



ROANOKE HOSTS AEP
SHAREOWNERS MEETING

MAY 1983

THE ILLUMINATOR

THE ILLUMINATOR

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The cover

Roanoke, Virginia, was the site of the 76th annual meeting of shareowners of American Electric Power Company on April 27. It was AEP's first annual meeting in Virginia. See story on pages 8-9 of this issue.

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Savings plan unit values

Date	Fixed Income Fund		Equity Fund		AEP Stock Fund	
	VPU	UCPD	VPU	UCPD	VPU *	UCPD
1/31/83	\$1.6025	.6240	\$2.1896	.4567	\$1.5188	.6584
2/28/83	1.6188	.6177	2.2460	.4452	1.4850	.6734
3/31/83	1.6368	.6109	2.3268	.4298	1.5065	.6638

VPU — value per unit

UCPD — units credited per dollar

HOW TO READ THE ABOVE CHART: The first column lists the days on which unit values are figured; the second shows the market price or value of each unit on that day; and the third indicates how many units you could have bought for \$1 on that day. For example, if the market value or "value per unit" of the Equity Fund were 50¢ on the valuation date (last day of each month), then "units credited per dollar" would be 2.000. This also holds true for the AEP Stock Fund and the Fixed Income Fund.

Lunch hour rescue

Early last month Guy Norton changed his mind about where to eat lunch one day. Nothing unusual about that; it happens all the time. Only this time it changed someone's life.

Guy, a meter reader in the Fieldale area of Roanoke Division, was attending a defensive driving course in the Fieldale service building on April 6. He and Kelvin Bradshaw, station mechanic A, left the building for lunch.

"We started for Collinsville," Guy relates. On the way I said to Kelvin, 'How would you like some vegetables for lunch?' He agreed, so we turned around and headed toward Fieldale. There's a boarding house in town called the Virginia Home that's well known for its home-cooked meals. Three years ago I lived there and sometimes I still eat lunch with the ladies who run it.

"The dining room there has two long tables. When we arrived, there were two seats open. We sat down and had just started eating when one of the men said, 'What's wrong with Mr. Wright?'

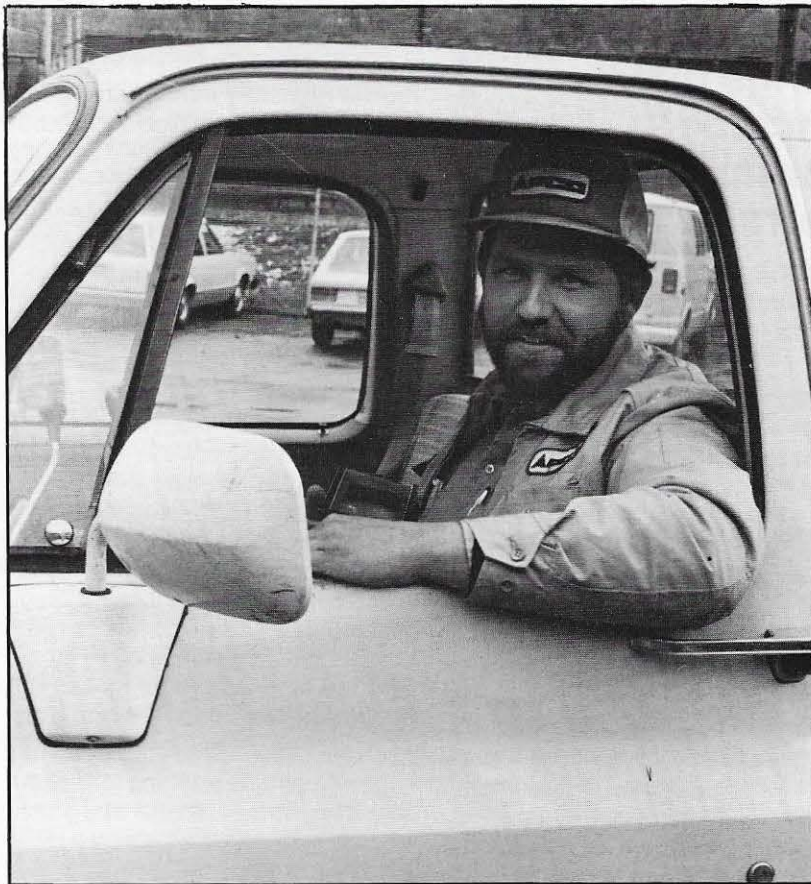
"On my left was the man he asked about. He was sitting up with his head back and face pointed up toward the ceiling. He had stopped breathing, his eyes had rolled back, only the whites were showing, and he had lost all color.

"The first thing that came to my mind was obvious: getting his breathing started. I wasn't scared at the time, I hollered for someone to help me get him on the floor. Kelvin helped me. I went to the right side of his head, elevated his chin to provide a straight breathing passageway and depressed his tongue. There was nothing in his mouth.

"It has been two or three years since I had the Red Cross first aid course, but the procedures came right back to me. I was actually afraid that he might bite my finger when I checked for food in his mouth.

"At this point I said to myself, 'Dear God, I've got to give this dude mouth-to-mouth.' When that thought crossed my mind, I heard him gurgling a little. I must have cleared his throat. Then he started breathing and broke out in a cold sweat.

"I asked someone to call the rescue squad and to get a blanket and pillow for Mr. Wright. Kelvin and I rolled him over on his side, held his head so he wouldn't choke, and he regurgitated. Kelvin rap-



Guy Norton

ped him on the back between the shoulder blades to clear any obstructions. I checked his pulse. It was 84; I remember that. Then we just kept a close watch on him. When the rescue squad arrived, they said we couldn't have done a better job," Guy says.

"There were about 10 people in the dining room. None had had any training in CPR and didn't know what to do. I just thank the Lord we went there on the spur of the moment and that we had had first aid training," Gary adds.

Loraine Wright, the beneficiary of Guy's first aid, was taken to the emergency room for observation and was released shortly thereafter. Guy had not planned to mention the incident, but Mr. Wright's daughter called the Fieldale office later during the day of the occurrence to express her thanks.

As it turns out, the incident at the Virginia Home was merely the latest emergency situation Guy has encountered during his meter reading rounds.

A couple of times he has snared children who wandered away from home and returned them to their parents.

Probably his most unusual experience involved an elderly woman in Ridgeway. "Last October on a windy, cool day I was walking back to my truck after reading a meter, and I thought I heard a muffled yell for help. I thought it sounded like a woman. I looked over toward the front of the house, and all I could see were her rear end and legs sticking out of the window. I got the window up and eased her into the house.

"What had happened was that she had gone out to the mailbox and had locked herself out of the house. She found an unlocked window and proceeded to climb through it, but when she got about halfway through, the sash fell down and caught her in the mid-section. She was stuck and was having trouble breathing.

"I stopped in to look after her after I finished my route, and she told me, 'If you hadn't come along, I guess I would have passed along,'" he said.

After these experiences Guy smilingly observes that he has developed a knack for encountering distress. "In these types of situations it's just a human reaction to help," he says. "The privilege of helping someone is all the thanks you need." □

Savings plan to include voluntary tax deferral option

The AEP System Employees Savings Plan will be modified as of August 1 to include a new voluntary tax deferral option.

The option is popularly referred to as "401(k)" because that's the authorizing section's number in the Internal Revenue Service tax code. One of its provisions allows arrangements for deferring compensation to reduce current income tax.

Robert H. Strahan, director of compensation and benefits for the AEP Service Corporation, explained, "The essence of this deferral concept is that employees contribute to the plan in 'before-tax' dollars rather than in 'after-tax' dollars, which reduces taxable income and increases take-home pay."

As of August 1, an AEP System Savings Plan participant may designate all or part of his or her contribution as a tax deferral contribution (an individual's maximum contribution is 16 percent of base salary). The deferral amount, in the eyes of the IRS, is an employer contribution, thus, for income tax purposes, reducing the employee's salary.

"The amount is not subject to federal tax withholding from the employee's paycheck, does not appear on the W-2 form distributed at year's end and is not taxable as long as it stays in the plan," Strahan continued. Further, money put into a 401(k) also escapes most state and local income taxes.

Like an individual retirement account (IRA), the new option lets an employee shelter part of his income and watch the earnings accumulate, tax free, until distribution. Unlike an IRA, however, the 401(k) lets the employee shelter more money and provides more favorable tax treatment when the money is taken out of the plan.

Strahan added that the tax-deferral contribution would have the same investment options (there are three of them) in the Savings Plan and would receive the regular matching contribution by the company (the company matches, \$1 for each \$2 from the employee, up to 6

percent of the individual's salary). "The regular employer match is not affected by the employee's choice of contribution — tax-deferral or regular — to the plan," he said.

As with other types of contributions for the purpose of tax advantage, there is a trade-off in exchange for the privilege of reducing taxable income: withdrawal provisions relating to the tax deferral option are more restrictive than with regular contributions to the existing plan. Deferred money can be withdrawn only upon the employee's: (1) death, (2) retirement, (3) disability, (4) separation from service, (5) attainment of age 59½ or (6) severe financial hardship. Such withdrawal restrictions apply only to the tax deferral option contributions. Regular contributions made by the employee and matching contributions by the company will continue to be governed by withdrawal rules of the existing plan.

While the option will go into effect August 1, the company is planning to spell out its details before then. A letter and brochure will be distributed to employees by early June, followed by presentations at employee meetings. To participate in this option at the outset, employees will be expected to have made their election by July 1. However, employees can elect to participate in the future according to regular plan rules. □

Water release will aid bass spawning

For the 21st year Appalachian Power Company and the Virginia Commission of Game and Inland Fisheries are cooperating in a program to entice striped bass to make their spring spawning run up the Roanoke River.

The program began April 18 when Appalachian started maintaining a regulated flow of water from its Leesville Dam. The regulated flow of water encourages striped bass from Kerr Reservoir to make their spawning run up the Roanoke River rather than the Dan River. Biologists believe the greater length of the Roanoke River provides a better chance for spawning success.

The regulated water release will continue through June 1. □

White elected to National Academy

W. S. White, Jr., chairman of American Electric Power Company and Appalachian and Kingsport Power Companies,



has been elected to membership in the National Academy of Engineering.

Announcement of the election was made March 28 by Courtland D. Perkins, academy president. White is one of 49

U.S. engineers so honored; in addition, five other engineers were elected as foreign associates.

Election to the National Academy is the highest professional distinction that can be conferred on an engineer and honors those who have made important contributions to engineering theory and practice. In White's case, he was cited for his "contributions to the establishment of a national energy policy and leadership in research and development of electric power supply."

White is the only electric utility representative in this year's class of members; however, he is the seventh engineering executive from American Electric Power to be elected through the years. His AEP predecessors in the National Academy are: the late Philip Sporn, AEP president 1947-61; Howard C. Barnes, retired assistant vice president — engineering; John Tillinghast, former vice chairman — research; T. J. Nagel, retired senior executive vice president; John E. Dolan, present vice chairman — engineering and construction, and Gregory S. Vassell, present senior vice president — system planning. □

AEP has built and planned for positive future White tells chamber

"I am very positive about the future. American Electric Power has planned and built for a future that will be positive for the region it serves."

These remarks by W. S. White, Jr., AEP chairman, were the theme of his March 31 speech to 230 members of the Gallipolis (Ohio) Area Chamber of Commerce at its 46th annual meeting.

White said, "We continue to carry out this program today, as far as our financial capability allows us to do so, and we will do so in the future. We owe this to the generations who will come after us. Believe me when I tell you that, if we were only concerned about providing electric energy today, next month or next year, we could save ourselves a lot of trouble and personal heartache by sitting back and letting our service provide us with revenue, without any effort to build for the future, without putting any of the revenue back into the business to ensure the same quality of service in the year after next year and the years following."

