

JULY 1960

Spotlight

Now...New
LOW RATE

for

ELECTRIC
HOUSE
HEATING

See Page Four

CAROLINA POWER & LIGHT COMPANY

tion in part by conferring upon him the honorary degree of Doctor of Science.

Today the Company to which he has devoted the better part of 35 years takes great pleasure in honoring him — and the good name he bears — by dedicating this plant to the service of his fellow South Carolinians and by announcing that henceforth the plant and adjoining lake shall bear the name, H. B. Robinson.

Response

By H. B. Robinson

Mr. Sutton and Friends:

This, I am sure, is the most humbling experience of my life.

I am deeply moved by the kind things Mr. Sutton has said about my family and me; and I'm most grateful to all who have had a part in causing this plant to be named for me. I am indebted to our customers for using our products; to our stockholders and others whose investments in our Company financed the building of this plant; to the Ebasco Company for the plant design and construction; to Mr. Sutton and to our Directors who officially named the plant; and last — but most important — to my fellow employees.

Most people are honored for their individual achievements; but in this instance, I am being recognized for the accomplishments of an organization.

As proud as I am of being so recognized, I am prouder still to be a member of this organization and to have had a part in the progress and building of this Company. But had it not been for the loyalty, devotion, and efficiency of the men and women who make up our Company, I'm sure this plant would not be in existence today.

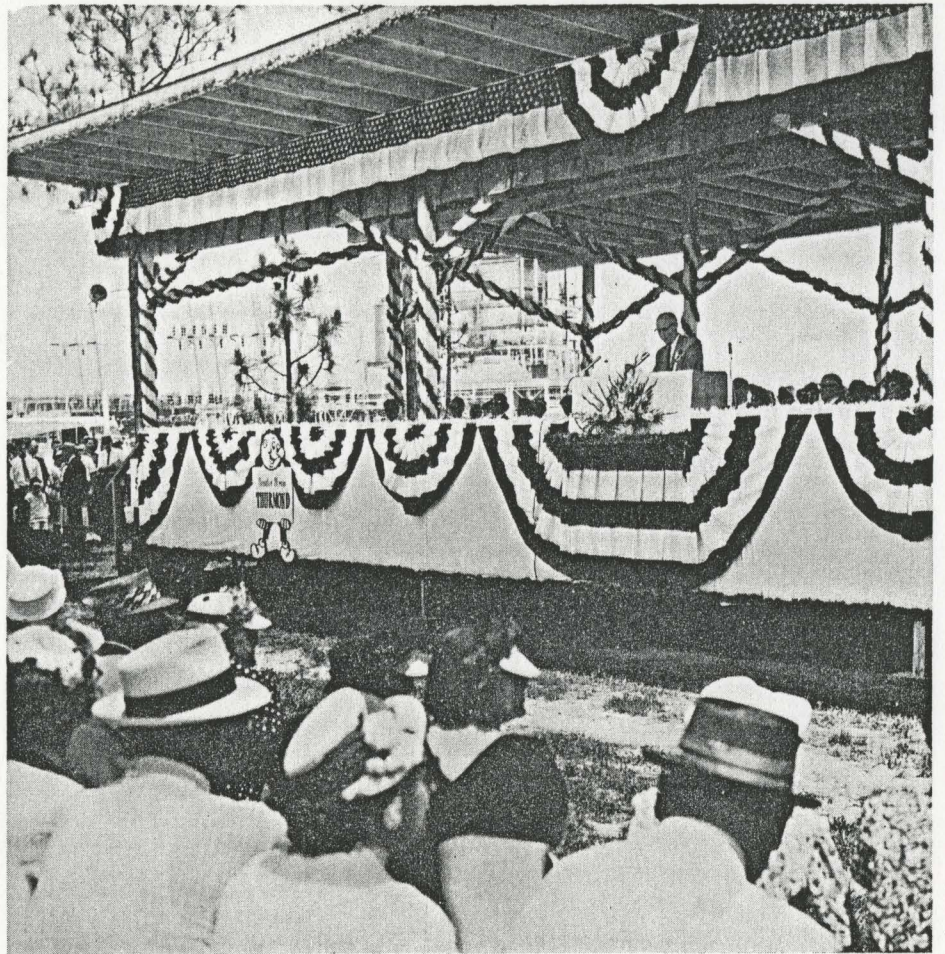
This is a day that I will always remember; and I know that I speak for my family, as well as for myself, in thanking you for this honor.

