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# The Illuminator

Be Sure to Vote.

KENTUCKY POWER COMPANY

APPALACHIAN POWER COMPANY  
OF THE AMERICAN ELECTRIC POWER SYSTEM

KINGSPORT POWER COMPANY

Vol. XVI, No. 1

October, 1964

## Sales Year Best Ever For Company

Sales figures show that Appalachian's promotional year, which ended September 15, was the best in the company's history.

In electric heat, range, water heater, and dryers, sales the figures are up over last year's. Here's a breakdown.

Total units sold, 49,445, including 23,386 ranges (114 per cent of quota); 11,253 water heaters (112 per cent); and 14,536 dryers (112 per cent). Electric heating installations, including heat pumps, totaled 2,950, 118 per cent of quota.

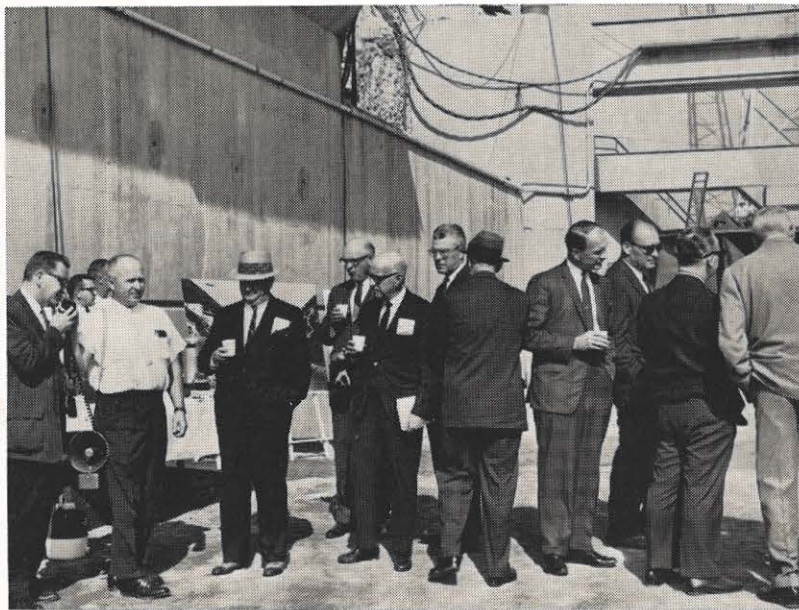
### Division Leaders

In the work of selling electric heat, Lynchburg led all divisions with 137 per cent of its quota on 444 jobs. Next came Pulaski, 135 per cent; Bluefield, 133 per cent; Charleston, 126 per cent; Roanoke, 112 per cent; Abingdon, 110 per cent; Logan-Williamson, barely missing quota at 96 per cent, and Huntington, 88 per cent. In total jobs installed during the sales year, Roanoke was far in front with 611. Lynchburg's 444 was second, closely followed by Pulaski with 437. The company quota for the year was 2,500; installs were 2,950.

### Appliances

Electric range sales saw seven divisions exceed their quotas. Lynchburg again had top percentage, with 137, followed by Pulaski, 122; Bluefield, 120; Charleston, 116; Huntington, 113; Logan-Williamson, 105; Roanoke, 102, and Abingdon, 98. More than 5000 ranges were sold in the Charleston division, slightly less than one out of every four sold in the company; Roanoke had the second largest number, 4238.

Pulaski was the leader in water heater sales in terms of quota with 146 per cent. Lynchburg was the only other division to make it close, with 140 per cent. The rest in order were Bluefield, 113; (Continued on Page 9)



AEP directors gather at Smith Mountain dam for refreshment and to hear Paul Johnson, white shirt, describe the status of the project.

## Directors Inspect Dam During Annual AEP Tour

The directors of American Electric Power Company visited Smith Mountain and Leesville dams September 3 during their annual tour of AEP System facilities.

Led by AEP and Appalachian Power President Donald C. Cook, the group viewed the development of shoreline areas along the lake formed by Leesville Dam. On the day prior to their visit to the pumped-storage hydroelectric project, the directors had toured the Components Division Plant of International Telephone & Telegraph Company in Roanoke.

Earlier in the week they had inspected the new 600,000-kilowatt Unit 4 at Indiana & Michigan Electric Company's Tanners Creek Plant in Lawrenceburg, Ind.

Thirteen directors made the tour. Besides President Cook, they were: Malcolm P. Aldrich, chairman, The Commonwealth Fund, New York; John E. Amos, attorney and busi-

ness executive, Charleston, W. Va.; Harold Boeschstein, president, Owens-Corning Fiberglass Corporation, Toledo; Courtney C. Brown, dean, Graduate School of Business, Columbia University; Richard M. Dicke, partner, Simpson Thacher & Bartlett, New York, general legal counsel to AEP; S. N. Fiala, vice president-engineering, AEP Service Corporation.

Also, Dr. Richard G. Folsom, president, Rensselaer Polytechnic Institute; James M. Gavin, Lieutenant General, U. S. Army (Ret.), chairman, Arthur D. Little, Inc., Cambridge, Mass.; Walter O. Menge, chairman, Lincoln National Life Insurance Company, Fort Wayne; Sidney A. Mitchell, trust administrator, New York; W. J. Rose, vice president and secretary of the Company; and Philip Sporn, chairman, System Development Committee, and retired president of the Company.

## Date, Places Announced For Education Awards Test

Time to register for a crack at the American Electric Power System's Educational Awards for this year is growing short.

The deadline for registration is October 23. The contest is open to AEP System employees' sons and daughters who plan to enter the freshman year of college in 1965. Fifteen awards, each worth \$750, are being made.

Each contestant must sit for the Standard College Entrance Board Scholastic Aptitude Test, which will be given at locations throughout the System December 5.

All company personnel supervisors have complete information and forms for the contest. The completed paperwork must be returned to the employee's personnel supervisor by October 23.

Here are the locations of this year's test centers:

KENTUCKY—Ashland, Harlan and Hindman.

OHIO—Athens and Portsmouth.

TENNESSEE—Bristol, Johnson City and Kingsport.

VIRGINIA—Altavista, Amherst, Bassett, Bedford, Big Stone Gap, Blacksburg, Chatham, Clintwood, Danville, Floyd, Gate City, Glade Spring, Grundy, Lebanon, Lynchburg, Marion, Martinsville, Natural Bridge, Radford, Ridgeway, Roanoke, Rocky Mount, Salem, Stuart, Tazewell, Vinton, Wise, Wytheville.

WEST VIRGINIA—Beckley, Bluefield, Charleston, Huntington, Logan, Nitro, Parkersburg, Welch and Williamson.

The examinations will be administered and scored by the agency which prepared them, the Educational Testing Service of Princeton, N. J. An impartial and prominent educator will judge the completed exams. Winners will be selected on: (a) the test scores; (b) the school records furnished by the applicant's high school principal and (c) other personal information provided by the applicant.

The company will pay the cost of the examination, but contestants must pay their own travel expenses, if any. An applicant may take the test in another state if that location is nearer or more convenient to his home.

Winners of this ninth annual awards program will be announced

about February 1, 1965. Once a winner has enrolled in college, his \$750 award will be deposited with the college treasurer for use in paying charges for tuition, room, board, books or lab fees.

## National Committee Membership Includes Donald C. Cook

Donald C. Cook, president of American Electric Power Company and of our companies, is one of 45 leaders of the nation's business who are founding members of the National Independent Committee for President Johnson and Senator Humphrey. Formation of the group was announced September 3.

Mr. Cook's association with President Johnson is one of long standing. During the period of 1943-52, he served as chief counsel to every Congressional committee of which Mr. Johnson was chairman and he has continued to maintain his friendship with the President ever since.

Among the other members of the committee are: Robert B. Anderson, Secretary of the Treasury in the Eisenhower Administration; Joseph L. Block, chairman, Inland Steel Company; Carter L. Burgess, chairman, American Machine and Foundry Company; John T. Connor, president, Merck & Company; Marion B. Folsom, Secretary of Health, Education & Welfare under President Eisenhower.

Henry Ford II, chairman, Ford Motor Company; Edgar F. Kaiser, chairman, Kaiser Aluminum & Chemical Company; Ralph Lazarus, president, Federated Department Stores, Inc.; Augustus C. Long, chairman, Texaco, Inc.; and William C. Stolk, chairman, American Can Company.

## Projects To Increase AEP Capability To 8.7-Million kw

Two major power-generating facilities now under construction on the American Electric Power System—the Smith Mountain Project in Virginia and the Cardinal plant in Ohio—will raise the System's total capability to almost 8.7-million kilowatts by 1966.

Their completions—Smith Mountain in 1965 and Cardinal in 1966—will mean that the System's generating capacity will have doubled in the nine-year span of 1957-66.

In addition, a third project—the Blue Ridge Development, also in Virginia—is on the drawing boards and will be started as soon as the necessary government licenses, Federal and state, are applied for and granted.

These facilities are in addition to Indiana & Michigan Electric Company's new Tanners Creek plant Unit 4 in Indiana. This 600,000-kw unit was placed in commercial operation July 1 and raised the System's capability to its present 7.6-million kw.

Here is a quick round-up of the progress being made on our construction program as of October 1:

### Smith Mountain

Appalachian Power Company's two-dam Smith Mountain Project on the Roanoke River is the largest combination pumped-storage and hydroelectric development in the U. S. and will have a total capacity

of 440,000 kw. The lower dam in the project, at Leesville was placed in operation early this year. The upper Smith Mountain dam has now passed its final construction phase. Concrete work has been completed on the 227-foot-high, thin-arch dam, which has required some 175,000 cubic yards of concrete. The entire project will have a firm generating capacity of 440,000-kw.

Generating Unit 1, one of the dam's two reversible pumpback units, is practically complete mechanically and will be ready for its first testing runs around December 1. Unit 2 will reach mechanical readiness by March 1965, and Units 4 and 5 (the latter the second pumpback unit) will reach that stage by April and July, respectively. Unit 3 is a provisional unit to be installed in the future.

### Cardinal

The 1,230,000-kw Cardinal plant on the Ohio River will be a two-unit station jointly owned by Ohio Power Company and Buckeye Power, Inc., the latter representing Ohio's 30 rural electric cooperatives.

Concrete work is progressing on the 615,000-kw Unit 1. Pouring for the substructures beneath the turbine room and heater bay are nearing completion. Some 21,500 cubic yards of concrete, of a total of almost 100,000 yards, have already been poured.

The foundation for the 826-foot stack for Unit 1 has been completed, and the "barrel," or stack proper, has risen to a height of nearly 100 feet. This work will be halted for the winter around Thanksgiving time.

Grading of the entire plant site has been completed, railroad tracks have been laid, and construction storage facilities erected. Erection of structural steel for Unit 1 is expected to begin about mid-November.

For Unit 2, piles for the stack foundation and preheater areas have been driven and pouring of concrete has begun.

### Blue Ridge

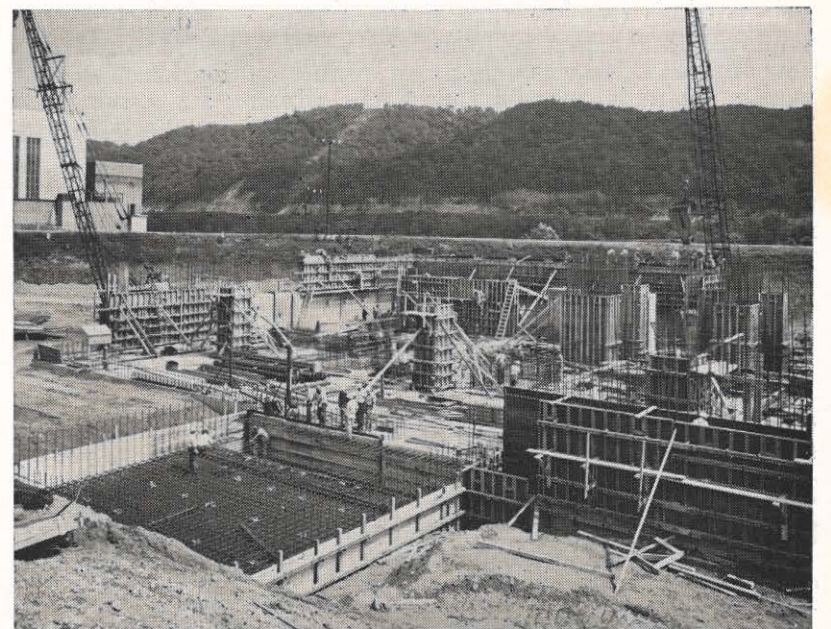
Appalachian's proposed Blue Ridge Development will be built on the New River and, like Smith Mountain, will be a pumped-storage operation. Present plans call for a capacity of 400,000 kw.

Appalachian expects to file application for a state construction license late in 1964 and for a permanent construction license from the Federal Power Commission prior to expiration of its present two-year temporary FPC permit in March 1965. The latter permit has allowed the company to make feasibility studies and to hold priority for a permanent license.

Presently, surveyors are mapping the site and making profile studies of the river bottom.

The upper and larger dam will be of rock-fill construction and, according to present plans, approximately 250 feet high and 2,300 feet long. Some 4-million cubic yards

of earth, rock and clay will be used in its construction. The smaller dam will be of concrete gravity construction similar to the Leesville dam.



A forest of reinforcing rods marks the substructure of Cardinal plant's Unit 1 turbine room and heater bay. About 21,500 cubic yards of concrete have already been poured for this 615,000-kw generating giant.



