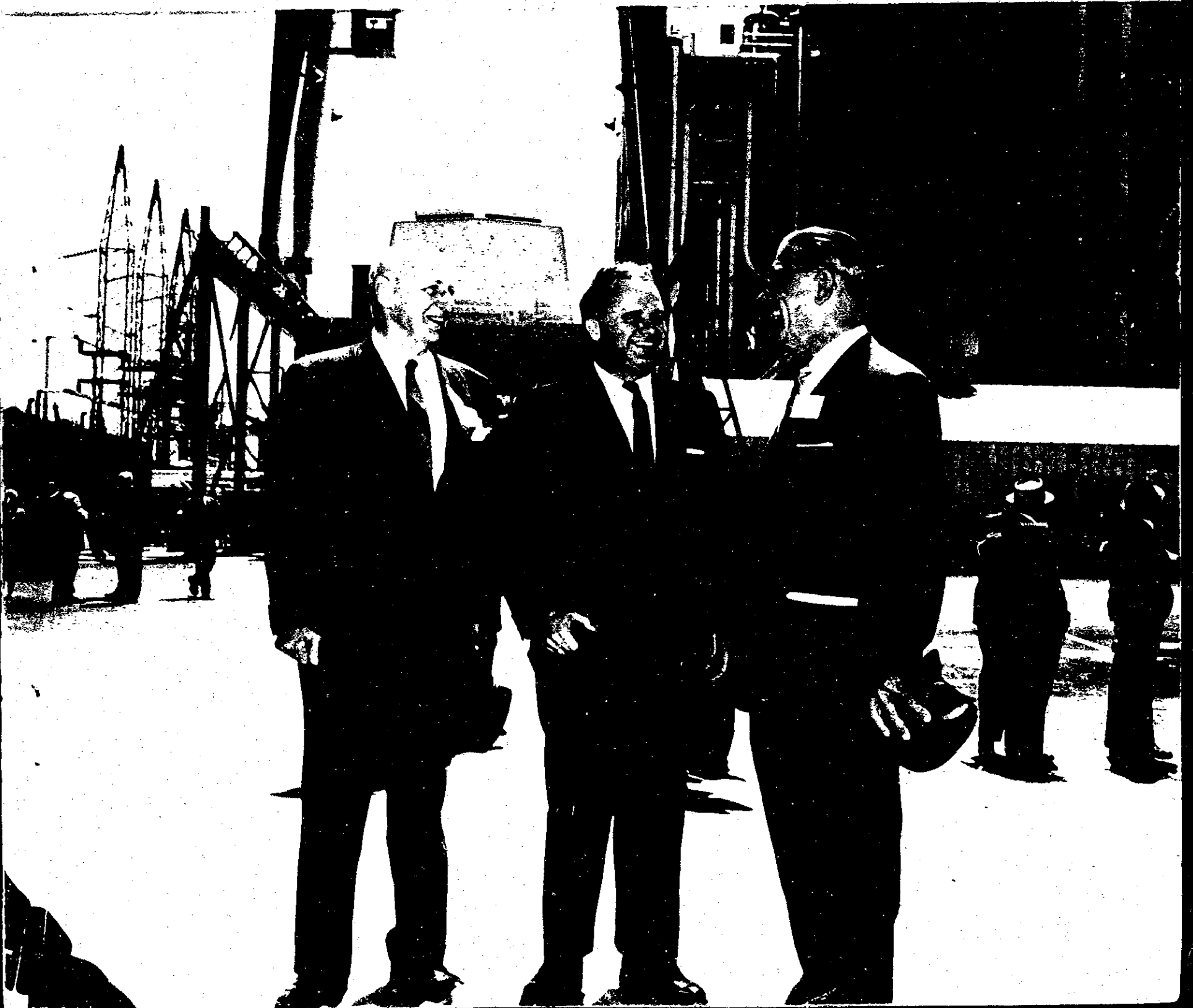


JULY 1964

# Spotlight



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# Spotlight

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## Democratic Primary -

# State's Leaders Have Been Chosen

By Watt Huntley

Barring the unlikely possibility of Republican success in November, North Carolinians have chosen Dan K. Moore as their next governor and Robert W. Scott as their next lieutenant-governor. Both candidates received the Democratic nomination on June 27 after long and costly campaigning.

During the next four years, the new governor will set the pace for the attitude of state government toward business, industry, agriculture, and the institutions and activities in which citizens are interested. Presumably, the new leader will fill appointive positions with men and women who share his feelings.

Helping in the lawmaking process during the next four years will be the lieutenant-governor, who as president of the Senate will make Senate committee appointments, name committee chairmen, and preside over the Senate. A strong lieutenant-governor can exert his leadership, and the actions of the Senate, for the most part, could reflect his thinking.

Of the two second primary candidates for the Democratic nomination for governor, Mr. Moore expressed a more conservative philosophy to which most CP&L employees subscribe. His announced stand on several questions with which his office must deal is considered moderate in comparison with the strong position taken by his opponent.

His moderation was reflected in an advertisement about a week before the second primary when Mr. Moore was quoted as saying: "Under my administration, I would protect the electric co-ops and insist that they be allowed to continue their good work in North Carolina."

The ad stated that he would fight any attempt to place the REA under the jurisdiction of the State Utilities Commission. He was further quoted: "They should be permitted to regulate their own rates. They have done a wonderful job in the past and they are doing a wonderful job today in this state. They have earned a place in North Carolina and they should certainly be protected. I think every

North Carolinian can take pride in both our rural cooperatives and our private power companies."

As Superior Court judge, Mr. Moore was accustomed to refereeing fairly on the basis of fact and law. As general counsel for Champion Papers, Inc., he understands such matters as taxes, interest, and government competition. We believe that his basic philosophy and his background bode well for an understanding of the tax-paying power companies' point of view.

(Continued on Page 2)

## APOLOGY



We apologize for the omission last month of the information about the cover photo (above). This is the information that should have accompanied the photo:

Miss Betty Marshbourne, home service representative, and Ronald Baker, sales representative, are putting up promotional material in Dobbins' Appliance Center in Wilmington for the current CP&L residential sales campaign—"Buy a Food Freezer, the Family Pleaser." During the May 15-July 15 campaign period, dealers in our area are predicted to sell 4,443 two-temp refrigerators and 5,457 freezers.

## COVER PHOTO

Principals in the June 10 dedication of the Asheville Steam Plant were (l. to r.) CP&L Board Chairman Louis V. Sutton, Congressman Roy A. Taylor, and CP&L Asheville District Manager Julian B. Stepp. Story and more pictures are in this issue. (Photo by Russ Mellette)

# NEWS BRIEFS

## Hobbies

The popularity, as well as the effectiveness, of "open house" at Medallion Home has long been appreciated by the members of the Sales Department who staff these homes to which the public is invited. They can also appreciate the feelings of the real estate salesman who had spent all day Sunday showing a couple through model homes.

"And here," he wearily said at the tenth home he had shown, "is the hobby room. Do you folks have any hobbies?"

"Yes," replied the woman. "Looking through model homes on Sundays."

## Identified

The story in last month's **Spotlight** about the stockholders' meeting was illustrated with a picture of Board Chairman L. V. Sutton greeting a lady stockholder. We have since learned that she is Mrs. Martha Tillery Thomas of Raleigh, daughter of the late Paul Tillery, for whom our Tillery Hydro Plant was named. Mr. Tillery preceded Mr. Sutton as president of CP&L.

## Stock Sold

CP&L Treasurer R. B. Carpenter was handed a check for \$9,058,250 on Tuesday, June 30, in exchange for 250,000 shares of common stock. The issue had been authorized at the stockholders' meeting on May 21.

Board Chairman L. V. Sutton said that reports indicate approximately half of the shares were purchased by residents of the Carolinas.

The new capital will be used in our construction program.

## New Year

With this July issue, the **Spotlight** begins its 28th year of publication. The first issue came out in July, 1937.

## Future Reference

If you missed A. J. Woody's "As I See It" in the June **Spotlight**, we recommend that you go back and read it.

J. P. Ruddell of General Electric Company, Charlotte, would recommend the same thing. He wrote Mr. Woody: "I certainly enjoyed your article entitled 'A Swinging Cork Can Move a Steel Bar.' It was certainly a very pointed article and well worth every one's time to read it. If you do not have it copyrighted, I plan to put it with certain other documents for future talk references."

## Gives Up Driver's License

Hugh L. Allen, retired employee, decided on his 85th birthday to give up his driver's license. He told his insurance company he felt it was neither wise nor proper for him to try to keep up with the rising tempo of modern traffic.

This decision prompted his insurance company to present him a citation and a letter praising him for his display of good citizenship in a period when "people seem to be rushing without knowing where they want to go."

Mr. Allen, who retired in March, 1946, from his job as superintendent of substations at Rocky Mount, was pictured with his insurance agent in the June 24 **Daily Banner** of Cambridge, Md. Mr. Allen's address is 118 High Street, Cambridge, Md.

## Extra Earnings

Since 1960, when the Employee Sales Achievement Awards Program was introduced, employees have earned \$93,000 worth of prizes and Green Stamps, reports H. B. Hicks, residential sales manager.

## Gain in Usage

The annual average KWH per residential customer for the 12 months ending in May was 6154.9, says Vice-President H. G. Isley. The gain in KWH per customer during May was 29.

The average gain per commercial customer during May was 174 KWH.

## Tribute to Tellers

"The manner in which Mrs. Grace Smith of Goldsboro and our other tellers increase sales of electric service, promote good will for our Company and handle bill complaints, while at the same time accepting payments, is a great tribute to the ability of these girls."

That is the observation of William S. Marley, district accountant in Goldsboro. What prompted the statement was a letter received by the Goldsboro Office which points up the pleasant relationships developed by our tellers with the customers. Here is the letter:

"Please find enclosed check for light bill \$3.11—I do not have the card."

"I am in Wilson in the Sanatorium. I hope to be home soon. I would like to hear from my friend [Mrs. Smith] that I pay the bill to at the desk. Remember we both talk of arthritis. Mine is better, I hope you are doing fine. Please write to me. I think about you very often with your pleasant eyes and smile."

Mrs. Smith responded by writing the lady a note on a get-well card.

## Elected Assistant Secretary



Mr. Lancaster

J. L. (Larry) Lancaster, former assistant to the Secretary, was elected Assistant Secretary by CP&L's board of directors at their meeting on May 21.

Prior to joining CP&L on February 1, 1961, Lancaster was assistant

manager of Wachovia Bank & Trust Company's corporate trust division.

A resident of Garner, he attended high school in his native Belhaven, N. C., served three years in the Navy during World War II and is a graduate of Kings Business College and the American Institute of Banking. He joined Wachovia in 1948 and served in the corporate trust division since 1951. He was assistant manager for five years.

Lancaster is a member and past chairman of the board of stewards and past president of the men's club at the Garner Methodist Church. He is immediate past president of the Garner Lions Club, and in August will assume the duties of zone chairman of District 31 G of Lions International. In this position he will supervise the activities of six clubs. He is chairman of a Scout troop and president of Vandora Springs PTA.

Mrs. Lancaster is the former Harriett Daniel, also of Belhaven. They have two children, Debra Ann, 10, and J. L. III, age 7.

## LEADERS CHOSEN

(Continued from inside cover)

In the case of Mr. Scott, the next lieutenant-governor, his campaign conversation piece was his disapproval of private power companies and his affection for electric co-ops. During the race, the nucleus of his strength came from his highly-publicized work with the State Grange and his activities on behalf of the co-ops. He benefited from the personal publicity he derived as organizer and chairman of the North Carolina Consumers Committee for Low-Cost Power, which spearheaded the co-ops' fight in the 1963 General Assembly.

During his campaign for lieutenant-governor, Scott wrote to members of rural electric cooperatives: "The future of your electric cooperative today depends on one election—it depends on whether you and your family help me get elected the next Lieutenant Governor of North Carolina. The power companies have their best chance in years to take over the rural electric cooperatives. They don't like me, just like they didn't like my father, W. Kerr Scott. . . . They know I have fought the cooperative battle. . . ."

Although this was Scott's campaign theme, we do not believe that his attitude toward co-ops was the primary reason for his nomination. The factors behind his victory were his late father's name and young Scott's own vigorous and attractive personality.

Regardless of their reasons for success, Mr. Moore and Mr. Scott have been selected by a majority of the people of North Carolina as candidates for the two highest offices in state government. As responsible citizens, it becomes our obligation to render to both these state officials such assistance as good government may dictate, to the end that the best interests of all the people of the state may be served.

## New Salesman

ROXBORO—Timothy Artley Spence, a Harnett County native, has been employed as a salesman at Roxboro.

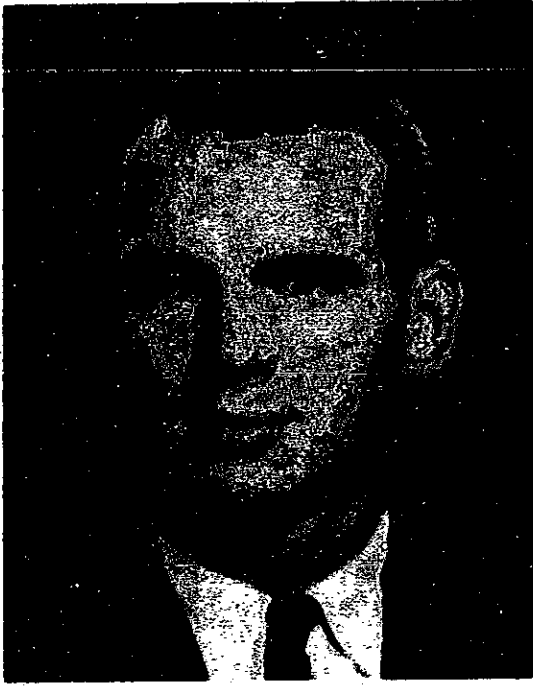
He attended LaFayette High School, Campbell College, and served in the U. S. Marine Corps. He is married to the former Betty Sue Ennis.

## PARADE FOR SHRINERS



RALEIGH—These girls from the Accounting Dept. were just getting ready to mount the CP&L float for the Shriners Convention parade on May 21 when Shriner John Covington, our manager in Jacksonville, came by. Escorted by Jim Farmer, also of the Accounting Dept., the girls are (l. to r.) Rhoda Spangler, Margaret Goodwin, Emily Baker, and Patsy Morris.

## SON COMPLETES MEDICAL SCHOOL



Dr. Gillis

MT. OLIVE—David B. Gillis, Jr., son of our local representative and Mrs. Gillis, received his Doctor of Medicine degree at the University of North Carolina at Chapel Hill at commencement exercises last month. He received his doctor's hood in ceremonies prior to the diploma presentation.

Dr. Gillis will serve one year of internship training at Philadelphia Naval hospital starting July 1. He is married to the former Miss Eleanor Bowden of Faison.

