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SOUTHWEST NEWS

SOUTHWEST TENNESSEE ELECTRIC MEMBERSHIP CORPORATION

Main Office:
Brownsville,
Tennessee

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

FEBRUARY 1958



THESE TROUBLES INDICATE YOUR HOME
NEEDS MORE
HOUSEPOWER!
YOU MUST HAVE ADEQUATE WIRING
IF YOU WANT TO
LIVE BETTER...ELECTRICALLY!

WHEN FUSES BLOW...OR TOASTER'S SLOW

YOUR IRON WON'T HEAT...THE LIGHTS SEEM LOW

THE "VAC" WON'T VAC...THE PICTURES SHRINK
AND ALL APPLIANCES
SEEM ON THE BLINK—

WHEN OUTLETS ARE FEW—WHERE THERE'S ONE, SHOULD BE TWO
SO EACH DOES MORE WORK
THAN IT'S SAFE TO DO

THE WAFFLE IRON'S NEW—
...BUT THE WAFFLE'S AREN'T NICE...

THE WIRING'S AT FAULT—NEED THIS TIMELY ADVICE...

CALL YOUR
ELECTRICAL
CONTRACTOR...
GIVE HIM A RING...

turn Housework into
with full **HOUSEPOWER**

Housepower is now a household word. In 1958 more of you should learn the full meaning of this word and enjoy the pleasures of adequate wiring. The importances of adequate wiring cannot be over-emphasized. We believe many of our members are not enjoying full use of their electric service because their loads and usage have outgrown their original wiring installation. Listed below are the three essentials for full housepower.

- A. THREE WIRES LARGE ENOUGH TO PROVIDE AT LEAST 100-AMPERE CAPACITY TO FULL ELECTRIC POWER INTO YOUR HOME.
- B. A MINIMUM OF TWELVE BRANCH CIRCUITS OF LARGE ENOUGH WIRE TO TAKE THIS POWER THROUGH YOUR HOME.
- C. ENOUGH OUTLETS AND SWITCHES, WHERE YOU NEED THEM, FOR CONVENIENT USE OF THIS POWER.

CALL TODAY FOR A FREE SURVEY OF YOUR WIRING NEEDS.



Housepleas

NATIONAL ELECTRIC WEEK Feb. 9-15

The electric utilities, electrical machinery and appliance manufacturers, electric wholesale distributors, appliance dealers, electrical contractors and maintenance firms, and the communication industry want to put a nationwide spotlight on National Electric Week. In America the electrical industry has grown from Edison's carbon and string lamp to atomic power generation.

CUSTOMERS: Practically every man, woman, and child in the nation is a customer of the industry. The utilities furnish electric power to some 47.4 million residential consumers, while the appliance industry has sold at least one radio and refrigerator to 96% of these consumers. Electric power is one of the most valuable services you buy.

PRODUCTION: During 1957 the electrical industry produced a minimum of 56.2 billion dollars worth of goods and services, accounting for more than one-eighth of all the goods and services produced by all businesses and industries in the nation.

GROWTH: Also during 1957 the electrical industry spent 8.2 billion dollars on expansion of its plants and buildings -- some 21.2% of all money spent by industry for expansion. In the future the industry will continue to spend money on capital improvements to meet the demands of the consumer.

EMPLOYMENT: The industry, at a minimum, employs one out of every 20 workers in the country.

OWNERSHIP: The electrical industry has nearly 7 million direct owners and some 97 million indirect owners.

SOUTHWEST TENNESSEE EMC: Southwest is one of the 1000 Rural Electric Cooperatives in our country distributing electric power to more than 4,464,000 members. Our aim is to make electric energy available to all members at the lowest cost consistent with sound economy and good management. During 1957 Southwest served more than 17,800 members with nearly 85 million kilowatt-hours of electricity for \$1,186,391. Even though this is only a small amount in comparison with the nation as a whole we believe it is outstanding for the area we serve. This was accomplished by a cooperating membership and a desire to make our area a better place in which to live and ourselves a better people.

THE FUTURE: The future of Southwest is closely tied in with the future of TVA and REA. If the Cooperative has to borrow money or buy its power from other sources at a higher rate, then the members will no longer enjoy the low rates we now have. Co-op power business is your business. Take an interest in your business, keep informed about its activities and help preserve the interest you have in the electric industry. This week would be a good time for you to take stock of your electrical wiring and make plans for better living through the use of electricity. Your Cooperative's personnel stands ready to advise you on the use of electricity. This service is provided at no cost to the consumer.

SOUTHWEST NEWS

Hubert H. Williams, Editor

Published Quarterly and Mailed to All Members

of the

Southwest Tennessee Electric Membership Corp.

