

Electric Dealers Plan Novel Election Campaign

Elec Thrift Announces Candidacy for Commissioner of Happiness of the Carolinas on Strong Platform

With the avowed purpose of bringing greater happiness into the homes of the Carolinas, ELEC THRIFT, well known throughout the Tarheel and Palmetto states as a staunch advocate of efficiency and economy in home management, today announces his candidacy for Commissioner of Happiness, with an appealing platform containing many unique yet practical planks.

"Upon the solicitation of thousands of friends among the home-makers of the Carolinas, I have consented to become a candidate for Commissioner of Happiness" says ELEC THRIFT, whose campaign is being sponsored by the electrical dealers, "and I propose to wage an active campaign for election to this important office.

"From the Atlantic Ocean to the western borders of the Carolinas, there is a crying need for more happiness in our homes, declares the Happiness candidate "and I pledge my every effort to seeing that Comfort, Convenience, Economy and other contributing factors to happiness are brought to the doors of every Carolina home from modest cottage to palatial mansion!

"As I look upon the faces of thousands of fair women in these glorious states and think of their youth, strength and joy being despoiled by that monster, Drudgery, that contemptible scoundrel who lurks in the kitchens and other places in our homes eager to commit our womanhood to virtual slavery, I boil with indignation" says ELEC THRIFT.

"Happiness in every home shall be my guiding instinct if elected to the office of Commissioner of Happiness" states ELEC THRIFT, "and before the campaign ends my slogan, 'Independence for Carolina Housewives' shall come to have a meaning with as much import as Patrick Henry's famous declaration 'Give Me Liberty or Give Me Death'! From sandhills to towering peaks, 'Happiness in every Home' shall echo and re-echo ere my campaign ends in victory.

"Away with old tedious methods of handling household tasks, bring on the new and let Drudgery be forever barred from the homes of the Carolinas" proclaims ELEC THRIFT, "I shall strive to see every woman has the chance to save her Time, Labor and Money through the use of modern home-making methods".

Campaign managers for ELEC THRIFT predict that the Happiness candidate will be swept into office by an overwhelming vote. From every section of the Carolinas messages have been received pledging support to the ELEC THRIFT campaign.

In connection with the campaign, several features of unusual interest to the public have been arranged and every homemaker is urged to visit an electrical dealer's store for complete details of the most novel election campaign ever sponsored in the Carolinas.

NIAGARA

Mr. and Mrs. C. E. Covington and children motored to Durham Saturday.

Clarence Ferguson, who has been in the CCC camp at Madison spent the week-end with his family here.

R. B. Smith and family of Raleigh, spent Sunday with relatives in Niagara.

Mr. and Mrs. W. P. Irving and Mr. and Mrs. M. L. Carter of Washington, D. C. arrived Sunday to spend a few days at their winter home on Virginia avenue.

John Michael motored to Carthage Monday.

The Candidate



ELEC THRIFT

Home and Garden Club, Aberdeen, Again Busy

Group Doing Great Work in Cleaning Up and Beautifying the Town

The Home and Garden Club of Aberdeen has again resumed its regular meetings, the first of the fall being a business session at the home of the president, Mrs. E. L. Pleasants. Plans were made for the tea to be held for the teachers, which is always the first social meeting of the fall.

Although disbanded during the summer as far as regular meetings were concerned, this organization with twenty members has been far from idle. Recently, with the cooperation of the Town Commissioners, the club sponsored Clean-Up Week. This has meant a great deal to the town in appearance and tends to promote a friendly competitive spirit with the good of the community at heart.

The club spent more than \$100 during the past year in permanent improvement to the town. Two outstanding projects have been the planting of permanent evergreens and flowering shrubs about the Community House and the lot around the City Hall.

The club feels deeply indebted to its many friends who have contributed so generously in the causes it has sponsored, for it has always taken an active part and stood for the things that make a more worthwhile and attractive community.

Two distinctive features the club sponsors yearly are the Flower Garden contest and the Christmas Tree Lighting contest. Each contest is open to interested residents of the town, and do much to make homes attractive. The prizes offered are an incentive to each competitor to do her very best. The club is now reminding property owners to plant Winter rye grass.

MISS McQUEEN OUTLINES MATERNITY CLINIC PLANS

Miss Margaret McQueen, maternity and infant nurse for Moore county, outlined plans for conducting six monthly maternity clinics in as many different communities of the county when she spoke Saturday in the court house to a representative group of public-spirited women, called together by sponsors of the work.

The speaker discussed the time and place of the clinics, told of the equipment needed and outlined plans by which the women could help in carrying out the program.

