

THE LITTLE OLD LADY

WHO CAME IN TO "GET ACQUAINTED"

by Thomas Kent



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ONE afternoon, a couple of weeks ago, a little white-haired lady was ushered into the office of an executive of the gas and electric company. After introducing herself, she opened her well-worn hand-bag and took out a stock certificate. "You see," she said proudly, "I own five shares of your preferred stock, so I thought I'd come in to get acquainted."

"We're glad you did," the executive assured her, "for you are really one of the owners of this company." And that's true. She is a part owner of the great company serving Cincinnati—in fact, 80 percent of the total number of stockholders live here in the city. There are more than 8,000 of them. Teachers and tradesmen, doctors and mechanics, widows and office workers—men and women in all walks of life.

Besides these, the list of shareholders includes endowed

orphanages, schools, hospitals and colleges—fraternal organizations as well as church societies—public and civic institutions. Banks and trust companies, too, select these securities for investment. And you might be interested to know that the owners of the largest blocks of this preferred stock are the leading life insurance companies of America.

There is scarcely an individual in this community who is not interested—directly or indirectly—in the welfare of the gas and electric company. And you may be sure that the company will protect this interest to the best of its ability—against great odds and unfair agitation.

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Your gas and electric company does not belong to a few—but to many. It is managed and operated under strict regulation, in the interests of its consumers, its investors and workers, and the public.

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