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SOUTHWEST NEWS

SOUTHWEST TENNESSEE ELECTRIC MEMBERSHIP CORPORATION

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Brownsville,
Tennessee

DECEMBER 1957

Branch Offices:
Jackson, Tenn.
Henderson, Tenn.
Covington, Tenn.

ELECTRICITY IS YOUR BEST BUY

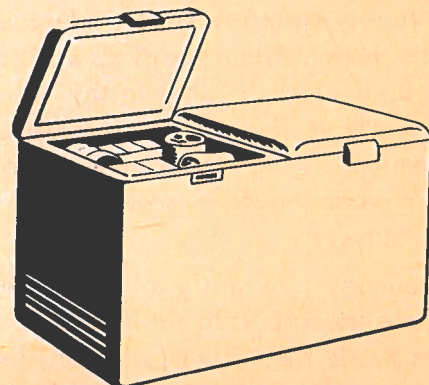
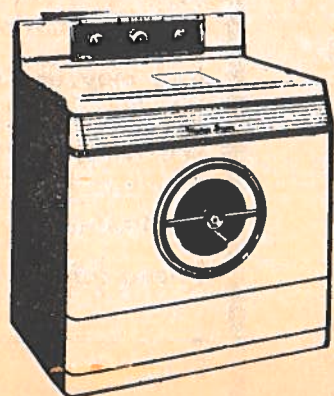
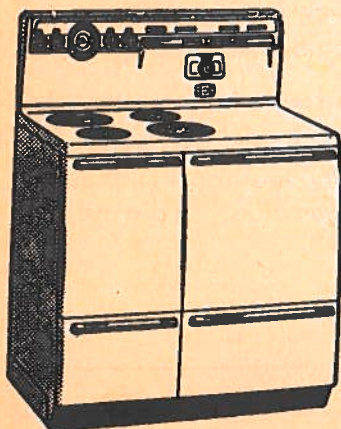
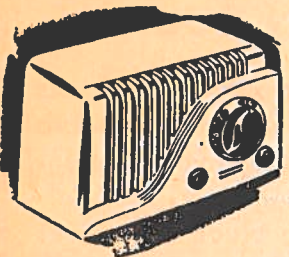
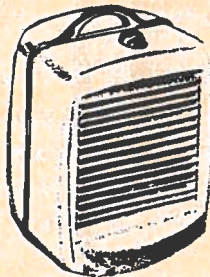
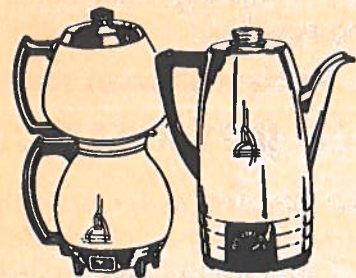
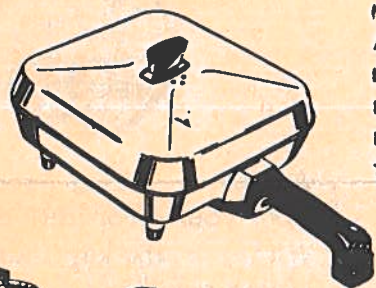
...GIVE HER

*Electrical
Gifts*

GIVE HER A MAJOR APPLIANCE...
AND YOU GIVE HER THE BEST GIFT
OF ALL. EXTRA LEISURE. FEWER
STEPS. MORE TIME WITH THE CHILD-
REN, LESS WITH THE CHORES.
QUIETER NERVES. BETTER HEALTH.
MORE FUN. AND THERE ARE SO
MANY HANDSOME, USEFUL APPLI-
ANCES TO CHOOSE FROM! THEY'RE
LOW IN PRICE AND HIGH IN USE-
FULNESS AND PLEASURE!! PUT
ELECTRICAL GIFTS ON YOUR LIST
TODAY.



GIVE HER A
MAJOR APPLIANCE



Make this an Electrical Christmas



Trinity Methodist Church of
the Nut Bush Community is a
prominent landmark between
Brownsville and Ripley for all
night travelers on Highway 19.

