

# MORGAN'S PRE-CHRISTMAS SALE

SEE — SHOP — SAVE

BE SURE TO SHOP AT MORGAN'S PRE-CHRISTMAS SALE. THIS IS NOT A "MAKE BELIEVE ONCE A WEEK SALE." OUR PRICES HAVE BEEN MARKED DOWN FOR THIS SALE. WE ARE PLAYING SANTA CLAUS FOR YOU WITH THESE BIG REDUCTIONS. COME IN OUR STORE AND LOOK OVER OUR NEW AND COMPLETE STOCK. SHOP EARLY... SAVE!... SAVE!

USE OUR LAY-AWAY PLAN. A SMALL DEPOSIT WILL HOLD THE ITEM OF YOUR CHOICE...

**9 x 12 RUGS**

Enameled surface Rugs. Good assortment of styles and colors. All new merchandise. Special for this Sale—

**Cash and Carry—\$6.75**

**FOAM RUBBER PILLOWS**

Full size. Zipper cover, washable. No dust, allergy-free. Look at this value—

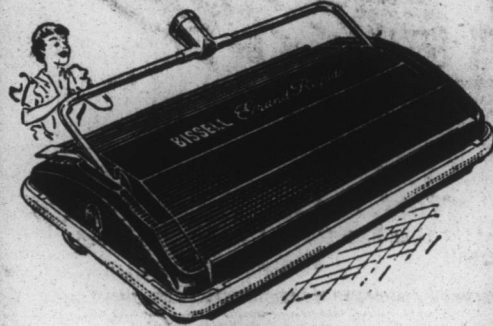
**Special—\$4.75**

**32-INCH GIANT BEAR**

Plush Bear. Movable eyes, assorted colors. Every child wants one. LIMIT ONE TO EACH CUSTOMER. Get yours early.

**While They Last—\$2.98**

THE IDEAL CHRISTMAS GIFT! A BISSELL SWEEPER



\$7.95 up

**SOFA BEDS**

Hardwood frame, large storage compartment. Gives you that "extra bed" in a hurry. New tap covers. Choice of colors. Compare the price—

**At Only \$59.95**

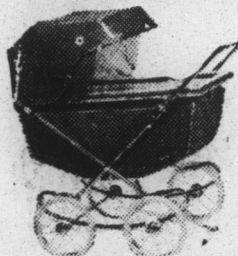
**AXMINSTER RUGS**

9 x 12 size. Closeouts. Just a few at this LOW, LOW price. Get yours early—

**Only \$44.50**

HELP FIGHT TB... BUY CHRISTMAS SEALS!

**Doll Carriages and Strollers**



Good assortment to choose from. All new this year. PRICED TO SELL—

\$4.95 up

**RUG CUSHION**

9 x 12 size. 32-ounce waffle-weave selected hair and fibres. A HIGH QUALITY RUG CUSHION AT A LOW, LOW PRICE. These were purchased special for this Sale. While they last—

**Cash and Carry—\$12.50**

**METAL WASTE BASKET**

All metal. Choice of design and color. Regular 69c value—

**Special—49c**



SUNBEAM MIXMASTERS  
GENERAL ELECTRIC MIXERS  
MIRRO-MATIC PRESSURE COOKERS  
PRESTO PRESSURE COOKERS  
GENERAL ELECTRIC TOASTERS  
GENERAL ELECTRIC GRILLS  
GENERAL ELECTRIC BLANKETS  
FIELDCREST ELECTRIC BLANKETS  
ADMIRAL RADIOS  
GENERAL ELECTRIC RADIOS  
GENERAL ELECTRIC CLOCKS  
GENERAL ELECTRIC IRONS  
EUREKA VACUUM CLEANERS  
CHATHAM BLANKETS  
COSCO STOOLS  
CARD TABLE SETS  
CARD TABLES  
HASSOCKS AND STOOLS  
RADIO AND COMBINATIONS  
PERCOLATORS  
PLATFORM ROCKERS  
LOUNGE CHAIRS  
FLOOR OR STUDENT LAMPS

Use Our Lay-away Plan A SMALL DEPOSIT WILL HOLD THE ITEM OF YOUR CHOICE!

**OIL HEATER**

Made by Perfection. Ideal for two small rooms. New closeout model. Burner guaranteed for 10 years. A real bargain. Regular price \$69.95—

**This Sale—\$49.50**

**LAMPS**

Floor Lamps, Table Lamps, Student Lamps, Desk Lamps, Dresser Lamps, Bed Lamps... all types of Lamps. A wide selection to choose from.

