Dear Reader,

Should I have the privilege of meeting you in person, I would first say "hello".

I'm John Stanford, Mine is not only the pleasure of being your new editor, but the first of this, your TENNESSEE MAGAZINE.

Although a former Tennessean, I have been in the last few and one-half years in a similar capacity as editor of RURAL KENTUCKY MAGAZINE, a sister publication. The rural electric co-op members in the Bluegrass-covered state to our north. So it's good not only to be "coming home" but also to be doing so as continuing in a program to which I hope to devote the remainder of my life that of cooperative rural electrification. Added to that will be the challenge of working in behalf of TVA, the wholesale supplier of electricity to your co-ops at rates which make it possible for your co-op, in turn, to distribute electric power to your homes and farms at an extremely low cost. Working together, but in different roles, your REA-financed, TVA-supplied co-ops have made it possible for one of the electric programs for this state, and region, yet conceived by the mind of mortal man.

Although I haven't yet completed my "second score" of years, I well remember, from visits to my rural kin and friends, the electrification becoming widespread in the farms. I have seen a good bit of rural America become electrified and I have been thrilled by the experience. It was particularly gratifying to me, almost eight years ago, to become a part of the rural-electric co-op program which, profit power company propaganda notwithstanding, has been the number one force in the electrification of rural and small-town America.

Perhaps it's a human frailty, or a tendency to sink back into a state of satisfaction when we think that everything is going well, but we know co-op members are not as concerned about the hazards that daily confront their program as they should be, members who have read by coal-oil lamps and farmed "by hand". Perhaps even less concerned, by and large, and understandably so, are the children, many of them now grown, of original co-op members who have never known anything concerning light and power except that of electricity.

We can assure you that this editor is no scare-monger. But one of my duties as your editor is to help keep you informed concerning your great rural electric co-op and TVA programs - both progress and danger.

But we can further assure you that this information concerning your electrification program will be only one of many services to be rendered by this publication. We are well aware that our readership is both urban and rural, that our potential readers have a wide range in age and tastes, and that our contents must appeal to both male and female. We sincerely believe that if you will turn all the way through each issue, you will find one or more stories and features at least of interest to you. This magazine, which is made possible by your local rural electric co-ops through their Statewide organization, is provided as another service to you - a co-op members' magazine. In behalf of TVA, the wholesale supplier of cooperative rural electrification. Added to that will be the challenge of working together, but in different roles, your REA-financed, TVA-supplied co-ops have made it possible for your Co-op, in turn, to distribute electric power to your homes and farms at an extremely low cost. Working together, but in different roles, your REA-financed, TVA-supplied co-ops have made it possible for one of the electric programs for this state, and region, yet conceived by the mind of mortal man.

In the meanwhile, may I say that I'm happy to again be a Tennessean. I would like to meet you personally, to be with you and your family and friends whenever possible, to be with you and your family and friends whenever possible.
We hear and read a lot nowadays about the sizable and rapid migration of farm folks, especially youngsters, to our towns and cities, a fact which, unfortunately, is painfully true.

This makes all the more refreshing, and encouraging, a visit to the 547-acre farm operated by Nelson Brown of Route 3, Clarksville.

Why? Because Nelson Brown was a "city boy" until he was almost 26 years of age and is living proof of what determination, imagination and plain old hard work can accomplish in this era of migration from farm to town.

Brown was born, reared, educated and employed in Clarksville, Tennessee, until he entered the service in World War Two in his early 20's. Prior to entering the service, Brown hardly knew what the other side of the city-limit looked like, but he does now ... and proud of it.

Brown had only light exposure to agricultural matters as a youth in high school and after high school studied to be an accountant, a profession which he followed until he entered the service. Upon discharge from the service he was certain of only one thing: he was tired of working for the other fellows and was ready to spread his own wings—come what may.

His father's purchase of a sizable farm probably helped Brown make up his mind and his first step in the direction of self-independence was to purchase a 70-acre tract of his own.

That was in 1946. Today, Brown not onlyabby farms his own 70 acres but operates 477 acres for his father, now retired, to bring his total operation to the 547 acres mentioned above.

Brown is the kind of farmer who is not long in learning some basic farming facts of life back in 1946, facts which he has parlayed into one of the finest farming operations in the state.

Nelson Brown (right) discusses an electric switching panel with John Dolinger, Agricultural Engineer of the Cumberland Electric Membership Corporation. Dolinger has advised with Brown for a number of years concerning electrical installations on the Brown farm.

1. Farm labor was scarce (even more scarce today)
2. Farm labor was high (even higher today)
3. Farm products would return only a small margin of profit per unit. It didn't take city-raised Brown long to come up with some solid answers to these increasingly difficult farm problems, answers which are still his guiding principles to this day:
   - 1. Beat the scarce, high-cost labor problems by making the farming operation as mechanical and automatic as possible.
   - 2. Since unit margins are small on farm products, produce large quantities of your products in order to realize reasonable total profit.
   - 3. Have a diversified program so that a bad year in one product can be offset by a good year in another.