Excerpts from

Address

By Senator Thurmond

... This plant exemplifies the progress of the Pee Dee area and also the good judgment and dedicated ef-



Senator Strom Thurmond of South Carolina was the principal speaker.

forts of the officers, directors, and employees of this great company. This forward step is typical of the type vision and foresight which the company's able president, Louis Sutton, has displayed in guiding its activities for many years with the devoted assistance of a native South Carolinian, H. Burton Robinson, the company's vice president and general manager.

The need for additional generating capacity which dictated the erection of this plant stems not just from increased industrial demand, but also from a corresponding increased demand from domestic consumers. The increase in domestic consumption... clearly demonstrates the overwhelming superiority of ours over other economic systems. . . .

Economic Liberty

We refer to this economic system of ours as free enterprise, private enterprise, or occasionally, still, as capitalism. Increasingly, I sense that

the terms "capitalism" and "capitalistic" cause in many an apparent sense of embarrassment; I, in response, feel impatience — and even frustration — that any American should feel embarrassed or apologetic about our capitalistic system.

Capitalism is no more and no less than economic liberty, and it goes hand in hand with political liberty. . . .

The essence of capitalism is competition. Competition, in turn, decrees that production is designed to accomplish, not what some authority decides is best, but what the individuals that compose the society want. . . . The customer is necessarily the center of attraction under our economic system. . . .

Has Ups & Downs

Admittedly, our economic system has its ups and downs, as does each of us in our own lives. But we need to remember, that even in recession, our economic system is superior. . . .

(Continued on next page)

PROGRAM

Band Concert	----- Hartsville High School Band	
	R. Grady Brown, Director	
Master of Ceremonies	----- Louis V. Sutton	
	President, Carolina Power & Light Company	
Prayer of Dedication	----- Rev. Edward G. Lilly, D. D.	
	Pastor, First Presbyterian Church, Hartsville	
Introduction of Special Guests	----- Mr. Sutton	
Remarks	----- The Honorable John L. McMillan	
	Member of Congress, Sixth South Carolina District	
Remarks	----- The Honorable Robert W. Hemphill	
	Member of Congress, Fifth South Carolina District	
Remarks	----- The Honorable John J. Riley	
	Member of Congress, Second South Carolina District	
Principal Address	----- The Honorable Strom Thurmond	
	United States Senate	
Address of Dedication	----- Mr. Sutton	
Response	----- H. B. Robinson	
	General Manager, Carolina Power & Light Company	
	Band Music	
	Barbecue	

zation." . . . (This) lacks in appeal to Americans. . . . It is too open and aboveboard to compete with the obvious advantages of capitalism.

More Subtle

The welfare-state approach, on the other hand, is much more subtle. Indeed, nationalization is condemned by the welfare-staters. There is no need for a separate political effort, for its concepts can be rationalized into harmony with the platforms of existing political parties. . . . Rather than attaining socialism through ownership by the state, the welfare-state concept achieves socialism through regulation and control by the state, while leaving the outward vestiges of ownership in private hands. Unfortunately, this system is equally as effective for the destruction of capitalism as is the outright ownership of property by the state. . . .

The appeal of the welfare-state concept is directed at natural desire for security. . . . There are two basic fallacies in this approach which are successfully concealed. . . .

First Fallacy

The first fallacy is—or should be—the most obvious. All wealth or material goods are produced by individual human labor or ingenuity. The state itself can produce no wealth and whatever it supplies must be first taken from the fruits of the labor of the individual. The method by which the state acquires the property of the individual is, of course, taxation. . . .