**All Prices Reduced This Sale!**

**Solid Mahogany BED ROOM SUITES**

Bed Room Suite consisting of Poster Bed, Double Dresser with large mirror, Chest and Night Stand. An outstanding value. Ask to see this—

**Special This Sale—\$229.50**

Space does not permit us to list all of our items. We have many more beautiful Bed Room Suites to choose from. All are priced at substantial savings to you.

FIGHT TB—BUY CHRISTMAS SEALS!

**WINDOW SHADES FIRST QUALITY ONLY CUT ANY SIZE**

**BABY CRIBS**

Complete with Mattress. Drop side, heavy rollers. Maple finish only—

**Sale Price—\$16.50**

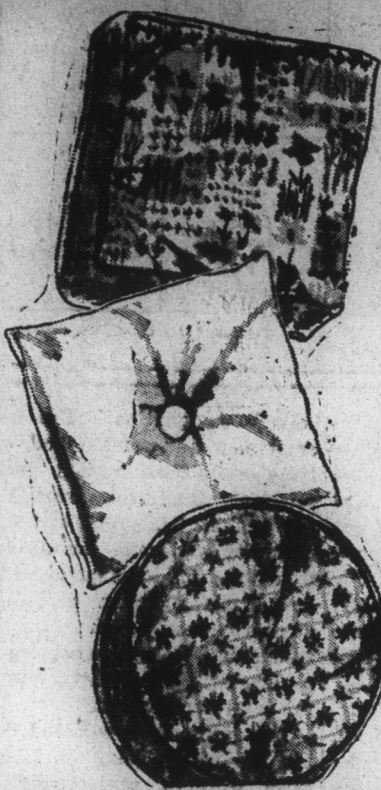
**LUGGAGE**

See our complete line of Cosmetic, Weekend and Tourist Bags for the ladies. We have two-suiters, companion cases and Gladstone Bags for the men. COMPARE OUR PRICES. SEE THE QUALITY. YOU WILL BE CONVINCED.

**SAMPLE SCATTER RUGS**

Sizes 27x45 and 27x54. Assorted styles and colors in Axminsters, Wiltons, Velvets, Twists. Some as high as \$14.95 each. Take your pick—

**While They Last—\$4.98**



Wonderful Assortment

**Toss Pillows**

Your Choice \$1

Usually Would be 2.50

Exactly as illustrated. Accent your furnishings with these Sofa Pillows. Beautiful decorator fabrics.

**CHILDREN'S PLATFORM ROCKERS**

Covered in heavy plastic. No-sag spring construction. Sturdy-built for hard use. Look at the quality. Compare the price. Choice of colors—

**Special—\$9.95**

**HOTPOINT APPLIANCES**

Super-Stor Refrigerators — Freezers  
Ranges — Hot Water Heaters  
Automatic Washers — Clothes Dryers  
Disposals

If you are planning to buy any appliance, it will pay you to shop our store before you buy! **Look To Hotpoint For the Finest First!**

**LIVING ROOM SUITES**

Sofa and matching chair. Good grade of tapestry. Modern styling. Permalator prevents "coil feel." Priced this sale at substantial savings to you—

**Sale Price—\$96.50**

**BOUDOIR CHAIRS**

Upholstered in tapestry. Stock-worn. Choice of colors. PRICED TO MOVE QUICK—

**Sale Price—\$8.50**

YOU MUST BE SATISFIED WITH YOUR

**EZERA STORM'S MATTRESS**

OR YOUR MONEY BACK! Guaranteed 15 Years

**\$69.50**

See our line of AIR FOAM outfits, made by Englander and Innerspring Mattresses by SERTA.

**GOLD SEAL RUGS**

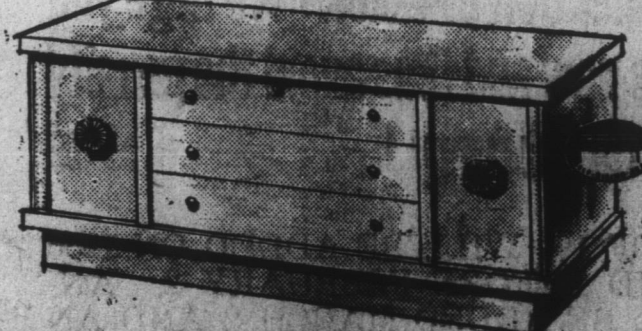
9x12 size, first quality, heavyweight. Assorted patterns. Limited quantity. Drop patterns. Get yours early. They won't last long at this low, low price. Cash and Carry—

**Sale Price—\$9.95**



**LANE CEDAR CHEST**

Perfect for teen-ager's room. Use... to collect jammed-up clothes, dresser drawers, and provide extra sewing space!



