



© REDDY KILOWATT  
Your Electric Servant

## We're Betting Millions On You!

That's our bet on the future of Southeastern North Carolina. Did you ever stop to think what it takes to anticipate the power requirement of a growing industrial community?

It takes trained men and women and a well-maintained electric system to provide both present and future needs. To meet this requirement we're

**Spending \$3,500,000  
for New Utility Facilities**

Yes... you've asked us for these facilities. Not in so many words, but you've made it plain by your rapidly increasing use of electricity.

It takes a lot of men, materials and equipment to bring Reddy to you... thru transmission lines, thru substations... to the wires that lead to your home, office, farm or factory. In fact, we spent \$1,600,000 in 1950, and will spend a great deal more in '51 to serve our rapidly developing area. It will mean more jobs for Reddy... more power to you!

# Tide Water Power Company

*Good Neighbors At Your Service*