

### MILLION HOMES USE ELECTRICITY FOR COOKING

Electric Range Saves You Hours of Kitchen Time. Cool, Clean and Easy to Use.

More than a million homes in America now cook electrically. Foods cooked on an electric range look better, taste better and are better for you. All the natural nutritious flavor of meats and vegetables are preserved—not boiled or cooked away.

You can enjoy the modern advantages of an Electric Range without "learning to cook all over again." It is the most simple method of cooking known—and you will find your own skill as a cook multiplied many times. Electric heat is accurately controlled automatically and the cooking and baking failures of old-fashioned ranges are eliminated.

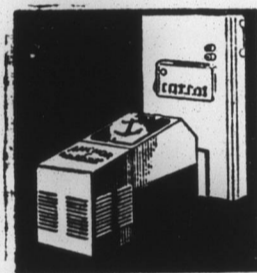
An Electric Range saves you hours of kitchen time. There is no pecking and tasting—no turning and basting. You can prepare an entire meal, put it in the oven, set the automatic control—and forget it until time to serve. Range will automatically turn "on" and "off" at the times you designate.

Then too, with an Electric Range you will have an "air-conditioned" kitchen—always clean, cool and comfortable—and free from unpleasant odors. Your range and kitchen utensils always glisten with cleanliness.

#### AIR CONDITIONED REFRIGERATION

You won't believe your eyes—and yet it's true: a refrigerator that purifies the air, removes all food odors, moistens the air to just the correct humidity, circulates it to every inch of the storage space at just the right temperature.

That's Frigidaire



#### AUTOMATIC HEAT AT ITS BEST

Distinctive and attractive cabinet design—outstanding in mechanical efficiency. The luxury and comfort of a clean, healthy, even temperature, automatically provided and controlled. Better heat at lower cost. Easily installed in any heating plant now in service.

See New Anchor Kolstoker now on display at **CENTRAL SERVICE CORPORATION**

**ANCHOR KOLSTOKER**  
INFORMATION GLADLY GIVEN

### ELECTRIC REFRIGERATION STANDS GUARD

There's never a moment's worry when Electric refrigeration stands guard over the family larder. Mother is always sure that baby's milk is fresh and sweet . . . that meats are as pure and untainted as when they came from the market . . . that vegetables are crisp and unspiced . . . that left-overs saved from several days before may be used with confidence. Electric refrigerators are automatically controlled to give constant, safe refrigeration every minute of the day and night.

Fast freezing compartments for the preparation of delightful frozen desserts and to keep a generous supply of ice cubes on hand at all times . . . new shelf arrangement to provide the convenient use of all available space . . . mechanisms which require up to 40 per cent less current for their operation . . . these are just a few of the many features offered in the new 1936 Electric refrigeration which make them not only the most desirable but the most economical means to perfect refrigeration.

### "METER-MISER" CUTS COSTS OF A FRIGIDAIRE

Thermo-Gauge Shows Faster Freezing With Less Current.

The 'meter-miser' on the new Frigidaire makes this electric refrigerator one of the most desirable manufactured, especially for summer use, was the opinion of D. W. Ledbetter, manager of Morris and Ledbetter electric company, dealers in the Frigidaire.

During the hot summer months, more ice is desired than at any other time. This makes an extra demand on the electric refrigerators which is met, in the Frigidaire, by the meter-miser unit which provides more pounds of ice and better frozen desserts in less time than before, Mr. Ledbetter said.

"However, in spite of the extra efficiency of the unit, it cuts current costs far below normal because it has only three moving parts all permanently oiled and completely sealed against outside dust and

moisture, Mr. Ledbetter continued.

"Besides having this modern meter-miser unit, the new Frigidaire is equipped with much more shelf space, full-width sliding shelves, portable utility shelf and other advantages to simplify the housewife's work and worry.

"Frigidaire is ready to offer proof of its better refrigerator through the Thermo-Gauge which will show the fast freezing temperature and the low amount of current required," Mr. Ledbetter said.

