

Brownsville, Tennessee

Sec. 34.66 P.L.&R.
U. S. POSTAGE
PAID
BROWNSVILLE, TENN.
PERMIT NO. 16

IN CASE OF TROUBLE



**TROUBLE CALL
SCHEDULE**

- 1ST: CHECK YOUR FUSES. SCREW-IN TYPE AND CARTRIDGE TYPE.
- 2ND: CHECK YOUR NEIGHBOR'S HOME TO SEE IF THEY ARE OUT OF POWER.
- 3RD: CALL YOUR LOCAL CO-OP OFFICE OR ONE OF THE FOLLOWING EMPLOYEES IN YOUR AREA.

BROWNSVILLE:

- OFFICE-----94
- Calvin Prince-----823-W
- Robert McNatt-----917-J
- Taylor Walker-----552-R-4
- Dick Carraway-----927-W

JACKSON:

- OFFICE-----7-2716
- C. R. McKay-----2-4939
- Lee Ledbetter-----7-1812
- Eulus Kirby-----7-1818
- Burland Smith-----7-4590

COVINGTON:

- OFFICE-----839
- James McIntosh-----671
- Melvin Cupples-----2805
- John Watson-----2321
- Ivo Posey-----2857

HENDERSON:

- OFFICE-----2236
- Ray Reed-----2578
- C. E. Webster-----2429
- Lynn Priddy-----2395
- Howard Vinson-----2285

WHITEVILLE:

- Ronald Young-----2643



Who To Call in Case of Trouble

4TH: REPORT TO THE PERSON ANSWERING ANYTHING THAT MIGHT BE OF VALUE TO THE LINE CREW WHO WILL WORK ON THE OUTAGE.

In making an outage report give full description of the trouble when you call in. By so doing you will be helping yourself, your neighbor, and your Cooperative. We can't give you the service you should have without complete cooperation from each and every one of you. The Cooperative's responsibility ends at the point of attachment to the member's service. Any trouble beyond that point is each member's responsibility to keep in repair.