Brown, a member of the Cumberland Electric Membership Corporation, Clarksville, is the first to acknowledge that availability of adequate, low-cost electricity and the help of his co-op personnel have been prime factors in making possible the agricultural field site as an outstanding program. And there's considerable basis for Brown's reliance on electrical service from his co-op.

For example:
- He averages in excess of 7,000 kilowatt hours per month.
- He owns one of the few hammermills in the county.
- He operates a 25-KW grain dryer, with which he will dry some 8,000 bushels of grain this year, still far below the dryer's potential capacity.

A self-sustained farm is the heart of Brown's hog and sheep operation. Ten months of the year he uses it as a pig farrower, with twelve farrowing crates available to the sow either under fan-cooled or lamp-heated comfort. Sows not ready to farrow have a large area to remain in the barn, said "tenting rooms" even containing several overhead water sprays under which Mrs. Porker can attain the degree of comfort which she desires.

During the months of December through February the farrowing area is converted into lambing pens, again with the comfort of the heat lamps overhead. During the two-month period the sows, which are kept on a well-tended, staggered breeding schedule, use an alternate barn for farrowing.

Pointing toward Nelson Brown, the town boy making good in the country, happy but not satisfied with this excellent farming program. He would like to increase his beef cattle to 250, his hogs to 750, an increase of 100% in total heads.

And, of course, he plans to expand his use of electricity in order to further mechanize his operation.

"With the farm labor situation getting worse and with plenty of electrical service available and fellows like John Dolinger (the Cumberland EMC Agricultural Engineer) here whenever I need him to help me put my power to the best possible use, why shouldn't I go as all-out as I can in mechanizing my operation with electricity?" Brown asks. "I think the answer is obvious, not only for me but for practically everyone who wants to remain, on a profitable basis, in this business of farming. A large operation is almost a "must" and I can expand mine electrically without more hired hands, which now number only two men."

When asked if he had ever regretted his decision of leaving town life and work to become a full-time farmer, which nowadays is about as rare as someone trying to float upstream, Brown gave this questioner a look which answered the question in itself. Brown's reply of "I wouldn't trade my decision or my way of life for any other that I have ever known. My wife, son, and daughter are just as happy as I am. Out here I'm on my own, making my own decisions and with respect for myself and what extent I succeed or fail is mostly up to me. I'm willing to take that chance."

This 20 KW grain dryer is one of the key pieces of electrical equipment on the Brown farm. Brown will dry some 6,000 bushels of grain with it this year. It paid for itself in two years.
for this, your new magazine, state and national leaders express...
the rural electric cooperative program and its members.

I am most interested in seeing in the mailing list of the magazine, which I under-
stand is to be published in September. I am sure that it will be helpful and
informative to me and, I believe, to the rural electric cooperatives in the
Tennessee Rural Electric Cooperative Association, and to all the members of
the rural electric cooperatives who will be read-
ing this publication.

J. F. Frazier, Jr., House of Representatives, N. C. Congress. I was delighted to learn that
the Tennessee Association of Rural Electric Co-
operatives will begin the publication of THE
TENNESSEE MAGAZINE in September.

I have long felt that the publication of a magazine of this kind would be most beneficial in keeping Rural Electric Cooperative members
and others interested in the welfare of theREA
informed of their program and the accomplish-
ments of the Tennessee Valley Authorities.

Brig. Gen. Hervey D. Voel, USA (Ret). Chairman of the Board, Tennessee Valley
Authority. THE TENNESSEE MAGAZINE
sparks a violent storm in all of the exciting
things that are happening in this heartland of
the South. Day by day significant new develop-
ments are appeared, each of which portrays a
more beautiful future. To report these things
and interpret fully the multitude of each in
term of ultimate result is a challenging task.
This new publication can make an important
contribution in that field.

I don't think this will get us acquainted and
furnish information which will be very helpful.
I think you can make an excellent contribution
through it.

W. F. Moss, Commissioner of Agriculture, State
of Tennessee. Congratulations on your venture in
establishing THE TENNESSEE MAGA-
ZINE, with its broad spread field of service
to rural, farm, and urban life.

Electricity has become essential to today's American living. Its uses, already multiple, are
constantly expanding new fields of helpfulness. Thus THE TENNESSEE MAGAZINE
exerts a field of such real need that its success
is assured.

Robert A. Everett, House of Representa-
tives, Tennessee. I am especially pleased with
the publication of THE TENNESSEE
MAGAZINE.

I am sure this will give us new acquaintances and
furnish information which will be very helpful. I
think you can make an excellent contribution
through it.

W. F. Moss, Commissioner of Agriculture, State
of Tennessee. Congratulations on your venture in
establishing THE TENNESSEE MAGA-
ZINE, with its broad spread field of service
to rural, farm, and urban life.

Electricity has become essential to today's American living. Its uses, already multiple, are
constantly expanding new fields of helpfulness. Thus THE TENNESSEE MAGAZINE
exerts a field of such real need that its success
is assured.