## The Illuminator

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### ASSOCIATE EDITORS

PAUL DUNN, Abingdon; I. W. HENDERSON, Bluefield; L. M. COBBS, Charleston; W. R. WITZEL, Huntington; H. J. COLLINS, Logan-Williamson; LOYD T. SMITH, Lynchburg; O'NEAL AMOS, Pulaski; J. G. HARVEY, Roanoke; J. A. MUNDY, system; R. F. MILLIKAN, Kentucky Power Company; WILSON TRUMBO, Kingsport Power Company; CARL BURNER, Big Sandy; MARVIN MORRISON, Cabin Creek; LUTHER HOCHINS, Clinch River; C. E. JONES, Glen Lyn; TOM WHITED, Kanawha River; R. J. WILLIAMSON, Philip Sporn.

## On Voting

One month until Election Day. One month for each voter to settle in his own mind what he's going to do with his precious privilege of voting.

For indeed, a vote is both precious and a privilege. There are countries in which an election is a grotesque parody of the democratic process, and others where any sort of election is totally unknown or a dim memory. The vote is at once the price and the reward of living in a free society: to have a good government we must pay a price that involves thoughtful responsibility; and in turn, responsible voting is the price that buys good government for us all.

A vote is a lot like the original copy of the Declaration of Independence: because it is irreplaceable, it is impossible to put a value on it. It's a living force, and a great many have died to keep it alive. It deserves to be handled with respect and intelligence. So be sure to vote next month, and make it count by voting wisely after studying all of the issues.

## A Time To Give

It seems to be a characteristic of employees of our three companies to be a part of the communities we live in. There's hardly a club, a Little League, a blood drive, a bond issue, or any useful enterprise that doesn't have one or two of us right up front leading the way. That's because we have a stake in our communities, and we want to participate in worthwhile activities.

Every year there is another community project that calls on a few for their time and on all of us for financial support. In some places it's called the United Fund, in others the Community Fund, or Community Chest, or something else. Whatever its name, this campaign is the 20th century equivalent of the old-fashioned barn-raising, when neighbors got together to help a fellow who needed help, or who couldn't do the job by himself.

This is where we can all be good citizens—in fact, where we can all be good human beings. No man is an island, and we are our brother's keeper when he needs us. Whatever the drive is called, support it to the extent of your ability when you are asked to give.

## The Illuminator—15 Years

We call attention this month to THE ILLUMINATOR's 15th birthday. In October 1949 the first issue was distributed to employees, and across the front page, where "THE ILLUMINATOR" now appears there was only a row of question marks. The next month the name was first used, the winning suggestion in a "Name Your Newspaper" contest submitted by the late Mrs. Katherine Stewart of Charleston.

For 15 years, month in and month out, as regular as the tides, THE ILLUMINATOR has gone out to employees. Then as now, its pages are filled with news and information about our people, our retired people, our industry, and our companies.

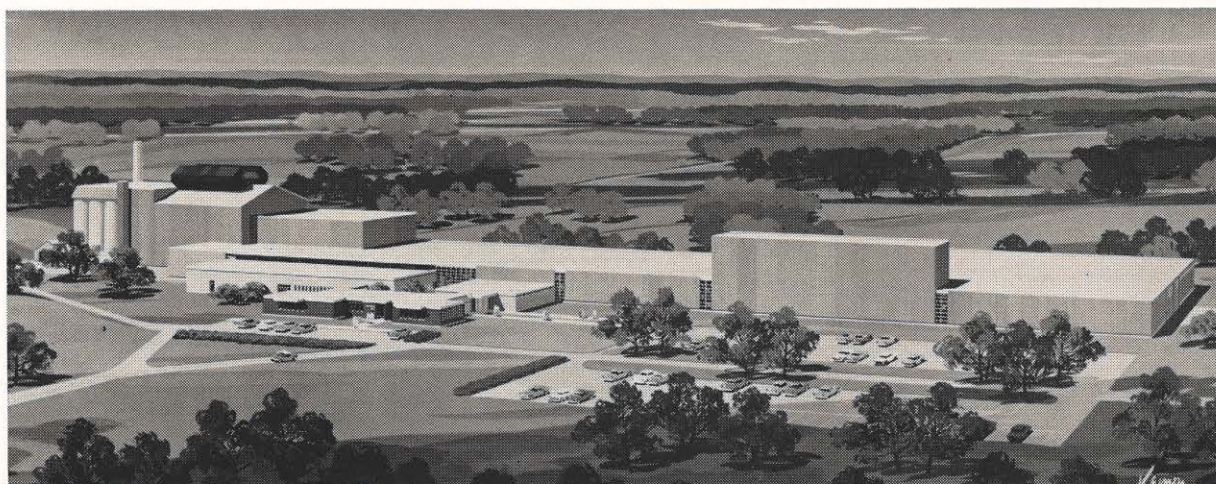
## Two West Virginians Meet President

Two Appalachian men from West Virginia were among the delegates to the meeting of the National Association of County Officials in Washington recently, and both got to shake hands with the President of the United States.

W. E. Bivens, Logan-Williamson division residential and rural sales supervisor, attended as president of the Logan County Court, and Ralph B. Allen, collector in the St. Albans office, as county commissioner of Putnam County,

and represented Mason and Jackson Counties as well.

In the course of the five-day affair, the two also heard addresses by Senator Barry M. Goldwater and Senator Hubert Humphrey, met several Cabinet officers, attended the White House reception where they met President Johnson, and lunched, along with 73 other West Virginians at the convention, with the state's Senators and Representatives.



This is a visualization of the new plant of Corning Glass Works to be built near Blacksburg. It is located on Route 460 south of the city on a 128-acre site, and

will house, initially, 300 employees. It is Corning's second plant in Appalachian territory.

## Two Major Industries Announce Locations

Industrial development in Appalachian's service area continues to move along. At different ends of the system last month there were two sets of ceremonies that reflected growth and confidence. In Blacksburg, Virginia, Corning Glass Works announced to a luncheon group of local people that it would build a new plant south of the city. At Culloden, in the Huntington division, the governor of West Virginia, and officers of the Continental Can Company broke ground for the company's new million-dollar facility for the manufacture of fibre drums.

Corning Glass Works will build a manufacturing plant near Blacksburg, Virginia, with an initial employment of 300. Production is scheduled to start next summer. This is the second time since 1962 that Corning has located a plant in Appalachian territory, the first being in Danville.

The announcement of the new plant was made at a luncheon in Blacksburg attended by representatives of the New River Valley Industrial Commission, Appalachian, and local government and business.

Conrad Stenski, who will be the

plant manager, told the guests that many other communities were considered before Corning chose Blacksburg.

Factors affecting the ultimate selection, he said, included a plentiful supply of intelligent, resourceful employees, plentiful utilities, and good transportation facilities.

"But beyond these," he added, "there was another consideration which favorably influenced us in deciding upon Blacksburg—your outstanding community leadership and the attractiveness of your city . . ."

### Locally Hired

Forty supervisory employees will be transferred to the new plant because of the highly technical nature of the glass business, but all other employees will be hired locally. Applications for employment will be accepted beginning in June.

The plant will produce borosilicate glass process piping, acid waste drainline, and components for Corning's Glass Plant all-glass processing units. They will be sold under the Pyrex trademark.

W. Ward Teel, president of the New River Valley Industrial Commission, and Dr. T. Marshall Hahn, president of Virginia Polytechnic Institute, also spoke at the announcement luncheon.

Corning, now in its 113th year, is one of the nation's oldest industrial firms. It employs more than 16,000 persons at 35 plants in the United States, Canada, Australia, and The Netherlands, and manufactures 35,000 products.

The Continental Can plant will employ about 100 persons, all but six to be hired locally, beginning about the first of the year. Production is expected by March 1.

After turning over the first symbolic shovelfull of dirt at the plant site, Governor W. W. Barron and C. B. Stauffacher, executive vice president of the company's Paper Products Group, both made brief speeches.

For his part, Governor Barron said that the company and the state "are, in truth, partners in progress," and referred to Continental's glass plants and Clarksburg and Wheeling. "Our relations with Continental are friendly and wholesome and beneficial to our people as a whole," he said.

Mr. Stauffacher touched on the same company-state relationship when he said "Continental is very pleased to add to the growth and development of West Virginia. We are also pleased that our products will be used by many West Virginia companies. Another Continental official, D. S. Thompson, general manager of the Fibre Drum Division, promised that his company would be a good neighbor in Culloden, and had special praise for Hugh Stillman, Appalachian's Huntington division manager, and Carl Dunn, division area development representative, for the part they played in locating the plant at Culloden.

The new plant will supply a 10-state area from West Virginia to Florida, including the chemical industry in the Ohio and Kanawha Valleys. It is Continental's southernmost fibre drum production facility, and will manufacture drums capable of holding either liquids or dry powder.

## Appalachian Scholarships Awarded In West Virginia

Appalachian has awarded scholarships for a year's study at West Virginia University to two valedictorians of high schools in the company's service area in West Virginia. Appalachian joins with other business and industry interests in the state in a concerted effort to make college training available to promising high school graduates who might not, for financial reasons, be able to enroll.

Under the terms of the scholarship, aid is confined to residents of the 21 counties in West Virginia served by Appalachian. They are restricted to valedictorians who major in engineering, business administration, and home economics. Recipients of the awards are selected by West Virginia University.

A survey made by the University of valedictorians in 28 small West Virginia high schools in the state indicated that 22 were not able to continue their education in college. The Alcoa Foundation and Consolidation Coal Company provided scholarship help for a selected number. At the end of the school year those receiving this aid had achieved an over-all average of 3.01, as compared to the total freshman class average of 2.50.

Winners of the Appalachian Scholarships for this year are Charlotte Hale, of Sundial, and Gilbert Miller, of Helen.

Miss Hale, 17, placed first in her graduating class of 73 in Marsh Fork High School with an average of 3.97. She was active in Student Council, Quill & Scroll, National Honor Society, and Spanish Club, and was co-editor of the school yearbook. She earned awards in English, math, and science, and was a semi-finalist in the National Merit Scholarship competition. She is majoring in aerospace engineering.

Mr. Gilbert was first in his class in Mark Twain High School, and received the Balfor award for his standing. He was a delegate to the State Student Council Meeting, and took part in a summer science training program at Virginia Polytechnic Institute. He is active in Scout and church work, and is majoring in mechanical engineering.



Governor Barron, left, and C. B. Stauffacher, dig into Culloden ground to symbolize the start of work on Continental Can Company's new manufacturing plant there. Between the two, standing, is Hugh D. Stillman, manager of the Huntington division. (Photo by Maurice Kaplan, Huntington Publishing Company.)





Mr. Ferguson Mr. Smith Mr. Mollohan Mr. White

## Six Mark Long Service Anniversaries Last Month

Six men celebrated long service anniversaries last month, four of them for 40 years, two for 35.

They are L. E. Ferguson and S. C. Smith, both from system, C. L. Mollohan, Charleston; and R. G. White, Kanawha River plant; and C. A. Fudge, Roanoke, and L. H. Carnifax, Cabin Creek plant.

### Mr. Ferguson

Mr. Ferguson is local office coordinator in the system accounting department. He was first employed by the Roanoke Railway & Electric Company September 26, 1924. When Appalachian moved to Roanoke and the centralized billing office was formed, Mr. Ferguson became an addressograph operator, and later headed that group. He became assistant billing supervisor in 1947, billing supervisor in 1954, and took over his present duties in 1958. He and his wife make their home in Salem, and are the parents of one son.

### Mr. Smith

Mr. Smith joined the electric utility business in 1924 as a payroll clerk with the West Virginia Water and Electric Company in Charleston. He continued in that work after Appalachian was formed, and worked as chief payroll clerk, payroll supervisor, and in 1955, he was named Charleston division payroll supervisor. Mr. Smith was transferred to system accounting in Roanoke in 1958 as payroll audit and procedures supervisor. Since May 1961 he has been payroll supervisor. He and his wife live in Roanoke, and have one son.

### Mr. Mollohan

Since joining the company in 1924 as an electrician's helper, Mr. Mollohan has spent his entire

## Cecil Taylor, 46, Dies In Charleston



Mr. Taylor

Cecil A. Taylor, auto repairman in North Charleston garage, died in a Charleston hospital August 24, after a short illness. He was 46.

Mr. Taylor was a native of Clay, and lived at Elkview, West Virginia. He had been employed by Appalachian since May 15, 1951, and all of his service has been in the transportation department.

A World War II veteran, he served from 1940 to 1945 with the Army Coast Artillery. He is survived by his widow and two young daughters at home, his mother, and five sisters.

Funeral services were conducted August 26 at the Wilson Funeral Home in Clay with the Rev. J. Hansford Fisher officiating. Burial was in Loch Cemetery at Clay.



Mr. Fudge Mr. Carnifax

career in the Charleston line department in various capacities. He is now service foreman, T&D line section, in the Charleston division. A native West Virginian, he attended Chicago Engineering College. He is a member of the Masonic Lodge, the City of Nitro zoning commission, and the Lions Club.

### Mr. White

Mr. White, shift operating engineer at Kanawha River plant, joined the company in 1924 as a storeroom clerk at Cabin Creek plant. The next year he was transferred to the operating department. Mr. White advanced through various operating jobs to assistant shift supervisor. In November 1952 he was transferred to Kanawha River plant and promoted to shift operating engineer. He and his wife live in Chelyan, where he is a member of the Lions Club.

### Mr. Fudge

Mr. Fudge completed 35 years of service September 5. He started to work in the accounting department in Roanoke in 1929, and transferred to Fieldale in 1938 as one of the experienced employees needed to meet the challenge of that growing area. He is now pre-audit clerk there. In Fieldale, where he makes his home with his wife and two children, he is a member of the Fieldale Baptist Church.