## Fairgoers Visit Tower of Light

Since the industry's "Tower of Light" exhibit opened, attendance at the New York World's Fair totaled about 4.8 million by May 26, according to Ernest R. Acker, chairman of the EEI World's Fair Committee. During that time, the Tower of Light drew some 470,000 visitors, or about 10 percent of the total. Such attendance places our show as one of the Fair's leading attractions, said Mr. Acker.

Some changes have been made in the show, Mr. Acker reported. The script has been revised and shortened. New voices have been given to two of the principal animated characters. Acoustical improvements are being made in the show chambers.

SPOTLIGHT

## Offers Co-op Solution in Magazine

Rural electric cooperatives should become full-scale utilities—financing in the market place, paying full taxes and subject to regulation.

That is the recommendation of CP&L, President Shearon Harris in his article "Possible Solution for the Anachronism Called REA" in the 18th annual *Public Utility Survey*, the second section of the June 1 issue of *Investment Dealers' Digest*.

In his page and a half article, Mr. Harris reviewed the REA question and discussed it with reference to our experience in the Carolinas.

Writing of the offer last year by the private companies to buy the co-ops in South Carolina, Mr. Harris said: "This offer rather dramatically pointed up the fact that the subsidy provided by the taxpayers is no longer necessary to provide electric service to every person in South Carolina seeking service."

He added: "The subsidy is a matter of social-economic policy which has been determined in the political forum. It can be changed only in the political forum. . . . There is no solution to the problem except by ac-

tion of the Congress and State legislatures."

Recommending that co-ops should become full-scale utilities, Mr. Harris said that legal machinery should be provided to facilitate such a conversion. "Until they voluntarily convert to such a status, co-ops should be prohibited from taking any new business unless privately financed, tax-paid and regulated service is not available," he stated.

Mr. Harris' article concluded with this observation: "It is simply a fact of our political life that many of our elected representatives will not vote to reduce even a recognized excessive subsidy against the wishes of the recipients unless they are supported by a substantial public demand. There have been recent indications that the Congress is disturbed by REA's misuse of public funds. In the interest of our customers, who must pay the taxes that co-op members escape, we are committed to a public understanding of the problem and its ultimate correction in the political forum. There is no easy short cut to the achievement of this goal."

## LYMAN ELECTED PIONEER HEAD



RALEIGH—Members of the Pioneer Club's board of governors met June 1 to organize and make tentative plans for the 1965 meetings. Elected chairman of the board was Paul Lyman (seated right); re-elected executive secretary was Gordon Jones (seated left). Others in photo (faces left to right) are: Marvin Stubbs, M. R. Calloway, James M. Roberts, Bill Hayes, Paul Butler, Robert Simons, R. C. DuBose, W. B. McGowen, and H. A. Beckworth. Tentative date for the next meetings is the week beginning April 5.

THREE

## Industrial Growth Sets Record

Records tumbled as industrial growth for the first six months of 1964 exceeded any 12 months period on record in the two-state region served by CP&L.

Industrial firms have announced plans this year to spend more than \$126 million for new and expanded plants in the region. This half-year figure tops the \$103 million total for the entire year of 1963, and the previous annual record of \$110 million in 1962.

The 1964 growth, representing 46 new plants and 67 expansions, is expected to create approximately 8,500

new jobs and more than \$29 million in new annual payroll in the 30,000-square-mile region served by CP&L.

Dan E. Stewart, vice-president in charge of Area Development, said "it is most gratifying to see a new annual record set this early in the year." He lauded the efforts of state, county, and local groups, with whom CP&L's industrial development staff works to secure new industry.

Texas Gulf Sulphur tops the list of new plants with a \$45 million phosphate mining facility at Aurora.

Other new plants announced this

year include Emerson Electric Company at Bennettsville, Fafnir-INA Needle Roller Bearing Company at Cheraw, Eaton Manufacturing Company at Roxboro, Rea Magnet Wire Company and Springs Cotton Mills at Laurinburg, Schieffelin & Company at Apex, A. Schrader's Son at Wake Forest, Town & Country Manufacturing Company at Sumter, and Wright Chemical Company at Acme.

Firms announcing plans for expansion include Champion Papers, Incorporated, at Canton, Clinton Industries at Clinton, Marion Industries at Marion, S. C., Taylor Biscuit Company at Cary, Cheraw Cotton Mills at Cheraw, and Dayco-Southern at Waynesville.

## Couple Separates—Everything

One day recently a customer serviceman, was called to a certain community to tap-up a new service at a given address. This seemed a little strange to him because he remembered that this old established customer was already connected.

Half-believing that there must be a mistake, he proceeded to the house to look into the matter. When he got there he found that the old couple, after having lived together for 60 years, had decided to separate. The lovely old three story house had practically been divided down the middle so that each would have his privacy.

Naturally, one half already had a kitchen with an electric range and water heater and a bath. In the other half one of the rooms had been made into a kitchen with the necessary equipment added including range and water heater. Also a bath had been added.

The serviceman was still reluctant to believe that this really could have happened and that the old couple were really going through with this new arrangement. However, all doubt was removed when he went to tap-up the service and set the meters. The electrician had duly labeled them "His" and "Hers."

## Stranded Motorist Helped By Radio

A motorist stranded on a road near Lake Tillery has expressed his gratitude for the help given him by a line crew working nearby. Troy Manager R. G. Haywood identified the crew as that of Foreman W. O. Weddington.

The grateful motorist, Louis L. Holland of Hamlet, wrote:

"At Lilley's Bridge on Tillery Lake I parked my car and was preparing to put my boat in the water, when the radiator hose on my Chrysler burst with a loud hissing noise and I was left stranded. I saw some of your men installing a line at the end of the bridge across the lake, so I put my boat in and went across, put ashore and asked their help. By means of their radio they very shortly had contacted a radiator shop in Mt. Gilead and in a few minutes a man from the garage came out with a new hose, which he installed.

"Your men were very friendly, courteous and most accommodating and I shall never forget their kindness and consideration, not to mention the wonders of modern communication.

"Will you convey my thanks to them again for being truly 'friends in need'?"

## Perry Retires

RALEIGH — Willard Jesse Perry has retired after 27 years service as a janitor for CP&L in Raleigh.

A Raleigh native, he is married to the former Ruby Watson. They live at 204 North State Street.

## HEAT DANGERS STUDIED



MOUNT OLIVE—The June safety meeting was a training class on heat disorders, covering the causes, symptoms, treatment and prevention of the heat cramps, heat exhaustion and heat stroke. The instructor was Civil Defense Director James D. Hatcher (right) of Mount Olive. Others are (l. to r.) Sam Stowe, CP&L's safety director; D. B. Gillis, local manager; Jasper Taylor, line foreman; and Raymond Holland, Edward Jernigan, and J. M. Johnson, linemen.



# We've Been Pooling a Long Time

There is every indication that the National Power Survey being conducted by the Federal Power Commission and scheduled for release in mid-summer will make some of its strongest recommendations in the areas of extra-high voltage (EHV) transmission and power pooling.

S. David Freeman, assistant to the chairman of FPC, stated not long ago that on the basis of the survey FPC hopes to present "some rough measure of all of the cost savings inherent in a fully integrated power supply system for this country."

Such a report could well mislead the public into believing that there is something new in all of this. Actually, the investor-owned utility industry has been quietly interconnecting its systems for many years. At the

same time the industry has fostered research which has resulted in increasing the size of generators and upping transmission voltages.

Today, as a result, more than 100,000 miles of high voltage lines are being operated in this country and by 1970 under the industry's \$8 billion EHV expansion program this figure will have doubled.

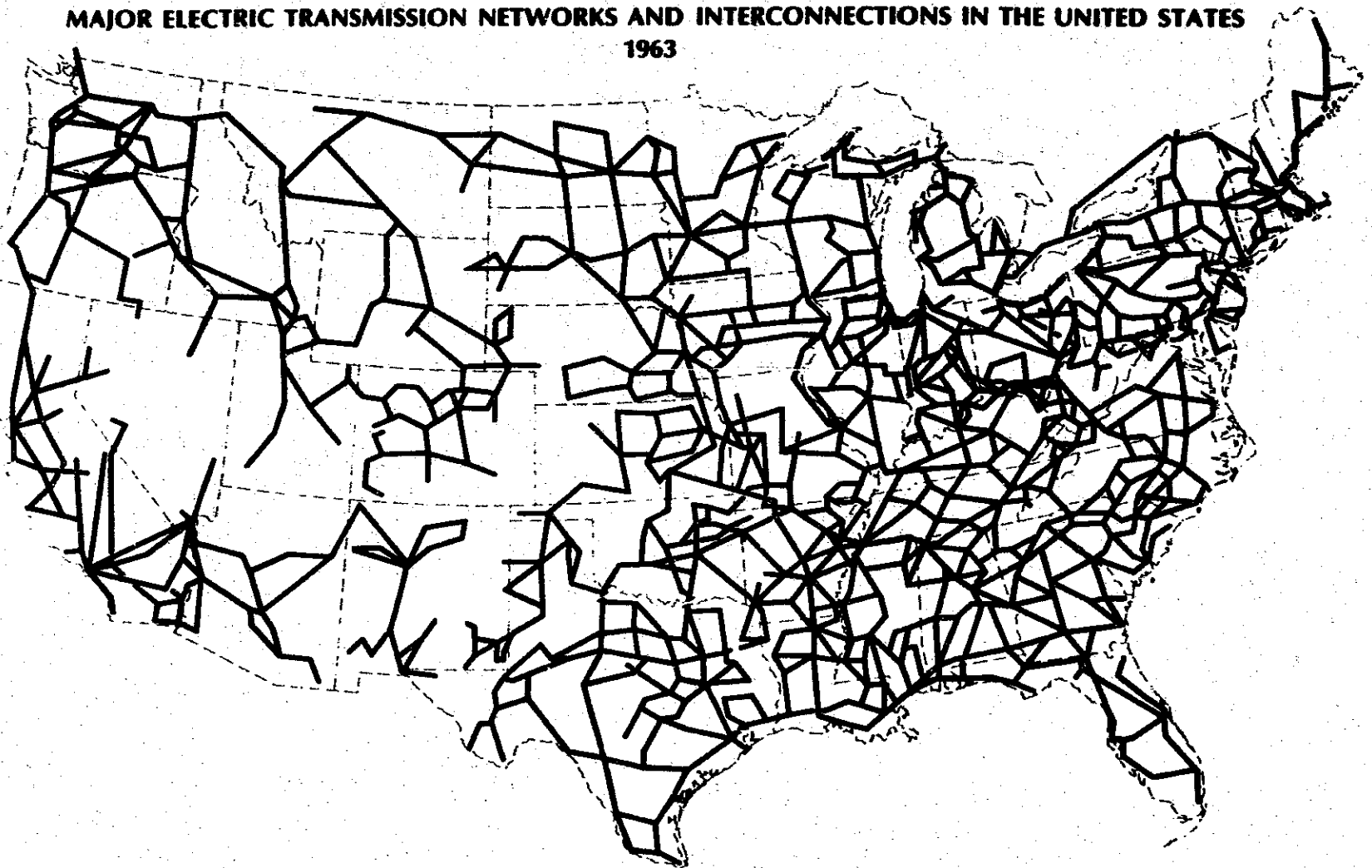
Power pooling is nothing new. A recent issue of *Investor's Reader* states that: "By now nearly all major U. S. utilities are linked in the most advanced power complex in the world though still stronger ties are on schedule. . . . Countless additional interconnections are planned for this year and next. But 1966 will be the big year in which virtually all the utilities will be linked coast-to-coast. . . ."

Some proponents of federalized power, notably the Department of Interior, the Rural Electrification Administration (REA) and its National Rural Electric Cooperative Association (NRECA) in advocating establishment of a Federal grid system leave the impression that little has been done in this area of interconnection and that consequently an all-Federal plan or a cooperative effort is required to fill a serious gap in the nation's power operations.

The facts do not bear this out. Today, 97 per cent of the investor-owned systems of the nation are members of one of six major power pools, the largest of which combines the resources of 120 systems in 39 states east of the Rockies to the Gulf of Mexico.

In light of the industry's progress in this field, the FPC recommendations will, in truth, be urging more of the same which is what the industry has been planning for right along.

MAJOR ELECTRIC TRANSMISSION NETWORKS AND INTERCONNECTIONS IN THE UNITED STATES  
1963



This map shows only major transmission lines throughout the U. S. in 1963 which interconnect principal load centers and sources of generation and which interconnect systems. Interconnections are used for the purchase or exchange of power, for pooling of power facilities or for emergency. In many cases several lines are represented by a single line on the map. Lines were selected based on the importance of their service to the area rather than on voltage or capacity. Not generally shown are the small-capacity lines serving widely scattered populations in the mountainous and desert areas. In the densely populated areas, only the high-voltage lines are shown. Source: EEI.

# 2700 Attend Plant Dedication

Western North Carolina's newest and largest electric generating plant was dedicated at Asheville Wednesday, June 10, before an audience of over 2700 persons.

CP&L's multi-million-dollar Asheville Steam-Electric Generating Plant and 320-acre cooling lake were described as "a significant development for all of North Carolina" by 11th District Congressman Roy A. Taylor of Black Mountain, principal speaker at dedication ceremonies. He said the facility is part of the "potential for prosperity" of the Appalachian region.

CP&L Board Chairman Louis V. Sutton said the new 250,000-horsepower plant will produce more than a billion kilowatt-hours of electricity a year, and brings the Company's total generating capability to over two million kilowatts.

Asheville Mayor Earl W. Eller said construction of the plant was a reminder of "the benefits of native industry expanding within its own region of service."

Julian B. Stepp, Asheville district manager, was master of ceremonies.

Following the dedication program and lunch served on the grounds, many of the guests toured the plant complex and saw how steam produces electricity. At open house on the following Saturday and Sunday, visitors numbered 1,051.

Congressman Taylor said the new

generating facility "reflects the advanced planning of private enterprise to meet a demand industrially and commercially that will come as surely as tomorrow." He noted that CP&L's industrial power load has tripled in the past five years, and that total electric requirements are expected to double in the next decade, or sooner.

Taylor said that low-priced electric power has enabled industry to increase productivity, and that "electricity is the household servant of the 20th Century."

He pointed out that the United States, with six per cent of the world population, has 34 per cent of the world's electric power production—three times as much as any other country.

The Congressman noted that homeowners in the 10-county Western North Carolina region served by CP&L use more electricity and pay less for it than the national average, which he said "speaks well for our standard of living."

## Potential for Prosperity

"We do have some pockets of poverty which we must work to remove," Taylor said. "But let us not forget that, as past performance proves, we have also the potential for prosperity."

"A powerful part of that potential is this plant with its capabilities for turning the wheels of industry. But



CP&L President Shearon Harris (left) is interviewed by WWNC News Director John Wilmott after the dedication. Earlier, the formal program was broadcast from eight area radio stations.

by far the most promising part of that potential lies in our people, their spirit, and their power to make tomorrow better than today and to make the next day better still."

He said mountain people are "far less interested in relief than in new opportunities for self-sufficiency."

