heat 4–5 minutes, until the meat is nicely charred and glossy and an instant-read thermometer inserted into the thickest part of each steak reads 125 degrees, 15–20 minutes total; carryover heat will take it to 130 degrees for medium-rare as it rests. Transfer the meat to a cutting board to rest 10 minutes.

5. Using a sharp knife, cut the meat off the bone, then cut the sections into thin slices. Serve with the remaining marinade on the side. ► Serves 6–8 (or 4 steak lovers).

Reprinted with permission from *Thank You for Smoking: Fun and Fearless Recipes Cooked with a Whiff of Wood Fire on Your Grill or Smoker* by Paula Disbrowe (Ten Speed Press, 2019).

CORRECTION A recipe in the June issue misidentified the reader who submitted it. Pecan Potato Salad was submitted by Allison Loesch of Pedernales EC. Please find it and the other Standout Summer Sides recipes from June at TexasCoopPower.com.

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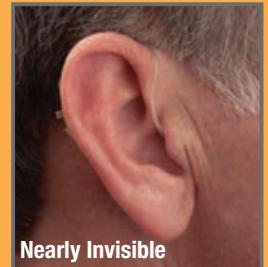


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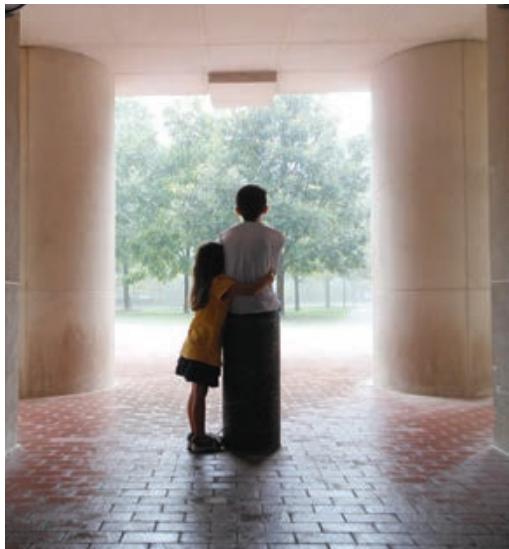
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▲ **GINA HUCK**, United Cooperative Services: "Our grandson was born overseas, so my husband had to wait 3½ months for this joy-filled first meeting in Houston."

► **PAUL GARCIA**, Medina EC: "This is part of my Canary Islands descendant family. The Canary Islanders first came to San Antonio on March 9, 1731. We are celebrating the feast day of Our Lady of Candelaria at Mission Concepción in San Antonio."



Family Ties

RELATED BY BLOOD, MARRIAGE, adoption or friendship, the families in our lives shape us and the state of Texas in ways big and small. Family shows up when it counts, and above all, family ties us together. **GRACE FULTZ**

WEB EXTRAS ▶ See Focus on Texas on our website for more photos from readers.

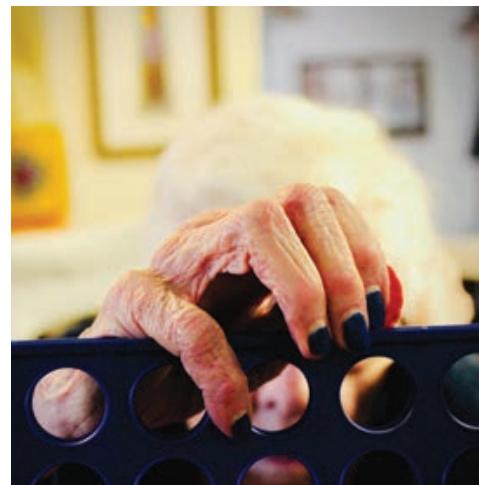


◀ **M.J. TYKOSKI**, Farmers EC: "There is a special bond between a little sister and the big brother she adores."

► **JENNIFER STORM NUCKELS**, Pedernales EC: Landon Nuckles, 9, took this photo of his great-grandmother, Sylba Lee Adams Storm, 95, creating family ties over a game of Connect 4.



▲ **TINA WEBB**, Bluebonnet EC: Picnicking with family on a Sunday afternoon beside St. James Lutheran Church of New Wehdem in Austin County.



UPCOMING CONTESTS

DECEMBER DESERTS

DUE AUGUST 10

JANUARY FENCES

DUE SEPTEMBER 10

FEBRUARY POWER

DUE OCTOBER 10

All entries must include name, address, daytime phone and co-op affiliation, plus the contest topic and a brief description of your photo.