Robert A. Everett, House of Representa-
tives, Tennessee. I am especially pleased with
the publication of THE TENNESSEE
MAGAZINE.

I am sure this will give us new acquaintances and
furnish information which will be very helpful. I
think you can make an excellent contribution
through it.

W. F. Moss, Commissioner of Agriculture, State
of Tennessee. Congratulations on your venture in
establishing THE TENNESSEE MAGA-
ZINE, with its broad spread field of service
to rural, farm, and urban life.

Electricity has become essential to today's American living. Its uses, already multiple, are
constantly expanding new fields of helpfulness. Thus THE TENNESSEE MAGAZINE
exerts a field of such real need that its success
is assured.

Robert A. Everett, House of Representa-
tives, Tennessee. I am especially pleased with
the publication of THE TENNESSEE
MAGAZINE.

I am sure this will give us new acquaintances and
furnish information which will be very helpful. I
think you can make an excellent contribution
through it.

W. F. Moss, Commissioner of Agriculture, State
of Tennessee. Congratulations on your venture in
establishing THE TENNESSEE MAGA-
ZINE, with its broad spread field of service
to rural, farm, and urban life.

Electricity has become essential to today's American living. Its uses, already multiple, are
constantly expanding new fields of helpfulness. Thus THE TENNESSEE MAGAZINE
exerts a field of such real need that its success
is assured.

Robert A. Everett, House of Representa-
tives, Tennessee. I am especially pleased with
the publication of THE TENNESSEE
MAGAZINE.

I am sure this will give us new acquaintances and
furnish information which will be very helpful. I
think you can make an excellent contribution
through it.

W. F. Moss, Commissioner of Agriculture, State
of Tennessee. Congratulations on your venture in
establishing THE TENNESSEE MAGA-
ZINE, with its broad spread field of service
to rural, farm, and urban life.

Electricity has become essential to today's American living. Its uses, already multiple, are
constantly expanding new fields of helpfulness. Thus THE TENNESSEE MAGAZINE
exerts a field of such real need that its success
is assured.

Robert A. Everett, House of Representa-
tives, Tennessee. I am especially pleased with
the publication of THE TENNESSEE
MAGAZINE.
Particularly nice for the shorter, fuller figure. A front buttoning jumper that pares the inches. Tailored blouse included. No. 1422 with PHOTO-GUIDE is in sizes 12½, 14½, 16½, 18½, 20½, 22½, 24½, 26½. Size 14½, 35 bust, jumper, 3½ yards of 35-inch; blouse, ½ sleeve, 2½ yards.

A stunning party dress for juniors to sew strapless or with the cute cropped bolero added. Princess lines are easy sewing. No. 1431 with PHOTO-GUIDE is in sizes 9, 11, 12, 13, 14, 16, 18. Size 11, 31½ bust, dress, 5 yards of 39-inch; bolero, ¾ yard.

Prefect sheath for the new season ahead. Slim as a pencil and cleverly detailed with lots of tank interest. No. 1351 is in sizes 12, 14, 16, 18, 20. Size 14, 94 bust, short sleeve, 4 yards of 35-inch.

Plan now on the different ways you can wear this good-looking style. As a jumper with companion blouse; or as a dressing date dress solo. No. 1323 with PHOTO-GUIDE is in sizes 10, 12, 14, 16, 18, 20. Size 12, 52 bust, jumper, 5½ yards of 39-inch; ½ sleeve blouse, 3 yards.

The look fashion adores — the youthful chemise frock. Shown here in a new two-piece outfit, with just two main pattern pieces in each part. No. 1444 with PHOTO-GUIDE is in sizes 10, 12, 14, 16, 18, 20. Size 12, 52 bust, short sleeve, 5½ yards of 35-inch, ½ yard contrast.

Send 35¢ in coin for each of these patterns to IRIS LANE, THE TENNESSEE MAGAZINE, Box 129, Memphis Station, New York 18, N.Y. Add 10¢ for each pattern for first-class mailing. Send 35¢ today for your copy of Home Sewing for 50¢. A complete sewing magazine for every woman who sews for herself and her family. Gift pattern printed inside the book.
BROWNSIE PEPPERMINT PIE
1 pkg. Betty Crocker Brownie Mix
2 sq. unsweetened chocolate
2 tablespoons lemon juice
2 cups whipped cream
Mix first three ingredients according to mix instructions. Add lemon juice. Fold in whipped cream, mix all together.

MELON CHIFFON PIE (Makes 9-inch pie)
2 tablespoons gelatin
1 teaspoon grated lemon rind
6 tablespoons water
3 cups diced fresh or frozen melon
1/2 cup sugar
2 tablespoons lemon juice
1/2 cup heavy cream
2 tablespoons sliced almonds
Soften gelatin in cold water. Heat pineapple gelatin mixture until sugar melts and gelatin dissolves. Cool. Stir in lemon juice. Pour over melon. Chill until mixture is syrupy. Stir in whipped cream. Fold in gelatin mixture. Chill in individual glasses or in a pie shell. Top with almonds.

