

Each day brings with it new frontiers, in our homes and in our business, if we will only recognize them.

—CHARLES F. KETTERING

The Illuminator

The world is a looking glass and gives back to every man the reflection of his own face.

—W. M. THACKERAY

Vol. V, No. 1

KENTUCKY AND WEST VIRGINIA POWER COMPANY

APPALACHIAN ELECTRIC POWER COMPANY

KINGSPORT UTILITIES, INC.

October, 1953

Educational Assistance Program Adopted By Companies Of Southern Properties

An educational assistance program has been adopted by the three companies of the Southern Properties to encourage and assist employees to further their education as an aid to them in their work. The company will pay 62½% of the tuition of the courses taken by employees to help them in their present jobs or jobs they may hold in the future.

All regular employees who have been with the company six months or more may apply for assistance under the program now in effect.

Courses completed under the program will be recorded on each employee's personnel file along with the

grades for consideration on advancements. However, courses taken are no guarantee of a transfer to another type of work or promotion to a higher level because many factors as well as educational preparation have to be considered.

In addition to regular classroom work, employees can take recognized correspondence school courses. As long as the educational plan does not conflict with company duties, there is no limit set on the number of courses an employee may take.

Immediate supervisors will help and give advice to employees about educational plans. Local educational

assistance committee members also will give counsel in the fields with which they are familiar.

Each local personnel department has application blanks as well as catalogs or bulletins of many of the schools and colleges in our service area. These are available for review.

All applications for educational assistance will be considered individually and must be made for each semester or term of the course. Approval will be given for payment only for those courses considered to have some application now or later to an employee's work.

Unit Two At Sporn Plant Overhauled And Put Back On Line Ahead Of Time

Working against time, men of the Philip Sporn plant overhauled Unit Two and put it back in service 23 hours ahead of schedule. Out of service at 12:29 a. m. on August 29, it went back in at 7:46 a. m. on September 7.

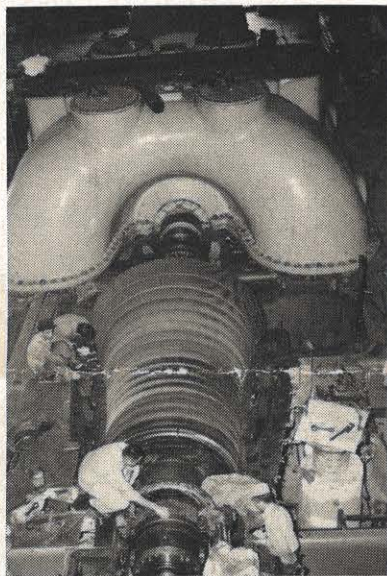
In addition to much routine maintenance, the main job was to install the first row of blades on the intermediate stage of the low pressure unit.

This row of blades had been removed last April 1 after inspecting the unit as similar trouble had been experienced at another unit of the same design.

Running the unit at Sporn plant without the first row of blades curtailed production by 20,000 kw over the peak hours. Therefore, putting the new blades in meant gaining 20,000 kw on the 150,000 kw unit.

After this row had been installed, G. E. engineers installed a clearance-ometer to check the clearance of the unit while running. Several tests also were made on the unit after it was returned to service to aid G. E. engineers in the future design of turbines and to aid the A.G.E. System which has seven other units like Sporn Plant Unit Two.

Other maintenance jobs were done while the unit was down. These included work on the boiler, on the auxiliary equipment and on the turbine itself.



Unit Two gets overhauled by these men after the first row of blades has been installed. Maintenance work also was under way in the boiler.

As the time element is vital in getting a unit back in service, ideas were originated and tools and equipment designed by plant employees to speed the work. One of the biggest time savers developed at the plant was the Clark Lift with boom attachments. Two of these were used to dismantle and assemble the turbine parts, speeding work and relieving the power house crane.

Long Service Of Veterans Noted In This Issue

THE ILLUMINATOR is four years old with this issue. As publications go, that is not very old, but a new record is being set within these pages this month.

Since THE ILLUMINATOR began, one of its functions has been to recognize the service of employees. In cases of those with 20 years or more service, photos are published. When an employee reaches the 35-year service mark, a story as well as the photograph is run.

In this issue there are pictures of 27 employees who received 30, 25 or 20-year service pins during September. There is a story about a 40-year veteran, two stories about two women employees who began work for the company on the same day 35 years ago, and a story on a 35-year veteran. In all, these 31 people represent a total of 825 years. That is a long time.

The long service of these veteran employees and others like them is significant. Some of them never worked in any other line of business. Many tried other fields of endeavor before coming to work for the company.

All of them by their record of long service testify that the company is a pretty good place to work.

Put Lessons To Work

Fire Fighters Of Logan Plant Save Company Equipment, Help Customer



Helping check the fire which threatened these transformers beside the Guyan Inn were, from the left: Homer W. Dyer, Alvie Napier, Donald R. Coffey, Woodrow W. Dalley, Warren C. Workman and Lovell McDonald. Others who helped were Oscar Thompson, John Jones, Walter Blankenship, Dallas Hayner, J. S. McNeely, Carl Parsons and E. L. Kimmell.

Logan plant fire fighters who only recently practiced at a school put lessons to work August 31 as they checked a fire and saved company equipment worth thousands of dollars.

Fire broke out at the Guyan Inn, a restaurant across from the plant. Some transformers, stored in a lot next to the restaurant, were endangered.

When the line superintendent learned of the fire, he asked the plant fire fighting crew to help. Seconds after the alarm sounded, the brigade was on its way.

Reporting to the chief of the Logan Fire Department, they were assigned to the side where 24 transformers were closely spaced in a line about six feet from the burning building. Flames were shooting out three windows when the crew arrived.

Putting out these flames, they got a ladder and another section of hose from the city fire truck and climbed to the roof. They then directed a spray down a ventilator which was flaming.

After extinguishing flames atop the roof, they chopped a hole in the

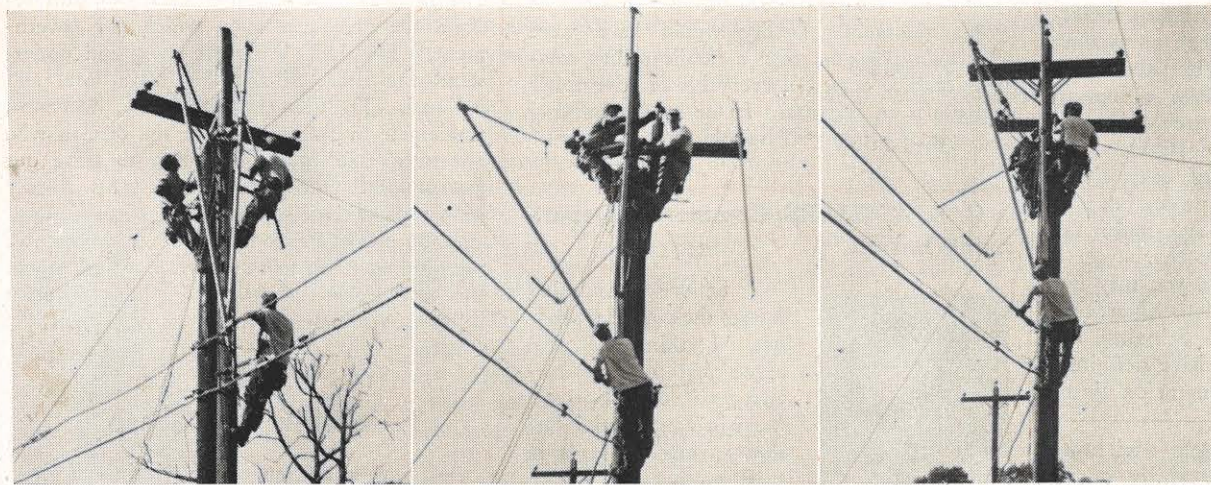
roof and shot water directly down onto the source of the fire in the kitchen area. This was done without any advice or prompting from the fire department.

While the Logan plant men worked atop the roof, city firemen had worked through the main section of the building. By combining their efforts, the two groups stopped the fire in about 45 minutes.

Success of the plant brigade's efforts, indicating how well they had learned their lessons in the recent fire school, was evident in statements from both the fire chief and the restaurant manager. They said the entire building would have been destroyed without the help of the plant brigade. While saving company property from fire damage, they also helped save much of a customer's valuable property.

Helping check the fire were Oscar Thompson, John Jones, Walter Blankenship, Dallas Hayner, J. S. McNeely, Carl Parsons, E. L. Kimmell, Lovell McDonald, Warren C. Workman, Woodrow W. Dalley, Donald R. Coffey, Alvie Napier and Homer W. Dyer.

Hot Line Work Means Continuous Service To Customers



Hot line work means continuous service to our customers. Evidence of the company's program of continuous service is seen in the pictures above. Linemen D. E. Murray, W. E. Ward and K. K. Keatley of the Beckley district transfer hot lines from a broken pole to a new pole. The old pole, hit by a car, broke off at the top. LEFT: After getting equipment tied to the pole, the linemen

begin moving the hot wires in the clear to make the necessary change over to the new pole already in the ground. CENTER: Murray dismantles the old pole after the inside hot phase is in the clear. RIGHT: Ward ties in the inside phase to complete the job safely without interruption of service.

Reddy Kilowatt Joins Companies To Help Tell Our Story To The Public

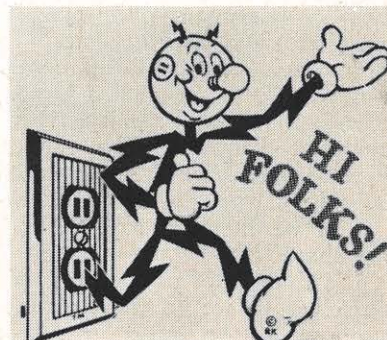
This month a new employee is joining the family of the Southern Properties. He's Reddy Kilowatt. Most of you have been introduced to him at the Employee Information meetings.

Reddy is a real personality. He'll have a real job to do. We need Reddy because the electricity we sell is an invisible product, technical in nature and difficult to understand. Reddy Kilowatt, on the other hand, is perfectly visible and easy to understand. He'll translate our invisible product into visible jobs done.

And, he's good at it, too. He is already employed by more than 250 electric companies in America and some 42 in foreign lands. More than 60,000,000 people in the United States see him in newspaper ads, leaflets, on billboards and in many other places. Reddy is even the hero of a comic strip and the star of a technicolor movie.

Reddy will really be doing two jobs for us. First, he'll help us keep our current sold. And second, he'll help us explain our business and how it's operated to the public.

You'll be seeing Reddy in our newspaper ads, in our display rooms and in many other company functions. He's going to be our symbol of good, economical and dependable service from now on.



The Illuminator

Published monthly for employees of Appalachian Electric Power Company, Kentucky and West Virginia Power Company and Kingsport Utilities, Inc., and their families. Articles herein may be reproduced provided credit is given.

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Advertising And Costs

Reading the fine answers to the question of the month on this page indicates, as might be expected, some differences of opinion. The main difference lies in thinking about advertising as it affects the total cost of a product instead of thinking about advertising as it affects the unit cost of a product.

Everyone seems to agree, and rightly so, that advertising must be included in the cost of the product. Advertising costs do reflect in the total cost of the product. But our question had to do with the unit cost of the product.

Advertising is fundamental because it gives us mass demand. Mass demand means mass production which we know lowers the cost per unit.

Take our own business as an example. The wonders of electricity and electrical appliances had to be brought before the public because people could desire to put them to use. As the public made increasing use of electricity, our business and others like it could sell more electricity at lower cost per unit to the customer.

How much does the cost of advertising reflect in a single product bought by us, the customers? Two familiar examples on a national scale would be a better known soup where the advertising cost is 36/1000 of a cent per can and the most popular cola drink where the advertising cost is 16/1000 of a cent per glass.

But suppose all selling contacts had to be made in person instead of by advertising. The cost of a product would rise to where we couldn't afford to buy it. If we and thousands of others like us couldn't buy it, our standard of living would fall.

Advertising by creating mass demand leads to mass production, lowering the cost of a product. Advertising thus becomes vital to our way of life and to our high standard of living which it helps maintain.

The Red Feather

What does the month of October mean to us?

It probably means football, hauling out overcoats in preparation for winter's cold winds, digging up the old yard rake for some cleaning-up exercises.

It should also mean the time for the annual Red Feather campaign, the time when welfare agencies make an organized appeal to us for support of those who are unable to care for themselves. The Red Feather has become the symbol of the good done by these agencies.

Through Red Feather contributions we are able to shoulder a larger part of community responsibility, the aim of every good citizen. Non-support of the Red Feather drive simply means that the agencies cannot do their good work.

Can we honestly say, "I have given my share"?

It's time all of us took a good look at ourselves to see to what extent we are supporting the good work of these

Your Opinion

Do you think advertising a product raises the cost of that product? Why or why not?

IN THE SPOTLIGHT

ARDIS SMITH, Accounting Department, Philip Sporn Plant



I do not believe that advertising a product raises the price of that product excessively although advertising must be considered a part of the cost of production and would be included along with all other expenditures when the price of the product is established.

A well advertised product that has been tested for quality, dependability, and service is worth more to the consumer than one not so well known. Advertising has set standards and a product has to meet those standards or the manufacturer can't keep it on the market.

Therefore, I think that advertising is beneficial both to manufacturer and consumer because through advertising we know what we are getting and the increases in sales help to keep prices reasonable.

JAMES F. WELLMAN, Commercial Department, Huntington



Advertising creates public acceptance and consumer demand for countless products by opening undeveloped markets for manufactured goods of all description. Advertising tends to keep demand high, which in turn makes lower cost, mass production and mass marketing possible. Without doubt, advertising sparks our American system of producing in volume and selling in volume at competitive prices.

