

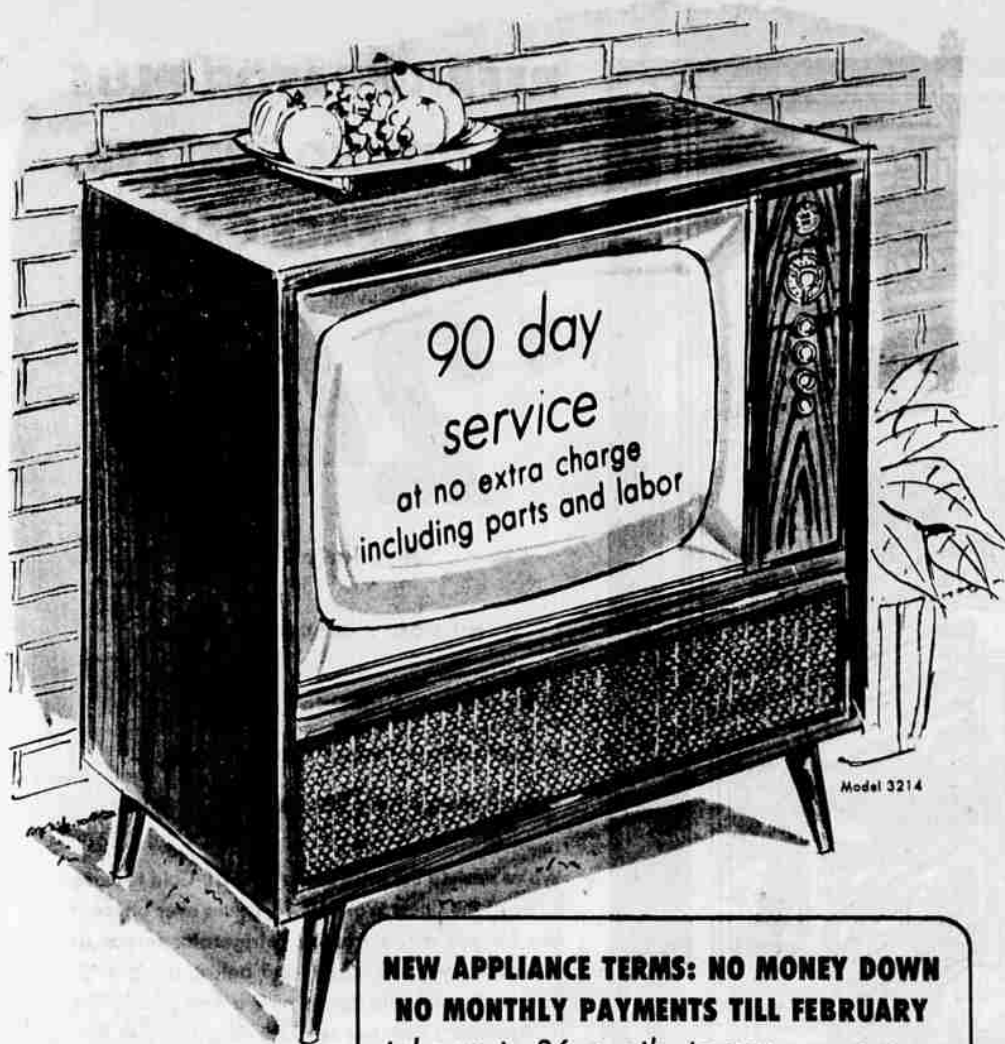
WARD WEEK SALE

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23-INCH* CONSOLE TV special for Ward Week!



Model 3214

Airline

**NEW APPLIANCE TERMS: NO MONEY DOWN
NO MONTHLY PAYMENTS TILL FEBRUARY**
take up to 36 months to pay... see your
Ward appliance salesman for details

**RARE LOW PRICE FOR
SUCH FINE QUALITY**

\$159

NO MONEY DOWN

Here is excellent proof of the substantial savings you enjoy during Ward Week—a 23" console television in reach of any budget! Trim, modern in every line, this full-size Airline in rich mahogany finish provides clear-as-life images kept wobble-free by automatic gain control. It's easy to tune, too, with convenient front controls; and the tinted safety glass filters out annoying glare. Other styles in walnut or maple finish, \$10 more.

