



EVERYBODY knows Santa Claus. The King of England is not nearly so well known, nor the Queen of the May, nor Ty Cobb, nor Charlie Chaplin, nor Mary Pickford. In every clime his name has brought joy to the heart of childhood—and adults, too! He could easily win almost any old popularity contest under the sun. He is truly "a jolly good fellow." He has made young eyes sparkle and old eyes glisten.

Not for a single Yuletide season does the benevolent old gentleman intend to relinquish his hold upon the affections of the people in this good old world. So, annually he continues to gladden human hearts with his Christmas reminders. Always he brings a multitude of gifts and always he earns the gratitude of the recipients. He highly prizes such friendship. Of course he, too, enjoys Christmas; Santa is the natural exponent of happiness.

THE members of this organization also highly prize friendship. If our conception of business were that of a mere exchange of material commodities, we should deserve to fail. But we refuse to form such a conception. To serve the people of the community as capably as possible, conscious that human perfection is unattainable, but keeping in mind always the idea of service and fair dealing—this is our paramount purpose.

So, as we have striven throughout the past twelve-month to serve the community and to perpetuate fine friendships which have been an integral part of our relationship to the people, we shall continue to strive in the next twelvemonth—and the next and many others, Providence permitting—and may no instrumentality of service be overlooked. We have appreciated your cooperation in the past and we shall appreciate it in the future.

The Members of the Organization, the Directors of the Company and Its Officers Hope

*Your Christmas Will Be a Merry One! And We Sincerely Hope
That Every Day In the New Year Will Be a Happy
and Prosperous One For You*

North Carolina Public Service Co.

Operating in Greensboro, Pomona, High Point, Spencer, East Spencer, Salisbury, Concord.

