

**Nashville Electric Service Public Relations Records  
c. 1866 to 1989**

**Collection Summary**

**Creator:** Nashville Electric Service

**Title:** Nashville Electric Service Public Relations Records (NESPRR)

**Inclusive Dates:** c. 1866 to 1989

**Bulk dates:** c. 1900 to 1989

**Summary/Abstract:** The Nashville Electric Service Public Relations Records illuminates over 100 years of history—specifically the development and promotion of electricity for residential, commercial, industrial and agricultural use in Nashville and Middle Tennessee. The collection provides ample evidence of electric light and power’s gradual yet transformative influence on both the city of Nashville’s economy and the lives of its residents during the late nineteenth and twentieth centuries. A key feature of the collection is material relating to the history of street cars (both electric and non-electric) as a means of mass transportation and as a contributing factor in urban and suburban growth. The collection also includes materials on the history of hydroelectric power generation, household electrification and early appliances, and the role of advertising and public relations in the development of electricity.

**Physical Description/Extent:** 13.2 cu. ft.

**Organization/Arrangement of Materials:** The collection is divided in to four series:

- (1) Business Records
- (2) Photographs
- (3) Reports and Publications
- (4) Newsclippings

The materials within the Business Records, Photographs, and Newsclippings series were primarily kept in the order they were found originally.

The Reports and Publications series is arranged in alphabetical order by author or publisher. It is important to note that the materials resided with the donor for some time and no true “original order” likely existed for this collection at the time of acquisition. More details about arrangement can be found in series descriptions below.

**Accession Number:** 2004.022

**Language:** English

**Stack Location:** Closed Stacks Workroom, Range 5, Section 5

Closed Stacks Flat File Room, Cabinet FF, NESPRR drawer

**Repository:** Special Collections Division, Nashville Public Library, 615 Church Street, Nashville, TN 37219

**Restrictions**

**Restrictions on Access:** In-library use only. Available by appointment.

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**Chronology\*** (\*Reference sources are identified within the chronology to aid researchers.)

February 29, 1860

March 19, 1860

McGavock & Mt. Vernon Horse Railroad Company chartered by act of state legislature – making it the first street car company chartered for incorporation in Nashville. The South Nashville Street Railroad Company is incorporated the following month. The Civil War stalled the progress of these companies beginning operations.

1865

Civil War ends

1865-forward

Many other street car lines are begun over the next twenty to thirty years, with varying ownership and levels of success, including: West Nashville Street Railroad Company (1865), Nashville & Edgefield Street Railroad Company (1865), Church and Spruce Street Railroad Company (1867, 1878), the North Edgefield and Nashville Street Railway Company (1879), Fatherland Street Railway (1881), Main Street Railroad (1881) and numerous others.

c.1865-1866

South Nashville Street Railroad builds and begins successfully operating the first mule/horse-drawn street railway service in the city serving the Rutledge Hill area. (Source: *Nashville and Her Trade* by Charles E. Robert, pp. 328-329; *Nashville in the New South* by Don Doyle, pp. 87-88; *Glendale Park* by Arthur Crouch, citing Rail-Light News, 1924.) McGavock and Mount Vernon also begin operations, serving the North Nashville area. The northern and southern sections of Third and Fourth Avenues (then College and Cherry Streets) were served by these first two street car lines. The Nashville and Edgefield Street Railroad Company began serving the Edgefield suburb around this period.

May 1866

First horse-drawn street car service is begun in Memphis, charging 5 cents per ride.

Sept. 4, 1875

Chattanooga's first horse-powered street railway begins operating.

Oct. 21, 1879

Thomas Alva Edison introduces the incandescent electric light bulb to the world.

1879

Braid Electric Company is founded in Nashville by J. W. Braid, et. al. The company made electrical equipment for doctors and

devices for electric bells, and would later supply parts for telegraph machines. (Source: *Fifty Years in Business Magazine*, Jan. 1940, in NESPRR “Nashville History” file, B4, F52.)

- Early 1880’s Nashville’s first electric light company, Brush Electric Company, begins operations.
- April-May, 1880 City of Nashville celebrates its Centennial anniversary with a grand exposition. The city’s Exposition building site is selected partly so that street cars can provide one mode of transportation for attendees. Electric lights are among the new technologies showcased in the Exposition building at Broad and Spruce Streets (Eighth Ave.). (Source: Doyle, pp. 6-10.)
- 1881 First commercially operated electric railway in the world begins in Lichterfelde, Germany (near Berlin).
- 1881 City of Nashville annual report reveals the city’s ongoing struggle with privately-owned street car companies. Companies were not abiding the conditions and terms of their charters requiring them to adequately maintain the tracks and the street beds between and on either side of the street car tracks. It is proposed that the city consider negotiating with street railroad companies on this issue, perhaps taking on responsibility for street repair itself.
- May 1, 1882 First electric light in Nashville was displayed before a large crowd on the State Capitol grounds, lighted by Brush Electric Co. (Source: 1952 NES special edition *Tennessean* newspaper in NESPRR oversize; *The Role and History of Nashville Electric Service* by Paul Hembree, p. 2.)
- 1885 First commercially operated electric railway (third rail) in the US begins operation in Baltimore, MD.
- 1886 Citizens Electric Company begins business in Nashville.
- 1886 City’s Public Light Department indicates in its annual report the need for increased funding as the city grows (from approx. \$19,500 in 1884 to \$24,500 in 1886); the City Engineer’s report to the Board of Public Works and Affairs reveals much activity relating to lines and grades given for street car tracks. (Source: *Reports of Departments of the City of Nashville, 1880-1889.*)
- March 1887 Charter issued to the Overland Railway Company, after which work began on its “dummy” steam engine line leading to Woodstock Park (to be named Glendale Park in 1888). This two

or three-car steam engine-powered railway began operating in 1888. Its route carried riders from the city's public square to the popular local park in the southern/southwestern suburbs of Nashville.

- 1887 Report of the city's Superintendent of Public Light listed the location of each of the 27 electric lights being used "in the most prominent parts of the city." By contrast, it was reported that 823 gas lamps lighted the majority of public locations managed for the city by the Nashville Gas Co. and its team of 18 lamp-lighters. In his report, the superintendent also requested that additional lamps be added to various streets, such as "West Cedar street [Charlotte], beyond the Penitentiary, one side of which is in the Thirteenth District, and is very dark, and makes a good way of escape for desperadoes when they do mischief." (Source: 1887 City Annual Report, Superintendent of Public Light, p. 74 in *Reports of Departments of the City of Nashville, 1880-1889*.)
- May 4, 1888 First commercially operated overhead electric trolley service in the U. S. begins in Richmond, VA
- 1889 City council spends a good part of this and the past year granting charters to new, or extending lines of existing, street railroad companies. Several companies also are granted the right to use electricity to operate their street car lines. It is reported that in the coming year the city will enjoy fifty-seven (57) miles of street car lines, the bulk of which (42 miles) will be run on electricity. This is viewed as a significant mark of the city's growth and progress. (Source: 1888-1889 City Annual Reports, 1889 Report of City Recorder , p. 7 in *Reports of Departments of the City of Nashville, 1880-1889*.)
- Jan – Jul 1889 McGavock and Mt. Vernon Horse Railroad Company and City Electric Railway Company are first companies to be granted charter amendments to operate the first electric street railways in the city. (Source: *Charters, Amendments...* by George Frazer, pp. 121-124, 416-417.)
- April 5, 1889 Two city police officers, monitoring traffic and usage of the suspension bridge connecting Nashville and East Nashville or Edgefield, in part to justify funding for repairs to the bridge, counted 460 street cars crossing the bridge between 6 am and 7 pm that day. (Source: 1889 City Annual Report, Board of Public Works and Affairs, pp. 35-36 in *Reports of Departments of the City of Nashville, for the fiscal year ending October 1, 1889*)

- April 28, 1889 Article in the Sunday *Evening Herald* indicates “street railroad warfare” between companies serving East Nashville over the following: rights-of-way for the bridge, Bridge Avenue and the public square; shared use of already-laid rail lines; and, the ability of car companies to expand their lines. It is little wonder that the consolidation of many of these lines occurs within a year. (Source: various articles in NESPRR, B2, F39)
- April 30, 1889 *Evening Herald* reports “trouble” between South Nashville and McGavock and Mt. Vernon street car companies relating to a conflict over whether a section of mutually-used track would run electric cars or horse cars. Article states “The McGavock people pay something more for the use of the track. The new contract will be signed this afternoon.” (Source: various articles in NESPRR, B2, F38)
- April 30, 1889 First electric-powered street car to operate in Nashville is unveiled for its inaugural run by the McGavock and Mount Vernon Company. Approximately fifty people, including street car company presidents, politicians, city office holders, members of the press, and two women (Mrs. George W. Stahlman and Mrs. H. B. Stubblefield – spouses of co. presidents) ride from downtown out West End to West Side Park (which would later become Centennial Park). Crowds of onlookers gathered to witness the unveiling of the new machines. At midnight, two of the new cars are used to train drivers on operating the new electric street cars. Four electric cars were operating on this line by late May. (Source: various articles in NESPRR, B2, F38)
- May 3, 1889 Nashville Banner reports that one street car “jumped the track” on the hill on Broad Street, near the railroad. The car was returned to the track with “some difficulty.”(Source: Banner article, NESPRR, B2, F38)
- June-July, 1889 Chattanooga’s first electric trolley car makes trial runs and commences operations. (Source: *And to Think it Only Costs a Nickel* by David H. Steinberg.)
- 1889 City council grants Capital Electric Company, one of two electric lighting companies in town, the low-bid contract to provide new electric lighting for the city for three years for 23.5 cents per night per light. Over the next three years, the city will gradually phase out gas lighting wherever possible. The board also recommends the city hire a “skilled electrician to constantly inspect the wires” and impose a system of inspecting the rapidly increasing number of wires connecting buildings to electric lights, telephones and fire

alarms and street railways. (Source: 1889 City Report, Board of Public Works and Affairs, p. 42 in *Reports of Departments of the City of Nashville, for the fiscal year ending October 1, 1889.*)

- c. 1889-1890 United Electric Railway is incorporated and secures control of the principal mule and/or horse car lines operating in Nashville in order to begin electrifying them (McGavock and Mt. Vernon horse car line, South Nashville street railway, Edgefield and Nashville railway, and Main Street and Lischey Avenue Dummy Line, and City Electric). In Morrison's *City of Nashville* (circa 1892), UER is credited with transforming the street car system in the city. (Source: Morrison, p. 16.)
- 1890 Nashville Electric Railway and Power Co. is chartered for incorporation.
- 1892-1893 Cumberland Electric Light & Power Company begins operations.
- 1893-1894 Nashville Street Railway Company begins operation. Other companies of the time included the Citizens Rapid Transit Company and the City and Suburban Railway.
- 1893–1897 Panic of 1893, depression across U.S. (Source: Doyle, pp. 51-52.)
- 1895 James Cartwright Warner (father of Percy Warner) dies. He owned several street railways and electric plants, ventures he took on following his retirement from the iron industry.
- 1899-1900 Street railway companies are consolidated by Nashville Street Railway Company, giving the city a more-unified transportation system. The company was owned out of Baltimore, Maryland, and local politicians and businessmen, including Mayor Head, resented this ownership by outside entities. Lawsuits brought by the city council resulted in the company being driven in to receivership. (Source: Doyle, pp. 89-91; *Nashville in the 1890's* by William Waller *1890's*, p. 308; Percy Warner vertical file)
- c. 1901-1902 Percy Warner and Major E. C. Lewis are appointed as receivers of the Nashville Street Railway Company while legal challenges are underway. Mr. Warner serves as the company's general manager and he and Major Lewis are credited with making needed improvements to the system, such as the completion of a new transfer station near the courthouse.

As part of the eventual legal settlement, the Nashville Street Railway Company agrees to acquire land originating from the

Centennial Land Company and donate it to the city for use as a public park. The city also negotiates with the company to reimburse the city for street paving expenses between and around rail lines which were to be the responsibility of the streetcar company. In addition, the company agrees to provide a funding stream for the City Park Board based on a percentage of streetcar profits, the parks being a popular destination point for streetcar riders. (Source: *Nashville, 1900-1901* by William Waller, p. 41.)

