"Good Will: The disposition of a pleased customer to return to the place where he has been well treated."



That was the slogan printed on a sign that hung over the door of Colonel Harland Sanders' first, 'cafe." It was in a small town at the foot of the Appalachians called Corbin. Ken-

The Colonel wasn't even a Colonel then and it was in the years of the depression.

Now. more than 50 years, and 6,000 Kentucky Fried Chicken stores later. that dedication to fostering "Good" Will" continues.

And it continues not just in relation to customers, but also to the em- most another 100 planned. ployees and to the neighbors in the communities where Kentucky Fried Chicken stores are located.



Good Will, Good Neighbor

In fact, Kentucky Fried Chicken now employs over 100,000 peopleabout 20 per store—and almost all recruited from the community where the store's are located.

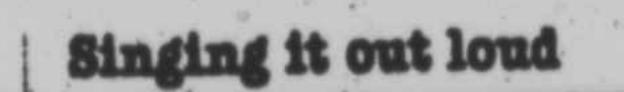
But that's not all. Because a majority of these who are employed by Kentucky Fried Chicken are in their teens, they're getting their first real chance for responsible employment—and the possibility of someday running a Kentucky Fried Chicken store.



Currently, there are over 45 Ken- at it, you get to be the tucky Fried Chicken stores in the Bal- best." And that's what timore-Washington area—with al- Kentucky Fried Chicken

And there's more. One Kentucky Fried Chicken store contributes nearly But even that is not enough. \$200,000 per year in salary income to the neighborhoods where they say, "Perfection is just barely good operate. And that's not to mention enough." the tax revenue from each store that goes to the community services such | That's Kentucky Fried Chicken. as police and fire protection.

Watch for details about the 1985 "Salute to Gospel Music."

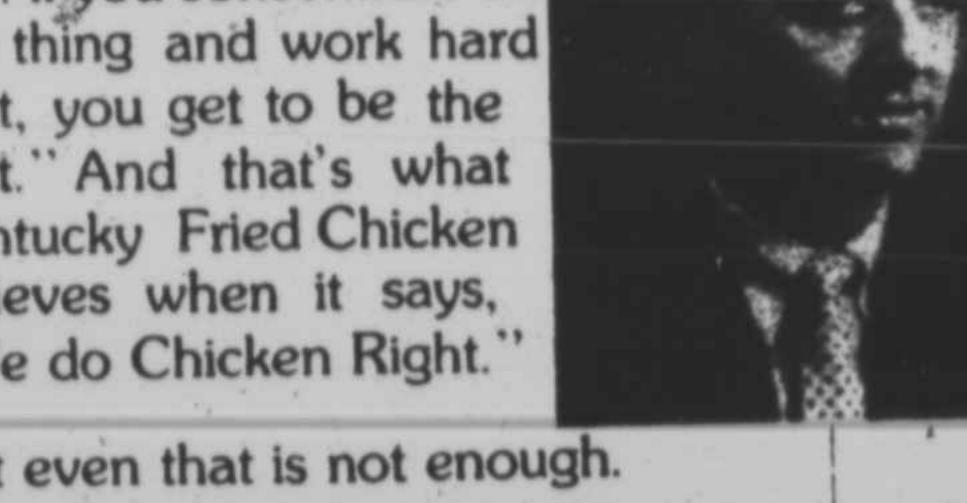




And then there is one of Kentucky Fried Chicken's proudest endeavors—its Salute to Gospel Music. Only three years old, but already a success. As Kentucky Fried Chicken President, Don Doyle, said at the 1984 salute: "We want to give something back to the citizens who support us This salute to Gospel Music is

our gift to Washington and Baltimore."

Mr. Doyle went on to say, . . . if you concentrate on one thing and work hard believes when it says, "We do Chicken Right."



As the Colonel himself would always

Singing it right out! Loud and clear!

Black History Month