

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

**EDITOR'S NOTE** — This is 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 Monitor, 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 the breadth and sweep of its plan, the TVA experiment is attacking old problems with a boldness that is as startling as it is promising. For the problem of supplying the people with cheap and plentiful power had settled into the circle of supply and demand.

Rates of electricity were high because of lack of demand. The demand lagged because of high rates. Let consumption rise, declared the various public utility companies, 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.

TVA has started with an attempt to break this circle. First there was a planning on the basis of power available. Based on the needs of the district and the ability to consume, rates were worked out that would cover all costs and services and pay a return on investments. On this basis the power division of TVA began its service with current developed at Muscle Shoals.

### Tupelo Held Up

The town of Tupelo, Mississippi, is today held up as an example of the possibilities ahead for power development in the Tennessee Valley. The story of Tupelo will be told again and again, claim the TVA experts, as other power projects are finished and the network of wires creep back into the hills. Tupelo was the first city in the Tennessee Valley to sign a contract with TVA for a supply of power. In March of this year Tupelo was consuming at a rate 18 per cent below the national average 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 every user of electrical power in the nation. The rates are low, so low that this amazing increase in consumption was built up.

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

### Rates Economic

TVA retorts that the rates are economic and cover all charges, operating expenses and include a fair return on investment. But such rates are possible only when the plan is wide and comprehensive enough to embrace a program that includes real distribution of available power.

Here, stated definitely in plan and demonstration, says TVA, is the answer to the question of the 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 in connection with the development and utilization of power. Hitherto, it is pointed out, no single public utility ever attempted a comprehensive and unified control on any such scale as is being worked out on the Tennessee River and its feeders.

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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 hitherto meant drudgery and the toil of hand labor.

Because TVA as a whole is the plan by which the entire standard of living in the Tennessee Valley is being raised the Electric Farm and Home Authority came into being. It would be easy to sum up the work on this branch merely as an attempt to put more electrical equipment into the hands of consumers that more current might be used. But that would fall short of giving the full picture.

It was designed to develop and foster 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 jump in the sale of such equipment since the formation of EFHA has been tremendous—means a higher standard of living, increased leisure. It means that more and more women straighten up from the washboard and turn to the electric washing machine, which means more time to think and plan for a fuller life.

At Norris Dam a model community is being built up. And it is not just in the arrangement and planning of the houses that it is a model to be studied. The kitchens are all electric, but planned primarily with an eye to economy of operation and cost.

It is hoped to make Norris a model town upon which shall be patterned communities yet to come. Experiments in house building are proving that model homes can be erected at a price within the reach of everyone, that the electric light and the electric washer can replace the oil lamp and the washboard in the average home.

So it is that the Tennessee is becoming 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 on wires to do the drudgery that for generations taxed the strength and patience of the Tennessee Valley folks.

### 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 bettering the lot of humanity that it is really important. Looked at in this light the flow of power that surged wastefully down to the Ohio was a gigantic waste of a plenty that belonged to man. In its power project TVA is putting this strength to work that the homes among the hills may reflect the plenty that hitherto flowed needlessly past their poverty and want.

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 has its critics, and many of their criticisms are pertinent. But it is after all an experiment. The years to come will decide whether or not it is feasible.

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• By Patricia Dow •  
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### Slim-Fitted Slip

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Crepe silk or satin in tea-rose blue or pink would be pretty. Or make a more sturdy slip of it by using linen.

### 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.

### Otter Creek November 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, Nora Wikle.

High school—"A" honor roll: Bernice Dewese, Katherine Neal; "B" honor roll: Howard Cross, Mildred Hoyle.

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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### 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 KIDNEYS

If your kidneys function badly 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.

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