"We take our service responsibility very seriously. That is our legal charter. We have been and we are conscientious about seeing that we meet its requirements. But, we don't do this in a vacuum, and we cannot do it in a way that will so hamper the company's financial condition that we will be unable to meet tomorrow's challenges."

He reminded his audience that the economic recovery that appears to be slowly gathering momentum across the country is going to require energy: energy to fire the steel furnaces and the aluminum reduction lines; energy to produce the myriad of new products as well as some of the old products that we anticipate will start filling the inventory shelves across the country.

"As that recovery begins to pick up steam we at AEP are well prepared with what I truly believe is the best energy production and distribution system in the world. We are ready right now," he emphasized.

White also touched upon the topics of foreign competition, Japanese management methods and the adjustments American business in general must make to compete on both a national and international level. "Let there be no mistake. The world has gotten smaller in our lifetimes. To a greater extent than ever before, we have a world economy rather than a series of national economies. We are going to have to compete.

"But I have great faith. We can compete. We must. Our history, across the country and here in the Midwest, is one of meeting each new challenge with ingenuity and enthusiasm, with dedication and a willingness not to give up. It will take all of that and a lot of just plain hard work. As was said of Edison, 'Of inspiration one percent. Of perspiration ninety-nine.' All of the obstacles we face, here in Gallipolis and elsewhere across our nation, can be overcome and a brighter future can be achieved." □

Synowiec named assistant manager at Rockport Plant

David B. Synowiec, assistant manager of John Amos Plant, was appointed assistant manager of Indiana & Michigan Electric Company's Rockport Plant on April 1.

The Rockport Plant is now under construction north of Rockport, Indiana, with Unit 1 scheduled for commercial operation in December 1984.

Synowiec holds a bachelor's degree in electrical engineering from West Virginia University. He began his AEP career in 1966 as an engineer in Ohio Power's Zanesville Division. He transferred to Ohio Power's Kammer Plant, Moundsville, W. Va., in 1976 and held positions of increasing responsibility there and at the adjacent Mitchell Plant until 1979, when he transferred to Appalachian Power's Mountaineer Plant. He was promoted to assistant plant manager of John Amos Plant in 1981. □



PFBC facility in Sweden will test Indiana coal

Now it's Indiana's turn.

A total of 1,200 tons of high-sulfur coal and 600 tons of dolomite from Indiana will be shipped to Sweden this spring for burning in a new PFBC component test facility at Malmo.

PFBC — the acronym for pressurized fluidized bed combustion — is a new technology holding promise of being an economically and environmentally attractive method of burning high-sulfur coal in the generation of electric energy. The AEP System has been heavily involved in a four-nation PFBC research program since 1976.

During 1982, more than 900 hours of coal testing were completed at a high-pressure test facility at the British National Coal Board's laboratory in Leatherhead, England. Meanwhile, the component test facility at Malmo was completed and pre-operational testing begun there last year. More than 1,600 tons of Ohio high-sulfur coal, together with Ohio dolomite, will have been used in the tests in England and Sweden before the Indiana coal is introduced in the testing in the latter country. A 1,500-hour test program is contemplated at Malmo, with the objective of verifying the specific design proposed for a future PFBC demonstration plant.

Plans for the testing of the Indiana coal at Malmo were announced jointly by representatives of the state of Indiana and its utility, coal and limestone industries and United Mine Workers.

AEP's principal partners in the project are two leading European manufacturers, Stal-Laval Turbin AB (a subsidiary of ASEA) of Sweden and Deutsche Babcock Anlagen of West Germany.

Present plans call for continued engineering and design work on a small demonstration plant, intended to be located at Ohio Power Company's mothballed Tidd Plant on the Ohio River at Brilliant, Ohio. Should such a plant prove successful, it in turn could lead to the eventual construction of a commercial PFBC unit with a generating capacity of 650,000 kw. □

AEP predicts reduced growth in demand for electricity

The American Electric Power System, citing continuing uncertainty about economic recovery, expects a reduced rate of growth in demand for electricity, according to its annual long-term forecast announced last month.

During the next 10 years, the forecast projects an annual growth rate of 2.9 percent in winter peak demand, compared with last year's forecast of 3.5 percent. Kilowatt-hour requirements are expected to increase at an annual rate of 2.3 percent, compared to the 1982 forecast of 3.1 percent.

This base forecast assumes moderate economic recovery from the current recession and a moderate economic growth thereafter.

W. S. White, Jr., chairman, said the new forecast reflects the depressed economic conditions experienced throughout the AEP System's service area during 1982 and the persistent uncertainty regarding the duration and strength of the economic recovery that now appears to be underway.

"There is a strong relationship," White said, "between economic growth and growth in electric demand and energy requirements. For any uncertainty in economic growth there is a corresponding uncertainty in growth in demand for electricity on the AEP System. The forecast uncertainty that is inherent in any projection 10 years into the future is even greater, of course, in a 20-year projection." The 20-year projection has been prepared in compliance with certain regulatory requirements.

In view of these uncertainties, White said AEP had developed a range of forecasts based on different economic growth patterns — based on both pessimistic and optimistic assumptions about future economic growth, in addition to the one based on moderate recovery.

The 10-year forecast based on pessimistic assumptions projects average annual growth rates of 2.2 percent in winter peak demand and 1.3 percent in energy requirements; the optimistic pro-

jection, 3.7 percent in winter peak demand and 3.5 percent in energy requirements.

During the next 20 years, average annual growth rates are projected to be 2.5 percent and 2.1 percent under moderate economic conditions; 1.9 percent and 1.3 percent with pessimistic conditions, and 3 percent for both winter peak demand and energy requirements using optimistic economic forecasts.

"The wide divergence between the forecasts based on pessimistic assumptions in economic growth indicates the degree of uncertainty we continue to face. In our planning for the future, we need to recognize this uncertainty," White said. □

Burton succeeds McClung as PA director

Richard K. "Dick" Burton of Roanoke has been named public affairs director of Appalachian Power Company, succeeding William A. McClung, who retired May 1.



Burton's first association with Appalachian was in 1948 when he was employed as a junior clerk in the Roanoke T&D Department. He left the company after two years to attend Roanoke College.

Burton has 30 years' experience in broadcasting, sales, advertising and public relations. Among his previous positions are senior producer, WLSL-TV, Roanoke; director of radio/TV and vice president, Houck Advertising Agency, Roanoke; general manager, WRFT-TV, Roanoke; and president, King Communications, Inc., Myrtle Beach, S.C. Prior to rejoining Appalachian, Burton was general sales manager for WLSL-TV, Roanoke.

AEP reports first quarter earnings of 54¢ a share

American Electric Power Company, Inc., last month reported first quarter earnings of \$92,576,000 or 54 cents a share, compared with \$121,912,000 or 75 cents a share for the same period in 1982.

For the 12 months ended March 31, AEP reported earnings of \$305,690,000 or \$1.82 per share, compared with earnings of \$390,813,000 or \$2.46 per share for the same period in 1982.

The decline in earnings per share reflected both the decrease in net earnings and an increase in the average number of shares outstanding of 6.6% and 5.4% for the quarter and 12 months ended periods, respectively.

W. S. White, Jr., AEP chairman of the board and chief executive officer, said the chief factors for the earnings decline were the continued depressed economy in the seven-state region served by the AEP System's eight operating electric companies as well as extraordinarily mild weather. Sales to industrial customers and to other utilities were both down sharply from the levels in the earlier comparable periods.

American Electric Power reported its operating revenues decreased by 11% in the first quarter and by 5.5% for the full 12 months, compared with the same periods the year earlier. First-quarter revenues were \$1.060 billion against \$1.192 billion in 1982. Revenues for the 12 months ended March 31 were \$4.049 billion, compared with \$4.284 billion a year ago. □

Buck, Claytor set generation records

New monthly generation records were set at two Appalachian Power hydro plants on New River during March.

The 71-year-old Buck Hydro generated 6,833 megawatt-hours (mwh), surpassing the previous monthly high of 6,653 mwh set during April 1980. The 44-year-old Claytor Hydro generated 44,755 mwh, breaking the record of 44,500 mwh set in March 1956. □

People still need you

When Lloyd Miller makes his rounds at Virginia Baptist Hospital in Lynchburg, the medicine he dispenses is a warm smile, a cheery greeting, and an offer of assistance in a number of ways. From the reactions of the patients and staff, the kind of help Lloyd and the other hospital auxiliary workers offer is extremely important.

Lloyd is an Appalachian retiree who has chosen to use the time he has on his hands in service to others.

"I guess it's just that I really love people," Lloyd says. "There's nothing more important in the world than people, and I want to help them."

Shortly after his retirement in 1974, Lloyd was approached by a friend needing some volunteer help at the hospital. "I helped him out and liked every minute of it. So I just decided to stay on!"

Lloyd is one of 250 volunteer workers in the Virginia Baptist Hospital Auxiliary program, and, according to Laura Roach, head of the Auxiliary, he's one of the most enthusiastic. "I'll take another hundred volunteers like Mr. Miller," she laughs. "He does a marvelous job and is great with children. Quite a few retired people are in the volunteer program, and they are so gracious in their duties. Sometimes, it's like the Waldorf around here."

Mrs. Roach explains that the program has appealed to many retired people as a way to get involved in giving back to the community after their years of active employment. "They have the professional skills that we need and that can be used very effectively here." She adds that the volunteers' activities include transporting patients within the hospital, assisting with patient admitting and discharging, staffing the information desk in the lobby and delivering flowers and mail to patients' rooms. They also take over some routine duties not involving medical skills from the hospital staff and generally help the staff to support and comfort patients.

"We have a highly committed and loyal group of volunteers," Mrs. Roach says. "They're needed here, and the staff has learned to depend on them." The volunteers do not get involved in medical care, she adds.

For Lloyd, it's more like fun than work. He spends from five to nine hours a week working at the hospital and has accumu-

lated about 1,500 hours of volunteer time since he got involved in the program. "A person shouldn't slow up very much just because he's retired," Lloyd com-

ments. "People still need you, and you need people. You need to be active and to be doing something worthwhile to help other people. I can't see just retiring from life just because you're getting a pension."

Lloyd relates that he started with Appalachian in 1938 in Roanoke. "They started me at \$125 a month. The second day at work, I was sent to Stuart, Va., to the hydro and diesel generating station we were getting ready to take over there. They also put me in charge of having a new rural distribution line built to Stuart to replace the generators. I'd never been to Stuart before and I didn't know anything about distribution lines. But it all worked out."

According to Lloyd, the generators were owned by East Coast Utilities and served the Stuart area before the Appalachian purchase. "We'd start the diesel up in the evening to supplement the hydro when demand went up. It had an enormous flywheel. We'd have to get up on it and literally 'walk it around' to get the engine turning."

Lloyd spent more than 35 years with Appalachian, retiring in Lynchburg from the position of division residential supervisor in 1974. Otha Hawkins, retired Lynchburg automotive mechanic A, recently joined Lloyd as a volunteer in the Virginia Baptist Hospital Auxiliary program. □



Lloyd Miller helps a young hospital visitor get a drink of water.



One of Lloyd Miller's activities is staffing the information desk in the hospital lobby.



Roanoke hosts AEP

If its latest electric energy load forecast is correct, the American Electric Power System will not need to add new generating capacity — after its current power plant construction is completed — until after the year 2000.

W. S. White, chairman, told the American Electric Power Company's 76th annual meeting of shareowners, held April 27 in Roanoke, Virginia, that AEP is now projecting an annual growth rate of 2.9% in its internal winter peak and 2.3% in its internal kilowatt-hour sales. (By comparison, forecasts just a year ago had been 3.5% and 3.1%, respectively.)