ANNUAL MEETING TIME
AUGUST 14, 1953

SOUTHWEST NEWS

Southwest Tennessee Electric Membership Corporation

Main Office:
Brownsville,
Tennessee

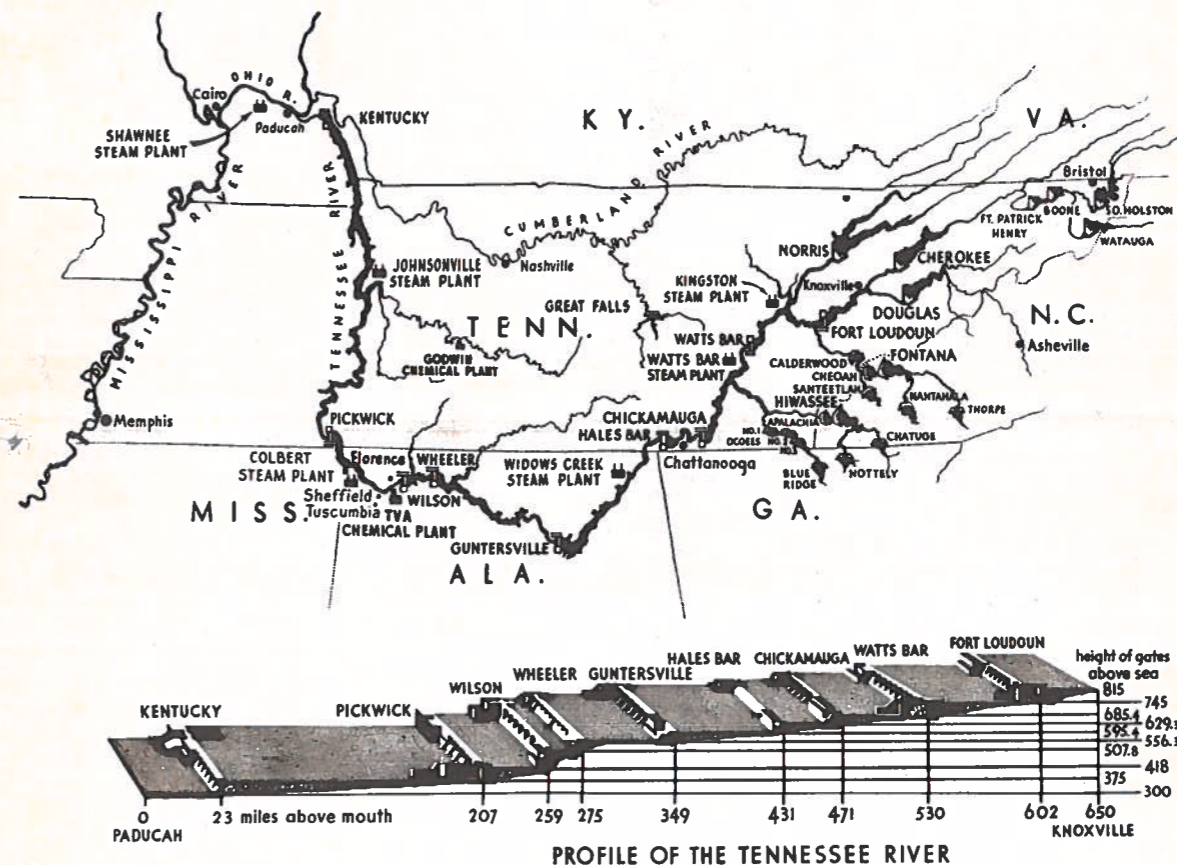
Vol. 6

June, 1953

No. 2

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

THE TENNESSEE VALLEY



In this valley called the Tennessee, 20 short years ago May 18, 1933, the United States Congress created a Tennessee Valley Authority. This new agency was to take this wasteful, violent river and make it work for the people of the Valley. As one pioneer expressed it, the "running waters were to be made to walk". Control of water begins on the valley's watershed, where 150 billion tons of rain falls in an average year. A large percent of the land was unfit for farming because the early farmers in this region had let the water choose its own course.

The TVA had a larger task than mere controlling the flood waters of the Tennessee River, it had to take a region which was the Nation's No. 1 Economic Problem and with its natural resources lift it up and make it a National Asset. Through the cooperative effort of the people in the Valley, our region has become one of the most desirable areas in the United States. Electricity was the tool that the people used to help lift the standards of living in the Valley. This once vicious River has been made to serve the people of the United States.

Congratulations!

The Southwest Tennessee Electric Membership Corporation joins with 147 distributors of TVA power in congratulating the Tennessee Valley Authority on its 20 years of service to the people of the Valley for a job well done. May 18th marked the 20th Anniversary of the Tennessee Valley Authority and we are proud to have a part in the growth of the electrical development of this great institution.

In extending congratulations to TVA on its 20th Anniversary, it is well for us to consider its many contributions to the economic development of the Tennessee Valley. The construction of multi-phase dams has made possible year-around NAVIGATION from the mouth of the Tennessee River at Paducah, Kentucky to the mountains of East Tennessee, a distance of 627 miles. This channel links the Tennessee Valley with such Inland Waterway ports as Pittsburg, Minneapolis, St. Paul, Chicago, and St. Louis, as well as ports on the Gulf Coast. Flood damage has been reduced to a minimum in the Tennessee Valley which in turn reduces damage in the lower Ohio and Mississippi Valleys. Since the first storage dam was placed in service, it is estimated that the city of Chattanooga alone has averted damages in excess of \$45,000,000. Storage behind the great TVA dams is sufficient to reduce floods at Cairo, Illinois, where the Ohio joins the Mississippi, by two to four feet.

