

THE UNITED STATES
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 Exclusive Series in
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Tennessee -- 'No. 1 Economic Opportunity'

State Declared to Have Made Tremendous Strides In Industry, Farming; Tourists Also Big Business

NASHVILLE, Tenn. — President Franklin D. Roosevelt once said the South was the nation's number one economic problem. Today, this region, including Tennessee, is the nation's number one economic opportunity.

Since the President made that remark, the transformation has been miraculous.

Tennessee has become more and more productive each year, both industrially and from the standpoint of agriculture, and private enterprise is prospering proportionately.

Expands Industrially
 Industrialization of the state has advanced rapidly in recent years. The number of manufacturing plants has more than doubled in the past decade and a half and the number of workers in these plants also has more than doubled during the last 10 years.

From 1929 to 1932, salaries and wages in these plants more than tripled, jumping from \$151,525,000 to \$574,778,000. Value by manufacture has almost quadrupled since 1929 by increasing from \$318,378,900 to \$1.2 billion.

Development Sets Record
 Dr. George I. Whitlatch, executive director of the Tennessee Industrial and Agricultural Development Commission, reports that the state's industrial development during 1935 was the greatest in the history of Tennessee, both from the standpoint of capital investment from outside and the locations of manufacturing and processing plants and distribution centers in all three of the state's grand divisions.

During the first half of 1935, 47 new plants were established in the state, along with 45 additional expansions, involving the investment of more than \$75,000,000, and scores of additional major indus-

trial prospects now are negotiating with municipalities, chambers of commerce and individuals in various parts of Tennessee for factory, warehouse and assembly plant sites.

Values Increase
 A great many people still think of Tennessee as predominately an agricultural state. This was justified a quarter of a century ago, but at present manufacturing contributes more than 20 per cent of the gross income of the state, while agriculture contributes about nine and eight-tenths per cent.

Invested capital in Tennessee's manufacturing plants is estimated at \$2.8 billion, while the state's nearly 250,000 farms, including their buildings, livestock and equipment are valued at approximately \$2.3 billion.

It is in the fields of agriculture that Tennessee presents a picture of abundance—and abundance of crops, livestock and possibilities.

32 Different Crops
 The United States Department of Agriculture estimates that Tennessee farmers successfully produce no less than 32 different crops. The leaders are corn, cotton, tobacco, small grains, potatoes and soy beans, together with some 24 different kinds of vegetables. Cotton, corn, tobacco and livestock are the state's "big money" crops.

Cash receipts from farm marketing amounted to approximately \$478,130,000 in 1934. Of this amount livestock accounted for \$224,522,000. Government pay amounted to \$8,626,000. Practically all farm

income has been declining during the past three years.

Dairying has forged ahead from \$33,900,000 in 1930 to \$105,106,000 in 1934. Tennessee is now the South's leading dairy state and ranks fifth in the Union in the production of cheese. Large amounts of condensed and powdered milk are also produced here.

Lumber Important
 With more than 12 million acres of timber and nearly 50 per cent of its total area in forest, Tennessee is an important producer of lumber. There are in operation 2,700 sawmills, four pulp mills and 191 wood manufacturing plants.

It is estimated that the raw product of Tennessee forests is worth about \$75,000,000 annually, and that another \$130,000,000 in value is added by manufacture. Approximately 40,000 persons are employed in forest products industries.

Tennessee
 Area—42,244 sq. mi. (33rd).
 Population (1930) — 3,291,718 (16th).
 Capital—Nashville.
 Admitted to Union (16th)—June 1, 1796.
 Flower—Iris.
 Bird—Mockingbird.
 Tree—Tulip Poplar.
 Large cities—Memphis (396,000); Nashville (174,307); Chattanooga (131,941); Knoxville (124,769).

Mining is also important in Tennessee. There are more than 30 economically important minerals in the state. Some of the most important are phosphate, sulphuric acid, zinc, clays and virgin aluminum. Others commercially important include coal, copper and marble.

Water Most Important
 Income from mining profits and payrolls amount to about \$48,000,000 while sales totaled \$80,000,000 a year. This is about double the 1933 figures.

Water, of course, is the state's most important mineral. The Tennessee Valley Authority has harnessed much of the running water and converted it to low cost power. This accounts for the recent industrial growth. It is also a big aid to agriculture. In 1932, shortly before the TVA began operations, there were less than 18,000 farms in the state with electricity. At present there are more than 200,000.

The state has 285 banks with 99 branches; 49 institutions of higher learning including 28 universities and colleges, seven professional schools, five teachers' colleges and nine junior colleges.

Favorite Playgrounds
 Because this is a land of high mountains, dense forests, huge lakes, beautiful rivers, fertile fields and modern towns and cities, Tennessee is one of the nation's favorite vacation playgrounds.

Fishing, boating, hunting, camping and other recreational activities are unexcelled. Good hotels, motels, highways and the most

popular national park in the nation—Great Smoky Mountain National Park—attract millions of tourists annually and they spend more than \$110,000,000 in the state each year.