Board Chairman Sutton traced the role CP&L played in the development of electric power in the region and described the Company's newest generating facility:





Operating at normal capacity, it will produce enough electric energy to supply the average annual needs of 200,000 Carolina homes.

The coal-fired boiler rises to the height of a 16-story building. Water from the 320-acre cooling lake, used to cool the plant's condensers, is released with no impurities added in the process, Sutton emphasized.

He said the new plant will produce a kilowatt-hour of energy from three-fourths of a pound of coal, compared to more than two pounds required to generate the same amount at the Elk Mountain plant near Asheville, which went into service in 1916 and is being retired in favor of larger and more efficient generating units.

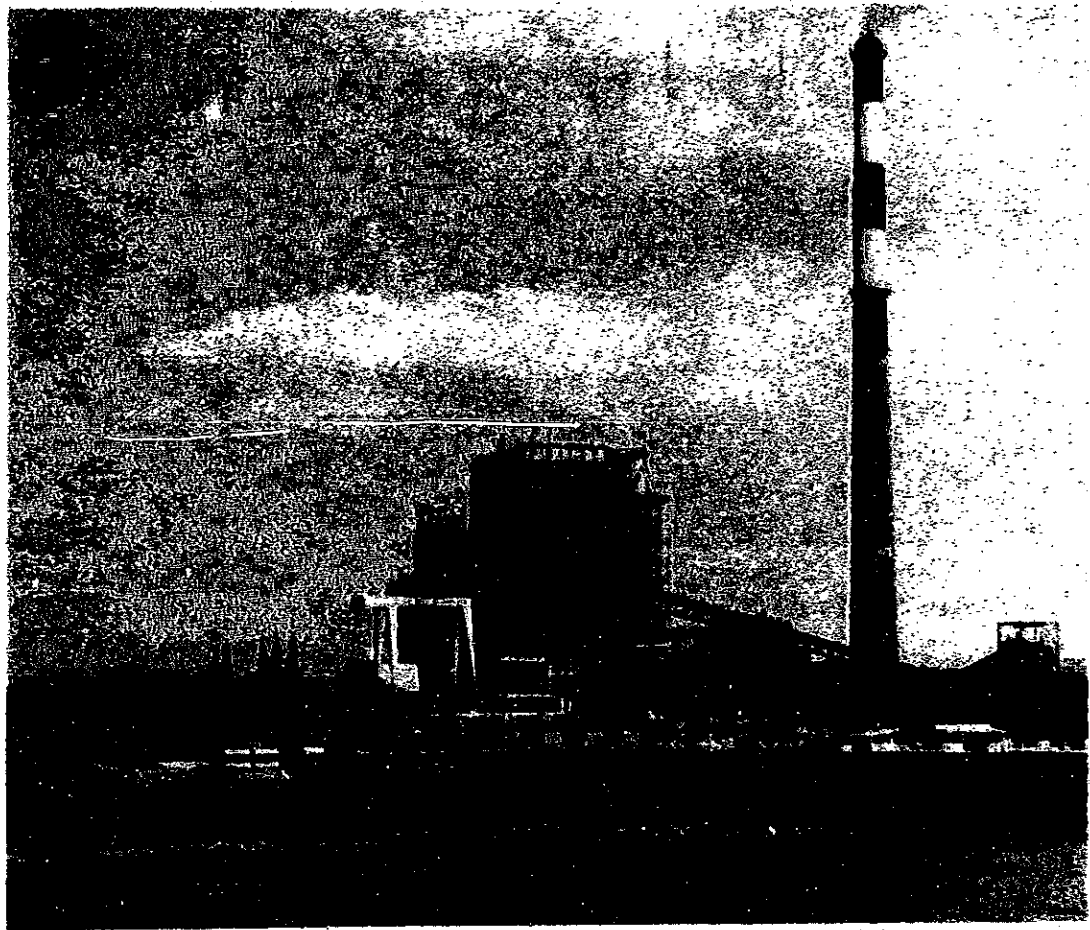
#### Efficiency Benefits Customers

The benefits of technological advances and operating efficiencies have been passed to customers through rate reductions, Sutton said, pointing out that CP&L has reduced rates in 24 of the last 30 years.

Addition of the Asheville plant gives the Company a total system capability of well over two million kilowatts, about two-and-a-half times the capability of 10 years ago.

Construction of the plant provided jobs for as many as 348 people and a payroll of several million dollars. The operating force represents 45 families, most of them new to the Asheville community, Sutton said.

He described the impact of the electric industry on the economy, and said that investor-owned electric pow-



This new plant will produce more than a billion KWH a year.

er companies pay more taxes than any other single American industry.

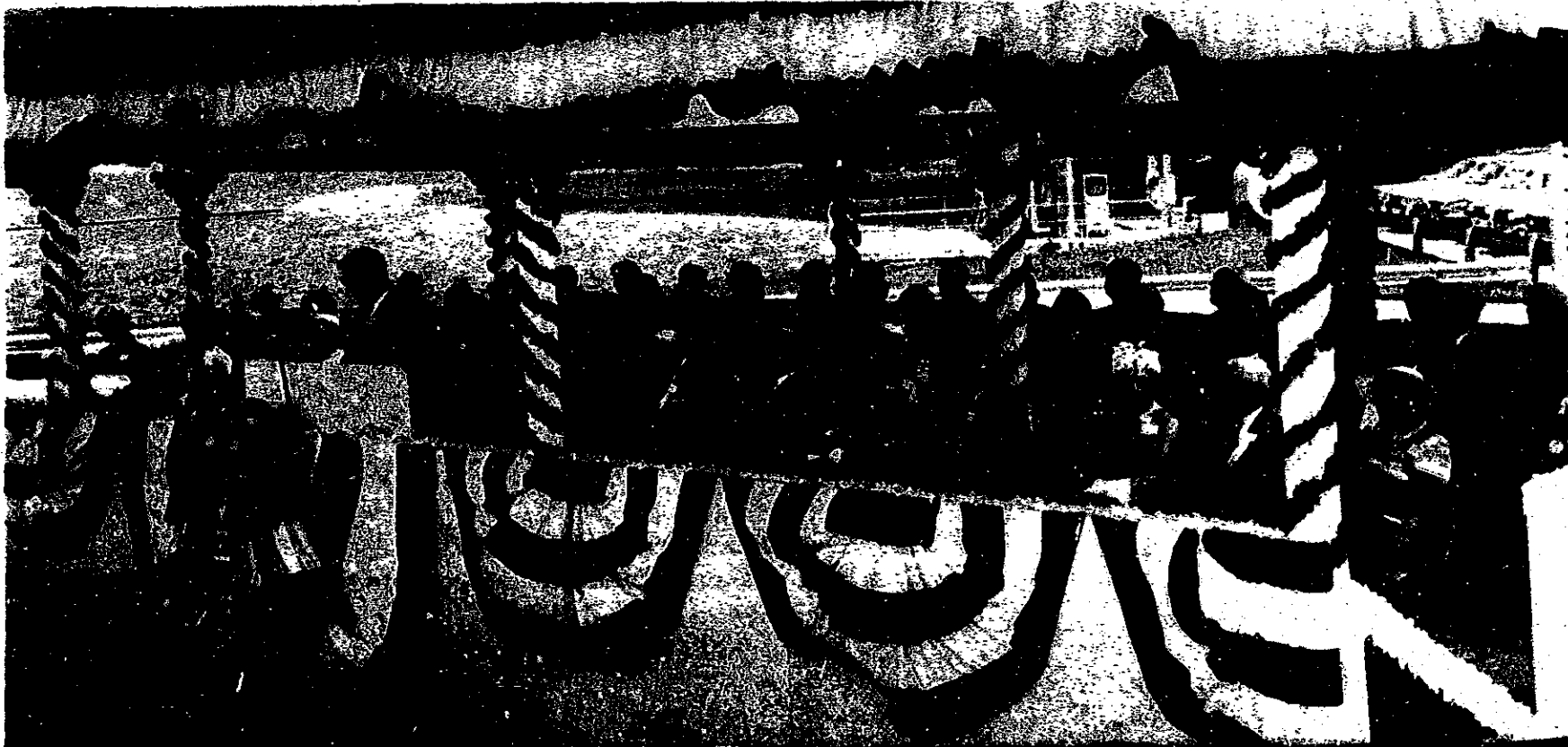
CP&L now pays about \$25 million a year for taxes, he said, about half a million going to Western North Carolina counties and towns it serves.

The new plant, located near Skyland in Buncombe County, represents CP&L's largest single investment in Western North Carolina, where the utility and its predecessors have served since 1888.

The new plant went into commercial operation in May.

In their quarterly meeting held at the new Asheville plant prior to the dedication ceremonies, CP&L directors declared quarterly dividends of 25 cents per share on the Company's common stock (as split 2 for 1 on May 22), \$1.25 on \$5 preferred and \$1.05 on \$4.20 preferred.

(More Pictures Next Page)





Vice-President J. C. Richert (left) Asheville insurance man Stanford Webb, and Mrs. Richert.



Asheville Mayor Earl W. Eller responds to the welcome.

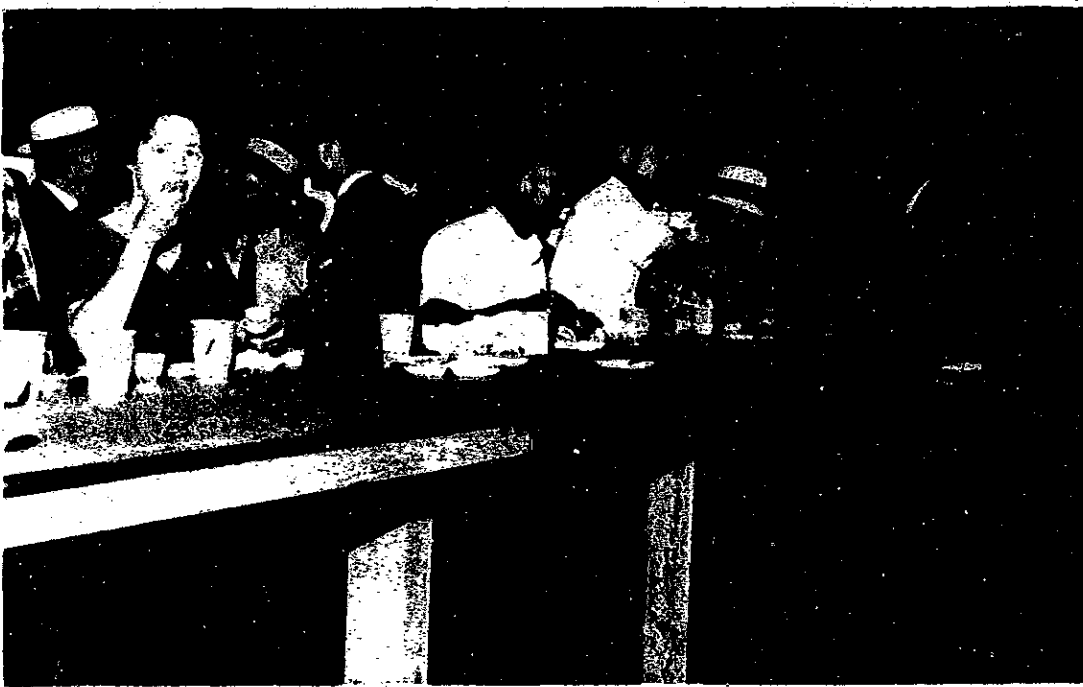
## Newsman Tour



Dave Jacobs, WLOS radio; Bill Matthews, Asheville Citizen-Times; Ed Pearson, plant superintendent.



From right: Sloan Coleman, Asheville Citizen-Times; Joe Brown, WWNC; John Jones, WFGW.



Luncheon was served inside the tent to more than 2700 persons.



Mrs. Bill Matthews and Plant Supt. Ed Pearson.

# TENNESSEE VALLEY AUTHORITY

## ***From Flood Control to Nuclear Power***

A review of the Tennessee Valley Authority annual reports and other statements provides a study in contrasts. The following six statements indicate a concise pattern of the changing purpose of the TVA from its original assignment on the Tennessee River over thirty years ago.

### **ORIGINAL PURPOSE—RIVER DEVELOPMENT**

“... the maximum development of the Tennessee River for navigation purposes, flood-control, and generation of electric power incidental to and consistent with flood control and navigation. . . .”

Source: TVA Annual Report, 1934, page 1.

### **BUILDING HYDRO PLANTS TO PROVIDE ALL THE ELECTRIC POWER**

“In order to meet its obligations for power supply in the region, TVA at the close of the fiscal year was installing or had on order 12 new generating units for installation at existing dams. . . .”

Source: TVA Annual Report, 1948, page 84.

### **CLAIM OF NEED FOR THERMAL CAPACITY**

“If the peak-load capacity and secondary energy which these new hydro units provide are to be ‘firmed up’ to provide an economically balanced source of power supply, it will be necessary to install additional steam generating facilities.”

Source: TVA Annual Report, 1948, page 85.

### **BUILDING THERMAL PLANT**

“Construction was started on the 375,000-kilowatt steam plant at New Johnsonville, Tenn.”

Source: TVA Annual Report, 1949, page 48.

### **STUDYING NUCLEAR POWER**

“TVA continues to keep up with developments in the nuclear field but nuclear power is not yet competitive with conventional steam plants in areas

where conventional fuel costs are low, as they are in the TVA area.”

Source: TVA Power Annual Report, 1963, Page 14.

### **FINDING NUCLEAR POWER MIGHT BE GOOD ADDITION TO TVA**

“As a result . . . we are taking a new look at the feasibility of nuclear power for this region. It is possible that plants using nuclear fuel may become economically sound on the TVA system much sooner than we have been assuming.”

Source: Chattanooga Times, April 7, 1964.

After billions of dollars of expenditure; much of the TVA area, in the Appalachian Area, is still considered to be poverty-stricken and in need of more Federal funds. President Johnson, at his news conference on April 25, 1964, expressing his desire to speed up action on the poverty bill, and the Appalachian Plan said:

*“There is need for careful scrutiny of the development of power resources, looking toward action. That would mean specifically the possibility of steam plants, TVA, in some of that area.”*

It would appear from these statements that TVA power activities, if placed under the Appalachian Plan, would be financed with more Federal funds to build nuclear power plants instead of coal burning power plants. Such nuclear power plants would be in direct competition with coal, which is one of the principal resources in need of further development in the Appalachian area according to the President's Appalachian Regional Commission which said:

*“All efforts at increasing coal production . . . must be vigorously pursued. . . .”*

# Have a Safe Trip

By E. A. Pigford  
Service Representative, Bayboro

We all want to be good citizens and to be good citizens, we must be concerned for the rights and safety of others. One way is to be a safe and courteous driver. Be as good a driver as you think you are and be proud to be a safe driver.

The quickened pace of today's living has made "speed" an American by-word, almost a symbol of progress and particularly in the field of transportation. With all of our safety education and constant advice to slow down, there still remains a natural insistence to get places fast. For example, when we pick up the depository money, we are not to slow down until we reach the office. When we have an outage, we have a tendency to speed in order to get our customers on as soon as possible.