### Mr. Carnifax

Mr. Carnifax is mechanical maintenance mechanic at Cabin Creek plant. A native of West Virginia, he worked for Owens Illinois Glass Company before joining Appalachian 35 years ago. He is responsible for many ideas for new equipment and methods in plant maintenance work. He and his wife have two children and two grandchildren, and live in Charleston.

## Two Stations Put In Service In Pikeville

Expansion and modernization of stations in the Pikeville division continues. The new Topmost station was completed and put into service last month, along with the relocated and improved Martin station.

Topmost is a 138-12-kv station, and was built not only to strengthen service to customers, but to meet expected demands as a result of plans for developing coal resources in the region.

Martin station was relocated to higher ground two miles from its old location as a part of the flood protection program. In the course of the move, more modern equipment was installed and capacity increased from 44/7.2-kv to 44/12-kv.

Other stations in the division have recently been modernized, upgraded or physically raised out of flood danger, all to meet increasing demands for electric service.

# Accounting, Like Engineering, Demands High Degree Of Skill

In this day and age, with electricity the indispensable servant of mankind, the business of producing and delivering more and more electric power becomes each year a bigger and more complex operation.

Today, on the American Electric Power System, such recent developments as super-critical-pressure steam generation, super-high-voltage transmission, the total-electric home, electronic data processing and countless other advances are commonplace. Tomorrow, still more developments—some of them perhaps not yet a dream—will come forth.

But advances in technology are not enough. Other segments of our company's business must also keep pace with the speed and complexity of this growth. Our sights must be set higher. Sales efforts intensified. Operations streamlined. Employees highly educated, highly skilled—especially those engaged in the professions.

For example, let's look at one small group of employees in one comparatively small office in the AEP Service Corporation in New York.

### All CPA's

This is the Treasury staff. Five young men. All college graduates, of course, and two with master's degrees and two others on the way. But most unusual of all: each is the proud owner of a certificate designating him a Certified Public Accountant.

"To the best of my knowledge," President Donald C. Cook has said, "we are the only utility in the country with such a staff that is 100% CPA's."

This is a fact of which Mr. Cook is eminently proud, for it represents the attainment of an objective that had been laid down as a challenge to the AEP Treasury Department some 10 years ago. This pride is shared by Treasurer Robert O. Whitman and it happens to be no coincidence that both Cook and Whitman also are members of the CPA fraternity. All told, there are 12 CPA's employed throughout the AEP System.

Why is it important for such broad CPA background in the conduct of the Treasury's function? The answer comes in four parts:

1. Because of the aforementioned need to keep abreast of the growing complexity of the business;
2. Because of the AEP System's dedication to the pursuit of excellence in all things;
3. Because of the nature of our industry—a heavily regulated business, with the demands of this regulation constantly increasing, particularly on the Federal level; and
4. Because of the wide scope of the Treasury's operations.

And who are these five young men, whose ages range from 39 to 25?



Backed by the AEP symbol, members of the Service Corporation Treasury staff, all Certified Public Accountants, surround Treasurer Robert O. Whitman, seated at desk. They are, from left, A. W. Lindahl, B. M. Barber, Mr. Whitman, H. D. Post, H. P. Cantor, and Joel Mahran.

The senior member of the group is A. W. Lindahl, recently elected an assistant treasurer of AEP and the AEP Service Corporation. Al holds a BS degree from Upsala College.

Joel Mahran and Bruce M. Barber are the two master's degree holders. Joel received his BS and MBA degrees from New York University, Bruce his AB and MS degrees from Dartmouth College. Harry D. Post and Howard P. Cantor are BS degree graduates of Fairleigh Dickinson University and the University of Pennsylvania, respectively.

In addition, James B. Berg, also a CPA holding a master's degree, was a member of the Treasury staff until his recent transfer to Appalachian Power Company.

The staff's work, in a word, encompasses the coordination, development, and evaluation of all phases of System accounting operations. To name but a few of its responsibilities, the Treasury staff:

- Initiates and coordinates action leading to the fullest possible utilization of electronic data processing—providing a total-information system for management.
  - Provides staff services to all operating companies, as well as all departments of the AEP Service Corporation, on accounting and related matters.
  - Recommends accounting policies and practices designed to provide System uniformity and economy.
  - Provides management with special analyses required for timely decision-making; and
  - Carries out special studies on various problems relating to Federal and state regulatory accounting requirements.
- To the layman, the job sounds overwhelmingly difficult. To the accountant, however, it is an

interesting challenge—one that can be as exciting to him as advanced technology is to the engineer. That's because the accountant and the engineer, like most people on the AEP System, have one thing in common: with such progress, they never know what tomorrow may bring.

## Logan-Williamson Leads D-D Derby

Appalachian commercial department's traveling horse loped last month from Huntington to Logan-Williamson, September winner in the Dusk-to-Dawn Derby. Logan-Williamson finished the month with 191.7 of its monthly quota, and so won possession of the horse from Huntington.

The "sooner", the trophy that goes to the division that failed to meet its quota, came out of retirement and returned to Pulaski.

## Robison Retires From Tax Group



Mr. Robison

Retirement September 30 closed out the 40-year-plus utility career of C. L. Robison Sr., Appalachian's tax and statistical supervisor.

He started out with Ohio Power Company's Philo plant in February 1924 in accounting work. Two years later he transferred to Appalachian, and went to work in the construction accounting office, then located in Bluefield. In 1928 he moved to Roanoke, and held various accounting responsibilities in the following years until in 1950 he was promoted to his present position.

Mr. Robison is a member of the Evangelical United Brethren Church and the Masons, and lives with his son and daughter in Roanoke. His son, C. L. Jr., works in the system station department.

Before retirement, Mr. Robison was entertained at one dinner by his associates in the tax and statistical section, and at a second by another group of accounting department employees and Appa-Mo Club members.

Mr. Robison will continue to make his home in Roanoke.

## Support For Political Parties Urged By National Leaders

Within several days, every employee throughout the American Electric Power System will receive a letter from two distinguished Americans—former President Dwight D. Eisenhower and United Nations Ambassador Adlai Stevenson.

In their letter, Eisenhower and Stevenson will ask your help in underwriting the mounting cost of election campaigns. As honorary co-chairmen of The Eisenhower-Stevenson Bi-Partisan Appeal, they will seek your contribution—in any amount from \$1 on up—and will explain that in such an approach it is their hope to be able to reach millions of voters who are bypassed by the traditional methods of raising campaign funds.

Each contributor will be able to designate the recipient party of his choice—Democratic or Republican. If he wishes to take part but is an Independent, his contribution will be divided 50-50 between the two parties.

In expressing his interest in and his support of the appeal, President Donald C. Cook said: "There is no question that the rising cost of election campaigns is a major problem today, and I am sure that this bi-partisan effort will be of great help. I firmly believe that all Americans should be interested in their government and in politics, and here is a real opportunity to take part.

"And even if you do not wish to contribute in this manner," he continued, "I urge every employee—and every American—to vote in the November 3 elections."





Married in recent weeks were, top row, from left: Mrs. George Glading, Charleston; Mrs. W. M. Walls, Jr., Huntington; and Mrs. Charles Henry Stowe, system. Bottom row: Mrs. Franklin D. Lancaster, system; Mrs. George W. Skaggs, Jr., system; and Mrs. John O. Jones, system.

## Recent Brides

### Arnott-Glading

Lois Arnott and George R. Glading were married in the First Baptist Church in Beckley, West Virginia, August 29. Mrs. Glading is the daughter of H. F. Arnott, credit supervisor in Beckley.

### Dyer-Walls

Wedding vows were exchanged September 3 in the Fifth Avenue Baptist Church, in Huntington, West Virginia, by June Dyer and Willie M. Walls, Jr. Mr. Walls is a commercial sales representative in the Huntington division.

### Crowell-Stowe

Margaret Jane Crowell became the bride of Charles Henry Stowe in the Greene Memorial Methodist Church in Roanoke, Virginia, September 5. Mrs. Stowe is the daughter of Luther Lee Crowell, system operating department, Roanoke.

### Hicks-Lancaster

Sandra Hicks became the bride of Franklin D. Lancaster in a double ring ceremony performed in the Thrasher Memorial Methodist Church in Vinton, Virginia, on September 12. Mrs. Lancaster is a clerk stenographer in the system personnel department in Roanoke.

### Youngsters Named To School Posts

Sons and daughters of Clinch River plant parents have started the school year off with several elections to important posts.

Butch Hale, son of Mollie Hale, was elected president of the Lebanon Hi-Y Club, Alex Crumbaker is the new treasurer and Phil Senter will serve as chaplain. The newly elected vice-president of the Junior Tri-Hy-Y is Diana Jones.

### Terry-Skaggs

Guelda Elizabeth Terry was married to George W. Skaggs, Jr., in a ceremony performed at the Salem Presbyterian Church in Salem, Virginia, August 15. Mr. Skaggs is supervisor of system relays in Roanoke.

### Porter-Jones

The wedding of Gaye N. Porter to John O. Jones was performed at Calvary Memorial Church September 5. Mrs. Jones is a clerk stenographer in the system station department, Roanoke.

### O'Bryan-Wellman

The bride's home was the setting for the double ring ceremony uniting Mary Louise O'Bryan and Paul Douglas Wellman in holy matrimony September 5 in Catlettsburg, Kentucky. Mrs. Wellman is a former secretarial stenographer at Big Sandy Plant.

## They're Engaged

ELIZABETH C. AUTON to Sp. 5 Leonard O. Burcham. Miss Auton is a clerk stenographer in the system real estate and right of way department in Roanoke.

LINDA K. WHITE to Robert Michael Vickers. Miss White is a clerk typist at the Kanawha River Plant and Mr. Vickers is the son of W. P. Vickers, regional dispatcher at Kanawha River Plant.

NORMA E. VERMILLION to David R. Bowen. Miss Vermillion is the daughter of John W. Vermillion, system radio engineer in the Bluefield division.

MARY ANN HOWBERT to Maurice Georges Marcel Garnier. Miss Howbert is the daughter of Hugh A. Howbert, heating and builder sales representative in Roanoke.

## Window Shopping



The advantages of electric cooking are being brought right to the man in the street in Wayne, W. Va. This shiny new birch kitchen, electrically equipped, was installed in an L-shape in the front window of Appalachian's office in Wayne, in the Huntington division, by a Reddy Kilowatt Electric Living dealer. Home sales representatives, like Janet Dorado here, will conduct live demonstrations in the new kitchen, and when it is not in use it will still advertise its craftsmanship to passersby. Also added at the Wayne office was a new heat pump, and others are scheduled for installation in the division's Hamlin and Milton offices.



## New Arrivals



### Abingdon Division

MR. AND MRS. ROBERT S. TAYLOR, a son, Randy Lee, August 26. Mr. Taylor is meter serviceman A in Russell County.

### Big Sandy Plant

MR. AND MRS. RAYMOND R. STEIN, a daughter, Katherine Marie, September 2. Mr. Stein is a laborer.

MR. AND MRS. WAYNE E. MAYNARD, a son, Bradford Allen, September 11. Mr. Maynard is a yard helper.

### Charleston Division

MR. AND MRS. ARCHIE RINER, a daughter, Gina Lynn, August 17. Mr. Riner is a T&D records clerk in Beckley.

MR. AND MRS. EMORY MCGUFFIN, a son, Emory Dennis, August 28. Mr. McGuffin is a meter reader in Oak Hill.

MR. AND MRS. ERNEST E. SNODGRASS, a daughter, Carla Beck, September 11. Mrs. Snodgrass is a former employee.

MR. AND MRS. JAMES R. BRADLEY, a son, Jeffrey Alan, August 22. Mr. Bradley is a groundman.

MR. AND MRS. ELBERT THOMPSON, a son, Jeffrey Alan, August 23. Mr. Thompson is a utility clerk.

### Kanawha River Plant

MR. AND MRS. J. L. OLIVER, a daughter, Keith Ann, September 21. Mr. Oliver is an auxiliary equipment operator.

### Lynchburg Division

MR. AND MRS. RALPH E. JOHNSON, a son, Kendall Lee, September 8. Mr. Johnson is a pre-audit clerk in the accounting department.

### Pikeville Division

MR. AND MRS. WILLIAM DIBERT, a son, William Allan, August 30. Mr. Dibert is a commercial and power sales representative.

### Philip Sporn Plant

MR. AND MRS. EDGAR A. ARNOTT, a son, Allen Glen, September 7. Mr. Arnett is a maintenance man.

MR. AND MRS. CHARLES A. ALLENSWORTH, a daughter, Tamara Lynn, September 2. Mr. Allensworth is a laborer.

### System

MR. AND MRS. BILLY G. HUGHES, twin daughters, Melissa Gay and Melinda Jean, August 24. Mr. Hughes is a system transmission line department employee.

## Volunteer



Gene Flannery climaxed a summer of working as a "volunteer" for the Kanawha-Clay Chapter of the Red Cross by being capped by her mother. Her father is E. C. Flannery, Charleston administrative assistant. This class of 26 volunteers was the first group of teenagers to formally complete an orientation and first aid training course. During the summer the group contributed 1,150 hours of volunteer service to the bloodmobile, mobile units, and chapter house.

## Firewomen



The "weaker sex"—if that's the term—can be very good firefighters if they're given the proper instruction. Recently, girls at Clinch River plant were taught the use of the proper fire extinguisher equipment to combat different types of fires, and then took part in realistic fire fighting drills. Here Jack R. Blankenship, safety supervisor, observes Betty Stevenson. Pictured looking on from left to right, Betty Johnson, Ruth Jones, Jeane Sykes, and Delores L. Johnston.