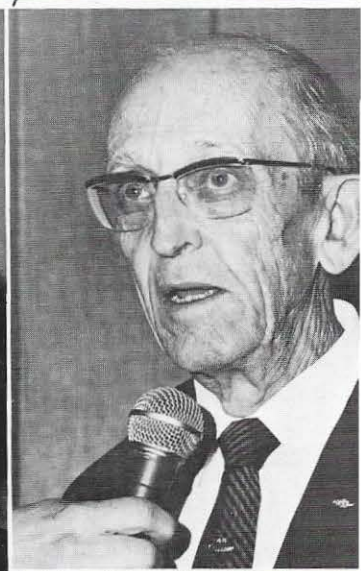
At this rate, the 2.6-million-kilowatt Rockport Plant, now under construction in

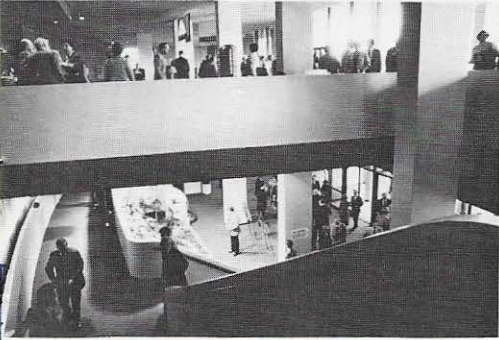
Indiana, would be the System's last new generating station until after the turn of the century.

White cautioned, however, that "there are major uncertainties and possibly invalid assumptions implicit in this statement." He pointed out that, by 2000, some AEP generating units would be 50 years old. "In addition," he continued, "there is no way of predicting the effects of further environmental legislation and regulation during this period, which could accelerate the retirement of existing power plants. Presently proposed acid rain legislation is a clear and present danger, which, if adopted in its harshest form, would unquestionably cause the

early retirement of a number of our power plants because of inability to comply with the new sulfur-emission standards, either with fuel substitution or scrubber installation."

At the annual meeting, attended by approximately 525, the shareowners re-elected the company's 13 board members and rejected one shareowner proposal. It would have called upon the Board of Directors to engage "in dialogue with those who have constructive suggestions" with regard to construction of the Rockport Plant and 765,000-volt transmission lines and with regard to controlling costs and improving efficiency in the generation, distribution and





shareowners meeting

utilization of electricity "so AEP may contribute to regional economic recovery while earning a sound rate of return for its investors."

Chairman White characterized 1982 as "a sobering year" for both American Electric Power and the nation and most of its institutions. "It produced the most severe recession seen in more than two generations. While we appear to be on the threshold of an economic comeback, no one, least of all the professional economist, is certain about the strength or durability of that comeback. Our experiences in 1982 will affect our thinking for years to come."

In reviewing the actions taken by Ameri-

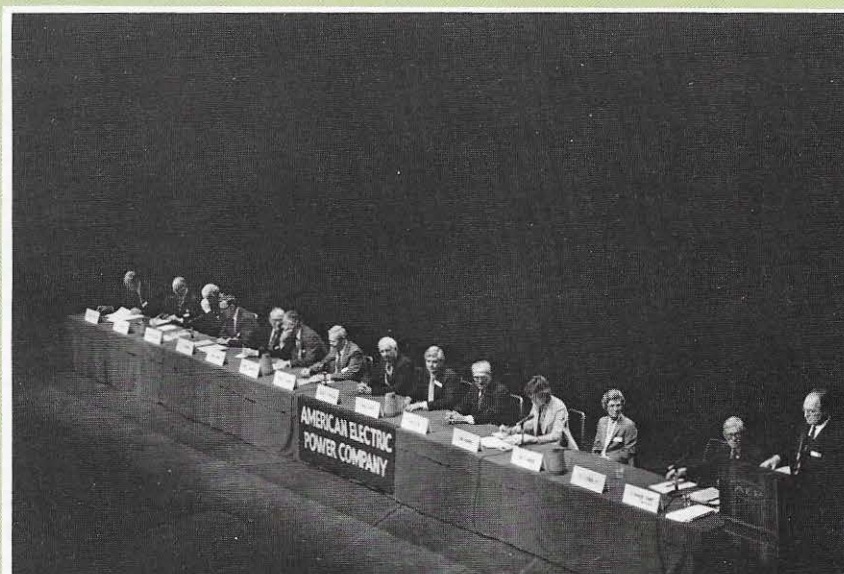
can Electric Power to reduce its costs, White reported a reduction of more than \$240 million (or 17%) in the System's construction program for 1982-83 and a saving of more than \$100-million in operating costs for 1983 alone. "That, I believe you will agree, is a very substantial reduction, considering that such a large portion of an electric utility's costs is fixed and not controllable."

Parallel with the cost-reduction efforts, White told the shareowners, the AEP System has intensified its rate-case activity. "We are hopeful that the results of the pending rate cases will combine with a recovery in the economy to make the reading of our financial statements next year at this time a much more pleasant

exercise than it was for the year 1982."

White concluded, "We remain convinced that the American Electric Power System has major fundamental strengths in terms of physical facilities, the integration of its operations and, importantly, the dedication of its people."

"There is, quite truthfully, nothing wrong with this company, and with many others in the United States today, that a decent recovery in economic conditions would not correct almost overnight. We are doing, and will continue to do, everything within our power to optimize the financial results of the System within all of the areas in which we can have an effect." □



A company man retires

William Atkins McClung, Sr., who helped guide Appalachian Power Company's public affairs activities for the past 34 years, retired May 1.

Bill joined the Bluefield, W. Va., Daily Telegraph as sports editor in 1940, shortly after graduating from Concord College with a bachelor's degree in English. He served over two years in the South Pacific during World War II, assigned to a Navy special task air group.

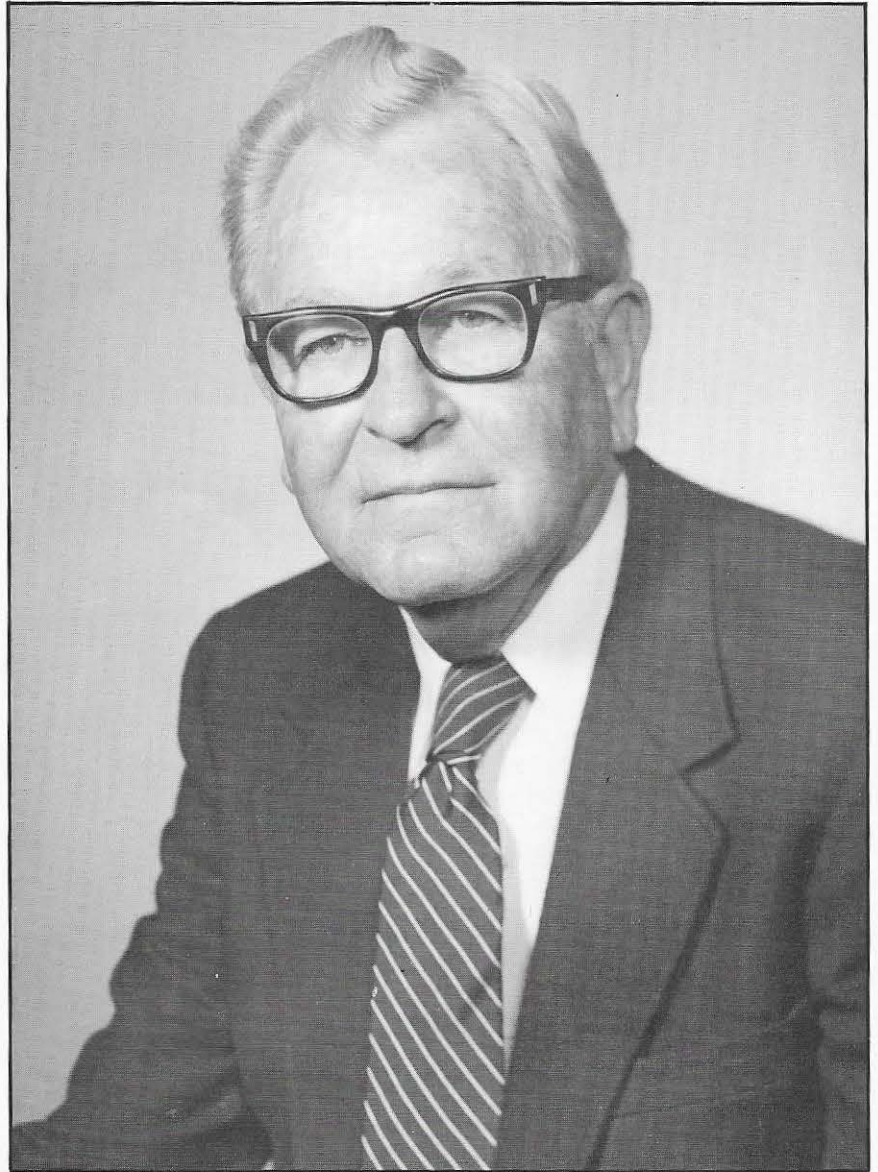
After being discharged in 1945, Bill went to work as a staffer for the Associated Press in Huntington, W. Va. He later became managing editor for the Elizabeth City, N. C., Daily Advance; the Radford, Va., News Journal and Roanoke Rapids, N. C., Daily Herald.

"Little did I know when I made the decision in late 1948 to switch from the newspaper business, which was my first interest, that I would be involved in so many things," Bill says.

He was the second employee in the then system public relations department in Roanoke, joining Appalachian on January 3, 1949, as editor. G. South Dunn, the company's first public relations director, had transferred from Kentucky Power about a year before.

"Elizabeth Bosang, retired private secretary, put me on the payroll," Bill recalls. "Our office was located on the second floor of the old Park Theater building in Roanoke. One of my first jobs was helping in the public open house we held on March 10, 1949, for the new general office headquarters building." Many more open houses were to follow as the company grew and expanded its facilities to serve the public.

"Another one of my very early jobs," Bill adds, "was helping put together the report the company submitted for the Martin Award, which Appalachian won for the greatest rural electrification program in the country at that time. Appala-



McClung

chian had invested more than \$70 million in a massive rural line building program which began in the early 1930s."

"A company man is one who believes in what his company is doing and that his particular job is an important part of its operations."

Bill continues, "Management determined that a special information program needed to be conducted for our 250,000 farm and rural customers, so we developed the 'Appalachian Electric Service Reporter'. This publication, which con-

tained testimonial stories from customers about their use of electricity, was mailed out every two months. I remember that in Williamson, W. Va., we got a testimonial about electric heat from a customer who had free natural gas, meter and all, in his front yard.

"Just prior to my coming to work, Appalachian had bought out the old Edmundson Electric Company and formed what was then called the Abingdon District. Since this area was surrounded by TVA power boards, it was decided to develop a customer service bulletin to acquaint customers with Appalachian. For over a year I spent a week each month in the Abingdon District, getting stories from customers about their use of electricity.

"I remember Gordon Craig, retired residential representative senior, and I spent a day on a farm in Russell County. We talked to the lady of the house and asked her how she liked electricity. She was greatly pleased with it but got mad when her husband, who was reading his own meter, cut it off after they had used \$2 worth. Back in the days when we were building lines, we had established a minimum revenue of \$8 per mile. If you got four customers to the mile, then each customer would be charged a minimum of \$2. The woman's husband had learned about how much electricity they could use for \$2 and cut the meter off at that point. Gordon had a time trying to convince the man that his wife could use as much electricity as she wanted."

Another of Bill's early jobs was development of a companywide newspaper. He recalls, "There was an employee publication in the Bluefield Division called 'Uncle App's News' but this was our first attempt at a newspaper for three companies — Appalachian, Kentucky and Kingsport Utilities. South Dunn and I covered every district in all three companies, setting up a field organization of associate editors and reporters. The first issue came out in October 1949 and a contest was held to determine the name. The name chosen, of course, was The Illuminator."

Bill adds, "During my days as editor of The Illuminator and throughout my career I have had the opportunity to meet and get to know many employees. Out of this came one conviction that I still hold true today: Appalachian Power is made up of fine people. Nowhere in this country can you find a better group of people to work with than those who work for APCo. All of them have helped this company grow and are today Appalachian's best public relations ambassadors."