3. INTERNATIONAL SALAD
2 medium potatoes
2 cups cut-up vegetables (carrots, onions, celery)
1 1/2 teaspoons salt
1/2 teaspoon salt
6 hard-boiled eggs
1 tablespoon parsley
1 tablespoon vinegar
1 tablespoon mayonnaise
1/4 cup salad oil
Dash pepper
2 tablespoons salad oil
1 package salad dressing
1/2 cup salad oil
2 tablespoons vinegar
1 cup sliced celery
1/2 cup commercial sour cream
1/2 cup sliced tomatoes
1/2 cup sliced olives
1 tablespoon grated onion
Mix all ingredients together thoroughly. Serve with cut-up vegetables and salad dressing.

4. COOKER PENNY POTATOES
1 1/2 cup sliced onions
1 cup sliced celery
1/2 cup sliced potatoes
1/2 cup sliced carrots
2 tablespoons salad oil
1 teaspoon salt
1/2 teaspoon pepper
1/4 cup brown sugar
1/2 cup hot water
3 tablespoons margarine
6 frankfurts
1 cup cold water
Soften gelatin in cold water. Heat pineapple gelatin mixture until sugar melts and gelatin is dissolved. Cool until syrupy. Chill until set. Mix 1/2 cup water, 1/2 cup cold water, 1 cup hot water in a saucepan. Add gelatin mixture. Bring to a boil. Add salt, 1/4 cup brown sugar, margarine, and frankfurts. Cook until sauce is thickened. Pour over potatoes. Cover and bake at 350° for 45 minutes.

SEPTEMBER 1954

WE WELCOME TO THE WOMEN'S SECTION OF YOUR TENNESSEE MAGAZINE. WE HOPE YOU WILL BE WITH US EVERY MONTH AS A READER AND AS OFTEN AS POSSIBLE AS A PARTICIPANT IN THIS SECTION. YOU WILL NOTICE ON THE OPPOSITE PAGE THAT WE ARE IN NEED OF A NAME FOR THIS SECTION. HERE'S YOUR FIRST OPPORTUNITY TO TAKE PART IN THIS BRAND-NEW PUBLICATION—AND MAYBE EVEN YOURSELF A CASH PRIZE. LATER ON WE WILL HAVE SOME REGULAR COLUMNS EACH MONTH AND WE WILL NAME A FEW FOR THEM, TOO. BUT THAT WILL COME A LITTLE LATER. IN THE MEANTIME MAKE THIS YOUR REGULAR EVENT IN YOUR MORNINGS—THINK WHAT THAT MEANS IN TERMS OF YOUR SCHOOL CHILDREN AND YOURSELF.

ACTUALLY, "BREAKFAST-HABITS" CAN BE OFFERED WITH ONE-FOURTH TO EIGHTH OF A DAY'S CALORIC NEEDS WITH A GOOD, ENERGY-PRODUCING BREAKFAST IS JUST AS IMPORTANT TO ADULTS. OF THE THREE MEALS MOST OF US EAT EVERY DAY, BREAKFAST IS, ACCORDING TO NUTRITION EXPERTS, PROBABLY THE MOST IMPORTANT—NOT THE MOST AVENED OR SKIMPED OF THE THREE MEALS. SCIENTISTS AT THE STATE UNIVERSITY OF IOWA RECENTLY CONDUCTED SIX YEARS OF RESEARCH ON THE EFFECTS OF OMITTING BREAKFAST. FIFTY SUBJECTS RANGING FROM 10 TO 83 YEARS OF AGE PARTICIPATED IN THE RESEARCH PROGRAM.

THE SCIENTISTS REPORTED THAT FOR ALL AGE GROUPS, GOING WITHOUT BREAKFAST PLACED THE SUBJETS AT A DISTINCT DISADVANTAGE IN BOTH PHYSICAL AND MENTAL CAPACITIES IN THE LATE MORNING HOURS. THINK WHAT THAT MEANS IN TERMS OF YOUR SCHOOL CHILDREN AND YOURSELF.

WHAT IS IT OFTEN SAID: A BALANCED DIET MAKES A BALANCED PERSON? GOOD FOOD EXPERTS AND SCIENTISTS HAVE CONCLUDED THAT A BALANCED DIET MAKES A BALANCED PERSON. HOW ABOUT A DELICIOUS BREAKFAST? THE CHILDREN WILL PROBABLY GO FOR IT, TOO! MAKE IT HEARTY WITH GENEROUS SPOONFULS OF BREAD, FISH, POULTRY, EGGS OR CHEESE, AND SOME VEGETABLES.

BREADS AND CEREALS—FOUR OR MORE Servings ARE RECOMMENDED. NUTRITIONAL VALUE IS IMPROVED WITH ADDITION OF ENRICHED ADDITIVES AND WHOLE GRAIN.

