

GRAND OPENING TODAY! SALEM'S LARGEST

BRING THE KIDDIES TONIGHT!
OPEN 'TIL 9!

Toyland

Montgomery Ward

FREE LOLLIPOPS
For All Kiddies
Accompanied by Adults

USE TOY LAYAWAY PLAN

\$1 DOWN HOLDS ANY TOY PURCHASE

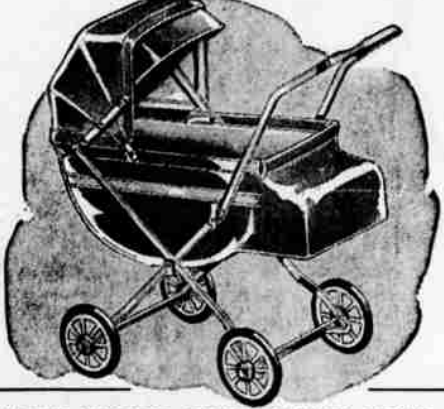
UP TO \$20 UNTIL DEC. 15

HUNDREDS OF EXCITING TOYS

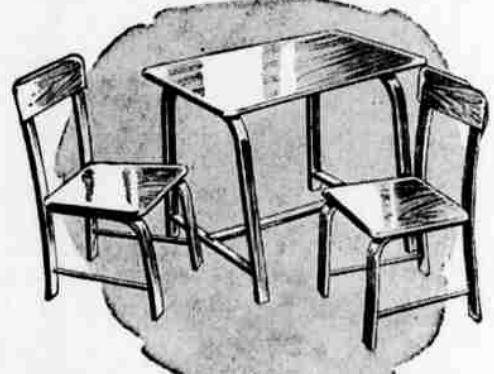
AT MONEY-SAVING PRICES

SHOP AT TOYLAND TODAY

FOR BEST SELECTION



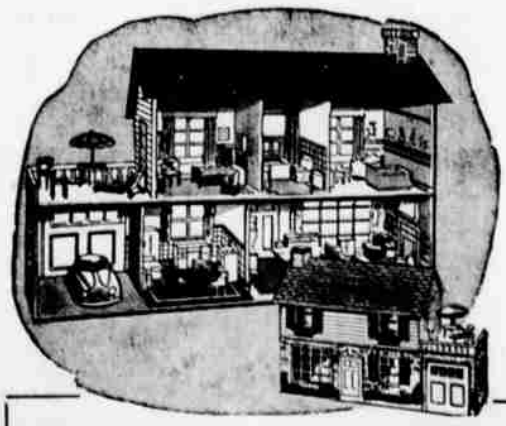
LARGE FOLDING CARRIAGE WITH BRAKE
Good quality dark blue artificial leather 23" x 10 1/4" body and 4-bow hood with sun visor. Extension footwell. Holds doll to 23-in. tall. Easy to store—folds flat when not in use. **795**



MODERATE PRICED BENTWOOD TABLE SET
Just the thing for tea parties! Neatly styled, well built table and 2 chairs. Table top is 22 x 17-in., and 17 1/2-in. high. Set has a smooth antique Maple finish. Good value! **995**



WELL MADE COWGIRL OUTFIT
Red and white felt skirt and vest with contrasting fringe and felt applique!
• Rough Ridin' Cowboy Outfit! Chaps, vest, shirt, kerchief and lariat. **4.98** **398**



5-RM. METAL DOLL HOUSE
Colonial style with garage. Sturdy sheet steel, colorfully decorated, easy to assemble. Truly a child's delight!
Plastic Furniture for Any Room, 98c **449**

\$1 DOWN

Holds Any Toy Purchase under \$20 until December 15

Wonderful Ward Dolls

THESE ARE JUST A FEW — SEE MORE IN OUR TOYLAND

A lovable doll makes any little girl's Christmas more complete. So buy your dolls at Wards where careful planning goes into the design and dress of every doll, and where your dollars go further. Only \$1.00 will hold any doll until December 15th.

A BABY WITH LATEX ARMS AND LEGS
19" baby doll with fine features on plastic head, soft cotton-stuffed body, sleeping eyes, crying voice, beautifully dressed. **398**

B PINK TAFFETA COAT
17" Baby Doll **598**
Lifelike Vinylite arms and legs. Mohair wig, sleeps, cries. Handsomely dressed.

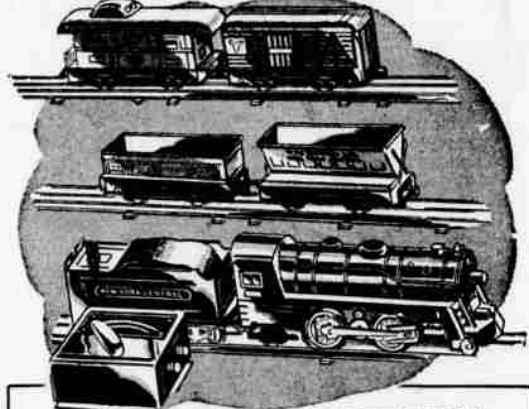
D 100% WOOL SWEATER
12" Baby Doll **398**
All latex rubber body, sleeping eyes. All 100% wool sweater with matching hood.