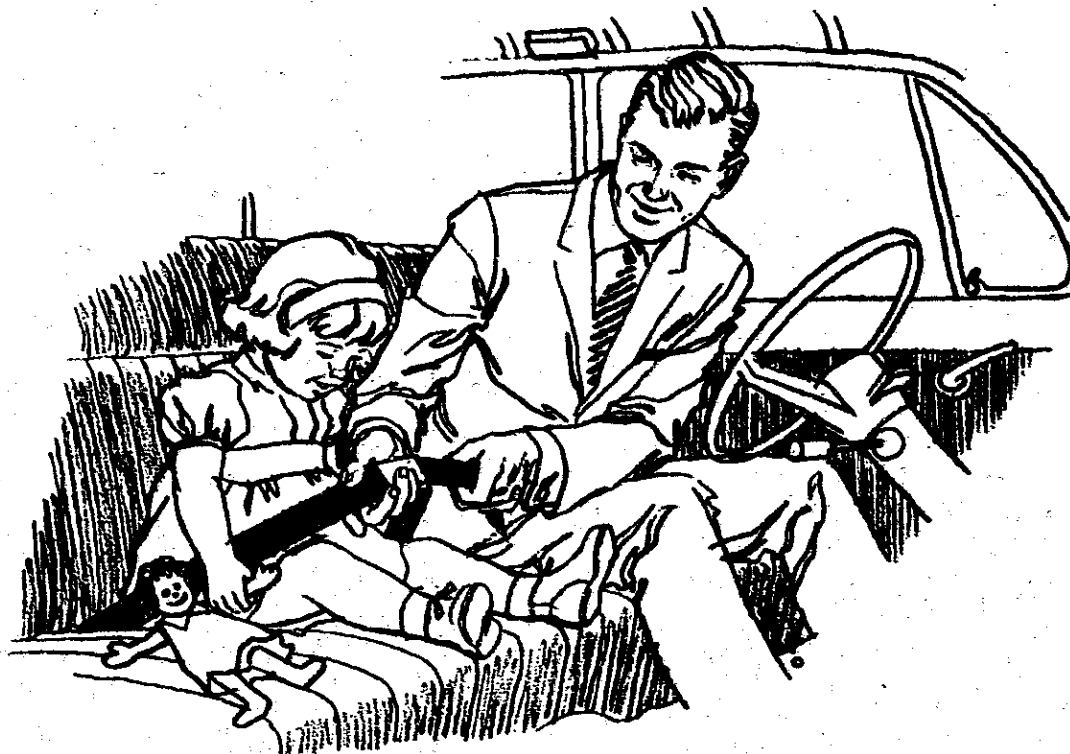
In recognition of our tendency to move faster, cars have been made safer, highways have been built wider and straighter, and traffic regulations have been constantly improved. But the most important factor is still the driver. As drivers, we can learn to know the limitation of speed and how to use it safely. By concentrating on how to drive better, we can make the greatest strides of all in the direction of safety on our public highways.

Of two things that make for safer driving, the first and most important is the driver. As pointed out by highway safety organizations and law enforcement agencies, your common sense counts more than anything else. You can drive any car safely or foolishly.

Here are 10 keys to defensive driving.

1. *Obey All Traffic Regulations*—Only the immature and incompetent think they can safely ignore speed limits, "no passing" rules, stop signs and other traffic control measures.

2. *Be Alert At All Times*—Dangerous situations develop fast . . . be doubly watchful after dark.



3. *Allow Margin For Safety*—Good drivers never assume that other drivers or pedestrians will do the right thing, and they don't insist on their right of way at all cost.

4. *Make Intentions Clear*—Before stopping, turning, changing lanes, or other maneuvers that may affect nearby traffic, give proper signals and make sure the way is clear.

5. *Keep An Eye On Parked Cars*—Watch for signs indicating that a vehicle may be about to pull out from the curb.

6. *Pace Yourself By The Traffic Around You*—Don't race, lag or ride the bumper of the vehicle ahead.

7. *Don't Back Into Trouble*—When you back up, make certain the way is clear.

8. *Reduce Your Speed At Night*—Don't over-drive your lights. Use your dimmers even if the other fellow doesn't.

9. *Keep Your Self-Control*—Never lose your temper at other drivers or drive recklessly to let off steam.

10. *Always Be Courteous On The Road*—The golden rule is the most important logic to the official traffic rules.

## The Car Itself

The safety factor next in importance to drivers is the car itself. To be sure our cars are safe, here are some points to check:

1. *Glass*—clean, free from cracks, discoloration and unauthorized stickers.

2. *Steering*—wheels accurately aligned; steering wheel free from excess play.

3. *Rear-view mirror*—adjusted for clear view of road behind.

4. *Windshield Wipers*—work efficiently and wipe clean.

5. *Horn*—work properly.

6. *Lights*—Head lights should operate properly with beam aimed at correct level; rear and stop lights, parking lights and turn signals all in good working order.

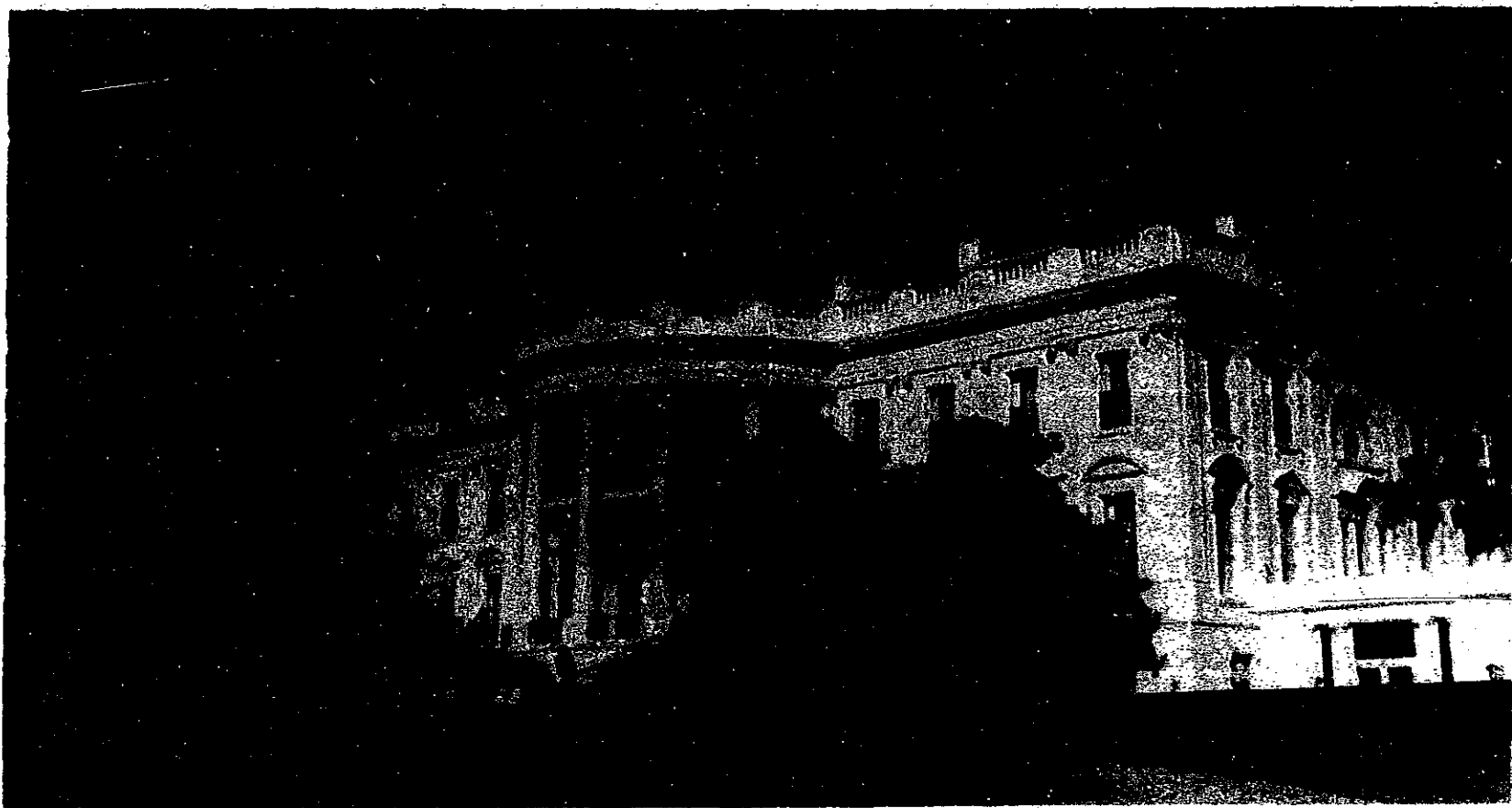
7. *Exhaust System*—tight, quiet and free from leaks.

8. *Brakes*—hold evenly before pedal is within one inch from the floor; hand brake holds the car.

9. *Tires*—ample tread, properly inflated, free from bulges, cuts, breaks and uneven wear.

10. *Seat Belts*—Use them.

That all cars are safer today is shown by the steadily decreasing number of accidents in relation to car-miles driven. It is safer today to travel by automobile than it has ever been before. There seems to remain the human error and bad judgment, the carelessness and negligence of drivers who cause accidents. It is our job as drivers to use cars safely. These are the essentials of safe driving: the built-in safety of good cars and the courtesy, care and common sense of a skillful driver. Let our motto be: "Drive With Care Everywhere!"



## Cool Crowd in the White House

Whether you're a Democrat or a Republican, you can examine the facts and conclude that it's a "cool crowd" in the White House.

When present work is completed, there will be 1,128 tons of air conditioning in the world's most important residence.

Concerning the history of air conditioning at the White House, Ebasco Services received the following information (dated August 8) from the Government Services Department:

### *1928-1932 Hoover Administration*

1929 (?)—A 75 ton Carrier air conditioning unit with General Electric drive was installed. The compressor for this system was hand made in Germany for the Carrier Corporation.

1931-2—A similar 100 ton Carrier unit was added.

These two air conditioning units served only the West wing. No conditioned air was delivered to the Mansion.

1932-3—A 6 ton unit was installed in the residence area—however, the unit has been removed and relocated

several times. There are no records of this unit.

### *1944-1952 Truman Administration*

1947—A 15 ton Brunner air conditioner was installed in the Carpenters Shop and a 10 ton Brunner unit installed in the Plumbers Shop.

At this time there was still no general air conditioning in the Mansion.

### *1949-1952*

As part of the White House Renovation, two 250 ton Worthington units, with 150 hp auxiliary equipment, were installed to supply conditioned air to the Mansion itself.

Also, four 3 ton York units were installed in the Solarium for President Truman.

### *1960 Kennedy Administration*

1961—A 30 ton Westinghouse system was installed for additional supply to the West wing and two 5 ton Brunner units were installed in the private kitchen.

1963—In June, a 20 ton Brunner unit was installed to further supplement the West wing system.

Currently a 200 ton Carrier system is being installed in the Executive Office Building for supply to the West wing. Also, the 30 ton Westinghouse unit is being relocated to the Executive Office as additional supply.

The 125 hp of air handling equipment for this system is to be located in the West Lawn Machine Room which is being rebuilt. The Carrier units installed in 1929-32 are of course being removed.

The plans for installation of a second 200 ton unit also to be located in the Executive Office Building are not as yet final.

In addition, five one hp window units are available for spot service as guards offices, etc.

In general the equipment is of the built-up central system design, the larger compressors are centrifugal, the smaller are reciprocating and all are electrically driven, water cooled. Distribution is through chilled water and air handlers using ducts. As of July, the White House was being served by 928 tons of air conditioning equipment and with completion of the current installation, the total supply will be 1,128 tons.



# Evaluating Appliance Service

By Archie Futrell  
Coordinator  
Special Services

The evaluation of appliance servicing depends entirely upon who is doing the evaluating. After many years of careful study of how to most effectively sponsor a program for adequate servicing of appliances, the various utilities, for example, have almost as many different programs as there are utilities. Even in the Carolinas, we find numerous approaches to the same problem. As in so many instances, the direct allocation of costs and the effect on ultimate customer satisfaction are difficult to measure.

For Carolina Power & Light Company, it would probably be wise to have a typical housewife to evaluate the effectiveness of our program. After all, all of our efforts are directed toward customer satisfaction, and the housewife in most instances is the customer directly concerned.

The typical housewife is not particularly concerned with service reserve conditions of warranty or division of liability. Instead, she rightfully assumes that when she buys an appliance, the contract price includes assurance that qualified installers will do a satisfactory job, and that in the event of some unlikely malfunction within a reasonable length of time, the dealer will rectify this malfunction at no additional cost to her.

The housewife further expects that after reasonable wear on an appliance, those repairs which are inevitable will be made at a reasonable cost to her. The implication of her assumption is that the servicing dealer will send repairmen who are technically trained to diagnose the imme-



It takes advanced training to keep up with today's latest appliances. Herb Gill (left), appliance service coordinator in Northern Division, is working here with Harry McLeod on a Radarange, electronic cooking device. McLeod is with the service department of Montgomery Green Co., restaurant supplier in Raleigh.

diately trouble within a reasonable length of time and, consequently, she will not have a big repair bill due to the serviceman blindly hunting for the specific malfunction at her expense.

Once the trouble is located, the housewife assumes that the dealer who is supplying service has in stock adequate parts to get her appliance operative immediately. She is not at all interested in the fact that there may be hundreds of variations in various models but rather that her appliances perform for her as she expected them to at the time of purchase.

The typical housewife expects the servicing dealer to inspire her confidence such that recommendations for preventive maintenance can be accepted in her best interest rather than as a means of "gouging her for additional money."

## Dealer's Point of View

Theoretically, the evaluation of the housewife is not incompatible with that of the servicing dealer. In

order for a servicing dealer to profitably service an appliance, he must be able to quickly diagnose malfunctions, perform the necessary repairs, and move on to the next job. The servicing dealer, however, is concerned with warranty conditions, limitations, etc.

In evaluating the field of appliance servicing, one of the major considerations of the servicing dealer is the manufacturer's back-up. He is vitally interested in the service instruction provided by the manufacturer and the local availability of repair parts. While the housewife may be inconvenienced, the servicing dealer recognizes an immediate decrease in profits when back orders and repeat calls are necessary.

Perhaps one of the major differences in evaluating an appliance service program as seen by the housewife and the servicing dealer is the matter of user education. The housewife frequently accepts "fully automatic" to mean "push the button and let it operate" while the servicing dealer, due to a knowledge of the complexities of



the equipment, feels that the appliance should be treated as the intricate mechanism that it is.

#### Manufacturer's Position

The manufacturer offers still a third view in the evaluation of appliance servicing. The manufacturer feels that in providing a good product at a reasonable cost to operate automatically over a period of time requires user education, preventive maintenance and skillful repair. In addition to providing desired "in use" operation, the manufacturer hopes to maintain a favorable competitive position and at the same time establish an advantage for his brand name.