ONLINE: Submit highest-resolution digital images at TexasCoopPower.com/contests. **MAIL:** Focus on Texas, 1122 Colorado St., 24th Floor, Austin, TX 78701. A stamped, self-addressed envelope must be included if you want your entry returned (approximately six weeks). Please do not submit irreplaceable photographs—send a copy or duplicate. We do not accept entries via email. We regret that *Texas Co-op Power* cannot be responsible for photos that are lost in the mail or not received by the deadline.



Pick of the Month Sausage Festival

New Berlin September 1
(210) 343-9570

In addition to sausage plates, the festival includes an auction, bingo, raffle, rides, kids games, country store and music by Clint Taft and the Buckwild Band. Proceeds benefit the New Berlin Volunteer Fire Department and Community Club. More info available on Facebook.

August

7

Levelland [7-11] S.P.O.T.C. Dog Agility Trials, (806) 894-4161, malleteventcenter.com

8

Athens The Bulb Hunter, (903) 675-6130, txmg.org

9

Alpine [9-10] Big Bend Ranch Rodeo, (432) 364-2696, bigbendranchrodeo.com

Fort Davis [9-11] Open Weekend at Davis Mountains Preserve, (432) 426-2390, nature.org

Jacksonville [9-11] Luau Golf Tournament, (903) 541-4700, jacksonvilletexas.com

10

Boerne Kuhlmann-King Museum Tour, (830) 331-1033, visitboerne.org

Brenham Lavender & Wine Fest, (979) 251-8114, chappellhilllavender.com

Carmine Toe-Tapp'n Casino Night, (281) 799-5113, carminetx.com

Eastland Rip's Sip & Toss, (254) 629-2332, eastlandchamber.com

Taylor Michelle's Hot Peeps Beat CC 5K and Fun Run, (512) 376-8089, athleteguild.com

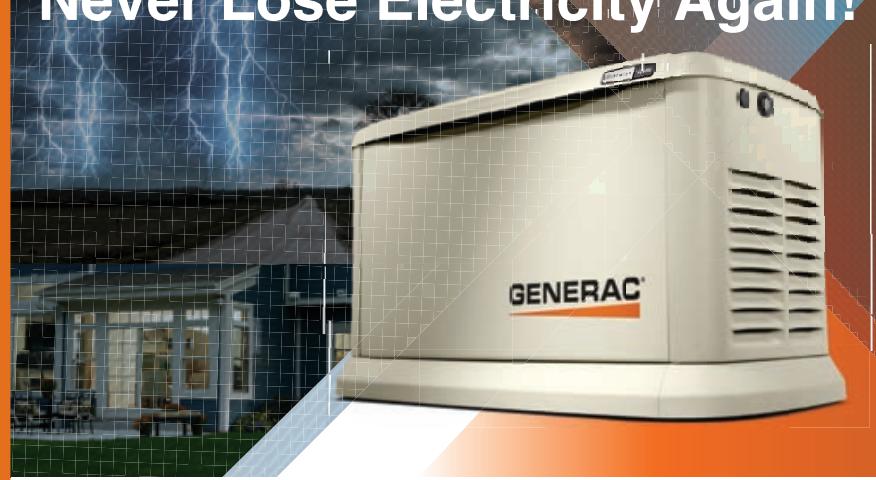
Bandera [10, 17, 24] Bandera Rodeo Club Youth Summer Series Rodeo, (830) 431-1030, banderarodeoclub.com

August 9-11
Fort Davis
Open Weekend at
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Wichita Falls [16-17] Texas Ranch Round-up, (940) 716-5555, texasranchroundup.com

Highland Village [16-18] Lions Balloon Festival, lionsballoonfest.com

Denton [16-24] North Texas Fair & Rodeo, (940) 387-2632, ntfair.com

Ingram [16-31] *Dearly Departed*, (830) 367-5121, hcaf.com

17

Luckenbach Historic Luckenbach School Open House, (830) 685-3321, historicschools.org

Kerrville Kids Triathlon, (830) 257-7300, kerrvilletx.gov

Troy Clays for Christ, (254) 420-8899

22

Fredericksburg [22-25] Gillespie County Fair and Parade, (830) 997-2359, gillespiefair.com

23

Bridgeport [23-24] Wise County Quilt Show, (940) 683-2085, wisecountyquiltguild.blogspot.com



Grapeland [29-Sept. 1] Labor Day Bluegrass Music Festival, (936) 687-2594, salmonlakepark.com

31

Columbus Columbus Country Market, (979) 732-8385, columbusfmtx.org

Doss Doss VFD Benefit Fish Fry, (830) 669-2220, dossvfd.org

New Braunfels The Revivalists With White Denim, (830) 964-3800, whitewaterrocks.com