- 1902 New trolley transfer station opens, June 1902. (Source: *The Parks of Nashville: A History of the Board of Parks and Recreation* by Leland R. Johnson, p. 50.)
- Spring 1903 The Arcade opens in Nashville's downtown, providing shoppers relief from streets congested with buggies, horses, streetcars, dust and mud. (Source: Doyle, p. 74.)
- June-July 1903 Nashville Railway and Light Co. is incorporated. This reorganized version of the Nashville Railway Company is consolidated with the Cumberland Electric Light and Power Company, uniting the city's electricity (light and power) and street railway systems (transportation). Percy Warner is elected president of the new company and serves in this role until 1914. (Source: Waller p. 42, Percy Warner vertical file.)
- June 1903 Nashville Railway and Light Co. acquires Glendale Park and its streetcar line. (Source: Crouch, B1, F4.)
- Spring/Summer 1905 State of Tennessee passes a law permitting racial segregation on street cars, a continuation of the legislation passed earlier relating to railroad travel. Seating was divided—whites in front, blacks in rear. In the event of a full street car, conductors were able to dictate priority seating for white riders, asking blacks to give up their seats to whites. (Source: *The African-American History of Nashville, Tennessee, 1780-1930* by Bobby Lovett, p. 249; Laska Globe abstract, Wynn, Marbury dissert.)
- Summer 1905 In response to the street car law, local black leaders organize a streetcar boycott and incorporate the Union Transportation Company, a black-owned street car company. It is reported that out-of-state investors purchased large amounts of the company's stock. (Source: Lovett, p. 249, Marbury p. 48.)
- c. 1905-1913 Chattanooga & Tennessee River Power Company begins building a hydroelectric power plant and dam project at Hales Bar on the

Tennessee River, below Chattanooga, which would be the largest project of its kind for the area at that time. Other companies begin work on obtaining riparian rights to sections of rivers in order to build various hydroelectric and steam-electric plants, additional turbines and transmission lines to transmit electricity to nearby communities. This period was also followed by a “progressive campaign to develop a market for this energy just as any merchant introducing a new product would do, by electrifying industries in the communities served.” (Source: TEPCO history, p. 6, B1, F10.)

- 1906 Chattanooga Railways Co. merges all of that city’s electric street car line into one system.
- 1906 Richard Henry Boyd and others form the *Nashville Globe*, the city’s first African-American owned newspaper, in response to the inadequate coverage of the streetcar boycott by white-owned newspapers. Nashville Railway and Light Company reports no noticeable decreases in ridership, although it is believed that this is due to increases in white ridership at the time of the boycott. (Source: Lovett, p. 249, Wynn, Marbury dissert.)
- 1906-1907 Black streetcar boycott ends, a result of many complex factors including, but not limited to: difficulties getting the purchased cars to work properly; working class blacks’ fear of participating due to their fear of missing work; and any resulting retaliation by white employers against employees who miss work or are late. Union Transportation Company electric cars are eventually sold in April 1907 as a result of numerous factors. (Source: Lovett, p. 249, Wynn, Marbury dissert.)
- c. December 1908 Nashville Railway & Light Co. moves its railway department and lighting department sales room offices from the Wilcox Building across the street to the Watkins Block and/or Watkins Building at 605 Church Street. (Source: *NRLCO Weekly* tri-fold newsletter, Dec. 4 and 18, 1908, in NESPRR, B2, F33.)
- March 1909 An advertisement appears in the *Nashville Railway & Light Co. Weekly* newsletter promoting electric autos.
- c. 1909-1910 E. W. Clark & Company, a Philadelphia banking firm, establishes the Eastern Tennessee Power Company and begins building a hydroelectric dam in east Tennessee at Parksville on the Ocoee River. The company also purchases streetcar, light and power companies in Chattanooga. (Source: TEPCO report, 1925, p. 5.)



- 1911 Nashville Railway and Light Co. advertises “electric vehicles” in *The Exhaust*, a Nashville-based magazine intended to promote “automobiling and good roads in the South.” (Source: NPL ephemera collection, transportation-automobiles file.)
- May 1, 1912 E. W. Clark & Company of Philadelphia acquires control of the Nashville Railway and Light Co. (Source: Crouch, B1, F4.)
- c. 1912 Percy Warner, president of Nashville Railway and Light Co., asks Mr. Clare Lovett, a bird-specialist, to take charge of Glendale Park and its zoo. (Source: Johnson, p. 241, Crouch, B1, F4.)
- June 1913 Hyrdoelectric power is first made available to city of Nashville. (Source: TEPCO history in NESPRR, B1, F10.)
- July 1919 Nashville street car strike. (Source: notes in NESPRR, B2, F38.)
- August 20, 1920 Nashville street car strike. (Source: notes in NESPRR, B2, F38.)
- May 7, 1921 Street car fares increase from 5 cents to 7 cents. (Source: TEPCO ltrhd in NESPRR, 1939.)
- May 27, 1922 Tennessee Electric Power Company is incorporated, eventually consisting of the assets of 45 Tennessee companies. This move consolidated Tennessee Railway, Light & Power Company (which included subsidiaries: Tennessee Power Company, the Chattanooga Railway and Light Company and the Nashville Railway and Light Company) and the Chattanooga and Tennessee River Power Company. TEPCO also controlled Toccoa Electric Power Co., Blue Ridge Corp., Southern Tenn Power Co., Lookout Incline Railway Co., Lookout Mountain Railroad Co., and Tennessee Transportation Co. Unlike many of these companies, Nashville Railway and Light Co. maintained its original corporate identity for a short time but eventually was dissolved. (Source: TEPCO entry in *Tennessee Encyclopedia*.)
- 1925 Nashville Railway and Light Co. competes for the Charles A. Coffin Prize, an annual competition established in 1922 by the General Electric Company of New York to honor their company’s founder with the intent of “encouraging and rewarding meritorious service in the electrical field.” Nashville Railway and Light Company was competing for recognition of its street railway service to the Nashville community. At the time, the company reported owning 189 cars running on 106 miles of track and operating 21 lines throughout a city with a population of

approximately 150,000 people. They also touted their safety record.

October 29, 1926 “Pageant of Street Car Progress” event, sponsored by the Nashville Railway and Light Company, is held in Nashville. The event was created to showcase the ten new modern street railway coaches being introduced into the city’s street railway transportation system by Nashville Railway and Light Co. The procession began with models of past street cars, including an early mule-driven car. The grand master of the parade was Mayor Hilary E. Howse, and passengers included various local dignitaries, along with the 40-piece Rail-Light band. The procession traveled from downtown, out West End to Centennial Park, and back to Eighth Avenue where interested Nashvillians could view the old and new cars. The display of the “old mule car” was so popular that the company scheduled an additional viewing especially for kids three days later on Capitol Boulevard in front of the War Memorial building.

December 1926 to January 1927 Nashville floods and 7,000 to 10,000 persons are driven from their homes. The Nashville Railway & Light Co. suffers sizable losses as a result of the flooding – and are forced to disconnect service to numerous customers. (Source: 1952 NES special edition *Tennessean* newspaper in NESPRR oversize.)

June 21, 1927 City street cars are halted for one minute at 3:00 pm in memory of Percy Warner, former president of Nashville Railway and Light Co., “in reverent recognition of the man who played such an outstanding part in the development of Nashville’s street car system, as well as its electric lighting system”, who died unexpectedly on June 18<sup>th</sup>. The next day, at son-in-law Luke Lea’s request, the city park board voted unanimously to name a new tract of land donated to the city by the Lea family as “Percy Warner Park”. (Source: Johnson, p. 102, Percy Warner vertical file.)

1929 TEPCO absorbs numerous southeast regional hydroelectric power companies.

October 1929 Celebration of “Light’s Golden Jubilee” begins, a nationwide commemoration of the fiftieth anniversary of Thomas Alva Edison’s invention of the electric light bulb. Henry Ford leads the festivities from Dearborn, Michigan, the home of Ford’s newly opened Edison Institute. Nashville hosts a series of special events in conjunction with the national celebration, including a broadcast of President Hoover’s address from Dearborn over loud

speakers at War Memorial Plaza and auditorium and a youth essay contest sponsored by the *Tennessean*.

- October 29, 1929 U. S. stock market crashes.
- 1930 Nashville Railway and Light Company (a subsidiary of TEPCO) is dissolved and officially merges with TEPCO.
- October 18, 1931 Thomas Alva Edison dies.
- 1931-32 Glendale Park and zoo close. (Johnson, p. 110.)
- March 14, 1933 Tornado hits city of Nashville.
- May 18, 1933 President Roosevelt signs the Tennessee Valley Authority Act of 1933.
- Fall 1933 Controversy over private vs. municipal ownership of electric light and waterworks utilities in Birmingham, AL.
- 1936-1937 TEPCO challenges TVA: TEPCO and 18 other southern power companies file “bill of complaint” testing the constitutionality of the TVA Act, challenging its authority to interfere with the business practices of these local companies. TEPCO complained in its 1936 annual stockholders report of “the continuing threat of unregulated competition which the Company faces from this subsidized Governmental agency.”
- Fall 1937 35,000 automobiles in Nashville. Streetcar riding is still essential for many Nashville residents, but is on the decline. (Source: TEPCO history file in NESPRR, B1, F10—10/28/37 talk to B&PW club).
- Residential electricity rates in Nashville are 14<sup>th</sup> lowest in entire U.S. (Source: TEPCO history file in NESPRR, B1, F10, advertisement re: Vanderbilt football.)
- 1939 US Supreme Court dismisses lawsuits against the TVA.
- Tennessee Valley Authority purchases TEPCO’s properties.
- The Electric Power Board and Nashville Electric Service are created by a special act of the state legislature. (Source: Hembree, p. 6; NES Employee Handbook, 1981 in NESPRR, B14, F642.)

- January 1940 James E. Carnes is named NES General Manager following the death of John P. W. Brown.
- January 29-30, 1941 TVA Electrical Development Conference held at the Hotel Patten in Chattanooga, Tennessee – several talks given by NES staff.
- November 6, 1941 Real estate developers announce the sale of Glendale Park, which is to be subdivided into residential lots. Also sold is the old streetcar Transfer Station property downtown, which had gone unused due to the increased use of buses.
- 1951 Blizzard hits city of Nashville.
- May 12-17, 1952 City of Nashville’s Electric Power Board holds dedication exercises for the new Nashville Electric Service “Electric Center” building at Church Street and Thirteenth Avenue. Gordon Clapp, board chairman of the Tennessee Valley Authority, was the principal speaker at the dedication ceremony. The new building was erected to centralize and make more efficient the daily operations of the city’s electric supplier. In conjunction with the building opening, a free, six-day electric show and open house was held. The show featured the latest in electrical appliances and modern home conveniences including displays of all-electric kitchens, with free prizes awarded to lucky attendees. The new building featured a state-of-the-art, all-electric employee cafeteria – touting that all the new machinery “required a minimum of operating personnel.” On Sunday, May 11, the *Nashville Tennessean* newspaper ran a 26-page feature devoted to the center’s grand opening, featuring congratulatory advertisements by local businesses, and articles that showcased the numerous ways electricity improved the lives of Nashvillians and Americans. (Source: 1952 NES special edition *Tennessean* newspaper in NESPRR oversize.)
- 1952 Federal Power Commission reports that Nashville residents pay 45% cheaper rates for their electricity, through TVA, compared with other areas of the country. (Source: 1952 NES special edition *Tennessean* newspaper in NESPRR oversize, p. 9-C.)

### **Administrative History / Historical Overview**

The Nashville Electric Service Public Relations Records (NESPRR) collection sheds light on many complex topics, including but not limited to: the history of the companies originally responsible for providing electric power to the city of Nashville such as the Nashville Railway and Light Company (1903-1939) and the Tennessee Electric Power Company (1922-1939); the transition from privately-owned to publicly-owned power and the resulting creation of the Nashville Electric Service (1939-present); and the history of

hydroelectric power development in both Tennessee and the southern region of the United States, and the role the Tennessee Valley Authority played in this process.

A brief historical overview follows. Details of the complex history of these organizations and related topics can be found in the timeline above, in the collection materials, and in the published reference sources listed in this finding aid.

The Nashville Railway and Light Company was incorporated in June-July, 1903. The move was significant because it united under one entity the city's electricity (light and power) and street railway systems (transportation). In December 1908, the Nashville Railway and Light Company moved its railway and lighting department sales room offices from the Wilcox Building across the street to the Watkins Block and/or Watkins Building at 605 Church Street.

On May 27, 1922, the Tennessee Electric Power Company was incorporated. Based in Chattanooga, TEPCO consolidated the assets of 45 Tennessee companies, including those of the Nashville Railway and Light Company.

On May 18, 1933, President Roosevelt signed the Tennessee Valley Authority Act of 1933. From 1936-1938, TEPCO fought the TVA Act. TEPCO and 18 other southern power companies filed a "bill of complaint" testing the constitutionality of the TVA Act, and challenging its authority to interfere with the business practices of these local companies. TEPCO complained in its 1936 annual stockholders report of "the continuing threat of unregulated competition which the Company faces from this subsidized Governmental agency."

In 1939, the U.S. Supreme Court dismissed the lawsuits against the TVA and the Tennessee Valley Authority purchased TEPCO's properties. That same year, the Electric Power Board and the Nashville Electric Service (NES) was created by a special act of the state legislature.

During the late 1940s, planning began for the construction of a new NES building. During the week of May 12-17, 1952, the city of Nashville's Electric Power Board held dedication exercises for the new Nashville Electric Service "Electric Center" building erected at Church Street and Thirteenth Avenue. The new facility combined all NES services under one roof.

### **Scope and Contents of the Collection**

The Nashville Electric Service Public Relations Records (c. 1866-1989) illuminates over 100 years of history—specifically the development and promotion of electricity for residential, commercial, industrial and agricultural use in Nashville and Middle Tennessee. The collection provides ample evidence of electric light and power's gradual yet transformative influence on both the city of Nashville's economy and the lives of its residents during the late nineteenth and twentieth centuries. A key feature of the collection is material relating to the history of streetcars (both electric and non-electric) as a means of mass transportation and as a contributing factor in urban and suburban

growth. The collection also includes materials on hydroelectric power generation, household electrification and early appliances, and the role of advertising and public relations in the development of electricity.