## Broke In Rome, She Still Enjoyed Summer

girls. After they left, a Greek girl moved in. They conversed in German, because neither could understand the other's language well.

### Like Oz

After four weeks, Betsy joined another girl, who had completed her assignment, on a sightseeing trip through the Black Forest. To save money, they hitchhiked. An English speaking Dutchman gave them a ride one day. Betsy said they traveled merrily along, "drinking in the sights of the beautiful countryside, singing and joking, and interpreting for each other—as if we were off to see the Wizard of Oz."

Their jaunt took the girls to Switzerland, first to Geneva, then to Bulach, where they found flowers and fountains in such abundance that Betsy said it was the prettiest, story-book picture town she had ever seen.

Then, back to Heidelberg to pick up their belongings. With two other friends, the girls rented a car and headed south—through Munich, Salzburg, and across the Austrian Alps. "Imagine," Betsy said, "A snowball battle in August, at 8,000 feet."

The girls traveled through Italy, to Venice, and on to Rome. In Rome, Betsy had a moment of embarrassment. She discovered that she was nearly broke. It took some fancy gesturing and careful interpreting, but she was able to convince her friends of the problem.

They agreed to support her until she got back to the U. S.

After seeing Rome, they went on to Paris, took an English Channel ferry to London, and a plane home to Charleston. Betsy, daughter of G. W. Unangst, said she "saw a cross section of many European nationalities, and had the time of her life."



A summer to remember. Betsy Unangst, right, rides along Venice's Grand Canal as part of her work-sightseeing trip to Europe.



# Happenings

## Around the Circuit

### ... Among Employees and Their Families



#### BLUEFIELD

Mrs. John Weaver, wife of a retired employee, won \$1,000 in a local supermarket contest.

Joe Stinson has been elected secretary of the Double Gates Community Association . . . C. B. Year-out has been named chairman of the Beautification Committee of the Bluefield Chamber of Commerce.

John Vassar, son of B. M. Vassar, is manager of the varsity, junior varsity, and the junior high school football teams at Tazewell.

Mrs. J. H. "Todd" Harris is an instructor for a Tazewell 4-H Club that has won several awards for outstanding work.

#### Welch

Cathy Cook, daughter of Lucille Cook, has been elected treasurer of the Youth Fellowship of Pineville's Cook Memorial Baptist Church. She attended the annual Raleigh Rockcastle Baptist Camp at Cowan. Cathy is also secretary of the Latin Club at Pineville High School, and holds membership in the Junior Honor Society.

W. C. Groseclose has been elected a director of the Welch Kiwanis Club. He also attended the convention of the West Virginia District of Kiwanis International, at Morgantown . . . Claud K. Kirkland and Duke C. Wright helped win a golf trophy for the Welch Rotary Club in a district match with the Logan Rotary Club. Duke had low score.

Bill Belchee, son of W. B. Belchee, has been named Outreach chairman of the Methodist Youth Fellowship of the First Methodist Church at Welch . . . Francine Adams, daughter of Fred Adams, has been elected publicity chairman of the group. Evelyn Martin, wife of Jack D. Martin, has been elected vice president of the Woman's Society of Christian Service of Pineville's First Methodist Church . . . Maxine Taylor, wife of Charles Taylor, and June Barns, wife of Frank Barns, were installed as vice president and circle chairman, respectively, of

the Women of the Church at the Anderson Memorial Presbyterian Church in Welch.

"Chuck" Brown, son of Charles J. Brown, has been named captain of the Grundy High School football team . . . Grundy employees gave a picnic for Guineine Mitchell, who has been transferred to the Bluefield office.

Installed as officers of the Welch Assembly No. 18, Order of Rainbow for Girls, were: Francine Adams, Worthy Associate Advisor; Carol Mills, Charity, and Sonja Mills, Faith, daughters of L. J. Mills, Jr.; Jackie Belcher, daughter of Ballard Belcher, Recorder; and Vickie Pearman, daughter of Bill Pearman, Service. Helen and John W. Vermillion were among the installing officers. Scott Robinson, son of O. L. Robinson, was soloist for the ceremony.

Jennifer Bivens, daughter of H. H. Bivens, was a winner in a recent contest in the Scholastic Roto magazine. She was presented with a pair of 1964 Olympics official sunglasses.



#### CHARLESTON

Edward Pioch recently passed the West Virginia State Board of Examiners test for acceptance into the West Virginia Society of Professional Engineers.

Linda Smith has resigned.

#### Beckley

Mrs. Alma Hughes, wife of J. P. Hughes, recently completed a course in practical nursing at the Beckley Vocational School of Nurses Training.

Maxie Dwornick has been elected treasurer of the MacArthur School PTA . . . Lloydette Humphrey, daughter of Lloyd Humphrey, has

been chosen as one of the cheerleaders at Woodrow Wilson High School, where she is a junior.

#### Kanawha River Plant

A. W. Searls and H. G. Higginbotham were recent winners of drawings entitling them to trips to the World's Fair.



#### ROANOKE

I. B. Peters has been elected to a five-year term on the First District Board of the Church of the Brethren. At the board's organizational meeting, he was named its chairman, and will serve as a member of the Christian Education Commission. He has also become assistant scoutmaster of Troop 5, Boy Scouts of America, sponsored by the Williamson Road Church of the Brethren.

Clare Duetsch, secretary of the Kilowatts, a Junior Achievement company sponsored by Appalachian, was a semi-finalist in the recent national J. A. conference, at Bloomington, Indiana.

Sharon Stephens, daughter of J. W. Stephens, was named to the dean's list at the woman's college of Duke University.

J. T. Goggin and his wife, Iris, have been elected co-presidents of the Breckenridge Junior High School PTA for the 1964-65 school year.

Cecil L. Hill is a new employee . . . Barbara Call has resigned.

#### Fieldale

At an organizational meeting of the Villa Heights Baptist Church's Woman's Missionary Society, those elected to offices were: Mrs. Betty Romero, Youth Director of the Young Woman's Auxiliary; Mrs.

## Busy Rhudy Family Active In Church, Community, Scout Work And On Farm

The Rhudy family is a busy one. C. A. Rhudy is the Tazewell area serviceman of the Bluefield division, and he and his wife are also community and church leaders.

The two were recently elected to offices of the Thompson Valley Community Club, he as president and she treasurer. The club is active in every civic undertaking, particularly when it comes to 4-H and United Appeal work.

They are also members of the Pleasant Hill Methodist Church, where Cecil is treasurer of the Tazewell circuit, teaches the Young

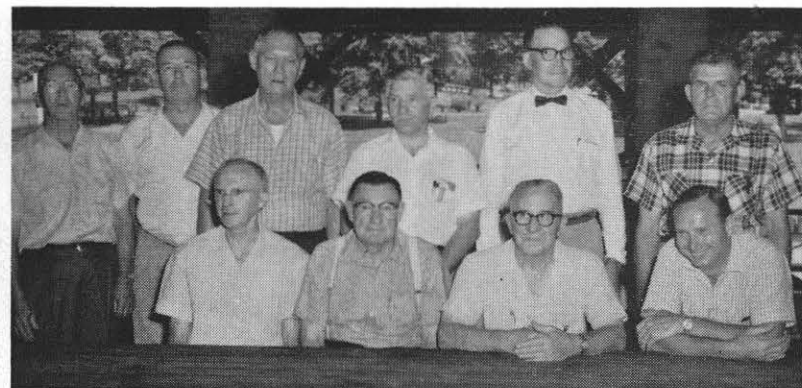
Adult class, is chairman of the building committee, and for the 11th year is chairman of the Tazewell Lord's Acre Sale. She is president of the WSCS and teaches the Primary class.

Mr. Rhudy is also assistant scoutmaster of the Thompson Valley Boy Scout troop.

In his spare time, he does a little farming, like raising chickens, hogs, and cows, as well as five acres of corn. Mrs. Rhudy uses her spare time to can (over 300 jars of vegetables and fruits this year) and freeze food.



Officers of the Thompson Valley Community Club include, from left: C. A. Rhudy, president; Mrs. O. H. Buchanan, secretary; G. O. Thompson Jr., vice president; and Mrs. Rhudy, treasurer.



## Welcomed Back

Eight of the employees who have retired from Cabin Creek plant returned for the annual employees' picnic at Beckwith 4-H Camp at Fayetteville. They are shown here with P. T. Schneider, plant manager, and G. E. Briers, assistant plant manager. From left, seated, are: W. K. Evans, George Ellis, H. B. Cottrell, and Mr. Briers. Standing from left are: R. E. Williams, John Moses, C. A. Vealey, Mr. Schneider, C. A. Kendall, and Leo Samples.

Alfred St. Clair, Youth Director of Sunbeams; and Mrs. Ralph Naff, Girl's Auxiliary.

Danny Brown, son of Melvin W. Brown, was elected president of the Fieldale High School Band.

Welcome to Betty Martin, a new employee.



#### PULASKI

C. E. Shepherd, retired employee, and Mrs. Shepherd, recently observed their 61st wedding anniversary. Ten of the couple's 11 children were present for the occasion. Two of their sons are employed in the division: C. A. Shepherd, Hillsville, and H. B. Shepherd, Galax.

A new employee is Linda K. Jones . . . Mrs. Lucy McSwain has resigned. Women employees at the Pulaski office entertained at a dinner party at Blair House, and presented her with a going-away gift. The McSwains have moved to Philadelphia.



#### ABINGDON

Len Angle, son of L. C. Angle, Jr., has returned to VPI after summer work in research at Fort Meade, Md. with the Defense Department. He is majoring in physics under an AEP Education Award.

Fillmore McPherson, Jr. has been elected to the board of directors of the Barter Foundation.

Representatives of Kingsport Power Company, and Bristol (Tenn.) Power board were guests at the division's August supervisors' safety and operating conference.

Sue Sanders won a ladies watch in a recent contest.

#### Clinch River Plant

Dana Buskirk has been named head majorette of the Lebanon High School Band for this year. Her father is Eli Buskirk, shift operating engineer at Clinch River.



#### LYNCHBURG

Robert L. Hatch has been appointed United Fund chairman for the solicitation of Appalachian employees . . . Raymond E. Thomas has been transferred from the Roanoke T&D section to T&D in the Lynchburg division.

Miss Linda Kay Hudson, daughter of Mr. L. R. Hudson, is president of the senior class at Agnes Scott college, at Decatur, Georgia.

Welcome to new employees Mary L. Campbell and Martin E. Feagans.



#### HUNTINGTON

#### Philip Sporn Plant

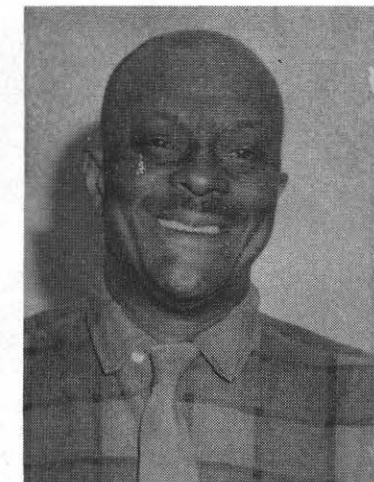
Margaret Handley, daughter of Helen Handley, has graduated from the St. Joseph School of Nursing at Parkersburg.

Charles Kennedy was recently elected president of the Rutland, Ohio Athletic Boosters Club . . . Jean Warner, wife of Ralph Warner, was named first-flight winner in the Hidden Valley Woman's Golf tourney.

The annual plant picnic was held August 29 at Maplewood Lake, near Syracuse, Ohio. Some 400 employees and members of their families attended the day-long festivities.

Welcome to new employee David R. Simonton.

## Walnut Avenue Vet Retires In Roanoke



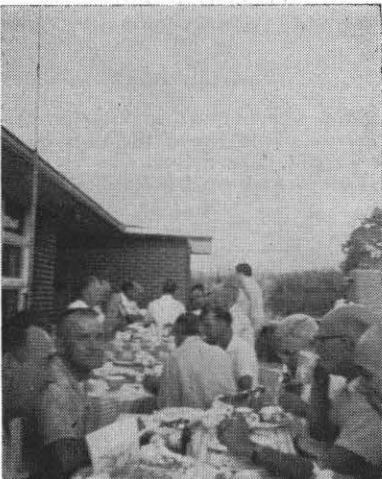
Mr. Hancock

Frank O. Hancock, Roanoke division stationman helper, retired October 1, after 23 years of service. He was first employed as a coal handler in the old Walnut Avenue steam plant in September 1941. He was promoted to boiler room man on January 16, 1943 and boiler operator on July 1, 1944. With the closing of the Walnut Avenue steam plant he was transferred to the Roanoke district T&D line and station section as a stationman on April 1, 1953.

He is a deacon in the Green Spring Baptist Church. His hobbies are fishing, hunting, baseball and checkers. He and his wife are planning a trip to Washington, D. C. and Connecticut to visit relatives. While in Washington he will do some fishing in the Chesapeake Bay and see some professional sports. The squirrel and groundhog hunting will be done in Bedford and Franklin counties.

Mr. Hancock emphasized that his retirement would not be all play and loafing. He said he would not mind loafing a little bit sometime but feels better when he is working. He does painting, carpentering, and concrete work.

He has seven children and thirteen grandchildren.