Richmond Labor Day Backyard BBQ, (281) 343-0218, georgeranch.org

Lewisville [31-Sept. 1] Texas Pop Turns 50, (972) 219-3401, cityoflewisville.com

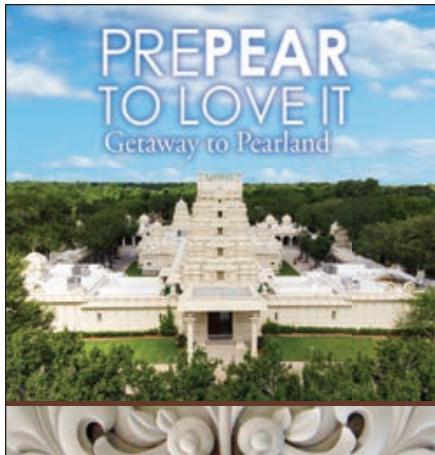
September

6

Bryan [6-7] Brazos Bluebonnet Quilt Guild Show, (979) 204-4737, bbqg.org

Submit Your Event!

We pick events for the magazine directly from TexasCoopPower.com. Submit your event online for October by August 10, and it just might be featured in this calendar.



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Fun in the Past Tense

Odd, fascinating collection at the Frontier Times Museum in Bandera makes for memorable visit

WHAT DO A TWO-HEADED GOAT, A STUFFED mountain lion and a ventriloquist doll named Gino R Tree have in common? They're part of the weird and wonderful collection of artifacts at the Frontier Times Museum in Bandera. If you find yourself tripping through the Texas Hill Country with an appetite for the abnormal, this is a must stop.

Bandera sits about 50 miles northwest of San Antonio and calls itself the Cowboy Capital of the World. Stephenville also claims that title, but that's a debate for a whole other article. What's indisputable is that cowboy culture is alive and well in Bandera. The scenic hills are full of dude ranches, the visitor center hosts weekly gunfights, and there are plenty of places to eat a cowboy-sized chicken-fried steak. The Old Spanish Trail Restaurant even has saddles instead of stools at its bar. But something you might not expect are the bizarre relics inside the town's eclectic museum.

Few probably remember *Frontier Times*, but for 31 years, the magazine published stories of the Wild West, replete with train robberies, outlaws and gold prospecting. It was started in 1923 by J. Marvin Hunter, a newspaperman and amateur historian. Very soon after Hunter launched the monthly publication, his readers began sending him their own tales along with strange family heirlooms. Hunter believed that if an item was important to its donor, it should be important to everyone, so he never turned down a gift. He filled his office with curiosities from around the globe. And if he didn't know an artifact's story, he would make one up.

Once the collection outgrew the room, Hunter tore down a wall and built a bigger



Chet Garner discovers artifacts at the Frontier Times Museum in Bandera.

room. Before long, he was running a full-on museum and entertaining his visitors with strange stories and circuslike curiosities, which earned him a reputation as the "P.T. Barnum of Bandera County."

Small-town museums can be strange. Some hold nothing more than rusted farming tools, while others hold treasures worthy of the Smithsonian Institution. The Frontier Times Museum is somewhere between those extremes.

The first thing that caught my attention was the building itself. Constructed in 1933, the exterior walls are made up of stone, petrified wood, quartz crystals and brain coral—a fitting allusion to the mixture of items I found inside. It seemed as though every inch of wall was covered: an old photograph, old clock or old taxidermied animal. I began by browsing the stories of Texas settlers but quickly found myself drawn to the stranger side of the museum.

There was a mummified squirrel found in someone's attic and presented in a glass case. There was a shrunken human head from South America, a sculpture made of rattlesnake rattles and a two-headed goat that was born on a local ranch and donated

after it died. Most fascinating was the story of a stuffed mountain lion named Sally that a man from Pearsall had kept as a house pet and that rode shotgun in his truck.

In the back was the Texas Heroes Hall of Honor recognizing rodeo cowboys and others who have made a lasting contribution to Texan culture. I learned about Bandera native "Mighty Mite" Ray Wharton, who was short in stature but could rope a calf like no other and won a world championship at Madison Square Garden.

That day, I gained a lot of knowledge about Bandera's history and a lot of new mental images to feed my nightmares. As I walked out, I asked the manager if the museum was still taking donations.

"Of course," she said. "What do you have?"

"Nothing yet," I replied. "But I'm sure I can find you something."

And after I find the artifact, I can work on finding the sort of accompanying story that would make Mr. Hunter proud.

Chet Garner shares his *Explorations* as the host of *The Daytripper* on PBS.

WEB EXTRAS ▶ Read this story on our website to see Chet's video of his visit to the Frontier Times Museum.

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