This elegant modern design with gleaming brass trim, striking front panel arrangement. 5000-Grain Protection Warranty. Equipped with lock and key, self-liding interior. Your choice of solid mahogany woods in Sandstone Oak, or genuine Mahogany in Redwood, Pearl Gray or Cordovan finishes.

**\$39.95 up**

**VINYL PLASTIC TILE**

Spatter pattern, first quality, 9x9 blocks. Easy to install, long-wearing. Choice of colors—

**Closeout Price—13c**

**SANTA CLAUS FOR BABY**

BABY CARRIAGES — STROLLERS  
PLAY PENS — PADS — WALKERS  
HIGH CHAIRS — NURSERY CHAIRS  
CRIBS — MATTRESSES — CHESTS  
BASSINETTS — CRIB BUMPERS  
CAR SEATS — BOUNCERS

A GOOD PLACE FOR YOU TO SHOP FOR YOUR CHRISTMAS NEEDS DURING OUR PRE-CHRISTMAS SALE. COMPARE OUR QUALITY — THE PRICES WILL CONVINCE YOU. BE WISE. SHOP EARLY FOR THESE VALUES!

use our lay-away plan... shop here where you spend to SAVE

**HASSOCKS**

Ideal for the Kiddies. Well made, plastic covered for easy cleaning—

**Sale Price—\$3.95 up**

**HIGH CHAIRS**

Birch wood, adjustable tray. Heavy duty, well made. Look at the price—

**During Sale—\$9.95**

**OIL SPACE HEATERS**

All prices reduced on Quaker and Perfection Heaters. Come in, compare the Heaters, then look at the price tag.

**TABLES — TABLES**

Sturdy good-looking Tables with high class finish. End Tables, Radio Tables, Lamp Tables. See these and buy yours early—

**Starting at \$1.98**

**BUNK BEDS**

Ideal for the boy's room. Complete with mattress and spring, side rail and ladder. Converts easily into twin beds. Maple only. This is a BIG VALUE—

**Sale Price—\$99.50**

**USED FURNITURE**

3-PIECE LIVING ROOM SUITE  
SOFA BED — GOOD CONDITION  
DINING ROOM TABLE  
DINETTE SUITE — SOFA  
PLATFORM ROCKER  
METAL UTILITY CABINET  
WOOD — COAL CIRCULATOR  
All Priced To Sell



**Kroehler Sofa and Matching Chair**  
Modern Styling — Cushionized Construction



**7-PIECE DINETTE**

Large 36x60 Table, chrome apron and legs. Laminated plastic top with 12-inch removable leaf. Resistant to acids, stains, cigarettes. Five side and one Host Chair. Choice of colors. A big smart-looking suite with a price tag to catch the smart buyer's eye. Regular \$125.00 value—

**Special This Sale—\$88.50**

**INNERSPRING MATTRESS BOX SPRINGS**

Pre-built border, heavy woven stripe. Plenty of coils for lasting comfort. A regular \$59.50 value. Some Extra-Firm, some regular. A few odd sets, as well as Mattresses. No more of this grade when this supply is exhausted. LOOK THESE OVER. Single and double bed sizes. A MUST IF YOU NEED BEDDING. While they last—

**\$39.50 each**

**FATIGUE MATS**

Foam rubber. Ideal for the kitchen or bath mats. Easy on the feet. Reduces fatigue of household chores—

**Only—\$1.98**

**SOFT PLUSH ANIMALS**

Extra fine quality, soft and cuddly. Ideal for crib or play pen. Choose from FUNNY DOG THAT BARKS; STANDING PANDA; POODLE; LYING DOG and HONEY BEAR. WE DARE YOU COMPARE THIS PRICE ANYWHERE. LIMIT ONE TO CUSTOMER. Choice of colors. Get yours early. Ideal gifts. Special purchase for this Sale.



**Look at the Price—\$1.69**

**SAMPLE THROW RUGS**

18 x 27 Size. Assorted Axminsters, Wiltons, Velvets. Choice while they last. Worth double this amount—

**Only 98c**

**LUXI-FOAM CUSHIONS**  
Comfortable and Long-wearing.

100% NYLON COVER Durable... Easy to Clean!

Plus-Built By the WORLD'S LARGEST FURNITURE MANUFACTURER

ASK TO SEE THIS SUITE—

**\$194.50**

ALL PRICES THIS SALE ARE FOR CASH  
TERMS CAN BE ARRANGED

**W. M. MORGAN FURNITURE COMPANY**  
PHONE 2621 1914 — 1956 HERTFORD, N. C.

SALE LASTS ENTIRE MONTH OF DECEMBER  
Shop Early and Save  
BUY CHRISTMAS SEALS!