As the years went by and customer demand for electricity began to grow, the Philip Sporn, Kanawha River, Clinch River, John Amos and Mountaineer Plants came on line, and Unit 6 was added to Glen Lyn, and the Smith Mountain Project was completed. Bill was involved in groundbreaking and/or dedication ceremonies for these as well as for OVEC's Kyger Creek and Ohio Power's Mitchell Plant.

Bill was also responsible for the development of some of the first testimonial advertising on electric heat in the AEP System. He worked closely with the then Commercial Department in the development of the Reddy Kilowatt Recommended Electric Heating and Cooling Dealer program.

"A company man is proud of his company's accomplishments and is not shy about mentioning them to his friends."

Bill was involved in the production of several films during his career. He says " 'The River That Runs Uphill' took seven years to complete because it covered the construction of the Smith Mountain Project. When Appalachian was the first company to use helicopters in the stringing of high voltage transmission lines, we made a movie entitled 'Sky Hook for a High Line'. We also had a hand in making the movie, 'In Our Part of the Country', which dealt with the company and its employees. We were involved in the AEP film, 'What Time is the Power on Today', and 'We've Come a Long Way Together', which was produced for the company's 50th anniversary."

During the time the Smith Mountain Project was under construction, Bill made countless speeches throughout the affected area, explaining the benefits of the project. "We were always well received, and there was little controversy in connection with Smith Mountain," Bill remembers. "Such was not the case in later years when we went throughout our service area making speeches about the benefits of the ill-fated Blue Ridge project."

Despite the fact that Bill was on the road much of his career, he still found time to be active in civic affairs. He was president of the Better Business Bureau of

"A company man is usually a leader in community affairs and in his church. He's not a joiner, but he is a doer."

Roanoke Valley for two years; president of the Roanoke Ad Club and Civitan Club; member of the board and public information chairman for the Red Cross; and member of various committees of the Roanoke Valley Chamber of Commerce. He also served as chairman of the Southeastern Electric Exchange public relations committee and as a member of the public relations committee of the Public Utilities Association of the Virginias for more than 20 years, including several terms as chairman. He has been a lay reader and teacher in Christ Episcopal Church, Roanoke.

Bill became public affairs director for Appalachian in 1964, during a time he describes as the "golden years" of the company. "Public relations activities became more challenging as it became necessary for the company to seek rate increases," he says. "Today the company is in a most difficult period, faced with increasing expenses, declining revenues, growing regulations, special interest groups and the like. But I'm sure these challenges will be met and Appalachian will be even stronger."

Bill adds, "I've been very fortunate during my years with the company in being surrounded by good people in the Public Affairs Department. I've depended on them to do much of the work and help me get a job done. I've also had the good fortune to work directly for some very fine people, including six different chief executives, one of whom is now chairman of the board of AEP. All of these people have been most helpful to me.

"As I move on to other things, I know I'm going to miss my association with the company and all of my friends and cohorts, and I wish them all well.

"I have many plans, but one of the nice things about being retired is that you don't have to carry out your plans. There is a possibility I might do some teaching, write a couple of books, and work to get my golf handicap down."

Bill laughs as he admits there was one goal he did not achieve in his career. "Long ago I set a goal of playing every golf course in the Appalachian service area, and it bothers me a great deal that I missed it by at least 99 percent." □

Excerpts taken from "Are You A Company Man?", The Illuminator, October 1970.

The Kentucky

(4th in a series)

The beginnings of Kentucky Power Company can be traced as far back as 1886 when the Ashland Electric Light and Power Company generated the first electricity in eastern Kentucky. That was just four years after Thomas Edison built the first generating plant in New York City.

There was a difference between the two systems, however. In New York, Edison served incandescent lamps; in Ashland, the new power company was primarily concerned with providing electricity for approximately 50 carbon-arc lights on city streets and in a few business places. The lights replaced oil, gas or carbide lamps and were used basically to attract customers into various stores. They were a novelty.

But, electricity was not.

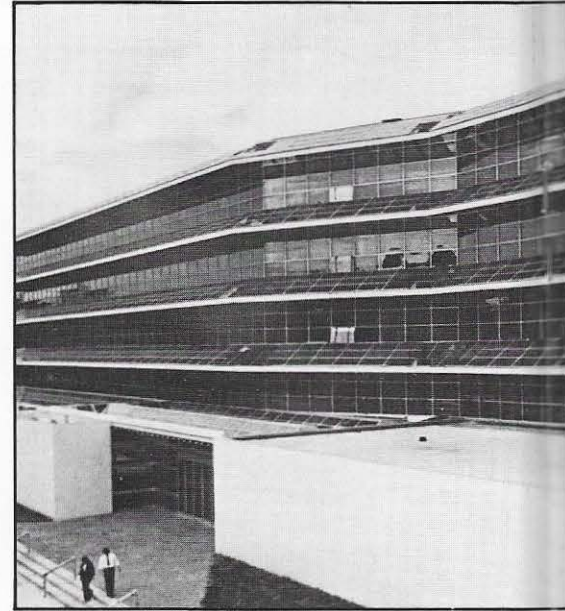
As the need for electricity increased, the company responded by installing two small generators to provide 50-volt lighting service during night hours. The cost for that service was about 14 cents per

kilowatt-hour.

The first 24-hour service in eastern Kentucky came in 1901, when the Ashland utility was sold to Camden Interstate Company which rebuilt the power plant for increased generation. In 1904, a major development occurred when that plant took a secondary position to a new station built in nearby Kenova, West Virginia. The Kenova plant served not only Ashland, but Huntington, West Virginia, and Ironton, Ohio, as well, and the Ashland plant then was used only to meet peak loads.

By 1911, the area was growing rapidly, and so was the demand for electricity. The company's name had been changed to the Boyd County Electric Company, and Ashland's city distribution service was raised to 2,200 volts, soon to be raised to 33,000 volts.

Gradually, through a series of company acquisitions, mergers, transfers and name changes, electricity was extended to an ever wider area of eastern Kentucky. In 1919, the Kentucky and West



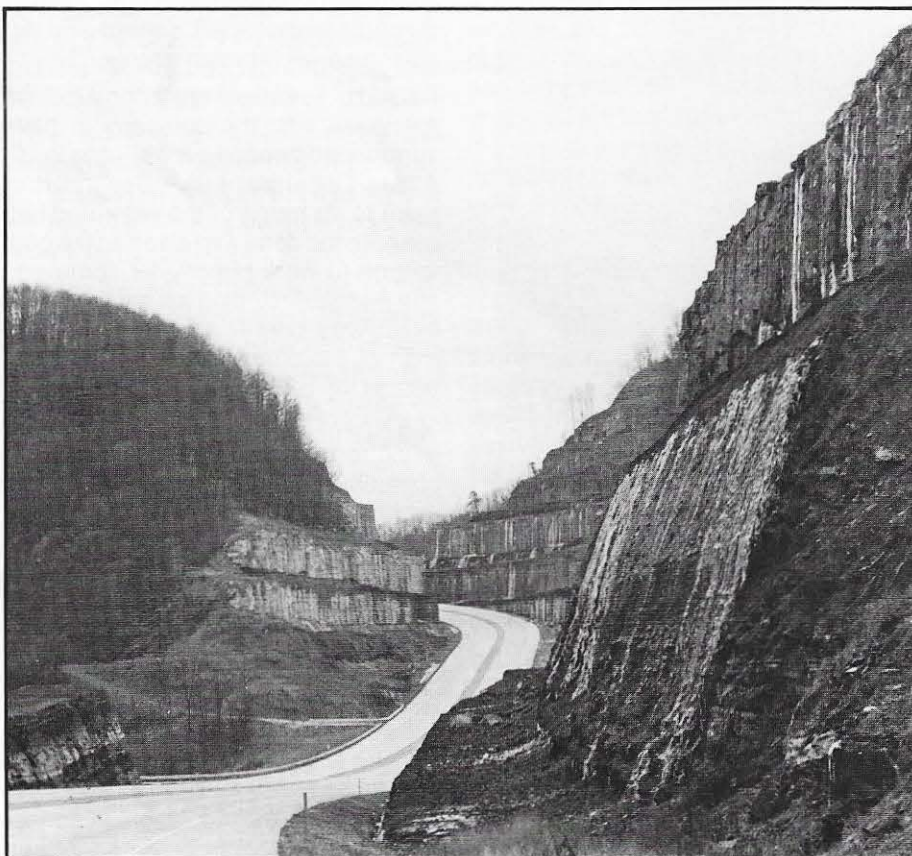
Kentucky Power's General Office and Ashland Division are completed in 1968. The block-long structure overlooks Ashland.

Virginia Power Company was organized under the laws of Kentucky. Coal companies, meanwhile, often constructed their own generating facilities, and many communities also had their own small generating stations. That was the case in the areas of eastern Kentucky which now comprise Kentucky Power's Hazard and Pikeville Divisions. During the 1920s, electricity was generated at approximately 20 stations extending from Ashland in northeastern Kentucky to Whitesburg in the south. Stations were located in: Ashland, Catlettsburg, Chavies, Neon, Jackson, Whitesburg, Lothair, Glomawr, Hazard, Elkhorn City, Pikeville, Paintsville, Martin, Prestonsburg, Jenkins, Greenup, Raceland, Worthington and Van Lear.

A plant at Sprigg, West Virginia, provided service to portions of eastern Kentucky. This area today is managed and maintained by Appalachian Power Company because of its proximity to that company's Logan-Williamson Division.

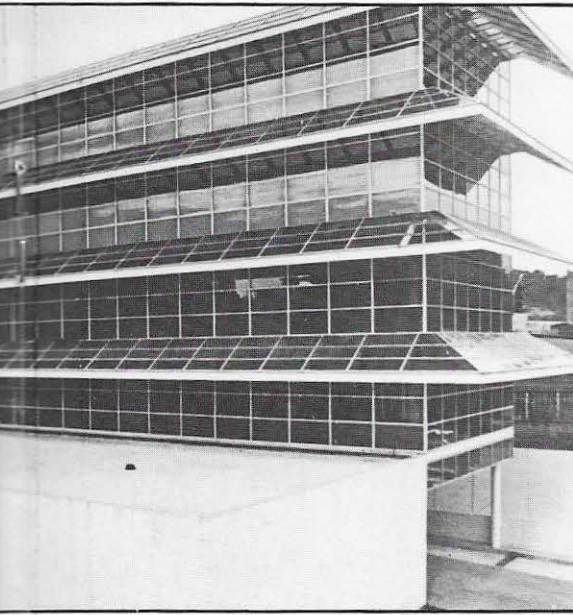
The company's interest in what is today's Hazard Division dates back to 1916 when two generating plants were purchased — one at Hazard, the other at Glomawr. A year later, those two plants were interconnected, and a new plant was built at Lothair. Today, the Hazard Division's service building is located on the site of the old Hazard Plant.

The Lothair Plant played a major role in the company's generation from 1922 until 1954 when it was placed in standby service. The plant had two 500-horse-



The terrain throughout Kentucky Power Company's service area is among the roughest in the AEP System. Pictured here is a section of Kentucky Route 80, a newly-opened four-lane highway in the Hazard and Pikeville Divisions. To complete the highway (which connects U.S. 23 and the Daniel Boone Parkway, which begins at Hazard and intersects with I-75 south of Lexington) construction crews had to devise massive cuts through mountains.

y Power Story



are housed in this five-story, green-glass building which was Ashland's Central Park.

power boilers to power its 1,500-kilowatt generator.

Consolidation Coal Company's plants at Van Lear and Jenkins had been interconnected for improved service. In 1915, the Sandy Valley Light and Power Company was formed to serve Pikeville. By 1922, demand had grown and a survey was carried out in the Pikeville area to determine the need for an electric distribution company. One result of the survey was construction of a 44,000-volt line from the Sprigg Plant to Betsy Layne, a small community north of Pikeville.