The Nashville Electric Service Public Relations Records includes 16 linear feet of material. The collection is divided in to four series: (1) Business Records; (2) Photographs; (3) Reports and Publications; and, (4) Newsclippings. Detailed descriptions of the four series and their contents can be found below. Material formats include: photographs (primarily black and white); negatives (a minimal number); color transparency film; business records, correspondence, newsletters, brochures, reports, publications, posters and other oversize materials, and news clippings.

The impact of electric power and lighting on Nashville's downtown businesses is evident—images of early street lights and early lighted storefronts are included among the over 1,000 photographs found in the collection. The collection also includes numerous photographs and printed materials relating to the history of downtown Nashville: the Nashville Railway and Light Company offices were located in the Watkins Building on the 600 block of Church Street on the present-day site of the Nashville Public Library.

The collection reveals the impact of electric household appliances on women's work within the domestic sphere. Electric appliances such as irons, stoves, furnaces, refrigerators and vacuum cleaners—displayed in the front windows and lobby of the Nashville Railway and Light Company—were presented as clean, modern conveniences that would revolutionize women's work in the home. Electric appliances were promoted as a means for relying less on domestic servants and more on “electric servants”. The company sponsored cooking classes to teach women how to use these new electric kitchen appliances.

The collection offers insights into the role of advertising and public relations in the development of electricity. In the late 1800s and early 1900s, electric power providers engaged in vigorous sales and promotion activities intended to increase the use of electricity by a somewhat reluctant consuming public. Inventive sales campaigns, promotions and special events were devised to increase appliance sales and electricity consumption. Data on ever-increasing electric usage rates can be found in the collection materials.

The collection provides clues in to the history of graphic design and printing before the computer age. Promotional or informational talks given by TEPCO staff at local meetings or regional conferences also contain helpful information.

In addition to topics mentioned above, labor history is another theme within the collection. Materials providing information about employees of the Nashville Railway and Light Company, the Tennessee Electric Power Company and the Nashville Electric Service are found throughout the collection. Street car operators, electrical linemen, repairmen, engineers, draftsmen, customer service clerks, advertising and sales

employees, appliance demonstrators, cooks and kitchen workers, domestic servants, housewives and others are among the occupations included. Items such as employee newsletters provide insight in to worker culture.

It is difficult for present-day Nashvillians and Americans to imagine a time when people had to be persuaded to use electricity to improve their daily lives. The materials found in the NESPRR collection help demonstrate how the use of electricity evolved from its minimal, early forms to becoming an “essential” utility that shaped the growth of cities, impacted farms and rural landscapes, and effected the lives of its users over the course of the twentieth century.

## **Index Terms**

### **Personal Names:**

Edison, Thomas A. (Thomas Alva), 1847-1931  
Howse, Hillary E. (Hillary Ewing), 1866-1938  
West, Ben, 1911-1974

### **Corporate Names/Organizations/Government Bodies:**

Nashville Electric Service  
Nashville Railway and Light Company  
Tennessee Electric Power Company  
Tennessee Valley Authority  
Watkins Institute – Buildings

### **Conference Names:**

American Public Power Association, 8<sup>th</sup> Annual Convention, Chattanooga, TN,  
May 7-9, 1951

### **Subjects:**

Advertising  
African American history  
Agriculture  
Appliances  
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Servants  
Street-cars  
Street car lines  
Streetcars  
Trolley cars  
Transportation  
Transportation--Tennessee—Nashville  
Transportation--Tennessee—Nashville--Automobile driving  
Transportation--Tennessee—Nashville--Mass transit  
Transportation--Tennessee—Nashville--Electric railroads



Transportation--Tennessee—Nashville--Street railroads  
Urban transportation  
Women's history  
Working class  
World War II

**Places:**

Birmingham (Ala.)  
Chattanooga (Tenn.)  
Chattanooga (Tenn.)--History  
Church Street (Nashville, Tenn.)  
Hales Bar Dam (Tenn.)  
Memphis (Tenn.)  
Nashville (Tenn.)  
Nashville (Tenn.)--Buildings, structures, etc.  
Nashville (Tenn.)--Commerce  
Nashville (Tenn.)--Economic conditions  
Nashville (Tenn.)--History--Sources  
Nashville (Tenn.)--Politics and government  
Nashville (Tenn.)--Politics and government--20th century  
Glendale Park--Nashville (Tenn.)  
Tennessee—History  
Tennessee, Middle—History  
Tennessee, East—History  
Watts Bar Lake (Tenn.)

**Genre/Document Types:**

Advertisements  
Aerial photographs  
Black-and-white photographs  
Business records  
Clippings (information artifacts)  
Color slides  
Color transparencies  
Manuscripts  
Photographs  
Posters  
Negatives  
Newsletters  
Newspapers  
Slides (photographs)  
Transparencies

**Occupations:**

Advertising personnel  
Blue collar workers

Businesspeople  
Domestic employees  
Electrical industry workers  
Home economists  
Household employees  
Local officials and employees  
Mayors  
Municipal officials and employees  
Sales personnel

**Added entry – Corporate Name**

Nashville Railway and Light Company  
Tennessee Electric Power Company

**Added entry – Uniform Title**

Friendly Service News  
Nashville Railway and Light Company Weekly  
N.E.S. News

**Separated Material**

Separation notices are included throughout the collection wherever items were removed due to size and/or fragility. A list of oversized or separated documents can be found at the end of this finding aid.

**Administrative Information**

**Copyright:** This material may be protected by copyright law (Title 17 U.S. Code).

**Preferred Citation:** Nashville Electric Service Public Relations Records, Special Collections Division, Nashville Public Library.

**Immediate Source of Acquisition:** Gift of Sylvester Chambers, 2004.

**Ownership and Custodial History:** The Nashville Electric Service Public Relations Records were donated to Nashville Public Library in April 2004 by Sylvester Chambers of LaVergne, Tennessee. Mr. Chambers acquired the materials at a public auction.

**Processing Information:** Tracey Howerton began processing this collection in January-February 2008. Physical processing for the collection was completed in summer 2010. A major public exhibition highlighting the collection was displayed in the Nashville Public Library courtyard gallery from January 29-June 5, 2011. The collection was opened for research in June 2011, after the exhibition closed. Volunteers who assisted with processing this collection include Raymond Proctor, Marty O'Reilly, Rose Mary Reed, and Harvey Bennett.

**Accruals:** No further accruals expected.

**Associated Materials**

The Metro Archives of Nashville and Davidson County houses the Nashville Railway and Light Company Records.

### **Related Materials**

*David H. Steinberg Papers, 1917-1978*, Special Collections Division, Nashville Public Library.

*Businesses ephemera subject files, 1856-1998*, Special Collections Division, Nashville Public Library

### **Electronic Location and Access**

N/A

### **References to Works by or about Collection Creator/Topic**

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## Detailed Description of the Collection

### **SERIES I. BUSINESS RECORDS, C. 1889-1992, APPROX. 3.75 LINEAR FT.**

**Series Abstract/Description:** Series I consists of a variety of documents, newsletters, publications, reports, press releases, advertisements, radio announcements, public talks and presentations, conference programs, newspaper articles, correspondence, graphic design materials, historical research materials, notes and oversized print materials that reveal the history of the Nashville Railway and Light Company, its successive incarnations (i.e. TEPCO, N.E.S.), its advertising and public relations activities, and the history of street car development in Nashville and Tennessee.

Users should be aware that a number of publications and reports remain in this series, rather than being separated to the Reports & Publications series (Series III). The processor felt that removing them would result in a loss of context and the loss of a sense of the creator's filing system. It also would have required heavy use of separation notices. Users also should be aware that publications such as the *N.E.S. News* are interspersed in this series. The processor tried to note these items in the box and folder list as much as possible.

Some Series I highlights include the following subseries:

❖ **Subseries: Street Railway System, 1889-1930's – B2, F33-35 – Nashville Railway and Light Company Weekly – tri-fold, pocket-size newsletters distributed to street car riders.**

- Forty-seven (47) of these items are published by Nashville Railway and Light Company; dates range from May 1908 – April 1911, though one is an undated “boosterism” issue printed in red ink.
- The collection includes 4 issues from other cities – New Orleans Railway & Light Company, *Railway Topics* (Apr 14, 1912); British Columbia Electric Railway Company, *The Buzzer* (May 11, 1925); Birmingham Railway, Light & Power Company, *The Illuminator* (Aug 4, 1907, Aug 16, 1908) – these provide a helpful comparison between Nashville and other cities, and also provide an overview of the street railway industry's history.

Topics include:

- Encouraging business owners to use electric lighting to draw customers in to their stores; ridership etiquette (“don't spit on any portion of the car”); safety issues (“don't get on or off the car while it is moving”); service advice (how to get service from NR&LCo); boosterism; jokes or comical stories that depict women, immigrants and “colored” folks in stereotypical ways;
- Publicized events around town such as: Glendale Park (Casino Theatre at Glendale Park – “high class vaudeville acts” booked by Manager Bordeiser); Easter Egg Hunts in spring (Greenwood Park for the “colored people”, Apr. 1911); Centennial Park; Ryman Auditorium; the Hippodrome, Vendome Theatre, and other theatres around town; also “Some books in Carnegie Library”;

- Additional events listed include: Sparkman Street bridge opening (July 5, 1909); Kopp's Military Band featuring Miss Willie Hammann as soloist, two weeks in Glendale Park, July 16, 1909, free to the public; Tennessee State Fair; Buffalo Bill's Great Wild West Show, Oct. 16, 1909 on Belmont Ave show grounds;
- Advertisements and columns encouraging residential customers to electrify their homes and purchase new electrical appliances [e.g. – electric fans = “buzzers” or “ceiling fans” June 25, 1909], toasters, electric irons, electric lights to help improve education of their children (easier to read by electric light, won't harm kids eyes, “electric warmers” to warm water needed in an emergency overnight – Feb. 19, 1909), electric sewing machine motor (Oct. 15-16, 1909);
- Contents suggest that many readers and riders had landlords or were not home owners. Also suggest that it was middle class families who could afford electricity and the more comfortable lifestyle it afforded (i.e. ease of women's chores – “it's okay if your servant is gone” May 28, 1909).
- Includes seasonal messages, such as “Warm, get you a fan; cold, get you some electric heat; warm, take a cool ride out to Glendale Park and forget your cares – 4<sup>th</sup> of July”; “No better place could be found than Glendale Park to spend a delightful holiday, free from the heat, noise, dust, smoke and dirt of the City.”
- Public health information from state board, such as – “screen your food, your house to keep flies from laying eggs...typhoid fever and intestinal disease.” (Sept. 1910)

❖ **Subseries: Kentucky Derby Campaign, 1941 – B3, F43-45**

This collection of materials (c. 1934-1941) demonstrates the work involved in organizing an eight-week sales and load-building contest among electrical appliance salesmen and dealers in Nashville. Prizes changed over time, but included anywhere between 11 and 25 all-expenses paid trips to the Kentucky Derby in Louisville, KY, considered the “cynosure of the sport and business world” at its height of popularity. The materials reflect the change of the organization's name over time, from TEPCO in the 1930s to Nashville Electric Service after 1939.

One highlight of this group of materials is the promotional sales packet, the *Complete Outline for a Derby Sales Race*, printed by the Dartnell Corporation of Chicago, IL. This packet provided companies with pre-printed graphics samples, print stock, colorful letterhead and newsletters, and conceptual suggestions for how to organize a Derby-themed sales campaign, suggesting that it was likely a popular theme for companies at the time.

Another interesting item is a copy of a 1940 *Fair and Racing Posters* catalog by the Donaldson Lithographing, Norwood, Cincinnati, Ohio, a Division of the United States Printing and Lithograph Company, with rich, vivid colors and graphics. Researchers or artists interested in graphic design and its history may be especially interested in these items.

A final highlight is the *Derby Dope Sheet*, a weekly newsletter showing sales statistics for each company division (East Tenn., N. Tenn., Cumberland, M. Tenn., Chattanooga, Nashville, Accounting). Dates are March–April 1937 and include six of the seven volumes – vol 1. no. 5 was not present in the collection. The newsletters show how many households in Middle Tennessee were purchasing new appliances (e.g. – general sales, range sales, water heater sales, refrigerator sales, small appliances). Sales data also includes east Tennessee where TEPCO also was the electricity provider. Gold Derby hat and jockey caps were worn by managers with the best sales for the previous week.

**Arrangement:** The materials in Series I are housed in legal-size document case boxes and file folders and in one oversize (map) drawer. The materials generally were left in the order they were received at the time of the donation; however it is important to note that the materials resided with the donor for some time and no true “original order” likely existed for this collection at the time of acquisition.

The records originally were filed in legal-size accordion files. The majority of the accordion files had adhesive labels on them with subject headings created by the users (i.e. Nashville Railway and Light Company and its successive incarnations). The original headings and categories were maintained as much as possible to show the creators’ filing system; however, some labels had fallen off over time. **Any bracketed text [see below] was added by the processor to better describe the folder contents.**

Where necessary, some of the news clippings in this series were photocopied for long-term preservation and the originals discarded.

Printed materials mixed in with photographs were added in at the end of this series.