UHF MODELS '20 MORE

**AIRLINE 23-INCH* DELUXE TV
IN FINE CABINETRY DESIGN**



Model 3314

\$183

No money down

Fine viewing; fuller sound from larger speaker. Expertly crafted with mitered corners. Mahogany finish; walnut or maple \$10 more.

UHF MODELS '20 MORE

**MONTGOMERY
WARD**



WHEN ALL AMERICA
SHOPS AND SAVES

WARD WEEK SALE

SLIM SHAPE...SLIM PRICE!



Model 1184

Airline

**19-INCH* PORTABLE TV
WEIGHS ONLY 39 LBS.**

\$139

NO MONEY DOWN

Lightweight in size and price, but a heavyweight in features! This compact Airline gives you 39 pounds of excellent performance! Bright, clear picture; fine reception; rich, clear tone. Front controls and convenient carrying handle. In attractive gray metal cabinet.

*Measured diagonally

UHF MODELS '20 MORE

SAVE ON SOUND CENTER!



Model 2214

Airline

**AIRLINE STEREO CONSOLE
WITH FM/AM, MULTIPLEX**

\$188

NO MONEY DOWN

This modern mahogany finished console provides complete audio entertainment for the entire family. 4 speakers for authentic stereophonic sound... FM/AM radio with Multiplex so that you'll receive FM stereocasts in true-as-life stereo sound. Walnut or maple, \$10 more.

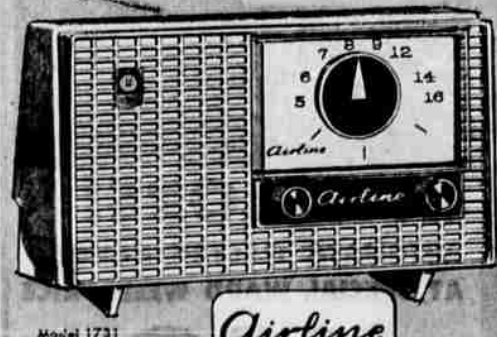
TILT-OUT STEREO REDUCED

**TURNTABLE FLIPS-DOWN
FOR PLAYING RECORDS!**

59⁸⁸

WARD-WEEK SPECIAL!

Newest design can be placed on a table or stand, or mounted on wall with optional bracket! This distinctive Airline is a compact wonder in features, styling, performance. Two side-mounted speakers provide true stereo separation. 4-speed automatic changer has a sapphire needle, feather-light tone arm.



Model 1731

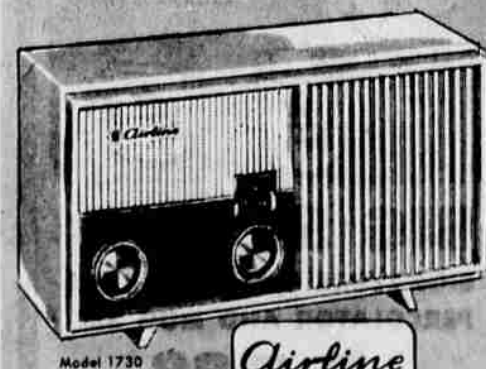
Airline

**PIN-POINT TUNING
POWERFUL RADIO WITH 4" SPEAKER**

5 tubes for good reception, 4" front speaker for fine sound. On/off, volume and direct tuning controls. Charcoal and white cabinet. Two-speaker radio, 24.88

15⁴⁴

JUST SAY "CHARGE IT!"



Model 1730

Airline

**FINE RADIO VALUE
BIG SOUND AT A LOW WARD PRICE**

Built for lasting service! Fine reception and tone; front speaker and controls. Modern styling with beige and white cabinet, smart gold-color trim. Buy two!

11⁹⁹

WARD WEEK SPECIAL!

THE BIG SALE YOU'VE BEEN WAITING FOR! CHECK ALL DEPARTMENTS