Our appliance service program is built around these demands and obviously requires the coordination of these various viewpoints in order to provide customer satisfaction superior to that of our competitors at a cost less than that of our competitors. When we decided to quit competing with local service representatives, we did not forsake the responsibility or the desire to see these ends accomplished. Instead, it was felt that by coordinating the activities of all concerned, we could more effectively reach these goals.

The first need for appliance servicing obviously is qualified servicemen. Our present program includes a close liaison with the Industrial Education Centers to the extent that the needs of our communities shall be filled adequately. Our activities here have included aid in establishing centers, conducting surveys to establish the requirements of the communities, aiding in developing programs to fill these needs, and in some instances, actual instruction of these groups. While the whole IEC program is relatively new, the indications are that the program will help in providing well trained service personnel throughout our service area.

#### More Complex Equipment

As with any trade, today's servicemen are constantly being exposed to new equipment and in fact totally new concepts. For example, the best qualified range servicemen of yesterday are faced today with the electronic oven. Though the two pieces of equipment both prepare meals better electrically than by any

other means, problems involved in repair and servicing are entirely different. Even a one-day service school by the manufacturer does not necessarily qualify the servicemen as an expert with the new product. It is necessary then for the utility to provide "on the job" training to the competent servicemen in their area so that today's and tomorrow's electric appliances can give as good service as those of yesteryear.

With the advent of more complex appliances, the competent serviceman is required to have more sophisticated test instruments in order to locate troubles quickly and positively. While many of the servicemen are without equal in their specific field, they are not electronic specialists. They need help in the selection of test instruments necessary today. It becomes necessary then for the utility to supply unbiased information on the merits of various available equipment and to demonstrate the proper usage of this equipment. In many instances, it is further necessary that the utility be in a position to make special equipment available to these servicemen when the need arises in

order to "sell" the serviceman on making the large investment necessary to equip himself to do his job efficiently.

The Appliance Service Coordinators receive yearly more than 2,000 requests for assistance in the solution of technical service problems that have defied the knowledge and skill of dealer service people. To meet this challenge, the Service Coordinators make every effort to keep informed on new products and developments. This necessitates their attendance of manufacturers' and distributors' service schools covering all name-brand major appliances. Further, it necessitates their studying all current service literature of each manufacturer. Only by constant study and regular attendance of service schools can they keep abreast of new developments.

The advent of new products and numerous innovations in appliance design have brought into sharp focus the need for better trained appliance repairmen. To meet this need will require the best efforts and cooperation of the appliance industry and the electric utilities.

Our program is aimed to that end.



Our service coordinators have equipment not always available to the servicemen in appliance repair shops. Here, Lenwood Crabtree (right), appliance service coordinator in Northern Division, uses a new and more sensitive leak detector to help these Flowers-Scott Appliance Co. men locate trouble with a freezer. The men are Charles Flowers (left) and Calvin Murray.



This vehicle is a bombardier, designed to haul men and equipment through swampy areas like the above.

## Problem Solvers

By Roger Stuart  
 Eastern Division Line Supervisor  
 (As Told To Billie Leonard)

"The men behind the men behind the lines" is perhaps a CP&Ler's most fitting description of the contractors who serve us. For within our vast territories, where prevails the realization that not all great works are accomplished alone, these contractors' services are quite frequently enlisted. In the Eastern Division, we are fortunate enough to be able to employ these services from two such companies—Stackhouse, Inc., and Weeks and Andrews Construction Company. One case in point is the recent work completed on the Sutton-Jacksonville-East 110 K V Line.

*The problem, as encountered by Carolina Power and Light Company, Eastern Division:*

1. To replace approximately 36 poles and 45 crossarms on a section of H-frame transmission line between

Folkston and Jacksonville, North Carolina.

2. To perform such work with the line energized.

3. Weather conditions: *cold*.

4. Terrain: 40% extremely swampy, water 2 to 3 ft. deep with mud beneath. Only 10% accessible with conventional equipment.

*The solution, as offered by Weeks and Andrews Construction Company:*

1. One eight-man crew, skilled and safety conscious, especially trained by Weeks and Andrews for this type job.

2. One bombardier—a unique tractor-like vehicle purchased and redesigned by Weeks and Andrews for the express purpose of transporting men and equipment to job locations in swampy terrain.

3. Less than 30 working days.

Solution accepted and problem solved, under the supervision of L. C. Odom, Eastern Division line inspector. No accidents to lines or men.

Score one more point for CP&L's efforts toward "keeping those lines hot." And score one and one-half points for "the men behind the men," who, in this case, were the instrument of these efforts.



The hot line tools are in place, and the men are ready to dismantle this structure.



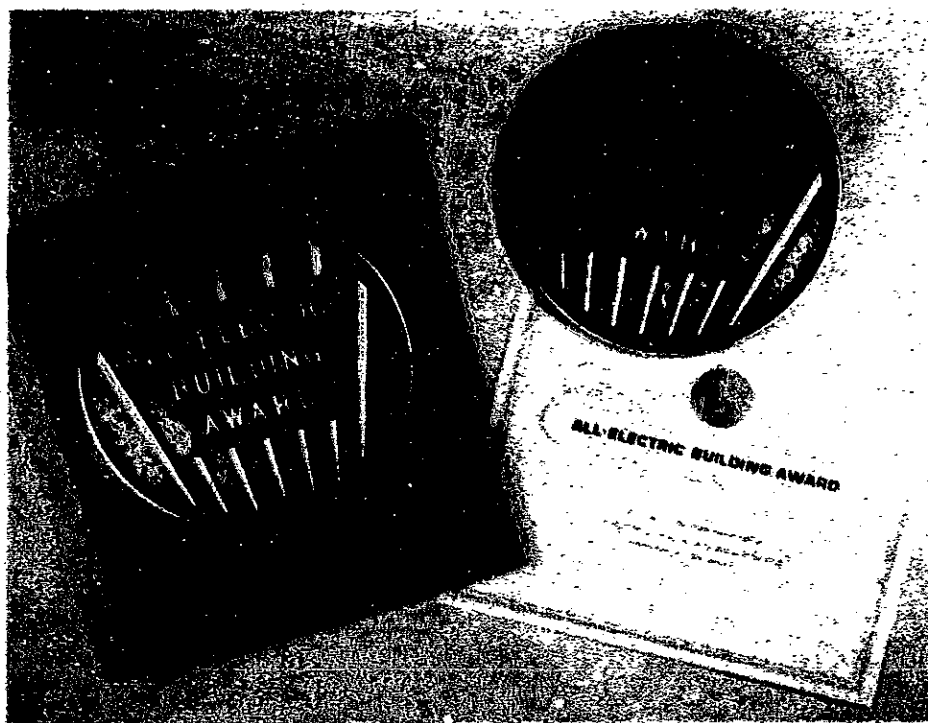
The old structure has been dismantled, and new poles have been set. Here, they are installing the cross-arm with insulators already attached.



The bombardier is shown at one of the poles. Note depth of water in which the men stand.

# Recognition For All-Electric Commercial Buildings

By W. P. McPherson  
Commercial Sales Manager



For several years the Edison Electric Institute has had a special Task Force Committee developing plans for the recognition of commercial buildings which utilize electric service for every operation that can be done electrically. The All-Electric Building Award is the electric industry's answer to fill this need.

It was my privilege to serve on the National Committee which studied the situation and developed plans for the Award. The Committee was truly national in membership with representation from the states of Pennsylvania, Massachusetts, New Jersey, Ohio, North Carolina, Alabama, Texas, and California. With this widespread representation, we were able to get reactions from many sections of the country. This was helpful as we attempted to develop a code, select a medallion, and implement the program so that it would be useful to the member companies of the Edison Electric Institute.

Considerable time and effort was spent in developing a satisfactory medallion design which would be dignified and would also tell a sales story. Many samples were developed and field tested before the Committee hit upon a medallion which would be suitable for the recognition of high quality jobs.

The bronze medallion pictured here is made in California. It has received wide-spread approval since its introduction. The medallion measures

eight inches in diameter and weighs nearly four pounds. When you see it, I am sure that you will agree that it has an elegance about it which will attract attention. There are more than fifty electric utilities using this award program, and the list is steadily growing.

The medallion award will be given to qualifying customers where it can be publicly displayed on the front of the building or in the entrance hallway of the establishment. Where this is not possible, we have a similar bronze medallion mounted on a walnut board suitable for wall mounting. Underneath the medallion on the board is a bronze plate on which will be inscribed the customer's name and the phrase, "Presented by Carolina Power & Light Company."

Should the customer's establishment be 500 square feet or less, we will present a personalized, framed certificate signed by an official of the Company recognizing the fact that the customer has achieved excellence in electrical application.

One of the three awards will be presented to each commercial or industrial customer who qualifies with the code as interpreted by the Carolina Power & Light Company.

It is our desire that this award be recognized by our customers as a hallmark of excellence, a symbol of achievement, and as a milestone of progress. To do this, each job must represent an outstanding electric in-

stallation. It must be the type of job about which you are proud to say, "Come and see this job."

Basically, to qualify for the award, the installation must use no other source of energy for an operation that can be done electrically. In addition to the code, if the space is occupied, it must be cooled electrically. If rest-rooms are provided, electrically heated water must be available. Except for self-service operations, the lighting must meet I. E. S. standards as to foot-candle levels and the lamps must be shielded from view. In other words, it must be right from the standpoint of quality as well as quantity.

Already, the program has begun to pay off. Five awards have been made to date in our area and many are pending. At a recent Division Sales Meeting, a distributor who made a presentation at the program, after hearing about the All-Electric Building Award, stated that he would add cooling to his new office so that he too could qualify for the award. This is the sort of thing that will happen again and again as we make the All-Electric Building Award a desirable thing to have—a mark of prestige.

By next year this time every area of the company will be boasting of outstanding All-Electric Building Award jobs. This thing will really catch on if it is given the sort of push so characteristic of our company.

(Continued on Page 17)

# Courtesy is Creative Action

By Crom Lennon, Sanford District Manager

What do CP&L employees have in common? A lifetime goal of continuous, courteous service. It is the common bond which binds us in our "calling."

The average CP&L employee is in a unique position in his community. He knows personally a large proportion of his customers and enjoys the confidence of many of them.

Many persons come to him for help and advice—knowing always that they will receive courteous treatment and in most cases a satisfactory answer.

All of us are clothed with the heavy responsibility of helping others by courteously providing a service that never sleeps or grows weary.

Through common courtesy, which is all too uncommon today, CP&L employees are steadily building good Public Relations. Courtesy is creative action in one of its best forms. Favorable reaction invariably follows acts of courtesy, and our Company's reputation is thus enhanced by each such act.

Continuous courteous treatment of our customers and friends brings spontaneous notes of appreciation such as these from our recent mails:

*Dear Mr. Lennon:*

*Thank you for your participation and invaluable assistance rendered me during my trip to the Tar Heel state last month. . . . Your secretary and receptionist were exceptionally courteous and thoughtful. It was a delightful experience that will linger in my thoughts for many a moon.*

and

*Dear Company:*

*You were most generous and I can't express my gratitude adequately.*

and

*Dear Sir:*

*We congratulate this employee!*

Recently the Sanford newspaper conducted a contest to determine the answer to two questions:

1. Who is Sanford's "friendliest

and most courteous" woman employee?

2. Who is Sanford's "friendliest and most courteous" man employee?

Readers of the newspaper were invited to cast ballots labelled "Vote For Courtesy." Employees getting the most votes were awarded a \$50 Savings Bond and a framed certificate. Everyone nominated for the honor automatically became a member of Sanford's "Courtesy Club."

We were proud that six of our Sanford employees received membership cards for the Courtesy Club. In appreciation of this recognition from our customers, the Company inserted an ad in the newspaper thanking the public for their nominations and showing the pictures of our six nominees.

With our public relations in capable hands such as these we have no fear for the future.

## VOTE FOR COURTESY

Let's Make Sanford The Friendliest City In N. Carolina

*Friendliest--  
Most Courteous* Employee Awards

My name is \_\_\_\_\_

My address is \_\_\_\_\_

I vote for the following for the awards:

"Friendliest, Most Courteous" WOMAN EMPLOYEE —

Name \_\_\_\_\_

Place of business \_\_\_\_\_

"Friendliest, Most Courteous" MAN EMPLOYEE —

Name \_\_\_\_\_

Place of business \_\_\_\_\_

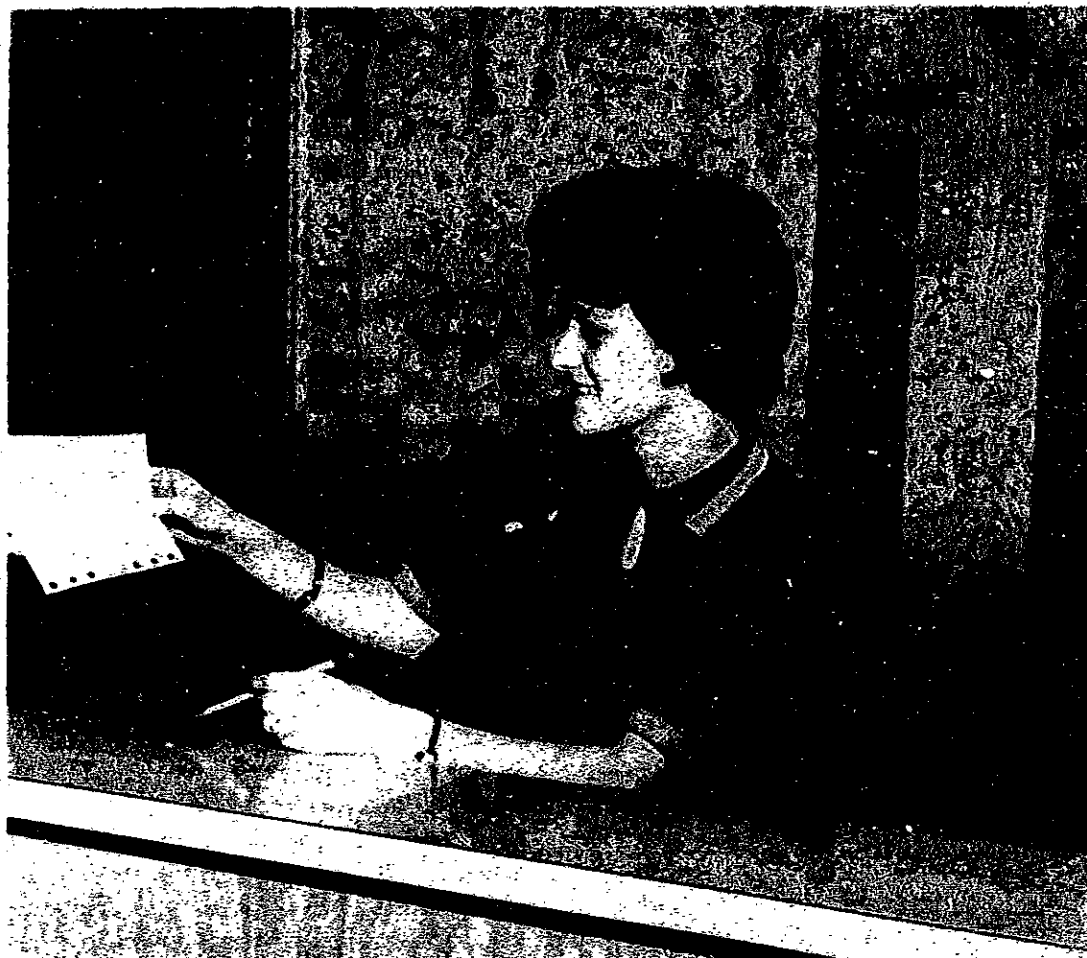
Clip out, fill in, and deposit in one of the six "Friendliest, Most Courteous" ballot boxes or mail to Employee Award, The Sanford Herald, Box 111, Sanford, N. C. Ballot boxes are located at the Sanford Chamber of Commerce, The National Bank of Sanford (Steele St.), Central Bank in Jacksonville Heights, First Federal Savings and Loan, Sanford Savings and Loan (Steele St.) and at The Herald (St. Clair Court). Voting will continue until March. Announcement of the winners will be made in an edition of The Herald in March. Vote as often as you wish. Use only the award voting ballot which will be published daily in The Herald, and nominate only persons employed in Sanford. Store owners and managers not eligible for your votes — just employees. Please spell correctly and print employee's names and the store in which they work.

