

Electricity Provides Modern Home Comforts Cheaply

Cold Gauge Test Available From Morris & Ledbetter.

A device for accurately testing temperatures in food storage chambers is being made available to all users of refrigerators in this territory, according to announcement today by D. W. Ledbetter of Morris & Ledbetter, local Frigidaire dealers and specialist in food preservation.

'This little tester,' said Mr. Led-

better, 'is called a cold gauge. Fundamentally, its design is based upon the principle of an accurate thermometer, except that it is not burdened with scales of small figures representing degrees of temperature. Instead, it is equipped with just three basic zones of temperature drawn to fit the temperature conditions which affect food, either beneficially or adversely.

Foods recognized as perishable usually will be rendered unfit for

human consumption if they are permitted to remain for long in places that are too warm. Long experience and many laboratory experiments prove that the upper limit of warmth in a refrigerator is 50 degrees. Below this limit is the safety zone for food. Simple as it may sound, it is not necessarily an easy thing to maintain a refrigerator within this safety zone for hour after hour, especially during the hot months of the summer season.

This new cold gauge, placed in the food compartment of your refrigerator will tell you instantly whether or not those temperatures are prevailing which will be safe for perishable foods. There are just three readings: Danger zone, freezing zone and safety zone.

'Cold gauges and an interesting booklet on refrigeration are absolutely free, without obligation of any kind on the part of the recipients. The only condition attached is that they call at our store and ask for a set, and that they be adults and owners of some kind of food refrigerator, regardless of whether it be ice, electrically or gas operated. This is a free service that we are offering in the interest of better food preservation.'

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 unspoil . . . 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.

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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

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NEW PHILCO COLOR DIAL used in the Philco Foreign Tuning System. Foreign stations are spread farther apart . . . named and located on the dial, in color . . . enabling you to tune by name easily, quickly, accurately.

... and again "Only Philco has it!"



NEW 1937 PHILCO

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The sensational built-in Philco Foreign Tuning System makes overseas broadcasts truly enjoyable! And by automatically tuning the Philco High-Efficiency Aerial, it more than doubles the foreign stations you can get. Finer American reception, too! Come in and see the thrilling new 1937 Philco values!

Philco 640X* (Illustrated)

Less Aerial

* Sold only with Philco High-Efficiency Aerial to insure greatest foreign reception.

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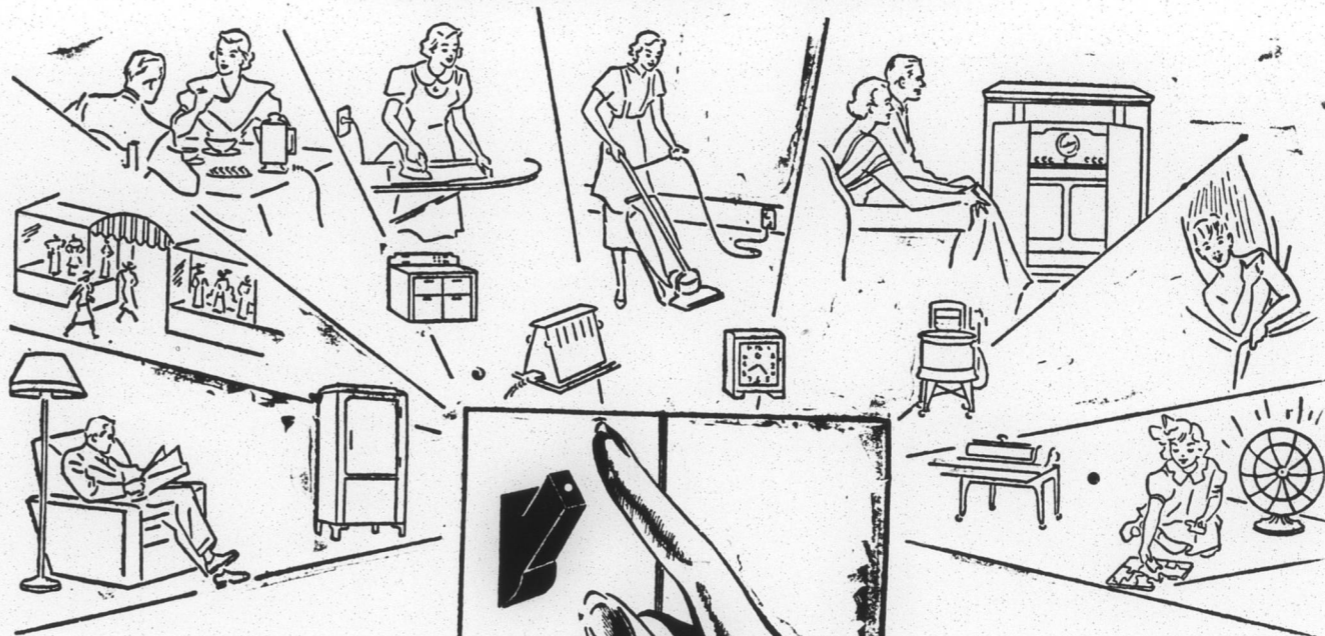
Morris & Ledbetter

Depot St.

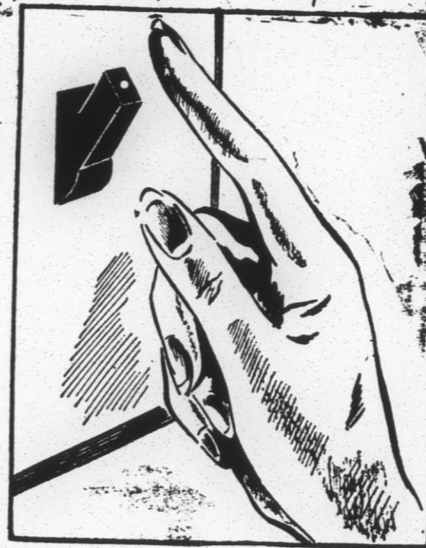
Phone 243

NEW 1937
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Flip the Switch and Let CHEAP Electricity Do The Hard Part of The Work!



Every Household Task Can Be Done Better and Cheaper The Electric Way!

Thanks To CHEAP Electricity You Can Afford Them All!

Year by year, Electric rates have dropped in the Carolinas until it is now possible to use CHEAP Electricity for the efficient handling of practically every household duty . . . there is no longer any need of worrying with old fashioned, tedious methods . . . just Flip the Switch and Let CHEAP Electricity do the Hard Part of the Work!

MODERN APPLIANCES ARE PRICED WITHIN EASY REACH OF ALMOST EVERY CAROLINA HOME

Are You Getting Full Benefit From Your

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Every domestic customer who has used our service 12 months or more is entitled each month to a certain amount of NO-EXTRA-COST Electricity, sufficient in many cases to operate an Electric Refrigerator or several small appliances without a cent of added cost. Let us explain this plan to you.

The liberal use of Electrical Appliances in your home will materially reduce living costs . . . and effect tremendous savings of your time and strength . . . and you can do any job BETTER the Electric way! Cooking, Refrigeration, Water Heating, Cleaning, Washing, Ironing or any other task are jobs that CHEAP Electricity should help you do!

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[Visit your Electrical Dealer or our salesroom and inspect the numerous Electrical Household Helps now on display. See the splendid improvements made in the new models and note the surprisingly low prices . . . make this visit without delay!]

Carolina Power & Light Company
Electricity Is CHEAP—Enjoy MORE Of It!