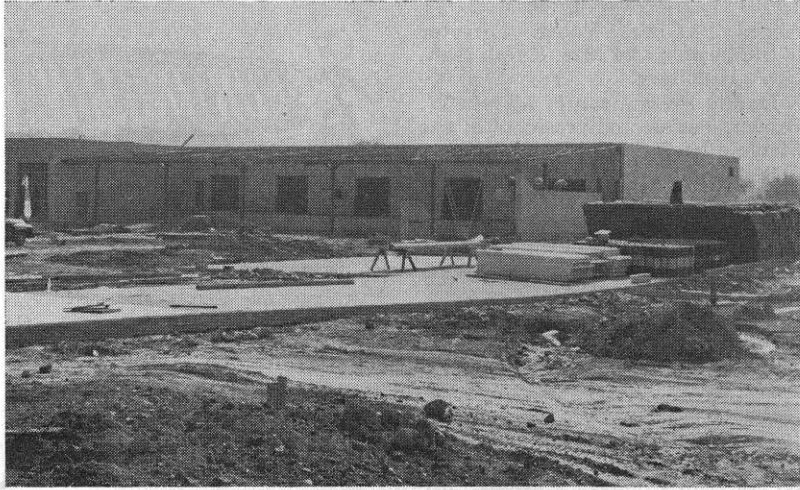
## Vets Eat

Part of the Clinch River Plant Veterans Club enjoy a steak fry held recently at the home of member L. A. Singleton at Lebanon. The steaks were prepared by Chef Singleton with the able assistance of Mrs. B. D. Myers, Mrs. N. E. Bass, and Mrs. L. A. Singleton. Those attending were: C. E. Archer, E. D. Buskirk, J. T. Bunton, L. R. Brewer, D. D. Campbell, Norwood Dingess, A. J. Conley, Earl Kees, C. E. Richards, W. H. Brown, J. S. Carter, Fred Lawson, B. D. Myers, L. A. Singleton, L. R. Marshall, N. E. Bass, and Eugene Wyatt. Officers for the coming year are: B. D. Myers, president, C. E. Richards, vice-president, and J. T. Bunton, secretary-treasurer.

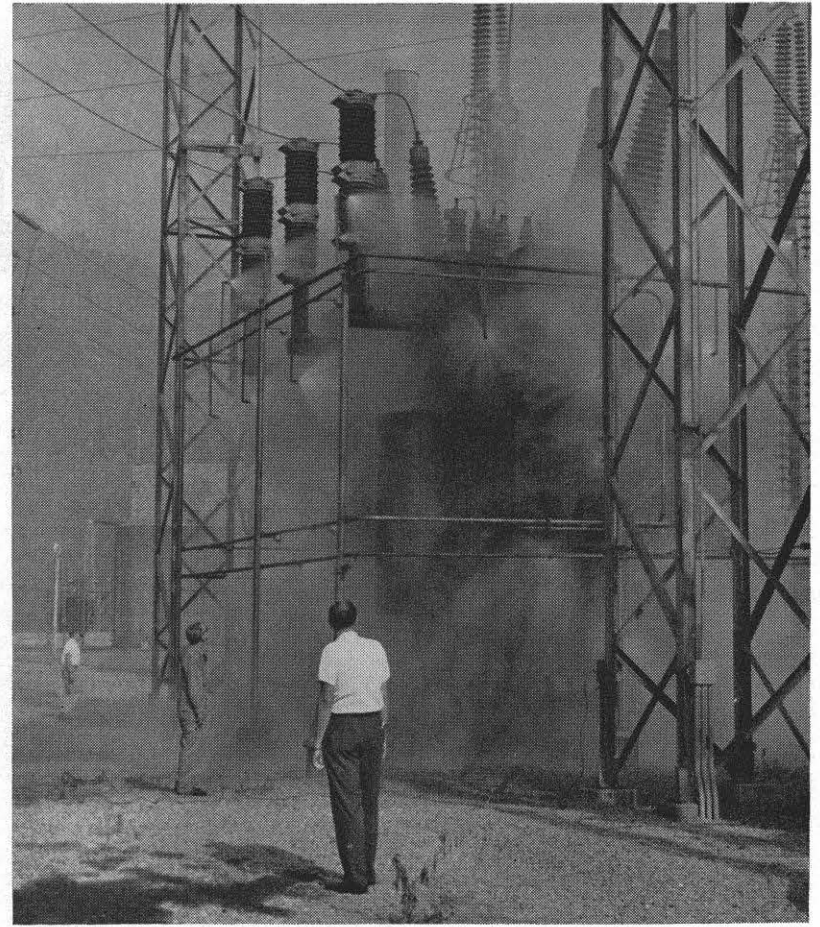
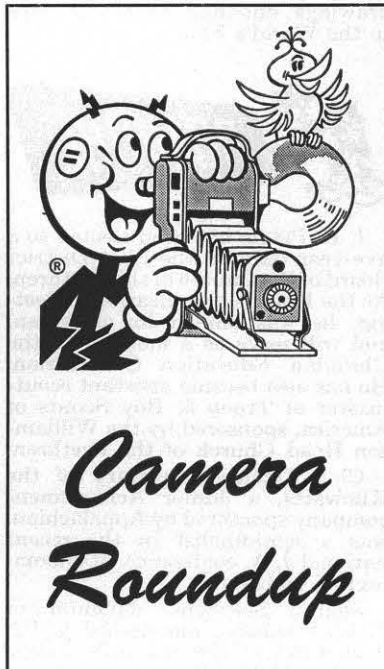




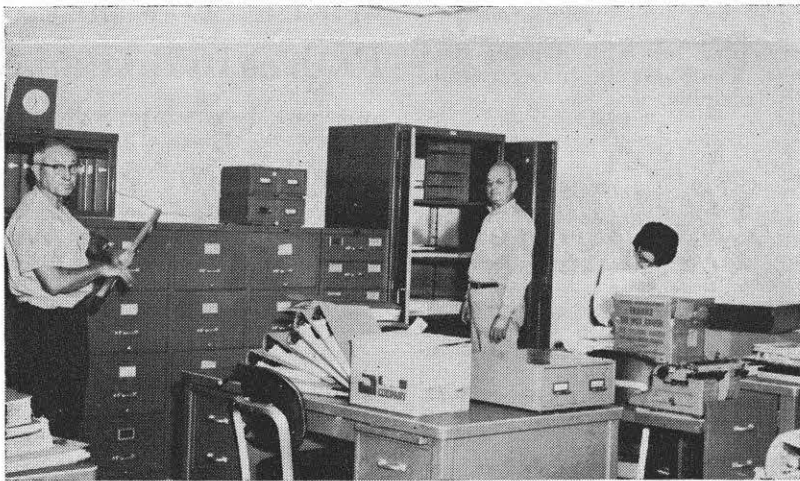
Round-up time for the commercial department featured western-style kick-offs all over the system. Typical, perhaps, are these scenes made in Charleston, left, and Abingdon.



Walls, roof, and mud: that's what Lynchburg's new service building consisted of as fall began. The new building will house all of the Lynchburg's service facilities, and is seen here from the back. The steel for the roof over the loading dock has been erected.



A new fire protection system utilizing water spray was recently placed in automatic operation at Kanawha River plant yard. Shown in the picture observing the spray pattern at the initial test on one of two 138/345 KV transformers are R. J. Daley, New York engineering department; J. C. Burnette, safety supervisor; and J. A. Bennett, operations supervisor. Thermostats placed at strategic points around the transformers are designed to trip the system on sudden temperature rises. The system was installed on one other identical transformer and a similar system on coal conveyor No. 3.



The property records section in Abingdon packs up to move to new quarters in the division office building as renovation and remodeling work is under way. This group moved to new quarters in the old meter testing and storage room; and thereby made room for T&D, management, and commercial employees. L. W. Duncan, L. C. Peck Jr., and Sue Sanders pack up.



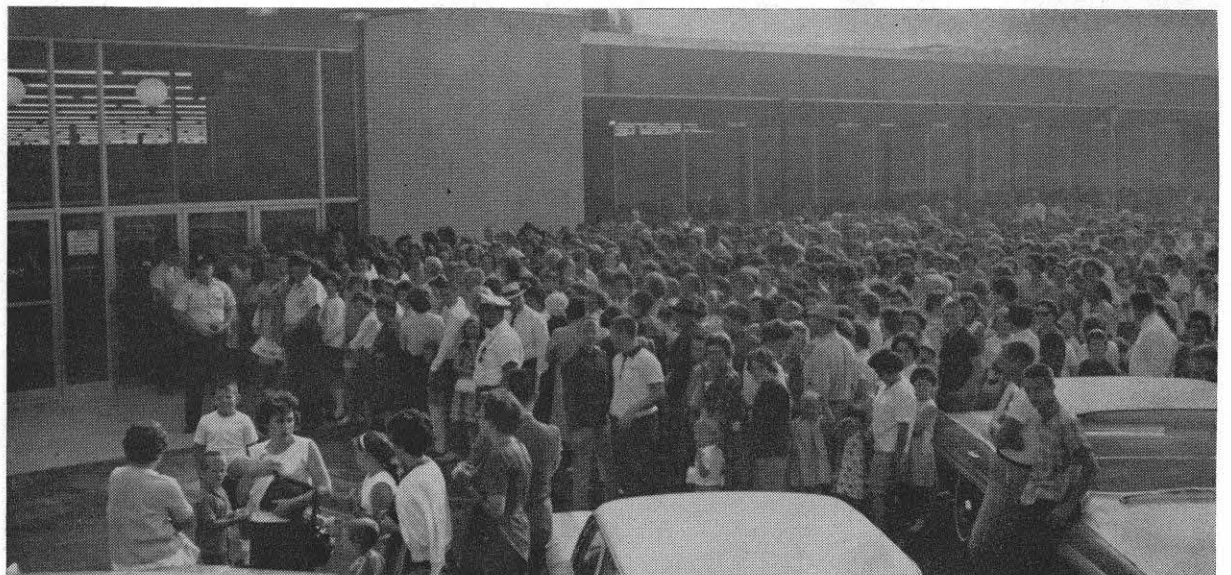
J. C. Hansbarger, left, gives Bernard H. Jacobson, president of the Business and Industrial Development Corporation of Kanawha Valley, a copy of a new booklet listing 41 chemical plants in West Virginia. The book, published by Appalachian's area development department, is to be used in the company's industrial expansion program.



A car clipped off the pole, knocking out power in part of Charleston's Spring Hill section. This Charleston Gazette photo shows the pole light still working. Damage was estimated at \$1,900. The driver, who escaped with minor injuries, was charged with failure to keep his vehicle under control.



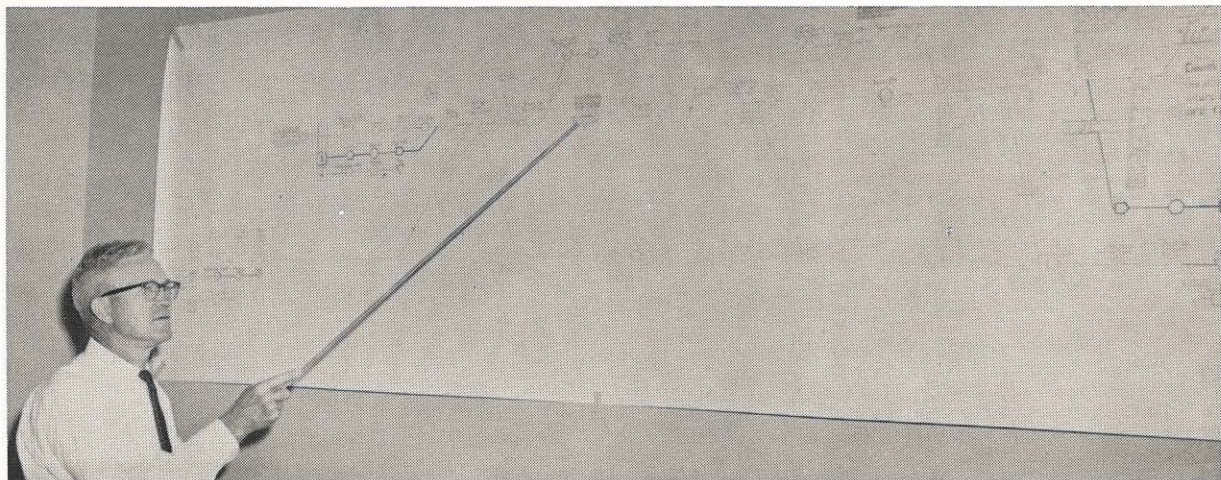
Appalachian, contractor operator of the Government-owned powerhouse at Radford Army Ammunition Plant, was awarded the Department of Army Certificate of Merit for Safety last month. The award represents nearly 1,000,000 safe-working manhours accumulated by company employees between December 1954 and August 1964. Pictured, left to right: Lt. Col. J. S. Jones, commanding officer of the plant; E. L. Goforth, Appalachian's plant superintendent; L. A. Linkous, Appalachian plant safety supervisor; and C. W. Lay, RAAP safety officer.



An estimated crowd of over 3,000 who were on hand for the grand opening of Arlan's Department Store in Charleston on August 20. Extra policemen were put on duty as traffic jammed the South Side Expressway all the way to the Patrick Street bridge. Floyd Taylor, Jr., division commercial manager, presented Richard Silman, architect, with an all electric building award

at the ribbon-cutting ceremonies. The building is served by one 3-ton and seven 15-ton Westinghouse heat pumps, with 192-kw of supplemental heat. In addition, resistance heat in storage areas totals 258-kw, while another 263-kw takes care of lighting, water heating, and cooking in the snack bar.





Better customer service is illustrated on the Lynchburg division's new flow chart. R. C. Foster points to one of the steps eliminated in processing a request for service.

## Lynchburg's W-S Idea Helps Customer Service

Lynchburg division employees have come up with a work simplification plan that will mean better customer service. It can be applied anywhere in our companies and the AEP System. In fact, Indiana & Michigan Electric Company has asked about the project.