IT'S THE MAN-OF-THE-HOUSE'S APPETITE THAT YOU'RE TRYING TO APPEASE, HOW ABOUT A DELICIOUS BREAKFAST? THE CHILDREN WILL PROBABLY GO FOR IT, TOO! MAKE IT HEARTY WITH GENEROUS SPOONFULS OF BREAD, FISH, POULTRY, EGGS OR CHEESE, AND SOME VEGETABLES.

DAIRY FOODS—CHILDREN NEED THREE TO FOUR GLASSES OF MILK, TEENAGERS FOUR OR MORE GLASSES, AND ADULTS TWO OR MORE GLASSES. ICED MILK, ICE CREAM, AND OTHER MILK-MADE FOODS CAN SUPPLY PART OF THIS MILK REQUIREMENT.

MEAT GROUP—EVERYONE SHOULD HAVE TWO OR MORE ServINGS FROM A LIST CONTAINING MEATS, FISH, POULTRY, EGGS OR CHEESE, AND SOME VEGETABLES. ADD ONIONS AND MUSHROOMS, A TOUCH OF THYME AND MARJORAM TO WELL-BROWNED BEEF CHUNKS. BRAISE STOVETOP UNTIL THE MEAT IS TEN- TO TWENTY MINUTES PER POUND.

VEGETABLES AND FRUIT—EVERYONE SHOULD HAVE FOUR ServINGS OF DARK GREEN OR YELLOW VEGETABLES, CITRUS FRUIT OR TOMATOES.

MIX THREE SERVINGS OF FRUIT IN YOUR SCHOOL LUNCHES OR IF YOUR CHILD PREFERENCES TO TAKE HIS OWN LUNCH. A THERMOS OF ORANGE JUICE MAKES A GOOD FIRST COURSE FOR THAT LUNCH-BOX MEAL, AT THE SAME TIME PROVIDING A HEALTHY SNACK FOR YOUR CHILDREN.

THE RESEARCH SHOWED THAT FIFTY SUBJECTS RANGING FROM 10 TO 83 YEARS OF AGE PARTICIPATED IN THE RESEARCH PROGRAM.

WE BELIEVE THAT BREAKFAST IS JUST AS IMPORTANT TO ADULTS. OF THE THREE MEALS MOST OF US EAT EVERY DAY, BREAKFAST IS, ACCORDING TO NUTRITION EXPERTS, PROBABLY THE MOST IMPORTANT—NOT THE MOST AVENED OR SKIMPED OF THE THREE MEALS. SCIENTISTS AT THE STATE UNIVERSITY OF IOWA RECENTLY CONDUCTED SIX YEARS OF RESEARCH ON THE EFFECTS OF OMITTING BREAKFAST. FIFTY SUBJECTS RANGING FROM 10 TO 83 YEARS OF AGE PARTICIPATED IN THE RESEARCH PROGRAM.

THE SCIENTISTS REPORTED THAT FOR ALL AGE GROUPS, GOING WITHOUT BREAKFAST PLACED THE SUBJETS AT A DISTINCT DISADVANTAGE IN BOTH PHYSICAL AND MENTAL CAPACITIES IN THE LATE MORNING HOURS.
the electric rate "experiment"... how has it fared?

This is the 25th anniversary year of the Tennessee Valley Authority. The following is one of a series of stories which will be published during this observance year of this agency which has meant so much to so many people.

Henry Ford is credited with dramatizing the axiom of modern industry that mass production lowers costs; lower prices per unit means more to the consumer.

TVA put that principle into practice when the electric industry. Congress ordered the Board of Directors to manage the TVA power system so as to make electricity available at the "lowest possible" cost consistent with sound business principles.

Before TVA, electric rates in the Tennessee Valley area were among the highest in the nation. When TVA began operation in 1933, it announced rates which were frankly low and, conforming to the directions of Congress, designed to stimulate a greater use of electricity.

Over the years, the average price paid by the consumers for TVA electricity has drifted downward and continues to go down. The consumers, in turn, keep buying more appliances which make their average yearly use of electricity more nearly continuous. Once a pole and wires are strung for distributing electricity, it costs little more if the power system now depends upon permanent facilities--poles, wires, transformers, etc.--than it did a quarter of a century ago. The principle works the same way with other costs. With increased use of electricity, costs are spread over a larger number of kilowatt-hours, with resultant lower unit costs. For example, it costs little if any more to read meters, send out bills, or administer the operation of an electric system whether residential consumers use 10,000, 6,000, or 3,000 kilowatt-hours a year.

Financially, the higher use of these permanent facilities--poles, wires, transformers, etc.--has worked this way. For the distributors of TVA power, the average investment in distribution plant in 1942 was 4.1 cents for each kilowatt-hour sold. In 1957 it was down to 3.7 cents. This reduction occurred in a period of unrelenting and sometimes sharp inflation.

The principle works the same way with other costs. With increased use of electricity, costs are spread over a larger number of kilowatt-hours, with resultant lower unit costs. For example, it costs little if any more to read meters, send out bills, or administer the operation of an electric system whether residential consumers use 10,000, 6,000, or 3,000 kilowatt-hours a year.

