

ELECTRICITY POWERS PROGRESS

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From the "A" of Watauga's important Agricultural industry to the "Z" of Boone's Zero mornings, Electricity plays an important role in our living.

From the ABC of modern home life right down to the XYZ of our complex industrial might, Electricity Powers Progress!

On land and sea . . . and in the air . . . on farms and in factories . . . at airports and in subways . . . in hospitals and dormitories . . . in foundries and refineries . . . Electricity Powers Progress!

In rural hideaways and penthouses . . . in split-levels and in barnyards . . . through tunnels and over trestles . . . in switch yards and in packing houses . . . Electricity Powers Progress!

What progressive farmer would turn backward to that time when his day was from sun to sun? Who among them would abolish his barn lights and milking machine? Who wants to surrender hot running water or forfeit his television set? Who would again chop down his forest to heat a home or cook a meal? What housewife would return to the washday boiling pot and scrub board? Who would surrender the refrigerator, the carpet sweeper, the toaster, the food mixer? Who would trim again the wick of a coal oil lamp, or return in any manner to that time before the dynamo?

Electricity powers progress in every facet of modern living. It will continue not only to power it, but to point the way through new innovations, new applications to lead us down yet undiscovered avenues of progress. Wherever man's search of the unknown leads him, electricity will power the way and help him unlock the doors to new progress.

Through the years have been important Milestones of Progress, making their contributions to better living in a better world. Each step along the way—in war and in peace—in home life and in industry—in science, communications, travel and entertainment—electricity has powered the break-through to greater and greater achievement.

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

to

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