For example, one small but successful maker of plastic dinnerware decided to back his product with advertising. As a direct result of this move, increased sales justified adding a new press department to his factory. This expansion doubled his production, reduced his finished product cost, gave him greater profits, and enabled him to compete on the market with lower retail prices for all.

Yes, I believe the cost of a product reflects some of the advertising costs. Advertising in general creates a market or demand and, therefore, can be considered a production cost or expense. A product without a market is worse than no product at all. If advertising should create a demand such that the volume of sales would become great enough, a dealer or manufacturer may absorb some of the advertising costs. This would decrease his margin of profit, but also would keep the price down and make the product even more acceptable to the buyer.

T. D. CARROLL, System Substation Department, Roanoke



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When you buy your new car, you may not pay the manufacturer's and dealer's advertising expenses which they incurred bringing the car to your attention, but you have definitely made a very healthy down payment on them. agencies. They need our help—without it they are unable to successfully carry out their worthy work.

So when the person with the Red Feather gift card calls on us, let's remember this is a contribution for an entire year. Let's contribute our share to the Red Feather campaign.

A. L. GRAHAM, JR., Commercial Department, Pulaski



Good advertising lowers rather than raises the cost of a product.

Advertising, if properly used, is the most powerful merchandising force we have. By creating public demand for the product, thus leading to mass production, we lower the unit cost.

Advertising by sales promotions and publicity has become one of the most important phases of industry. It will spell the difference between success and failure of a product. Advertising is an essential part of America's great system of free enterprise.

JOYCE MORRISON, Accounting Department, Kingsport



Advertising does increase the consumer price of a product. Considering the over-all market of all products, this is true for two basic reasons. First, producers have met stiffer competition not by competing in a quality price method but by increased advertising.

Secondly, the larger volume of advertising resulting from this has decreased the effectiveness of advertising until it approaches the direct opposite effect of that desired by the advertisement.

If we dance, someone must pay the fiddler and when the cash register rings, the added cost is for the advertising fiddler.

JUNE C. BURCH, Commercial Department, Lynchburg



Advertising a product would raise the cost of that product. In every product on the market, whether it is a car, tube of lipstick, pack of cigarettes, or one of the public utilities, advertising is one of the many items taken into consideration when determining the cost of that product.

Although it is self-explanatory that the luxuries of life require more advertisement than the necessities do, every product has to have some advertisement by radio, newspaper, billboards, etc., if it is going to sell.

An automobile factory would have more advertising expense than a public utility company such as ours, but every bit of advertising expense is an important factor in determining the cost of product to be sold.

C. A. ZOELLERS, Commercial Department, Hazard



I believe advertising lowers the cost of a product. I think all will agree that mass production and low prices go hand in hand, and I feel that advertising leads to mass production.

One good example to prove my point — Last year Westinghouse offered a laundromat and dryer free to the parents of twins born in the United States on September 23. From all

information they could gather they expected to give away 100 prizes; however, due to the great amount of advertising devoted to this promotion, a record number of twins were reported born on this date and they had to give away over 300 prizes.

J. R. WARREN, Chief Electrician, Logan Plant



Advertising is a means of informing the buying public as to what a product does or does not contain or what the product will or will not do. The gross sales of a product will increase with sensible advertising. Increased sales mean increased production, which means lower manufacturing costs that may be passed to the consumer.

Our own and other public utilities have load building programs through educational advertising. Thus, a housewife, farmer or manufacturer may learn the economy of having such a versatile servant at the fingertips at such a sustained low cost.

Advertising does not increase the cost of a product.

DOLORES RUSSELL, Commercial Department, Point Pleasant



In my opinion advertising a product does not raise the price of that product. Advertising cuts marketing cost by inducing the dealer to handle the product at a lower margin of profit. This might not appear to be a benefit to the dealer, however, the smaller profit is justified because less

personal salesmanship is used to advertise the well-known product. Because of the increased turnover of the product, the gross profit will be larger.

Advertising also does the work that would otherwise have to be done by personal salesmen at greater cost. In addition, it sometimes effects indirect savings by making larger quantity production possible with savings in manufacturing costs. Because of this fact many products are made available at a lower price.

On Citizenship

Citizenship means that each one of us must know and understand how our government works. We must be willing to study and understand the principles upon which our government is founded. We must know and understand the issues of the day, both local and national. To the extent possible, we must participate in the selection of the officials who govern us and must be willing to serve our government. Our government . . . will only be so good as those who administer it. We must vote at every election. In other words, we must think, read, talk and work. Work is not the least of these efforts. There is no place for idleness in the American system of economy.

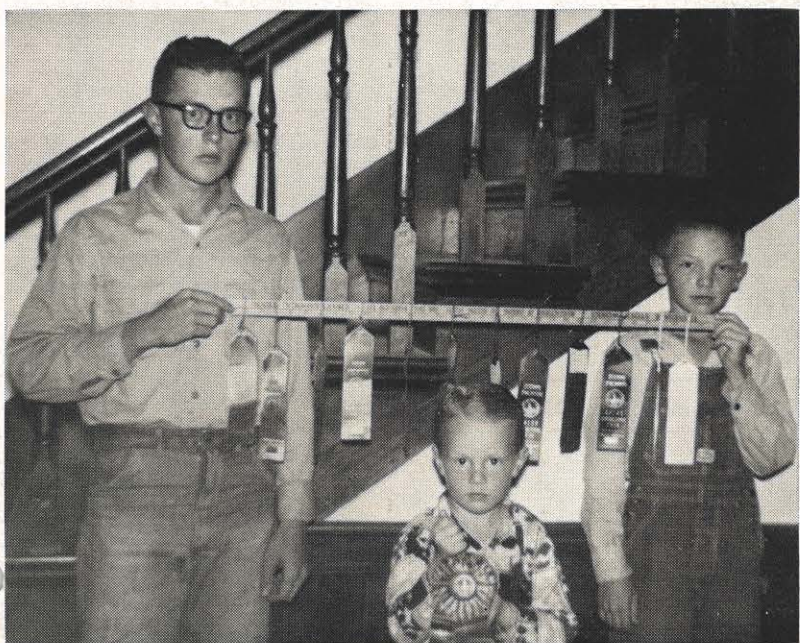
—FORD Q. ELVIDGE

Within Our Grasp

We have a glorious future within our grasp. The American people have learned a lot in the past twenty-five years about how to make our country the kind of land in which everyone can live in dignity, comfort and personal contentment, if he so wishes.

—CHARLES R. SLIGH, JR.

Galax Employee's Sons Get Jump On College Expenses With FFA Projects



Like fishermen who take pride in their string of prize fish, the Bennington boys are proud of these ribbons taken by their livestock and produce entries in the Galax Fair. From the left are Walton, Miller, and Philip, sons of Fred M. Bennington, Pulaski district.

Working one's way through college is usually not an uncommon practice, but it is when the workers are only 14, 12 and 6 years old.

Through FFA projects, the three young sons of Fred M. Bennington, area sales representative in Galax, are making their financial plans now to meet college expenses later. They are earning their college keep with prize-winning produce and stock entries in the annual Galax Fair.

Walton, the oldest, is a ninth grader at Elk Creek High School. Philip is a seventh grader while Miller, who like his brothers is planning for college, isn't old enough to enter grammar school. They live on their father's farm at Elk Creek, where they have developed a consuming interest in livestock and farming. Walton and Philip each have two head of sheep and a cow and calf, and jointly own a brood sow.

In this their second year of entering exhibits at the fair, the boys showed they mean what they say when they make their plans. Walton took home firsts on his sow pig, wheat, and ram, and seconds on apples, boar pig, and ewe lamb. Prizes totaled \$30.

Philip won firsts on red peppers, ewe lamb, boar pig, and apples, and seconds on wheat, sow pig, and green peppers. Prizes totaled \$24.75.

The youngest Bennington won a second on peppers, and thirds on carrots, apples, and peppers for \$1.50.

The boys with the encouragement of their father, plan expansion next year. In addition to farm crops, they want to enter at the fair beef cattle, dairy cattle, sheep, and hogs. That represents quite a jump from 1951, when they entered only wheat, pota-

toes, and alfalfa. Even then, though, they won ribbons on all entries.

'Bill' Rouse Retires; Vet Of 35 Years Service



Mr. Rouse

George William "Bill" Rouse, a Welch veteran of 35 years employment, retired on September 1.

Bill began work for the company in the Switchback steam plant before the transmission lines were built from the dams on New River. He left the employ of the company, but returned when it was necessary to fire up the Switchback steam plant during the critical years of the first World War. The war over, he again left the company, but was re-employed in the Welch service department where he has been for the past 28 years.

On Monday evening, August 31, the final day of Bill's employment, his close associates and department heads honored him with a dinner in the community room of the Welch office. He was given a handsome gift as a token of esteem.

He has not announced his plans for the future but plans to make his home in Welch.

Roanoke Cashiers Balance To Penny

The Roanoke cashiers have done it again. They balanced to the penny for August.

Cash receipts totaled over \$1,500,000 with about 25,000 accounts involved. The last time they balanced was in March of this year.

Honoring the occasion, O. C. Caldwell, local office manager, entertained the cashiers with a dinner at Archie's. Attending were David B. Stone, Norma Jean Fields, Mary F. Nelson and Mary Lou Wirt.

Satirical Pageant, First Outing, Reddy, Mark Picnics

A satirical pageant, an outing inauguration, Reddy Kilowatt and a miniature merry-go-round all got in the act as three plants and districts closed out their summers with annual picnics. Large attendances marked outings of the Logan district and plant, Kanawha plant and Kingsport Utilities.

Logan employees held their outing on Middleburg Island on August 29 and highlighted the occasion with a satirical pageant they called "The In-A-Coma Story," a take-off on The Aracoma Story, an honest-to-goodness pageant. Fred Schwartz of the engineering department wrote, produced and directed the satire, which told comically of Chief Logan and his daughter Aracoma.

Prizes went to Margaret Tyler for a pantomime and to Janie Whited for a ballet number. Approximately 450 employees and their guests witnessed the show, took part in games, contests and, of course, eating.

Kanawha Plant

Earlier, the Kanawha Plant employees gathered at Beckwith 4-H Park for their first annual outing. Employees and their families took part in swimming, games, contests, and eating.

The picnic was held on August 15.

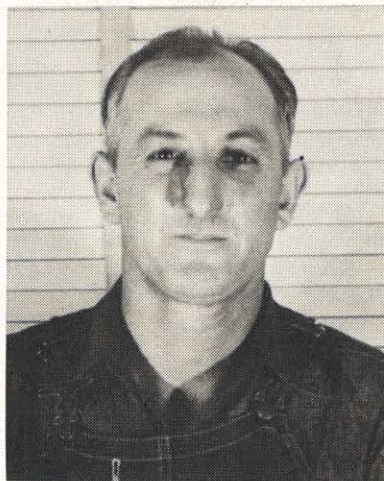
Kingsport Utilities

Reddy Kilowatt took the spotlight when the Kingsport employees gathered at the J. Fred Johnson park on August 26 for their annual outing.

Reddy was presented to the public at the East Tennessee District Fair, where Kingsport Utilities had a booth. Tickets to the fair were given the 300 employees and their families.

After the fair, the group assembled in the park for fried chicken and trimmings. But to one group attending the outing food took a back seat again. The children had a bigger time on a miniature merry-go-round.

G. W. Dent Of Glen Lyn Dies Suddenly While On Vacation



Mr. Dent

George Wesley Dent, 42, Glen Lyn steam plant employee, died suddenly on September 15 on the way to a hospital after a heart attack.

Mr. Dent was on vacation at the time and had just returned from a hunting trip with a fellow employee.

Born in Monroe County, September 27, 1910, for the past 19 years he resided at Rich Creek. He was employed at the Glen Lyn plant May 29, 1944, and at the time of his death was a mechanical maintenance mechanic "A."

He was a member of the Baptist Church of Peterstown.

He is survived by his wife, Mrs. Bertie Dunn Dent; three children, Dixie, Donald Ray and Thomas Edward, all of Rich Creek; and his mother, Mrs. Walter Dent, Peterstown, W. Va.



Bob Bragg groans while Princess In-A-Coma, portrayed by Lola Adkins, chats with an Indian friend, played by Virgil Mauck. The action took place during a satirical pageant called "The In-A-Coma Story" at the annual Logan plant and district picnic.

W. G. Haller Of Roanoke Earns Forty-Year Pin



Mr. Haller

The fourth oldest employee in length of service in the Roanoke district, W. G. Haller, celebrated 40 years with the company on September 22. He is appliance service foreman.

He was employed by the S. H. Heironimus Company in Roanoke prior to his employment with the Roanoke Railway and Electric Company. He was hired for the company by W. S. Peek, now retired Roanoke substation superintendent, and worked in the substation department for three years. For another three years he worked in the meter department, and then served about four years reading meters. He transferred to appliance service and became head of the department on January 1, 1930.

He holds the distinction of installing the first electric range and the first electric water heater in Roanoke. He is a member of the Christ Lutheran Church and with his wife resides in Roanoke County.

C. T. Southern Gets Commendation Award

C. T. Southern, Welch district dealer sales representative, received a certificate of commendation for services rendered as a member of the McDowell County Rent Advisory Board.



Mr. Southern

In a letter advising him of the award, Director of Rent Stabilization Glenwood J. Sherrard wrote in part: "It is my hope, and my confident belief, that you will continue to contribute time and wisdom toward improving the administration of our government, whenever the opportunity arises. Good government depends on the active participation of good people."