In 1923, Sandy Valley and its 550 customers were acquired by the firm that is known today as Kentucky Power.

Shortly, all of eastern Kentucky was receiving electricity from a single supplier — the Kentucky and West Virginia Power Company. The name was

changed in June, 1954 to Kentucky Power Company.

Today, Kentucky Power serves all or parts of 20 counties in eastern Kentucky. The service area has some of the most rugged terrain in the AEP System.

Stretching from the Whitesburg area on the Kentucky-Virginia border to South Shore on the Ohio River, the service area is traversed by everything from dirt roads through the Appalachian foothills to four-lane interstate highways.

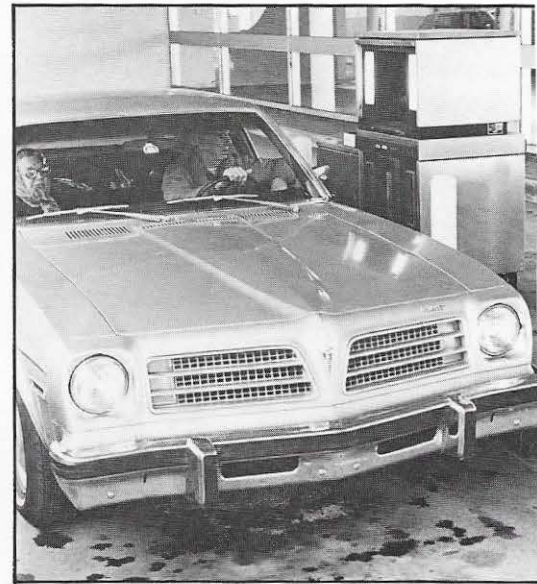
Throughout the service area, coal is king. An untold number of businesses are related to the coal industry. The company serves major steel plants, chemical operations and a major oil refinery.

The company is the fifth largest of the eight AEP operating companies and is the fastest-growing in terms of customer load. The company's only generating station is the 1,060,000-kilowatt Big Sandy Plant, located on the river of the same name near Louisa, Kentucky.

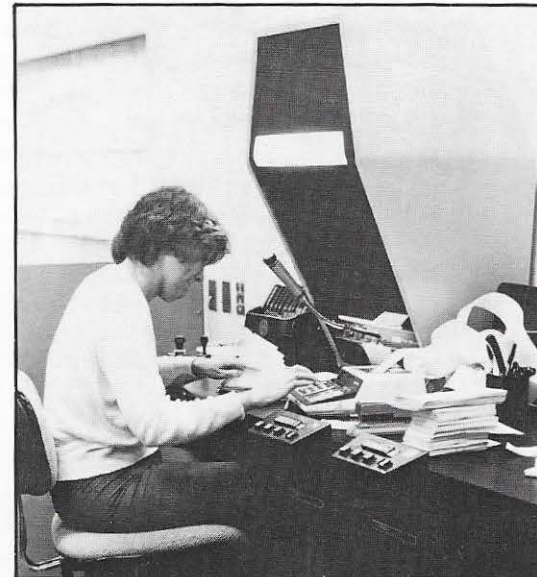
Big Sandy holds its place in industry history in several ways:

- It operated the first natural-draft cooling tower in the Western Hemisphere, serving the 260,000-kw Unit 1 since 1963;
- The System's first 800,000-kw unit, Unit 2, was placed in operation here in 1969;
- The System's first 765,000-volt line extended from Big Sandy to a southern Ohio substation 68 miles away;
- And, Big Sandy has consistently ranked among the world's leaders in generating efficiency.

Kentucky Power's headquarters are in Ashland, housed in a five-story building occupied in 1978. Division offices also are located in Hazard and Pikeville, with



Above a customer drives his automobile through the Ashland office's unique bill payment system that utilizes pneumatic tubes and closed-circuit video to maintain customer contact. Cashiers, such as Bonnie Leiber, below, are located on the building's second floor.



area offices situated in Grayson, Jackson, Paintsville, Prestonsburg, West Liberty and Whitesburg.

Kentucky Power for many years has taken an active role in helping plan the future of eastern Kentucky through its economic development function.

In a sense, Kentucky Power Company today takes eastern Kentucky's second most valuable resource — coal — and turns it into electricity for the region's most important resource — people. □

Statistics

Figures are for calendar year 1982

Estimated square miles in operating area	5,700
Estimated population	393,116
Number of customers	142,500
Number of employees	838
Generating capacity (kw)	1,060,000
Pole miles of T&D lines	8,925
Tons of coal burned	2,170,652
Annual taxes (Federal)	\$9,778,662
Annual taxes (other)	\$2,686,860
Total payroll	\$20,107,510

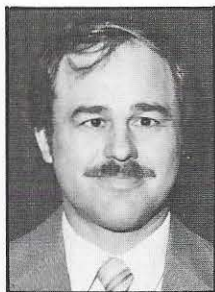
PROMOTIONS



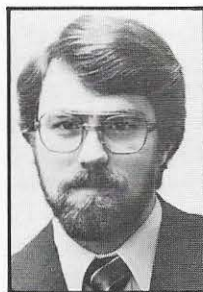
Harmon



Vaught



Edwards



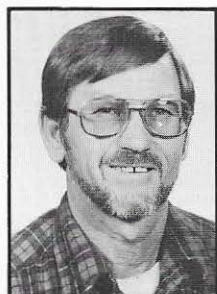
Hines



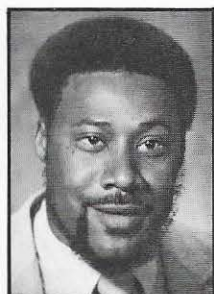
Anderson



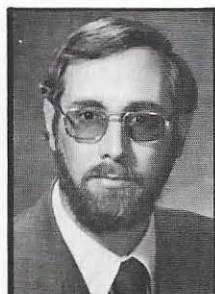
White



Jones



Smith



Stinnett



Biggs



Horn



Roush

William F. Harmon, Jr., station mechanic A, was promoted to station crew supervisor nonexempt in Charleston on March 5, succeeding C. H. Wall, who elected early retirement.

Daniel E. Vaught, Roanoke energy services supervisor, was promoted to Huntington marketing and customer services manager on May 1, succeeding Ralph Johnson, who elected early retirement. Vaught holds a bachelor of science degree in agricultural engineering from Virginia Polytechnic Institute and State University.

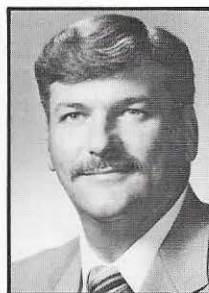
Dan Edwards, II, performance supervising engineer, was promoted to plant performance superintendent at Philip Sporn Plant on April 1, succeeding Bob Cook, who elected early retirement. Edwards holds a bachelor of engineering science degree from Marshall University.

Gregory O. Hines, performance engineer senior, was promoted to performance supervising engineer at Philip Sporn Plant on April 1, succeeding Dan Edwards. Hines holds a bachelor of science degree in mechanical engineering from Ohio Northern University.

James Anderson, Jr., engineering superintendent, was promoted to engineering manager in GO Transmission and Distribution, Roanoke, on April 1, succeeding Owen Minnich, who elected early retirement. Anderson holds a



Carter



Chambers

bachelor of science degree in electrical engineering from Colorado A & M.

Larry W. White, line crew supervisor nonexempt, was promoted to line crew supervisor exempt in Charleston on March 1, succeeding G. R. Young.

Charles E. Jones, station mechanic A, was promoted to station crew supervisor nonexempt in Charleston on February 19, succeeding R. W. Hayes, who elected early retirement.

John W. Smith, line crew supervisor nonexempt, was promoted to line crew supervisor exempt in the Montgomery area of Charleston Division on March 1, succeeding D. M. Acela, who elected early retirement.

David L. Stinnett, line mechanic A, was promoted to line crew supervisor nonexempt in the Montgomery area of Charleston Division on March 5, succeeding John Smith.

E. R. "Bob" Biggs, general stores supervisor, was named purchasing supervisor in GO Purchasing, Roanoke, effective May 1 succeeding T. S. Lunsford, who will retire next month. Biggs holds an associate in business administration degree from Beckley College.

John B. Horn, stores assistant senior, was promoted to general stores supervisor in GO Purchasing, Roanoke, on May 1, succeeding Bob Biggs. Horn holds an associate in applied science degree in management from Virginia Western Community College.

Herbert W. Roush, equipment operator, was promoted to unit supervisor at John Amos Plant on April 1, succeeding George Doak.

Randy E. M. Chambers, personnel supervisor at John Amos Plant, has been appointed personnel supervisor of Indiana & Michigan Electric Company's Rockport Plant, effective May 1. Chambers holds an associate degree in operations management technology from Indiana University.

Wayne L. Carter, personnel supervisor at Kanawha River Plant, has been named personnel supervisor at John Amos Plant, effective May 1, succeeding Randy Chambers. Carter holds a bachelor's degree in business administration from Marshall University. □



Build a bright future with **BONDS**

Even before he invented the electric light bulb, Thomas Edison used his inventive genius to help investors. His first commercially successful invention was an improved stock ticker that let investors quickly learn the value of their stocks as prices fluctuated on the stock market.

The search for the ideal investment occupies the thoughts and actions of countless investors. So, what is the ideal investment?

For one thing, it should allow the investor, you, to share in the high rates being offered in today's securities markets. For another, it must also be safe. One in which you can never lose your money and where rates can't drop below a certain minimum.

Obviously, the ideal investment is unusual. It is, however, available to everyone — even those with as little as \$25 to invest.

So what is this ideal investment? It's the U.S. Savings Bond with its most significant changes in 40 years.

Today's U.S. Savings Bonds are unlike any before in history. They have been vastly improved and make a unique investment. Now, virtually every bond

holder, present and future, has a chance to enjoy a return on their investment previously available only to those with much more money to invest.

The secret — and the big change — is that the interest rate for Series EE Bonds is now tied to marketable securities.

These bonds earn 85 percent of the average yield on five-year Treasury securities. There's also a guaranteed minimum return to protect bond holders and buyers from a sharp drop in market rates. This "opportunity without risk" applies to Savings Bonds held five years or longer. If redeemed sooner, bonds will earn interest on a fixed scale.

Older Series E and EE Bonds and Savings Notes will still earn their guaranteed rates. But if they are held five additional years, they will earn the new market-based rate, if it is higher.

Before the change, EE Bonds were earning 9 percent interest when held to an 8-year maturity. With the change, if market rates are 13 percent, for example, bonds will earn about 11 percent interest, a good return for a minimum savings of only \$25 — the price of a \$50 bond. And

there is no ceiling on how high the rates can go.

But market rates is only one of the unique benefits offered by Savings Bonds. Here are a few others:

Interest is exempt from state and local income tax, and federal income tax can be deferred until bonds are redeemed or reach final maturity. And there are other tax-saving opportunities, such as saving for a child's education.

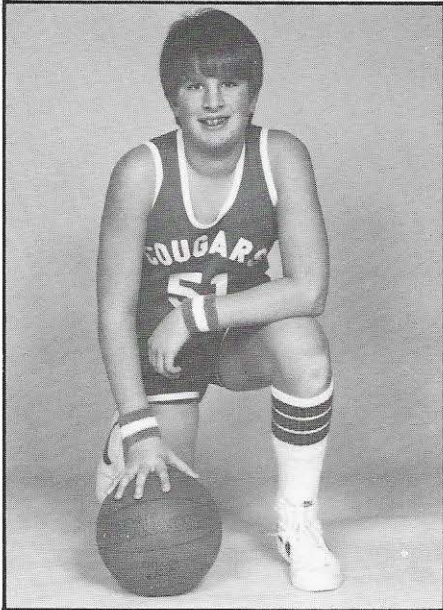
After a brief holding period, bonds can be cashed without penalties or red tape to meet financial emergencies.

