



GREETINGS MR. MERCHANT

Festive light is part of your Christmas business. Why not make Light an all-year-round boost to sales and profit? Use it to . . .

Attract people into your store. Make more space available. Display your merchandise attractively. Create pleasing decorative effects. Light up display niches. Focus attention on show cases.

Light is a powerful, yet inexpensive, all-year-round help in your store. You are invited to call your nearest Duke Power Company office and ask for a Lighting Specialist.

DUKE POWER COMPANY

Serving the Piedmont Carolinas