Bobby Musgrave Goes To College With Scholarship

Robert S. Musgrave, Jr., son of the Huntington division commercial



R. S. Musgrave, Jr.

manager, is attending the school of engineering at Syracuse University in New York on a four-year scholastic scholarship. Out of 1,600 freshmen taking the entrance exams, Bobby was third highest in the group.

He plans to take part in the school athletic program, playing football with the freshman team this season.

H. H. Hutchenson Is Elected TB Chairman

H. H. Hutchenson, commercial cooking specialist in the Bluefield district, was elected chairman of the Mercer County Tuberculosis and Health Association. He will direct the seal sale in the county.

A director of the organization for three years, he is also active in other civic affairs. A 15-year veteran with the company, he has been a member of the Bluefield Jaycees.



Mr. Hutchenson

End Of The Line For These Ranges



Harry Miller, power sales engineer at Ashland, pauses outside of a scrap metal dealers before disposing of one of several ten-burner, double-oven, flame-type ranges. These ranges recently were removed from schools located within the Ashland district and were replaced with modern electric commercial cooking equipment.

Bluefield Division

Glyn Lyn Plant

Louis Wiley, retired employee, was a recent visitor to the plant.

Retired employee J. C. Thompson is recovering at his home after a recent illness.

Sympathy is extended George W. Johnson on the death of his brother and Mack Leonard on the death of his father-in-law.

Fifty-two members of the Bluefield Junior Chamber of Commerce toured the plant on September 22 after hearing a lecture by L. E. Turner, plant manager, and R. H. Walton, Jr., engineer.

William E. Martin, husband of time clerk Leona S. Martin, has been honorably discharged from the Army after serving two years in Korea.

Bluefield District

Sympathy is extended J. F. Lewey, Pearisburg serviceman, on the death of his father.

J. B. White returned to work after an illness.

Pulaski District

Mrs. H. L. Honeycutt is recovering from a recent operation. Mr. Honeycutt is a hydro operator at Buck.

Sympathy is extended Bernard Smith, Claytor plant, on the death of his wife.

Mrs. Evangeline C. Swain, Christiansburg home economist, was the guest speaker at the September meeting of the Business and Professional Woman's Club, Pulaski. Her topic was "Education and Vocation."

Sympathy is extended John R. Hudson, Pulaski stores department, on the death of his father.

Recent blood donors at Pulaski include R. J. Blair, Bob Love, Charles Rhett, Carl Schmidt, D. B. Smith and Dorothy Whitaker.

Paul L. Sowers, lineman at Hillsville, returned to work after a recent illness.

Ellen Kent Bell has been employed as home economist in the Pulaski district.

W. S. Johnson, retired employee of Marion, is improving from surgery.

The commercial department entertained at the Claytor cabin for Della Charlton, who is resigning, with a steak fry.

Adeline Newman is a new employee in the rural department.

Sympathy is extended Fred R. Poe, Marion, on the death of his father.

Abingdon District

Sympathy is extended James Moore, bookkeeper, on the death of his sister-in-law.

Lloyd Smith, stores supervisor, and his wife, are both hospitalized in the Jefferson Hospital, Roanoke.

Sympathy is extended Paul Dunn, administrative assistant, on the death of his aunt.

Twelve employees of the Abingdon office donated blood at the September visit of the Bloodmobile.

Jack B. Frier, personnel supervisor, presented a program to the Gate City Civitan Club on company activities.

Welch District

Sympathy is extended William G. Richardson of Grundy on the death of his mother.



Mrs. Dorothy Lawless, cashier in the Keystone office, has returned to work after an extended illness.

A. F. Ross, serviceman, has returned to work after an extended illness.

Children of employees entering college for the first time include: Mary Ellen Lanter, Concord College; Ralph W. Hale, University of Illinois; Jane Ellen Greene, Berea.

Those returning to college after summer vacation include: Lee Myers, Paul L. Adams, V.P.I.; Billy L. Horne, Davidson; Betty Jackson, Asbury; Andy Horne, West Virginia University. Summer employees who have returned to school: Clarence P. Hicks, Jr., V. P. I.; John Lane David, Concord; and Ted Jones, Emory and Henry.

Edward Kensinger and James P. Sutphin are new employees at Switchback.

Bobby Lee Doss is a new employee in the engineering department.

Sympathy is extended Herman Taylor, transmission and distribution department, on the death of his mother-in-law.

Virgil Brewer, engineering department, bagged 28 squirrels on a hunting trip to Elliot County.

Pikeville District

Fayette Elswick, student home economist, has returned to school at the University of Kentucky.

Jesse Mullins, groundman, has returned to work following an illness.

Charles Campbell, general serviceman, has returned to work after an extended illness.

(See Pikeville, Page 10)

Kingsport

Thirza Benedict, student home economist, has resigned to return to school at Womens College, University of North Carolina.

Louise B. McAlpine, home economist, has resigned from the commercial department.

John F. Harkleroad, engineering student, has resigned to return to school.

Mrs. Frank Noe is now at home recovering from an operation. Mr. Noe is an operator at the Holston substation.

Huntington Division

Logan Plant

Mrs. Virginia Sagraves has resigned to join her husband in Schweinfurt, Germany.

Evelyn V. Childers is a new employee in the Logan plant office.

Arlington Riffe, Jr., is a new employee in the operating department.

Kenneth Barker, 10, son of Louis Barker, operating department, is recuperating from polio.

Logan District

H. J. Collins, district personnel supervisor, attended the Governor's committee meeting for the employment of the physically handicapped in the House of Delegates chamber of the state capitol on September 17.



If that guy scores, we might as well go home.

(See Charleston, Page 10)

Roanoke Division

Lynchburg District

Mrs. T. H. Pillow, wife of the commercial department employee, has returned to her home after undergoing an operation.

E. N. Leftwich, line foreman, has returned to work after an extended illness.

Raymond E. Thomas, accounting department, has returned to work from military service.

Pvt. James M. Pullen, son of J. O. Pullen, building service department, spent a 15-day furlough with his parents before embarking for Austria.

Phyllis Isaacs, student home economist, has resigned to enter V. P. I.

Anne Carson and Joyce Via, accounting department, attended the state convention of the Epsilon Sigma Alpha sorority at Hotel John Marshall in Richmond. Miss Via is president of the local chapter.

Fieldale District

Clinton Luther, meter reader on military leave, visited the office on September 18. Clinton, prior to his induction in the Army, was in the local accounting department.

Joe Higgins, area representative, attended the 4-H Electric Congress in Richmond.

Mrs. Virginia Hancock, home economist, entertained the employees of the commercial department with a dinner at her home in Martinsville on September 12.

Roanoke District

J. E. Jones, engineering department, has been appointed chairman of a local committee for the employment of the physically handicapped.

Mrs. Edith Risher, system operation, has been transferred to the division engineering department.

Recent blood donors include Roby J. Jarrett, R. H. Caldwell, and P. E. Peters, distribution; W. A. Irvin, Jr., real estate and right of way; A. L. Hall, Jr., local accounting; F. E. Bowman, rural-residential sales; and W. H. Hart, Jr., engineering.

B. T. "Tommy" Bryant, auto repairman helper, returned to work September 14 after recovering from a fractured jaw sustained in a base-path collision with a Pikeville player when Roanoke and Pikeville met in the System Softball Tournament.

Sympathy is extended R. N. Lowman, line department, on the death of his mother.

W. W. Holdren, line department, has returned to work after an extended illness.

J. R. St. Clair has resigned from the line department.

E. E. Ratcliffe, formerly of the line department, is now working in the distribution department.

Sympathy is extended Mary White Jacobs, personnel department, on the death of her brother-in-law.

After being hospitalized with a mild case of polio, Steve Snead, local accounting department messenger, has returned to work.

Mrs. Joyce Hancock, Long Island, N. Y., former clerk in the local accounting department, visited the Roanoke office recently.

System

Mary Ann King and Madge Cushing have resigned their positions with the company.

(See System, Page 8)

These 27 Veterans Represent 680 Years Of Service



Twenty-seven veterans received service pins in recent weeks for 20 years or more service with their company. TOP ROW, from the left are these 30-year veterans: James J. Harmon, Welch; Felicia Billips, Ashland; Ben

Bates, Welch; J. D. Lawrence, Roanoke; C. C. Yost, Bluefield; H. C. Ballangee, Charleston; Lon J. Whitlow, Glen Lyn plant; N. B. Kean, Huntington, and R. T. Hibner, Hunt-

ington; W. D. LeSage, Sr., Huntington; and Rufus P. Thomas, Ashland, all three with 30 years' service; Horace F. Banks, Beckley; A. E. Williams, Charleston; William Davis, Lynchburg, and Earl Goodbar,

Huntington, all four with 25 years' service; and Raymond L. Davis and M. D. Everett, both of Lynchburg with 20 years' service. THIRD ROW, all 20-year veterans: Corbin Bobbitt, Pikeville; Robert B. Muncy, Hazard;

Curtis A. McClung, Pikeville; F. O. Parks, Lynchburg; G. C. Likens, Roanoke; E. P. Hogan, Lynchburg; S. H. Jean, Charleston; G. B. Moir, Jr., Charleston, and Howard Wagenhals, Sporn plant.



Appalachian Electric Power Company

Abinadon District—10 YEARS: C. R. Hefner, Distribution Records Department; E. J. Sanders, Meter Department.

5 YEARS: J. S. Orr, Transmission & Distribution Department; W. H. Grizzel, Transmission & Distribution Department; L. W. Duncan, Distribution Records; J. E. Prater, Commercial Department; J. L. Q. Moore, Jr., Accounting Department; E. P. Lethcoe, Engineering Department.

Beckley District — 25 YEARS: H. F. Banks, Miscellaneous Department. 15 YEARS: P. W. Burks, Commercial Department. 5 YEARS: L. C. Jones, Substation Department; A. W. Bonds, Transmission & Distribution Department; Maxine S. Prince, Commercial Department.

Bluefield District—30 YEARS: Charlie C. Yost, Meter Serviceman. 5 YEARS: Chester G. Smith, Transmission & Distribution Department; Roy R. Hawkins, Transportation Department; Hermeia D. Lucas, Accounting Department; Patsy L. Mahoney, Accounting Department.

Cabin Creek Plant—20 YEARS: S. V. Hastings; W. L. Harris. 15 YEARS: J. E. Carrico; C. O. Patterson; Morris Marshall; Estel Crist; E. F. Hannigan; Harry Ellis. 10 YEARS: L. C. Williams.

Charleston District—30 YEARS: H. C. Ballangee, Accounting Department. 25 YEARS: A. E. Williams, Meter Department. 20 YEARS: G. B. Moir, Jr., Transmission & Distribution Department; S. H. Jean, Transmission & Distribution Department. 15 YEARS: J. W. Griffee, Jr., Commercial Department; W. H. Zinn, Accounting Department; P. H. Parsons, Distribution Department;

Janice Champe, Distribution Department. 10 YEARS: E. C. Judy, Engineering Department; Maxine M. Urwin, Accounting Department; H. S. Ferrell, Division Substation Department. 5 YEARS: J. F. Dooley, Transmission & Distribution Department; Cecil Tolbert, Transmission & Distribution Department; C. H. Young, Meter Department; C. C. Harper, Meter Department; Arthur Shell, Miscellaneous Department; S. E. Robie, Engineering Department; R. H. Clark, Substation.

Fieldale District—5 YEARS: Audrey S. Harlowe, Local Accounting Department.

Glen Lyn Plant—30 YEARS: Lon J. Whitlow, Boiler Operator.

Huntington District — 30 YEARS: W. D. LeSage, Jr., Managerial Department; N. B. Kean, Transmission & Distribution Department; James Dunlavy, Transmission & Distribution Department; R. T. Hibner, Transmission & Distribution Department. 25 YEARS: Earl Goodbar, Stores Department. 20 YEARS: R. B. Hastings, Accounting Department. 15 YEARS: F. W. LeMaster, Production Department. 10 YEARS: J. O. Triplett, Transmission & Distribution Department. 5 YEARS: R. D. Persinger, Transmission & Distribution Department.

Logan Plant—15 YEARS: Allie Stamper, Mechanical Maintenance Man.

Lynchburg District — 25 YEARS: William Davis, Building Service Department. 20 YEARS: Eugene P. Hogan, Accounting Department; Raymond L. Davis, Stores Department; Frank O. Parks, Reusens Hydro; Mannie D. Everett, Building Service Department. 5 YEARS: John H. Ward, Distribution Line Department.

Philip Sporn Plant—20 YEARS: Howard F. Wagenhals, Second Ass't. Shift Operating Engineer.

Roanoke District—40 YEARS: W. G. Haller, Commercial Department. 35 YEARS: Mary Lou Wirt, Local Accounting Department. 30 YEARS: J. D. Lawrence, Ass't. Division Manager. 25 YEARS: C. A. Farrar, Meter Department. 20 YEARS: G. C. Likens, Line Department. 15 YEARS: D. W. Henry, Stores Department. 5 YEARS: M. L. Clemons, Line Department; R. E. Dennis, Line Department.

System Offices—35 YEARS: Virginia E. Dame, System Accounting. 15 YEARS: M. C. Griggs, System Accounting; E. D. Stover, System Transportation. 5 YEARS: Virginia M. Kitts, System Accounting; A. H. Barlow, System Substation.

Welch—30 YEARS: Benjamin E. Bates, Meter Supervisor; James J. Harmon, Area Serviceman. 5 YEARS: William L. Mitchell, Lineman B.

Kingsport Utilities, Inc.

15 YEARS: F. W. Leamon, Distribution Department. 5 YEARS: J. W. Johnson, Distribution Department; E. H. Presley, Distribution Department.

