

MODERN EQUIPMENT PROVES ECONOMICAL AND BEST IN ALL WAYS

Electric Refrigeration Is Said To Pay For Itself In Sufficient Saving For Making Purchases

Electrical Refrigeration A Helpful Time-Saver To Modern Housekeepers Who May Purchase Week-End Bargains With Expediency, Using Low Temperature Boxes.

By maintaining a temperature sufficiently low to keep foods safely for many days, electric refrigeration gives the housewife an opportunity to save enough in several years to pay its original cost. Most markets offer "week-end specials" on various meats and vegetables. You probably have often regretted that these specials were available only on Friday or Saturday—they take such pleasant tucks in food budgets. However, with electric refrigeration food specials may be

made week-long. You may buy vegetables and meats to last several days—or even the entire week. It is important when you get your refrigerator that you get one large enough to take care of all your family needs.

What happens if an electric refrigerator is too small? It will take care of only limited supplies, and many bargains will have to be passed up. Savings made by buying food in quantity at bargain prices will pay, not only for the operation of a larger refrigerator, but over a period of years, for the refrigerator itself.

As the biggest savings are often found in meats, it seems more sensible for a housewife to discover what the specials are and build the week's menus around them. Suppose a leg of lamb is attractively priced. In the days before adequate refrigeration one bought the roast and served it on successive days—for fear of spoilage. Today, a leg of lamb may be bought on Friday, the roast (with chops removed) served on Sunday, chops on Tuesday, shepherd's pie on Saturday. The family does not object, because other meats have been served in the intervals.

On a normal family budget, such specialized planning may save about \$1.40 a week or \$72 a year. This sum would take care of operating a large refrigerator and leave a surplus to apply to the original cost.

Saving By Mass Buying. Nearly all markets offer savings on items bought in quantity—and picking up bargains when you find them will result in an appreciable yearly saving. Then, too, large cans of food products are cheaper, proportionately, than smaller ones. The surplus may be safely stored in the refrigerator for several days until it can again take the family by surprise.

Even in a smaller refrigerator, by carefully using shelves and space, it is possible to make room for many of the bargains in perishable foods. An electric refrigerator can help earn its keep. It saves either time or money; and it may save both. However, in order to get the utmost efficiency out of your box, you must avoid some of the mistakes common among housewives. Hot food should never be placed in refrigerators, because it raises the temperature, compelling the motor to work overtime, using more current than necessary. Such items as condiments, unopened cans of food and the inedible parts of vegetables should never be stored in the refrigerator.

Refrigeration is slowed down, too, when cold air inside the refrigerator cannot circulate. That is why you should leave open spaces next to the walls of the box and among the containers. If you don't obey this rule, you are either making the motor work overtime or impairing the keeping qualities of the food.

Dry Air Advantageous. The dry air in an electric refrigerator is one of its principal advantages because it is less likely to carry odors from strongly-flavored foods. It also helps prevent the growth of bacteria, which thrive on moisture. But the fact that the air is dry means that it tries to absorb moisture from the food. To retain this essential moisture, it is advisable to cover everything except those foods that have a natural shell, such as oranges and eggs. And you should never put bananas in the refrigerator, because chilling prevents them from ripening and checks the development of their flavor.

Uncooked meats should never be covered tightly—the confined moist air encourages the growth of bacteria. They should be placed in the defrosting tray (the coldest spot in most refrigerators) or in a plate, and waxed paper laid lightly over them. Immediately remove the market wrappings; they prevent cold air from penetrating to the meat.

The electric refrigerator is just as helpful in time-saving as in money-saving. For instance, it takes no longer to mix the batter for two cakes than it does for one. The modern housewife doubles the recipe for almost everything she bakes—biscuits, pastry, rolls, cakes. She bakes what she needs for the moment, and stores the rest in the refrigerator for future use. Cake batters make lighter cakes if they are stored in the pans in which they are to be baked.

A custard base for ice cream will keep many days, so you can double the amount and keep the reserve in a covered jar. Cook double quantities of certain vegetables, which may be heated to original freshness by steaming. Spinach, for instance, may be used as greens one day, and later as soufflé. White sauce can be prepared in quantity and stored in a coverer contained for three or four days at the least. Make it fairly thick—three tablespoons flour to one cup milk is a good proportion—so it can be thinned to the desired consistency as it is reheated.

Every single bit of left-over, including liquids from canned fruits and vegetables may be saved for days. They add zest to a soup, variety to a grilled meal, or make a refreshing sherbet. Serving leftover meats and vegetables in attractive individual casseroles makes an appetizing dish.

Investigate Flogging Charges.

Nashville—Indictment of an employee of the Tennessee State Training and Agricultural school for boys on a charge of flogging an inmate resulted in a court order for a grand jury investigation of conditions at the school. Ted Phillips, 13, showed the grand jury welts and bruises which he said had been inflicted by Lester Tomlin, assistant superintendent, who struck him nine times with a lash. Tomlin asserted that the whipping was such as might have been administered in any private home, and Superintendent G. N. Choate declared that the school was conducting wholesomely to develop upstanding boys.

New Refrigerator Amazes Experts In Full Dollars Value

Golden Jubilee Of Westinghouse Company Marked With Surpassing Economy.

Models On Display

New Westinghouse Products Astonishingly Easy To Own, Says Local Dealer.