A watt is a measure of a machine's ability to produce electricity. A kilowatt is 1,000 watts. A kilowatt-hour is the USE of one kilowatt of electricity for one hour. Production must be simultaneous with use.

An electric appliance may have a large capacity to produce power, just as a tank full of water has ability to provide water. By turning on the light switch, you are switching on the generator, meaning the use of kilowatt-hour. It is in this way that we turn on a faucet and use water at the rate of so many gallons per minute.

During this period of descending unit costs and rates among distributors, TVA wholesale rates to the municipalities and cooperatives have remained substantially unchanged in spite of increased costs of materials and labor and in spite of the fact that the power system now depends for most of its electricity on coal-burning steam plants which are more expensive to operate than the hydro-power plants.

Three important results of the low-rate, mass-consumption policy can be noted:

1. TVA's power program has continued through the years to operate at a profit. The average annual return from power operations over 25 years has been 4 percent of the average power investment.

2. Low rates represent a saving to the electric bill of the consumer for the electricity he buys. If the consumers in the TVA area paid for the electricity they buy at rates that are much higher than utility companies normally serve large industries. It is at least doubtful that power would have been made available to TVA's power consumers at so low a cost had not TVA been present to set an example. And again, a difference of one mill per kilowatt-hour would have made a difference of another $20 million a year in the AEC's power costs.

Here is a simple financial statement for 1957:

| Gross Income | (In Millions) | $236 |
| Expenses | | $137 |
| Depreciation | | 41 |
| Net Income | | $58 |

This $58,000,000 represents 4 percent of the average net investment in power plants of $1,470,000,000. From these earnings TVA makes regular payments to the U.S. Treasury, at a rate equal to the total of appropriations invested in power facilities within 40 years after those facilities go into operation.

The total of these payments is over $240 million and exceeds the investment in power facilities in the first thirteen dams built by TVA.

2. Low rates represent a saving to the users of TVA electricity and to electric consumers in nearby areas for whom TVA power system is an example. If the consumers in the TVA area paid the national average in electric rates, they would pay about $100,000,000 a year more for the electricity they buy.

In areas served by privately-owned power companies neighboring TVA, electric rates have been reduced. These rates are, on the average, lower when the companies are near TVA, becoming progressively higher as the distance from the TVA area increases. It is not possible to estimate the savings to consumers whose rates have been reduced by the influence of TVA rates. It is evident, however, that they total many millions of dollars.

It is also significant that the common stock earnings of the electric utility companies nearest TVA—those which have the lowest rates—have increased more rapidly than the average of all power systems.

1. United States taxpayers save in the electric bills they have to pay for atomic energy and other defense purposes. For example, two of the Atomic Energy Commission's largest plants are served by TVA. TVA sells them more than twice as much electricity as it is used in New York City, around four times as much as is used in the industrial area of Detroit. The amount exceeds 30 billion kilowatt-hours a year.

A difference of one mill per kilowatt-hour would make a difference of $20 million in the yearly power costs of the AEC plants which TVA serves.

In addition, AEC buys about 20 billion kilowatt-hours of power from private companies each year. These are not regular utility companies but specially organised corporations set up for the specific purpose of supplying AEC, and they supply AEC nearly as cheaply as TVA does, and at rates that are much lower than utility companies normally serve large industries. It is at least doubtful that power would have been made available from private sources at so low a cost had not TVA been present to set an example. And again, a difference of one mill per kilowatt-hour would have made a difference of another $20 million a year in the AEC's power costs.

In the case of supplying AEC: and they supply
YEAR AROUND HAM CURING

It wasn't many years ago that hog killing and curing time was almost synonymous with the middle of winter, for not only must the weather be cold, as most folks thought, but there had to be strong assurances that it was going to stay cold.

In a manner of speaking Mark Twain was the closest to summing it up with his oft-quoted statement that “everybody talks about the weather, but nobody does anything about it.”

Of course his statement still holds true to some extent insofar as the elements are concerned. We haven't done much about the weather from the standpoint of change, but we have done quite a bit in respect to living with the elements, especially since the advent of rural electrification.

Take the case of Houston Harwood of Route 3, Trenton, for example. Houston was born on the farm, which he now owns and operates, some 600 acres in size. Through the years he has had no delusions that he could regulate either the moisture or temperature out in his fields. But with the availability of abundant, low-cost electricity available to him as a member of the Gibson County Electric Membership Corporation, Trenton, Houston decided that he could turn what had once been limited to about a three-months-per-year operation of curing hams—into a year-around business. His decision, of course, might add, which on a year-around basis is finding Harwood hams, some 1,600 per year in number, finding their way all over the South, as far East as New York and as far West as California.

Harwood has no secret for the success of his fairly new enterprise, which was begun on a small scale five years ago, other than the fact that in 1956 he began curing on a year-around basis and the growth of his business has grown by leaps and bounds since that time.