Six CP&L employees were nominated in this contest conducted by The Sanford Herald. They are Mary Tulluck, Jo Beal, Jeanette Cameron, Geneva Godwin, Peggy Thomas, and Elbert Wicker.



"Thank you. It was a pleasure serving you," says Mary Tulluck.

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Customer receives a courteous explanation from Peggy Thomas.



Elbert Wicker (left), line foreman, receives Courtesy Club membership card from Joe Steed, division line superintendent.

## ALL-ELECTRIC AWARD

(Continued from Page 15)

Today we have more than 3,700 electrically heated commercial establishments, and we are adding jobs at the rate of better than 500 a year. Hereafter, every effort will be made to see to it that every new job will not only be all-electric but it will also qualify for the All-Electric Building Award.

No doubt many present all-electric customers could up-date their place of business in order to qualify for the Award. In this way, the Award will be a tool to encourage the customer to go "all the way" by possibly adding water heating or raising the lighting level, or installing shielded fixtures or otherwise doing what is required to qualify for the Award. Many restaurants might qualify by simply adding a char-broiler. This Award should make it easier to "close the gap."

All employees of the company can help in the program by simply becoming interested in this Award and asking questions as they talk to the owners of commercial and industrial establishments being modernized or being built new. Such questions as, "You are going to qualify for the All-Electric Building Award, aren't you Mr. Smith?" "Have you seen the All-Electric Building Award?" Such a question can be quickly followed by, "I will be glad to have one of our salesmen explain how you can obtain an All-Electric Building Award—no obligation of course."

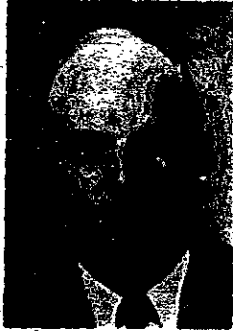
As we battle with our competition in furthering the all-electric concept, we need every weapon we can muster and we need to know how to use every weapon effectively. The All-Electric Building Award represents another weapon for fighting competition. Let us all learn to use it vigorously.

### Oliver Honored

ASHEBORO—On May 22 the Kilowatt Club of the Asheboro office enjoyed a steak cookout at the Asheboro Warehouse. The party was in honor of Bob Oliver, former residential salesman, and his wife who have recently been transferred to Jacksonville, where Bob is now commercial salesman. Bob began work in Jacksonville on June 1.



# "As I See It"



## What kind of stewards have we been?

By Albert Morris  
Advertising Director

The speaker had been a teen-age boy in Germany during Hitler's rise to power. He had become a seaman, sailed the Atlantic and remained in this country just prior to the beginning of World War II. He learned our language, served in our armed forces, became a citizen of this country and was graduated from college.

What he was saying is particularly appropriate to recall in this month in which we observe Independence Day.

The whole direction of his life was changed, he said, by a seed planted in his mind by his father. That seed was the simple truth that people find real happiness and satisfaction only when they are free to choose their work, and then each one is free to prosper in keeping with his own effort and ability. So he had chosen to come to America where he could find freedom and opportunity for happiness.

As he spoke, I thought about how this country was founded by people who wanted freedom. William Bradford and the Plymouth colonists discovered that it takes more than freedom of speech and worship to bring out the best in men. In the first years of the colony, there was shortage of food and many died of hunger. Corn was planted in community fields with the understanding that all would share equally in the harvest. But it was difficult to get men into the fields to do the work.

Finally, Bradford and other leaders decided to assign each family a piece of ground with the understanding that all of the harvest would belong to the family. Immediately, attitudes changed. Even the women and children went into the fields to work. There was an abundant har-

vest. We are told that the first Thanksgiving followed.

Later, Bradford discovered that when families were allowed to keep the same land year after year, they worked to improve rather than exploit the land.

Economic freedom is a powerful stimulant. It was in Bradford's time and it is now. But the speaker was making the point that this freedom, along with others, can be lost. He had lived in a country where it happened.

In sharing his experiences, he was saying that we have something that possibly we don't appreciate fully. We would immediately recognize its great value . . . its importance to our personal happiness and satisfaction if we'd ever lived without it.

Strong Christian influences undergird our country. Churches emphasize the importance of freedom. We have been taught a responsibility of stewardship. If we can relate the same idea to our personal freedoms, it is fitting in the afterglow of Independence Day to ask ourselves what kind of stewards we have been. How well have we fulfilled the obligations of citizenship?

The shockingly large number of people who do not exercise the basic right or privilege of voting is one indication of the extent of general public indifference.

### Transfers

WHITEVILLE—Freddie Ezzell has transferred from the Line Department in Whiteville to the Service Department. Freddie replaces Gene Stephens, who transferred to Southern Pines.

## Son Featured

DILLON—Charles C. Seddinger, vocational evaluator at Palmetto Alcoholic Center in Florence, was the subject of a feature article in the Sunday, May 24, issue of *Florence Morning News*. Mr. Seddinger is the son of Serviceman and Mrs. W. C. Seddinger of Dillon.

Under the heading "Who's New in Town?" the article explained the work of Mr. Seddinger and his background. A picture of Mr. and Mrs. Seddinger and their two year old son accompanied the story.

### Joins CP&L

JACKSONVILLE — William Roger Humphrey has been employed as a meter reader in Jacksonville. He attended Jacksonville High School and is a member of the Kellum Baptist Church and the local volunteer fire department. He resides with his wife, the former Carol Ann Silence, in Jacksonville.

### IN SALES



RALEIGH—Miss Kay Williams joined CP&L on May 11 as secretary in the Northern Division Sales office replacing Carolyn Hooks, who was married June 6. A graduate of Cary High School, Miss Williams has completed a course at Hardbarger's Business School, where she was elected "Miss Hardbarger of 1964."



## SELECTED TO SERVE

### Clifton Puryear

BURGAW—Clifton T. Puryear, service representative, has been elected president of the newly organized Lions Club in Burgaw.

### Elizabeth Moore

ASHEVILLE — Elizabeth J. Moore, legal stenographer, has been named Recording Secretary of the Asheville Branch, National League of American Pen Women.

### Marshall Ussery

SNOW HILL—Marshall Ussery, service representative, has been elected to serve as secretary of the Snow Hill Rotary Club for the 1964-65 year.

### J. A. Weeks

RALEIGH—J. A. Weeks of the Legal Dept. has been elected president of the Garner Country Club.

### Gene Porter

RALEIGH—Eugene (Gene) Porter of the Stores Accounting office has been elected treasurer of the Garner Jaycees for the year 1964-65.

### Thomas Howard

RALEIGH—Thomas W. Howard of the Data Processing Section has been elected first vice-president of the Fuquay-Varina Junior Chamber of Commerce for 1964-1965.

### Dick Byrd

RALEIGH—Dick Byrd, publicity director, has been elected secretary of the Garner Country Club.

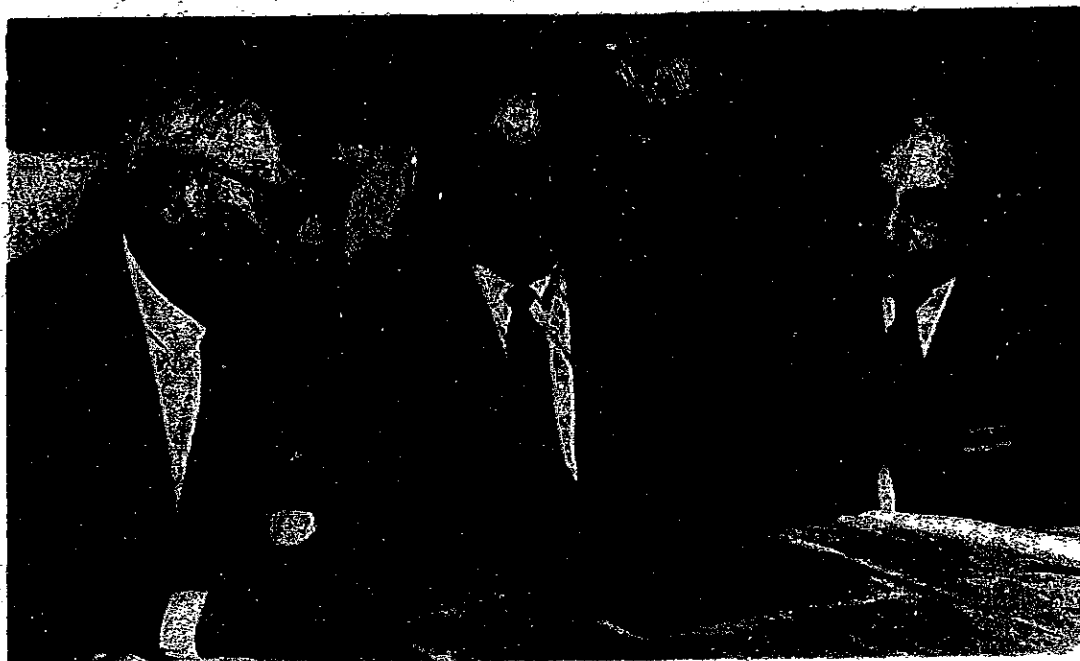
### Hallie Frazier

RALEIGH—Mrs. Hallie Frazier of the Stores Accounting office has been re-elected treasurer of the Ladies Auxiliary to the Raleigh Fire Department.

### Lowell Pulley

RALEIGH — Lowell Pulley of the Stores Accounting office has been re-elected secretary-treasurer of the Methodist Men's Club in Zebulon.

## Receives College Citation



RALEIGH—Shearon Harris (center), president of our Company, was one of eight Wake Forest College alumni who received Distinguished Service citations at the annual alumni dinner June 6. Mr. Harris' citation was in the field of law and business. Shown with him above are two other recipients of citations: Dr. George Mackie of Wake Forest, (left), medicine; and Clarence M. Abernathy of Lenoir, education.

## EGGS-PERTS IN PHILLY



PHILADELPHIA—This picture, which appeared in the national Farm Bureau News, shows Bob Royster, our ag-engineer in Raleigh, and four other North Carolinians in Philadelphia, where they were attending a meeting as members of the N. C. Egg Marketing Assn. Others, l. to r., are Miss Maidren Morris, news service, N. C. State Extension Service; Mr. Goodforyou, trademark of Egg Marketing Assn.; Miss Gaynelle Hogan, department of ag-economics, State College; B. C. Mangum, president, N. C. Farm Bureau.

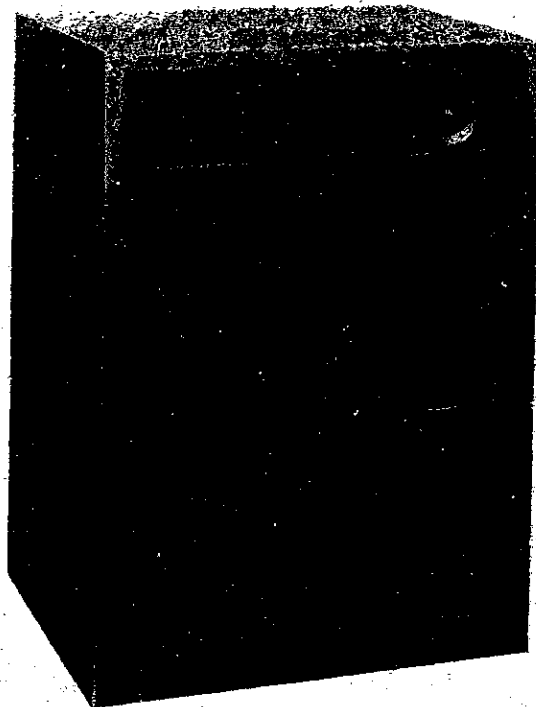
## Employees Offered Special Price

Mother Nature must feel a bit frustrated these days—the ingenuity of appliance engineers has robbed her of one of her most potent Summer discomfort weapons, at least as far as indoor climate is concerned.

Her weapon is humidity—and the engineers have provided householders with a most effective counter-weapon—the dehumidifier.

No one ever has estimated the dollars and cents value of possessions lost or irreparably damaged by excess moisture, but it doesn't take a mathematician to estimate the discomfort caused by a high humidity level in rooms closed for even a few hours a day during the Summer season.

Modern, automatic dehumidifiers, such as the Oasis being offered at a special price to CP&L employees, keep the moisture content of the atmosphere at a comfortable, healthful level in recreation rooms, basements, photographic dark rooms, tool rooms and storage areas—in fact, any enclosed area where excess atmospheric moisture is a problem. Mold and mildew no longer form on stored books, papers and photographs. Dampness no longer causes drawers to stick and pillows and upholstered furniture to feel damp and clammy to the touch. Tools stay rust-free and bright, and costly photographic equipment is pro-



During July and August, CP&L employees are offered this Oasis Dehumidifier at a special discount. For further information, see your supervisor or call H. B. Hicks, residential sales manager.

tected—all through use of a modern dehumidifier. Operation of these comfort appliances presents no problem, since all that is required is plugging into an electrical outlet and setting the control for the desired humidity level. Operating costs are minimal, usually only a few pennies a day.

## — Births —

FLORENCE—Mr. and Mrs. Howard D. Thames, Jr., announce the arrival of a son, Howard D. Thames III, (Dean), weighing seven pounds eight ounces, at the Marion County Memorial Hospital April 25. They have a daughter, Teresa, 2½ years.

WILMINGTON — Born to Mr. and Mrs. Julian B. Snipes, on May 27, a daughter, Stephanie Penny. Mr. Snipes is residential salesman.

RALEIGH—Mr. and Mrs. Alex Gup-ton announce the birth of a daughter on May 24, the third birthday of their other child, also a girl. Alex works in the payroll section.