**Container List**

<b>Box #</b>	<b>Folder #</b>	<b>Folder label [brackets indicate descriptors added by processor]</b>	<b>Dates</b>
1	1-2	<b>Home Show</b> [Middle Tennessee Home Show, Tennessee State Fairgrounds]	1969, Jan-Apr
1	3	<b>1992 Promos – Public Power Week, Minority Enterprise Development Week</b>	1992, July, Sept, Oct
1	4	<b>Glendale Park</b> [includes park history written by Arthur W. Crouch]	1969 [1931, 1956]



1	5	<b>History of Electricity</b> [includes National Electric Light Association publications, TVA Electrical Development conference 1941, NES newsletters, oldest light bill contest]	c. 1927-1941
1	6-8	<b>Clifford Allen-Metro Counsel Investigation of NES</b> [includes report <i>TEPCO: Violations by TVA of Letter and Spirit of Contract</i> ; TVA and NES publications]	1975 [1934, 1981]
1	9	<b>Dams, TVA Dams</b> [news clippings on debate over Cumberland River development by TVA; Cumberland Valley TVA Association]	c. 1941-1950
1	10	<b>TEPCO History [Tennessee Electric Power Company]</b> [includes TEPCO Report to the Stockholders, Dec. 31, 1936; public talks given by TEPCO employees on company history and Nashville history]	c. 1930-1937
1	11	<b>Bank Holiday</b> [scrapbook of Banner and Tennessean news clippings about U.S. and Tennessee bank crisis]	1933 March
1	12	<b>Municipal Ownership Controversy, Birmingham, Alabama papers, 1933</b> [scrapbook of news clippings on debate over private versus public ownership of electric utility and TVA]	1933 Sept-Oct
1	13-14	<b>Management and Power Board Changes and News Notes</b> [news clippings on James E. Carnes and J. M. Davidson as NES is formed from TEPCO]	1939-c. 1944
1	15	<b>Promotion of Appliance Sales</b> [press releases on record-breaking electric appliance sales figures for Nashville; "Bless Your Electric Servants"]	c. 1949
1	16	<b>System Growth</b> [press releases on rural electrification, TVA Jubilee Days, Electric Power Board members]	c. 1949
1	17	<b>Industrial and Commercial Power</b> [press release or advertising copy on the technical advisory services offered by NES to industrial, commercial, agricultural and residential customers]	c. 1949
1	18	<b>Appliance Services</b> [press release or advertising copy on the NES Service Department appliance repair and other activities, includes World War II and post-WWII references]	c. 1949

1	19	<b>Kilowatt Usage History</b> [press release or advertising copy and notes related to electric rates, street care fares and decline in use, electric rates and usage in Nashville as compared to other cities, TVA, expansion of residential electricity usage, post-WWII expansion.]	c. 1913-1949
1	20	<b>Electric Shows and Other Special Promotions, 1940-Early 1950s—All Electric Home Revue, 1940</b> [1 of 2 – correspondence regarding preparations for March Electric Revue, Cooking School, and Electric Appliance Salesman’s dinner, including musical entertainment, advertising and radio broadcast promotions (WSIX, WLAC), posters and cards (Hatch Show Print), listings of Nashville Electric Dealers and stores who participated.]	Feb-Mar 1940
1	21	<b>Electric Shows and Other Special Promotions, 1940-Early 1950s—All Electric Home Revue, 1940</b> [2 of 2 – events were held at Hippodrome, War Memorial Auditorium, and Andrew Jackson Hotel – March 4-13, 1940.]	Feb-Mar 1940
1	22	<b>Electric Shows and Other Special Promotions, 1940-Early 1950s—Electric Show, 1948</b> [1 of 3 – correspondence regarding preparations for Electric Show. Event held May 18-22, 1948 at Viaduct Parkways, corner of 10 <sup>th</sup> and Church.]	Feb-July 1948
2	23	<b>Electric Shows and Other Special Promotions, 1940-Early 1950s—Electric Show, 1948</b> [2 of 3 – prize winners, etc.]	May-July 1948
2	24	<b>Electric Shows and Other Special Promotions, 1940-Early 1950s—Electric Show, 1948</b> [3 of 3 – post-mortem, attendance and sales figures, NES employee newsletter “The News” Summer 1948 issue]	May-July 1948
2	25	<b>Electric Shows and Other Special Promotions, 1940-Early 1950s—Electric Appliance Days, 1949</b> [1 of 2 – appliance sales promotion event, prize drawings held at steps of War Memorial Building]	April-May 1949
2	26	<b>Electric Shows and Other Special Promotions, 1940-Early 1950s—Electric Appliance Days, 1949</b> [2 of 2 – radio promotion schedules (WKDA, WSIX, WLAC, WMAK), Spring Electric Carnival May 1951]	April-May 1949 to May 1951

2	27	<b>Electric Shows and Other Special Promotions, 1940-Early 1950s—Nashville Electric Service Special Edition</b> [NES Electric Center opening, May 12, 1952; May 1952 Electric Show; Light Bulb Campaign]	[1950-1952]
2	28	<b>Electric Center, 1944-1952</b> [1 of 3 – correspondence and information pieces regarding construction of and move to new NES facility at 13 <sup>th</sup> and Church Streets, includes destruction of Fisk University’s Howard Chapel]	[1951-1952]
2	29	<b>Electric Center, 1944-1952 – N.E.S. Open House, 1952</b> [2 of 3 – correspondence regarding building dedication and open house]	1952
2	30	<b>Electric Center, 1944-1952 – Electric Center Scrapbook</b> [FRAGILE! – 3 of 3 – detailed scrapbook of news clippings and publications related to the planning, construction and dedication of the N.E.S. Electric Center building.]	1944-1952
2	31	<b>Street Railway System, 1889-1930s</b> [Clippings, articles and other items related to the history of street railways and electric street cars in Nashville, the U.S. and Europe]	1889-1930’s
2	32	<b>Street Railway System, 1889-1930s</b> [Clippings related to the history of street railways in Nashville, especially the October 1926 Street Car Parade of Progress.]	c. 1926
2	33	<b>Street Railway System, 1889-1930s</b> [Nashville Railway and Light Company Weekly pocket-size newsletters, Birmingham (AL) Railway, Light and Power Company pocket-size bi-monthly “The Illuminator”]	c. 1908
2	34	<b>Street Railway System, 1889-1930s</b> [Nashville Railway and Light Company Weekly pocket-size newsletters (c. 1909-1911), New Orleans Railway & Light Co. “Railway Topics” (Apr. 14, 1912), British Columbia Electric Railway Co. “The Buzzer” (May 11, 1925)]	c. 1909-1912, 1925

2	35	<b>Street Railway System, 1889-1930s</b> [One copy of "Read as You Ride", a tri-fold newsletter published by Nashville Railway and Light Company (Oct. 27, 1926); two copies of Employees Mutual Benefit Association Weekly (labor-related; May and June, 1920); various clippings and notes on street car history and the October 1926 Street Car Parade of Progress]	1889-1930's
2	36	<b>Street Railway System, 1889-1930s</b> [Various clippings on street car history and the October 1926 Street Car Parade of Progress; type-written reproductions of 1889 newspaper articles on street car development in Nashville]	1889-1930's
2	37	<b>Street Railway System, 1889-1930s</b> [Typewritten copy of press releases or reproductions of news articles and editorials concerning the October 1926 Street Car Parade of Progress; handwritten notes and typed text on the early history of street railways in Nashville and Nashville Railway and Light Company; magazine advertisements on Edison and history of electricity]	1889-1930's
2	38	<b>Street Railway System, 1889-1930s</b> [Typewritten copy of press releases or reproductions of news articles on street railway history and history of electricity in Nashville, on the Nashville Railway and Light Company; includes typewritten talk, "Outline to be Followed in Talk on 'History of the Tennessee Electric Power Company'; Glendale Park; Transfer Station; oversize items separated from this folder include street car posters and photogravure.]	1889-1930's
2	39	<b>Street Railway System, 1889-1930s</b> [Typewritten copy of press releases, reproductions of news articles and public lectures on street railway history and history of electricity in Nashville, on the Nashville Railway and Light Company and the Tennessee Electric Power Company; electric rates; includes typewritten copy of public talks, "Banner 60 <sup>th</sup> Anniversary Edition, March 6, 1936" and "The Age of Humanized Street Cars, American Electric Railway Association Convention, September 26, 1928, Maxwell Benson."]	1889-1930's

2A	40	<b>[Album #2] -- USE COPY!</b> <b>Inauguration of Ten New Street Railway Coaches, Friday, October 29, 1926, Nashville Railway and Light Company</b> [Photocopies of news clippings included in photo album documenting the event. Photos removed to Photo Series.]	October 1926 [1889]
2A	41	<b>[Album #2] – ORIGINAL – NOT FOR RESEARCH USE!</b> <b>Ten New Street Railway Coaches, Friday, October 29, 1926, Nashville Railway and Light Company</b>	October 1926 [1889]
2A	42	<b>[Album #3] – Nashville Flood of 1926-1927</b> [3 items – photo album introductory page, letters of commendation from Mayor Hilary Howse and Chamber of Commerce president Charles McCabe. Photos removed to Photo Series.]	December 1926- January 1927
3		<b><u>NOTE TO STAFF:</u></b> <b>Item level inventory for Kentucky Derby Campaign, Folders 43-45 is inserted in front of Box 3. Please refer to this when pulling these folders for users!</b>	
3	43	<b>Kentucky Derby Campaign, 1941</b> [includes 1935 Kentucky Derby official program]	1935-1941
3	44	<b>Kentucky Derby Campaign, 1941</b> [Textual and graphic materials relating to Derby-themed TEPCO sales campaign, include: 1. Program cover in color [mylared], “Tennessee State Fair Horse Show, September 18-23, 1939”; 2. Color postcard [mylared], “Around the First Turn, Churchill Downs, Louisville, Kentucky”, c. Caufield & Shook, Louisville, Mar. 4, 1941; 3. Newsletters, <i>Derby Dope Sheet</i> , TEPCO Employee Campaign, March-April 1937. ]	1935-1941

3	45	<p><b>Kentucky Derby Campaign, 1941</b>  [Textual and graphic materials relating to Derby-themed TEPCO sales campaign, include:</p> <ol style="list-style-type: none"> <li>1. Four (4) [mylared] pages of colored and black and white horse-racing images clipped from catalogues.</li> <li>2. Two (2) [mylared] tickets “Good for One Drawing”, June 1, 1936 and October 13, 1936</li> <li>3. One (1) [mylared] die cut blue ribbon rosette card “Thoroughbred”</li> <li>4. Envelope printed with racing horses (orange and black ink), 3.5”W x 11”L.</li> <li>5. Color catalogue, <i>1940 Fair and Racing Posters</i>, Donaldson Division of the United States Printing &amp; Lithograph Co., Norwood, Cincinnati, Oh. – loose / duplicate page 30.</li> </ol> <p>Color catalogue from the Dartnell Corporation, Chicago, IL, “Complete Outline for a Derby Sales Race”, n.d. [circa 1935?]- contains print samples of letterhead and other stock items for use in a racing-themed sales campaign. <u>Cover plus eleven (11) loose items!</u></p>	1935-1941
3	46	<p><b>Electricity’s Golden Jubilee, 1879-1929</b>  [Newsclippings and printed materials on Thomas Edison; celebration of golden anniversary (1929) of Thomas Edison’s invention of the incandescent electric light bulb; National Electric Light Association memorial brochure dedicated to Edison who died October 18, 1931; Thomas Alva Edison Foundation publication (c. 1935)]</p>	c. 1927-1935
3	47	<p><b>Electricity’s Golden Jubilee, 1879-1929</b>  [Newsclippings on Edison essay contest and Electricity’s Golden Jubilee; special edition newspaper of reprinted articles related to development of Edison’s lamp – oversize – see separated items list]</p>	1929
3	48-51	<p><b>Day Planner Calendars</b>  [calendars kept by Betty Forsythe, Manager, Communications Department, NES]</p>	1983-1990

4	52	<p><b>Nashville History (1 of 11)</b>  [various printed items:  1. one issue of “N.E.S. News” employee newsletter (Nov. 1944);  2. 5 issues of “Friendly Service News”, an N.E.S. newsletter (Jan-May 1941)  3. booklet, “The Historic Blue Grass Line: Nashville-Gallatin Interurban Railway” (1913)  4. booklet, Nashville: The Athens of the South (c. 1931)  5. periodical, “The Fifty Years in Business Magazine,” (vol. 1, no. 2, Jan. 1940) ]</p>	c. 1913-1944
4	53	<p><b>Nashville History (2 of 11)</b>  [various printed items:  1. Booklet, “Milestones in the History of Nashville” (1942)  2. letter of invitation and program, Nashville Fifty Years in Business Club dinner at Hermitage Hotel, Nov. 12, 1935  3. Wesley Hall fire brochure, Vanderbilt University, Feb. 19, 1932 fire  4. Newsclippings on flood of 1926, 1927, other]</p>	c. 1926-1942
4	54	<p><b>Nashville History (3 of 11)</b>  [Clippings from two newspaper columns:  1. a Nashville Banner news column, “The History of Nashville” by Tom Stewart (1934-1935) dealing with the early settlement and development of the city;  2. a Jeffersonian news column, “Some Reminiscences of the Nashville Athletic Club” by Edward Webb (1937) dealing with businesses, professional men, the downtown, and a variety of Nashville history topics.</p>	c. 1934-1937
4	55	<p><b>Nashville History (4 of 11)</b>  [various clippings relating to Nashville history, including some street car history]</p>	c. 1886-1931
4	56	<p><b>Nashville History (5 of 11)</b>  [various clippings on national street car history, “lights of Nashville” (1929); a Citizen Appeal newspaper column, “Literature, Libraries and Reviews” by Meriwether Liston Lewis, Carnegie Library Reference Librarian (1932); WLW radio announcement “WLW Fanfare: Nashville Fanfare” (1932)</p>	c. 1880’s-1932