Kentucky and West Virginia Power Company

Hazard District—20 YEARS: Robert Bruce Muncy, Commercial Department. 15 YEARS: Jeff Tate, Accounting Department. 5 YEARS: S. J. Cornett, Meter Department; Chalmers Ferguson, Production Department; Jack Caudill, Commercial Department.

Ashland District—30 YEARS: Felicia Billips, Local Accounting Department; Rufus Thomas, General Commercial Department. 15 YEARS: Dora Adkins, Meter Department.

Pikeville District—20 YEARS: Corbin Bobbitt, Meterman A; Curtis A. McClung, District Meter Supervisor. 10 YEARS: Shirley Ratliff, Groundman. 5 YEARS: Jerry Bartley, Appliance Serviceman.



Appalachian Electric Power Company

Beckley District—O. C. Hall, Acting Local Superintendent to Local Superintendent, Managerial Department.

Charleston District—Larry Frontino, Accounting Department to Commercial Department. Robert Loudermilk, Residential Section to Industrial Section, Commercial Department. Ludwig Borchardt, Kanawha Plant Construction to OVEC, Kyger Creek Plant Construction. Charles St. Onge, Tanners Creek Plant Construction to Kanawha Plant Construction.

Logan Plant—Donald R. Coffey, Laborer to Utility Man.

Lynchburg District—Granville N. Patterson, Garage to Substation.

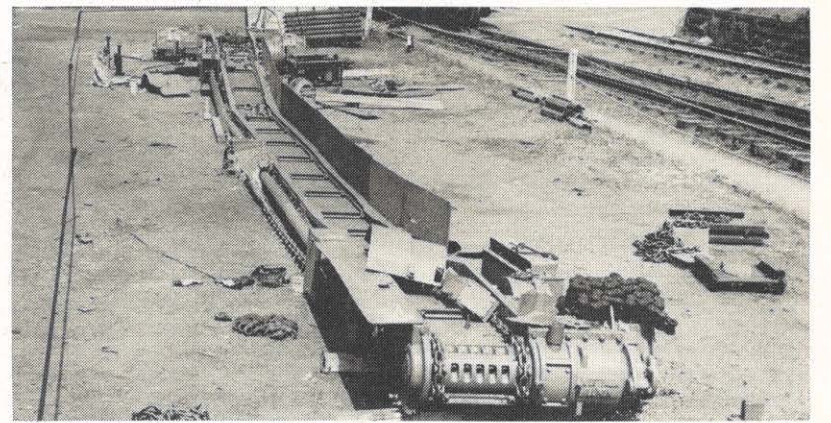
Pulaski District—S. R. Moser, Jr., Lineman C to Lineman B. E. B. Suthers, Lineman B to Lineman A. M. T. Akers, Jr., Lineman B to Lineman A. Barbara K. Blount, Jr. Clerk to Jr. Contract Clerk. Dorothy Shelton, Jr. Clerk to Jr. Cashier Clerk. Marie Marshall, Jr. Petty Cash Clerk to Sr. Petty Cash Clerk.

Philip Sporn Plant—John A. Carpenter, Helper, Maintenance Department to Auxiliary Equipment Operator.

Kingsport Utilities, Inc.

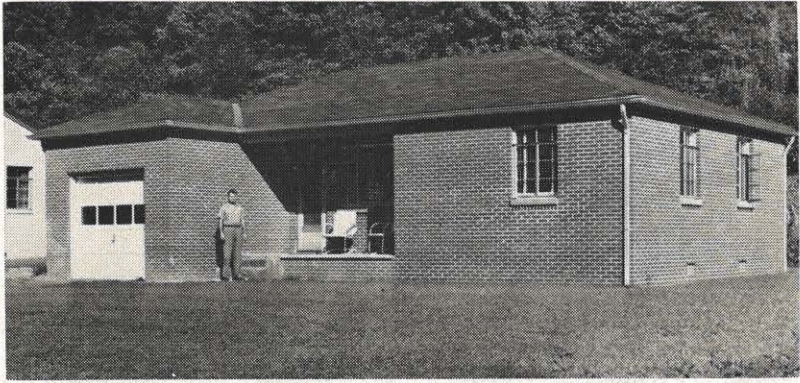
Joe D. Johnson, Plant Maintenance Man A to Auto Repairman B. Woodrow Ball, Boiler Operator A to Groundman.

New-Type Coal Plow Used In Logan Field



This new coal plow has gone into operation at an Island Creek Coal Company mine in the Logan district. The 50-foot section is part of the 460-foot machine that breaks, loads and conveys coal from the face. As no cutting, drilling or shooting is required, this type of mining differs from any employed in Logan fields. The Loebbe Coal Planer operates at 440 volts three phase which is supplied by a special 150 kva supply center built in cooperation with GE. The machine will be operated by 30 men on each shift, supervised by two foremen and two German engineers who are expert in this type of mining which was developed in Europe.

Dyer And Persinger, Men With Eye To Future, Combine Talents In Homes



Homer W. Dyer proudly stands before his symbol of hard work and success. He and Jerry L. Persinger constructed adjoining houses, Jerry's house resembling Homer's, except for its outward covering of tile. At the left can be seen the corner of Jerry's house.

Leisure time devoted to a single cause, week ends without play, learning as only mistakes can teach, two minds working as one.

Simple phrases, but when added together their sum is two new homes and a success in the attempt to beat the high cost of living.

The two builders are Homer W. Dyer and Jerry L. Persinger, employees in the electrical department of the Logan plant. Last year both men desired new homes and tried to buy or contract ones that would fall within their income. But the ever-increasing cost of living foiled them.

Not wanting to wait until some future date, they decided to build their own homes. An assemblage of ideas and plans, often revised and added to, ended in two five-room houses on adjoining lots.

Both buildings are twins in outward architectural appearance, but the interiors are built to suit the individual family tastes. All the architecture originated with the builders and is completely modern. Added modern touches include recessed ceiling lights, marble window sills, hardwood floors, and all-electric kitchens.

Jerry's home is constructed of tile, while Homer used brick. When they began construction in September, 1952, both men were experienced in electrical work, but only hard work and perseverance taught them carpentry, plumbing, and other phases of house-building. The work was done at night after regular employment and on Saturdays. Sunday they rested.

The men worked with a GI loan, and figure that the total cost of construction was about half what contracted work would have cost them. They say that they enjoyed the work, but are a little sad it's over—they both agree that they wouldn't mind in the least doing some more building.

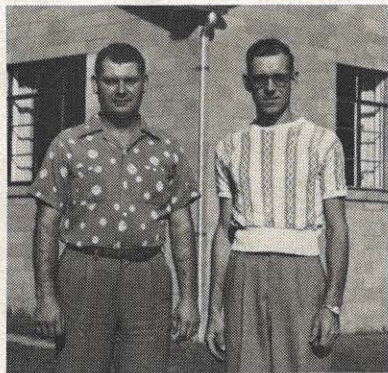
They moved into their houses in March, 1953. First big problem they faced after completion of the houses was overcoming the dead television area in which they lived, between two mountains. So to top off the rest of their hard labor, they ran a

Kingsport Host To Teachers On B-E Day

Kingsport Utilities, in cooperation with the Chamber of Commerce, played host August 31 to 13 city school teachers on Business-Education Day.

J. E. Wright, vice president and general manager, outlined the operations and functions of the utility business. Later the guests visited the Holston transmission station and the Highland distribution station where the operation procedures were explained by Lou Herr, chief operator at Holston, and C. J. Bryan, assistant general manager.

Jack Isley, Fred LaRue and Sam Chandler assisted throughout the program.



Jack of the "house that Jack built" doesn't have a thing on these two, who recently completed their own homes, doing all of the construction, wiring, plumbing, and so on. Homer W. Dyer, left, and Jerry L. Persinger stand in front of Jerry's house, justifiably proud of their work.

2,800 foot cable to an antenna atop one of the mountains.

The houses, with a professional touch and constructed in line with good building standards, are their symbols of a happy future.

Virginia Dame Of Roanoke Ends 35 Years' Service

Virginia Dame, control clerk of the Roanoke centralized billing office, received her 35-year pin last month. She started to work on September 2, 1918, with the Roanoke Railway and Electric Company.

During these 35 years she has served in many capacities, including bookkeeper, ledger balance clerk, billing clerk and others. She has witnessed the change from the old hand billing and bookkeeping methods to the present machine accounting system.

She now prepares consolidated district, division and total company rate and sales summary reports, covering sales to customers. She has been in a position to see first hand the tremendous growth of the company.

She is active in community and church work in Salem. In addition to serving as Sunday School teacher at the First Methodist Church of Salem, she is a past president of the Wesleyan Guild. She also is secretary-treasurer of the Salem Evergreen Garden Club.



Miss Dame

J. E. Collins Again Takes Festival Reins

Joe E. Collins, Abingdon district residential and rural sales supervisor, has been named chairman of the steering committee of the Burley Tobacco Festival for the third consecutive year.

This year's show will be held in Abingdon October 15-17, and plans call for a gigantic affair.

Assisting Mr. Collins with festival plans are Bob Weisfield and Fillmore McPherson, commercial department; Geraldine Wilkins, records department; and Doris Fleenor and Paul S. Dunn, managerial department.



Mr. Collins

C. J. Bryan To Again Head Community Chest Fund Drive In Kingsport

With two successful campaigns behind him in 1951 and 1952, Clarence J. Bryan, assistant general manager of Kingsport Utilities, will again act as Community Chest drive chairman of the United Fund for 1953 in Kingsport.



Mr. Bryan

He was appointed to the post by the chest president. The goal for this year will be \$198,000, to be split among 13 benefitting agencies of the Community Chest and Red Cross. Both previous drives went well over the top.

Hooks Hetty Bass



Keith Hutchenson

Keith Hutchenson, two and one-half-year-old son of H. H. Hutchenson, Bluefield commercial department, got off to an early start as a fisherman. Little Keith caught a sixteen-inch bass the first time his line had a hook on it.

It all came about when "Hutch" decided Keith was big enough to tag along on his fishing trips. At first, "Hutch" merely gave Keith a small pole and line to dangle in the water. The line was hookless but the training was good. Later during the season, "Hutch" became disgusted with his fishing luck and passed the line to Keith.

That's when it happened. There was a tug on the line that almost vaulted Keith off the tackle box. The excitement caused "Hutch" to come to Keith's assistance and the large bass was landed.

After removing the fish from the hook, "Hutch" passed the catch to Keith to show to his mother. The bass started wiggling and threw the young fisherman but "Hutch" was on hand to keep Keith from toppling in the water.

Sally F. Litz, Pearisburg Cashier, Turns To Modern Art As Release For Her Imagination



Sally Litz, who turns her imagination into expressive modern art after the teachings of Cezanne, paints one of her canvasses. Painting became a hobby with her last year.

Imagination is a wonderful thing—the trouble is that it is a hard thing to make tangible.

But Sally F. Litz, cashier in the Pearisburg office in the Bluefield district, represents one success story in the battle with imagination. Sally is a "Sunday" painter and turns her imagination into expressive modern art.

Last year John Laurent, head of the V.P.I. architectural design department, conducted a nine-month class in modern art, and Sally was one of his pupils. One night a week she attended the classes, learning how

to draw and paint, and learning to believe in the principles of Cezanne, father of modern art.

Sally is still in the early stage of painting, but the love she holds for her hobby will make advancement easy. She feels that art has taught her design, balance, color blends and has given her a better understanding of textures.

As the term "Sunday painter" defines it, Sally will spend much of her leisure time in her hobby. She feels that it is the realization of a secret ambition—releasing imagination into something expressive.

Reference List Is Now Available

A complete list of recommended reference books is now available to all employees of the Southern Properties. It is a handy guide to persons interested in further study about their work in particular or the electric utility industry in general.

This list, which covers 22 subjects of interest to employees, was compiled by Allen M. Perry, editor of *A. G. & E. Monthly Operating Notes*. The contents of the list came from Columbia University, Purdue University, Massachusetts Institute of Technology and the Rensselaer Polytechnic Institute. Various department and section heads of the Service Corporation also made contributions.

If you would like a copy of the list send a post card to Allen M. Perry, American Gas and Electric Service Corporation, 30 Church St., New York 8, N. Y.

Poultry Pickers



Picking the winners in the poultry division of the Golden Anniversary Kentucky State Fair was the job of Vernon W. Hurt and Ronald Lee Hurt, sons of Vernon W. Hurt, of the Hazard district substation department. The fair was held in Louisville September 15 through 17, and the two boys were chosen poultry judges for the occasion. Both are members of the Perry County 4-H club of the M. C. Napier School.

