

First Showing. 1936 WARD ELECTRIC REFRIGERATORS

One of America's 6 Most Expensive Refrigerators to Build Yet You

Save Up to 40%

Delivered for as Little as \$5 Down!

Wards 1936 Electric Refrigerators are built to the highest standards of quality in the refrigeration industry! Made by famous refrigerator manufacturers with years of experience! Planned by recognized experts in household refrigeration. They give you distinctive modern beauty that is exclusive with Wards!

They are as expensive as any leading electric refrigerators to build, *yet you save up to 40% because it costs Wards less to sell!* There is no exorbitant national advertising, no middleman's profit, no high selling cost to pay for in Wards low prices. Wards direct, low cost distribution brings you 100c worth of refrigeration for every dollar invested in a 1936 Ward!

**More Money Won't Buy
More Complete, All Purpose
Refrigeration Service**

1936 Ward Electric Refrigerators provide a five-way cold! 5 kinds of cold in one cabinet.

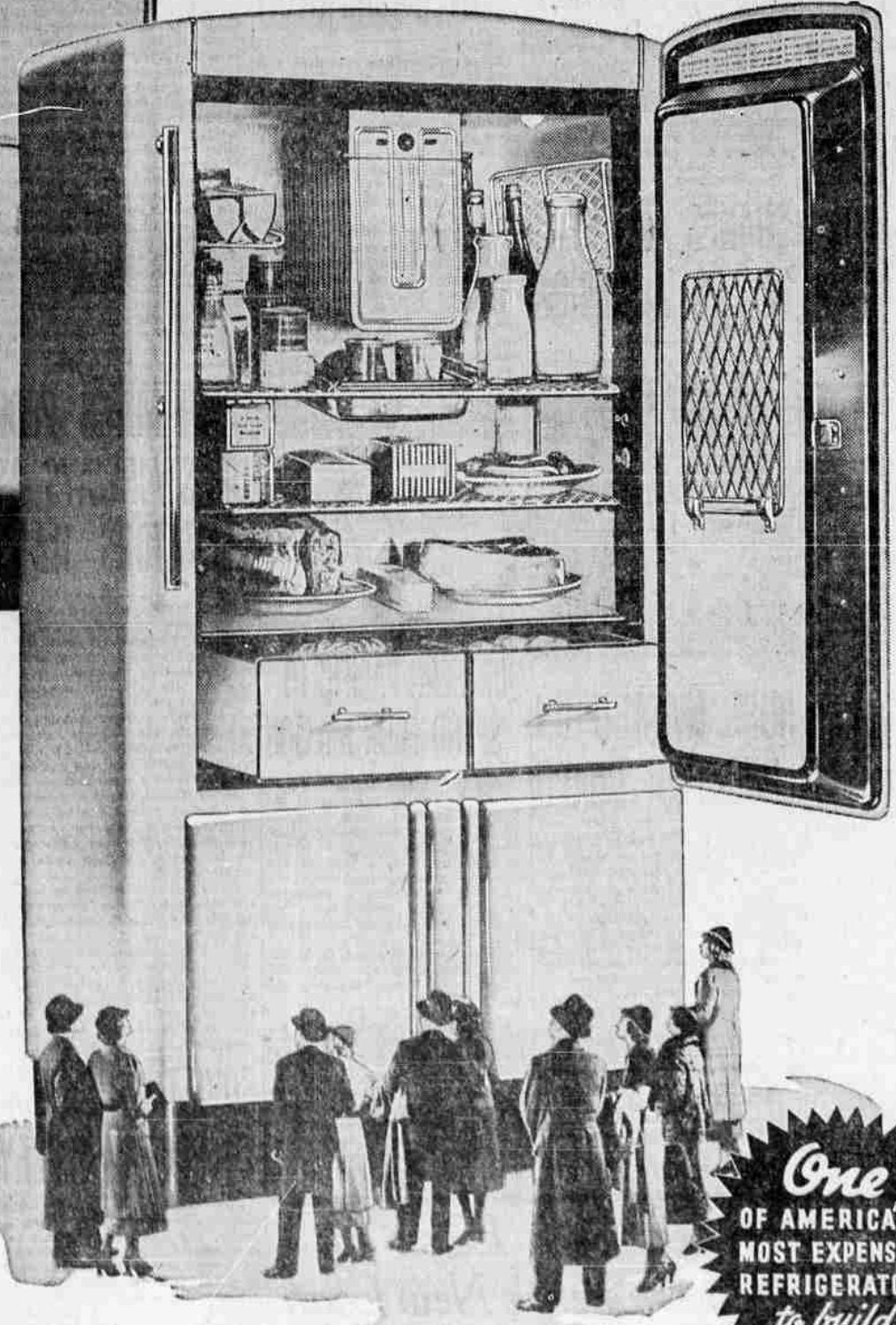
1. For perfect food preservation below 50 degrees, in the normal cold storage space of the cabinet.
2. For fast freezing of ice and frozen storage of ice cream, meat, etc., in Wards giant freezing unit.
3. For extra fast freezing of cubes and desserts, in a completely refrigerated freezer compartment.
4. For extra cold storage of meat and ice cubes, in Wards exclusive adjustable Frosto-Storage Tray.
5. For moist cold storage of fruits and vegetables in Wards mammoth Twin Hydrated Storage Chests.

• WARDS INSTALL ELECTRIC REFRIGERATORS FREE AND OFFER FREE SERVICE GUARANTEE!

8 of Wards 28 Deluxe Features:

 Twin Automatic Interior Light, an exclusive feature.	 Adjustable Frosto-Storage Tray, extra cold storage space.	 Twin Hydrated Storage Chests to store vegetables.	 Defrost Switch automatically returns to "Normal" speed.
 Rearranging Tray, an extra, flat and handy serving tray.	 Automatic Built-in Ice Tray Release, a patented feature.	 Push-Action Door Release opens door at a touch. Chrome.	 Plus-Powered Twin Cylinder Compressor, Delco motor.

One OF AMERICA'S 6 MOST EXPENSIVE REFRIGERATORS to build



**6½ Cubic Foot
Ward Deluxe**

164⁹⁵

\$7 DOWN, \$8 Monthly,
Small Carrying Charge

The ideal refrigerator for average-sized families! Has every worth-while convenience feature, many exclusive with Wards! 6.73 cubic ft. net capacity, 14 sq. ft. shelf area. Its giant freezer makes 90 cubes, 8 lbs. ice at a freezing!

In actual tests in the 120-degree "hot room" at Wards Bureau of Standards it made ice in a hurry with amazing operating economy. That means fast freezing on hottest days! That means big savings on electricity! Compare with the other five leading makes! You save up to 40% at Wards!

**Additional Features
Not Illustrated**

- Acid-resisting Porcelain Lower Shelf
- Twin Cocktail Trays save ice cubes
- Rubber Grid Tray pops out cubes
- Non-tip, Diamond Grid Shelves
- Acid-resisting Porcelain Interior
- High-gloss DuPont Dulux Exterior
- Center Freezing Unit, chrome front
- Twin Lift Shelves, extra bottle space
- Split-section Shelf for tall articles

MONTGOMERY WARD