**Electric Fans**  
**Electric Hot Plates**  
**Electric Light Bulbs**  
**Roxboro Drug Company**  
Main Street

## Electric Fans

-- AND --

## ELECTRIC LIGHT BULBS

AT

**Thomas & Oakley**  
**DRUGGISTS**

Phillip Thomas — Curtis Oakley  
"In Business For Your Health"



### Electric Appliances

Electric Fans, Electric Hot Plates, Electric Table Lamps, Table Lamp Shades, Electric Light Bulbs, Electric Light Wire and Extension Cords, Double Sockets, Light Plugs and Light Fuses.

Save Money on Your Appliances at

**ROSE'S**  
5c, 10c & 25c  
**STORE**

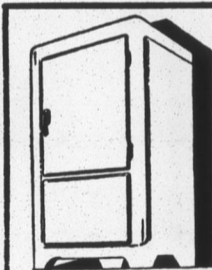
ROXBORO, N. C.

# Cheap Electricity

has been made possible for *Your* benefit!

## Are you using it?

The drastic reductions in rates have been made to enable every home in the Carolinas to enjoy the abundant use of Electricity for the promotion of greater Comfort, Convenience, Happiness and Economy.



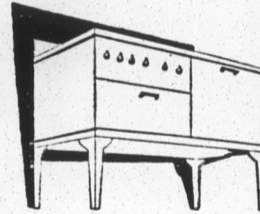
Are You Using Electric Refrigeration?

Thanks to CHEAP Electricity you can not only enjoy the Convenience and Safety of an Electric Refrigerator but the most Economical refrigeration you have ever used.



Are You Keeping Comfortable?

Day and night comfort is yours at low expense with an Electric Fan . . . see that every member of the family is protected from the torture of hot days and nights!



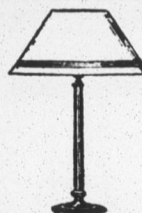
Are You Using Automatic Electric Cookery?

The most convenient, coolest, quickest and most dependable way of cooking is also the thrifty way for CHEAP Electricity makes Electric Cookery the most economical method of preparing food. The new Electric Ranges are priced surprisingly low!



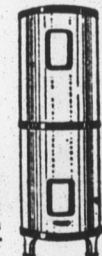
Are You Using An Electric Roaster?

Here is a wonderful cooking appliance that enables you to prepare an entire meal without tedious work. Used in thousands of Carolina homes. Very economical to operate and will last many years. Requires no special wiring.



Is Your Home Properly Lighted?

The importance of Correct Lighting cannot be too strongly stressed. The new Better Sight lamps are scientifically designed to prevent eye strain. Many attractive styles.



Are You Using Electric Water Heating?

An ever ready supply of HOT Water at the turn of the faucet without work or worry and at small expense when you have an Automatic Electric Water Heater in your home.

#### "No Extra Cost" Electricity

To encourage the use of MORE Electrical Household Helps, rates have been reduced and in addition you are offered a substantial amount of "No Extra Cost" Electricity, the amount depending upon the size of your monthly bills during your base period. We will gladly explain details of this wonderful plan. Visit or telephone our office.



#### Visit Your Electrical Dealer

You will find scores of new and useful Electrical Household Helps on display at your Electrical Dealer's store or our salesroom. See the many appliances which save Time, Labor and Money and learn how easy it is to own and operate these home conveniences.

*You Can't Beat Proof!*

## FRIGIDAIRE

WITH THE "METER-MISER"

MEETS ALL FIVE STANDARDS FOR REFRIGERATOR BUYING

Come in—See the PROOF of

1. LOWER OPERATING COST
2. SAFER FOOD PROTECTION
3. FASTER FREEZING—MORE ICE
4. MORE USABILITY
5. FIVE-YEAR PROTECTION PLAN

Ask about our NEW LOW PRICES.

**Morris & Ledbetter**

DEPOT STREET

PHONE 243

**CAROLINA POWER & LIGHT COMPANY**

*Electricity is CHEAP — Enjoy MORE of it!*