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SOUTHWEST NEWS

Southwest Tennessee Electric Membership Corporation

Main Office:
Brownsville,
Tennessee

March 1953

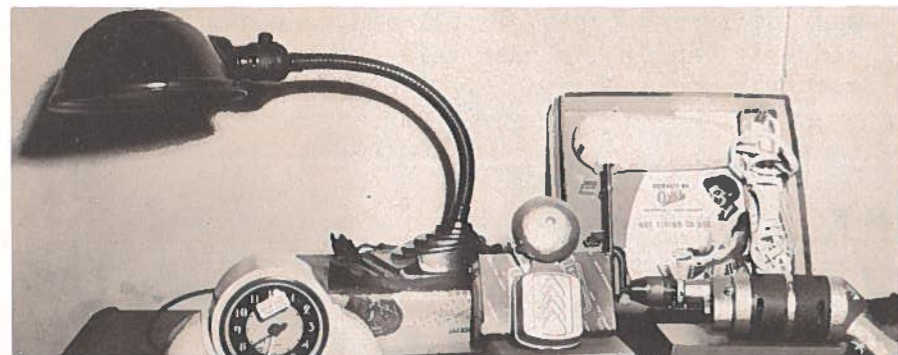
Branch Offices:
Jackson, Tenn.
Henderson, Tenn.
Covington, Tenn.

Brownsville, Tennessee

SOUTHWEST TENNESSEE ELECTRIC MEMBERSHIP CORPORATION COMPARATIVE MONTHLY OPERATING REPORTS

	Jan. 1951	Jan. 1952	Jan. 1953
Members Connected	13,831	14,594	16,061
Kilowatt Hours Sold	4,838,255	5,554,217	6,336,395
Average KWH used per Member	349	380	394
Average Cost per KWH to Member	1.46¢	1.43¢	1.34¢
Costs of Line	2064	2117	2384
Amount of Taxes	\$1,684	\$1,676	\$1,947

4-H CLUB NEWS



4-H CLUB ELECTRIC PROGRAM SPONSORED BY OUR COOPERATIVE

Your CO-OP again this year offers prizes to 4-H Club boys and girls who enter in the 4-H Club Farm and Home Electric Contest. The Cooperative wants to encourage every 4-H Club boy and girl to get in this contest and try to win. Last year there were four counties that qualified for the prizes offered by our Cooperative. The Cooperative is working with the county 4-H Club Leaders in helping the boys and girls learn more about electricity, its uses, and safety. The best time to learn is while you are young. So let everyone that is interested enter a 4-H electric project and collect some of the prizes being offered. Contact your local county 4-H Club leaders for information.

OVER THE COUNTER

Every week the cashiers, who collect your bills, witness interesting and comical remarks made by various customers-along with complaints and compliments comes hilarious humor.

An aged colored man was paying his first light bill. The clerk making conversation said, "I bet you're really enjoying your lights." The man replied, "You know Miss, I done got so used to coal oil lamps and them 'lectric lights is so bright jest can't sleep with them on."

Hardly a week goes by that someone doesn't mistake our office for the Western Union office. Then there was one young boy who came in, was written a membership receipt before we finally discovered he had mistaken our office for the draft board. He was trying to enlist in the Army.

Does collecting day after day get tiresome, you bet, but the humor makes mighty good conservation on a rainy day.



BEFORE



AFTER

Rev. J. N. Forbes, pastor of the First Methodist Church in Whiteville, Tenn., is having a much easier time conducting his services with the newly installed lighting system.

The people were having a hard time reading the words to hymns and the dim light made drowsiness descend on many. The age old joke of sleeping in church cannot be easily applied here now.

The church was built around 1916 and the interior ceiling glass windows are of great beauty. Before the lighting improvements, these windows were at a great disadvantage, as you can note from our before and after picture.

Our pictures are a study in light and dark, taken by your Co-op's electrification advisor who planned the lighting improvements. Our pictures prove that sufficient light can make a big difference, whether in a home, a business, or a church.

PRIZES . . .

LOOKING AROUND WITH YOUR ELECTRIFICATION ADVISOR SOMETHING NEW HAPPENS EVERYDAY

Little Willie blew a fuse,
But had a penny he could use.
He got his lights, but not for long.
The house went up in smoke,
And Willie went along.

A Simple Fuse Is Shamefully Misused

A fuse is used to protect circuits from overloads. When more current passes through a wire than the wire is supposed to carry, the wire gets hot. The more current passes through, the hotter the wire becomes, until the fuse blows, the wires burn or the house burns down.

The purpose of the fuse is simple. It is supposed to blow and stop the flow of current before the wire gets hot. It will blow if the fuse you are using is the right size. It should be a 15-amp fuse for lighting circuits and 20-amp fuse for small appliance circuits. A 30-amp fuse should only be used on heavy appliance circuits or special circuits with a #10 wire.