F BRIDE OR BRIDESMAID
14" Doll—each **498**
Your choice of lovely bride in satin, ribbon and lace or picturesque bridesmaid.

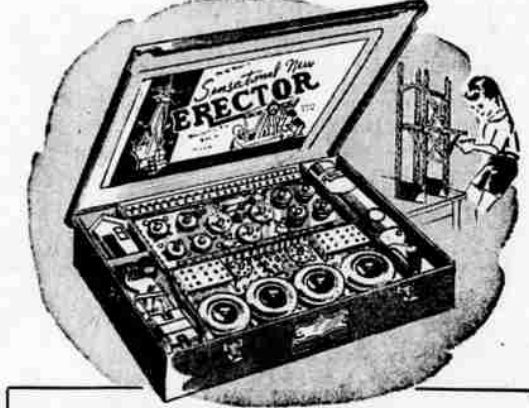
C SOFT AND CUDDLY
15" Baby Doll **198**
Composition arms, legs. Cries, sleeps. Cotton stuffed, Organdy dress and bonnet.

E DRINKS THEN WETS
11" Sunbabe **498**
Drinks, wets, cries—soft molded rubber with painted eyes, layette and case.

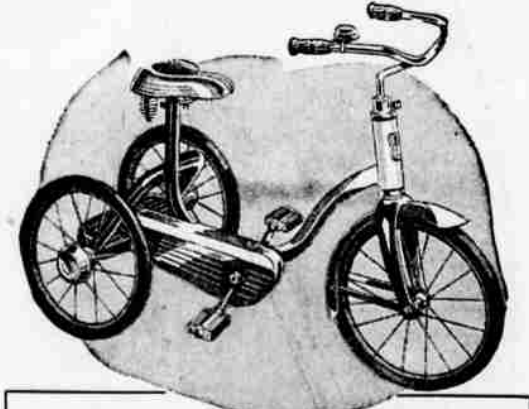
G OVER-SHOULDER-BAG
14" Girl Doll **398**
All plastic body fully jointed. Curly mohair wig with ribbon, and pretty dress.



REMOTE-CONTROL ELECTRIC FREIGHT TRAIN
Remote-control die-cast locomotive with bright headlight, tender, side dump car, gandolla, cattle car, caboose. Transformer, 4 straight, 12 curved tracks, 1 crossover. **1295**



WELL-KNOWN GILBERT ERECTOR SETS
Here's a gift that's creative and instructive yet loads of fun. A gift that will bring lasting pleasure and enjoyment to its owner. **Sets 185 to 2095**



EASY RIDING CHAIN-DRIVE BIKE
Rear wheels turn easily in ball bearing cones. Puncture-proof, semi-pneumatic 1 1/4" tires. Rubber seat with coil spring adjusts to accommodate child 4 to 8 yrs. **2650**



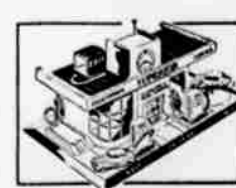
MODERN ELECTRIC TOY RANGE
Low priced **498**
Now she can really cook! Oven opens. Finished in white baked-on enamel. Utensils included.



TRUCK AND STEAM SHOVEL **498**
Load steam shovel by lowering removable tail skid. Hook on chain and crank up onto truck.



WATERPROOFED DOLL-E-BATH
Large size **429**
Tub holds water. Top slides down in back. Drain hose, clamp. Strong folding steel frame.



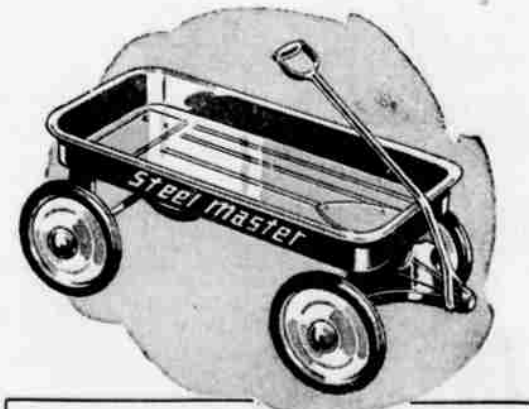
METAL SERVICE STATION
Outstanding value! **498**
Everything really works! Includes gas pumps, wash pit, elevator, little cars, and ramp.



TUBULAR VELOCIPEDE INDIAN RED
10" Front wheel **650**
Genuine Chrysler Oilite Bearing in front wheel. Adj. handle bars and seat. Rear split plate.



15-PC. TOOL SET IN CHEST
Real tool! **398**
Not toys, but real tools to encourage beginner's efforts. Saw, hammer, rule, and others.



EASY-ROLLING BIG "STEEL MASTER"
Big. (35 1/2 x 16 1/2-in.) serviceable coaster from one piece of steel, smoothly finished with no rough edges. Wheel bearings never need oiling. 1 1/2-inch semi-pneumatic tires. **1045**