YULETIDE GREETING

The celebration of Christmas has come to mean many different things to many different people. To some it is a day of getting all that one can. To others it is a day to carouse, to stuff one's stomach and, in some instances, to even sulk. Fortunately there are some who spend the Christmas season in wishing to give rather than to receive; to open their hearts to joy and fellowship; to keep Christmas rather than to celebrate it. Such persons are the ones who realize that Christmas is a season of celebrating the birth of Christ, our Saviour.

The confusion of our own great nation, the doubts we feel about our fellow men and all of the other lesser or greater problems of life can find solution only in following the example of the Christ Child. One must live a Christian Life to feel the real Christmas Joy.

Everyone connected with your co-op office, from the Directors on down, wish to take this opportunity to thank each of you for your kind, friendly cooperation and wish you, one and all, a most Merry Christmas and a Happy New Year.

SOUTHWEST TENNESSEE ELECTRIC MEMBERSHIP CORPORATION

INFRARED HEAT LAMPS



It is questionable whether Alladin and his Magic Lamp had more or better uses he could put it to than we present day folks to whom has been made available the versatile Infra-red lamp bulb.

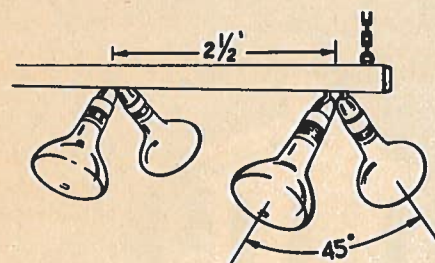
It is literally a lamp of a thousand uses. It is used widely and successfully in brooding young chicks, pigs and lambs. We have had reports of its serving as mother's stand-in for a litter of puppies.

It is used to warm balky and hard to start motors on cold mornings, directed on the crankcase to warm gas vapors on their way to the cylinders.

The In A porcelain socket is recommended due to the tensions of high heat generated by the lamp and care should be much r used so that the rays will not be concentrated on inflammable materials, such as straw, shavings etc.

Both the red and white bulb do exactly the same job so far as heat is concerned. The red bulb gives off heat with very little light and is made of tempered glass. They will successfully withstand being splattered with cold water while in operation. The red bulb sells for \$2.95.

The white bulb which will not withstand this kind of shock, being made from regular glass, sells for \$1.10. Either one is wonderful value and a very useful piece of equipment.



BUILD YOUR BROODERS WITH HEAT LAMPS

If you're raising chickens, pigs, or lambs, you can increase your profits by giving your animals a healthy start in life with a brooder. It cuts down on lost animals—and lost profits—by protecting them from mashing, crowding, and chilling.

In this age of build-it-yourself, heat lamps have vastly simplified your job of setting up brooders. Heat lamp brooders are easy to make—simple to use. They're safe. And their cost is quite low—less than half the cost of other types of brooders.

For a home-made set-up for brooding chicks, you'll use one 250-watt heat lamp for about 75 chicks if the average house temperature is 50 degrees F. If you expect the temperature to drop as much as 10 degrees below this, you'll start with 10 fewer chicks for each lamp.

Your next step is to hang these heat lamps 20 to 28 inches above the litter in your brooder house. The method for this is to use a chain or bailing wire attached to the hook on the lamp reflectors. Then using a roll of corrugated paper, you'll set up a circular enclosure underneath the lamps as a shield against drafts. Now plug in your lamps.

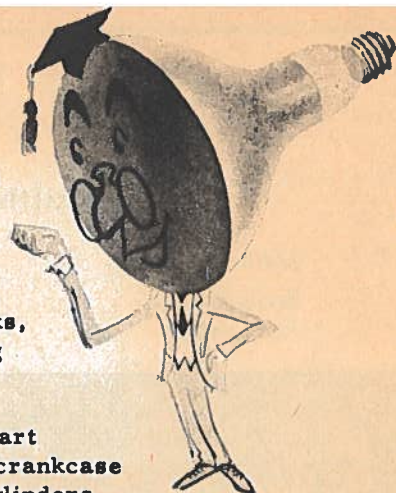
With this type of brooder, it's easy to feed and water chicks—easy to sweep up litter and replace it. And you can keep an eye on your whole brood since the chicks are always in full view.