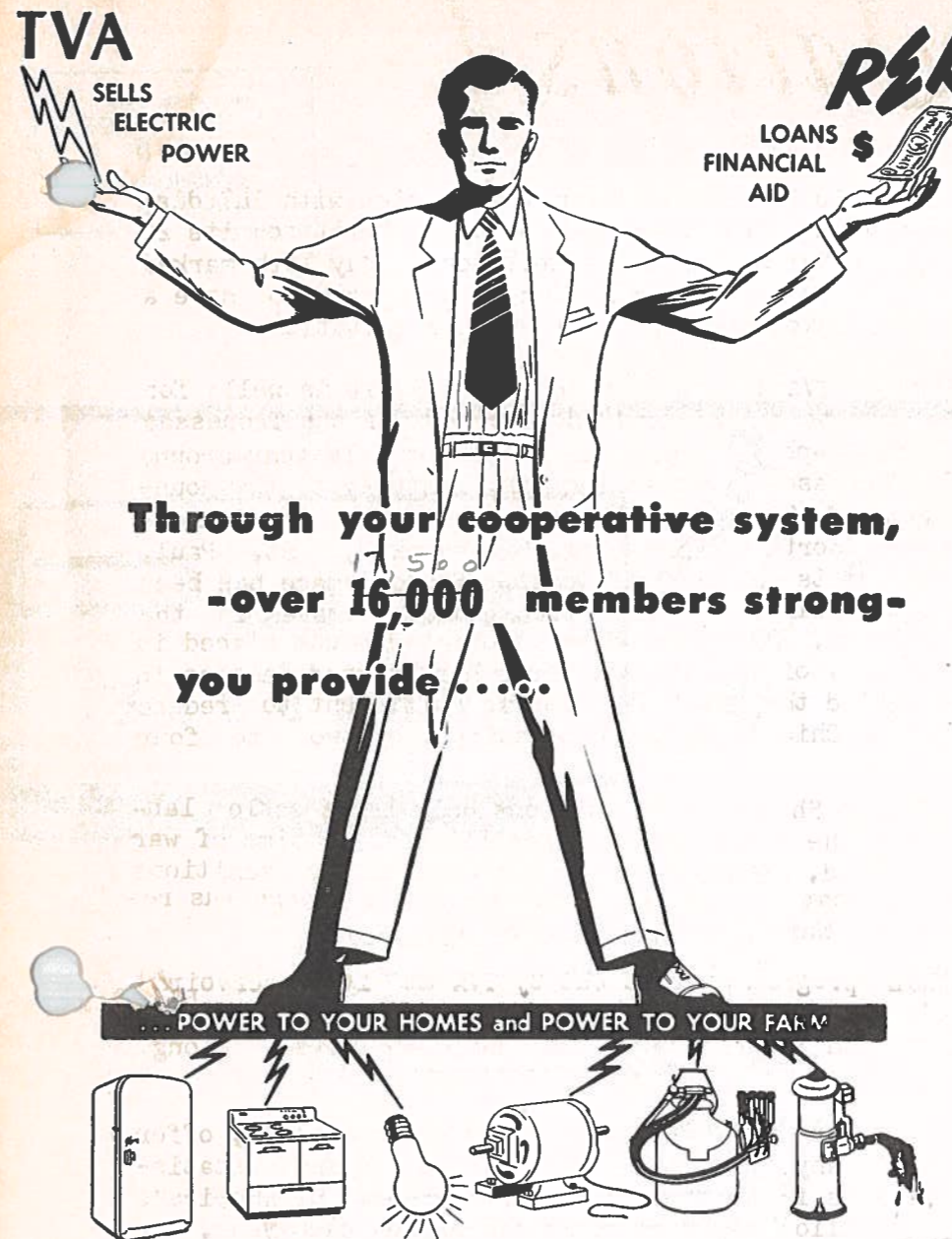
The TVA CHEMICAL plant at Muscle Shoals is the nations only large scale laboratory and experimental center for the development of fertilizers. In time of war these same facilities can be converted, almost at a moments notice, to munitions production. Few of us realize that 60 percent of the elemental phosphorus required for our armed forces in World War II was produced by TVA.