The plan aims at simplifying the sometimes complex job of providing electricity for a new customer who asks for it.

When a customer requests service it means it involves several departments. Accounting must authorize the installation. There may be a right-of-way to acquire. Engineers must make a chart showing the location of poles and the meters. The line crew goes in to sink the poles, and put up the line. Metermen must locate the meter in the correct location. And all this information must be correlated and filed with the records section.

In Lynchburg, a problem was noted in following through on the several steps, particularly involving

requests for service to subdivisions and other line extensions. R. C. Foster and J. O. Franklin found there were delays at several places in completing the customers' request for service.

The procedure itself was complicated by the paperwork involved. Perhaps the customer would inquire, later, about the status of his service request. Messrs Foster and Franklin learned that it was sometimes difficult even to trace the processing of the request. This, of course, created further delays and undesirable customer relationships.

A committee was named by W. S. White Jr., division manager, to try to simplify the procedure. Its members, along with Mr. Franklin and Mr. Foster, were J. B. Rice, H. M. Figg, Jr., and F. D. Giles. The problem was approached first by preparing a flow chart of the existing method. The chart was

long and complicated, but it pictured the trouble graphically.

The chart was reviewed and discussed at a supervisors meeting. Next, a "brainstorming" session was held in which the group submitted a total of 23 ideas for possible changes in procedure. Then, back went the project to the committee for further study. More than six months went by as the committee worked to come up with answers.

A new flow chart was prepared. It is over 20 feet long, but the solution is clearly outlined. The committee also made 15 recommendations from the 23 ideas submitted at the brainstorming meetings with the supervisors. All 15 recommendations were accepted by the Lynchburg supervisors, and put into effect. Some eliminate or reduce paperwork. Some re-route steps in the procedure. Overall, the new method is aimed at eliminating many of the problems and delays, and in speeding up the customer's request for service in a more orderly manner.

It is estimated that this work simplification plan will save \$331.00 a year, and will save 121 man-hours. But there is no way of estimating the value it will have in rendering better customer service.

## Hughes To Lead Rural Group

James C. Hughes, heating and builder sales representative in Scott County, was elected president of the Rural Area Development Association of Scott County last month.

A native of Gilliam, West Virginia, he was employed by Appalachian on December 7, 1954 in the Welch T&D department. He was made area sales representative in November 1955, and heating and builder sales representative in April 1959. He came to Abingdon in July of 1960.

Mr. Hughes is a graduate of VPI in business administration. He is a deacon in the Baptist church and past president of Gate City Rotary Club. The Hughes family has three children and lives in Weber City, Virginia.



Mr. Hughes

## Smith Named To Major Post

Guilford C. Smith, administrative assistant, Charleston division, was elected secretary of the International Association of Electrical Leagues at the organization's 29th annual convention last month.



Mr. Smith

Mr. Smith is a veteran employee of Appalachian and Kentucky Power, having first joined the latter company at Ashland in 1937. He moved to Point Pleasant in 1943, and to Charleston in 1946, and held various positions in the commercial and managerial departments. At one time he was rural electrification supervisor of the Charleston district and his present duties are in the public relations field.

Mr. Smith is a member of the West Virginia Farm and Home Electrification Council, the board of directors of the West Virginia Farm and Home Safety Council, the West Virginia Rural Area Development Committee, and represents Appalachian on a state-wide committee of the West Virginia Future Farmers of America, and is chairman of the Public Information Section of the Kanawha-Clay Chapter of the American Red Cross. Long active in vocational and educational work at both the county and state levels, he is on the Kanawha County Cooperative Extension Service Committee, and holds an honorary State Homemakers Degree with the West Virginia Chapter of the Future Homemakers of America. Last year he received a Citation from the West Virginia Vocational Association in recognition of distinguished service.

## Yipee! Sales Round-up Begins

Our companies' commercial department kicked off a brand new sales campaign September 15. The year-long campaign is built around a western theme featuring a sales round up.

The commercial departments are working with about 1,500 Modern Electric Living appliance dealers, and with Reddy Kilowatt Recommended Electric Heating-Cooling Dealers in promoting the campaign.

The western theme strives for authenticity, a comparison of the frontier days and modern times. All advertising during the year will tie in with the theme. There will be special displays and props for use by the electric appliance dealers. During the year, seven consumer buying events will adapt parts of the central western theme. For instance, through the end of October, it's a laundry hoedown to promote electric washers, dryers, and PSP water heater sales. The next buying event features a kitchen

rodeo. Then comes a clothesline round up, and so on through the year. For the various events, the electric appliance dealers can get specially recorded music, cowboy hats, and costumes for his sales people to use in tying in sales efforts with the theme.

Electric heating-cooling dealers have the slogan, "Be Alive—Sell and Thrive in '65!" Their sales sales round up will feature four market opportunities for selling electric heating-cooling: to the home conversion market, commercial conversion market, the new home market, and the new commercial market.

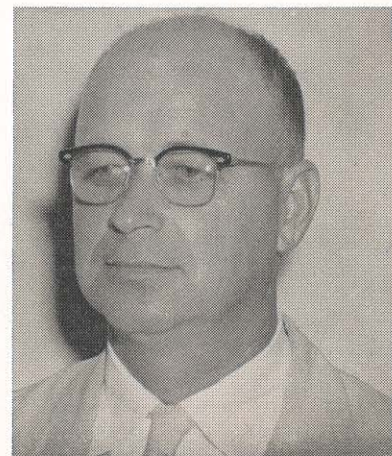
For the next year, whenever you see western clad sales people in stores with wagon wheels, hoedown or rodeo displays, they are dealers promoting electric appliances and electric heating-cooling as a part of our companies' western sales round up.

## Claytor Plant Man Retires Early

Andrew D. Thornton, Claytor hydro plant maintenance man, elected early retirement due to health, after completing 30 years service with Appalachian.

His entire tenure of service has been spent at Claytor. He first started work during exploration and early testing of the site and helped with the construction of the plant. When the plant became operative he was transferred to operation and served as assistant operator and in 1946 went to the plant maintenance crew.

He is a member of the Christian Church. Mr. and Mrs. Thornton will continue to live at their home in Pulaski.



Mr. Crocker

## Ill Health Forces Early Retirement

L. L. Crocker, Lynchburg division area serviceman, took early retirement because of ill health September 1. He had 28 years of company service.

He was employed as a lineman on September 14, 1936, promoted to assistant line foreman on January 16, 1940, and was transferred to the Lovingson community as area serviceman on December 1, 1946.

Mr. Crocker is very active in church work, being a member of the Rose Union Baptist Church near Piney River, and serving it as a deacon, member of the choir, and a Sunday School teacher.

He plans to reside at his home in Lovingson with his wife. They have three married children and nine grandchildren.



Mr. Thornton

## Eason Promoted At Sporn Plant

Robert H. Eason has been promoted from test engineer to assistant results engineer at Philip Sporn Plant. He was employed July 10, 1951 as a junior test engineer and later became a test engineer.

A native of Gatesville, North Carolina. Mr. Eason earned his degree in mechanical engineering at North Carolina State College. He served in the U. S. Army from 1945 to 1947, is a member of the Methodist Church, a member of the West Virginia Society of Professional Engineers and a member of the Mid Ohio Valley Engineering Council.

He and his wife, Nora, have three children and reside near Pomeroy, Ohio.



Robert H. Eason

## Electric Lodge



Another prime tourist attraction for eastern Kentucky was officially opened last month when Governor E. T. Breathitt dedicated the new Buckhorn Lodge. The 24-room lodge, one of ten in Kentucky State Parks, is located in Perry County near Hazard. It is total-electric, the first of its kind in Kentucky's state park system. The exterior of the lodge is of native stone and wood. Each room has a private patio overlooking Buckhorn Lake. And each room features air-conditioning and individually-controlled electric heat. First floor facilities include a 200-seat dining room, meeting and recreation rooms, offices, a gift shop and lobby.



## Appalachian Power Company

### Bluefield Division

M. GUINELINE MITCHELL from utility clerk in Grundy to petty cash clerk, Bluefield; EULALIA K. FOOTO from cashier, Welch, to stenographer, Bluefield.

### Charleston Division

CHARLES I. WALKER from customer sales representative to dealer sales representative; EDWARD F. PLOCH from engineering aide to electrical engineer; PATRICK TAYLOR from transportation clerk, transportation department, to T&D clerk, T&D record section; ORVILLE SCRAGGS from office messenger, miscellaneous, to transportation clerk, transportation department.

### Huntington Division

WALTER HARRIS from lineman A to working foreman.

### Philip Sporn Plant

LINDON T. TAYLOR from test engineer, results department, to Big Sandy Plant, Kentucky Power Company; WILLIAM G. BARONICK from payroll supervisor, accounting department to Smith Mountain Project; ROBERT H. EASON from test engineer to assistant results engineer.

### Pulaski Division

B. R. WHITE from meter reader to general clerk; JULIA F. WEBB from clerk trainee to cashier; BONNIE S. BARNETTE from clerk trainee to clerk stenographer.

### Roanoke Division

PAUL D. BLOUNT from print machine operator, system accounting, to T&D clerk, Roanoke division; C. W. HODGES from groundman to truck driver-groundman; D. E. McNEIL from lineman C to lineman B; J. P. MORRIS from groundman to lineman C; JACKIE R. SCRUGGS from clerk typist to general clerk.

## Kentucky Power Company

### Big Sandy Plant

JUANITA FUGATE from stenographer to secretarial stenographer; BETTY M. HENIGIN from clerk stenographer to stenographer; WILBUR J. HUDSON from helper to junior maintenance man.



# Unit Foreman Needs Quick Eyes, Mind, Hands



Mr. Jeffers, on telephone, is in the unit control room at Sporn plant. With him is Lloyd Wright, auxiliary equipment operator.

The unit foreman in a power plant resembles a ship captain in the extent of his duties and responsibilities. The operation of every unit in a plant is at all times in the hands of a unit foreman: it is he who is responsible for the efficient and economical operation on the unit, the supervision of employees assigned to it, and for their safety and the safety of the equipment.

Such a one is George A. Jeffers, one of the senior unit foremen at Philip Sporn plant. Mr. Jeffers, in effect, grew up with the plant: he started there in August 1950 as a laborer just as the first four 150,000-kw units began to go into operation.

In the succeeding years, he worked as auxiliary equipment operator and an assistant unit operator before he was promoted to his present job in November 1952.

He is one of 20 unit foremen at Sporn. Five of them—one for each unit—are on duty at all times. This job calls for an extensive background, quick eyes, and an infinite capacity for detail. He must have a complete knowledge of all of the equipment, piping and supporting machinery serving his unit, and see in his mind the entire generating process, from coal to kilowatts. The unit foreman's headquarters are in the control room, where 750 operating and recording devices tell him precisely what's going on in every part of the unit. By reading them he can observe if a particular bearing is running hot, whether a given level is too high or too low, whether temperatures are out of line. So carefully designed and built are these units that a difficulty observed in one reading can often be corrected by moving a button or switch on the same board; but at the bottom it is the skill of people like Mr. Jeffers that dictates what should be done, and how.

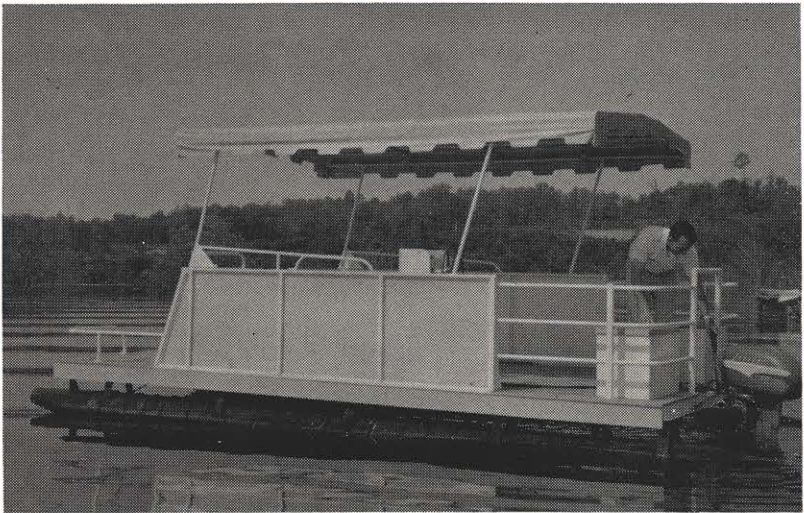
Sometimes it happens that corrections or adjustments in operations cannot be accomplished by dials or switches. In that case the unit foreman has the responsibility to remove equipment from service, or shut down operations entirely if he feels that such action is necessary.

None of this, of course, represents a one-man job. Like all unit foremen, Mr. Jeffers has able and competent help. The equipment operator works with him on the control panel; the auxiliary equipment operator checks all oil levels, checks bearings, and runs ashes, and the utility operators keep the unit neat and in order. Above, the unit foreman reports to the assistant shift operating engineer and the shift operating engineer.

Mr. Jeffers, a native West Virginian, attended Wahama High School, and spent four years in the Army signal corps, where he was an instructor in radar maintenance and operation. He maintains his electronics interest by operating a ham radio set.

He and his wife have three children and live in New Haven.

(Note: This is the last in a series of articles about plant employees, whose activities keep generating units working at a high level of efficiency.)



Jack Facemire's boat, representing 300 hours of spare time, floats rakishly on Smith Mountain lake.

## Man Who Helped Build Big Lake Decides To Put It To Good Use

If you give up a few years to help build a lake, you certainly ought to enjoy using it.