Your pig brooder is just as easy to make. To set it up, you'll place heavy boards across one corner of the farrowing pen to keep the sow a safe distance from the baby pigs and lamp. These boards will be about five feet across and three feet high, with a 12-inch clearance at the bottom for the little pigs.

Your heat lamp goes about 30 inches above the straw litter. Again, you'll use chain or wire to take the weight of the lamp off the cord.

For lambs, you'll suspend your heat lamp directly over the center of a pen—about 18 inches above the ewe's back. The gentle radiant heat helps to quiet the ewe; dries and warms the new-born lamb.

Lamps and materials for these easy-to-make brooders are available at most dealers' stores. And if you want fuller details on them, your power distributor or county agent will gladly furnish them free.



Only electricity can provide all these in your home.

- | | | |
|------------------|------------------|----------------|
| LIGHTING | FANS | TOASTER |
| IRONER | HEATING PADS | COFFEE MAKER |
| CLOTHES WASHER | INFRA RED LAMPS | FRYER |
| CLOTHES DRYER | SUN LAMPS | RADIO |
| DISHWASHER | CLOCKS | TELEVISION |
| GARBAGE DISPOSER | RAZORS | MIXER |
| FREEZER | TOOLS | WATER HEATER |
| BED COVERING | WAFFLE IRON | VACUUM CLEANER |
| COOKING | AIR CONDITIONING | INCINERATOR |
| | REFRIGERATION | DEHUMIDIFIER |

and—
HOME HEATING



Pictured above are Mr. & Mrs. Wilbur Pouncey in their lovely living room. Mr. Pouncey is adjusting the thermostat on one of his wall heaters. They have used electric heat in this home for several years and have found it to be most convenient and economical. After working in a grocery store all day, a warm house is most welcome during these winter days.

The Pounceys, recently added a utility room and a double car carport to their home. They did most of the work themselves. In building the utility room, it was sized for one of their large home freezers. Mrs. Pouncey had it filled with food, the kind that most any family would enjoy. In the

SHORT THOUGHTS

Winter weather doesn't matter when you dry clothes electrically. You can wash any time you like — and dry your clothes without stepping outside the warm comfort of your home. And it's no work — you just set the dials and leave the work up to your dryer. Try it — it's the easiest way in the world to dry clothes.

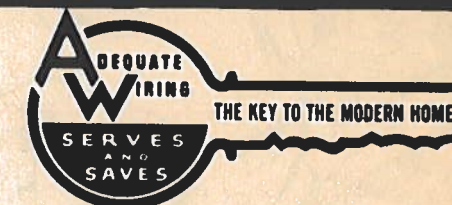
A bachelor is a man who enjoys life, liberty and the happiness of pursuit.

No need to hover over your new electric range if it has a thermostat on one of its surface units. The thermostat does your pot-watching for you. It fries or boils foods without burning or scorching them.

kitchen, Mrs. Pouncey has one of the finest exhaust fans and hoods ever built over her electric range. This fan helps to keep the kitchen clean and free from all cooking odors. Dish washing is a snap with an electric dishwasher. Yes, Mr. & Mrs. Pouncey only had praise for what electricity is doing for them.

Electricity will not only light your home but also operate your motor driven equipment: refrigerators, pumps, washing machines, dryers, etc. It behooves every member of the Cooperative to use electricity for every job that can be done with electric power. Your rates are so designed that when maximum use is made of this versatile source of energy the cost is astonishingly cheap.

As the New Year approaches many members, no doubt, are planning to move. Members should notify the Co-op office in sufficient time so that a correct record may be kept of the account.



Adequate Wiring Recommendations may be had from your Cooperative for the asking. Adequate Wiring is the key that makes Modern Electrical Living possible.

FREE INFORMATION COUPON

Is your problem to increase the capacity of your present wiring system because your many modern uses of electricity have overloaded your present wiring? Are you building a new home, remodeling the present one, extending electric services to other buildings, or installing some special piece of electric equipment? Then get accurate up-to-date information. There is no cost or obligation.

You may use this "Free Information Coupon" to ask for such information and send to Hubert H. Williams, Electrical Advisor, Southwest Tennessee Electric Membership Corporation, Brownsville, Tennessee.

I need information on: _____

Signed _____

Address _____

Route and Account No. _____