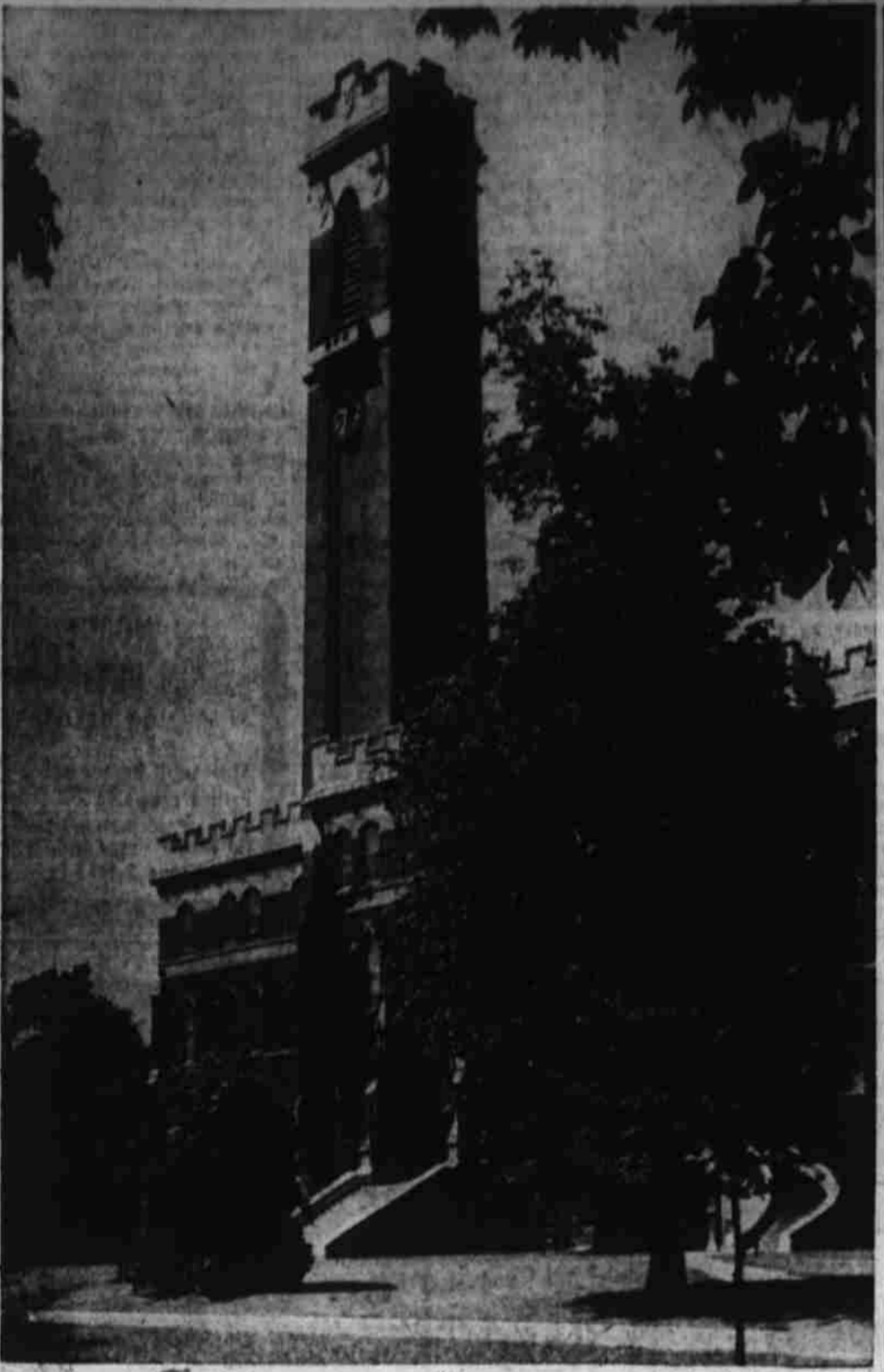
Fishing, Boating Cited
 The state's chain of big lakes provide the finest fishing and boating waters in the country, and many of them, by locks, give boats access to the Ohio and Mississippi rivers and beyond.

Seventeen state parks form one of the finest systems in the nation. These recreational areas cover more than 30,000 acres of hilly, wooded, scenic landscape, and many of them include lakes and streams which provide fine bass and trout fishing.