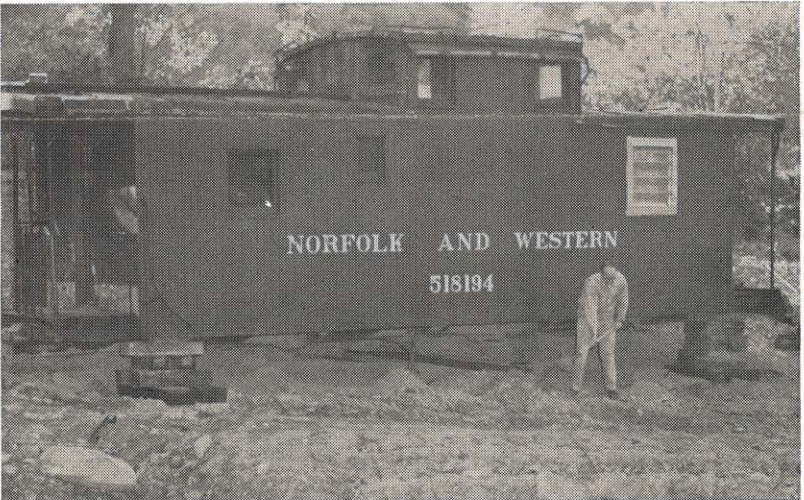
So said Jack Facemire, structural engineer at Smith Mountain dam. Here was a perfectly good lake, and here he was with no boat. Why can't I build one, he thought. He could, and he did. And now there he is chugging cheerfully over the rising waters of Smith Mountain lake.

The craft is modeled after one he saw pictured in a boating magazine, and measures 23 feet from square bow to blunt stern, and eight feet from side to side. It's supported by four pontoons made of oil barrels welded end to end, on which in turn is fitted an 18-foot-long deck. Side panels are made of masonite boards with wood trim, and a fancy scalloped canvas held up by conduit finishes the boat. It is powered by an outboard motor.

It took about a year and a half by the calendar and about 300 hours by the clock to build the boat, says Jack. In all that time, he reports, he learned some wholly new trades, including welding and brazing, and what he lumps together as "a whole host of things."

Still, he says, it was all worth it; a sentiment in which his wife, Mary Kay, his six-year-old son Jeffrey, and many friends will agree as they tour the lake that Jack helped build.

## Cook's Tour: Caboose To Cottage



James Cook is installing his newly purchased caboose in picturesque surroundings at Mills Falls Lake, near Bluefield. When he finishes, it will be a summer cottage overlooking the lake.

James Cook has a lake front caboose. He is working, in his spare time, to make the caboose into a summer cottage.

A few years ago, Mr. Cook acquired several acres of land at Falls Mills Lake, six miles from Bluefield. He has always wanted to build a cottage overlooking the lake, but felt the cost would be prohibitive.

Not long ago, he learned that the Norfolk and Western Railway had a caboose or two for sale. He bought one and had a neighbor move it on a truck to a spot about 100 feet from the lakeshore.

Mr. Cook plans to furnish his 9-by-24-foot caboose-cottage with electric heat, a range, refrigerator, and bunk beds. During the coming winter he hopes to install cabinets, and have the cottage ready for use next spring. He plans to use it for fishing, a place to relax, and, as he put it, "An ideal home away from home."

## Service Anniversaries



C. E. Farley 30 Years Big Sandy  
S. R. McClure 30 Years Bluefield  
P. H. Snead 30 Years Lynchburg  
W. A. Kelley 30 Years Lynchburg



E. R. Garner 25 Years System  
A. J. Lawson 25 Years Pulaski  
Ruby Lowman 25 Years Pulaski  
E. R. Young 20 Years Charleston

## Bill Rouse Dies After Long Illness

George W. "Bill" Rouse, retired Welch employee, died September 8, 1964. He had been in poor health for several years.

Mr. Rouse was born August 30, 1888, at Glade Spring, Virginia. He attended school at Glade Spring.

He was employed by Appalachian March 1, 1925 as a helper and worked as appliance serviceman, district serviceman and serviceman, and retired in that job September 1, 1953. For several years after his regular retirement he serviced appliances for people in Welch.

Mr. Rouse was a member of the Bramwell Masonic Lodge, Wyndham Chapter No. 45, Welch Commandery No. 27, Beni Kedem Lodge in Charleston. He was also a member of the company's "Ole Timers Club."

Mr. Rouse was buried in Abingdon, Va.



Mr. Rouse



W. C. Haddix 20 Years Hazard  
Gladys Mann 20 Years Glen Lyn



## Appalachian Power Company

BLUEFIELD DIVISION—30 YEARS: S. R. McClure, line foreman.

CHARLESTON DIVISION—40 YEARS: CHANTIE L. MOLLOHAN, service foreman. 20 YEARS: EDWARD ROY YOUNG, meterman. 10 YEARS: JEAN STRUM, meter clerk; WILLIE L. CLAY, Jr., engineering aide; WILLIAM HASKEL JONES, electrical engineer.

GLEN LYN PLANT—20 YEARS: GLADYS B. MANN, senior PBX operator.

LYNCHBURG DIVISION—30 YEARS: P. H. SNEAD, general serviceman; W. A. KELLY, general serviceman. 10 YEARS: R. O. CASH, meter service helper.

PULASKI DIVISION—25 YEARS: A. J. LAWSON, T&D clerk; RUBY M. LOWMAN, stenographer.

ROANOKE DIVISION—40 YEARS: L. E. FERGUSON, local office coordinator; S. C. SMITH, payroll supervisor. 35 YEARS: C. A. FUDGE, pre-audit clerk. 15 YEARS: L. W. JENKINS, heating and builder sales engineer; J. E. HUNTER, transportation supervisor. 5 YEARS: M. S. CLARKE, forms and office supply clerk; ELAINE H. WILKINSON, cashier.

PHILIP SPORN PLANT—10 YEARS: EUGENE H. GLOSS, assistant plant manager.

SYSTEM—25 YEARS: E. R. GARNER, system transportation clerk. 15 YEARS: C. W. EDMONDS, system transmission man.

## Kentucky Power Company

ASHLAND DIVISION—25 YEARS: MARY MOORE, tax accounting clerk. 5 YEARS: JUANITA ENNIS, payroll clerk.

BIG SANDY PLANT—30 YEARS: CLARENCE E. FARLEY, operating foreman.

HAZARD DIVISION—20 YEARS: CLARK HAYS, lineman; W. C. HADDIX, station foreman.

## Glen Lyn Bowlers



Glen Lyn bowlers have selected four of their number to lead them during the coming season. Reading left to right: D. E. Brown, treasurer, D. M. Davis, vice-president (Pearisburg Office), S. K. Pennington, president, and J. A. Johnston, secretary.

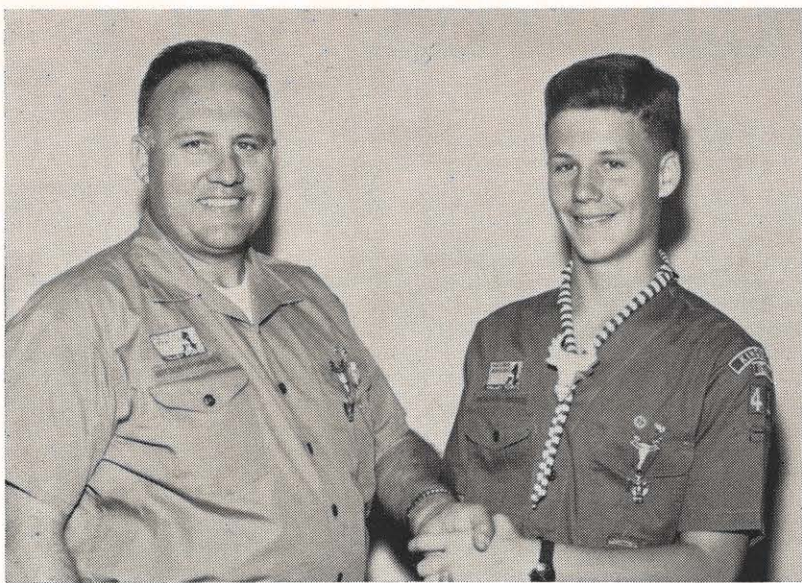


## Larry King Wins Second State Title

Larry King, regional dispatcher at the Philip Sporn substation, has won his second West Virginia State archery tournament. He won the State Instinctive Championship, during the West Virginia state closed archery tournament in Beckley last month. King shot the following scores over a two day period, shooting 112 targets, 470-417 field targets, 427 hunter targets, 452 on animal targets. His nearest competitor was nine points below him.

Last May he won the State Championship for the West Virginia State open archery tournament held at Summersville. Larry has been shooting in competition for three years and shoots a 40-pound pull Bear Bow, and using aluminum arrows.

Wanda King, Larry's wife, also won a state title. Mrs. King won first place in the 175 free style class, women's division, with a total score of 1004 points in the two-day competition.



### Like Father . . .

James L. Kesterson, heating and building sales representative in Kingsport, received the rank of Eagle Scout at the age of seventeen. Now, 24 years later, his son Jim has followed in dad's footsteps. Soon after the award ceremony, the two Kesterson scouts left for Valley Forge, Pennsylvania, to attend the National Boy Scout Jamboree along with 30 other boys and two leaders with Troop 33 of Sequoyah Council.

## Parsons Find Togetherness On Golf Course

Togetherness—par, bogey, and eagle—is the way of life every week end for Paul and Margaret Parsons. During the week Paul devotes his time to Appalachian—he's Charleston division personnel assistant—and Margaret hers to their three girls and four grandchildren.

But Saturdays and Sundays, ah,

they belong to the Sleepy Hollow Country Club, all 7,000 up-and-down yards of it.

Paul had been an on-and-off golfer for about 25 years, playing perhaps a half-dozen rounds a year. Then about three years ago he took it up again with some degree of intensity; in fact, to such a degree that he won the Charleston employees' division tournament in 1962 and again this year, and was beaten by only two strokes in 1963. He shoots about an 82.

Margaret saw neither future nor advantage in being a golf widow, so operating on the excellent principle that states "if you can't beat 'em, join 'em," she decided to learn the game herself. A few lessons from the club pro followed. From the first uncertainty, she grew in skill and form and confidence, and reports with pride that she has shot as low as 105.

### Best Ball Winners

As a pair, they've done well enough to win a best-ball event in competition with two dozen other couples with a score of 65.

This togetherness is not limited to good weather. So long as the course is open, in rain, snow, or sleet, or even sun, they play 18 holes on Saturday, 18 holes on Sunday. They've played when the temperature was in the 20's, and the enthusiasm they have for the game hasn't even curled around the edges. That's togetherness, all right—and that's golf.



Paul putts, Margaret holds.

## Charleston League Opens 27th Year

Eight teams are competing in the Charleston Kilowatt Bowling League's 27th season, and after a month of play, some impressive scores and averages have been established for bowlers to shoot at.

High man in the league is Bob Fisher with a 171 average; high actual game is 218, and high actual series of 564 by Jack Smithers. Wilbur West has high game and series with handicap, 270 and 684. Chris Mitchell leads the ladies with high average (151), high actual game (198) and series (465), and high handicap game (239). Pat Cummings has high series handicap (634).

Teams and captains are Five Amps, Harry Wilton; Rejects, Hilda Zontini; Eyeballers, Jim Webb; Pulverizers, Harter Rupert; Meteorites, Pat Cummings; Line Tamers, Curt Willis; Medallions, Ranny Woodyard, and Live Wires, Bob Selbe.

Chairman of the league this year is Fred Clendenin; Jennings Fulkner, vice chairman, and Chris Mitchell, secretary-treasurer. Jack Jarrett and Bob Selbe are members of the board.

## Pikeville Bowlers Begin New Season

A season running from September 14 to April 5 has been launched by the eight-team Pikeville Division Bowling League.

The season will have two halves, the first ending December 14, and the teams will roll each Monday night.

Teams and captains are: Relays, Corbin Bobbitt; Amps, James Hopson; Lumens, Bill Barnett; Volts, Bill Zoellers; Ohms, James Skiles; Electrons, Chester Smith; Regulators, Bob Weddle; and Kilowatts, R. L. Huffman.

## Judo Becomes A Cure And Much More For Youngster

Only 12 years old, Sheryl Smith is already somewhat of an expert at the sport of judo. And judo has played an important role in his young life.

Three years ago, Sheryl, son of Clifford E. Smith, Roanoke division air conditioning engineer, joined the Roanoke YMCA and its judo class. His objective was to see if the physical and mental training, and the discipline, that judo offers would help him overcome stuttering. Armed forces training had shown that judo was a good rehabilitator.

The judo cured the stuttering—so well, in fact, that Sheryl recently was master of ceremonies for a group of boys who demonstrated judo at a Kiwanis Club meeting.

But Sheryl learned even more. He learned the sport so well that last year he was Virginia State Judo Champion in his weight class. In 1962 he received the award for the outstanding boy in the YMCA program, and, at the age of 10, was selected to membership in the Leaders Corps, a group of boys between the ages of 12 and 18 trained in leadership of other boys. He is the only youth under the age of 12 ever selected for this honor.

### Form of Jujitsu

Judo is a popularized form of jujitsu, a Japanese sport somewhat like wrestling. But while wrestlers depend more on weight and strength the judo expert depends on skill. Judo is based on the principle of using an opponent's greater strength and weight to your advantage.

Sheryl's training is strenuous and exacting. He takes calisthenics three times a week, and does some wrestling, rope climbing and weight lifting. Hour after hour he learns and practices the art of falling, the foundation of judo. He is thereby developing a reflex action that is



Sheryl Smith practices Judo with his YMCA instructor, Gus Carper.

so fast he can fall properly without thinking about it.