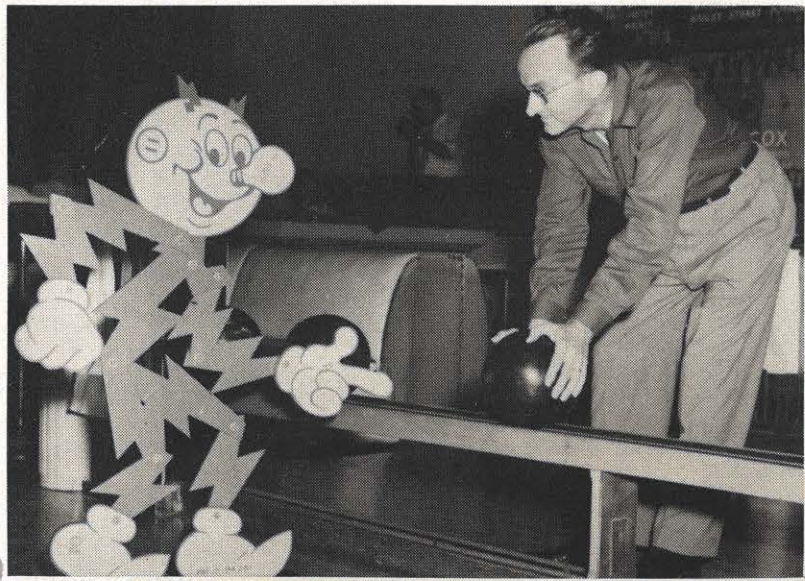
Roanoke Window Earns Merit Award



This window display in the Roanoke office the last two weeks in May earned for Appalachian a certificate of outstanding merit from the National Electrical Manufacturers Association, in conjunction with the 1953 Electric Housewares Gift Campaign Display contest. Joy Nash designed the display. The theme of the local display, "Dream House Gifts With Bride Appeal," tied in closely with the national slogan, "Electric House-

wares — First Gift Choice For Brides," in a year-round promotion of electrical appliance use. In making the award, the NEMA said in part: "The panel of distinguished judges made this award because of the outstanding merit of your entry The industry is deeply appreciative of your valuable contribution to the progress of the year-round electric housewares gift program . . ."

Reddy Kilowatt Makes Get Acquainted Tour

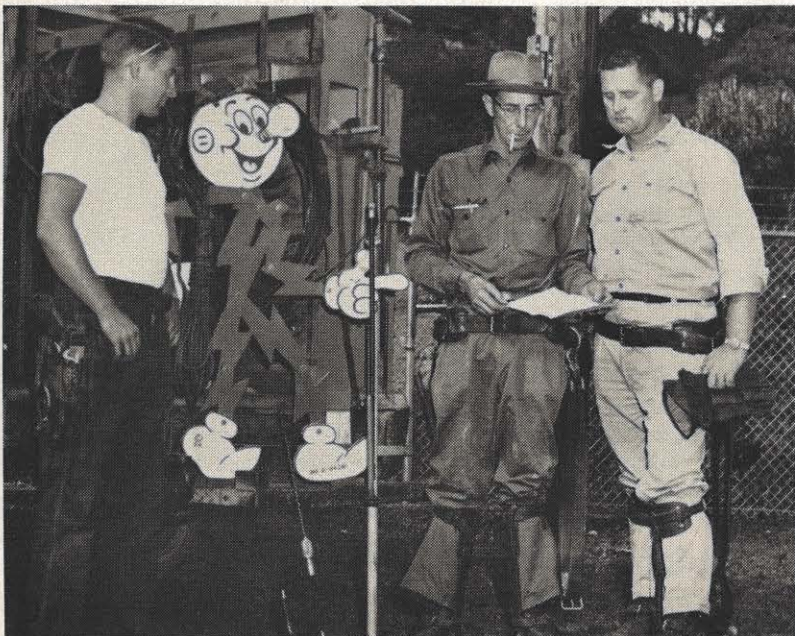
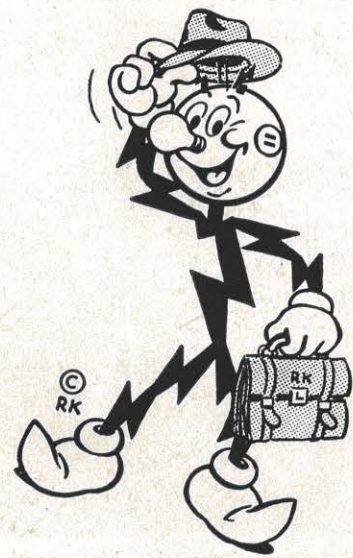


Bowling is right down Reddy Kilowatt's alley. Above, Reddy gives Wallace Mason some pre-game pointers as Charleston keglers open their 1953-54 bowling season. Mr. Mason is chairman of the Charleston District Bowling League.

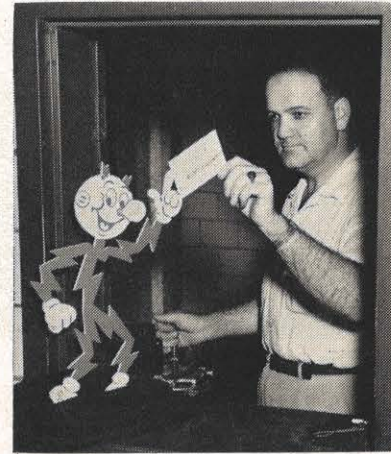
Reddy Kilowatt, the Southern Properties' newest employee, recently completed a get acquainted tour before reporting to work early this month. Already Mr. Kilowatt has made a host of friends as everyone seems to like that cheery hello he waves to all he meets.

Illuminator reporters covered his tour because Reddy is a real personality. He has come to our companies—like any other employee—with a real job to do. Reddy will dramatize our product, electricity, as a round-the-clock servant in the home, farm, industry and elsewhere.

On Reddy's get acquainted tour, he saw all phases of our operations. He traced electricity from its generation to its delivery to the customers. He knows the business and he will help our companies to tell their stories—and he is good at it, too. Let's see what he did on his initial get acquainted tour of the Southern Properties.



Reddy Kilowatt lost no time in getting acquainted in the Huntington district. Above, Reddy sees members of the Wayne, West Virginia, line crew check plans during a tailboard conference prior to starting a day's work at the Wayne Station. Left to right: Boyd Thompson, Jr., Reddy, G. W. Akers and E. C. Barry.



C. E. Jones, Glen Lyn Plant personnel supervisor, issues Reddy an identification card as he prepares to tour the plant. Naturally, Reddy felt at home—he was born at the plant.



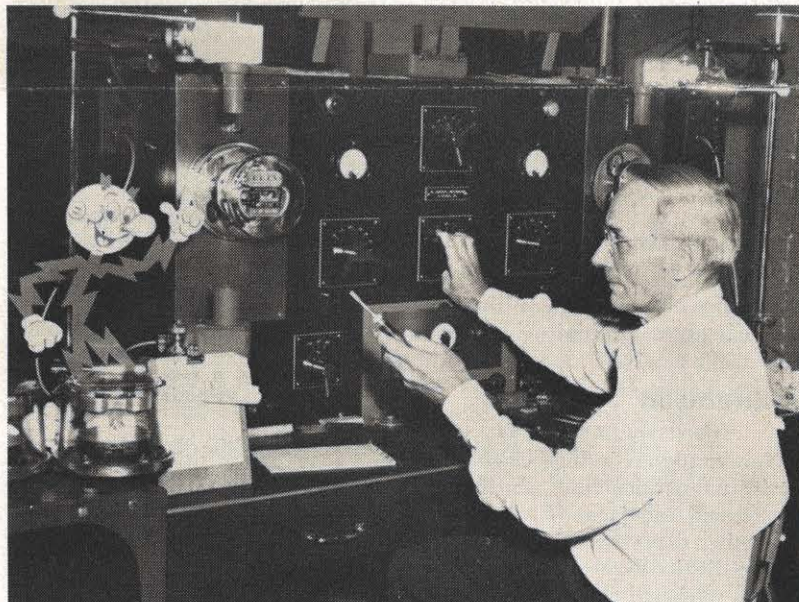
At Beckley, Reddy Kilowatt is greeted by Waldo S. LaFon, district manager, as he made the rounds of the Southern Properties. Above, Mr. LaFon, passes the "Old Nag" to Reddy for his inspection. The "Old Nag" is a commercial department trophy which was won by Beckley during the recent Seven Months Sales Campaign.



The Kingsport Utilities was visited by Reddy as they sponsored a booth at the Fifth Annual East Tennessee District Fair. Here, Reddy chatted with the spectators and passed out Reddy buttons to about 2,500 youngsters. About 15,000 visitors viewed the exhibit and were introduced to the KUI's newest employee. Reddy really likes fairs.



Charlie Yost, left, is being introduced to Bluefield's newest employee, Reddy Kilowatt, by W. J. Gillespie, Jr., district manager. Mr. Yost had just been presented his thirty-year service pin and was the first employee to give Reddy some pointers.



When it comes to testing meters, Reddy Kilowatt is a natural. Reddy stayed in Lynchburg long enough to chat with F. H. Klein about testing electric service meters. Mr. Klein is a veteran employee of the meter department.



While visiting the general offices at Roanoke, Reddy Kilowatt made quite a hit in the material and supply section of the system accounting department. Here, Reddy is greeted by Reba Turner as she operates a posting machine.



Reddy is a hydro man, too. He inspects the units at Claytor Hydro Plant while touring the Pulaski district.



At Ashland, Reddy proved that he is really at home in a modern all-electric kitchen. Above, Reddy passes another plate to Mrs. Helen Eaton, Ashland district home economist, as they load the dishwasher.

Raffle Chance Plus Hope Add Up to Pony For Young 'Cowboy'



Bill Dorton sits astride his recently-acquired pony. Bill, son of a Kingsport lineman, realized a lifelong dream when he won the pony in a raffle.

In this age of rocket ships and space uniforms, rare is the youngster who yearns for a pony of his own. A pony's too slow, he says. A pony won't project me to the world of outer space, he exclaims.

But Bill Dorton isn't a "space-man." Bill, a ten-year-old cowpuncher, always wanted a pony. The fact that his older brother, Thomas, Jr., had a pony didn't help matters any. It's no fun to watch and envy while your brother gallops around on his pony.

But fate, or maybe it was chance, smiled on Bill one night recently. The phone rang in Bill's home at Church Hill, Tennessee, and a voice on the other end told Bill he had gotten his pony. Bill, a few days before, had half-hopefully taken a chance in the drawing for a pony in the East Tennessee District Fair, and the voice on the phone told him he wouldn't have to just hope any more. His dream had come true. And there was no sleep the rest of that night for the Dorton.

Bill and his brother are the sons of Thomas Dorton, Sr., a lineman with Kingsport Utilities.

Williamson . . .

(Continued from Page 4)

New employees include Chester R. Davis, transmission and distribution department, and James W. Robinson, accounting department.

The district department heads enjoyed a week-end outing as the guests of Frank Allara, Matewan, at his cottage on Watauga Lake, Tennessee. The group fished and golfed. Attending were T. M. Watkins, E. J. Clouser, W. F. Giles, O. P. Cornelison, J. L. Gilbert, and J. L. Richmond. Clarence Price of Huntington was a guest.

Jack Riddle, engineering department, has returned from two weeks Army Reserve training at Fort Knox.

Charles Wilson, Sporn, Is Transferred To A. G. & E. Construction

Charles O. Wilson, who has been employed as an instrument man in the results department of the Philip Sporn Plant, recently was transferred to the construction department of the American Gas and Electric Service Corporation.



Mr. Wilson

In his new assignment, Mr. Wilson will assume the duties of supervisor of instrument erection. He will make his headquarters at the Tanners Creek Plant of the Indiana & Michigan Electric Company.

Charles, a native of Charleston, West Virginia, was employed by the company in 1947. He began his service with Appalachian as an instrument mechanic at the Cabin Creek Plant then was transferred to the Sporn plant in the fall of 1949.

Mr. Wilson is married and the Wilsons are the parents of two children. They expect to make their home at Lawrenceburg, Indiana.

Abingdon Employees Are Awarded Wings In Observer Corps



James Moore and Margaret Collins wear their Ground Observer Corps wings following a recent presentation at Gate City, Virginia.

Two Abingdon district employees, Margaret Collins and James L. Q. Moore, recently were presented their "wings" for participation in the Gate City, Virginia, Ground Observer Corps.

The blue and silver wings signify the observers have completed both the training and practice sessions established by the National Civilian Defense Program. Miss Collins and Mr. Moore were among the 32 observers completing the program in the Gate City area.

Margaret is employed as a home economist while James is a member of the accounting department.

Charleston Men In Manhole

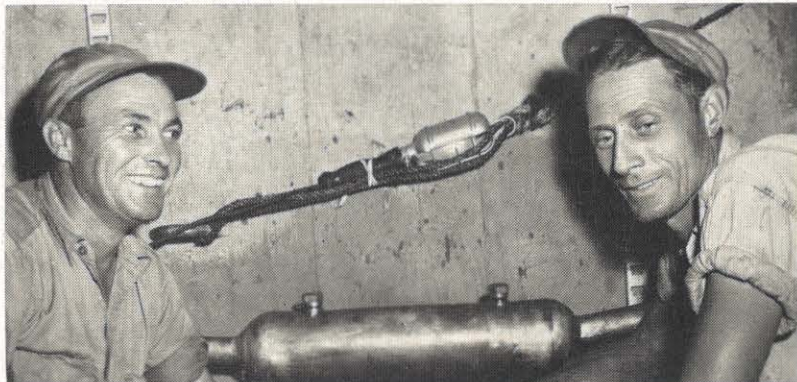
Splicing Cable Is Big Job In Underground

It's slow, exacting work to install an underground electric system like the one in Charleston which is one-third complete.

Take a primary splice, for example. You don't just grab some wires, twist them around each other and tape them up. Two men work eight hours to do the job.

The completed splice is shown at right with L. C. Shafer and Kenneth Estep. Before they even started on the splicing, however, an explosimeter test had to be made for explosive or poisonous gases.

Some idea of the work that went into this splice is evident in the following pictures.



L. C. Shafer, splicer at left, and Kenneth Estep, his helper, rest after eight hours' work. This splice could be submerged in water without causing any trouble.



After the cables are cut for the splice, the copper grounding braid is removed to within 2 1/2 inches of the lead sheath and tied off.