If you use the right size fuse and it continues to blow, you then know something is wrong. The thing to do is to find the trouble and correct it. The thing not to do is to get a bigger fuse. If the load on the circuit is too big, then make more circuits. If something is wrong with the circuit, get it fixed. If something is wrong with an appliance, get it fixed.

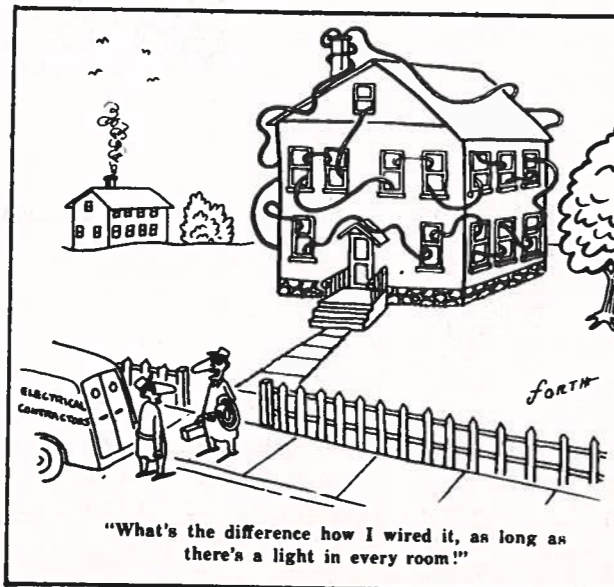
If you need information to solve an electrical problem we have it or we will find it.



"Flogel Electric Company . . . Send a man right away! I have a serious electrical problem!"

Invest Wisely In Re-Wiring

Hundreds of members regret now that they failed to install ample electric wiring and outlets in their homes and on their farms when they first received electric service. It costs extra money to change wiring after it is installed. Remember that a wiring system can be as permanent as the building itself if installed in the beginning. Wires too small will heat, causing inefficient operation of equipment, and waste electricity you pay for.



"What's the difference how I wired it, as long as there's a light in every room!"

Adequate Wiring Necessary For Satisfactory Service

WIRE BUTCHERS AT WORK

Good wiring contractors are busy and often times hard to get. They are also rather expensive in many cases, therefore, many people are hiring part time wiremen to do their work. A few of these part time wiremen are doing good work, but many of them are doing poor and faulty work, using material not suitable for the job, and not installing it according to the code. Then too many temporary jobs are put up which turn out to be rather permanent.

The result of the wire butcher's work is that the member gets poor service, usually has a high electric bill, and of course is dissatisfied.

The legitimate wiremen cannot compete with these wire butchers.

Know your wireman.

A safe wiring system can be assured only by wiring in accordance with existing wiring codes, Co-operatives' regulations, using wiring materials and proper devices bearing the Underwriters Laboratories' seal of approval.

The most important single step in getting the greatest benefits from electric service, at the lowest cost, is the planning and installation of a safe, adequate, and convenient wiring system.

OUT OF THE COOP KITCHEN 10 GOOD REASONS FOR COOKING WITH ELECTRICITY

1 FAST
It is fast as heat itself without flame. Surface units glow almost instantly with accurately controlled heat.

2 ECONOMICAL
After the desired temperature for cooking has been established the remainder of the cooking time is on low position---most of the cooking time is on low or stored heat. THAT MEANS MONEY SAVED.

3 CLEAN
No soot, no smoke, thus no scouring for the kitchen ceiling and walls---stay fresh and clean much longer.

4 FOOL-PROOF
No dangerous fumes are given off. It is as efficient and safe to handle as an electric light.

5 CONVENIENT
Cooking can be as easy as turning a switch. The various cooking speeds and the controls within easy reach were designed for today's kitchen.

6 AUTOMATIC
You set the controls, put in the foods, and go about your business--hours later when you return your food is ready to be served.

9 EASY TO LEARN
You don't have to learn to "cook all over again". All your favorite recipes are just the same and this controlled heat makes the results much more dependable and satisfying to the entire family.



Mrs. Harold Kelso and son, Harold Kelso, Jr., Browns-ville, Tenn. Mrs. Kelso states she has cooked with many different types of fuel and none compare with her electric range. We hear this story every day about electric cooking.

7 MODERN
It is designed to fit into today's home with the other furnishings.

10 FLAVOR OF FOOD BETTER
Foods do taste better when they are cooked on a modern electric range. Almost no water is used with vegetables; meats cook in their own delicious juices; pies, cakes, bread, all benefit from controlled heat.

8 COOL
All the heat from the surface units goes directly into the utensils. Ovens are insulated on all sides in order for oven temperatures to be held.