

E N E US \$ ↓ 3 7 ⁵₁₆ - ¹₄ T 1s Equity D E S
 DELAY 13:00 Vol 379,100 Op 37¹⁵₁₆ N Hi 37¹⁵₁₆ T Lo 37 T ValTrd 14140054
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E N E U S 11) CN ENRON CORP CUSIP 293561106
 Pipelines 12) HH Hoover's Handbook

Enron Corporation is an integrated natural gas and electricity company. The Company transports and markets natural gas to markets throughout the United States and internationally. Enron also explores for and produces natural gas and crude oil in the United States and internationally.

STOCK DATA				DIVIDENDS - Quarterly			
1	GPO	Current Price	\$	39 ¹ / ₈	Indicated Gross Yld		2.41
		52Wk High 11/25	\$	47 ¹ / ₂	Dividend Growth 5YR		6.43%
		52Wk Low 8/18	\$	35	Ex-Date	Type	Amt
		YTD Chng (-13.33%)	\$	-5 ³ / ₄	8/28/97	REG CASH	\$.225
2	TRA	1 Yr Total Return		-7.72%			
3	CH1	Current Shares Out		299.498M	EARNINGS		
		Market Cap		11193.74M	Trailing 12mo EPS	\$	.170
		Float		227.45M	9EE Est EPS 12/97	\$	2.266
5	BETA	Beta vs. SPX		.92	10GE P/E 219.85	Est P/E	16.49
6	OCM	Options avail & Stk Marginable			EPS Yr change		11.59%

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Hit 1 <GO> for a more detailed company management profile (MGMT).

E N E U S

ENRON CORP

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1400 SMITH ST		T:713-853-6161	F:713-853-7920
HOUSTON, TX 77002-7369		http://www.enron.com	
UNITED STATES		TR AG First Chicago Trust Company of NY	
		# OF EMPLOYEES	11,700
KENNETH L LAY PHD		CHAIRMAN/CEO	
JOHN A URQUHART		VICE CHAIRMAN	
JEFFREY K SKILLING		PRESIDENT/COO	
EDMUND P SEGNER III		EXEC VP/CHIEF OF STAFF	
J CLIFFORD BAXTER		SENIOR VP	
RICHARD A CAUSEY		SENIOR VP/CHIEF ACCTG & INFORMATION OFF	
Type	Common Stock PAR .1	MEMBER	TICKER WEIGHT
PRIMARY EXCHANGE	NEW YORK	S&P 500 INDEX	SPX .163%
COUNTRY	UNITED STATES	DOW JONES UTILIT	UTIL 7.046%
FISCAL YEAR END	DECEMBER	NYSE COMPOSITE I	NYA .132%
SIC Code	1321 NATR GAS LIQ	BLOOMBERG MIDLAN	BNEX 1.423%
VALOREN	928447	NYSE UTILITIES I	NN 1.391%
WPK Number	851914	DOW JONES COMP.	COMP 1.013%
SEDOL	2466019	RUSSELL 1000 IND	RIY .128%
Sicovam	949696	RUSSELL 3000 IND	RAY .115%
ISIN	US2935611069	S&P BARRA VALUE	SVX .327%
		AMEX NATURAL GAS	XNG 6.301%

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R A T I O S

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ENE US

ENRON CORP

FY END DEC 1996

* = Trailing 12 month

~ = Last Quarter Q1:1997

ISSUE DATA		PER SHARE DATA		CASH FLOW ANALYSIS	
Price	37 ³ / ₈				
*P/E	219.85	*Trailing 12m EPS	.17	Cashflow/net inc	1.78
*Div Yld	2.41%	*Trailing 12m DPS	.90	Payout ratio	37.32%
Price/Book	2.52	Book value/share	14.80	Csh gen/Csh req	.92
Price/Sales	.69	Sales/share	54.02	Dvd coverage	2.68
Price/Cashflow	8.84	Cashflow/share	4.23	Cash-oper/sales	7.83%
Market cap.	11193.74	Shares out	299.50	Eff int. rate	8.86%
Price/FCF	49.70	FCF/share	.75		

GROWTH POTENTIAL		PROFITABILITY		STRUCTURE	
EPS Yr change	11.59%	Operating margin	5.19 %	Current ratio	1.18
Cap Yr change	17.66%	Pretax margin	7.00 %	Quick ratio	.63
BVPS Yr change	16.36%	Return on assets	3.98 %	Debt to assets	23.53%
R & D to sales	.67%	Return on equity	17.18 %	T debt/Com eqty	94.36%
Retention rate	62.68%	Return on cap.	9.99 %	A/R turnover	8.99
Sales Yr change	44.62%	Asset turnover	.90	Inv. turnover	79.52
Employ Yr change	74.63%	Fin. leverage	4.44	Gross margin	17.59%
Asset Yr change	21.89%	Eff tax rate	29.14 %	EBIT/int expense	2.43

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SHAREHOLDER INFORMATION
ENRON CORP

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LATEST PUBLIC OFFERING

Date of offering	4/92		
Shares offered	6.77M	Split Adj:	13.53M
Share Price	\$ 36.50	Split Adj:	18.25
Lead Manager	CS FIRST BOSTON		
Type	Common Stock		