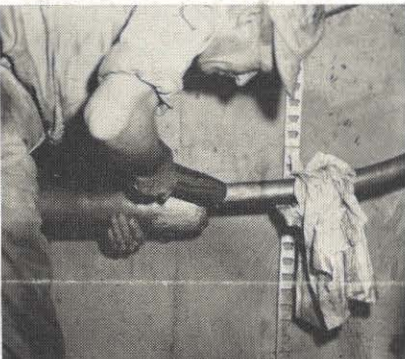
The exposed cable cleaned, lead is poured time and again over the connectors. This seals the splice and sweats out moisture.



Emery cloth is used on each connector to remove any excess lead and rough spots. The metal shines like new after this operation.



Before these three wires were covered with this copper braided grounding tape, boiling oil was poured over all exposed parts to remove moisture and foreign matter. Each connection was brought up smooth with the rest of the conductor with narrow tape, then wrapped with oil tape—a very tiring and lengthy process.



The lead sleeve is slipped down over the splice and the ends closed down onto the cable sheath with a lead beater. Molton lead is then poured over the ends and smoothed. The smoothing process must be done at just the right time so that the mushy lead is molded around to form an air-tight splice.



The sleeve is under air pressure as this soapy solution is painted on to be sure there are no leaks. The sleeve is then filled with a hot tarry solution. After the solution cools, the plugs are put in place to finish the job. Although this splice took eight hours to complete, some of the major splices take longer.

System . . .

(Continued from Page 4)

Sympathy is extended Reed Carlton on the death of his father.

A recent visitor in the accounting office was Leonard E. Nester, a former employee of the general book-keeping department, who is now employed at the Kyger Creek plant of the Ohio Valley Electric Corporation.

Molly Ann Harvey, a summer employee of the personnel department, has returned to Longwood College.

C. Richard Lovegrove is a new employee in the public relations department.

Mrs. Jeanette Kidd has transferred to the safety department.

Mrs. Billie DeHart, who recently resigned, was honored with a dinner at Archie's on September 25 by the girls of the fourth floor.

Mrs. Evon Muse is a new employee in the purchasing department.

One Of Twin Girls Of Carl Hedgecock Dies

Twin daughters, Janie Faye and Jamie Kaye, were born to Mr. and Mrs. Carl Hedgecock on September 2. Janie Faye died the next day.

Mr. Hedgecock is employed in the system accounting office. They have two other children, Vickie Lyn and Michael.

D. C. Duncan Is Named To Safety Conference

D. C. Duncan, system safety director, has been named to the President's Conference on Occupational Safety.

He will serve on both the Committee on Engineering and on the Committee on Research as liaison officer representing the Engineering Committee.

During the past four years active committees of the conference have made 150 recommendations for the improvement of safe working conditions.

Past Chairmen Honored At Huntington Session

Four past chairmen were honored when the Ohio Valley Section of the American Institute of Electrical Engineers held a dinner meeting at the Frederick Hotel in Huntington on September 9.

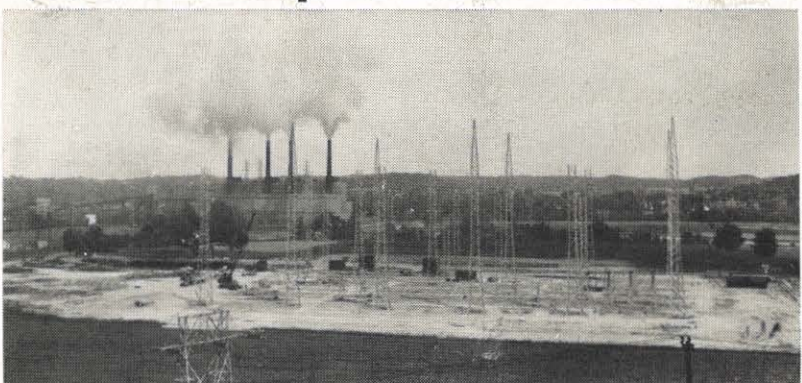
Receiving special recognition pins as past chairmen for the section were Harold F. Rozier, Roanoke general office; Paul C. Kelsey, Huntington district; Clarence Feil, Ohio Power Company; and John Moran, Kentucky and West Virginia Power Company.

Pulaski Teachers Tour Hydro Plant



In cooperation with the Pulaski Chamber of Commerce Business-Education Day, a group of Pulaski County teachers were given a conducted tour of Claytor Hydro plant to give them a better understanding of the power company. In the rear row, from the left are: first, E. Lane Whitley; third, R. H. Love, and fourth, D. P. Minichan, three company officials who served as guides and conducted a question and answer period after the tour. Mr. Minichan, district manager, discussed with the group the cost of constructing and maintaining the plant and the amount of taxes it makes available.

Towers Go Up At 330 KV Substation



Erection of towers at the 330 kv substation was almost complete when this picture was made, showing the entire substation site with Sporn plant in the background. Eight towers are 160 feet tall and the others are 90 feet tall. Girders are being built to tie the towers together and transformers are being moved to permanent foundations for assembly. L. T. Halstead Company of St. Albans, West Virginia, is contractor on the job.

Thirteen Couples Take Wedding Vows



Here are some of the recent brides among employees in the company. **TOP ROW**, from the left: Mrs. A. L. Crouch, Bluefield; Mrs. Russell Butcher, Logan Plant, and Mrs. H. M. Paul, System offices. **MIDDLE ROW**: Mrs. W. W. Sweeney, Lynchburg; Mrs. George W. Wyatt, Roanoke, and Mrs. H. D. Jones, Jr., Welch. **BOTTOM ROW**: Mrs. Arlington Riffe, Logan Plant; Mr. and Mrs. W. S. Wiseman, Beckley, and Mrs. Dennis Hildebrand, Huntington.

Mays-Sweeney

Miss Nada O. Mays and William W. Sweeney exchanged wedding vows on September 5, 1953, at the Court Street Methodist Church in Lynchburg. Mrs. Sweeney is a home economist in the Lynchburg District.

Lester-Riffe

Miss Arvella Lester and Arlington Riffe were united in marriage September 5, at the home of the bride in Gilbert, W. Va. Mr. Riffe is employed at the Logan Plant.

Hughes-Butcher

Miss Lida Hughes and Russell Butcher were united in marriage September 8, 1953. Mr. Butcher is employed at the Logan Plant.

Chitwood-Hildebrand

Miss Betty Chitwood became the bride of Dennis Hildebrand on August 27, 1953 at Smithtown, Long Island, New York. Mrs. Hildebrand is a former employee in the Huntington District Accounting Department.

Shirley-Clark

Miss Velma Shirley and Clyde T. Clark were united in marriage September 13, 1953 in a single ring ceremony held at the Block Church near New Haven, W. Va. Mr. Clark is employed at the Philip Sporn Plant.

Allen-Paul

Miss Blanche Allen and Herbert M. Paul were married at Franklin, North Carolina, on September 5, 1953. Mr. Paul is employed in the System Substation Department, Roanoke.

Curtis-Morris

Miss Barbara A. Curtis became the bride of Robert Lee Morris on September 11, 1953, in Gaffney, South Carolina. Mrs. Morris is the daughter of R. D. Curtis, Distribution-Engineering Department, Lynchburg.

Nancy Lee Kidd Gets Nursing Diploma

Nancy Lee Kidd graduated on August 28 from the Radford Community Hospital School of Nursing. She is the 21-year-old daughter of O. B. Kidd, Pulaski local superintendent.

Miss Kidd will take the state board examination in November.

They're Engaged

MR. AND MRS. EUGENE HESSON are the parents of a daughter, Regena Ann, born September 9, 1953. Mr. Hesson is employed at the Philip Sporn Plant.

A son, **JOHNNY STEWART**, was born to Mr. and Mrs. Clarence E. Moore on September 10, 1953. Mr. Moore is an employee in the Commercial Department, Roanoke.

GREGORY CLARK is the new son born to Mr. and Mrs. William C. Farrar on August 18, 1953. Mr. Farrar is employed in the Huntington District Accounting Department.

MR. AND MRS. OSCAR E. THOMPSON are the parents of a daughter, Judith Lynn, born September 12, 1953. Mr. Thompson is an employee at the Logan Plant.

ROBERT MICHAEL is the new son born to Mr. and Mrs. C. R. Justis on September 6, 1953. Mrs. Justis is a former employee in the System Real Estate and Right of Way Department, Roanoke.

Mr. and Mrs. James M. Sullivan are the proud parents of a son born on September 17, 1953. Mr. Sullivan is employed in the Substation Department, Logan.

Born to **MR. AND MRS. TOM PAID** a daughter, Nancy Lou, on August 7, 1953. Mr. Paid is employed at Kanawha River Plant.

Mary Lou Wirt, Roanoke Cashier, 35-Year Veteran



Mary Lou Wirt, Roanoke cashier, received her 35-year service pin last month. She was employed by the Roanoke Railway and Electric Company on September 2, 1918.

One of her first duties in the accounting office was to count the tickets and transfers from streetcar conductors. She also has worked as switchboard operator, bookkeeper, cash posting machine operator and receptionist.

During World War II, she served with the Women's Army Corps from March of 1943 to December of 1945. She entered as a private and was discharged as a sergeant.

Miss Wirt is an active member of Greene Memorial Methodist Church. She has a brother, E. L. Wirt, who is a veteran employee in the garage department with 26 years' service.

She and Virginia Dame, also pictured in this issue, came to work on the same day. In the picture of Miss Wirt above, she is wearing a necklace given her about 33 years ago by Miss Dame as a Christmas gift.

Bluefield Club, Guests Picnic At Claytor Lake

Members and guests of the Girls' Service Club of the Bluefield district went on an all-day outing to Claytor Lake recently.

The group took a two-hour cruise on the company boat, the "Mary Ingles," after a picnic lunch. Later the group adjourned to Claytor Lake State Park, where they concluded the day with a picnic supper.

Mrs. Clifford Hawley, chairman of the social committee, planned the day's events.

Costume Look To Highlight Fashion

The costume look is the highlight of fall fashions.

Through a coordination of fabrics, suit, coat and blouse weights are woven with the same yarns for a perfect color match. Three and even four piece ensembles are made possible in this way.

A coat the color and lightness of powder to put with a dress of the same shade and consistency is another successful idea for a self-made costume. This coat would be slim, as many of the new coats come, with no flare and closed with one button.

Coat fabrics lean to the luxurious side, with long and short fleeces and cashmeres showing off their silken surfaces. Camel coats are way out front, followed by muted tweeds and polished looking suedes.

Brown is the color keyword this autumn, whether a creamy beige or smoky tan. Two shades of brown make the most exciting harmony news. A wonderful oatmeal is a "must" to play against darker tones. Lightest browns are highlighted in accessories from leather to velvet.

Norma Jean Fields Is Vocalist For Roanoke Orchestra



Norma Jean sings with the orchestra at a recent appearance at Colonial Hills Club. She is regular vocalist since Lady Luck smiled on her.

Norma Jean Fields believes in Lady Luck. Without luck the Roanoke cashier would not be a singer with Price Hurst's Orchestra.

Luck was with her the night she was at the home of a friend of the orchestra leader. She and several others were gathered around the piano in a song-fest. She made an impression with her voice and before long Price Hurst had heard about her.

Norma was in luck again as Price and his orchestra were having to give up their regular vocalist. Norma was called for an audition. She passed with flying colors to become the new vocalist.

All this came as a wonderful surprise to Norma since she has never taken voice lessons. She had never sung in public before her recent sideline career. She now sings with the orchestra at the Colonial Hills Club and at private parties and dances.

Bluefield Serviceman's Daughter Receives MA

Dorothy Dunn, daughter of Larry Dunn, serviceman in the Bluefield District, recently received her Master's Degree in Education at George Peabody College in Nashville, Tennessee.

She received her B.A. degree from Marshall College in Huntington and has been teaching at Bluefield College in Bluefield, Virginia, for the past three years. This year she is teaching at Memphis State College, Memphis, Tennessee.

Crockett-Cox

Miss Nettie Louise Crockett and Jack David Cox were united in marriage on September 5, 1953 at Tazewell, Virginia. Mr. Cox is the son of Grover D. Cox, Wytheville.

Bailey-Jones

Miss Margaret Evelyn Bailey became the bride of Henry Dixon Jones, Jr., on August 15, 1953 at the Immanuel Lutheran Church in Bluefield, West Virginia. Mr. Jones is employed at Switchback.

Lawrence-Crouch

Miss Juanita Lawrence and Ashby L. Crouch, Jr., were united in marriage on September 4, 1953 at the First Methodist Church in Welch, West Virginia. Mrs. Crouch is employed in the Bluefield Office.

Dorothy Hall Chairman Of Montgomery Project

Dorothy Hall, commercial department employee at the Montgomery office, acted as chairman of the Independence Hall Restoration Project and Americanism Week, September 13-19.



Miss Hall

She was appointed by the Junior Department of the Montgomery Woman's Club. She headed a drive for funds to restore the first floor of Independence Hall and also acted as coordinator of the Americanism Essay contest for high school and grade school students.

Miss Hall is well known through the area for her activity in civic affairs.

Hill-Mascaro

Miss Pauline Hill and Louis Mascaro exchanged wedding vows on September 5, 1953 at Montgomery, West Virginia. Mrs. Mascaro was an employee at the Kanawha River Plant.

Simpson-Wyatt

Miss Belle Simpson and George W. Wyatt exchanged wedding vows on August 29, 1953 at the Melrose Baptist Church Parsonage, Roanoke, Virginia. Mrs. Wyatt is employed in the System Operating Department, Roanoke.

Deck-Wiseman

The wedding vows of Miss Pansy Deck and William S. Wiseman were exchanged on September 4, 1953 in Beckley, West Virginia. Mr. Wiseman is employed in the Accounting Department of the Beckley Office.