Second Fallacy

The second fallacy in the welfare-state approach is equally basic if somewhat less obvious. The physical needs of the populace which the welfare state proposes to supply do not and cannot provide security, for, indeed, security embodies more than the supply of our mere physical wants. The security which the welfare state offers, if carried to its logical conclusion, exists now for the inmates of our better penal institutions. These inmates are well fed, well clothed, normally well protected from violence and enjoy most substantial and weatherproof—as well as breakproof—shelter. . . .

Govt. Is Silent Partner

No one engaged in business needs to be told that the national government is a silent, but senior, partner

We should also keep in mind that recessions and depressions are not unknown to any economic system yet devised. . . .

As assault on our economic system has been in progress for many years. Some methods were tried and subsequently abandoned. For instance, a socialist political party proved too direct, and evidenced little appeal to Americans, even in depression.

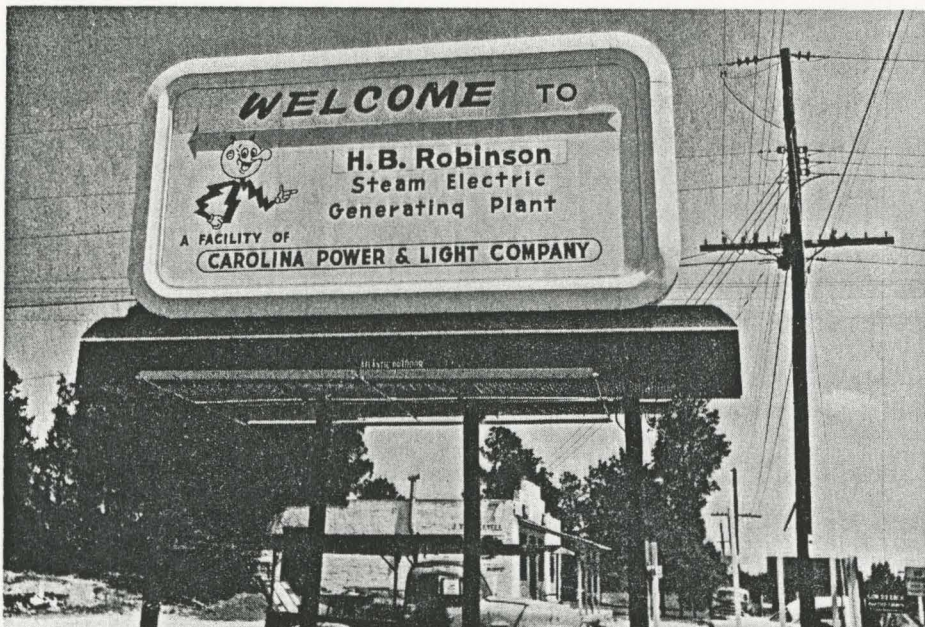
The latest approach, I regret, is

proving more successful. It is still socialism, pure and simple, but its proponents would more readily accept the title, "welfare state." . . .

It behooves us to understand why the "welfare state" approach is succeeding where the "socialistic party" approach failed.

Principal Weapon

The principal weapon of the socialist party approach is "nationali-



When guests turned off the main highway to go to the plant for the dedication, this sign read "Welcome to Darlington County Steam Electric Generating Plant." When they left the plant, the sign looked like this.

in each and every business. The principal element of control, although certainly not the sole element, is our complicated system of taxation. Certainly by this time, we should all be well aware that our tax system is geared, not only for the production of revenue, but also for the regulation of the economy and thereby the productive efforts that constitute our economy.

Ever increasingly are business decisions decided more on the basis of tax consequences than on the competitive considerations which stem from consumer needs and desires. Thus, what was impossible to accomplish in America by a bold stroke of nationalization is being successfully accomplished through the adoption of the insidious welfare-state proposals.