4	57	<b>Nashville History (6 of 11)</b> [Two booklets: 1. "Know Nashville," Chamber of Commerce, 1927 2. "Facts You Should Know About Nashville," Chamber of Commerce, 1929]	1927; 1929
4	58	<b>Nashville History (7 of 11)</b> [1. 1 booklet: "Nashville: The Athens of the South," Chamber of Commerce, 1931 2. Notes on "selling Nashville" campaign (NR&LtCo., undated) 3. Typed reproduction of newspaper article about street railway company proposal to city council to build street railway lines, etc., the Evening Herald, June 13, 1890]	1890, 1931
4	59	<b>Nashville History (8 of 11)</b> [1. Chamber of Commerce Annual Report, 1930-31 2. Chamber of Commerce report, <i>Analysis of Nashville's Retail Trade Area, 1932</i> 3. List, Statistical Record of Nashville, Tenn., Jan. 1, 1929]	c. 1929-1932
4	60	<b>Nashville History (9 of 11)</b> [1. Examples from TEPCO advertising campaign promoting Nashville and Tennessee – "Build Your Mill in Tennessee"; 2. Promotional article, "Industrial Nashville" by Maxwell Benson, in The National Merchant and Manufacturer, April 1929 and, on reverse, "Nashville, a Musical Center" by George Pullen Jackson 3. Altrusa Convention brochures (2), "The Eyes of the World Are on the South, Nashville, Tennessee," 1930.]	c. 1928-1930
4	61	<b>Nashville History (10 of 11)</b> 1. Publication, George Peabody College for Teachers, Nov. 1928, Vol. XVII, No. 5; 2. Business card from Peabody	Nov. 1928
4	62	<b>Nashville History (11 of 11)</b> 1. Chamber of Commerce brochure, "You Will Enjoy Nashville in Sunny Tennessee", 1930; 2. Publication, "The Tennessee Clubwoman" (Tennessee Federation of Women's Clubs), March-April 1928, Vol. VI, No. 3	1928, 1930
4	63	<b>Dams &amp; Rivers</b> [item removed from Photo Series – business card from Burnell & Mason photographers, 629 ½ Church Street]	Undated



5	64-67	<b>Savings Bond Program, Bill Jones</b>	1981
5	68-69	<b>Savings Bond Program from John Bryant</b>	1982
5	70-72	<b>Savings Bond Campaign correspondence, posters, brochures</b>	1983
5	73-75	<b>Savings Bond Campaign, Rene Weiss</b>	1984
5	76	<b>Savings Bond Campaigns</b>	c. 1988
5	77	<b>Consumer Info. Reports, 1977-1978</b> [Monthly reports by NES' staff home energy consultants re: energy conservation demonstrations at schools, fairs, etc.]	1977-1981
5	78	<b>[Unlabelled]</b> [advertisement: Taylor Bros. Churn and Manufacturing Co., St. Louis, Mo. – electric churns and freezers]	March 1936
5	79-80	<b>[Unlabelled]</b> [typed copy of Deed from Tennessee Utilities Corporation to City of Nashville, Aug. 15, 1939 – relating to change from private to public ownership of utilities in Davidson County and surrounding counties]	Aug. 15, 1939
5	81	<b>[Unlabelled]</b> [framed items for office wall display: 1. Nashville Electrical Dealers Association seal 2. Thomas Edison quote, "If there's a way to do it better, find it."]	Undated, c. 1958
5	82	<b>Nashville Public Buildings and Aerial Views of the City</b> [misc. correspondence removed from Photos Series]	c. 1940-1987

## **SERIES II. PHOTOGRAPHS, C. 1889-1980s, APPROX. 1270 ITEMS**

**Series Abstract/Description:** The Photographs series consists primarily of 8 x 10 black and white photographs, but also includes a variety of film formats such as black and white snapshots, oversized photographs, negatives, and color transparencies. Inclusive dates range from c. 1889-1980s while bulk dates range from the 1900s-1960s. Subject matter includes streetcars, early downtown lighted streets and businesses, early company history, exterior and interior images of the building located at 605 Church Street, early electric generation and transmission infrastructure from East Tennessee to Middle Tennessee including early dams, images of the 1926-1927 Nashville Flood and other weather events, electrical appliance and other sales promotion events, the new Electric Center building (1944-1952) at 1214 Church Street, aerial views of the city, and general Nashville history information.

Included in the series are three (3) photo albums:

- 1) Early Models of Appliances;
- 2) Inauguration of Ten New Street Railway Coaches, Friday, October 29, 1926; and,
- 3) Nashville Flood of 1926-1927.

The albums were disassembled for better long-term storage.

**Arrangement:** The arrangement follows the original order and filing structure used by the collection creator/s. **Users should be aware that while the filing categories are generally helpful, they will not always be a reliable way to locate images**, as many images were found mixed together or otherwise misfiled. There are also some labels and headings that were lost over time, and others that show the activities of the advertising and/or public relations department (i.e. the category, “Keep, important old photos, to Pro Photo” or “Hold out for video possibilities, K. Beasley”). As much as possible, the processor tried to provide descriptions to help guide users.

**Note about “Subseries labelling” listed below:** Subseries labels WITHOUT brackets denote the original labelling found on the portfolio folders. Those WITH brackets denote folders where there was no original label or it had fallen off.

The majority of the images in the Transparencies, Slides and Negatives subseries were taken for use in the *Nashville Electric Service 30<sup>th</sup> Annual Report*, a copy of which can be found in the Reports and Publications series (B13, F623). The original transparency film strips had to be cut to fit the archival sleeve pages. Transparencies, slides and negatives originally were filed in manila envelopes. The original envelopes were removed and the front of the envelopes photocopied for content. Two strips of film originally were folded and had to be flattened prior to sleeving.

### Container List

Box #	Folder #'s	Photo #'s	Folder labels	Description	Dates
6	F83-F97	1-19	<b>Street Railways, etc</b>	Streetcars, lighted store window displays, various (not all specifically streetcar-related)	c. 1900s-1920s
6	F98-F114	20-47	<b>[Unlabelled.]</b>	Various images used for NES promotions, billboards, brochures	c. 1930s-1970s
6	F115-128	48-61	<b>Misc. Unidentified, Undated from Early History of Company</b>	Various photos of Nashville Railway and Light Company and/or TEPCO employees, employees serving in World War II	c. 1930s-1940s
6	F129	62	<b>[Unlabelled.]</b>	Mrs. F. R. Hammer	undated
6	F130	63	<b>Kentucky Derby Campaign</b>	TEPCO sales campaign competition	1941
6	F131-138	64-71	<b>Floods &amp; Storms-Nashville (Early History)</b>	Damages from 1933 East Nashville tornado, other floods	1933-1975
6	F139-182	72-115	<b>Early Models of Appliances [Album #1]</b>	Appliance product shots, women modeling appliances, appliance displays, 605 Church Street building interior and exterior, cooking schools, Brown's Diner, lighted factories.	c. 1920s
6A	F183-194	35A-46A	<b>[Unlabelled]</b>	Various photos, transparencies and printed images used for NES promotions & publications	c. 1930s-1970s
7	F195-201	116-122	<b>Early Models of Appliances [Album #1, cont'd]</b>	Model All-Electric Home Demo	c. 1920s [July 19, 1922]
7	F202-220	123-141	<b>Inauguration of Ten New Street Railway Coaches-Friday, Oct 29, 1926-Nashville Railway &amp; Light Co.</b> [Album #2 - FRAGILE! Handle with care!]	Streetcars, streetcar parade	Oct. 1926

7	F221-245	142-166	<b>Nashville Flood of 1926-1927</b> [Album #3 - FRAGILE! Handle with care]	Flood	Dec. 1926-Jan. 1927
8	F246-251	167-172	<b>Substations (early)</b>	Substations	undated
8	F252-294	173-215	<b>Generation &amp; Transmission Facilities (early history)</b>	Power houses, steam plants, transmission towers & construction, Great Falls / Caney Fork, transformer stations, East Tennessee, water wheel, generators, workers, #194-212 substation construction subseries	undated, 1928
8	F295-367	216-289	<b>Dams &amp; Rivers</b>	Great Falls, Nashville, Hales Bar, Ocoee No. 1, Ocoee No. 2, mill at foot of Lookout Mtn.	undated
9	F368-369	290-291	<b>Electric Shows and Other Special Promotions, 1940-Early 1950s-All electric Home Revue</b>		Feb.-March, 1940
9	F370	292	<b>Electric Shows and Other Special Promotions, 1940-Early 1950s-Electric Shows</b>		c. May 18-22, 1948
9	F371-373	293-295	<b>Electric Shows, Cooking Schools, etc</b>	Flat irons promotion, sales goal charts	c. 1914
9	F394	296	<b>Electric Shows, Cooking Schools, etc</b>	Billboard ad "Cook Electrically"	c. 1910s?
9	F375	297	<b>Electric Shows, Cooking Schools, etc</b>	Nashville River Terminal Exposition bldg-interior	June 12-17, 1922
9	F376	298	<b>Electric Shows, Cooking Schools, etc</b>	Streetcar with ads and Bijou Theatre behind  FRAGILE! Handle with care	undated
9	F377	299	<b>Electric Shows, Cooking Schools, etc</b>	Fire Prevention Week	Oct 9, 1922
9	F378-379	300-301	<b>Electric Shows, Cooking Schools, etc</b>	Electric Hall	undated
9	F380-381	302-303	<b>Electric Shows, Cooking Schools, etc</b>	Model All-Electric Home Demo	c. 1920s [July-August, 1922]

9	F382	304	<b>Electric Shows, Cooking Schools, etc</b>	Christmas display, location unidentified	Dec. 4, 1922
9	F383-384	305-306	<b>Electric Shows, Cooking Schools, etc</b>	Christmas display, 605 Church Street lobby / sales floor	Dec. 1924
9	F385	307	<b>Electric Shows, Cooking Schools, etc</b>	Coal & Stoker Smokeless Heating Expo	May 1940
9	F386	308	<b>Electric Shows, Cooking Schools, etc</b>	Elec. Appliance & Stoker Show, Hippodrome	1940
9	F387	309	<b>Electric Shows, Cooking Schools, etc</b>	roller skates, Hippodrome	undated
9	F388-389	310-311	<b>Electric Shows, Cooking Schools, etc</b>	Elec. Appliance & Stoker Show, Hippodrome, TVA	1940
9	F390	312	<b>Electric Shows, Cooking Schools, etc</b>	605 Church Street lobby / sales floor	c. early 1940s
9	F391-392	313-314	<b>Electric Shows, Cooking Schools, etc</b>	605 Church Street lobby / sales floor	1942
9	F393	315	<b>Electric Shows, Cooking Schools, etc</b>	605 Church Street lobby / sales floor	May 1942
9	F394-396	316-318	<b>Electric Center, 1944-1952</b>	Howard Chapel demolition, Fisk University, NES	c. 1944-1952
9	F397-409	319-344	<b>Electric Center Building (early 1950s)</b>	Building dedication ceremony, Mayor Ben West	May 12, 1952 & after
9	F410	345	<b>Electric Center Building (early 1950s)</b>	demolition	c. early 1950s
9	F411-445	346-380	<b>Electric Center Building (early 1950s)</b>	New building interior, exterior, employees, departments and services, model kitchen	c. early 1950s
9	F446-447	381-382	<b>Street Railway System, 1889-1930s</b>	Glendale Park streetcar, horse-drawn wagon	c. 1889
9	F448	383	<b>Nashville History</b>	Unidentified bldg.	Dec. 1928
9	F449-451	384-386	<b>Nashville History</b>	1933 tornado, East Nashville, Public Square	c. March 1933
9	F452-458	387-393	<b>Nashville Public Buildings and aerial views of the city</b>	NES building exterior, interstate construction (I-40?), color photos	undated c. late 1960s