The “yeararound” part of the Harwood operation is actually quite simple. It consists of a small cooling-curing room that will hold 500 hams at a time and a modest-cost cooling system that will hold the cooling-curing room at the desired constant temperature of 34- to 40 degrees.

Under this “moderate winter weather,” the rest is just a matter of time. Harwood applies sugar, salt and pepper and cures each ham (he buys all that he cures) at the rate of two days for each pound. Following this the hams are transferred to the much larger curing room outside the refrigerator building (both rooms being in the same building) where they are hung for an extended period of curing of about one year. Then, they are ready to be shipped, as stated above, from coast to coast, at a return of about $1.00 per pound on today's market.

Although Harwood operates, and has for years, a highly diversified farm, he has found his ham-curing operation one of his better “cash crops.” The fact that he can cure hams the year-around means that he can also market them the year-around and that, of course, means a steady source of income—mighty important to today's farmer.

Although Harwood has rapidly developed his ham-curing program and is completely sold on its potential, he hasn't, at the same time, in any way neglected the remainder of his diversified operation. He grows 35 acres of cotton, 45 acres of corn and most of the smaller grains necessary to feed 70 head of Hereford beef cattle, 100 sheep and 70 Duroc and Berkshire breeding hogs from whose offspring he feeds out some 200 head per year. These, however, are not to be underrated, for during the several times that number of hams which Harwood boys outright for curing purposes.
The only thing that would likely cause more confusion than a one-hour sale in the bargain basement of a women's store would be a power failure in a broiler house containing thousands of chickens which have never known darkness.

The women, bless 'em, can take care of themselves.

But a large number of chickens, accustomed to nothing but light all of their lives, would panic if suddenly plunged into total darkness, with a resultant loss of hundreds of birds through crowding and smothering.

With this in mind Joe L. Harris, who is raising 7,000 Van Toss-White Rock crossbred hybrids on his farm on Highway 64 east of Selmer, has installed an emergency lighting system designed by William Griffin, Jr., Electrification Advisor of the Pickwick Electric Cooperative, which headquarters in Selmer. Harris and Mrs. Harris are members of the cooperative.

The emergency lighting system consists of a 6-volt automobile battery, 6-watt 25-watt light bulbs, a relay, a battery booster, time clock, and wire. The entire retail cost of the system is estimated at less than $80, a fraction of what an outage might cost in terms of dead chickens.

This system is capable of providing light for more than two hours, which is more than twice the length of the vast majority of power outages created by storm damage, repair work, or for other reasons. The system also guards against darkness which might come about through a blown fuse in the regular lighting circuit.

The emergency lighting system is completely automatic. Should a rare outage last longer than the life of the battery, and should no one be available to change the battery, darkness would settle over the chickens so gradually that they would not panic.

In addition to the emergency lighting system Harris uses ventilating fans in the broiler house to lower temperatures, to keep litter dry and to keep fresh air flowing through the broiler house.

Here's a light that's ideal for your farm or home. Automatically turns on at dusk and stays on until sunrise. Gives you added hours of light for work or relaxation. Adds prestige and nighttime beauty to your farm and home. Makes the area around the house light and safe even when you're away.

Contact your local Co-op for additional information.

**LINE MATERIAL INDUSTRIES**
**MILWAUKEE 1, WISCONSIN**

Line Material — one of the country's leading manufacturers of outdoor, street and airport lighting.

Other lighting jobs for this hired hand —
**DRIVEWAYS** + **WATERING TROUGHS**
**FEEDERS** + **YARDS**
**GARDENS** + **PATIOS**

**WILLIE WIREDHAND**

"LIGHT YOUR WAY FOR JUST A FEW PENNIES A DAY!" with this **FARM AND YARD LIGHT**
You're A Better Cook **Automatically**

**With A Hotpoint Range**

New Hotpoint Electric Ranges feature Time AND Temperature controls for automatic range-top cooking on the Supermatic unit—and for both ovens! You're automatically assured of "just-right" results—no more worries about scorching, burning, boil-overs.

And with the wide ovens, you can cook meals for 30 people! See your Hotpoint Dealer today. You'll be glad you did!

---

**For your Calendar . . .**

**COMING EVENTS**

Sept. 15-20—Tennessee State Fair . . .

Sept. 15-20— Interstate Fair . . . Chatanooga

Sept. 15—Region III N R E C A Meeting, New Cattisburn Inn, Gat-lington, Tenn.

Sept. 15-22—Mid South Fair— Memphis


Sept. 22-25—T V P A Utilization Section meeting, Huntsville, Ala.


Oct. 21—Meriwether Lewis Electric Co-op Annual Meeting, Hohenwald Gymnasium, 7:30 P. M.

Oct. 21—Tennessee Valley Electric Institute, Western District, Memphis.

