

# Grand Opening

OF

# WARGA Sales & Service

FRIDAY & SATURDAY, NOV. 29 & 30

FREE Gifts For All - FREE Coffee & Donuts  
OVER 100 DOOR PRIZES

JUST REGISTER - NO PURCHASE NECESSARY

PRIZES TO INCLUDE -  
EMERSON RADIO, SYLVANIA RADIO, ZENITH RADIO,  
NORGE COASTER WAGON, 8 FT. STOCKING FILLED WITH GIFTS.  
AT OUR NEW LOCATION 625 1ST AVE. Across the street from Ruback's.

After 15 years of doing business in Plattsburgh we are proud to invite our customers and the residents of this area to visit our complete NEW & MODERN APPLIANCE STORE with complete Service Facilities for everything we sell.

Customer Parking at rear of building. Drive at the side of the building. Loading dock at the rear.  
WE BELIEVE IN PLATTSBURGH AND ITS FUTURE. PROOF OF THIS IS OUR NEW STORE BUILDING.



**Wash 14 lbs. in one load!**  
**NEW Norge 14**  
FLEXI-LOAD  
**Automatic Washer**



Biggest tub of any washer - plenty of room for 10 full-size sheets to turn and tumble, to get really clean.

Giant agitator provides washing action for the cleanest wash you've ever seen. Rounded agitator vanes save wear on clothes.

Big free-flow lint filter keeps your clothes lint-free even with the biggest loads.

Model AWE 1420  
**OPTIONAL 2 YEAR SERVICE POLICY**

**GRAND OPENING PRICE**  
**\$199<sup>00</sup>**  
w.t.

Washes all the bed linen for a family of four in just one load. You select the wash cycle that's right for the load - regular, gentle or soak. There are three wash water temperatures and two rinse water temperatures at your fingertips.

The new Easy-Vu control panel makes wash cycle selection quick and easy. Ask to see the Norge 14 today. It's a completely new experience in automatic washer convenience.



**Norge 14**  
Model DGE 1430  
**THE ONLY DRYER WITH 14-LBS. CAPACITY**

Dry any load, any fabric, in this new Norge 14. It's the most complete, the most versatile dryer ever built. You can dry a full 14 lb. wash load at one time. You can pick one of four ways to dry - tumble with warm or cool air, no-tumble with warm or cool air - a way to dry for any kind of fabric. There are three air inlets to assure an even flow of drying air at all times.

You have at your fingertips automatic settings for "fluff", "lingerie", "rag rugs", "wash-n-wear", "cottons-linens." You have any kind of drying you want in a wonderful new 14-lb. capacity dryer that's so dependable it carries a five-year warranty. See it here, today.

**EXCLUSIVE 5 YEAR WARRANTY**  
**GRAND OPENING PRICES START AT ONLY \$119<sup>00</sup>**

Holds a big 550 lbs. of frozen food!  
**NEW NORGE 15.7 cu. ft. CAPACITY**  
BONUS STORAGE  
**FREEZER**



**AMAZING NEW INSULATING EFFICIENCY!**  
Norge hi-density insulation provides more storing space inside... with less cabinet space outside! Safe freezing temperatures... lowest operating cost.

**NORGE Model 826-180**  
convenient terms as low as...  
**\$2<sup>95</sup>**  
a week  
ZERO-PROVED before it left the Norge factory!

- New Cold-Lock magnetic door.
- Four Jet-Freeze shelves.
- New slim "built-in" styling.
- Four deep Handidor Shelves.
- Full-width glide out basket on bottom shelf.
- 5-Year Food Protection Plan.

Owning a new Norge Freezer is like having a supermarket in your home!

**SPECIAL FOR OUR GRAND OPENING!**  
**MRS. LUCILLE CLOVER**  
HOME ECONOMIST FOR CONSUMERS PUBLIC POWER DIST. WILL CONDUCT COOKING DEMONSTRATIONS ON NORGE & KELVINATOR ELECTRIC RANGES AT 10 A.M. - 2 P.M. & 4 P.M. FRIDAY & SATURDAY IN OUR NEW STORE

NORGE AND KELVINATOR RANGES \$149<sup>50</sup>  
Priced From

LEWYT VACUUM CLEANERS \$39<sup>95</sup>

OUR NEW APPLIANCE STORE WILL ALSO HOUSE THE OFFICE OF  
**WARGA REALTY**  
TO BUY OR SELL REAL ESTATE  
CALL 2124

**ALL NEW 1964**  
The quality buy in **COLOR TV!**  
HANDCRAFTED **ZENITH**



The ANDOVER • Model 5031W  
Deluxe fine furniture Danish Modern cabinetry in Walnut or Blunt Oak hardwood veneers and solids. 26 1/2" sq. in. rectangular picture area.

Prices Start At **\$449.95** w.t.

- Handcrafted for greater dependability.
- No printed circuits. No production shortcuts.
- Exclusive Super Gold Video Guard Tuner.
- Patented Color Demodulator Circuitry.
- No compromises with quality.

Handcrafted quality makes the big difference in color.

**1964 ZENITH**  
HAND WIRED 19 IN.  
**PORTABLE TV**



Front Speaker  
No Production Short Cuts

**GRAND OPENING PRICE \$149<sup>95</sup>**  
Including Free Base W.T.

23 INCH HAND WIRED COMBINATION TV - AM-FM - STEREO IN MODERN WOOD CABINETRY  
**GRAND OPENING SPECIAL \$249<sup>95</sup>** w.t.

23 In. Console TELEVISION SET. Starting at \$148<sup>88</sup> wt

NEW REFRIGERATORS Starting At \$139<sup>95</sup> wt

**ALL NEW 1964**  
23 Deluxe Console TV  
**ZENITH**  
HANDCRAFTED! HANDWIRED!



DISTINCTIVE MODERN STYLING  
The LARAMIE • Model L2756 in genuine veneers and select hardwood woods. Choice of six finished Walnut veneers, Blunt Walnut veneers or Mahogany veneers. Two large speakers. Super Gold Video Guard Tuner.

Prices Start At **\$229.00** w.t.

**GREATER OPERATING DEPENDABILITY** because its **HANDCRAFTED**

**NO PRINTED CIRCUITS! NO PRODUCTION SHORTCUTS!**  
It costs a little more when you carefully handwire and hand solder every chassis connection, but it means so much more in dependability and fewer service problems.

**UHF RECEPTION** Built-in provision for adding UHF Reception (optional at extra cost)

**LIMITED OFFER!**  
**5 PIECE DELUXE GIFT ENSEMBLE**  
COMPLETE  
**\$16<sup>95</sup>**



You Get **ALL NEW ZENITH**  
Royal 40-6 SHIRT POCKET RADIO including  
Custom Carry Case  
Earphone for Private Listening  
Gift Box  
Set of Batteries

Six transistors plus germanium diode. Choice of White color, Charcoal Brown color, or Turquoise color.

**BUY NOW Supply Limited!**