9	F459	394	<b>Nashville Public Buildings and aerial views of the city</b>	L&N – NC&St.L railroad maintenance shops	undated
9	F460	395	<b>Nashville Public Buildings and aerial views of the city</b>	Unidentified shoe store interior	undated c. 1910s or 1920s?
9	F461-462	396-397	<b>Nashville Public Buildings and aerial views of the city</b>	Parthenon at night & day	1959, undated
9	F463	398	<b>Nashville Public Buildings and aerial views of the city</b>	Country Music Hall of Fame @ 16 <sup>th</sup> Ave. S. and Division Street	undated c. 1966-67?
9	F464	399	<b>Nashville Public Buildings and aerial views of the city</b>	Howard Chapel demolition, Fisk University, NES	undated c. 1944-1952?
9	F465	400	<b>Nashville Public Buildings and aerial views of the city</b>	Kirkland Hall, Vanderbilt University	undated c. 1960s?
9	F466-467	401-402	<b>Nashville Public Buildings and aerial views of the city</b>  FRAGILE! Handle with care.	Lighted concession stand or booth w/ signs reading “Drink Pepsol” and “Drink Coca Cola” – possibly Glendale Park. Lighted fence ads – possibly Sulphur Dell.	undated c. early 1900s?
10	F468	403	<b>Nashville Public Buildings and aerial views of the city</b>	Unidentified shoe store interior	undated c. early 1900s-1910s?
10	F469	404	<b>Nashville Public Buildings and aerial views of the city</b>	Unidentified view of electrical appliances on display.	undated c. early 1900s-1910s?
10	F470	405	<b>Nashville Public Buildings and aerial views of the city</b>	S. H. Kress & Co. 5 and 10 cent store, window display	undated c. early 1900s-1910s?
10	F471-472	406-407	<b>Nashville Public Buildings and aerial views of the city</b>	Nashville skyline, War Memorial Building	c. 1950s-1960s
10	F473-474	408-409	<b>Nashville Public Buildings and aerial views of the city</b>	Nashville Railway & Light Co. or TEPCO steam plant	undated c.1920s-1930s?
10	F475	410	<b>Nashville Public Buildings and aerial views of the city</b>	Brick yard or supply yard with small electrified rail car	undated c.1920s-1930s?
10	F476-477	411-412	<b>Nashville Public Buildings and aerial views of the city</b>	Garland Hall and Buttrick Hall at Vanderbilt University	Dec. 1928

10	F478	413	<b>Nashville Public Buildings and aerial views of the city</b>	Cohn Junior High School at 4803 Park Avenue	Undated c. 1928?
10	F479-480	414-415	<b>Nashville Public Buildings and aerial views of the city</b>	Montgomery – Ward & Co. architect’s renderings	Undated c. 1920’s?
10	F481	416	<b>Nashville Public Buildings and aerial views of the city</b>	Bus terminal architect’s renderings	Undated c. 1928?
10	F482	417	<b>Nashville Public Buildings and aerial views of the city</b>	Nashville Railway & Light Co. or TEPCO steam plant	Undated c. 1930s?
10	F483	418	<b>Nashville Public Buildings and aerial views of the city</b>	NES building dome at night	Undated c. 1950s
10	F484	419	<b>Nashville Public Buildings and aerial views of the city</b>	Marathon Motor Works office building	Undated c. 1910s
10	F485	420	<b>Nashville Public Buildings and aerial views of the city</b>	Werthan Bag Co. mill	Undated c. 1928
10	F486-487	421-422	<b>Nashville Public Buildings and aerial views of the city</b>	Warioto Cotton Mills	Undated c. 1910s-1920s?
10	F488	423	<b>Nashville Public Buildings and aerial views of the city</b>	Fort Nashborough replica on Cumberland River	Undated c. 1930
10	F489	424	<b>Nashville Public Buildings and aerial views of the city</b>	Tennessee Electric Power Co. office bldg in Chattanooga, TN	c. 1925
10	F490-493	425-428	<b>Nashville Public Buildings and aerial views of the city</b>	Aerial views of downtown Nashville	c. 1929-1930
10	F494	429	<b>Nashville Public Buildings and aerial views of the city</b>	Early streetlights on Fifth Avenue	c. 1906
10	F495	430	<b>Nashville Public Buildings and aerial views of the city</b>	Electric power switches and boxes	Undated c. 1906?
10	F496	431	<b>Nashville Public Buildings and aerial views of the city</b>	Cumberland River freezes	c. 1940
10	F497-519	432-454	<b>Hold out for video possibilities, K. Beasley</b>	*Wide variety of subjects in this group! (ex. “Don’t Make a Slave of Your Wife”)	c. 1889-1960s?

10	F520-522	455-460	<b>Signs installed on MTA buses as per agreement 4/89</b>		April 1989
10	F523	461	[unidentified, unlabelled group]	Brown's lunch wagon	Undated c. late 1930s-1940s?
10	F524	462-463	[unidentified, unlabelled grouping]		Undated c. late 1940s c. late 1800s
10	F525	464	[unidentified, unlabelled grouping]	Lighted steam plant sign "Use Electric Light"	Undated c. 1900-1910s?
10	F526	465	[unidentified, unlabelled grouping]	Glendale Park, Coliseum Skating Rink	Undated c. 1900s-1910s?
10	F527-528	466-467	[unidentified, unlabelled grouping]	Spinning mill interior	Undated c. 1900s-1910s?
10	F529-530	468-471	[unidentified, unlabelled]		Undated c. 1980s?
10	F531	472	[unidentified, unlabelled grouping]	Walker's lunch counter	Undated c. 1930s
10	F532	473	[unidentified, unlabelled]	Beerman's Drug Co. @ 314 Union St.	Undated c. 1900-1910s?
10	F533	474	[unidentified, unlabelled]	Rich, Schwartz & Joseph's ladies ready-to-wear garment store @ 227 5 <sup>th</sup> Ave.	Undated c. 1900-1910s?
10	F534	475	[unidentified, unlabelled]	Damaged building	Undated c. 1900-1910s?
10	F535	476	[unidentified, unlabelled]	People's Hippodrome	Undated c. 1900-1910s?
	F536-538	477-480	<b>Keep, important old photos, to Pro Photo</b>	Early washing machine	Undated c. 1900-1910s?
10	F539	481	<b>Keep, important old photos, to Pro Photo (cross ref to 6, 445, 477, 481, 499, 1066)</b>	Aerial lift truck	Undated
10	F540	482	<b>Keep, important old photos, to Pro Photo</b>	Streetcar with banner ad, "Six Rooms Wired for \$12"	Undated c. 1920-1930s
10	F541-543	483-485	<b>Keep, important old photos, to Pro Photo</b>	Streetcar parade photos	Oct. 1926
10	F544	486-497	[Oversize, various]	See list in folder	Dates vary. See finding aid
10	F545	498	[Mixed in with	Woman with curling iron	Undated



			<b>Transparencies]</b>		c. early 1900-1910s?
10	F546	499	<b>[Mixed in with Transparencies] (cross-ref to # 6, #445, 477, 481, 499, 1066)</b>	Aerial lift truck	Undated c. early 1900s?
10	F547	500	<b>[Mixed in with Transparencies] (cross-ref to # 75, 480]</b>	Early washing machine	Undated c. early 1900s
10	F548	501	<b>[Mixed in with Transparencies]</b>	Employees recognized for 50 years of service	Oct. 16, 1968
10	F549	502	<b>[Mixed in with Transparencies]</b>	Dudley Phillips, Power Board member	c. 1960s
11	F550	503-559	<b>Transparencies, Slides, Negs</b>	Images used for NES 30 <sup>th</sup> Annual report	c. 1968-1969
11	F551	[n/a]	<b>Transparencies, Slides, Negs</b>	[item removed – photo 455]	c. 1968-1969
11	F552	560-581	<b>Transparencies, Slides, Negs</b>	NES employees use lift truck near Municipal Auditorium	c. 1968-1969
11	F553-554	582-592	<b>Transparencies, Slides, Negs</b>	NES lapel pin	c. 1968-1969
11	F555	593-613	<b>Transparencies, Slides, Negs</b>	Employees and window air conditioning unit display	c. 1968-1969
11	F556	614-636	<b>Transparencies, Slides, Negs</b>	Betty Dale, NES Home Economist, teaches female students	c. 1968-1969
11	F557	637-671	<b>Transparencies, Slides, Negs</b>	Employees using hole-digging equipment	c. 1968-1969
11	F558	672-702	<b>Transparencies, Slides, Negs</b>	Employees using lift truck, images of substations and transmission towers	c. 1968-1969
11	F559	703-710	<b>Transparencies, Slides, Negs</b>	Johnston & Murphy shoe company	c. 1968-1969
11	F560	711-728	<b>Transparencies, Slides, Negs</b>	Meter reading	c. 1968-1969
11	F561	729-759	<b>Transparencies, Slides, Negs</b>	Night scenes showing use of electric lights	c. 1968-1969
11	F562	760-764	<b>Transparencies, Slides, Negs</b>	NES systems control board	c. 1968-1969
11	F563	765-769	<b>Transparencies, Slides, Negs</b>	Male employees work on electrical equipment	c. 1968-1969
11	F564	770-	<b>Transparencies, Slides,</b>	Male employees monitor	c. 1968-1969

		787	<b>Negs</b>	electrical equipment	
11	F565	788-833	<b>Transparencies, Slides, Negs</b>	Male employees lift electrical transformers stored on NES lot	c. 1968-1969
11	F66	834-844	<b>Transparencies, Slides, Negs</b>	Male employees stand next to promotional display	c. 1968-1969
11	F567	845-867	<b>Transparencies, Slides, Negs</b>	Male employees work on power box	c. 1968-1969
11	F568	868-881	<b>Transparencies, Slides, Negs</b>	Male employees test electrical meters	c. 1968-1969
11	F569	882-883	<b>Transparencies, Slides, Negs</b>	Power Board member Morris Moughon	c. 1968-1969
11	F570	884-886	<b>Transparencies, Slides, Negs</b>	Power Board member Louie Phillips	c. 1968-1969
11	F571	887-889	<b>Transparencies, Slides, Negs</b>	Appliance serviceman works on electric oven	c. 1968-1969
11	F572	890-912	<b>Transparencies, Slides, Negs</b>	Employees using lift truck	c. 1968-1969
11	F573	913-914	<b>Transparencies, Slides, Negs</b>	Billboard promo for electric room air conditioner	c. 1968-1969
11	F574	915-919	<b>Transparencies, Slides, Negs</b>	Female customers at NES appliance service desk	c. 1968-1969
11	F575	920-929	<b>Transparencies, Slides, Negs</b>	Man and woman demonstrate residential electric thermostat	c. 1968-1969
11	F576	930-958	<b>Transparencies, Slides, Negs</b>	Male employees perform surveying work	c. 1968-1969
11	F577	959-977	<b>Transparencies, Slides, Negs</b>	Male employees test insulated safety gloves	c. 1968-1969
11	F578	978-992	<b>Transparencies, Slides, Negs</b>	Male employees looking at plans, maps	c. 1968-1969
11	F579	993-997	<b>Transparencies, Slides, Negs</b>	Executive management team	c. 1968-1969
11	F580	998-1008	<b>Transparencies, Slides, Negs</b>	Mechanic works on NES automobile	c. 1968-1969
11	F581	1009-1019	<b>Transparencies, Slides, Negs</b>	Two women demonstrate electric oven and range	c. 1968-1969
11	F582	n/a	<b>Transparencies, Slides, Negs</b>	[empty]	n/a
11	F583	1020-1041	<b>Transparencies, Slides, Negs</b>	Male employees draft engineering plans	c. 1968-1969
11	F584	1042 -	<b>Transparencies, Slides,</b>	Female employees serve	c. 1968-1969

		1063	<b>Negs</b>	customers at cashier's desk	
11	F585	1064-1067	<b>Transparencies, Slides, Negs</b>	<u>Negatives of:</u> NES building architectural rendering; Park goers at Shelby Park; Nashville Railway & Light Co. aerial lift truck; electric street car unveiling c. 1889	Undated (various)
11	F586	n/a	<b>Transparencies, Slides, Negs</b>	[item removed – photo 499, 500]	–
11	F587	1068-1113	<b>Transparencies, Slides, Negs</b>	Two African American employees use electrical commercial cooking equipment in kitchen	c. 1968-1969
11	F588	1114	<b>Transparencies, Slides, Negs</b>	Two executives meet in office with “Nashville Plus” symbol in background	c. 1968-1969
11	F589	1115-1117	<b>Transparencies, Slides, Negs</b>	Ford plant industrial section	c. 1968-1969
11	F590	n/a	<b>Transparencies, Slides, Negs</b>	[items removed – photo 501, reports NES News 1968]	–
11	F591	1118-1140	<b>Transparencies, Slides, Negs</b>	Lineman climbs poles	c. 1968-1969
11	F592	1141-1148	<b>Transparencies, Slides, Negs</b>	Computer equipment and employees	c. 1968-1969
11	F593	1149-1151	<b>Transparencies, Slides, Negs</b>	Male employees manage service and dispatch calls to service trucks	c. 1968-1969
11	F594	1152-1165	<b>Transparencies, Slides, Negs</b>	Views of unidentified apartment buildings	c. 1968-1969
11	F595	1166-1200	<b>Transparencies, Slides, Negs</b>	Views of workman at substation	c. 1968-1969
11	F596	n/a	<b>Transparencies, Slides, Negs</b>	[empty]	–
11	F597	1201-1202	<b>Transparencies, Slides, Negs</b>	NES lineman hard hat and safety gloves – cover shot for 30 <sup>th</sup> annual report	c. 1968-1969
11	F598	1203-1225	<b>Transparencies, Slides, Negs</b>	Views of unidentified residential subdivisions	c. 1968-1969
11	F599	n/a	<b>Transparencies, Slides, Negs</b>	[empty]	–

11	F600	1226-1259	<b>Transparencies, Slides, Negs</b>	Two men review plans at new General Electric (GE) plant	c. 1968-1969
11	F601	1260-1263	<b>Transparencies, Slides, Negs</b>	Dudley Phillips, Power Board member	c. 1968-1969
11	F602	1264-1266	<b>Transparencies, Slides, Negs</b>	Customers are helped by employees at small appliance repair service desk	c. 1968-1969
11	F603	1267-1271	<b>Transparencies, Slides, Negs</b>	Male employee uses computer equipment	c. 1968-1969

**SERIES III. REPORTS AND PUBLICATIONS, C. 1925-1984, 0.75 LINEAR FEET**

**Series Abstract/Description:** The Reports and Publications series consists primarily of items published by the Nashville Electric Service, but also includes items from the Nashville Railway & Light Company, the Tennessee Valley Authority, General Electric and other organizations whose work related to electricity. Annual reports, employee newsletters, and employee handbooks are prevalent.

