

**MONTGOMERY WARDS**

# Greatest Sale in 5 Years OF ELECTRIC REFRIGERATORS



**Backed by  
Wards 5-Year  
Protection  
Plan**

## OTHER Features WHICH PROVE THIS VALUE *Beyond Comparison!*

- All-steel welded cabinet with 3 full inches of triple-sealed, super insulation all around
- High-gloss white DuPont Dulux exterior and seamless acid-resisting porcelain interior
- Automatic interior light in center flashes on when door opens, complete illumination
- Chrome-enclosed center freezer with two-tone chromium-plated door and control panel
- Extra fast freezing compartment in upper tray freezes cubes or desserts in 90 minutes
- Rubber grid ice tray ejects zero-cold cubes when you bend it, ends fussing with water
- 12-speed freezing regulator, full range control for fast freezing and maximum economy
- Super ice-making capacity makes 3 trays, 84 big cubes, 6 lbs. of ice at a freezing
- Easy-out ice tray release ejects frozen ice trays at a touch of the handle, patented design
- Easily removable bar-type shelves with narrow openings so dishes can't tip, heavily tin-plated
- Gleaming chromium-plated hardware, finger-tip door latch and semi-concealed hinges
- Plus-powered mechanism of time-proved design by maker with 15 years experience, Delco motor

**Big 6½ Cubic Ft. Size!  
13 Square Ft. of Shelf Area!**

# 139<sup>95</sup>

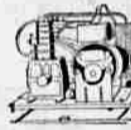
**A \$165 VALUE!**

**\$5 Down  
20¢ a day**  
Small Carrying Charge  
on Wards Monthly  
Payment Plan



*Greatest because*

This is a new 1936 design with all-steel welded cabinet, solid steel base trimmed in contrasting black Dulux, and food compartment at waist height! *\*Beyond comparison* with electric refrigerators of out-dated style with stove-type legs and low bottom shelves, usually offered for more than Wards amazingly low price!



*Greatest because*

It has a plus-powered refrigerating mechanism that provides fast freezing on the hottest days, with unusual operating economy proved by tests at up to 110 degrees F. *\*Beyond comparison* with smaller refrigerating mechanisms with less refrigerating capacity, usually offered in this size refrigerator at up to \$65 more money!



*Greatest because*

Both cabinet and mechanism are made by famous refrigerator manufacturers to the highest standards of quality, to specifications as high as for their own advertised brands! *\*Beyond comparison* with refrigerators of unknown makes and unknown quality or with special sale models of some makes which do not equal their standard models in quality!



*Greatest because*

Wards 5-Year Protection Plan is included at no extra cost, backed by Montgomery Wards 64-year record for giving satisfaction, and by a store that you know will be in business to see that you get satisfaction from your investment. *\*Beyond comparison* with refrigerator guarantees which lack the double support of an institution of unquestionable reliability and a responsible store.

*Beyond Comparison*

Wards sincerely believe that the value offered in our Greatest Electric Refrigerator Sale in 5 Years is actually *beyond comparison*. But Wards want you to prove it for yourself. Get the facts on all makes selling anywhere near Wards low price. Compare each make, using these 5 electric refrigerator value counts:

- 1 NET FOOD STORAGE CAPACITY:** Don't be misled by general statements such as "Big Family Size," or "6 Cubic Foot refrigerators" which do not specify the *net* storage capacity. Get the actual figures. Wards has 6.3 cubic ft. net storage capacity!
- 2 SQUARE FEET OF TOTAL SHELF AREA:** All refrigerators of a given size do not offer the same shelf area. Get the actual figures. This Ward model has 13 sq. ft. of total shelf area!
- 3 PROVED POWER FOR HOTTEST DAYS:** Demand proof that the refrigerator you buy will maintain cabinet temperatures below 50 degrees on the hottest summer days. Your Ward Store will show you a *written report* of Wards Refrigerator performance in actual tests by Wards Bureau of Standards at 110 degrees F.!
- 4 PROVED OPERATING ECONOMY:** Don't be confused by unsupported claims for low current consumption. Wards can show you *actual test figures* on current consumption of Wards Refrigerators from tests made by Wards Bureau of Standards!
- 5 MODERN 1936 DESIGN:** Every truly modern 1936 electric refrigerator has a waist-high food compartment and solid steel base. Why be satisfied with a refrigerator which does not offer this essential convenience and beauty? Wards design is truly modern!

Limited Time! Limited Quantity! Hurry to Wards Greatest Sale of Electric Refrigerators in 5 Years!

# Montgomery Ward