E. H. Wright, Manager

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ORYSA-DURHAMVILLE 4-H CLUB



The 4-H Club in the Orysa-Durhamville community meets once a month at the community building. Elizabeth Kendall, our home economist, and Hubert Williams, our electrification advisor, visited this club in December and demonstrated items that 4-H Club boys and girls could make for the home and farm. Each club member has an electric project for this year. This is the first club to have a 100% enrollment in the 4-H Farm and Home Electric Program. We are indeed proud of these boys and girls and are sure they will enjoy taking electricity for a project. At the end of the year there will be \$40.00 in prize money for the best completed projects in Lauderdale County. Their leaders, Miss Charmaine Robinson and Mr. Charles Peel, are giving their full support in making this the best year for project work in the Orysa and Durhamville 4-H Club.



ROBERT COBURN, SOUTHWEST'S CHAMPION DEER HUNTER

Robert Coburn borrowed some shells for his old shotgun and accompanied Calvin Prince and Dick Carraway, who are expert hunters, to Shelby Forest in search for wild deer. Upon reaching the forest each went out alone hoping to see some game. As this was Robert's first hunt, he decided to climb a tree for reasons unknown to us. While he was resting in this tree, he happened to look down and there stood this eight point buck near the trunk of the tree. Well, needless to say, he had a fair shot and deer meat to put in the locker. Calvin Prince didn't see a deer and Dick Carraway let his get away. Calvin, Robert, and Dick work together in the Brownsville Area. Raymond Blalack, who works in the Covington Area, also did some serious hunting for deer this season.



HELPFUL HINTS

There is a central electric force air heating unit on the market now that is competitive in price to the central gas package unit. This unit incorporates the use of ducts to which central air-conditioned can be installed at a later date to air condition the whole house.

On the bottom of each lamp bulb you purchase, you will find 115V, 120V, or 125V. We suggest you purchase the 120V, or 125V for longer life.

KITCHEN PLANNING



Mr. and Mrs. T. W. Powell, Jr. and their family of five are living on their ancestral farm located on Route 1, Vildo, Tennessee. The log kitchen which was a part of this home, was constructed over one hundred years ago and had ceased to be efficient for the family and their electrical equipment.

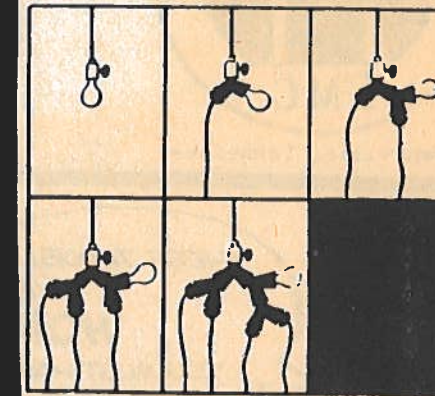
The Powells began making plans for a new kitchen and found they needed some assistance. Knowing that such assistance was available free in their county, they contacted the County Home Agent, Mrs. Jimmie Lankford, and Southwest Home Economist, Miss Elizabeth Kendall. They presented their problems and a working plan was developed to suit the family's needs.

The plan decided upon called for a 16 ft. by 24 ft. kitchen, every day living room, and eating area to be constructed of Western Cedar panelling for the interior. All of the rough lumber needed was produced on their farm. The panelling was left in the natural using a dull varnish for the finish.

Back of this kitchen area was constructed a 10 ft. by 24 ft. utility room. Here the laundry equipment, home freezer, and canned food storage are conveniently located for the entire household.

The old log kitchen was used only by those who were preparing foods and essentials for the family. No one lingered longer than the task necessitated. In the new kitchen the entire family enjoys the comforts and greater efficiency afforded by better lighting, well planned work areas, good storage, and cabinet space.

COMPLETE SHORT STORY IN THIS ISSUE
"Why It Gets Dark At Our House."

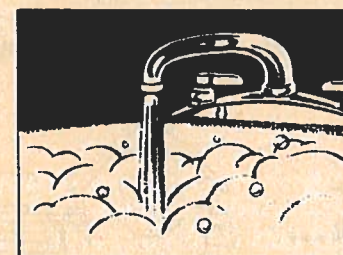


QUICK RECOVERY WATER HEATER NOW ON MARKET

ELECTRIC WATER HEATER IS ECONOMICAL

You will be amazed at how little it will cost you to operate an electric water heater! Actually, you will pay only pennies a day.

And with an electric water heater, you will have all the hot water you need—24 hours a day. You can put an electric water heater anywhere in the house you want it. It requires no flue or vent and is as safe as an electric light.



More than 3 times the average family's monthly needs!

150° water in just 33 minutes from a cold start!

***** Standardizing on a 40-gallon tank size using 4500 watt heating elements (approximately three times the normal wattage), this new heater will furnish all the hot water the average family should ever need. Operating cost will be about the same as with the regular type heater.

The capacity to wash a load of clothes every hour—all day long!

ELECTRICITY IS YOUR BEST BUY