INSIDER TRADING

Net \$ Value Buys and Sells As Of 8/20/97		
(1985 - Present In Dollars)		
Lowest activity	10/96	-8.75MLN
Highest activity	9/89	7.98MLN
Mean:		-1.02MLN
Most recent 45 days		-1.96MLN

INSTITUTIONAL OWNERSHIP

# of Buyers	246
# of Sellers	225
# of Holders	529
Shares Held	178.24MLN
% Shares Out.	69.86
Shares Sold	3.71MLN

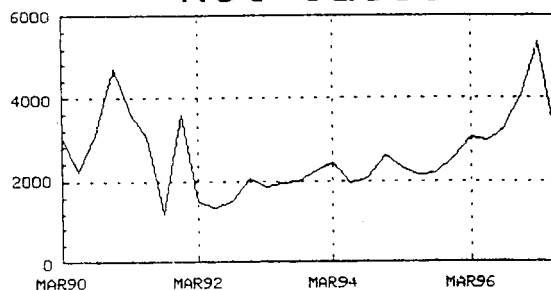
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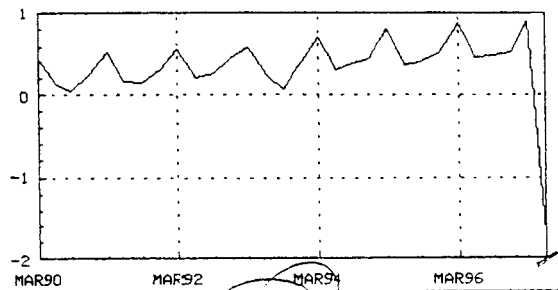
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Net sales



EPS

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YR	Q1	Q2	Q3	Q4
1997	5344.0	3240.0		
1996	3054.0	2960.9	3225.2	4048.9
1995	2303.9	2149.3	2185.8	2549.9
1994	2455.7	1910.7	2030.7	2586.6
1993	1857.5	1907.1	1933.7	2287.6
1992	1496.2	1308.3	1500.2	2019.9
1991	3607.1	3035.4	1185.2	3593.0
1990	3068.7	2251.3	3139.5	4705.8

YR	Q1	Q2	Q3	Q4
1997	.88	-1.71		
1996	.86	.46	.48	.52
1995	.79	.37	.40	.52
1994	.70	.30	.38	.43
1993	.60	.24	.07	.42
1992	.54	.21	.26	.44
1991	.51	.16	.13	.29
1990	.42	.14	.04	.23

Net sales amounts in mil of \$, per share amounts in \$.

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Hit 1 <GO> for more income statement information (CH2).
INCOME STATEMENT (Mil of \$) Page 8 /10
ENE US ENRON CORP

	12/93	12/94	12/95	12/96
Net sales	7985.8	8983.7	9189.0	13289.0
Cost of goods sold	6024.2	6958.4	7165.2	10952.0
Sell, gen & adm exp	1330.8	1309.5	1405.8	1647.0
Operating inc(loss)	630.8	715.8	618.0	690.0
Interest expense	300.1	273.5	284.0	274.0
For exchange L (G)	.0	-8.2	.7	.0
Net non-op L (G)	-164.7	-200.6	-516.0	-514.0
Income tax expense	135.3	166.6	285.4	271.0
Reserve charges (cr)	.0	.0	.0	.0
Income bef XO items	360.1	484.5	563.8	659.0
XO L(G) pretax	.0	.0	.0	.0
Tax effect on XO items	.0	.0	.0	.0
Minority interest	27.6	31.0	44.1	75.0
Net income (loss)	332.5	453.4	519.7	584.0
Tot cash pref. dvd	16.9	15.0	15.4	16.0
Tot cash comm. dvd	170.5	191.8	204.6	212.0
Avg # shares for EPS	239.0	243.4	243.7	246.0
EPS before XO items	1.320	1.800	2.070	2.310
EPS aft XO items	1.320	1.800	2.070	2.310

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Hit 1 <GO> for more cash flow information (CH6).

CASH FLOW SUMMARY

(Mil of \$)

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E N E U S

ENRON CORP

	12/93	12/94	12/95	12/96
Net income (loss)	332.5	453.4	519.7	584.0
Deprec & amort	458.2	441.3	431.7	474.0
Other non-cash adj	-245.9	-249.4	-132.8	-160.0
Chg in non-cash wc	-76.5	-141.4	-833.6	142.0
Cashflow-operating act	468.3	504.0	-15.0	1040.0
Disp of fixed asst	.0	.0	.0	.0
Capital expenditures	-695.4	-660.9	-730.5	-855.0
Sale LT invest	.0	.0	.0	.0
Purchase LT invest	.0	.0	.0	.0
Other investing acts	56.2	57.2	743.9	-375.0
Cashflow-investing act	-639.2	-603.7	13.4	-1230.0
Dividends paid	-189.8	-231.1	-254.3	-281.0
Inc(dec) ST borrow	42.8	115.3	-250.3	217.0
Increase: LT borrow	613.9	190.1	967.1	359.0
Decrease: LT borrow	-450.2	-161.8	-447.7	-294.0
Inc capital stock	22.9	229.4	19.8	322.0
Dec capital stock	-71.1	-41.1	-64.7	.0
Other financing acts	201.0	-9.1	14.3	8.0
Cashflow-financing act	169.5	91.8	-15.8	331.0
Net changes in cash	-1.4	-7.9	-17.4	141.0

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