

We Can Assure STABLE PROSPERITY In North Carolina

...
**This is an appeal to the self interest of North
 Carolinians in every section
 of the state.**
 ...

How would it affect you individually if \$100,000,000 a year could be added to the wealth produced in this state each year?—if the purchasing power of our people as a whole could be increased by that amount, which would, in turn, percolate through the channels of trade, reaching all business and professional classes, farmers, the building trades and every group of our people?

...
 North Carolinians are sending more than \$200,000,000 a year to other states for products which are being, or which should be, produced on the farms and in the factories of this state. This huge amount of money is literally supporting hundreds of factories in diversified lines in other states. It is supporting literally thousands of workers in other states. These workers include industrial workers, farmers, miners and others.

...
 It is conservatively estimated that if North Carolinians would intelligently patronize each other more than one-half of that \$200,000,000 a year could be kept at home and added to the productive wealth of this state.

...
 If our merchants and consumers all over North Carolina will insist upon handling and consuming North Carolina agricultural and manufactured products in preference to similar products imported from other states it will mean greater prosperity for our farm population and for literally thousands of North Carolina industrial workers. Our merchants, our banks, our professional people and others would have their purchasing power increased. It will mean a larger measure of prosperity for all of us—there is no interest in the state that would not be benefitted in some measure as the result of this increased purchasing power and increased prosperity.

...
 This is an individual proposition, and our people are gradually coming into an appreciation of what intelligently directed individual effort will mean in this campaign for a greater, a better and a more stable and permanent prosperity in North Carolina. A large proportion of our merchants are patriotically, and with a realization of self interest too, giving preference to North Carolina products; and our consumers are more and more insisting upon North Carolina produced commodities. If our people had been educated to the importance of following this policy years ago the depression would have infinitely less effect, would have caused less distress and suffering in North Carolina than in any state in the Union.

...
LET'S KEEP AT HOME THIS \$100,000,000 A YEAR OR MORE TO THE ADVANTAGE OF OUR INDUSTRIES, OUR FARMERS, OUR BUSINESS INSTITUTIONS IN GENERAL, OUR WORKERS IN VARIOUS INDUSTRIES AND TRADES, OUR PROFESSIONAL PEOPLE—OURSELVES—EVERYONE OF US.
 ...

DUKE POWER CO.

Electricity Now In Reach of All...

AS the number of consumers of electricity has increased the cost of electric service has rapidly decreased until today electricity is the cheapest commodity on the American market.

WHILE the cost of commodities in general has increased, the downward trend of electric service has continued. No family, even those in the most modest circumstances, need deny themselves the comfort, convenience, and the various other advantages that come through the liberal use of electricity.

ELECTRIC service means more than mere comfort and convenience. It means the conservation of precious eye sight; it means the saving of time and labor and the conservation of food products and the health of the family.

ADEQUATE and proper light makes it easier and pleasanter to read, work and study to say nothing of protecting the eyes and saving doctor's bills.

THE radio brings an endless variety of entertainment, and musical and educational features.

THE electric refrigerator brings not only food and health protection, but assures a greater variety in diet and the saving of food stuffs formerly wasted.

THE electric range, with its clean, controlled heat, saves the housewife countless hours of arduous kitchen duty—and makes the kitchen comfortable and attractive.

THE electric iron, coffee percolator, washing machine, the suction sweeper, food mixing machines and other electric appliances save time and labor and give added time to the housewife for rest and recreation and for other duties that are pleasanter and, in many instances, more important than house work itself.

EVERY family is obligated to itself to investigate just what electric service may mean to it in comfort, in health, in convenience and in the saving of labor and time.

DUKE POWER COMPANY