

POWER AND PEOPLE

On The Farm

The remarkable postwar growth of rural electrification affects all the people of the Tennessee Valley. From July 1945 to July 1949, the number of rural consumers increased by 150 percent, from 165,000 to well over 400,000. In the Tennessee Valley as many new farms are being served in two months as the total number reached with electricity in all the years before TVA was created.

This rapidly expanding rural program changes the direction of all electrical development activities. TVA and the distributors of TVA

power must help new rural consumers who have little idea of what electricity can mean to them. These farm families must be told the story of how to use this new electrical servant—how to use it wisely and profitably.

RURAL ELECTRIFICATION MEETINGS

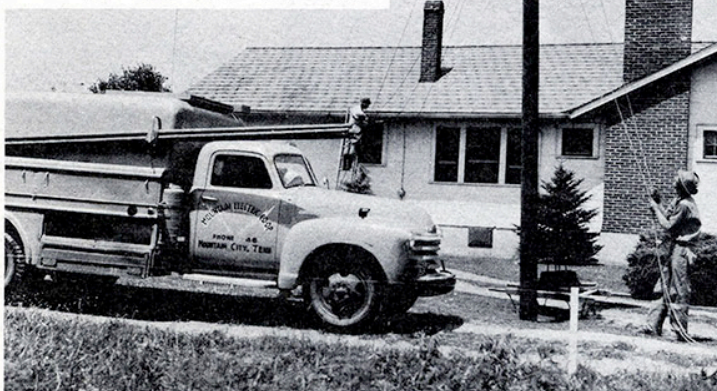
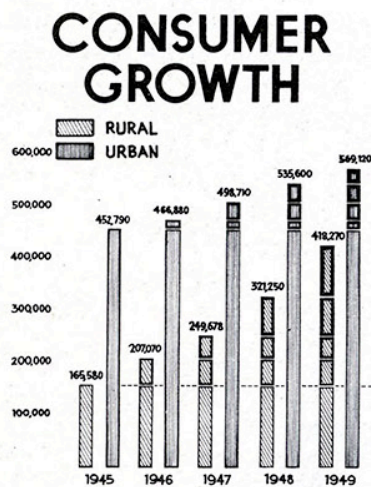
The farm wiring system is the base on which the farmer must build if he is to receive the benefits electricity can bring. The rural electrification meeting is the first step in picturing the need for proper wiring for sound and economical

use of electricity. When the farmer sees the evidence of labor saved and production raised—that electricity on the farm soon pays for itself in labor alone—he no longer considers electrical equipment as luxuries, but as “musts” for his farming operations.

At the meetings, special emphasis is placed on adequate wiring, the use of electricity to increase income, and the ways it can be used to save some of the long hours farm women spend in the kitchen and laundry. To promote better health, refrigeration, electric cooking, and especially running water for the farm are stressed.

Rural people are learning that they can have homes with kitchens and laundries as modern as those of their urban neighbors. Running water has brought many advantages lacking with the use of the old hand pump. The home freezer is becoming the modern method of food preservation. And often these improvements inside the home are followed by newly painted buildings and trim lawns.

The meetings cover all the many farm uses of electricity, telling of dairy farming, haydriers and hay hoists, electric hotbeds, poultry house lighting, and other profitable uses.



MORE RURAL HOMES are being hooked up every day, as typified by this scene in Mountain Electric Cooperative's territory. Chart shows amazing growth of rural electrification in TVA area since end of war.

While the farmer is improving his economic well-being—a trend demonstrated by statistics showing less tenancy and higher farm income—this is not the whole picture of the betterment his gains bring to the TVA region. With a higher income, the farmer is demanding equipment for better living, and these demands, in turn, mean greater production and more wealth in urban centers.

Closely akin to the rural electrification meetings are those conducted with veterans and vocational agriculture students on applying electricity to agriculture.

In just two years—since July 1, 1947—more than 51,000 rural people have attended nearly 1,000 rural electrification and vocational agriculture meetings.

MEETINGS FOR RURAL HOMEMAKERS

We have other meetings with rural groups, especially with homemakers. Hundreds of home equipment schools have been held to demonstrate modern kitchen equipment. These meetings stress electric cookery, but are not cooking schools in the usual sense of that term. They show the homemaker how to use her electric kitchen equipment to save time, and to help her plan and prepare better balanced meals.

At frozen foods demonstrations, the rural homemaker is taught the easy way to preserve her surplus garden and meat products. Home lighting, always one of the first uses of electricity, has been the subject of hundreds of meetings.



TALKING DIRECTLY TO VALLEY HOMEMAKERS is a TVA home economist in the Mississippi District.

Educational meetings on better use of electric appliances have taken place in hundreds of Valley communities.

ELECTRICITY...

the Farmer's

Best

Hired Hand

Farmers are using electricity in a wide range of operations. They are getting away from one-crop soil mining to diversified farming, a mark of conservation of their resources.

TVA fertilizers and TVA power are among the catalysts which are converting depleted and eroded fields devoted mainly to corn and cotton into green expanses of pastures and acres planted in soil-building cover crops.

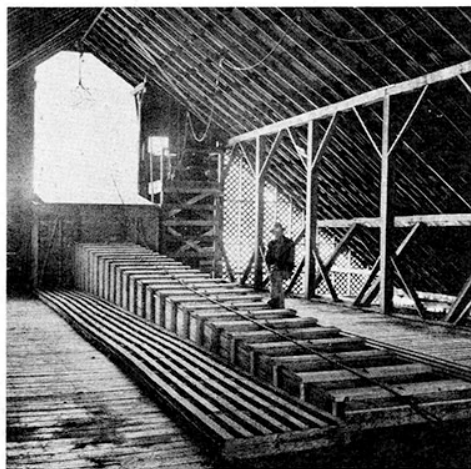
The Valley is dotted with community freezer locker plants which enable the farmer to slaughter and cure his meat at any time.

Electric hotbeds permit earlier, sturdier plants for truck farming. The farmer can store his vegetables in large freezer refrigerators and sell when prices are high. Seed cleaners improve the grade of seed for home use.

Poultry raising has become a profitable business through use of electric brooders and of lights in the henhouse to raise egg yields in winter months when egg prices are higher. Electric water warmers encourage livestock to drink more water, thereby adding to their weight.



GRADE A DAIRIES have sprung up all over the TVA area in recent years. Dairy farming is one way the farmer can increase profits and build up land. But he could not market Grade A milk without the refrigeration which electricity can give him. Besides refrigeration, electricity helps in dairying by supplying water under pressure, heating that water, running milking machines, ventilating the dairy barn, and in other ways.



HAY improves the farmer's soil and, fed to livestock, is converted into meat and dairy products. The Valley's heavy rainfall is excellent for growing this crop, but a serious handicap in harvesting it. Electric haydriers, as shown here, are overcoming this difficulty.



AN ELECTRIC MOTOR powers this elevator to take hay to the hay loft, saving many hours of back-breaking labor. This same motor, on a Middle Tennessee farm, is used for elevating corn.