WILMINGTON — Born to Mr. and Mrs. Ed Martin on June 13 a daughter, Ellen Marie, weight 6 lbs., 5 oz., at James Walker Hospital. Mr. Martin is a control operator at Sutton Plant.

## Churchill Dies

RALEIGH — Tracy Ross Churchill, age 40, meter reader in Raleigh district, died Saturday June 6 in the Fuquay Hospital after an illness of eight weeks. Funeral services were held Monday afternoon from the Fuquay-Varina Methodist Church with the pastor, Rev. Norwood Jones, officiating. He was assisted by Rev. John R. Poe of Durham. Burial was in Wake Chapel Cemetery.

Born in Durham County, Mr. Churchill attended Fuquay Springs High School and graduated there in 1941. He joined CP&L on January 14, 1944, in Raleigh.

Surviving are his wife, Mrs. Vera Barbour Churchill; three sons, Robert, Ross and Raymond; one daughter, Pamela; his mother, two sisters and two brothers.

## Joins CP&L

HARTSVILLE—Mrs. Ruth B. Puckett has been employed as a clerk in Hartsville. She attended Hartsville High School and Coker College. She is a member of the West Hartsville Baptist Church and the Eastern Star.

## JOIN QUOTA BUSTERS CLUB



RALEIGH—One hundred percent is the score for Northern Division salesmen in membership in the Quota Busters Club. Each sold his quota or more in the first four months of the residential heating campaign. Holding their membership certificates are (l. to r.) front row: Ed Howell, Tom Oakley, Kent Strickland, Clyde Hester, Bill Jenkins. Back row: Kin Williams, Bruce Broadwell, Tom Gunter, Neal Pearce, Tim Spence.

## —In the Mail—

To Bobby Suggs, Asst. Mgr., Sumter:

On behalf of the Garden Club Council, I want to thank you and your Company for the help you gave us preparing for the Horse Show. We feel that even though we had bad weather, we learned much that would help us when we put on another show.  
—Myrtis B. Logan, Corresponding Sec'y, Sumter, May 24.

To M. T. Dozier, Mgr., Hartsville:

I would like to take this opportunity to tell you what a wonderful employee you have in Miss Hunter [home economist]. She came to our store May 4 on ranges and again today on freezers, and I think she has done an exceptionally good job in talking with our customers.

I think she is a credit to your organization and we will look forward to having her again.—W. H. Lackey, Mgr., Sterchi Bros., Bennettsville, May 22.

To Landon Whitt, Serviceman, Roxboro:

I want to thank you and Carolina Power & Light for the splendid service and cooperation which you have given us during the ordeal of building a new home. We appreciate your fine services.—Leon Long, Roxboro Savings & Loan Assn., Roxboro, April 1.

To Watt Huntley, Editor, Electrical Dealers Coordinator:

Recently the November 1963 issue of your "Electrical Dealers Coordinator" came across my desk and I was very much impressed with its scope and content.

If it is possible, I would appreciate it if you could add my name to your mailing list for this publication. In return, if you desire, I will see that you receive promotional materials of this type being distributed in our great Southwest.—John H. Reid, Promotional Sales Representative, Salt River Project, Phoenix, Arizona, April 24.

SPOTLIGHT

## Miss Leonard Feted

By Miss Mae Meredith

WILMINGTON — Mixed emotions were in evidence on the evening of June 5 when friends and co-workers gathered at King Neptune Restaurant on Wrightsville Beach to honor Miss Billie Leonard, to bid farewell and to extend best wishes as she closed the chapter of her career with C.P.&L. (having completed more than eleven years of service), and faces the challenge of new work at Langley Air Force Base, near Newport News, Va.

Everyone enjoyed "socializing" before the dinner, which was scheduled at 7:30. It was a dutch affair, which privileged everyone to order according to appetite. No specific program was planned; however, Bill Griffin graciously steered the activities of the evening.

As further evidence of esteem, Billie was presented with a handsome London Fog (light blue to match her eyes), and a white leather bill-fold, slightly stuffed with crisp bills from friends and co-workers all over the Wilmington area.



James Piner (left), Miss Leonard, and Bill Griffin.

Aside from her efficient work on the PBX Board, at which she was expert, she will be missed by everyone. She was known to fit into every occasion; she graciously shared the joys and sorrows of her co-workers, and her talents reached far beyond the assignment of her daily duties. Her writing talent was most outstanding and she gave of her time and ability to help anyone who "needed a speech to present," an article to write, or an item to report. She leaves Wilmington with the best of good wishes from her friends.

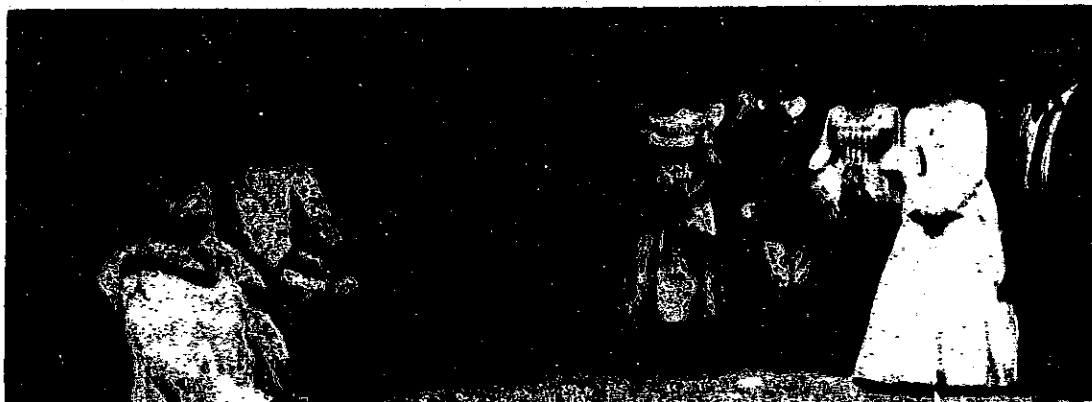
## Miss Blalock in Opera Workshop

RALEIGH—Miss Nancy Blalock, Raleigh district sales secretary, recently appeared in The Opera Theatre Workshop's performances of "The Marriage of Figaro" by Wolfgang Mozart. The opera cast was composed of singers in Raleigh and the surrounding area. The Opera Theatre Workshop is jointly sponsored by the National Grass Roots Foundation, Inc., founded by A. J. Fletcher of Raleigh,

the present president, and the members of The Opera Theatre Workshop.

The primary purpose of The Opera Theatre Workshop is to provide operatic training for local singers and to give the public an opportunity to hear operas in English.

"The Marriage of Figaro," a comedy, was performed at the WRAL-TV studio and the N. C. College Union Ballroom. Alec Dantre was the director.



Miss Blalock (sixth from right) was one of the Village girls and sang in the chorus. Director Alec Dantre is seated at left.

TWENTY-ONE

## Son is N. C. Volunteer

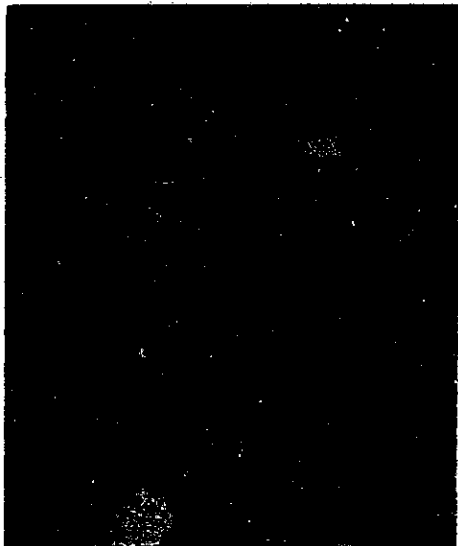
SNOW HILL—William Harvey Ussery, son of Service Representative and Mrs. Marshall Ussery, has been selected as one of the 100 college students who are participating in the North Carolina Volunteers project this summer.

Ussery, a student at Wake Forest College, and the other Volunteers will work for 11 weeks receiving room and board and a \$250 honorarium. After a training session at Duke University, the students will be sent directly to the seven areas where North Caro-

lina Fund projects are underway.

A total of 750 students applied for the 100 positions with the N. C. Volunteers.

## M. F. Massey Retires



Mr. Massey

ERWIN—Millard F. Massey, substation operator, retired June 1 after 39 years of service.

Massey first began working with the Company in 1925 as a substation operator in Hartsville. Since that time he has worked throughout the two-state operation, serving as substation and hydroelectric generating plant operator in Biscoe, Siler City, Buckhorn, Goldsboro, and Selma. He transferred to the Erwin substation in 1951.

The Wake County native is a member of the Hood Memorial Christian Church in Dunn and says that gardening and growing vegetables and flowers occupies most of his free time.

He is married to the former Hattie Belle Flower of Franklin County. They have one son, Grover D. Massey, who resides with his family in Goldsboro.

## Gets DVM Degree



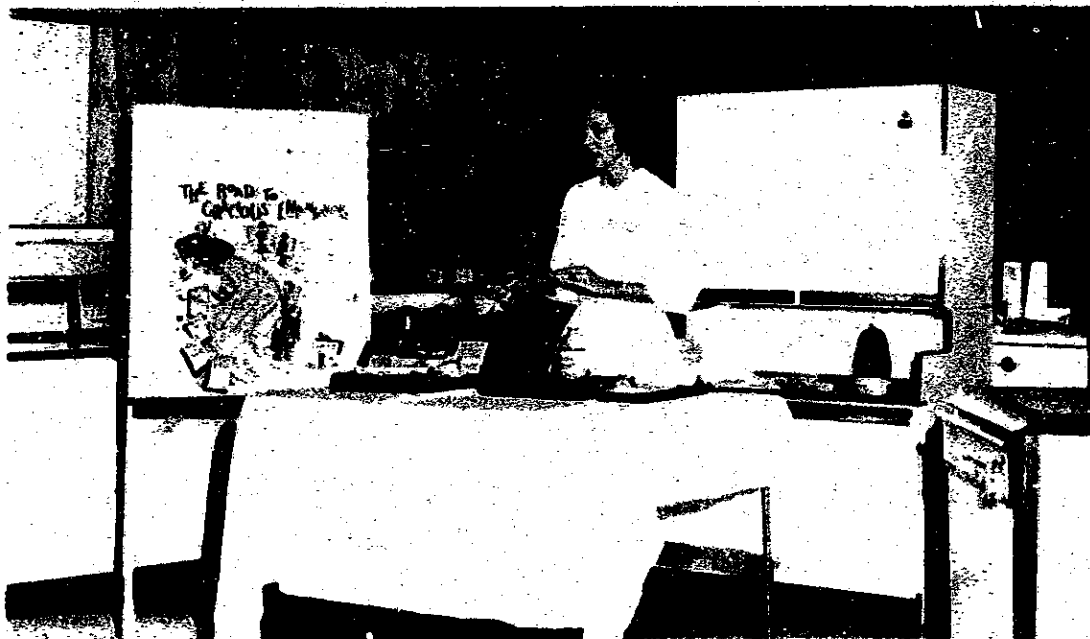
Dr. Pool

RALEIGH—Roy R. Pool, Jr., graduated from Oklahoma State University in Stillwater, Oklahoma, on May 24 with the degree of Doctor of Veterinary Medicine. He is the son of Roy R. Pool, supervising accountant in the General Accounting office, and Mrs. Pool.

A 1957 graduate of Duke University, which he attended on a scholarship, he served two years in the Army and then enrolled at N. C. State College for pre-veterinary courses. At State he was awarded a four-year scholarship to Oklahoma State, where he received a B.S. in animal husbandry in 1963.

Dr. Pool enrolled on July 1 at the University of California for specialized studies leading to a Ph.D. in veterinary medicine. He was awarded a three-year fellowship by the University.

## HOW TO MAKE ENTERTAINING EASY



RALEIGH—One of the highlights of the semi-annual Home Service Conference last month was the presentation of a demonstration, "The Road to Gracious Entertaining," by Miss Sara Hunter (above) of Hartsville and Mrs. Frances Parnell of Florence. Both these home economists have held the demonstration successfully for several appliance dealers. Point of the demonstration is that proper use of electrical appliances makes entertaining easy.

## Daughter Graduates

SOUTHERN PINES — Frances Harper, daughter of Division Engineer and Mrs. Walter Harper, has received her B.S. in home economics from St. Andrews Presbyterian College, Laurinburg.

### Co-Workers Wed

RALEIGH—Miss Joanne McCrea and Paul S. Bradshaw, both of the General Accounting section of the Treasury Dept., were married on June 14 at Union Presbyterian Church at Salters, S. C. Rev. Joseph Beale officiated. Joanne resigned from the Company on June 5.

### Andrews-Boswell

WILMINGTON—Friends of Mrs. Hazel M. Boswell, teller, will be interested to learn of her marriage on June 13 to John J. Andrews, Captain, Marine Corps, Camp Lejeune, N. C. The ceremony was solemnized in Conway, S. C. After a wedding trip to Pennsylvania and a visit with Andy's family while in that area (Wilkes-Barre), the couple are at home in Wilmington.

### Moore-Bratton

SOUTHERN PINES — James M. Moore and Virginia Mae Bratton were united in marriage on Saturday, June 6, at the Park Avenue Presbyterian Church, Rockingham.

Jim is employed at Central Division Warehouse and Ginny is employed as a secretary at Rockingham Mills, Rockingham. They will make their home at Hoffman.

### Joins CP&L

SANFORD—We welcome Vance Cox as a meter reader who replaces Bill Harmon, who transferred to Goldsboro. Vance is a graduate of Sanford Central High School and is married to the former Shirley Thomas. They have four children and attended the Lemon Springs Methodist Church.

### Son in Service



WILMINGTON—Forrest Brown, son of Mr. and Mrs. Alan Brown, reported for duty with U. S. Army at Fort Jackson on February 26. After his basic training there he was accepted for special training at Aberdeen Proving Ground, Aberdeen, Md. His father is our division appliance service coordinator.

SPOTLIGHT

## Daughter Wins 4-H Award



Miss Struthers

SANFORD — Caroline Struthers, daughter of Sanford's home service representative, Mrs. Jane Struthers, and Mr. Struthers, was a district winner in the Southeastern District 4-H Demonstration held in Fayetteville, June 9.

Shown at left with one of the fixtures she made, Caroline prepared her own speech for the electric demonstration entitled "Garden Lighting." She also received a Blue Ribbon for her Civil Defense demonstration.

Caroline is a member of the Lemon Springs 4-H Club and will be eligible to take part in state-wide 4-H demonstration competition to be held at State College in July.

## Wright Joins Pioneers



Mr. Wright

Roy S. Wright, manager at Canton, has completed 25 years with the Company to become a member of the Pioneer Club.

Wright has held the Canton post since 1957. He joined CP&L's line section at Asheville on June 15, 1939, and served with that group until 1945 when he transferred to customer service. He was promoted to customer service supervisor in Asheville in 1949 and to manager at Hazelwood in 1952. He served at Hazelwood five years before assuming the Canton post.