The intensive MALARIA CONTROL program carried out by TVA at its reservoirs has been instrumental in the reduction of malaria rates in the Valley today to almost zero. Twenty years ago more than 30 percent of the people who lived along the main river were affected.

The TVA lakes, with more than ten thousand miles of shore line, offer RECREATION facilities unsurpassed in any other section of the nation and statistics show that the Tennessee Valley is fast becoming the "Playground of America". From over the nation, more than 5 million tourists visit the Valley each year.

Since World War II, TVA, through its distributors, has extended ELECTRIC SERVICE to more than 250,000 farms and today the total farms in this region now use 120 times as much electricity as they did in 1933. To meet the requirements of an ever-growing region, TVA has constructed large steam plants in order to expand its power producing facilities. Such expansion has been necessary to meet normal requirements and to supply the power demands of such plants as the new atomic installation at Paducah, expansion at Oak Ridge and large aluminum plants which play such an important part in our national defense. The funds appropriated for electric power by the United States Congress will be repaid to the United States Treasury within a period of forty years. Annual return on TVA's average power investment was 5 percent for fiscal years 1948-1952. The Tennessee Valley Authority has demonstrated that low electric rates can pay their way by encouraging greater use of electricity on the farm, in the home, and in factories. Residential consumers in the Tennessee Valley pay about one-half as much per kwh as those in the nation as a whole but use nearly twice as much power. Per capita income of the people of the Valley has increased from 40 percent to 59 percent of the national average since 1933. In 1933 they paid 3.4 percent of the total individual federal income tax, today the taxes paid amount to 6.2 percent of the total. By increasing the individual income, the buying power of the people has increased, thus creating a demand for manufactured goods, both in and out of the Valley.

Con'd. on page three



Through your cooperative system,
-over 16,000 members strong-
you provide....

Courtesy of Hot Wire News Flashes

Continued from page two

By the development of its natural resources, the Tennessee Valley has contributed greatly to the general welfare and security of the nation and it is most significant that TVA has become a pattern of development the world over. During the year 1952, more than 2,000 representatives of 70 foreign countries visited the Valley to see for themselves the outcome of the task assigned the Tennessee Valley Authority 20 years ago, that of taking a river and developing it to the point that the maximum benefits POWER, FLOOD CONTROL, NAVIGATION, AND RECREATIONAL FACILITIES could be used for the betterment of life in the Tennessee Valley.

The TVA story is not complete; the preservation and development of the Valley resources must continue. Adequate power supply must be maintained to meet the requirements of our farms and factories. By virtue of the act creating TVA, and the power contracts between TVA and your Cooperative, the Tennessee Valley Authority becomes the sole supplier of power to our members. In 1936, our members required 1,000 kilowatts of power; today they require 20,000 kilowatts and by 1956 we estimate that the requirement will be 30,000 kilowatts. It is readily understood that the continued growth of our Cooperative and TVA are closely linked in the problems of securing adequate power not only for our people but for all the people of the Valley.

Come to the ANNUAL MEETING

It is not too early to be thinking about one of the most important events of the year—the Members' Annual Meeting.

This is the one time in the year when the members can get together and have a direct voice in choosing your directors, learning about the operations, helping plan Co-op policies. It is an opportunity to express your interest in the Cooperative's program.

Friday, August 14, 1953, is the date set for your Annual Meeting. If you haven't made your plans to attend this year's meeting, please do so at once. You live in a country where you have the privilege of voting for the people (your neighbors) you wish to represent you in the business affairs of your Cooperative. Time spent at the Annual Meeting is "time well spent". Plans are now underway to make this year's meeting the best ever had.

Watch for your next Newsletter which will contain the Notice of the Annual Meeting and your Ballot for Trustees.

Your Electric Co-op distributes the cheapest commodity you buy today—ELECTRICITY.