He is also receiving instruction in throwing. Judo is played primarily in a standing position and a throw can decide a match. There are 40 different throws taught, and a student learns three to five a year.

Sheryl is also learning two other categories of Judo, grappling (wrestling on the mat) and holding (also on the mat and which can decide a match).

He has accomplished enough in each of these steps that he has earned his white belt, the second step in judo. There are three more steps before he can get his black belt. On his way to this accomplishment, Sheryl spends much time instructing younger and older boys in the sport.

Exercise, correction, sportsmanship, leadership—judo has meant all these to Sheryl Smith.

## Indian Artifacts From Carroll County Form Collection, Interest of Employee

The plowed fields and river and creek banks of Carroll County have yielded history into the hands of Paul L. Sowers.

The Hillsville lineman, in the Pulaski division, began collecting Indian artifacts from those areas at the beginning of this year, and already has over 150 projectile points, tools, ceremonial objects and molded pottery. The finding stirred his interest, and he has done intensive reading to learn more about the early inhabitants of the area.

His collection dates back to the Archaic Period, some 3,000 years B.C., and shows unusual craftsmanship with flint, limestone and quartz.

His most recent find, and his proudest, is a tubular clay-stone pipe 2-3/4 inches long, showing indentations along the stem. This artifact came from a potato field, and dates back to about 1,000 B.C.

Mr. Sowers also has other interests—he trains his daughter's

horses, and hunts and fishes. He is a member of the Hillsville Presbyterian Church, past president of the Hillsville Lions Club, and is a member of the VFW and Band Boosters.

## Stores Takes Lead In Roanoke League

The twelve-team Roanoke bowling league season began play September 14. Stores is leading the league with a perfect record of six wins, no losses. Station is in second place with a 5 won, 1 lost record.

Individual high scores are: Bill Sheaff has high average of 189.5. Vernon Willis, high game of 228 and Billy Mills high set of 604.

Smith Mountain has high team game of 881 and Meter high team set of 2516.



His most recent find, a pipe, in the foreground, Paul Sowers studies part of his collection of Indian artifacts and traces their history.

## Sales

(Continued from page 1)

Huntington, 109; Abingdon, 108; Charleston, 103; Roanoke, 83, and Logan-Williamson, 73. For units sold, Pulaski had 2,555, Bluefield, 1,978 and Lynchburg, 1,549.

Charleston had the highest percentage of quota and the most units sold in the clothes dryer category. Sold there were 5,814 dryers for a quota percentage of 135. Pulaski, 126; Huntington, 119; Logan-Williamson, 115; Bluefield, 111; Abingdon, 91; Lynchburg, 75, and Roanoke 68, rounded out the list. In second place for the number of units sold was Huntington, with 2,554, third was Bluefield, 1,656.

### Combined Units

Taking water heaters, ranges, and dryers together, Pulaski was the leader with a quota percentage of 131. Then came Lynchburg, 125; Charleston, 122; Bluefield, 116; Huntington, 115, Logan-Williamson, 102; Abingdon, 100, and Roanoke, 89.92.

## Arnold Wins Sporn Match By Stroke; Fifty Compete In Annual Meet

Keith Arnold, by one stroke, won the low gross in the championship fight in the Philip Sporn plant golf tournament last month. Bob Gilmore was runner-up. Winners and runners-up in the first and second flight were Clarence Tennant and Ed Ihle, and Jack Johnson and Gerald Clark.

Approximately 50 employees participated in the 18-hole match, played over the new Riverview Golf

Club course at Mason, West Virginia.

Players winning other awards were Jack Johnson, for the longest drive on No. 1, Bill Hayes, closest to pin on No. 2, Keith Arnold, closest on No. 5, and Ed Ihle, closest on No. 6. Ed also had the fewest putts, Clarence Tennant the most birdies, Keith Arnold the most pars, and runner up for fewest putts, and Charles Yeager had the most fives.



Winners of the Sporn plant golf tourney stand in front of the club house. From left, they are Keith Arnold, Charles Yeager, Clarence Tennant, Jack Smith, and Ed Ihle. About 50 competed in the 18-hole match.



## Work Simplification Program Expanded To Include Awards

A new incentive feature of Appalachian's Work Simplification program has been announced. Effective September 1, awards of Electrobucks will be made to employees whose proposals are accepted for use by the company.

Awards will be made at two levels. Under the terms of the new feature, an initial award of 15 Electrobucks will be made for each proposal accepted by top management in a generating plant, division, or system department. Management at these points will determine which of the ideas submitted there merit endorsement, and thus qualify for the award.

On a quarterly basis, all proposals processed by Fred Hornbeck, Appalachian's W-S co-ordinator, will be reviewed. Of these, the ones judged most significant or of above

average quality will be picked out, and their authors given a further award of 50 Electrobucks. This judging will be done by the co-ordinator aided by a reviewing committee.

Two rules apply to this quarterly judging. First, the number of ideas to be recognized with 50 Electrobucks is limited to 10, or 10 per cent of the proposals processed during the quarter, whichever is the smaller number. Further, those proposals being processed for pos-

sible publication in *AEP Operating Ideas* will not be included in the quarterly selection. However, ideas that were considered and rejected for publication will become eligible for evaluation when they are returned to the company co-ordinator from New York.

Presentation of the Electrobucks to award winners will be made by the management of the location involved.

In the case of proposals submitted by more than one employee, all awards will be evenly divided. To avoid the use of fractional Electrobucks, the amount of the award will be increased until it can be evenly divided among the originators.

For example, if two employees submit a proposal that wins 15 Electrobucks, the award will be increased to 16, or eight per employee.

The mechanics of the Work Simplification program remain unchanged in all other respects.

## Industrial Group Elects Nick Roomy

Nicholas Roomy has been elected president of the West Virginia Industrial Development Association.



Mr. Roomy

The organization, which is composed of representatives of industrial development organizations of utilities and railroads operating in the state, chose Mr. Roomy at its 29th annual meeting.

Mr. Roomy, area development consultant for the Charleston and Bluefield divisions, is a native of Logan. He is a graduate of National Business College of Roanoke and attended Marshall University at Huntington. He began his employment with Appalachian at Logan in 1938 in the meter department, and later became assistant local office manager, heating and builder sales representative, and local office manager, there. In 1958 he moved to Huntington as residential sales supervisor, and in 1960 became heating and builder sales co-ordinator of the Huntington Division. He has been in his present position since March 1, 1963.

## System Operations Promotes Gillock

Gene M. Gillock has been promoted to system assistant chief operations co-ordinator in Roanoke.



Mr. Gillock

Mr. Gillock, an engineering graduate of Virginia Polytechnic Institute, was one of the first to complete the company's co-op student program. He began it in 1954, completed it when he graduated from VPI in 1959. His first permanent job with Appalachian was system operating engineer at Switchback station, and he was transferred to the lead co-ordinating office in Roanoke in the fall of 1962.

He attends Evangelical United Brethren Church, and counts bowling and golf as favorite off-job activities.

## Death Takes N. M. Argabrite At 84

N. M. Argabrite, former operating vice president of the former American Gas and Electric Company, died September 7 in Altadena, Calif. He was 84.

Mr. Argabrite, who joined AGE in 1909 and served as vice president from 1925 until 1945, resigned that position in August 1945 when he was elected president of Atlantic City Electric Company. He served in the latter capacity until September 1947, when he retired and was succeeded as president of the Atlantic City utility by Philip Sporn, who had assumed the presi-

dency of AGE just four months before.

He had served as a director of AGE during the period 1943-45 and also as a director of Atlantic City Electric.

Survivors include his widow, who is a patient at The Cloisters, 1470 Fair Oaks, Pasadena, Calif., and a granddaughter, Mrs. Virginia Moore, 909 East Mt. Grove Avenue, Altadena.

Memorial services were held September 11 at St. Thomas Church in Pasadena.

## Playground Aid



Appalachian, the New York Central Railroad, and the Lions Club combined to provide this equipped and protected playground for the city of Charleston recently. For \$1.00 a year, Appalachian is leasing to the city a large lot it owns on Greenbrier Street as the site of the playground; the New York Central erected a fence to keep youngsters away from the tracks, and the Charleston Lions Club took on as a project a campaign to equip the area with play equipment. The city's department of parks and recreation maintains it and provides a supervisor to direct the children's play. In fact, the playground has had such a volume of use that a second supervisor may be necessary. Looking on as children play are A. E. Rezzonico, left, city recreation director, and George A. Noel Jr., city councilman.

## Tax Payment



Ted Abolin, plant manager at Philip Sporn plant, delivers a check to the Sheriff of Mason County, West Virginia for \$235,858.57. It represents the real estate and personal property tax paid by Central Operating Company for the first half of the year 1964. Mason County receives additional tax from the Central Operating Company by way of the utility tax which is paid directly to the State of West Virginia and then reapportioned to the counties.

## AEP System And Its President Praised In Article Appearing In Time Magazine

The American Electric Power System and its president, Donald C. Cook, were featured in a two-column article that appeared in the U. S. Business Section of *Time* Magazine for September 11. The article is reprinted here as an item of system-wide interest.

## Power

### Cooking with Electricity

In the electric utility business, which measures its costs in mills and its profits in millions, the American Electric Power Company has become the biggest producer of all by serving small-town America. Stretching from southwestern Michigan through the rich Ohio Valley to depressed Appalachia, it serves nearly 2,400 towns, only four of which have a population as high as 100,000. AEP has prospered mainly because it has invested wisely in new technology, and thus has been able to drop its rates to one-sixth below the national average for private utilities. This week, in a fallout-proof red brick building at Canton, Ohio, the company will begin operating a remarkable system that will open the way to still lower costs. Minute by minute, three computers will monitor both power production, and power demand at 14 of AEP's 20 plants. When extra power is needed in an area, the computers will not only figure out which plants can supply it most cheaply, but will automatically order them to produce it and transfer it to homes and factories across the company network.

Thanks to bargain prices, the company's 1,500,000 residential customers use 25% more power than the national average. One-third of them have electric water

heaters and two-thirds have electric stoves—nearly double the national average. Cheap power has also attracted industry. Last year more than 400 companies established or expanded plants along A.E.P.'s power lines. A.E.P. has increased its dividend every year since 1953 and has doubled its revenues to 1964's expected \$417 million.

### Well Connected

Powering A.E.P.'s drive is President Donald Cook, 55, a financial expert who also has a lively interest in sales, technology, law and government. He works at his job ten hours a day in his Manhattan office and another three hours at home, frequently tours his bailiwick; last week he was off on a Cook's tour of facilities in Indiana and Virginia. An ardent advocate of private power, he believes that cutting costs and passing the savings on to consumers is a form of public service. As it happens, he is also well connected in Washington.

Cook came to A.E.P. in 1953 from the Securities and Exchange Commission, where he had worked up from financial analyst to chairman under Harry Truman. Along the way, he earned two law degrees from George Washington University, became a C.P.A., and struck up a close friendship with a young Congressman, Lyndon Johnson. When Johnson became a Senator, he drafted Cook to become counsel to his famed Senate Preparedness Subcommittee. Said Johnson then: "He's rough, but he's fair. I don't think there's an abler man in Government." Don Cook is now one of the President's most-heeded business advisers and is talked of in Washington as a possible candidate for Secretary of the Treasury in a new Johnson Administration.

### Cut & Spend

Cook confesses that the prospect of a Washington job holds "a fatal fascination." But whether or not he returns to Washington, he will continue to have some influence on the U. S. economy. Shortly after the tax cut, Cook told Johnson at the White House that over the next seven years A.E.P. will spend \$1 billion to build new plants, dams and lines, which will bring down electricity costs even further. Businessman Cook also argues vigorously for still another tax cut, and, like his mentor, is unworried about unbalanced budgets. "A.E.P. has grown from \$100,000 in assets to \$2 billion, and I can't remember when we ever had a balanced budget," he says. "Every year we have had to borrow to grow."

## Syck Retirement Ends 30 Years Of Kentucky Service



Mr. Syck

Virgil Allen Syck, after nearly 30 years of service with Kentucky Power, has elected early retirement, effective October 1. He ended his long career as line foreman in the T&D department at Pikeville.

It was at Pikeville that he started out in February 1935 as a laborer, and worked later as lineman. He was promoted to line foreman in 1945. All of his service was spent in the Pikeville division, and he worked the entire time without having a lost-time injury charged to himself or his crew. A native of Pike County, Mr. Syck helped to build most of the distribution facilities that presently serve the division.

Each year he makes a fishing trip to Canada, and retirement will not disturb that custom. Hunting and fishing will continue to be his major interests, and he plans also to travel around the country to visit friends and relations.

He and his wife have four children and seven grandchildren, and make their home in Pikeville.

## Top Veteran Retires At Cabin Creek

The man who has worked longer at Cabin Creek plant than anyone else retired September 1. He is Arthur R. Hoffman, plant office supervisor, who spent 45 of his total company service of 46½-years there.

As a lad of 18, Mr. Hoffman started out with the company in the spring of 1918. His first job was in payroll work with the construction department in Charleston. After about a year and a half—the records are vague—in that job, he transferred to Cabin Creek as chief clerk. Later he moved up to plant office supervisor.

His plant service exceeds that of any other Cabin Creek employee, and his total service puts him among the top group of Appalachian's longest-service employees.

He and his wife make their home in Cabin Creek, and are the parents of one son and one daughter. On his retirement his associates at the plant gave him a watch as retirement gift.

In good health, Mr. Hoffman has no specific retirement plans.



Mr. Hoffman