The Payroll Savings Plan offers buyers an effortless way to save. An amount you choose is set aside from each paycheck to purchase bonds.

If you want financial opportunity without risk, then you want new, improved U.S. Savings Bonds with market-based interest. Take a closer look at bonds — they're better than ever. □

WHO'S NEWS

General Office



Brian, son of Donald Dent, station engineering and design supervisor, GO T&D Engineering, Roanoke, played forward for the North Roanoke Little League Cougars basketball team which compiled a 22-2 record to capture the Roanoke County championship. The Cougars won the Vinton Christen Woods Holiday Tournament and placed second in the Salvation Army Tournament.

Lewis Sturm, engineering technologist, GO T&D Communications, Roanoke, and his wife **Diane** have been elected president of the Glen Cove Elementary School PTA for 1983-84. **Betty Lou Carter**, editor of publications, GO Public Affairs, Roanoke, and her husband **Trimmy** have been elected first vice president of the PTA. □

Blake, son of Emmett Blackwell, employee relations supervisor, GO Personnel, Roanoke, will represent Patrick Henry High School at Boys' State. He has also been elected president of the senior class for 1983-84 and a member of the National Honor Society.

Doug, son of Paul Blount, engineering office supervisor, GO T&D Electrical Engineering, Roanoke, has received the Scouting "God and Family" award. He is

a member of Cub Scout Pack #235 sponsored by Thrasher Memorial United Methodist Church, Vinton.

Jennifer, daughter of George Lowe, accounts payable supervisor, GO Accounting, Roanoke, placed second and third in two events in the Virginia State Spring Invitational Speed Skating Meet. The Star City Skate Club, of which Jennifer and George are members, won total points and was the best club in the state.

Emmett, husband of Mary White Jacobs, retired personnel assistant, GO Personnel, Roanoke, received his highest recognition in boxing when he was appointed to the selection committee of the World Boxing Hall of Fame in La Mirada, California. He is the only member on the committee from Virginia. The Jacobs' have been invited to attend the annual meeting in Los Angeles in September.

Becky, daughter of Bill McClung, retired public affairs director, GO Public Affairs, Roanoke, was elected woman of the year by the Shenandoah Chapter of the

American Business Women's Association. A dial administration clerk for C&P Telephone Company, she is eligible to compete for the 1983 Top 10 Business Women of ABWA and American Business Woman of ABWA awards, to be announced in October.

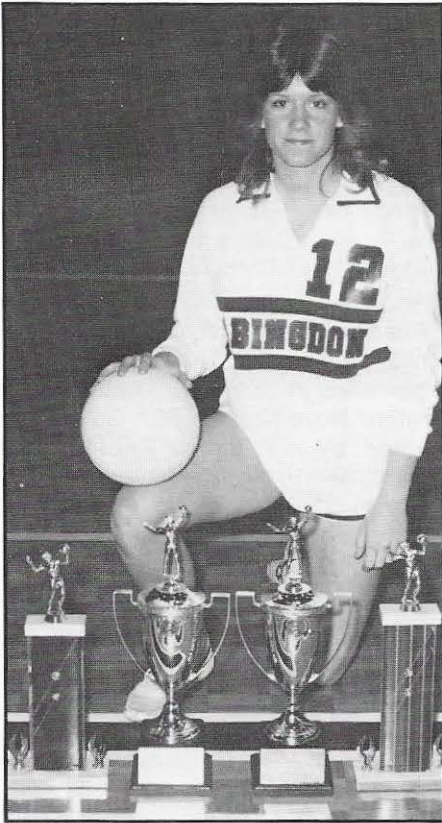
James Bethel, reproduction machine operator, GO General Services, Roanoke, was head coach for the YMCA Family Center Midget League basketball team, The 76'ers, which compiled a 21-1 record to take the regular season championship. They went on to win the Roanoke Recreation Midget League championship, the Southwest District championship and the Virginia-North Carolina YMCA Sports Festival championship.

Sylvia, daughter of H. H. Lewis, station operator A, GO Operations, Kingsport, was elected treasurer of Sigma Delta Phi, national honor society for Spanish students at East Tennessee State University. Sylvia is planning a teaching career, majoring in math and Spanish. □



Paul Sutphin has won his eighth consecutive championship in the West Virginia Senior National Powerlifting Championships. Paul, who won at 198 pounds, has now taken titles in four different weight classes. There were 77 lifters at the West Virginia meet, and Paul won an impressive medal for finishing second in the "Champion of Champions" category, an award given to the best overall lifter. He was presented the memento by Secretary of State A. James Manchin. Paul's winning total included a 677 in the squat, a 380 bench press and a 644 dead lift, good enough for a combined total of 1,703 pounds, a new personal best for him. Paul's next big competition will be the senior nationals in Austin, Texas, this summer. Paul is the son of Jim Sutphin, station mechanic A, GO T&D Station, Bluefield.

Abingdon



Melinda, daughter of Hunter Thayer, general line supervisor, was a starting member of the Abingdon High School girls' volleyball team which won the Virginia state AA championship. This is the first year that state competition has been held for AA school volleyball.



James Farmer, area supervisor, was elected vice president of the Lebanon Lions Club for 1983-84.

Dan Carson, division manager, was named to the board of directors of the Washington County Chamber of Commerce. He will also serve as chairman of the chamber's industrial development committee. □

Pulaski

Johnny Kidd, Galax area supervisor, was appointed by the mayor of Galax to serve on the economic development committee, one of those designed to implement the city's community betterment program.

Charlie Settle, retired division superintendent, was appointed a member of the Pulaski County electoral board by Circuit Court Judges R. William Arthur and Kenneth I. DeVore. □

Bluefield

Francis Keller, personnel assistant, was elected first vice president of the Princeton Quota Club. □

Glen Lyn

Ricky, son of Rick Gray, maintenance mechanic B, was selected to the Mercer County Class AA Junior High All-Tourney basketball team. He plays for the Oakvale Junior High School team which won the Mercer County Class AA Junior High basketball championship. □

Huntington

Hugh Stillman, retired division manager, was elected the first chairman of the board of Blue Cross-Blue Shield of Southern West Virginia, Inc. He will serve a three-year term as a board member and a two-year term as chairman. The two organizations operated with separate boards until combining in January of this year. □

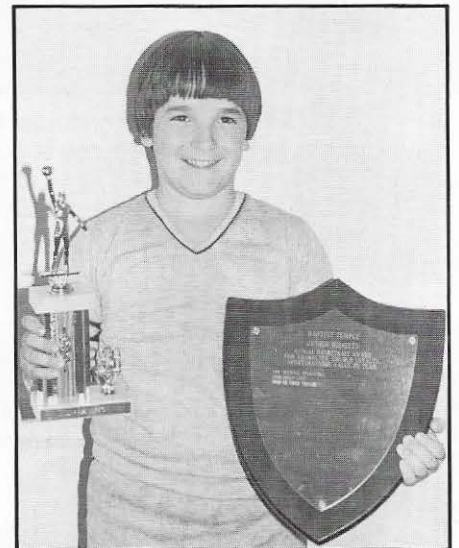
Beckley

Rob Londeree, son of Dianna Dyke, Oak Hill customer accounts representative C, was one of five Fayette County students selected to participate in the Academic Quiz Bowl at Concord College. He is a sixth grader at Fayetteville Middle School. □



Charleston

Danny Ellars, marketing and customer services advisor, has been appointed to the Multi-County Community Action Against Poverty, Inc.'s, weatherization and energy conservation policy advisory committee. The committee will be involved in weatherizing homes of low-income citizens in Kanawha, Boone, Putnam and Clay counties, and advising them on energy conservation.



Chad, son of Pat Taylor, customer accounts supervisor, was named the most valuable player on the junior midget basketball team at the Baptist Temple. The eight-year-old attends Flinn Elementary School.

Jack Shaver, administrative assistant, received the Distinguished Service Award from the Advertising Club of Charleston in recognition of his term as president. □

Attention graduates!

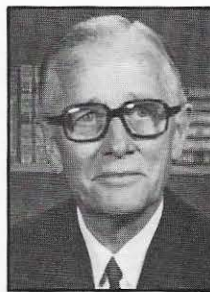
Graduates from high schools, colleges and technical schools will be recognized in the July issue of The Illuminator.

Employees or their children or spouses who are graduating this year should give the information to their local Illuminator reporter by May 31. □

FRIENDS WE'LL MISS



James Lowry White, 80, retired Roanoke division superintendent of transmission and distribution, died March 21. A native of Abingdon, Virginia, he was employed in 1926 as a distribution engineer and retired January 1, 1968. White is survived by his widow Clare, 2651 Creston Avenue, S. W., Roanoke, Va.; two daughters; one brother and two grandchildren.



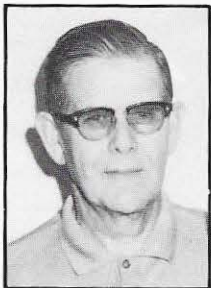
Jacob T. "Diamond" Hill, Jr., 73, retired Lynchburg right of way agent, died March 17. A native of Lynchburg, Virginia, he came to work in 1937 as a rodman and retired October 1, 1972. Hill is survived by his widow Nora, 1316 Oakwood Court, Lynchburg, Va.; two daughters and two grandchildren.



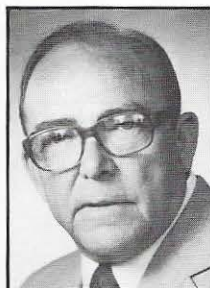
John Thomas McLain, 83, retired Roanoke air conditioning engineer, died March 19. A native of Augusta County, Virginia, he joined Appalachian in 1929 as a serviceman and retired July 1, 1964. McLain is survived by one son, three daughters, nine grandchildren and seven great-grandchildren.



Andrew Jackson Good, 80, retired Roanoke lineman A, died March 24. A native of Knoxville, Tennessee, he began his career in 1938 as an electrician and retired November 1, 1967. Good is survived by his widow Pricilla, 1118 Jeanette Avenue, Vinton, Va.; two sons; one stepdaughter; two granddaughters; one grandson, two step-grandsons; three sisters and three brothers.



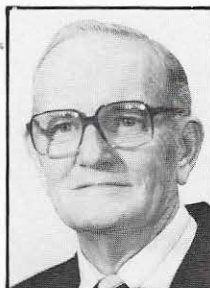
Earl A. Proffitt, 70, retired Bluefield auto repairman A, died April 3. A native of Tazewell, Virginia, he was employed in 1953 as an auto repairman B and retired January 1, 1973.



Robert McCoy Cooper, 62, retired Bluefield head material clerk-transmission, died April 16. A native of Belfry, Kentucky, he was employed in 1947 as an axman and elected early retirement July 1, 1982. Cooper is survived by his widow Janice, 2004 Hemlock Hill, Bluefield, West Virginia, and two sons.



Wallace E. Mason, 82, retired Charleston T&D clerk, died April 12. A native of Owenton, Kentucky, Mason began his career in 1921 as a meter reader and retired November 1, 1965. He is survived by one daughter.



Paul H. "Casey" Mann, 62, retired Glen Lyn Plant instrument mechanic A, died March 30. A native of Monroe County, West Virginia, he was employed in 1947 as a utility operator A and elected early retirement February 1, 1983. Mann is survived by his widow Thelma, Route 81, Box 24, Peterstown, W. Va.; two daughters, three brothers; one sister and one granddaughter. His brother, Russell, is a retired Glen Lyn Plant equipment operator.



Ralph M. Rottgen, 58, production superintendent — maintenance at Philip Sporn Plant, died April 19 of a heart attack. A native of Lucasville, Ohio, he was employed in 1950 as a maintenance helper. Rottgen is survived by his widow Erma, New Haven, West Virginia; four daughters and two sons. His brother, John Rottgen, is a maintenance supervisor at Sporn.