Users should be aware that a number of publications and reports remain in the Business Records series (Series I), rather than being separated to the Reports & Publications series. The processor felt that removing them would result in a loss of context and loss of a sense of the creator's filing system. It also would have required high use of separation notices. Users also should be aware that publications such as the *N.E.S. News* and others are interspersed in the Business Records series (Series I). The processor tried to note these items in the box and folder list as much as possible.

**Arrangement:** Items are arranged alphabetically by the name of the author or publisher, and then by date as needed.

**Container List**

<b>Box #</b>	<b>Folder #</b>	<b>Author / Publisher</b>	<b>Title of Publication</b>	<b>Date of Publication</b>
12	604	<b>American Public Power Association</b>	<i>Proceedings, 8<sup>th</sup> Annual Convention, Chattanooga, TN</i>	May 7-9, 1951
12	605	<b>Agricultural Engineers of Electric Light and Power Companies in Southeast</b>	<i>Rural Electric Service Handbook</i>	n.d.
12	606	<b>Caldwell &amp; Company</b>	<i>Southern Cities Behind Southern Progress</i> [soft bound oversized volume]	c. 1928-1929
12	607	<b>McGraw-Hill</b>	<i>Electrical World</i>	February 7, 1955

12	608	<b>McGraw-Hill</b>	“ [2 issues]	April 11 & 25, 1955
12	609	<b>McGraw-Hill</b>	“ [+ distribution note]	May 2, 1955
12	610	<b>General Electric</b>	<i>Electric Helpers for the Farm Family</i>	c. 1937-38
12	611	<b>General Electric</b>	<i>As the Twig is Bent: A Decade and a half of Service Dedicated to the Sound Development of Rural Electrification</i>	c. 1937-38
12	612	<b>General Electric</b>	<i>On the Farm (It's Easy to Stay Young Electrically)</i> [catalog]	c. 1941
12	613	<b>Kansas City Power &amp; Light Co.</b>	<i>Ready for Holiday Safety</i>	n. d.
12	614	<b>Nashville Area Chamber of Commerce</b>	<i>The Newcomer's Key to Nashville</i>	1963 (revised edition)
12	615	<b>Nashville Electric Service</b>	<i>Doorway to a Brighter Tomorrow</i> [Electric Center Opening]	c. 1952
12	616	<b>Nashville Electric Service</b>	<i>Annual Report of Operations. Year Ended June 30, 1963</i>	1963
12	617	<b>Nashville Electric Service</b>	<i>Annual Report of Operations. Year Ended June 30, 1964</i> [2 copies]	1964
12	618	<b>Nashville Electric Service</b>	<i>Silver Anniversary Report—Geared to Progress</i> [2 copies]	1964
12	619	<b>Nashville Electric Service</b>	<i>Annual Report of Operations. Year Ended June 30, 1965</i>	1965
12	620	<b>Nashville Electric Service</b>	<i>Annual Report of Operations. Year Ended June 30, 1966</i>	1966
12	621	<b>Nashville Electric Service</b>	<i>Annual Report of Operations. Year Ended June 30, 1967</i> [+ 1 loose item, memo July 26, 1967]	1967
13	622	<b>Nashville Electric Service</b>	<i>Annual Operating Report</i> [+ 1 loose item, memo dated July 31, 1968]	1968
13	623	<b>Nashville Electric Service</b>	<i>30<sup>th</sup> Annual Report</i> [brown cover w/ image of hard hat and gloves]	1969
13	624	<b>Nashville Electric Service</b>	<i>Annual Operating Report</i>	1969
13	625	<b>Nashville Electric Service</b>	<i>Annual Operating Report</i>	1970
13	626	<b>Nashville Electric Service</b>	<i>Annual Operating Report</i>	1971

13	627	<b>Nashville Electric Service</b>	<i>Annual Operating Report</i>	1971
13	628	<b>Nashville Electric Service</b>	<i>Annual Operating Report</i>	1972
13	629	<b>Nashville Electric Service</b>	<i>Annual Operating Report</i>	1973
13	630	<b>Nashville Electric Service</b>	<i>Annual Operating Report-Thirty-five Years of Service [35<sup>th</sup> Anniversary]</i>	1939-1974
13	631	<b>Nashville Electric Service</b>	<i>Annual Operating Report (40 Years of Service)</i>	1979
13	632	<b>Nashville Electric Service</b>	<i>Annual Operating Report</i>	1980
13	633	<b>Nashville Electric Service</b>	<i>Annual Operating Report</i>	1981
13	634	<b>Nashville Electric Service</b>	<i>Annual Operating Report</i>	1984
13	635	<b>Nashville Electric Service</b>	Employee Handbook- " <i>The Best Place in Nashville...To Work</i> "	1944
13	636	<b>Nashville Electric Service</b>	<i>Electric Employee's Civil Service and Pension Board (EECSPB) Annual Report</i>	1977
13	637	<b>Nashville Electric Service</b>	<i>Electric Employee's Civil Service and Pension Board (EECSPB) Annual Report</i>	1978
13	638	<b>Nashville Electric Service</b>	<i>Electric Employee's Civil Service and Pension Board (EECSPB) Annual Report</i>	1979
13	639	<b>Nashville Electric Service</b>	Employee Handbooks- " <i>Our Job at Nashville Electric Service</i> "	n.d. [c. 1948-49]
13	640	<b>Nashville Electric Service</b>	Employee Handbooks- " <i>Our Job at . . .</i> "- Mock -up book for layout and design of employee handbook	n.d. [c. 1949-50]
14	641	<b>Nashville Electric Service</b>	Employee Handbooks- " <i>Our Job at Nashville Electric Service</i> "	1970
14	642	<b>Nashville Electric Service</b>	Employee Handbooks- " <i>NES Employee Handbook</i> "	1981
14	643	<b>Nashville Electric Service</b>	Employee Handbooks- " <i>NES Employee Handbook</i> "-three-ring binder cover for handbook	1981
14	644	<b>Nashville Electric Service</b>	Employee Handbooks- <i>Retirement and Annuity Plan</i>	c. 1949
14	645	<b>Nashville Electric Service</b>	Employee Handbooks- " <i>Safe Practice Rules for Employees of Nashville Electric Service</i> "	c. 1953

14	646	<b>Nashville Electric Service</b>	Employee Handbooks- " <i>Safety Rules for Employees of Nashville Electric Service</i> "	n.d. [c. 1950s-1960s]
14	647	<b>Nashville Electric Service</b>	" <i>15 Years of Service</i> " multi-fold brochure (green)	1954
14	648	<b>Nashville Electric Service</b>	<i>Gold Medallion, a National Hallmark of quality for Nashville Homes</i> (brochure)	n.d. mid-late 1960s?
14	649	<b>Nashville Electric Service</b>	" <i>NES News</i> " (employee newsletter)	Feb. 1945
14	650	<b>Nashville Electric Service</b>	" <i>The News</i> " (employee newsletter)-Electric Center issue	Winter 1952
14	651	<b>Nashville Electric Service</b>	" <i>The NES News</i> " (employee newsletter) p. 1-8	Sept-Oct 1968
14	652	<b>Nashville Electric Service</b>	" <i>NES News</i> " (employee newsletter)	May-June 1975
14	653	<b>Nashville Electric Service</b>	" <i>Operation Boot Strap</i> " full poster-sized advertisement-appeared in New York Times	Jan. 12, 1959
14	654	<b>Nashville Electric Service</b>	<i>The Story of Electricity. . . and what it means to you</i> (printed for NES by the National Research Bureau)	1954
14	655	<b>Nashville Railway and Light Company</b>	<i>Nashville Railway &amp; Light Co.- "Employee[e]'s Manual"</i>	c. 1925
14	656	<b>Nashville Railway and Light Company</b>	" <i>A Presentation of Facts and Accomplishments- Electric Railway Practices and Results</i> "- presented for consideration for the Charles A. Coffin Prize (cross-ref to Box 15 below)	1925
14	657	<b>Pennsylvania Public Service Information Committee</b>	" <i>Our Public Utilities: Electric Railways, History and Method of Operation</i> "	n.d. [c. late 1920s?]
14	658	<b>Tennessee Valley Authority</b>	<i>Annual Report</i>	1972
14	659	<b>Tennessee Valley Authority</b>	<i>Annual Report</i>	1973
14	660	<b>Tennessee Valley Authority</b>	<i>Annual Report</i>	1974
14	661	<b>Tennessee Valley</b>	<i>Annual Report</i>	1975

		<b>Authority</b>		
14	662	<b>Tennessee Valley Authority</b>	<i>Annual Report</i>	1976
14	663	<b>Tennessee Valley Authority</b>	<i>"Power and People in the Tennessee Valley-The Story of Electrical Development, 1947 to 1949"</i>	1949
14	664	<b>B. J Martin Co., Inc.</b>	<i>Today's Business</i>	Feb. 1955 June 1959 Oct. 1959 (3 issues)
14	665	<b>U.S. Dept. of Agriculture-Rural Electrification Administration</b>	<i>"Profits from Farm Power"</i>	1940
14	666	<b>Westinghouse Electric &amp; Manufacturing Co. (and U.S. War Dept.)</b>	<i>"A Course in the Fundamentals of Electricity" by Morton Mott-Smith, PhD</i>	1943

**Box 15, Rare Book Box** – Nashville Railway and Light Company – book, “A Presentation of Facts and Accomplishments: Electric Railway Practices and Results”, a report presented for consideration of the Charles A. Coffin Prize, 1925. Cross-ref to Separated Items list.

**Box 16, Oversize Box**, various contents. Cross-ref to Separated Items list.

**SERIES IV. NEWSCLIPPINGS, C. 1930S-1970S, 4.0 LINEAR FEET**

**Series Abstract/Description:** Newsclippings, along with a minimal amount of correspondence and loose ephemera, related to the subjects listed below.

**Note:** Most of these clippings files are FRAGILE and messy, especially those dating from the 1930s and 1940s.

<b>Box #</b>	<b>Folder #</b>	<b>Folder labels</b>	<b>Dates</b>
17	19 folders	<b>Nashville, TVA Chattanooga, TVA</b>	1934-1937
18	24 folders	<b>TVA Congressional Investigations, TVA, Tennessee History, Local, Nashville papers, Tornado, Floods and Storms, Misc. Newsclippings</b>	1936-1951, 1973-1974
19	22	<b>Nashville, Metro Council and Allen controversy,</b>	1933-1941,



	folders	<b>statewide, TVA, Knoxville</b>	1975
20	14 folders	<b>Knoxville, out-of-town TVA, TVA, TEPCO tax controversy, TVA steam plants</b>	1930s

**Nashville Electric Service Public Relations Records**  
***Separated Items\****

\*Items separated from collection due to size, format, or fragility

<b>BUSINESS RECORDS SERIES: Items in Oversize Drawer 1 of 1</b>
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1. History of Electricity – Poster-sized advertisement – “Progress Comes Through Pioneering With Industry”, Stone & Webster Engineering Corporation, c. 1940 – (separated from Box 1, F.5) – **Oversize Folder #1**
2. Clifford Allen-Metro Counsel Investigation of NES, 1975 – Map originates from report, “The Tennessee Electric Power Company: Violations by TVA of Letter and Spirit of January 4, 1934 Contract” – (separated from Box 1, F.7) – **Oversize Folder #2**
3. Electric Shows and Other Special Promotions, 1940-Early 1950’s – Poster-sized advertisement – “All-Electric Home Revue of 1940” – 2 b&w posters likely by Hatch Show Print – (separated from Box 1, F.21) – **Oversize Folder #1**
4. Electric Shows and Other Special Promotions, 1940-Early 1950’s – nearly full-page newspaper advertisement by Nashville Electric Dealers Association, Inc. – “See You at the Electric Show”, *Tennessean*, May 16, 1948 – (separated from Box 1, F.22) – **Oversize Folder #1**
5. Electric Shows and Other Special Promotions, 1940-Early 1950’s – May 1949 – two (2) oversize flyers / advertisements:
  - a. “24 Big Electrical Appliances Given Away Absolutely Free!”
  - b. “One More Week! Electric Appliance Days Ending May 14” (separated from Box 2, F.25) – **Oversize Folder #1**
6. Electric Shows and Other Special Promotions, 1940-Early 1950’s – nearly full-page newspaper advertisement – “Opens Today! 1952 Electric Show” – May 12-17, 1952, Nashville Banner? – (separated from Box 2, F.27) – **Oversize Folder #1**
7. Electric Shows and Other Special Promotions, 1940-Early 1950’s – Nashville Electric Service Special Edition [Electric Center and 1952 Electric Show] – Special Edition of *Tennessean* newspaper devoted to the Grand Opening of the new NES Electric Center building, Sunday, May 11, 1952 – (separated from Box 2, F.27) – **Handle with care! – Oversize Folder #3**
8. Street Railway System, 1889-1930’s – mock-up drawing in pencil, likely for newspaper advertisement or poster, that reads “Transportation back in the Gay Nineties...then came the Mule Cars...now [image of electric streetcar] 7 cents for the entire trip by street car. Tennessee Electric Power Co.” Item measures 11.5” W x 23 L”. Date unknown, likely c. 1930-39 – (separated from Box 2, F.31) – **Fragile! Handle with care! – Oversize Folder #4**
9. Street Railway System, 1889-1930’s – poster printed in red and black ink that reads “Only Men Trained in Safety Operate Street Cars”. Item measures 21.75” W x 27.5” L. Date unknown, [c. 1926?] – (separated from Box 2, F.31) – **Oversize Folder #5**
10. Street Railway System, 1889-1930’s – Article clipped from unidentified publication, “Atlanta’s Street Cars in Progress...-- Equipment is Shown