Giving more dollar-for-dollar value is considered a fitting celebration of the Westinghouse Golden Jubilee, according to E. H. Morris, Jr., of the Hughes-Morris company, where the new Westinghouse is now on display. "Westinghouse has concentrated every resource so all America can enjoy this quality refrigerator," Mr. Morris said, "and public interest already indicates that the attempt will be successful."

Quality was the first consideration of Westinghouse engineers who produced the Golden Jubilee Westinghouse Refrigerator. Experts are amazed to find that the cabinet of these models is constructed completely of steel, welded and reinforced with steel, rust-proofed throughout and

heavily insulated with five kinds of special insulation sealed in moisture-proof containers. In keeping is the famous time-tested Westinghouse Hermetically-sealed mechanism, which has proved so reliable that Westinghouse offers a service plan protecting it for five years against any service expense.

Value is demonstrated again in the appearance and convenience of the Golden Jubilee Westinghouse. Outside the streamline styling, the lustrous porcelain and high bake Dulux finish, immediately catch the beauty-seeking eye. On the interior, which is lighted by an automatic lamp, you will find a full list of time and money-saving features. One which attracts special attention is the new Adjust-o-Shelf, a shelf which adjusts to make plenty of room for bulky things such as roasts. Other convenience features are the Eject-o-Cube Ice Tray, 7-point Temperature Control, Triple Food Saver Set, Built-in Crisping Pan and Built-in Utility Basket make this refrigerator complete. "Business men and housewives alike show astonishment," says Mr. Morris, "when we tell them how easy this new Westinghouse is to own. A point-by-point comparison proves the value, and when you consider the savings which it makes possible in the average household budget, few families can afford to do without such a machine."

Nothing keeps us down like our own ignorance, laziness and folly.

We Are Now Living In Modern Era Of Electrification

It Is No Longer Considered A Virtue To Work Hard And Show Every Exertion.

Electricity Cheap

There Are Many Tricks In The Trade Which Local Dealers Can Explain.

We are told that we are living in a new era and facts point toward the truth of this statement. Looking back only a few years ago, ice of any kind—whether hewn from the rivers in winter or made by the ammonia process, was a luxury. Today, we think nothing of filling the trays of electric refrigerators with water and returning in a short time to find plenty of ice cubes.

Not only that, but plenty of hot water may always be available now without having to fire up the old kitchen range—then wait for the water coils to get hot. And, electric water heaters are not expensive, we are told.

Then, remember the Sunday company dinners when the kitchen wood

or coal range had the whole house hot as a pepper-pot? Not so in modern-day-cookery when a button is turned and nice, cool heat cooks a dinner in half the time to say nothing of saved energy and added comfort. The Carolina Power and Light company office in Asheboro is preparing to show young housewives who are eager to learn new wrinkles in labor saving and comfortable house-keeping how they may operate a home electrically for the cost of a few cents per day. They point out the way to equip a model kitchen, a model home with proper necessary equipment from indirect and plain lighting, cooling systems, heating, cooking and electrical refrigeration.

Not only the young housekeepers are interested in labor saving devices but older housekeepers, as well as equally as interested in modernizing their homes. No longer are red hands considered the mark of the true domestic wife nor are red faces flushed from hot stoves intruding to husbands when they come home tired from business—the electric home is quite the thing.

54 different gases were in use during the early part of the World War. Later, this number dwindled to 12, four of which were discarded before the end of the war.

Two Kansas City students found three skeletons estimated to be 600 years old while excavating at Kinshaba ruin, Arizona.

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- 1 Westinghouse... and only Westinghouse... has always had hermetically-sealed units in all models.
- 2 First to offer Five-Year Protection ON ALL MODELS.
- 3 Only refrigerator with fast-freezing Sanalloy Froster and Eject-o-Cube Ice Trays.
- 4 Exclusive Built-in Watchman... insures continuous food protection.
- 5 All-steel cabinets... for longer life, lower cost operation, safer food storage.
- 6 Full-powered to meet extreme conditions without forcing mechanism beyond capacity.
- 7 Ten-year economy... confirmed by actual performance records.

Check refrigerator values... with the Westinghouse Valugraph. Come in for a demonstration.

Westinghouse Golden Jubilee REFRIGERATORS

Hughes-Morris Hardware Co.
"Best Place To Get It"
ASHEBORO, NORTH CAROLINA

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What a few cents' worth of Cheap Electricity

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ELECTRIC COOKERY IS BEST AND CHEAPEST

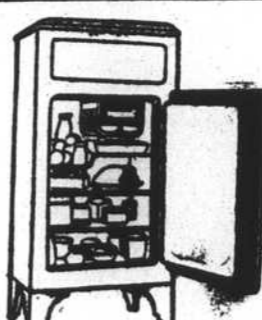
One of the new 1936 Electric Ranges will change your kitchen from a place of drudgery into a happy spot in the home... no more tedious cooking over a hot stove... cool, convenient, quick and CHEAPER than old fashioned ways!



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AND SO IS ELECTRIC REFRIGERATION

Of course, an Electric Refrigerator will save you money—it is certain to do that for the operating cost is so very low. And it will save your time, too! Think of enjoying perfect food protection, plenty of ice cubes, dainty frozen salads and desserts. The new models are most reasonably priced.



An Electric Chest offers the advantages of Electric Refrigeration to those who haven't room for a standard sized refrigerator... Electric dealers are showing the new 1936 models at prices which will please you... see this compact, attractive and efficient form of Electric Refrigeration today!

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