Mary Lee Hansbarger Is Festival Court Princess

Mary Lee Hansbarger, former student home economist for the Huntington district, served as princess in the court of Queen Silvia XVII during the Mountain State Forest Festival in Elkins, W. Va.

Following the coronation of the queen on October 1, she and her court participated in several events leading to the climaxing football game on October 3 between Parsons and Belington high schools in Wimer stadium.

Mary Lee was appointed by A. R. Winters, senator from the Fifth Senatorial District. A junior at Marshall College, she is the daughter of Julian C. Hansbarger, assistant division manager of Huntington.



Mary Hansbarger

Roanoke Stores Building Nears Completion

Work of remodeling the old street-car barn at Walnut Avenue for the Roanoke stores department is 90% complete.

Asphalt paving around the building to provide access to the loading areas has started. Interior work is virtually complete.

Painting the interior and installing storage racks and bins began this week. The building is scheduled for completion by the end of this month.

The car barn, as it is known, dates back to 1908 when it was built by the Roanoke Railway and Electric Company as a storeroom and workshop for the electric-powered streetcars. The building was bought from the transit company in 1948, following the passing of trolleys from the Roanoke scene.

The remodeled building's storage space of 22,950 square feet will be used by Roanoke district as well as by the system stores department. Also in the building will be appliance



Roanoke stores building is rounding into shape as the concrete floor and the mezzanine storage areas at each side of the building are complete. When this picture was made September 18 the wall at the far end of the building was almost finished.

storage, workshop and office and the workshop for air conditioning and heat pump equipment. Line trucks will be under cover as they load from the ramp.

The remodeled building has many advantages over the present storeroom in the Walnut Avenue building. It has three times as much floor space. Material will be more accessible as 40% of the storage space of the present storeroom's 9,250 square feet is in the basement. Loading and unloading will be more convenient and trucks will not block the driveway around the Walnut Avenue building.

General contract work was done by John W. Daniel & Co. of Danville; electrical work by Jennings Electric and heating and plumbing by H. A. Gross Plumbing and Heating, both of Roanoke. Painting will be done by H. D. White of Lynchburg. R. R. Snedegar, Roanoke division engineering department, is inspector on the job.



This shows the building at another time of construction—when it was built in 1908 by the Roanoke Railway and Electric Company as a workshop and a storeroom for its streetcars.

Pulaski Men Have Items In National Magazine

Two Pulaski men, W. H. Brodie and F. E. Rotenberry, gained recognition when their articles appeared in a recent issue of the *Electrical World*, a trade publication.

Mr. Brodie's article described a maintenance aid when headroom for hoist attachments were limited while Mr. Rotenberry gave details on the starting of standby engines. Both manuscripts originally appeared in *A. G. & E. Monthly Operating Notes*.

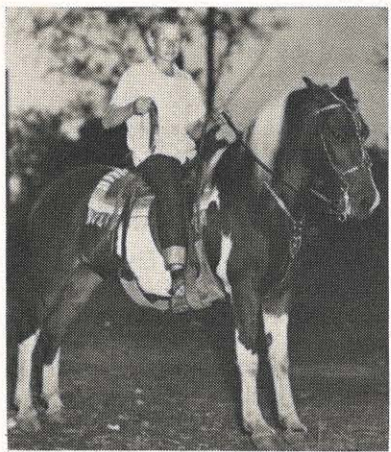
Power Makers Of Cabin Creek Plant Hold Picnic

The Power Maker's Club of the Cabin Creek plant held its annual outing on the Island September 3. The members of their families went with them as guests.

About 100 people took part in games and contests, with novelty prizes for the children. Refreshments, in charge of Mrs. June Saul, consisted of hot dogs, ice cream and the trimmings.

W. H. Rader planned the entertainment while T. A. Graham was chief chili-maker.

35 Awards In 3 Years



Kenneth Ray Roush, thirteen year-old son of Mrs. Burnice Roush of Point Pleasant, not only knows his horses but knows exactly how to put them through their paces. Kenneth and his pony, "Trixie," have proved their abilities in the best of area competition. Together, they have collected an array of ribbons and awards for their achievements. Over the past three years, they have placed first to fourth in at least 35 shows in the Kanawha and Ohio valleys. In addition to his horsemanship, Kenneth participates in a number of sports. He is a freshman at the Point Pleasant High School and is active in 4-H and church work. Mrs. Roush is employed as a secretary in the managerial department of the Point Pleasant district.

Five Employees Write Operating Notes

Five Southern Properties employees are authors of articles appearing in *A. G. & E. Monthly Operating Notes*.



Mr. Dalton

J. M. Dalton, Fieldale district line foreman, described the development of a new pole trailer safety device while A. H. Gravely, Jr., system operating engineer, Roanoke, outlines the advantages of perforated dispatching boards used for work in changing systems.

W. P. Carter, superintendent of system transmission, Bluefield, told of the construction of a cradle designed to protect insulator strings while hoisting. The cradle was first used while handling the large strings during the construction of the 330-kv Sporn-Kanawha line. P. B. Blizzard, a mechanical engineer with Kanawha Valley Power Company, was cited for description of a compact portable rack for storage and maintenance of lamp reflectors. R. G. Ash, maintenance department of the Phillip Sporn Plant, wrote of a device for cutting packing for sootblowers, pumps and valves.



Mr. Gravely



Mr. Blizzard



Mr. Ash



Mr. Carter

R. P. Thomas Heads Ashland Optimists

Rufus P. Thomas, industrial development representative for the Kentucky and West Virginia Power Company, recently was elected president of the Ashland Optimist Club. He will serve as the head of the Ashland organization throughout the ensuing year.



Mr. Thomas

In addition to his work with the Optimists, Mr. Thomas also has been extremely active in the Scouting movement. He is a member of the Kentucky Society of Professional Engineers.

Retired Lynchburger, L. M. Thornhill, Dies After Long Illness



Mr. Thornhill

Levi M. Thornhill, 66, retired employee of the Lynchburg district, died September 20 after an extended illness.

He began work with the company in the line department where he was employed for eight years. He then transferred to the stores department for another nine years.

Although he had retired, Mr. Thornhill had been active doing plastering, painting, cement work and carpentry.

He served in the Army from 1907 to 1931, and was in Mexico in 1916 with the Punitive Expedition Force under General Pershing. Earlier, he served in the Philippines from 1907 to 1910. Mr. Thornhill's son, Lt. L. H. Thornhill, is now in the Air Force and recently returned from Germany, where he flew jets with the 326th Fighter-Bomber Group.

He is also survived by his wife, a daughter, his mother, two sisters, and a brother.

Roy Franklin Gets Guard Commendation

Roy L. Franklin, personnel assistant in the Welch district, was one of three officers of Company K, Welch unit of the 150th Infantry Regiment, National Guard, to receive a commendation from a regular army inspection team during the annual field training program at Camp A.P. Hill.



Lt. Franklin

Lt. Franklin was cited "for superior instruction" in the communications school. Added to the commendation was the following from Brig. General Charles R. Fox, adjutant general of West Virginia: "This citation reflects honor on both you and your units. I am gratified to see you rewarded for the long hours spent on your assigned duties to further the interest of the West Virginia National Guard. It is a pleasure for me to be associated with men of your calibre."

Charleston . . .

(Continued from Page 4)

Charleston District

New employees at Kanawha Plant operating department are J. E. Loudermilk, J. K. Allen and E. M. Pell.

Clifford D. Bannister returned to work at the Montgomery office as a groundman after serving two years with the Army. He was stationed in Germany.

Jack L. Smithers is a new employee in the meter department.

Summer employees G. C. Smith, Jr., A. O. Dolin and D. J. Louney resigned to return to school.

New home economists are Jacquette Maffett and Susan Bond.

New employees in the accounting department of Kanawha Plant are Isabelle Suratt, Nancy Duncanson, Ann Deardorff and Ruth McClung.

The following employees of the Kanawha Plant construction department resigned: Pauline Hill, George Casey, Bobbie Casey, and Phyllis Newland.

Everett Sparr is a new employee of the T&D line section.

A new employee in the Charleston accounting department is Carol Silman, PBX operator.

Beckley District

Lloyd Francis Pomykata is a new employee in the engineering department as a distribution engineer.

Mrs. Mary K. Grogan, commercial department, resigned.

Sympathy is extended to J. S. McLain, an employee in the Oak Hill area, on the death of his father.

W. A. L. Brock, distribution department, resigned.

Shirley Mae Johnson is a new employee in the engineering department.

Hazard Officials In KCC Session



Several Hazard district officials were among those attending the District 11 meeting of the Industrial Development Committee of the Kentucky Chamber of Commerce which was held recently in Hazard. J. W. Scholtens, assistant Hazard district manager, is the chairman of District 11 of this committee. Seated from the left: Walter Koch, director of Industrial Development Committee, Kentucky Chamber of Commerce; Robert M. Watt, president of Kentucky Utilities Company and chairman of Industrial Development Committee KCC; Dewey Daniel, president of Kentucky Chamber of Commerce; Harper Gatton, executive vice president of KCC; and J. W. Scholtens, assistant Hazard district manager and chairman of District 11 of Industrial Development Committee KCC. Standing from the left: Rufus Thomas, supervisor Industrial Development for Kentucky and West Virginia Power Company; A. R. Barber, Hazard district manager; Floyd I. Fairman, vice president Kentucky Utilities Company; E. R. Murphy, member of Industrial Development Committee KCC; and Dr. Elmer Gabbard, president of Wither- spoon College.

Winner Of Roanoke's '53 Golf Tournament



W. P. Booker, Roanoke district manager, congratulates Eddie Johnston following his winning the annual Roanoke Division and System Golf Tournament. Eddie was given a golf buggy as one of his prizes.

Eddie Johnston, a member of the system operating department, won the 1953 Roanoke Division and System Golf Tournament. Eddie carded an 80 on the final rounds at the Hidden Valley Country Club to finish with both the low gross and low net over the thirty-six holes. He toured the course with a 162 gross and 143 net.

Of the sixty-odd golfers to enter the 1953 tourney, Melvin Brown, Fieldale local accounting manager, finished second. Mr. Brown completed the 36 holes in 163 strokes gross. M. D. "Dick" Shepherd, system personnel department, and Phil Ray, system accounting, were tied at 144 for second place low net laurels. The tournament was played under the Calahan Handicap system.

Following the presentation of prizes and awards, box lunches were enjoyed by the tournament golfers.

Bowling League Formed By Plant Employees

Employees at the Cabin Creek and Kanawha River plants have formed something new in bowling leagues. Plant personnel have formed the first inter-plant bowling league in the system and tentative arrangements will place eight teams in league competition.

Plans call for the matches to be played at the Kanawha City Bowling Center each Saturday night.

Both the Power Makers' Club and the company are co-sponsors of this inter-plant undertaking.

Nine Teams Open Bowling League

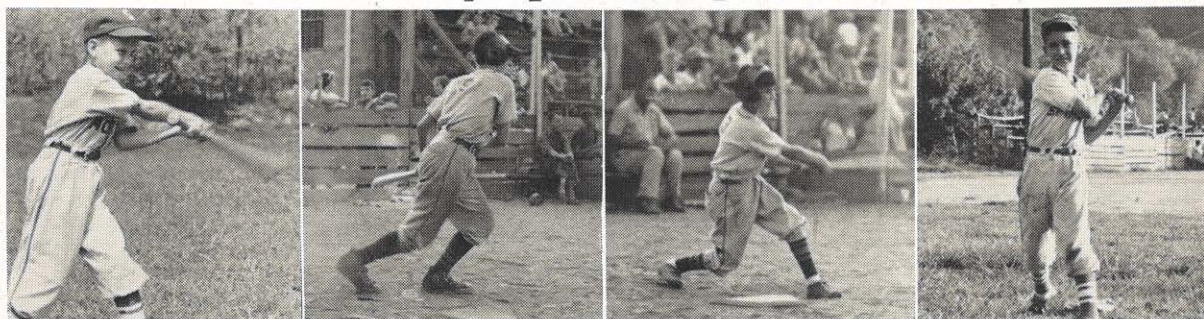


Officials of the Philip Sporn Plant Bowling League for the 1953-54 season, left to right, are: Karl Wiles, Clayton Athey, Howard Rader, president; Jack Givens and Rome Williamson.

The Philip Sporn Plant Bowling League launched its 1953-54 bowling season early in September as nine teams clashed at the Pomeroy Bowling Alleys in the opening rounds. The Sporn loop will operate under the rules of the American Bowling Congress.

Officials elected to serve the Sporn league during the season include Howard Rader, president; Clayton Athey, vice president; Jack Givens,

Sons Of Pikeville Employees Play In Little Leagues



Sons of four Pikeville district employees have completed their first season in Little League Baseball. LEFT: Tony Robinette, Jr., 8-year-old son of Betty Robinette, demonstrates his adeptness with the bat. Tony played left field for the Scott Motor Company. LEFT CENTER: Robert Bruce Weddle, Jr., connects during a loop encounter. Young Weddle is first baseman and pitcher for the Bran-

ham Lumber Co. nine. Mr. Weddle is distribution engineer. RIGHT CENTER: Don Williamson, a southpaw hurler for Branham Lumber Co., raps out a single in one of the league clashes. Don is the son of Hylton Williamson. RIGHT PHOTOGRAPH: Billie Burke, son of James Burke, warms up before a league game. Billie is a pitcher for Cyrus Sporting Goods.

Softballers Runners-Up In City Loop; Six Players Named On All-Star Nine



Members of the Pulaski softball squad, front row, left to right, are: Jim Nickols, Kelly Buckland, Dusty Smith, Jerry Brillheart and David Hale. Second row: Paul Sowers, J. B. Brillheart, Jr., David Taylor and Bruce McCall. Back row: Carl Schmidt, T. Fred Carrico, Bolen Shepherd, Robert Carson, Red Clark and Henry Morehead.

