



# Rural Service

**T**HE agricultural record of Wilkes county is remarkable for its consistent gain through the years. And when the new chapter—the war chapter, is finally closed, it will show the way in which Wilkes farmers met the challenge of war production.

The Rural Service Department of the Duke Power Company has for years encouraged more profitable farming . . . through the use of such electrical aids to production as brooders, feed grinders, soil cables and, of course, the indispensable water pump and electric cooler.

Approximately one out of three of all our residential customers are on rural lines. Our folks believed 20 years ago that the availability of low cost electric service would be almost as great an aid to farm prosperity as it has been in factory development in our part of the country. Our aim has been to help this prediction come true.

Electrical equipment for farm and home is difficult to come by these days—this means that it is both patriotic and practical from a selfish standpoint of view to care for pumps, churns, irons, cords, and plugs, motors and other equipment that cannot be replaced.

REMEMBER, TOO, THAT WE ARE PLEDGED TO OUR GOVERNMENT TO CONSERVE TIRES AND EQUIPMENT AND THAT WE ARE UNDER ORDERS TO REDUCE OUR SERVICE CALLS TO AN ABSOLUTE MINIMUM. PLEASE BE SURE YOU HAVE EXTRA FUSES OF PROPER AMPERAGE ON HAND.

## DUKE POWER CO.

Telephone 420

● North Wilkesboro, N. C.