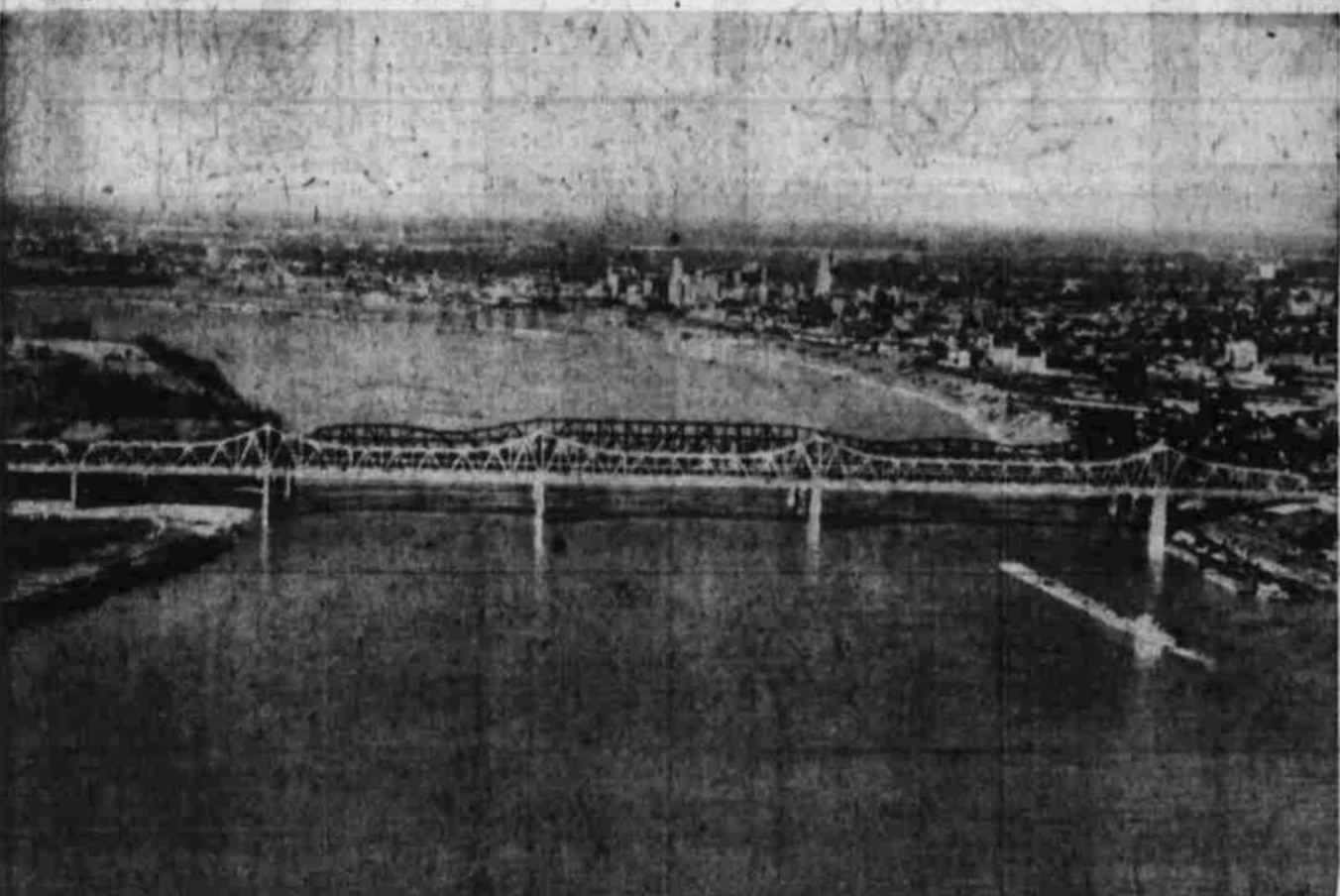
Accommodations for Tennesseans and the traveling public include luxury hotels, modern, well appointed, completely furnished cabins, lodges, picnic areas and restaurants.

Many Historic Spots
 Tennessee is also dotted with spots of outstanding historical interest including the Hermitage, the home of Andrew Jackson; the old tailor shop of Andrew Johnson; the home of James K. Polk, and the grave of Meriwether Lewis, co-leader of the Clark and Lewis expedition.

Civil War battlefields are also favorite places for tourists. More than 350,000 persons visit Chattanooga and Chickamauga Military Park every year. At least 50,000 visit Shiloh battlefield. These are the largest military parks in the United States.



NASHVILLE—Famed Vanderbilt University is one of Tennessee's prized institutions. Here is Kirkland Hall on the Vanderbilt Campus in Nashville. Nashville, the state capital, is just slightly northwest of Tennessee's geographic center.



NASHVILLE—Largest city in Tennessee is Memphis (1930 pop. 396,000). The colorful center is on the Mississippi (foreground) in the southwest corner of the state near Arkansas and Mississippi. Below is Knoxville (1930 pop. 124,769), Tennessee's fourth largest city in the northeastern part of the state.



NASHVILLE—Tennessee's rolling hills provide a most attractive view. Agriculture remains a major factor in the state's economy with 32 different crops. Cotton, corn, livestock and cotton lead the parade.



NASHVILLE—The Oak Ridge Uranium-235 production plant is the largest continuous and four stories high. Above is a view of the "K-25" gaseous diffusion plant—gaseous process-plant in the world. Each side of the giant "U" is half a mile long for the separation of fissionable uranium-235 from normal uranium.