- Atlantians – Ringing Out Old – Parading in New”, unidentified publication, c. 1926-late 1920’s. Item measures approx. 8.5” x 16” – (separated from Box 2, F.31) – **Oversize Folder #6**
11. Street Railway System, 1889-1930’s – Pen and ink cartoon drawing on thick paper stock of early mule car, North Edgefield and Nashville Line, No. 2. Undated. Item measures approx. 14.5” x 9.5”. – (separated from Box 2, F.31) – **Fragile! Handle with care! Corners have cracked / broken off – Oversize Folder #7**
  12. Street Railway System, 1889-1930’s – two tokens or “street car checks” (one is black, one is orange) removed from a letter-size Nashville Railway & Light Company envelope – **See Safe Room, shelf 23, small artifacts box.**
    - a. Black – reads “Good for One Fare, Woodland Street” (front), “Nashville & Edgefield St. R.R. Co.” (back)
    - b. Orange – reads “Good for one fare, 1877” (front), “Memphis City Railway Co.” (back) – (separated from Box 2, F.32)
  13. Street Railway System, 1889-1930’s – newspaper photogravure – “Nashville Street Cars in the Early Days”, Nashville Banner, Sunday Jan. 6, 1929 – images related to launching of 1<sup>st</sup> electric street car in Nashville on April 30, 1889 – (separated from Box 2, F.38) – **NOTE: Item is damaged, deterioration in center of page – Oversize Folder #8.**
  14. Street Railway System, 1889-1930’s – poster, text in green and image in black ink, “Heavy traffic and bad weather don’t worry you when you’re on a street car.” Artist of image is H. C. Sheffield. Poster measures 16”w x 21”h. – (separated from Box 2, F.38) – **Oversize Folder #8**
  15. Street Railway System, 1889-1930’s – poster, all text, in bluish-purple ink, “Street cars are dependable in all kinds of weather.” Poster measures 21 ¾”w x 27 ¾” h. – (separated from Box 2, F.38) – **Oversize Folder #8**
  16. Street Railway System, 1889-1930’s – poster, “From Hay-Burner to Rapid Transit, 1887 to Now”, showing evolution of street railway system in the United States. Designed so that it could be “localized” with the addition of local photographs or drawings. Poster measures 22 5/8” w x 21 5/8” h. – (separated from Box 2, F.39) – **Handle with care! – Oversize Folder #9**
  17. Kentucky Derby Campaign, 1941 – Mock-up primarily in pencil of campaign poster or possibly a newsletter concept, “The Kentucky Derby Campaigner: Published by the Nashville Electric Service in the Interest of Nashville’s Greatest Load Building Campaign” – (separated from Box 3, F.44) – **Fragile! Handle with care! – Oversize Folder #10**
  18. Kentucky Derby Campaign, 1941 – poster – “Another Kentucky Derby: With 11 Free Trips to Louisville and Box Seats at the World’s Greatest Racing Spectacle”, dated 1935, measures 12.5” x 20”, printed in red and blue ink. Signed by J. P. W. Brown, V. P. of Nashville’s division. – (separated from Box 3, F.44) – **Oversize Folder #11**
  19. Kentucky Derby Campaign, 1941 – poster – “Another Kentucky Derby! With Free Trips to Louisville – Box Seats at the World’s Greatest Racing Spectacle – Plus an Extra Drawing of \$175.00 Cash in Nashville alone”, undated [pos.

- 1941?], measures 12.5” x 19”, printed in red and blue ink. – (separated from Box 3, F.44) – **Oversize Folder #11**
20. Electricity’s Golden Jubilee, 1879-1929 – poster, “Thomas Alva Edison, Light’s Golden Jubilee, 1879-1929 – measures 18”x 24”. – (separated from Box 3, F.46) – **Oversize Folder #12**
21. Electricity’s Golden Jubilee, 1879-1929 – 17 ¾ x 23 ½” – Newspaper edition of reprinted articles celebrating the 50<sup>th</sup> anniversary of the development of Edison’s lamp, printed by the Association of Edison Illuminating Companies, N. Y., 1929. Articles date from 1878-1882. – (separated from Box 3, F.47) – **Handle with care! – Oversize Folder #13**
22. Nashville History – gravure-quality news clipping with an image of the Waverly Place and Glendale Park steam-powered street car from 1886. Source either Banner or Tennessean, Jan. 26, 1930. Original image was taken three years before street cars were electrified. Numerous riders (male and female, adults and children) are posed in and around the street cars. – (separated from Box 4, F.55) – **Fragile! Handle with care! –Oversize Folder #14**
23. Nashville History – rotogravure feature “Lights of Nashville” in Nashville Tennessean, Sundays, Aug. 26 and Sept. 9, 1929. These were the 1<sup>st</sup> and 3<sup>rd</sup> of this series, any other dates were not included in this collection. – [separated from Box 4, F.56] – **Fragile! Handle with care! – Oversize Folder #15**
24. Nashville History – reproduction of news articles regarding Detroit’s street car history, from Detroit newspapers, New York Times, Wall Street Journal, & Cleveland Plain Dealer, c. January 1931. – (separated from Box 4, F.56) – **Fragile! Handle with care! – Oversize Folder #15**
25. [ No series – originally found in unprocessed box 8 ] – NES 50<sup>th</sup> anniversary seal, 1939-1989 – circular adhesive anniversary seal / sign. Measures 18” in diameter. Originally stored folded in half, resulting in folded wrinkle down middle. – **Oversize Folder #16**

<b>REPORTS AND PUBLICATIONS SERIES—Items in Oversize Drawer 1 or Rare Book Box 15</b>
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- Nashville Electric Service – “15 Years of Service” multi-fold brochure (green), 1954. **Oversize Folder #17.**
- Nashville Electric Service – *The News* – employee newsletter – Electric Center issue, 1952. **Oversize Folder #18.**
- Nashville Electric Service – “Operation Boot Strap” poster-sized reproduction of an advertisement that first appeared in the *New York Times*, Jan. 12, 1959. **Oversize Folder #18.**
- Nashville Electric Service – Silver Anniversary (1939-1964) feature in Sunday, August 16, 1964 Nashville Tennessean. Reads “For 25 years... your electrical servant” and includes two full-page color promotional advertisement, p. 8-9H. **Oversize Folder #17.**

- Caldwell & Company – “Southern Cities Behind Southern Progress: Another series of magazine and newspaper advertisements published by Caldwell & Company, Southern Investment Bankers, calling attention to Southern Securities”, c. 1928-1929. Book is softbound, slightly fragile, oversize – measures 9.25” w x 15.5” l – **Fragile! Handle with care! – Oversize Folder #19.**
- Nashville Railway and Light Company – “A Presentation of Facts and Accomplishments: Electric Railway Practices and Results”, a report presented for consideration of the Charles A. Coffin Prize, 1925. – **See Rare Book Box, Box 15.**

**PHOTOGRAPHS, IMAGES, IMAGES PRINTED ON FILM SERIES—Items in half-size document case, oversize box, or oversize drawer, as noted**

**Photographs in Box 6A (legal half-size document case box)**

- **Photos #35-46** – [unlabelled – various photos, transparencies and printed images used for NES promotions and publications] – c. 1930’s-1970’s.

**Photographs in Oversize Box 16:**

- **Photo #47** – [unlabelled – various photos, transparencies and printed images used for NES promotions and publications] – Thomas A. Edison calendar with removeable or frameable image of Mr. Edison, 1933-34. Promotes Edison Storage Batteries. Measures 9 9/16” x 17 1/4”.
- **Photo #380** – Electric Center Building (early 1950’s) – B&W 14 x 10” photograph mounted on board. View of new NES Electric Center building at dusk, lighted and decorated for the Christmas holiday. Photo has been retouched. Photo is dated on back Dec. 19, 1952. Henry Schofield, photographer.
- **Photo #428** – Nashville Public Buildings and aerial views of the city – B&W 12 x 8” – aerial photograph of downtown Nashville taken from the south looking northward. Photo is very damaged / broken around edges, but is still a useful / useable image. Back of photo indicates: “165<sup>th</sup> Photo Section, Walter M. Williams, 1<sup>st</sup> Lt. Air Service, Tenn. N.G. Commanding, 416 Deaderick St., Nashville, TN”
- **Photo #486**—NES Service Center & Berry Field—B&W 13 7/8 x 11” photograph—View of NES Electric Center building taken from the intersection of Church Street and 13<sup>th</sup> Avenue North. Undated [c. late 1940’s-early 1950’s]. Photo by Henry Schofield.
- **Photo #487**—NES Service Center & Berry Field—B&W 14 x 11” photograph. Image of NES Electric Center building taken from the Church Street bridge. Photo has been re-touched. Undated [c. 1950’s?]. Photo by Gene White.

- **Photo #488**—NES Service Center & Berry Field—B&W 11 x 14” photograph. Aerial view of Nashville Municipal Airport building / Berry Field under construction. Dated January 1961. Photo by Blankenship Studio, 3311 Gallatin Road, Nashville, TN.
- **Photo #489**—NES Service Center & Berry Field—B&W 14 x 11” photograph. View of the NES Electric Center building. Photos shows view of Church Street looking west, before Interstate 440. Undated. [c. 1950’s]. Photo by Collins & Cooley (Norris Collins), Nashville.
- **Photo #490**—NES Service Center & Berry Field—B&W 14 x 11” photograph. Ground-level view of the Nashville Municipal Airport building / Berry Field under construction. Dated January 1961. Photo by Collins & Cooley (Norris Collins), Nashville.
- **Photo #491**—NES Service Center & Berry Field—B&W 14 x 11” photograph. Aerial view of the Tennessee State Capitol building and grounds after the Capitol Hill Redevelopment project. Also visible is the L&C Tower (top right), the Davidson County Courthouse building (top center), and the Cumberland River and its east bank. Dated January 1961. Photo has been re-touched. Photo by Blankenship Studio, 3311 Gallatin Road, Nashville, TN.
- **Photo #492**—NES Service Center & Berry Field—B&W 14 x 11” photograph. NES Service Center building lighted at night. Undated [c. 1950-1960’s]. Photo has a crease (right hand side) and adhesive residue (left). Photo by Gene White.
- **Photo #493**—NES Service Center & Berry Field—B&W 14 ¾” x 10” photograph mounted on support. FRAGILE! Photo reproduction of image taken at the inaugural run of Nashville’s first electric street cars. Parade ran from Broadway out to West End / West Side Park. Note one of the cars reads Broadway, Vanderbilt, West Side Park. West Side Park, a racetrack c. 1884-1895, later became Centennial Park. Image was used in Carl Zibart’s book *Yesterday’s Nashville* (1976), p. 44. Event occurred April 30, 1889. Cross-ref to negative #1067.
- **Photo #494**—NES Service Center & Berry Field—B&W 14 x 11” photograph mounted on board. View of NES Service Center building taken from intersection of 13<sup>th</sup> Avenue North and Church Street. Undated [c. late 1940’s-early1950’s]. Henry Schofield, photographer.
- **Photo #495**—(no series)—B&W 14 x 11” photograph mounted on 15x15” board. View of Nashville skyline at night, likely circa 1950’s, taken from the Vanderbilt / West Side area looking toward downtown. State Capitol building (left), NES dome, Andrew Jackson Hotel, Carnegie Library, Noel Hotel and L&C Tower mark the horizon.

- **Photo #496**—(no series)—B&W 12x18” print copy of mock-up, clip-art page showing cartoon drawings of NES’ lightning bug mascot. Undated.

**Image Printed on Film in Oversize Drawer 1:**

- **Photo #497**—(no series)—B&W 20x24” high contrast orthochromatic film, backlit for use as lighted sign. Likely used for NES employee lunch room. Reads, “Welcome to Top of the Watt. 7:30 am – 4:00 pm. Breakfast 7:30-10:00 am; Lunch 11:00 am-1:30 pm. Serving line closes 3:00 pm. Coffee and vending items available to 400 pm daily.” Item is undated, possibly circa 1970’s-1980’s, given the art deco revival style font or graphic.— **NOTE: HANDLE ITEM WITH GLOVES!** – **Oversize Folder #20.**