



## Concern

Who loses most when man shows unconcern for his natural environment?

The offense is as much against man as against nature because the need for a clean, natural, beautiful environment is a human one.

So is the need for the benefits of technology — more healthful, abundant, comfortable and convenient living.

Need man despoil nature to meet these needs of man?

The answer to the question is no. We believe our engineers and specialists have the ingenuity to resolve the conflict between man's material and esthetic needs.

Their activities started in 1923 when Duke Power hired a public health authority.

And as we continue our primary work of meeting your ever-increasing demands for electric power, we are increasing our efforts daily to solve environmental problems.

Low priced, dependable electric service for you is our first responsibility. But it is by no means our only one.

Our concern for the communities we serve goes far beyond the supplying of electricity. After all, we live here, too.

Working with you for a greater Piedmont. **Duke Power**