Paul Mark Harmon, 57, Philip Sporn Plant equipment operator, died April 3. A native of Point Pleasant, West Virginia, he began his career in 1969 as a janitor. Harmon is survived by his widow Anna Lee, Box 172, New Haven, W. Va.; one daughter and one son.

BIRTHS

Abingdon

Kelsey Lee, daughter of **Ryland Jennings**, Gate City line mechanic C, March 29.

Jonathan Lee, chosen son of **William C. Ogle, Jr.**, Marion line mechanic B, February 25.

Robert Andrew, son of **Robert W. Triplett**, Clintwood line mechanic A, April 12.

John Amos

Robert, son of **Robert Massey**, braker, March 28.

Megan Lee, daughter of **Diana Smith**, performance technician senior, and **Robert Smith**, maintenance mechanic B, February 16.

Beckley

Jon, son of **Alvin Warner**, meter electrician C, March 27.

Bluefield

Anthony Francis, son of **Fran DeBellis**, electrical engineer senior, March 18.

Ashley Brooke, daughter of **Randy Powell**, Pineville line mechanic D, March 19.

Centralized Plant Maintenance

Matthew David, son of **Kenneth Neigler**, maintenance mechanic A, March 27.

Clinch River

Amanda, daughter of **Jerry Yates**, utility coal attendant, March 3.

Philip, son of **Russell Ferguson**, utility coal attendant, March 2.

Angela, daughter of **Jerry Musick**, yard helper, January 2.

General Office

Thomas John, son of **A. J. Tamagni**, electrical engineer, GO T&D Meter, Roanoke, March 20.

Erin Faithe, daughter of **Kyle Swim**, engineering technician, GO T&D Transmission Line, Bluefield, March 2.

Victoria Grace, daughter of **Joseph Campigotto**, transmission mechanic D, GO T&D Transmission, Kenova, March 3.

Jarret Kyle, son of **Lynne Testerman**, junior clerk, GO Accounting, Roanoke, April 11.

Heather Elizabeth, daughter of **Deborah Divers**, stenographer, GO Purchasing, Roanoke, and **Jay Divers**, customer accounting clerk B, GO Accounting, Roanoke, April 6.

Brittney Nichole, daughter of **Phillip Camper**, civil engineer, GO T&D Civil Engineering, Roanoke, February 2.

Nathan Kyle, son of **W. C. Miller**, regional assistant chief operator, GO Operations, Danville, April 3.

Huntington

Jason Darrell, son of **Darrell Sowards**, Ripley area service restorer, April 6.

Lynchburg

Matthew David, son of **Gay Arrington**, junior clerk, April 6.

Mountaineer Construction

Alisha Lailee, daughter of **W. A. Smith, III**, construction stores assistant I, January 19.

Amber Rae, daughter of **R. H. Taylor**, civil construction assistant I, March 1.

Mountaineer

Kyle Edward, son of **Ed Roach**, control technician, January 11.

Kenda Lynn, daughter of **Terry Smith**, coal equipment operator, February 24.

Shannon Nicole, daughter of **Stephen Price**, utility worker, February 12.

Philip Sporn

Shannon Marie, daughter of **Vinton Rankin**, senior chemist, March 27. □

WEDDINGS



Pairgin-Salyer



Ketron-Anderson

Jennifer Salyer to **Ronald E. Pairgin**, February 12. Ronald is the son of Al Pairgin, retired Kingsport right of way agent.

Patricia Jane Cullip to **Rick Thomas**, Abingdon meter reader, February 27.

Lori Stone to Dana Good, April 2. Lori is the daughter of C. H. Stone, maintenance mechanic C, John Amos Plant.

Lori Stapleton to **David Somerville**, maintenance mechanic B, Centralized Plant Maintenance, March 18.

Deborah Anderson to **Teddy Ketron**, March 5. Deborah is the daughter of C. C. Anderson, Kingsport customer accounts clerk A.

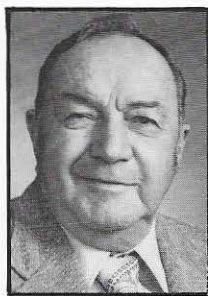
Betty Foss to **J. Robert Kinnett**, Centralized Plant Maintenance manager, February 19.

Judy Lynn Jeffers to **Ricky Pickens**, maintenance mechanic B, Centralized Plant Maintenance, April 9. □

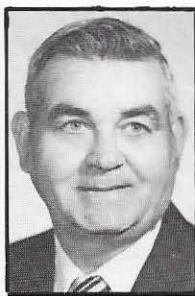
SERVICE ANNIVERSARIES



Richard Snedgar
electrical eng. sr.
Roanoke
35 years



Ernest Morehead
trans. mechanic A
GO-Bluefield
35 years



Eugene O'Neal
line con. & main. rep.
Beckley
35 years



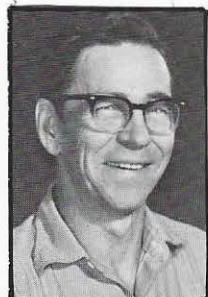
Basil Vassar
cust. serv. rep. sr.
Bluefield
35 years



Refert Jenkins
line crew supv. NE
Pulaski
35 years



George Bratton
service supv.
Roanoke
35 years



Guy Hartman
shift op. engineer
Kanawha River
30 years



Billie Bishop
trans. gen. supv.
GO-Charleston
30 years



Floyd Taylor
division manager
Logan-Williamson
30 years



Charlie Conner
area service restorer
Charleston
30 years



Norman Leget
shift op. eng.
Mountaineer
25 years



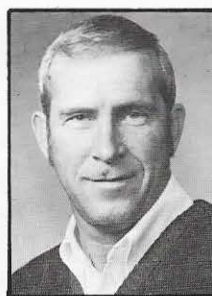
Carol Boggess
T&D clerk A
Charleston
25 years



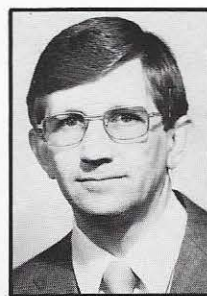
Dorse Campbell
asst. shift op. eng.
Clinch River
25 years



June Deal
lab tech. I
AEP-Htg.
25 years



Kelly Harvey, Jr.
trans. mechanic A
GO-Bluefield
20 years



John Burnside
prop. rec. acctg. supv.
GO-Roanoke
20 years



Charlie Saul
econ. dev. consultant
GO-Roanoke
20 years

Abingdon

10 years: **Barry Blevins**, line mechanic A.

John Amos

10 years: **James E. Carey, Jr.**, utility operator A. 5 years: **Garry Toothman**, utility operator B. **Wilma Kelly**, utility worker. **Thomas Johnson**, maintenance mechanic B. **Ricky Bowles**, utility operator B. **Maxwell Ball**, maintenance mechanic A.

Beckley

10 years: **Clifford Washington**, station mechanic D. 5 years: **Vicci Totten**, meter reader. **Kevin Cordle**, meter reader, Oak Hill.

Bluefield

5 years: **Tim Glover**, surveyor assistant-rod.

Central Machine Shop

10 years: **Norm Gue**, welder 1st class. 5 years: **Terry Cyfers**, NDE inspector 1st class.

Centralized Plant Maintenance

5 years: **K. A. Turley**, maintenance mechanic A. **R. G. Cundiff**, maintenance mechanic A. **K. R. Dillon**, maintenance mechanic A.

Charleston

10 years: **Frank Jones**, line mechanic B. **Mary Mayfield**, customer accounts representative B. 5 years: **Joe Sawyers**, meter reader.

General Office

40 years: **Georgie Sevy**, private secretary senior, GO Executive, Charleston. 15 years: **Jim McCallum**, data processing operator A, GO Accounting, Roanoke. **Tom Philpott**, hydro special clerk, GO Hydro, Roanoke. **Paul James**, transmission mechanic A, GO T&D Transmission, Charleston. **Raymond Hendrix**, property maintainer, GO Land Management, Independence. **Roger Smith**, office equipment & supplies coordinator, GO General Services, Roanoke. 10 years: **Kay Higgins**, station clerk B, GO T&D Station, Roanoke. 5 years: **Lyle Adkins**, station operator B, GO Operations, Huntington. **Julian Midkiff, Jr.**, maintenance mechanic C, GO Hydro, Roanoke. **Charles Niday**, engineering technician, GO T&D Communications, Charleston.

Huntington

15 years: **Raymond Gill**, line construction and maintenance representative.

Kanawha River

10 years: **Dennis Young**, maintenance mechanic C. **Dotty Dellinger**, plant clerk C.

Kanawha Valley Power

10 years: **Charlie Campbell**, hydro maintenance mechanic A.

Kingsport

15 years: **Billy Dishner**, station mechanic A. 10 years: **Jim Jordan**, T&D clerk B.

Lynchburg

15 years: **Gerald Cunningham**, line crew supervisor NE.

Mountaineer

10 years: **Charlie Williams**, performance supervising engineer. **Everett Riffle**, performance technician senior.

Pulaski

15 years: **Matthadus Price**, custodian. 10 years: **Shirley Moon**, customer accounts representative B. 5 years: **Donald Harmon**, meter reader. **Jean Curtis**, customer accounts representative C.

Roanoke

10 years: **Stephen Duncan**, collector.

Philip Sporn

5 years: **Dale Durst**, maintenance mechanic C. **Michael Brown**, auxiliary equipment operator. **Rickie Koenig**, auxiliary equipment operator. **Robert Matics**, coal handler. **Robert Workman**, coal handler. □

NEWCOMERS

Beckley

Teresa Schwitzerlette and **Shirley Summers**, junior clerks.

Glen Lyn

Richard Kevin Cottle, utility worker B.

Pulaski

David Williams and **Mark Willard**, line mechanics D. □

Lynchburg office to move into new headquarters

Appalachian Power Company's Lynchburg Division office will move into a completely reconstructed building on the corner of 8th and Main Streets in downtown Lynchburg this fall. The move is necessary because the existing office building at 523 Main Street is on a site designated for a parking deck in connection with the Lynchburg Town Center hotel/convention center project.

The office building being vacated has been utilized by Appalachian or one of its predecessors since it was built in 1906. The building was enlarged in 1951.

The company's new offices will be located at the site of the former Miller & Rhoads department store. The building will be renamed the "Appalachian Building".

About 40 Appalachian employees will be involved in the move. All operations now housed at the old building will be transferred to the new location, including

marketing and customer services, personnel and managerial.

Appalachian will occupy all of the first floor (Main Street level) and an expanded mezzanine in the four-story multi-tenant building. The remaining space will be leased to other firms by Milton, Case and Company, developer and leasing agent.

The building will be completely rebuilt inside to provide comfortable modern office areas. Additionally, the exterior will be rebuilt to provide a traditional facade with contemporary features. The new look, utilizing brick and glass, will make the building compatible with others in the area.

Among the improvements now underway is the removal of an old structure behind the building to make room for a 101-car parking area. Also, renovations will include raising part of the building, which is now only three stories high, to provide a full four-story building and adding a third elevator in the building. □



The annual Roanoke Invitational Bowling Tournament continues to attract a growing number of bowlers from Appalachian and other AEP companies.

This year, 315 bowlers composing 63 teams came together at Viking Lanes in Roanoke and, bowling in two shifts, competed in the largest tournament held to date. Last year, 61 teams participated and in 1981 there were 54.

As in recent years, nearly every Appalachian division and plant was represented by the 45 men's and 18 women's teams as were Ashland, Kentucky, and Appalachian's general office departments.

The top men's team was Pulaski No. 1 from, you guessed it, Pulaski with 3,164 pins. Racking up the highest number of pins in the women's competition was the Southern Gals, whose Southern Appalachian Coal and Roanoke members rolled 3,073.

