THURSDAY, DEC. 13, 1934

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Electricity Rates Drop As TVA Brings Dawn Of New Era to Southland

the last of a series of four articles on what the TVA is doing and plans to do, written by a staff correspondent for the Christian Science Monstor, international newspaper published in Boston. As Macon county is in a tributary area of the Tennessee Valley, these articles should prove especially interesting to readers of this newspaper.

KNOXVILLE, Tenn.-Because of hitherto meant drudgery and the the breadth and sweep of its plan, toil of hand labor. the TVA experiment is attacking old problems with a boldness that plan by which the entire standard is as startling as it is promising. of living in the Tennessee Valley is For the problem of supplying the being raised the Electric Farm and people with cheap and plentiful Home Authority came into being. power had settled into the circle of It would be easy to sum up the supply and demand.

cause of lack of demand. The de- equipment into the hands of conmand lagged because of high rates. sumers that more current might be Let consumption rise, declared the used. But that would fall short of various public utility companies, giving the full picture. and the rates would come down. But without increased consumption there could be little lowering of rates. And the consumer retaliated with the plaint that rates were too high to permit of increased consumption.

to break this circle. First there ment since the formation of EFHA was a planning on the basis of has been tremendous-means a power available. Based on the higher standard of living, increased needs of the district and the abil- leisure. It means that more and ity to consume, rates were work- more women straighten up from ed out that would cover all costs the washboard and turn to the and services and pay a return on electric washing machine, which investments. On this basis the means more time to think and power division of TVA began its plan for a fuller life. service with current developed at Muscle Shoals.

Tupelo Held Up

is today held up as an example of model to be studied. The kitchens 44 and 46. Size 38 requires 31/4 yard the possibilities ahead fo power are all electric, but planned pri- of 39 inch material development in the Tennessee Val- marily with an eye to economy of ley. The story of Tupelo will be operation and cost. told again and again, claim the It is hoped to make Norris a TVA experts, as other power pro- model town upon which shall be jects are finished and the network patterned communities yet to come. of wires creep back into the hills. Experiments in house building are portant it is to have slim moulded-

EDITOR'S NOTE - This is | ed out on the Tennessee River and its feeders.

> And, linked with this control and utilization there has been another move made in the attempt to spread the use of electricity. Again one sees the multiplicity of problems and the dovetailing of one into another. More power means more consumption and greater consumption means just as surely that this great flow of power is taking over one by one the jobs that

Because TVA as a whole is the work on this branch merely as an Rates of electricity were high be- attempt to put more electrical

> It was designed to develop and ioster an increased use of electrical power that with the increased consumption further reductions in rates might be possible. But just as surely this moving of electrical appliances into homes-and the

TVA has started with an attempt jump in the sale of such equip-

At Norris Dam a model community is being built up. And it is not just in the arrangement and The town of Tupelo, Mississippi, planning of the houses that it is a





Designed in sizes: 34, 36 38, 40, 42,

Slim Fitted Slip

Pattern 8372-In these days of the slender, smooth-fitting frocks, Tupelo was the first city in the proving that model homes can be to-the figure foundation garments. Tennessee Walley to sign a con- erected at a price within the reach They make or mar your appearance, whether you are wearing house frock or an elegant gown. The slip sketched combines all of the features most desired. Its smooth fitting lines conform to the figure. It is fitted at the bust by means of three small darts, and the straps may be made of ribbon or material. Added to this is the separate snadow proof panel, which may be omitted if desired. ·Crepe silk or satin in tea-rose blue or pink would be pretty. Or make a more sturdy slip of it by using linen.

- LION STOLEN

SYRACUSE .-- (UP,-Stolen: One lion. So started an entry in a police blotter. Wait a minute; don't get excited. The following was added to the entry: "Made of iron, weighing about 200 pounds, taken from the lawn in front of the E. M. Wilson house."

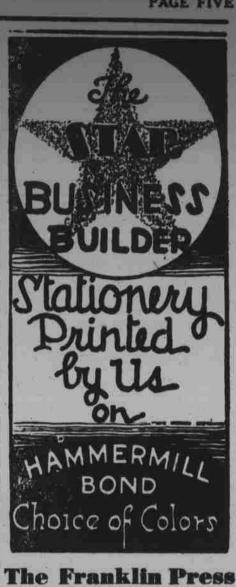
CENTENARIAN MAKES FLIGHT

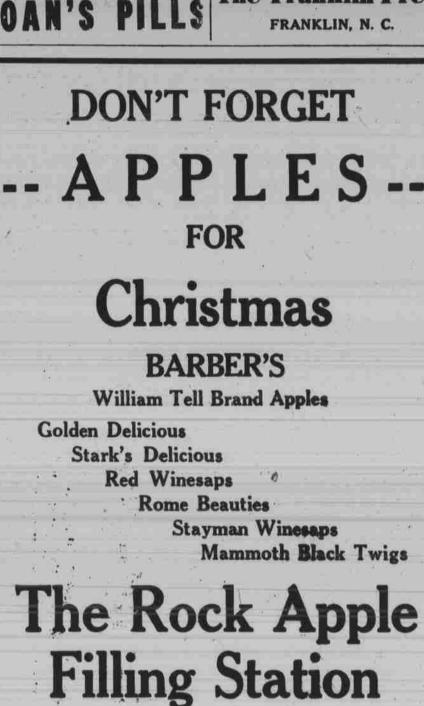
RALEIGH, Dec.-(AP)-Thomas A. Council, 100-year-old Civil war veteran, took his first airplane ride here. His only complaint was that the plane did not go fast enough. He commented: "There's nothing to it after you get up in the air."

