

Invest at Home

We desire our customers to become partners with us in this enterprise which they know and patronize, believing that such partnership will establish and maintain a closer relationship between our customers and our company. For this reason our company is, for the first time, offering to the people in the territory it serves the

7% CUMULATIVE PREFERRED STOCK OF THE Carolina Power & Light Co.

Preferred as to Assets and Dividends Over Common Stock

Price \$100 and Accrued Dividends Per Share

TAX EXEMPT in the State of NORTH CAROLINA and Dividends FREE
from FEDERAL NORMAL INCOME TAX

This Stock is Offered on Two Plans—CASH or PARTIAL PAYMENT

On the Cash Basis you may buy as many shares as you desire, or as we may have to offer. On Partial Payments you may buy any number of shares up to 25, paying \$5 per share down and \$5 per share each month until the purchase price of \$100 per share is paid; to the final payment is to be added the accrued dividend from the last preceding dividend date.

Should partial payment purchasers, at any time, or for any reason, desire to withdraw before completing their purchase, money paid in can be withdrawn in full with interest at 6 per cent per annum upon 10 days' notice to the Company at any time prior to date of final payment. On the other hand, you can pay for your stock in full at any time and secure stock certificate.

This Company Has Regularly Paid 7% Per Annum on its Preferred
Stock---1 3/4% Quarterly

DIVIDEND DATES

January 1st : April 1st : July 1st : October 1st

Progress and Future Development in this Territory

Today this Company serves 28 communities. The entire territory has shown a substantial growth in the last few years, both industrially and commercially, which is evidenced by the greatly increased production of our mills and manufacturing plants. With the rapidly increasing uses of this Company's service for industrial, commercial and household purposes, the soundness of the position occupied by this public utility is amply assured.

Proceeds from Sale of Preferred Stock are Used for Developments and Extensions to the Property of

Carolina Power & Light Co.

This Stock May Be Purchased--

through any of our employees or at any of our offices. The information coupon, letter or post card will bring you full information without obligation.

INFORMATION COUPON

(Without Obligation)

CAROLINA POWER & LIGHT CO.

I shall be interested in receiving further particulars concerning your 7 per cent Cumulative Preferred Stock, including easy payment plan.

Name Address

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