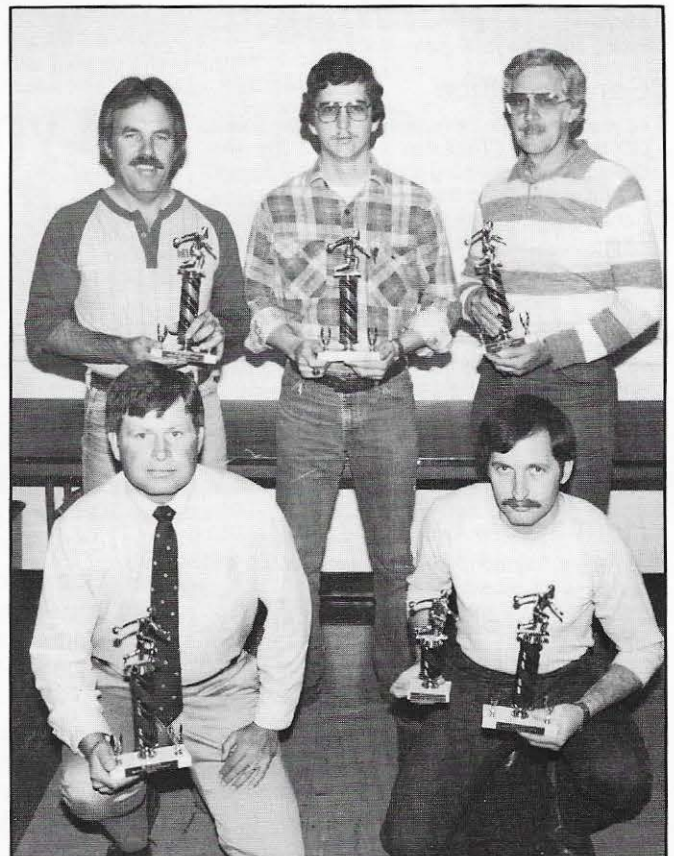
Other teams placing in the money in the male competition were the Hustlers of Roanoke with 3,148 pins; Fieldale's Wild Turkeys with 3,074; the Gutter Sweepers from Lynchburg with 3,037; the Tom Cars of Cedar Coal and Kanawha River Plant with 3,034 pins. Also, Sporn Plant's Valley Haven Stables No. 1 with 3,011 and the Marion Brewers from Marion with 2,950.

Women's teams placing in the second through fifth spots were Sam's Angels from Kanawha River with 3,042 pins; the Bluefield Alley Cats with 3,018; Roanoke No. 1 with 3,013 and Sporn Plant's River Rats with 3,010.

Individual honors for the men went to Ralph Casey of Fieldale who had high scratch game of 255 and high scratch set of 650; Carl Tennant of Sporn, high handicap game of 270; and Jim Lane of Pulaski, high handicap set of 687.

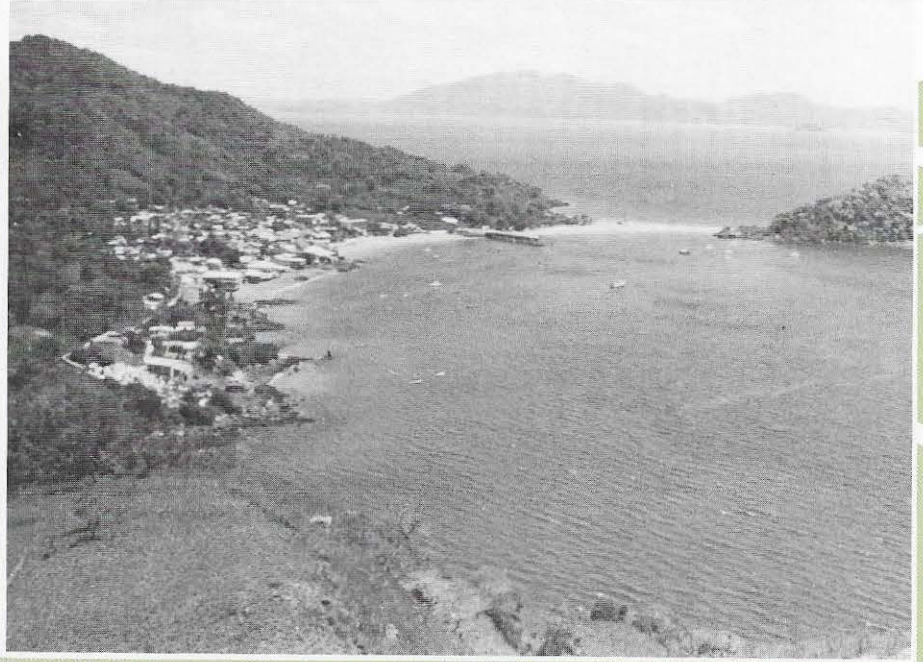
In the women's competition, Marie Anderson of Bluefield rolled 224 to win the high scratch game honor. Teresa Ratliff of Roanoke had high handicap game of 252 and high scratch set of 583. Jeannie Wolford of Southern Appalachian Coal took home the high handicap set money with 669.

The invitational Bowling tourney is employee-sponsored. This year's coordinator for the men's division was Dave Barger, engineering technologist, GO T&D. The coordinator for the women's division was Donna Williams, stenographer, GO Environmental Affairs. □

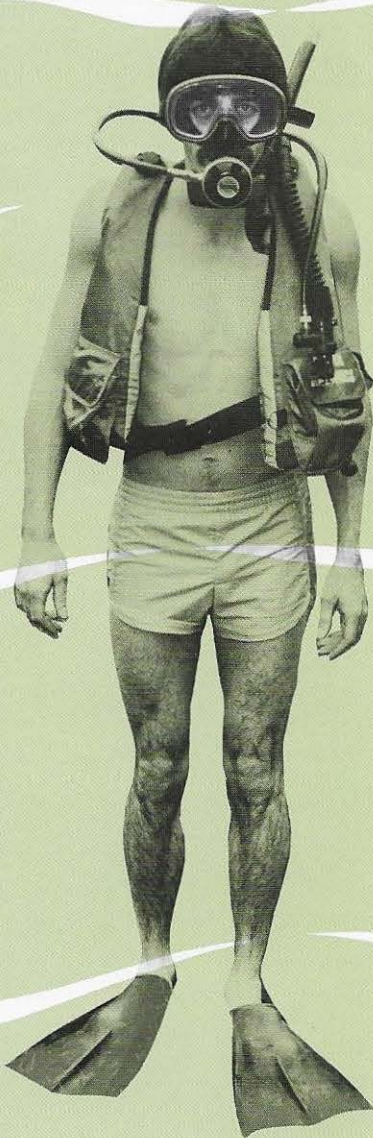


Members of the Pulaski No. 1 team which won the men's division of the Roanoke Invitational bowling tournament, are: kneeling, l. to r., Larry Rakes, marketing and customer services representative, and Jim Lane, T&D clerk A. Standing, Pete Childress, drafter B; Gary Jones, stores attendant; and Joel Pugh, drafter A.

In Love with the Deep



One of Billy Price's favorite diving spots is this area near Panama City.



Three and a half years' service with the U. S. Army in the Panama Canal Zone changed Billy Price's life in at least two ways: he decided upon a career and developed interest in what will probably be a lifelong hobby.

While in Panama, Billy was supervisor of the microwave communications station there. After being discharged in 1980, he entered Tri-Cities Technical Institute and graduated last year with an associate degree in electronic engineering. Shortly thereafter he came to work for Kingsport Power as a communications technician assistant.

"Panama was just so beautiful," Billy relates, "that I wanted to learn to swim better so I enrolled in a scuba diving course. It only cost about \$75 for an eight-week course, and everything was furnished — air for the tanks, transportation to the ocean and things like that. As it turned out, that was one of the best investments I ever made. I was in Panama a little over 3½ years so I had plenty of time to enjoy my new hobby."

Billy adds, "There were a few fresh water lakes around the canal where I went diving, but it was so much more beautiful in the ocean because of the different colors and the different types of fish. I dove in both the Atlantic and Pacific Oceans, but prefer the Atlantic for a couple of reasons. There is not much change in tide in the Atlantic and the coral on the Atlantic side is more colorful — or at least it was in Panama.

"I have been going to school ever since I got out of the service, and I just haven't been able to afford going diving that much. But now that I have graduated, I plan to dive quite a bit.

"I don't like diving in the lakes around Kingsport because they are so dirty, so I'll be making some trips to the beach. Another thing, too, is the fact that in the lakes you have to wear a wet suit if you go down 20 or 30 feet because the water is so cold. In the ocean, I never use a wet suit at all."

Billy says that diving is not an expensive hobby but taking a course locally is. "You can rent a tank and everything you need for about \$10 a day. If you have your own tank, it costs about \$5 to fill it with air.

"One of my best friends is a diving instructor in Kingsport, and he charges about \$400 a course. Of course, that includes dives and everything. He just recently started a class at a local high school pool. After his students are qualified, they plan on going to Florida for their open water dives, and I am going along. The first day we will dive in the fresh water springs in Florida and then go to the ocean."

Billy's diving equipment consists of fins, mask and snorkel, tank and buoyancy compensator and a regulator. He says that a tank with 2600 lb. of air normally lasts about 50 minutes. Billy prefers to dive off a boat rather than swim out from shore. "You use up a lot of energy and air swimming out and in," he notes.

Billy expects to pursue his scuba diving hobby for many years to come. He says, "When I took my course there were some students 15 or 16 years old as well as some 50-55 years old. Really, the only basic requirement for diving is that you be a fairly good swimmer. There are basic safety rules to be learned, but mostly it's just using your common sense. □

Scott couple 'spark' through electric age

It wasn't until high school that Grady Coley noticed the pretty petite girl who lived down in the hollow.

"He was a real handsome man," Elizabeth Coley recalls, showing an early photograph of Grady. "He was tall and lean. I had to chase the girls away from him."

That's not the way Grady remembers the romance at all.

"I was bashful and shy and didn't date much at all. She was the only girl I ever took out," he said.

What started as an innocent turn-of-the-century courtship in the parlor of Elbert Quillen's home in the Red Hill community of Scott County, Va., ended up as a marathon romance for Grady and Elizabeth, a couple who have been married for nearly 70 years.

There wasn't much entertainment. Therefore, taking a girl on a date meant going to a church meeting or picnic or sitting in the parlor, says Grady.

Sitting in the parlor was perhaps the most expensive way to court, remembers Grady. "I used to have to buy candy for her little brother so he would leave us alone," he said.

Destiny would soon split the two up and later reunite them in another state.

Grady took a job in South Dakota and then moved to Texas where, by coincidence, Elizabeth was living with her sister.

The couple was then married in Texas and soon moved back to Scott County.

Living on Red Hill was pretty primitive at the time. There was no electricity and no inside plumbing. A coal-oil lamp provided enough light to read by and a wood stove heated the house and cooked the food.

Grady was instrumental in providing the area with electricity. Working as a local superintendent for Appalachian Power, Grady headed the crew installing power lines in Red Hill and Nicklesville.

With the use of a pipe pole, an early apparatus used to hoist electric poles up with spikes, the crew built the first power lines to county customers in 1937. "It took an hour to set each pole," Grady said. "It took three or four years to finish the project."

He remembers his wife's reaction in using a new electric stove. "She said she wouldn't use it at first. But after I



Grady and Elizabeth Coley

cooked a breakfast for her, she realized how good the food was cooked," he said.

Grady retired from Appalachian in 1957 as an Abingdon Division area sales representative and has enjoyed gardening and clearing land to fill his time. "A man has to be active to keep going," he said.

Elizabeth, 91, readily agrees, adding that her 90-year-old husband still takes time to help in household chores.

When asked how they made a marriage last for 70 years, Elizabeth piped up proudly, saying, "I guess we are the best of friends." □

Story and photo courtesy Kingsport Times-News



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