

**WOMEN DO WELL AS EXECUTIVES**

**Kentucky Utilities Delegates From Three States Agree On Plan**

Women's opportunity in the public utility business and confidence in their future achievements marked a conference of women employees of the Kentucky Utilities Company in three states, lasting throughout the day at the company headquarters, Marion E. Taylor Building, Martin J. Insull, vice president of the Middle West Utilities Company, Chicago, was the chief speaker and stressed the idea that "there is no sex in ability."

Other speakers included L. B. Herrington, vice president of the Kentucky Utilities Company; Harry Reid, president of the Interstate Public Service Company, Indianapolis; Miss R. E. McKee, assistant secretary of the Middle West Company, and Mrs. F. A. Tate, chairman of the women's public information committee of the Kentucky Utilities Company. Following the addresses all the men withdrew and the women, who are to be advanced in handling of utility affairs in Kentucky, Virginia and Tennessee as rapidly as ability and initiative warrants, were left to a round-table discussion of suggestions made by them.

**Serves Forty-Six Cities**

The utilities company furnishes light and power to forty-six cities in the three states from which the conferees came, and formed their own committee to present to the public information regarding public utilities and to seek betterment of public sentiment toward such corporations. The idea is said to have originated with them, as in some cities practically all employees of the company are women.

"We men simply advised and then stepped aside so the women can organize their own plans and carry out their own ideas—it's a sort of house-keeping problem on a big basis for the women usually mould the public sentiment, and are public sentiment when it comes to housekeeping," Mr. Herrington said smiling.

Mr. Insull, who is one of the leading utility operators in the United States, and nationally known as a progressive in business, was enthusiastic in explaining the new idea to the delegates. "There are able men

and there are able women," he said. "Ability knows no sex. It is simply a question of the individual ability of the sexes as to the responsibilities that can be put upon them and as to the classes of positions they can hold."

"Woman has a better idea of service than a man can possibly have because it has been woman's place to serve in all ages. Utilities is a business of service. I am not one of those who believe that when God made woman for the industrial world that they were to be merely stenographers, clerks and typists. I believe they can fill much larger positions."

**Women To Be Trained**

Mr. Insull said that one of the business fundamentals women should be taught is not to attempt to answer all questions or to give information on a subject on which they are not informed. Mrs. Tate urged that courtesy and education were the chief means of bettering relations between utility companies and the public. Mr. Reid outlined the growth of the company since it was founded ten years ago when it was operating in only four cities.

Miss McKee spoke on her own observations and experience as to opportunities for business women in utilities services. Financially the opportunities are unlimited to women who are carefully trained and will make the necessary personal effort to become efficient executives, she said. During the round table discussion it was obvious that the conference had succeeded not only in stimulating considerable feminine ambition, but that the women have decided views of their own on how to manage business problems.

**NORTON NEWS**

Mrs. Carl Roberts and baby, of Wise, who have been in the Norton Hospital for the past few weeks, will return this week to their home. Mrs. Roberts was formerly Miss Helen Fulton, of Wise.

Misses Josephine Waring and Nannie Meadows spent Sunday at Rota, the guests of Mrs. Harry Meadows.

Miss Margaret Corder, attractive daughter of Sheriff Corder, who is attending school this year at Martha Washington College, spent a few days in Norton last week.

O. K. Allen, adjutant for Norton Post No. 143, returned this week from New Orleans, La., where he at-

tended the National Convention of the American Legion.

Mr. and Mrs. Sam McCluen spent the week-end at East Stone Gap with their sister, Mrs. C. F. Blanton.

R. S. Graham has returned from a few days visit to New York, where he accompanied his father, Judge E. C. Graham, of Tazewell, to a specialist for medical treatment.

Prof. P. H. Spivey, of the West Norton School, spent last week in Bristol.

Mr. and Mrs. G. C. Scarborough attended the funeral and burial of Mrs. Scarborough's sister, Miss Edith Stevens, in Paden, W. Va., last week. Miss Stevens is well known in Norton where she spent the summer visiting Mrs. Scarborough.

E. C. Barton, representing the Sherwin-Williams Paint Company, was in Norton Monday.

Miss Mary Broadwater, of near Dunganon, was visiting relatives in Norton this week-end.

Mrs. Napoleon Dotson, Mrs. H. A. Lacy and Mrs. C. E. Bruce were in Norton Tuesday.

C. I. Fuller and Roy Fuller motored to Greendale Tuesday.

Gordon Robinson spent the week-end with homefolks in Scott county.

D. Terpstra entertained quite a number of the Baptist Young People's Sunday School class and some other friends on last night.

W. H. Bond, of Wise, was transacting business in Norton Wednesday.

Dan Elliott, of the Wise Hardware Company, has been on the sick list this week.

Mrs. Claude Jones, of Dunganon, is visiting her mother Mrs. J. A. Carracker.

Mrs. John Jones, of Powell's Valley, was shopping in Norton Saturday.

J. E. Lipps, of Wise, was in Norton Saturday.

**DR. G. C. HONEYCUTT**  
DENTIST  
BIG STONE GAP, VA.  
Office in Willis Building over Mutual Drug Store

**DR. WM. N. BOTTS**  
Practice Limited to Diseases of the Eye, Ear, Nose and Throat and Fitting of Glasses  
OFFICE OVER THE OLD DOMINION DRUG STORE APPALACHIA, VA.

**NEW GARAGE OPENED**

The Lonesome Pine Motor Company's new garage is now open to the public and prepared to render efficient service. Drive to our garage for your

**Gasoline, Oils and Accessories**

Exclusive Agents for the

**Fisk Tires and Tubes**

Buy a round of Fisk Red Tops for your Ford. They Satisfy!

Let us clean up and polish your car.

Your trade is solicited and appreciated. Give us a trial.

**Lonesome Pine Motor Company**

Incorporated  
DISTRIBUTORS

**DURANT AND STAR CARS**

Most Popular Cars on the Market

Phone 239.

BIG STONE GAP, VA.

**ANNOUNCEMENT!**

**Lowest Prices in the History of Ford Motor Company**

Effective October 17th prices of Ford Cars are as follows:

Chassis .....	\$235.00	Runabout.....	\$269.00
Touring Car.....	\$298.00	Coupe.....	\$530.00
Sedan (2 door).....	\$595.00	Sedan (4 door).....	\$725.00
Ton Truck Chassis.....	\$380.00		

F. O. B. Detroit

Above prices represent a reduction \$50.00 on all models, and values of course are unprecedented in the automobile world.

**MINERAL MOTOR COMPANY**

Incorporated

BIG STONE GAP

PENNINGTON GAP