

LEARNING IS HARD WORK



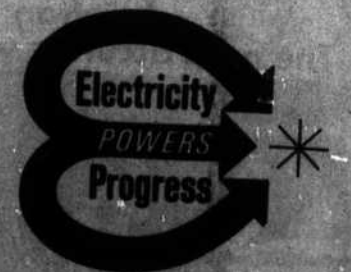
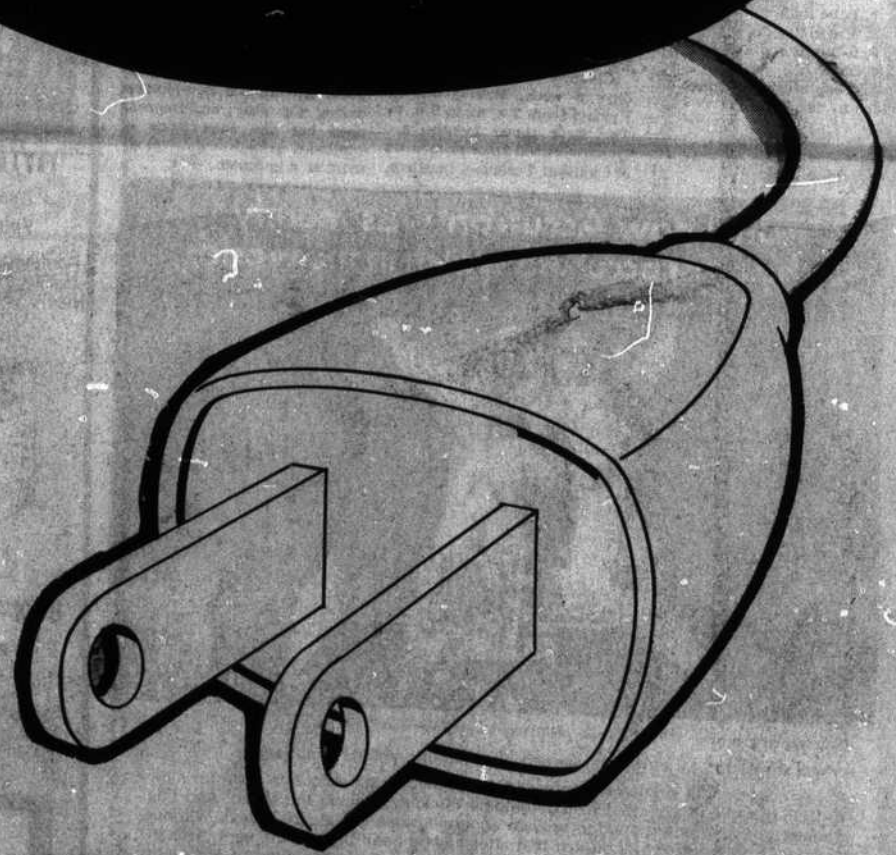
....We're Making It **EASIER!**

Communications between Houston Control and Apollo 11 revealed a routine use of a technology that didn't even exist at the time most viewers were getting their schooling. Indeed, the very existence of Apollo 11 revealed a working familiarity with a technology beyond the wildest dreams of a single generation ago. Man's knowledge about the world he lives in—and worlds beyond it—is expanding so rapidly that the child entering school today, will at college level, be required to learn twice as much as the student now at college.

It is frightening to the student and educator alike. Both recognize the need for being able to learn more things in a shorter time. Your electrical power suppliers are helping to make this possible. The operation of electronic devices that give audio and visual aid in teaching quick-

ly; electrically heated, or cooled, classrooms and study rooms; electrically lighted study area and classrooms, and, yes, electrically lighted homework areas, too.

It's an old, old story with your electric power suppliers . . . **ELECTRICITY POWERS PROGRESS!**



New River Light & Power Co. Blue Ridge Electric Membership Corp.