A native of Asheville, he attended Western North Carolina public schools. He was a member of the board of directors of both the Waynes-

ville and Canton chambers of commerce, was a member of the Waynesville Rotary Club board of directors, was secretary of the Hazelwood Booster Club and is now vice-president of the Canton Civitan Club.

Wright is active in the First Baptist Church of Canton. Mrs. Wright is the former Marie Anders, also an Asheville native and they have a 16-year-old son, Paul.

### On Dean's List

SOUTHERN PINES—On the academic Dean's list for the 1963-64 year at Peace College is Jeanne Folley Butler, daughter of Residential Sales Coordinator and Mrs. Paul Butler.

### —Newcomers—

ASHEVILLE—James L. Gryder, Robert L. Payne

FLORENCE—Lillian C. Kizer

RALEIGH — Dennis L. Dickerson, Thomas C. Fynn, Jr., Shirley C. Hatcher, Jo Ann King, Brenda J. Norris, Richard B. Padrick, Annettie I. Williams, Kay F. Williams, Barbara L. Wilson, Walter E. Yopp III.

SKYLAND—Nelson E. Franklin

SOUTHERN PINES—Robert G. Kennedy

SPRING LAKE—Elbert J. Ford

WILMINGTON—Phyllis R. Cole

ZEBULON—Jeanette G. Johnson

TWENTY-THREE



## Advertising Stimulates KWH Sales

A reader of *McCall's* magazine wrote a letter to the editor asking this question: "Why do public utilities advertise? It seems pointless, since they enjoy monopolies. It bothers me to think that part of my utility dollar is being used to encourage me to spend even more."

The magazine carried an admirable answer by Beth Williams. She pointed out that advertising, general-

ly, is used to stimulate the sale of more electric appliances and the use of more power—and that the more power a company sells, the lower the cost becomes. Increased use is a major reason why the per kilowatt cost of electricity declined from 17 cents in 1900 to 2 cents in a recent year.

Miss Williams concluded: "So, you see, the reason electric power com-

panies advertise is to sell more current. This investment in advertising does not raise the cost per kilowatt-hour to you. It lowers it. That's why the use of part of your utility dollar for advertising is no cause for concern. In the end, you benefit."

In just about every line of industry, increased sales mean lower production costs. And that is as true of electric power as it is of groceries.—*Industrial News Review.*

## Toney Leads Area Light Sales

Robert W. Toney, serviceman in Spring Hope, sold seven Area Lights in May to become the top salesman for that month.

In second place with six sales each are Alice N. Burch, clerk in Hazelwood, and Guy Presnell, serviceman in Goldsboro.

Third place is crowded with employees who each sold four Area Lights. They are Robert D. Gee, Jr., meter reader in Siler City; J. B. Young,

serviceman, Dunn; Helen Flowers, clerk, Hartsville; Norman Lewis, meter reader, Hartsville; Marie Stanton, clerk, Dillon; R. N. Newsome, district engineer, Sanford; Earl Tharp, line foreman, Morehead City; Kathleen Somersett, clerk, Wilmington.

Our top salesman for May joined CP&L in 1945 as a groundman in Zebulon.

With 24,602 Area Lights sold through May, will June bring us to the magic figure of 25,000?

### Area Lights

AREA	NO. SOLD MAY	NO. SOLD TO DATE	EMP. SELLING MOST IN MAY & NO.
Asheboro	12	1,018	Robert D. Gee, Jr., 4
Asheville	45	2,694	Alice M. Burch, 6
Dunn	24	2,008	J. B. Young, 4
Florence	9	935	W. W. Goff, 2
Goldsboro	33	1,252	Guy Presnell, 6
Hartsville	27	1,345	Helen Flowers, 4 Norman W. Lewis, 4
Henderson	22	1,416	Landon G. Britt, 3 J. A. Mohaffy, 3
Marion	18	1,090	Marie Stanton, 4
Maxton	15	1,119	Thomas L. Hedgpeth, 3
Raleigh	66	3,093	R. W. Toney, 7
Rockingham	4	733	Ruth Bullard, 1 H. L. Everhart, 1 Lillian Terry, 1 Mickey Vann, 1
Sanford	30	1,461	R. N. Newsome, 4
Sumter	30	1,759	Dorothy Floyd, 3 Lee McLeod, 3 Thelma Smith, 3 E. H. Willoughby, 3
Wilmington	59	4,679	Earl W. Tharp, 4 Kathleen Somersett, 4
<b>TOTAL</b>	<b>394</b>	<b>24,602</b>	

Ready Lites sold during May — 69

Ready Lites sold to date — 2449

Leading area to date — Raleigh with 662

## COLE-PHILLIPS



Mrs. Cole

WILMINGTON — The wedding of Judith Ann Phillips and Jerry Earl Cole was solemnized at Bethany Presbyterian Church, on Saturday afternoon, June 6.

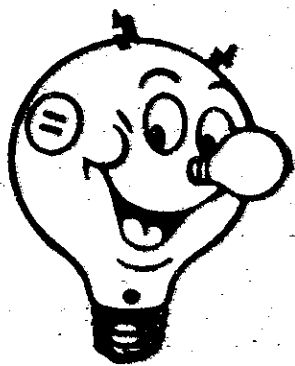
Judy for the past three years has worked as clerk in the Customer Accounting section. She resigned her position effective with her wedding. Earl was graduated at Davidson College May 30 with a BS degree in economics. Earl reported at Ft. Bragg on June 10 for two years of military service. They will make their home on the base.

## Joins CP&L

HARTSVILLE—Ira A. Belk has been employed as a trainee at Robinson's Steam Plant. He attended Lamar High School and is a U. S. Navy veteran. He is a member of the Kelleytown Baptist Church and a member of Hartsville Lodge 173, AFM.

Belk is married to the former Della Ruth Kelley and they have two children.





# LIGHT TOUCH

## Over the Dam from the files of THE SPOTLIGHT

### Twenty Years Ago—July, 1944

This issue of *The Spotlight* is respectfully and affectionately dedicated to those members of our Company who have made the supreme sacrifice in defense of the principles which have made America the land of the free and the home of the brave.

CP&L was honored on June 22 when the U. S. Office of Civilian Defense presented the Company with the National Security Award at a colorful ceremony in the Wake County courtroom which featured an address by Gov. J. M. Broughton. The award was made by the OCD for "maintenance of a superior standard of protection and security of service."

Capt. William M. Barnwell (Florence) is back in England now.

Congratulations to Bruce Knott of the E. & O. Dept. on his promotion from second lieutenant to first lieutenant. Bruce is stationed at Spokane, Washington.

Paul Lyman of the Sales Dept. has been busy with the Fifth War Loan Drive.

### Fifteen Years Ago—July, 1949

On June 19, a proposal was presented to members of the Raleigh City Council by W. H. Weatherspoon, general counsel, to sell the Company's bus system to the White Transportation Company of Asheville.

Raymond S. Talton of the Operating Dept. has been selected to fill the newly created position of Production Engineer, according to a letter released by Supt. of Power A. J. Skaale.

Robert L. Ellis, 74, Company director and president of the Asheville Coca-Cola Bottling Company, died June 11 at his home.

The Company's new division office building at Florence, sparkling with fresh paint and new furnishings, is now open for business.

### Ten Years Ago—July, 1954

CP&L plans to erect the largest generator in its system as an addition to the Cape Fear Steam Plant near Mon-

cure. Capacity of the new generator will be 188,000 horsepower.

Employees with 20 or more years of service are now eligible for a three-weeks vacation, according to the revised Policy Manual.

Eight heat pumps were sold on the CP&L system during May, bringing the total number of such year-round heating and cooling installations to approximately 42, according to H. G. Isley, general sales manager.

The Electrical Appliance Show in Henderson on June 10 and 11 attracted about 1,100 persons, says Dave Fuller, salesman in Henderson. The show was sponsored by 11 electrical dealers and CP&L.

Following the retirement of Henry Tyler, Robert N. Hadley, manager at Wadesboro for the past four years, became the manager of the Dunn district. Going to Wadesboro is Reynold Tucker of Siler City. Going to Siler City is Frank Pruette of Hamlet. Going to Hamlet is Ralph Haywood of McColl.

Theme of our new advertising campaign is "2 to 1—You'll Like It," with the purpose of promoting advantages of one service over two.

A \$190,000 rate reduction by CP&L for customers in the old Tide Water Power Company area has been approved by the Utilities Commission.

### Five Years Ago—July, 1959

Hot weather on Friday, June 26, brought a system peak demand of 1,096,000 kilowatts—an all-time record. Increasing use of air conditioners accounts for the record peak, says Art Skaale, manager of our O. & E. Dept.

The majority of South Carolina electric customers will see a 3% increase in their total monthly bill beginning July 1—not as a higher price on electric service but because of a new state tax.

Miss Mary E. Tulluck, Sanford district chief clerk, has been elected first vice-president of the Pilot Club.

Born to Mr. and Mrs. Horace Airington of Raleigh on May 27 a son.

Some joker has defined a nudist colony as a 'hideout.'

In politics, if it's against you, it's a machine. If it's for you, it's an organization.

Some people think that anyone who makes enough money to go to college doesn't need an education.

A pretty young lady presented a check at the bank window for cashing. The teller examined it quickly and asked, "Can you identify yourself?"

Whereupon the young lady dipped into her purse and pulled out a small mirror. She glanced in it for a moment, and then looked up and said, "Yes, it's me, all right."

A well-known Hollywood actress was recently described as a good housekeeper—every time she's divorced she keeps the house.

You're an old timer if you think of the town square as a place and not as a person.

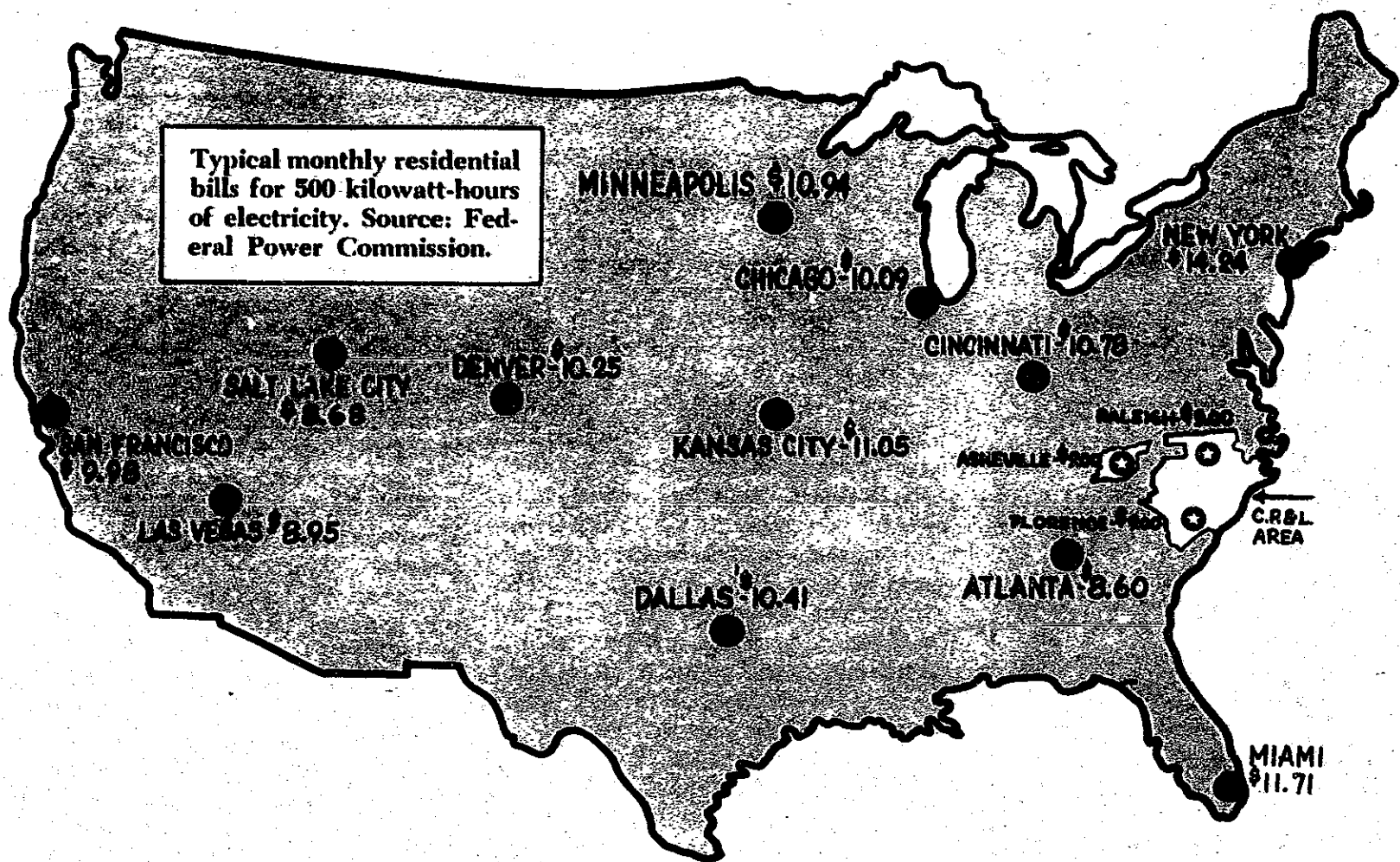
Someone has pointed out that he who drinks before he drives puts the quart before the hearse.

- Be brief—politely.
- Be aggressive—tactfully.
- Be emphatic—pleasantly.
- Be positive—diplomatically.
- Be right—graciously.

A missionary going through the African brush country suddenly found himself confronted by a lion. The evangelist promptly sank to his knees and began to pray. A few moments later he became aware that the lion was beside him in prayer.

"How good of you to join me!" the missionary exclaimed, his face beaming away. "And to think I was afraid of you."

"Please don't interrupt," said the lion. "I'm saying grace."



**Pick a city. Compare.**

**You'll find electricity is cheaper here**

**than in most other places in the United States**

In fact, the average price that CP&L customers pay per kilowatt-hour for electrical service in their homes is 22 per cent below the national average. The price is the same whether they live in Asheville, Florence, Raleigh or anywhere else in the area served by CP&L.

While the price of almost everything else you buy has been going up, we've reduced our rates in 24 of the last 30 years. How have we done it?

By installing larger, more efficient generating plants; by improving our methods for transmitting and distributing electricity; and by working hard to put into effect every reasonable economy.

The benefits of lower rates resulting from greater efficiency have been shared by all of our customers.

While there are a few places where your electric bill would be a little less, we're proud of CP&L's record of supplying our customers plenty of electricity at prices so much lower than most people enjoy.

In our map we show typical monthly residential bills for 500 kilowatt-hours because on the average this is the amount of electricity our customers use. If you'd like to compare your bill with a city that isn't shown, just write Advertising Department, CP&L, Raleigh. We'll be glad to give you the typical bill for that city.

**CAROLINA POWER & LIGHT COMPANY**

*An investor-owned, taxpaying, public utility company*