---

**Look for that Hotpoint Difference**

**Hotpoint CO.** (A Division of General Electric Company), CHICAGO 44

**EASY PAY TIRE STORE, Mt. Pleasant**

**TWIN PLUMBING & HARWARE, Petersburg**

**EASY PAY TIRE STORE, Pulaski**

**CUMBERLAND ELECTRIC SUPPLY CO., Winchester**

**BRAMLETT'S ELECTRIC SHOP, Benton**

**CHRISTMAS AUTO SUPPLY, Humboldt**

**SOUTHERN MERCANTILE CO., Union City**

**AMMONS BROS. APPLIANCES, Ripley**

**PARHAM REF. SERVICE, Dresden**

**SOUTHERN MERCANTILE CO., Union City**

**ECONOMY STORES, Brownsville**

**DAVIS APPLIANCE CO., Covington**

**GOODRICH HARDWARE CO., Fayetteville**

**EASY PAY TIRE DEPARTMENT, Clarksville**

**FRALEY'S, McMinnville**

**JACK'S FURN. & ELEC. CO., Smithville**

**DIRECT FURNITURE SALES, Clarksville**

**LAWING-JOHNSON CO., Clarksville**

**PRESSLER FURN. & ELEC. CO., Clarksville**

**RILEY HARDWARE COMPANY, Clarksville**

**SPECIAL MILITARY ORDER SERVICE, Clarksville**

**JOE MARTIN COMPANY, Dover**

**HOME FURNITURE MART, Springfield**

**PEPPER & PEPPER APPR., Springfield**

**SPRINGFIELD AUCTION CO., Springfield**

**CELER APPLIANCE & TV, Hartville**

**CHRISTIAN'S TIRE & APPL. CO., Ashland City**

**E. C. BARBER FURN. CO., Dickson**

**CRADDOCK FURNITURE CO., Murfreesboro**

**O'BRIEN-HARREL-NOGGER HDWE., Murfreesboro**

**SEWELL ELECTRIC COMPANY, Franklin**

**SMITH FURNITURE COMPANY, Lebanon**

**SMITH COUNTY HDWE. & FURN., Carthage**

**SMITH-WINNINGHAM HDWE., Livingston**

**ALEX-BROWN HDWE. & FURN. CO., Cookeville**

**J & J PLUMBING CO., Shelbyville**

**A & S SUPPLY COMPANY, Tullahoma**

**CAMPBELL FURN. & APPLIANCES, Tullahoma**

**WESTERN AUTO ASSOC. STORE, Manchester**

**BURNS FURNITURE CO., Columbia**

**M & D ELECTRIC COMPANY, Columbia**

---

**SENNERES, 1931**

---

**LOOK FOR THAT HOTPOINT DIFFERENCE**

---

**ECONOMY STORES, Brownsville**

**DAVIS APPLIANCE CO., Covington**

**GOODRICH HARDWARE CO., Fayetteville**

**KIRBY JONES FURN. CO., Jackson**

**CARMAN'S WEONA STORE, Friendship**

**BARNETT FURNITURE CO., Smyrna**

**DAVIS APPLIANCE CO., Covington**

**ECONOMY STORES, Brownsville**

**SOMERVILLE AUTO CO., Somerville**

**THE FURNITURE MART, Selmer**

**S & W ELECTRIC, Sartare**
A recently completed new whiteway street-lighting system in Manchester, extending from Little Duck River on the north to nearly the city limits south of town, has provided that two-mile stretch of 4-lane thoroughfare with one of the most modern street-lighting systems in this area. Manchester Mayor, C. H. Farrar, turned the switch at the ceremony which officially put the street-lighting system in service. One hundred twenty-eight 400-watt mercury vapor luminaires were mounted on 12-foot arms on 64 steel standards in the center island of the road.

Manchester city officials are to be congratulated for their progressive action in approving such a fine street-lighting installation—one the citizens of any community should be proud of.

The new street-lighting system in Manchester was installed by Duck River Electric Membership Corporation which distributes electricity to the City of Manchester and Coffee County.

Here is how the new whiteway street-lighting system looks to a person approaching Manchester from the south in daylight. Note the vast difference in illumination of the old street-lighting system (above, right) and new street-lighting system (right). These two pictures (each 45 seconds time exposure) were made by DREMC personnel at approximately the same location (near railroad viaduct looking south) before and after the installation of the new lighting system.

Will Sexton First Co-op Employee To Retire

Will Sexton, DREMC employee, retired on May 30th after 18 years service with the Co-op. He is the first employee to retire under the Co-op's retirement program.

For the past several years "Mr. Will" (as he was affectionately called by his fellow-workers) has been a collector and done service work in the Shelbyville area. He spent his entire adult life in the electric-utility business, starting first in Lewisburg, then moving to Shelbyville to work for the Southern Cities Power Co. and Tennessee Electric Power Co. before joining DREMC in 1940.

"Mr. Will" has a vivid memory of the days back when a wagon and team were used to haul materials to build and service lines. His career in the electric-utility business covered a period in history beginning with hardly any farms being served electricity until the present when virtually every farmstead in the Co-op area has electric service.

"Mr. Will" and Mrs. Sexton will continue to reside on Cannon Boulevard in Shelbyville where they have lived for several years.