The Pulaski softball squad recently completed one of its most successful seasons in the City YMCA Industrial League. In addition to finishing the 1953 league competition in second place, Pulaski was runner-up in the playoffs for the city-wide championship. Six members of the company squad were named to the All-Star nine.

In the City finals, Bob Carson hurled a three-hitter and blanked the champion Jewel Box nine 5 to 0 in the first game of the series. Pulaski dropped the second encounter 5 to 4. In the final game, the contest was called after three extra innings because of darkness. The score was tied 1 to 1. The game was resumed the following day and Pulaski was edged 13 to 11 for the city crown.

Company employees named to the All-Stars were Bob Carson, Bruce McCall, Carl Schmidt, Jazz Morehead, Dusty Smith and Jerry Brillheart. Bob Carson, while hurling in the finals, pitched the league's first shut-out of the season and at the same time handed the champions their only defeat of the year.

Logan Men In Field Trials And Trap-Shooting Events

Three Logan district employees, Emil Gore, John Shriver and Edward J. Wood, recently participated in the Third Annual Field Day of the Logan County Sportsman Club.

Gore and Shriver won first-place trophies for their entries in the Coon Dog and Bird Dog classifications. Shriver and Wood placed first and second in the Trap-Shooting Contest for the Logan team.

All three employees are members of the Logan district commercial department.

South Dunn Cards 174-Yd. Hole-In-One

G. South Dunn, system public relations director, has realized one thing that most golfers spend their lives dreaming about. South carded a hole-in-one while playing the Greenbrier Course at White Sulphur Springs, West Virginia.



Mr. Dunn

Using a number five iron off the tee, South dumped his ace in the fourteenth hole. This par 3 hole is 174 yards from the tee.

Mr. Dunn, a steady golfer who shoots in the eighties, said this was his first hole-in-one in thirty years of golf.

South was at White Sulphur attending the Utilities' Association meeting.

Championship Is Won By A. Combs



Adrian Combs draws a bead on a target during a practice session as he prepares to enter Kentucky's first archery tournament.

Adrian Combs, Hazard district substation foreman, recently won the First Annual Archery Tournament ever to be staged in the State of Kentucky. The matches were held at Frenchburg on Labor Day.

In winning the tournament, Adrian defeated seventy contestants representing many sections of the state. In addition to the championship trophy and the archery medal, Mr. Combs also was presented a fibreglass bow.

Eight Teams Launch Bowling At Roanoke

Eight teams took to the hardwood as the Roanoke District Bowling League began its 1953-54 season. Bowling will continue through a 28-week schedule under the provisions of the National Duck Pin Bowling Congress.

The Roanoke keglers will operate under the direction of Leroy G. Gregory, league president, during the two halves. At the close of the season, a playoff will determine the championship. Other officers include: Elmer Haga, vice president; Marshall Covey, secretary-treasurer; and Ira Peters, official scorer.

Teams and their captains are: Amps, Leroy Gregory; Blown Fuses, Tommy Mitchell; Electronics, Garland Gray; Fuse Links, Curly Paxton; Hi-Volts, Billy Mills; Kilowatts, Phil Ray; Ohms, Lauren Himes; and the Short Circuits, Doss Ayers.

Charleston Keglers Begin League Play



Reddy Kilowatt points to the pins at the Boulevard Recreation Center as the officers of the Charleston District Bowling League prepare to launch the 1953-54 bowling season. League officers, from the left, are: Jack Walters, Cliff Flannery, Helen Porter, Paul Blizzard and Wallace Mason, league chairman.

Ten teams of enthusiastic keglers took to the hardwood early in September as the Charleston District Bowling League swung into action at the Boulevard Recreation Center.

The Divisioners and the Pulverizers captured an early lead as both teams posted three-game victories. The Hydros, Turner and the Five

Kayvees chalked up two games each.

Officers directing the 1953-54 league at Charleston include: Wallace Mason, league chairman; Helen Porter, secretary-treasurer; Jack Walters, E. C. "Cliff" Flannery and Paul Blizzard, all members of the board of directors.

Sunflower Seeds For Birds Grown By Sue Spangler



Sixteen-foot-tall sunflowers dwarf Helen Sue Spangler, who raises them for their seed. The seed then goes to neighborhood birds. Note the rulers in her right hand.

Helen Sue Spangler goes to terrific heights to give neighborhood birds the kind of food they want.

At "Sue's Shanty" in Bland County, the Bluefield division personnel department employee makes it a practice to feed all the birds that visit. She has found that sunflower seeds please the birds the most. But sunflower seeds are pretty expensive, so Sue did the only logical thing—she started raising sunflowers.

The flowers began growing and kept right on. Now she has some that reach as high as 16 feet. Last year she harvested three bushels of seeds from her sunflower garden, and gave them to birds last winter. She visits her cabin on week-ends and says that quite often a number of birds, particularly cardinals, swarm near the well house, where the feeding takes place.

In addition to her sunflower crop, Sue also has a regular garden, and stores away for herself in her deep freeze quantities of vegetables. But her real satisfaction is in her sunflower seed crop for her feathered friends.

Negro Employees In Roanoke Hold Picnic

Negro employees in the Roanoke area held a picnic at Pine Oak Inn on August 29. About 40 employees and members of their families attended.

Arrangements for the picnic were made by James Ella Jones, Elizabeth Sydnor and Otha Williams. Games and dancing followed the meal.

Lynchburg Softball Squad Given Dinner

Members of the Lynchburg district softball squad recently were entertained as they closed out the 1953 season with a dinner at the Town and Country Restaurant. The Hill-toppers finished the season in fifth place during the second half in the City Industrial League.

Following the dinner, the squad was entertained with piano selections by Joe Wilson and Pete Thompson, both members of the team.

Those attending included: Ernest Layne, Pete Thompson, Earl Stahl, Earl Driskill, Earl Howard, Bob Hooper, Herman Morris, Red Wells, Sam Glass, Leroy Baker, Joe Wilson, Houston Morris, Tom Witt and Larry Dougan.

State 4-H Winner Praises Assistance Of Abingdon Employees

Miss Betty McCall, winner of Virginia's 1953 state-wide 4-H Club Rural Electrification Program, together with county extension agents, recently praised several company employees for their work with 4-H Club members.

Claud K. Kirkland, Abingdon district manager, has received complimentary letters on behalf of company personnel expressing appreciation for the assistance Appalachian rendered during the program. A part of the letter from the County Agent's office read: "Appalachian is due much of the credit for the honors awarded Betty McCall and for the success and interest other club members have shown in this project."

Abingdon employees who worked with Betty were: Miss Beverly Pierson, former home economist; Gordon Craig, area representative; and Paul S. Dunn, administrative assistant.

Mr. Kirkland and Gordon Craig attended the 1953 Farm and Home Congress at Richmond where the award was made to Miss McCall. Betty, representing Virginia, will enter national competition at the 4-H Congress when it convenes at Chicago in December.

Bill Lindamood Is New Lions President

W. C. "Bill" Lindamood, local office manager at Gate City, was recently elected president of the Gate City Lions Club. He has been active in the organization for four years.



Mr. Lindamood

A native of Bluefield, he started work there with Appalachian in 1945. He was a member of the accounting department in Clintwood before coming to Gate City in 1949.

An active church and civic worker, Bill is a member of the Baptist Church choir, secretary of the Gate City athletic association and a member of the American Legion.

New Softball Field Being Built At Sporn

The construction of a new softball field is under way at the Philip Sporn Plant. Labor for the project, for the most part, has been volunteer.

To date, the grading and seeding has been completed and it is expected the field will be in shape for play early next spring.

The old recreation field, which has been used during the past three seasons, is being taken over for the construction of the towers for the new 330-kv station.



Mr. Wilhoit

H. F. 'Cap' Wilhoit Of Kingsport Dies After Long Illness

H. F. "Cap" Wilhoit, line supervisor with Kingsport Utilities, died at the Holston Valley Community Hospital on September 20 after several weeks' illness.

"Cap" began his career with the company January 1, 1921, at the steam plant. With the exception of six months in 1923, he has been with the company since then. Starting as a crane operator, he advanced to a mechanic helper, truck driver, line foreman, and in June, 1937, was promoted to general line foreman.

An ardent baseball fan, he attended many local games in the Kingsport area and pitched for the Utilities softball team in the early years of the Appalachian tournament. For the past five years, he was a member of the Utilities bowling team.

Shockey Is Elected President Of Area Officials Organization

Carol L. Shockey, Bluefield district personnel supervisor, has been elected president of the Blue Grass Officials Association.



Mr. Shockey

The association, which operates in about ten Virginia and West Virginia counties, is affiliated with both state organizations as well as a national association. It sponsors clinics at regular intervals for officials and prepares material for the sports fan that is of general interest to the public.

During Mr. Shockey's fifteen years officiating, he has held several offices in the associations. He is a graduate of V.P.I. where he participated in major sports during his four years of college. His senior year, he was captain of the V.P.I. eleven.

BIE Day Tour Of Roanoke Property Taken By Teachers

Thirty-one Roanoke Negro teachers toured company properties in the Roanoke area in conjunction with the annual Business-Industry-Education Day on September 4.

The company cooperated with the Roanoke Chamber of Commerce in sponsoring the tour. The idea behind the annual event is fostering closer understanding and cooperation between business-industry-education groups.

First part of the day's program was held in the general office building auditorium, where W. P. Booker, Roanoke district manager, welcomed the teachers, explained the program, and introduced the company film, "In Our Part of the Country," shown by T. A. Kirby, safety supervisor.

Mr. Booker also spoke on employee, company, and public safety, and showed a display of line protective equipment, first aid kits and supplies, company safety manual, first aid training materials, and safety bulletins and papers.

After refreshments served by Martha Kirchner, home economist, and her staff, Ralph E. Colwell, system commercial department, explained the heat pump system.

The group adjourned to the Roanoke substation, where J. W. Kepner and J. J. Armstrong, system operating department, explained the yard and control building equipment and its operation. There, too, the group received souvenir packets of information on our company and the electric utility industry.

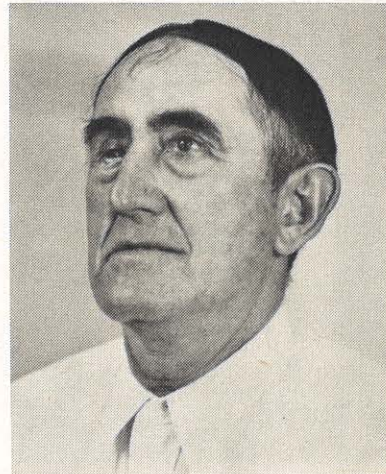
Meanwhile, G. South Dunn, director of public relations, was the principal speaker before over 700 white school teachers at a Hotel Roanoke luncheon in connection with BIE Day.

Back Home Again



Pfc. Joe A. Glenn of the Marines is greeted by his mother, members of his family and friends as he arrives at Charleston's Kanawha Airport. He was released in operation Big Switch in Korea after 15 months in a Communist prison camp. While in prison he was listed as missing in action and not heard from until a returning prisoner in operation Little Switch brought his name out as one of the many prisoners being held. He was employed in the engineering department at Charleston before going into the service and his brother, E. V. Glenn, Jr., is an employee in that department.

Oldest Employee In Hazard District Gets 35-Year Service Pin



Mr. Mooney

Newton J. Mooney, mechanical maintenance man at the Hazard plant, recently received his 35-year service pin. He is the oldest employee in the Hazard district.

Newt came with the company on September 15, 1918. He was born in Portersburg, in Clay County, Kentucky, on November 1, 1890, and worked for the Union Transfer Company before joining the company.

Newt plans to retire November 1, 1955, and is expecting to enjoy life on a farm in Clay County after retirement.

Shepherds Celebrate 50-Year Marriage



Mr. and Mrs. Charlie E. Shepherd cut their golden wedding anniversary cake at their home at Jackson's Ferry. Mr. Shepherd is a retired Pulaski district employee.

A Pulaski district retired employee and his wife, Mr. and Mrs. Charlie E. Shepherd, recently celebrated their golden wedding anniversary at their home at Jackson's Ferry.

The two were married on September 2, 1902 at Laurel Fork, and since then have had 12 children, eleven of whom are living. They also have 25 grandchildren and three great-grandchildren.

Mr. Shepherd was employed in June of 1916 and retired from the company on December 1, 1947. He had been long employed at Austinville as the area serviceman.

Two sons of the couple are company employees: Bolen, a lineman, and Alva, a serviceman, both of the Hillsville office.

Bluefield Employees Hear School Safety Talk

Several employees in the Bluefield district attended a safety meeting conducted by J. S. Bobbitt, assistant superintendent of schools in Mercer County.

Mr. Bobbitt, speaking in the Bluefield office conference room, talked on "School Safety."

Drive Carefully — The Child You Save May Be Your Own



School time means time for careful driving. No precaution is too great if it saves life or injury to a child. So drive as carefully as the Fieldale district truck shown above with J. W. Eanes and Woodrow Hylton. LEFT: The school zone sign means slowing down to at least 15 miles per hour. It warns you to be on guard against a youngster darting in front of you. CENTER: The company truck stops for the school crossing in Fieldale. Watch

the signals of the school boy patrolman who is there to protect the youngsters. RIGHT: School bus stops to load or unload children mean all vehicles approaching from either direction come to a complete stop, as the company truck does on Route 57. This is just another reminder during the school season to drive carefully—the child you save may be your own.