HELP KID

F your kidneys function badly L and you have a lame, aching back, with attacks of dizziness. burning, scanty or too frequent urination, getting up at night, swollen feet and ankles, rheumatic pains . . . use Doan's Pills.

Doan's are especially for poorly functioning kidneys. Millions of boxes are used every year. They are recommended the country over Ask your neighbor!





tract with TVA for a supply of of everyone, that the electric light power. In March of this year and the electric washer can replace Tupelo was consuming at a rate 18 the oil lamp and the washboard in per cent below the national aver- the average home.

age residential consumption. By July Tupelo was 47 per cent above that average. And that rise in consumption- is being bettered month by month.

Tupelo has a further story to tell that will be listened to by on wires to do the drudgery that every user, of electrical power in for generations taxed the strength the nation. The rates are low, so and patience of the Tennessee Vallow that this amazing increase in ley folks. consumption was built up.

The rates, say public utility companies, are not economic, and represent ruinous competition.

Rates Economic

economic and cover all charges, it is really important. Looked at operating expenses and include a in this light the flow of power fair return on investment. But such that surged wastefully down to the rates are possible only when the Ohio was a gigantic waste of a plan is wide and comprehensive plenty that belonged to man. In enough to embrace a program that its power project TVA is putting includes real distribution of avail- this strength to work that the Otter Creek November able power.

and demonstration, says TVA, is needlessly past their poverty and the answer to the question of the want. price of electrical power. It is an experiment that will be watched by everyone and will have a definite bearing on the whole business of the development and distribution of power in the United States.

To the people of the Tennessee Valley the old river is fast becoming a very friendly river. There were times when it leaped its banks and caused damage. But as the harness is put on those leaps become less menacing and troublesome. And from the part that has been harnessed is flowing the cheap power that the district needs if it is to develop and prosper.

Furnishes Facts

The power division of TVA furnishes some thought-provoking facts it is feasible. in connection with the development and utilization of power. Hitherto, it is pointed out, no single public utility ever attempted a comprehensive and anified control on any such scale as is being worked out on the Tennessee River and its feeders.

And, linked with this control on any such scale as is being work

So it is that the Tennessee is be-

coming more and more a friendly river as its mighty power pulses up from the green-clad banks to the town home and the farm kitchen, its measureless strength flowing in

Tremendous in Itself

The development of power is a tremendous thing in itself. But it is only as it becomes the base for the whole gigantic experiment in TVA retorts that the rates are bettering the lot of humanity that homes among the hills may reflect

Here, stated definitely in plan the plenty that hitherto flowed

It is because of this that TVA has come to stand for the idea behind the New Deal. It is because of this that many of those who have studied the plan declare that this is the most important experiment ever attempted since the nation was founded. It is because of this that men in charge of the project drive ahead toward the goal they have glimpsed.

And because of this private industry and public utility companies watch the working of the experiment with mounting interest. It Nora Wikle. has its critics, and many of their to come will decide whether or not Mildred Hoyle.

Overtaxed by COUGH DROP speaking, singing, smoking

HOW TO ORDER PATTERNS

Send 15 cents in coin (for each pattern desired), your NAME, ADDRESS, STYLE NUMBER and SIZE to Patricia Dow, Care The Franklin Press and Highlands Maconian. Pattern Dept., 115 Fifth Avenue, Brooklyn, N. Y

Honor Roll Announced

Following is the honor roll of the Otter Creek school for November:

First grade-Walter Shields. Third grade-Harlena Hoyle, Fourth grade-Emma Jane May. Fifth grade-Dorothy Boone, Carl Cross, Christine Dalrymple, Orrin Denny, Doris Grant, Hershell Grant, Freda May Hoyle, Garland May, Pauline Owenby.

Sixth grade-Wilma Cochran, Kathleen Grant, Myrtle Hampton, Frances Shields, Marjorie Wikle. Seventh grade-Versa Douthit, Carlene Owenby, Grace Owenby,

High school-"A" honor roll: criticisms are pertinent. But it is Bernice Deweese, Katherine Neal; after all an experiment. The years "B" honor roll: Howard Cross,

The faculty of the Otter Creek school is composed of Jessie Higdon, E. R. White, Ruth Byrd and Virginia Edwards,

Silk Worm's Industry

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