ELEC THRIFT

Candidate for
COMMISSIONER OF HAPPINESS

On this Platform

Upon the urgent solicitation of thousands in all walks of life the great friend of Carolina homemakers, the peerless champion of Joy and Contentment, ELEC THRIFT, announces his candidacy for COMMISSIONER OF HAPPINESS and presents the following PLATFORM upon which he will campaign for the promotion of HAPPINESS throughout the Carolinas:

<p>Happiness</p> <p>HAPPINESS shall prevail throughout the Carolinas! Every member of every home should enjoy HAPPINESS in abundance, particularly the glorious HAPPINESS which comes with the helpful use of CHEAP Electricity!</p>	<p>Convenience</p> <p>Away with tedious, unhandy methods of home making in the Carolinas! Under my administration, every homemaker shall have the opportunity of enjoying the CONVENIENCE of many Electrical Household Helps!</p>	<p>Waterways</p> <p>May the WATERWAYS of all Carolina homes carry an abundant supply of HOT WATER, instantly available for every personal and household need. To this end, I advocate the universal adoption of Automatic Electrical Water Heaters!</p>
<p>Comfort</p> <p>COMFORT shall be enjoyed to a new degree in every Carolina home with the woman of the home and her family surrounded by every COMFORT which modern Electrical appliances provide!</p>	<p>Protection</p> <p>The welfare of all Carolina homes must be afforded every PROTECTION against the waste of Time, Labor and Money in handling household tasks by the widespread adoption of Electrical conveniences.</p>	<p>Foreign Relations</p> <p>ALL RELATIONS, foreign or otherwise (including mother-in-laws) shall be encouraged to have their own Electrical Household Helps instead of borrowing those needed daily in the home!</p>
<p>Education</p> <p>Every woman in the Carolinas should have a liberal EDUCATION in the uses of modern Electrical Household Helps and awarded the degree of DOCTOR OF BETTER LIVING when she completes her EDUCATION and decides to have an ALL-ELECTRIC HOME!</p>	<p>Economy</p> <p>I believe in ECONOMY in government, especially in the government of our homes and urge that ECONOMY be practiced through the wider use of CHEAP Electricity in place of more costly methods of Cooking, Water Heating, Refrigeration, Washing, Ironing, etc.!</p>	<p>Agriculture</p> <p>It is my desire to see Rural Homes and Farms along Rural Electrification lines enjoy the manifold benefits of CHEAP Electricity as do their urban neighbors. AGRICULTURE will become a more pleasant, profitable avocation with the help of efficient Electrical equipment!</p>
<p>Gold Standard</p> <p>It should be proclaimed throughout the Carolinas that neither silver nor gold in any large quantity is needed to enjoy the abundant use of Electrical conveniences, all of which may be bought on easy terms!</p>	<p>Parks and Playgrounds</p> <p>I favor the building of more PARKS and PLAYGROUNDS for the use of families of the Carolinas who live in homes where the use of CHEAP Electricity allows ample leisure time for wholesome recreation!</p>	<p>Balanced Budget</p> <p>Every Carolina home can have a BALANCED BUDGET by discarding costly, old fashioned methods of handling household tasks in favor of the convenient, thrifty CHEAP Electricity way!</p>
<p>Public Works</p> <p>I favor the continued use of Steam Shovels, Excavators, Wheelbarrows and other cumbersome equipment for road building and kindred PUBLIC WORKS but hold that PRIVATE WORKS such as Cooking, Water Heating, etc., in our homes should be done by convenient, economical Electrical Household Helps!</p>	<p>Public Health</p> <p>The HEALTH of the thousands of families in the Carolinas should be safeguarded by the universal use of Electric Refrigeration. No greater protection of PUBLIC HEALTH can be recommended than for all food to be kept safely below the danger line!</p>	<p>Old Age Compensation</p> <p>The greatest COMPENSATION which Carolinians of any age can secure is the enjoyment of living where the comfort, convenience and economy of CHEAP Electricity is available!</p>
<p>Civil Service</p> <p>The operation of Electrical Household Helps is such a simple matter that no examination shall be required. Furthermore, homemakers of the Carolinas are urged to patronize their Electrical Dealers and enjoy the courteous, CIVIL SERVICE they render.</p>	<p>Industry</p> <p>I advocate INDUSTRY in the home but homemakers should have their working hours reduced and labor made as light as possible through the abundant use of modern Electrical Household Helps which not only promote Thrift but provide more leisure hours for Rest and Recreation.</p>	

18 CASH PRIZES

1st Prize \$25.00

Nothing to buy!

Nothing to sell!

Nothing to submit in competition

Ask any Electrical Dealer Listed Below for Complete Details

You Are Invited To Participate In This Interesting Campaign

Visit your Electrical Dealer and learn full details of the ELEC THRIFT Campaign. He will present you with an ELEC THRIFT ballot with which you can cast your vote for this popular candidate for COMMISSIONER OF HAPPINESS and which entitles you to participate in the attractive awards at the close of the ELEC THRIFT Campaign. Do not fail to get details at once!

CAROLINA POWER & LIGHT CO.

L. V. O'COLLAGHAN	C. J. SIMONS
East Connecticut Avenue	East Broad Street
Telephone 5341	Telephone 7151

ELEC THRIFT SAYS: "INDEPENDENCE FOR CAROLINA HOUSEWIVES"

RESEARCH KEEPS GENERAL ELECTRIC YEARS AHEAD!

G-E Refrigerators now give "double the cold" and use less current than ever!

Sealed-in-steel THRIFT-UNIT has forced-feed lubrication and oil cooling—exclusive G-E features that mean quieter operation, longer life and lower operating cost.

C. J. SIMONS,
East Broad St. Tel. 7151