Tranquilizing Effect

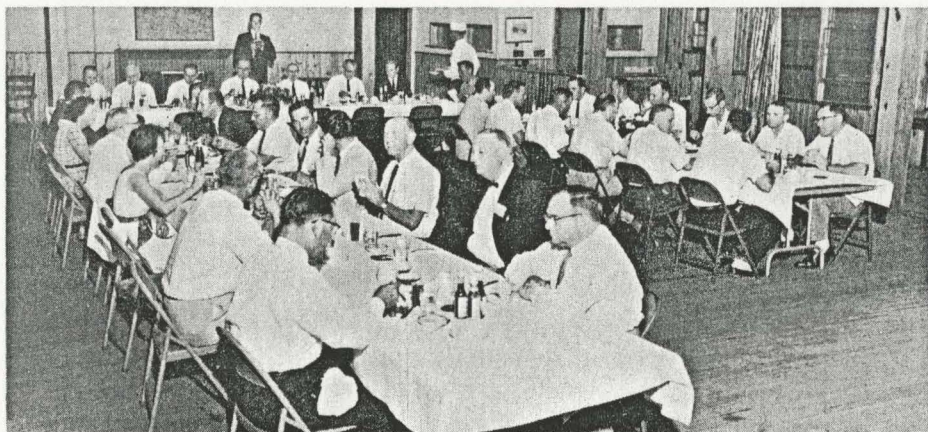
To be sure, the progress is gradual. Unfortunately, this very graduality seems to have a tranquilizing effect, for the dangers inherent in this approach seem much less impressive in reaching the same goal than do the identical dangers of the more abrupt methods. Even those who profess to be aware of the steady growth of welfare-statism and who profess to be conscious of its destructive effects, appear to fight only a delaying action rather than make a do-or-die stand. . . . The American people will never be brought to a realization of the true dangers of welfare-statism or to a knowledge that the welfare state is substantially a socialized state, unless and until those of us who recognize the true nature of this deceptive concept base our defense on a clear and unequivocal stand on principle and cease to hinge our objections on the degree of the advance of the particular welfare-state proposals.

Still Tough and Strong

The advance of the welfare state can be halted and reversed. Our capitalistic economic system is still tough and strong and can be saved to serve both our physical needs and as a weapon for the protection of our political liberty. It can be done by awakening each and every American to the simple fact that any government big enough to give him everything he wants, must, necessarily, be big enough to take everything he's got, including his liberty.

Facts about the H. B. Robinson Plant

- First unit has capacity of 250,000 horsepower, the largest single unit on CP&L system.
- Plant to have ultimate generating capacity of 1,850,000 horsepower.
- First unit is capable of generating forty per cent more electricity than was used by all S. C. customers of CP&L in 1959.
- 2,300-acre lake created on Black Creek to furnish cooling water for condensers.
- First unit will use 150,000,000 gallons of cooling water per day.
- The boiler is 160 feet high—the height of a 17-story building.
- The smokestack rises 250 feet.
- A coal storage area accommodates 600,000 tons of coal.
- Operating at full load, the 250,000 horsepower unit will use 26 carloads of coal a day.



After touring the plant two days before the dedication, news media representatives were guests of CP&L at supper.

News Media Men Get Preview

South Carolina newspaper, radio and television representatives were guests of the Company for an early look at the new H. B. Robinson project June 16, two days in advance of the dedication.

Hosts for the press party were Jack Riley of the publicity department and E. N. Pope of advertising. J. E. Kaufman, Hartsville manager, and Supt. Walt Selkinghaus and other plant personnel, were in charge of local arrangements.

Nineteen representatives of the

press, from Hartsville, Marion, Sumter, Bishopville, Florence, Kingstree, Pageland, Camden, Cheraw and Columbia, were treated to tours of the plant, boat rides over the cooling lake and a steak dinner at the Prestwood Country Club.

Mr. Robinson and his son Dave of Columbia were special guests. Other CP&L folks helping out in the press party were Dick Byrd, Gus Stewart, Bill Kincaid and Guy Beatty. Harold Tisdell of Florence and Otis Williamson of Kingstree accompanied press representatives from their towns.